

MITCHELL COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Department of Library and Information Sciences



Mitchell County Library Community Outreach Plan

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Mitchell County Library Community Outreach Plan

Outreach Plan

Introduction

Mitchell County is located in the prairie of west central Texas, bounded on the east by Nolan County, on the south by Sterling and Coke counties, on the west by Howard County, and on the north by Scurry County. Colorado City, the largest town, is in the northeastern part of the county, roughly 229 miles west of Fort Worth. Communities in Mitchell County include the county seat, Colorado City, Loraine, Westbrook and Buford.

The area was named for Asa and Eli Mitchell, prominent participants in the Texas Revolution. The Missouri Pacific Railroad runs east to west across the county, through Colorado City. The 1800s was a period of settlement in the region with the coming of the railroad. In the early 1880s the Texas and Pacific Railway was built through the county to Colorado City, and by 1881, the day the first train arrived, the town's population had reached 300. By 1882 four railroad stations had been established in the county. The railroad led to an instant boom in Colorado City; between 1881 and 1885 the town grew rapidly in population and prosperity.

In 1881 the *Colorado Courant*, a weekly paper, began publication. Ranches were established in different parts of the county. Within a four-year period Colorado City emerged as a major shipping center to rival Dodge City and Abilene as a cattle town. By 1884 it had several saloons and beer parlors, scores of general stores, lawyers, doctors, and a population of about 3,000.

By 1900 Colorado City had lost its prominence as a cattle town, and the previous commercial importance of Mitchell County had passed. Ranching remained at the center of the local economy, but farmers were beginning to establish themselves in the area. Cotton and sorghum dominated the economy up until the Great Depression. These two crops are still the main source of agricultural revenue in the area and ranching remains a major industry in the area.

Historical, Current, and Future Roles of the Library

Historically the library has played the following roles in the community: life-long learning, free and equal access to information and a community meeting place. The library currently plays those roles in addition to providing educational and recreational materials, current topics and titles and free public computer access. In the future the library would like to be a source for local history and genealogy, formal education support center and a career and workforce development.

Existing Programs

The library has a number of existing programs. These include: regular story time for pre-school aged children, Summer Reading Program, regular art displays, Summer Reading Program for teens, exam proctoring, and Interlibrary Loan.

Identified Needs

The following were identified as community needs: no after school child care, no public day care only in-home, shortage of moderately priced homes and a need for more industry and jobs. An outdated city infrastructure hinders new housing development and industry attraction.

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Identified needs of the library include: more children's programs, nursing home outreach, community outreach and GED classes.

Identified Assets

The following were identified as community assets: a number of civic organizations in town, a local radio station, newspaper, cable company, an active chamber of commerce, a hospital and senior citizens' center. As the county seat, Colorado City attracts many people from the surrounding community. The Scott-Majors House, which is on the National Register of Historic Places, is in Colorado City.

The library would like to thank the Mitchell County Commissioners Court for the opportunity to participate in the University of North Texas PEARL project. Without their approval and support we would not be able to offer the new children's program described in our Outreach Plan. The Library Director would like to thank all the staff and Library Board for their hard work, dedication, and support for this project. The library would also like to thank the Robert & Ruby Priddy Charitable Trust for funding this project.

Community Profile Narrative

The community is a family-oriented community and is home to many young families. Recreational sites include Lake Colorado City State Recreation Area, Champion Creek Reservoir and the Colorado City Museum. The Heart of West Texas Museum is located in Colorado City. Noted for their many antique stores, Colorado City is home to some of Texas' most unique festivals. The chamber of Commerce sponsors three Railhead Trade Days which attracts thousands of antique dealers and buffs. It is home of the World Championship Boer Goat Cook-off each October and in May they welcome visitors to the annual 4-H Mud Bog.

Main geographic features

Community Features

Assets and Challenges

The community features that are an asset to Mitchell County are: public swimming pool, Lake Colorado, public parks, soccer fields, cattle ranches, oil fields, rodeo grounds, oil fields, an historical site and campgrounds.

The features that represent challenges to the community are: miles to the nearest town and miles to a major city.

Library

Assets and Challenges

The following are assets to the library in providing services: stand-alone facility; close to county courthouse (includes Sheriff's Department and jail), post office, city hall and police stations. Other facilities in the area include: hospital, health clinic, correctional facility, churches, newspaper office, cable TV, civic center, fire station, state park and Lake Colorado City and Lake Champion. There are a number of good restaurants in the area.

The following are geographic challenges to the library in providing services: The library is not within easy walking distance of the schools. The library is not located near any residential areas, making it difficult for patrons to walk to the library.

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Community demographics

The Mitchell County Library serves the entire county representing a population of approximately 9,403. 31% are aged 18 and under. 39.7% are Hispanic with 26% of the population speaking a language other than English. 31 % are high school graduates while 7% have a college degree. The median household income is \$37,750.

Library Profile Narrative

The original Mitchell County library was started in 1924 by a dedicated group of women in the Federated Woman's Club. The original library was a subscription library. Initially the library was established on the 3rd floor of the county courthouse. In 1927 the library was relocated to the 2nd floor of city hall with more space and more books. While, the county commissioners showed no enthusiasm for the endeavor, the community strongly supported the women's efforts. In 1931 the county commissioners agreed to pay the librarian's salary. In 1940 the library moved once more to two rooms in the abandoned Coleman School building. The space was renovated for the purposes of the library. The library was short of space and money and relocated once more to a large room in the Civic House, owned by the local Jaycees organization. During this period, library supporters began a building fund for the purpose of building a suitable and permanent home for the library. The Federated Library Board met with the county commissioners and the county agreed to take over the library. In 1966, with the aid of federal money, a new \$125,000 facility was built at the present location at 340 Oak Street in Colorado City. The dedication of the 6,890 square foot library was held on August 7, 1966.

Most important library statistics

The following statistics are for 2010. The library had 5,256 registered borrowers with 32,728 library visits by users. 20,947 items circulated with 33,089 titles in the library's collection. The full time equivalent of library staff is 3.5 (3 full time and 1 part-time employees).

Vision, Mission, Goals and Objectives

Vision Statement

As the needs of our community change, the Mitchell County Public Library will initiate new ways to serve patrons and become a focal point that supports and unites the community.

Mission Statement

The Mitchell County Public Library enriches the lives of people in the community by providing access to a wide variety of materials, services and information in a responsive and friendly environment that promotes lifelong learning and fosters a sense of community.

Goals and Objectives for the Library

Service

Goal 1. Provide programs and services that support the Library's mission and goals

Objectives

- Offer programs for a diverse group of patrons and interests
- Develop and maintain our collection to meet the needs of the community and provide a solid foundation for future generations, including the consideration of electronic collections

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- Continue to provide the most current and accurate library materials possible in a timely manner
- Offer access to technology with public computers and wireless connectivity
- Provide reference and reader's advisory services

Goal 2. Enhance awareness and usage of library facilities, materials and services

Objectives

- Maintain an effective and well-planned effort to market and promote the library
- Advertise library services and issues in local media and by speaking to community groups and visiting schools and daycare groups
- Invite groups to hold meetings
- Offer library tours to groups and schools
- Participate in community parades, festivals, fairs, and other community events.
- Invite elected officials to visit
- Continue to develop and expand the library web site to provide increased level of customer interest and service
- Continue to identify ways in which the library can work throughout the community and building relationships with area institutions such as schools, museums, churches, local media, businesses, nursing homes and hospitals
- Offer classes to meet informational needs of patrons
- Increase awareness of TexShare online databases and other electronic resources
- Provide a friendly and helpful atmosphere that leaves every patron with a lasting positive impression of the library.

Goal 3. Foster a lifelong love of learning in the community

Objectives

- Conduct weekly story times for preschool-aged children
- Present a Summer Reading Program for school-aged children
- Offer materials and services to teens
- Offer adult programs and outreach to underserved groups

Management

Goal 1. Provide a qualified and motivated staff to accomplish service goals

Objectives

- Offer staff training in all aspects of library operations and service
- Maintain adequate staffing as library needs change
- Recruit, train and utilize volunteers as appropriate

Goal 2. Provide materials and services appropriate to achieve the Library's mission and service goals

Objectives

- Improve the Library's collection in all formats through careful selection, acquisition and weeding of materials following the CREW method
- Utilize cooperative services as appropriate, including interlibrary loan
- Improve access to technology for the public by evaluating needs and providing adequate resources

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- Maintain photocopy and fax efficiency for patrons and staff

Goal 3. Work closely with the Friends of the Mitchell County Public Library to improve and promote library collections, programs and services

Objectives

- Identify and pursue grants and other outside funding sources

Goal 4. Manage growth of collections and programs according to policies and long-range plan

Objectives

- Maintain and analyze statistics on library usage and circulation
- Manage collection size as funding and space allows meeting changing needs of community
- Review policies and procedures on a regular basis; submitting recommendations to the board

Facilities

Goal 1. Provide a safe and welcoming atmosphere that is accessible to the community and meets the needs of our patrons

Objectives

- Have the exterior of the building trim repainted
- Consider the possibility of adding a bicycle rack

Library Board

Goal 1. Keep Board members informed to insure that all are informed spokespersons

Objectives

- Maintain input and communication between board and staff
- Maintain long range plan; reviewed and updated annually

Big County Library System

Goal 1. Maintain effective communication with BCLS libraries and Texas State Library

Objective

- Maintain staff attendance at BCLS workshops and meetings

By regularly assessing our services and materials, and continually updating and maintaining our facility, the Library will continue to be the source of community pride.

Goals and Objectives for the Outreach Plan Program

Goal: The Mitchell County Library will provide support for early literacy by providing a new children's outreach program.

Objective: Have fun and share the love of reading with a new group of children by offering three winter reading programs for children attending daycare.

Outreach Program

The library's outreach program is a cooperative program with the newly opened Westbrook ISD Childcare Center. The project is called Destination Daycare Story Time. The daycare provides childcare for pre-school children. The library will go to the daycare center and provide a short

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story time on three different dates. The story time will consist of an appropriate children's story or poem, with songs that children can learn and sing along to and act out. The library will provide a craft that goes with the theme and each child will receive a "little" book that will be printed and bound by the library. The little book includes readings and coloring pages appropriate for pre-schoolers. At the third and final program each child will be given a decorative goodie bag to put all their crafts and little books into. Bookmarks, stickers and library information will be included in the goodie bags. The packets will also include a library card application for both the parent and the child. It is anticipated the program will encourage families to bring their children to the library to experience the joy of checking out any book they wish. The library will seek a sponsor to provide each child with one book for the packets. It is anticipated this program will be extended beyond the three planned sessions and become a regular monthly outreach program sponsored by the library.

Statement of need

The surveys distributed by the library indicated a strong need for more children's programs. In addition, the library staff has received requests over an extended period of time to provide more programming for young children, especially pre-school children. This program will provide targeted assistance for pre-school children and parents and by doing so bridge the gap between existing programs for young children (story time and Summer Reading Program).

Description of the larger audience or target group the library wants to reach.

The program is targeted to the parents of young children and pre-school aged children attending daycare. According to the census 5.2% of the population of Mitchell County is under the age of five.

Description of the specific segment of the target group the proposed program will serve

The Westbrook ISD Childcare Center has recently opened providing much needed child care in the community.

Estimated number of potential participants

It is estimated 5 children will receive services from this program.

List potential partners based on your assets assessment.

Westbrook ISD Day Care Center is the partner for this program.

Available library resources that will contribute to the success of the program

Physical

The library has supplies left over from Summer Reading Club to provide for the crafts at the daycare center. The library has a copier and the personnel to print and assemble the "little" books. Westbrook Childcare has agreed to provide space and time for the program

Skills

The library has trained professional staff to plan and execute the programs. The library is already committed to early childhood development with staff and materials designed to support

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these programs. The staff knows how to and is willing to work with other groups to encourage early childhood education.

Detailed Action Plan

Goal

1. Design the program.
2. Implement the program.
3. Evaluate the program.

Objective

1. Promote fun for children under the age of five years at the Westbrook Daycare.
2. Share the love of reading with a new group of children.
3. Offer three winter reading programs for children attending daycare.

Action Plan

The table below gives the library's action plan for the winter reading program.

IMPLEMENTATION			EVALUATION	
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Contact childcare center to receive permission and agreement on 3 dates	Brigada Hiser by Dec. 15 th , 2011	Time-½ hour \$ 0 Materials-telephone Personnel-1	Three dates and times are agreed upon	Count number
Plan three winter reading program	Brigada Hiser, by Dec. 18 th , 2011	Time- 3 hours \$ 0 Materials- computer, paper, printer Personnel-1	Programs are planned	Count number
Put program announcement on website & library Calendar	Library staff by Dec. 12 th , 2011	Time-½ hour \$0 Materials-none Personnel-1	Program posted on website and library calendar	Posting on website complete
Research on Internet for small printable books that include coloring pages	Brigada Hiser, by Dec. 17 th , 2011	Time-3 hours \$0 Materials- computer Personnel-1	Three books selected	Count number
Print little books to give at each program	Library staff, by Dec. 17 th , 2011	Time- 2- 3 hours \$45 Materials- paper, printer, copier, stapler Personnel-1	25 copies of 3 books printed and bound	Count number
Prepare stories for story time	Brigada Hiser, by Dec. 14 th , 2011	Time- 10 hours \$0 materials- none Personnel- 1	Three stories are selected and prepared	Count number

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Action What action, activity or task needs to be done?	Name & Date Who will do it and by what date will it be done?	Resources Needed How much time, money, materials, personnel is needed?	Measurement How will progress be measured (#, %, participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Contact local organizations for sponsorship to purchase books	Brigada Hiser, Friends group, by Dec. 20 th , 2011	Time-2 hours \$0 Materials- None Personnel- 3	Groups contacted	A sponsor has agreed to purchase books for each child
Prepare songs	Brigada Hiser, by Dec. 17 th , 2011	Time-2 hours \$0 Materials- musical instruments Personnel-1	Songs selected and prepared	Songs and musical accompaniment are ready
Prepare evaluation instruments	Brigada Hiser, by Dec. 18 th , 2011	Time-2 hours \$0 Materials: paper, printer Personnel-1	Evaluations prepared	Evaluations prepared and printed
Prepare goodie bags	Library staff, by Dec. 20 th , 2011	Time-1 hour \$0 Materials- bookmarks, stickers, pencils Personnel-1	75 Bags prepared	Count number
Story times Presented	Brigada Hiser, by Dec. 25 th , 2011	Time-3 hours; 1 ½ hour travel time \$0 Materials-goodie bags Personnel-1	Story times are presented; evaluations administered	Count number and evaluations completed
Compile evaluations	Brigada Hiser, by Jan 15 th , 2012	Time-2 hours \$0 Materials-Evaluations, computer, database software Personnel-1	Evaluations compiled	Report submitted to Pearl Office
Submit story on program to local paper	Brigada Hiser, by Jan 4 th , 2012	Time-1 hour \$0 Materials: computer, email program Personnel-1	Story submitted to paper	Story is printed
Gather all statistics and stories including anecdotal	Brigada Hiser, by Jan. 4 th , 2012	Time-2 hours \$0 Materials: Computer Personnel-1	Statistics gathered with a written report	Submitted to Pearl Office and Outreach Coordinator
Post to the Pearl Website	Brigada Hiser, by Jan. 15 th , 2012	Time-1 hour \$0 Materials: computer Personnel-1	Post submitted	Post appears on Pearl website

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APPENDIX A

LIBRARY ASSETS COMPILATION

Summer Reading Program

Art Displays

Exam Proctoring

Interlibrary Loan

Professional staff

Great public support of library

County Seat

Public swimming pool

Good school system

Staffs knowledge of community

Parks and golf course

Museum

Close of courthouse, city hall and police station

Lake Colorado

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APPENDIX B: PROGRAM EVALUATION

Mitchell County Library Destination Daycare Story Time Program

In order to evaluate our outreach offerings we need information from you about the effectiveness of this program. Please take the time to fill out this form and turn it in.

BEFORE hosting this outreach, I would rate my knowledge and/or confidence as:

	Low			High	
Knowledge of / confidence in Mitchell County Library:	1	2	3	4	5
Knowledge of / confidence in Library outreach programs:	1	2	3	4	5
Knowledge of / confidence in Library services:	1	2	3	4	5
Knowledge of / confidence in Library staff:	1	2	3	4	5

AFTER hosting this outreach, I would rate my knowledge and confidence as:

	Low			High	
Knowledge of / confidence in Mitchell County Library:	1	2	3	4	5
Knowledge of / confidence in Library outreach programs:	1	2	3	4	5
Knowledge of / confidence in Library services:	1	2	3	4	5
Knowledge of / confidence in Library staff:	1	2	3	4	5

General

	Vague			Useful	
The program handouts/materials were	1	2	3	4	5
Excellent					
The overall quality and/or availability of the presenter was	1	2	3	4	5
Outreach program presentation was	1	2	3	4	5
Overall, I considered this program to be	1	2	3	4	5

How would you consider the program to be a benefit for to the community?

Comments about this outreach program experience – Please include suggestions, if any, for improving organization, presentation or content:

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Suggestions for programs you would like presented in the future-----please comment if you would like this program continued:

APPENDIX C: PROGRAM EVALUATION FOR CHILDREN
Mitchell County Library Destination Daycare Story Time Program

Did you Like the Story?



YES



NO

Did you Like the
songs?



YES



NO

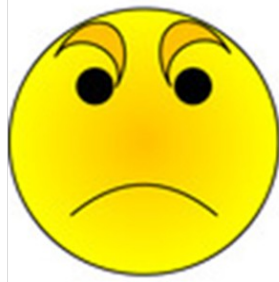
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APPENDIX C: PROGRAM EVALUATION FOR CHILDREN
Mitchell County Library Destination Daycare Story Time Program

Did you Like the little
books?



YES



NO

Would you like to have
other stories?



YES



NO