

NOCONA PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Nocona, Texas is a small town with a population of 3,033 located in Montague County. Close to the Red River, Nocona is approximately 50 miles from the city of Wichita Falls and is located at the intersection of U.S. Highway 82 and State Highway 175. Nearby cities include Henrietta and Bowie, Texas. The name “Nocona” derives from Peta Nocona, a Comanche chief famed for his role in the Comanche Wars in Texas during the mid-1800s. Historically, Nocona was a stop along the Chisolm Trail and was settled in 1887 primarily because of its location along developing railroad lines.

Historical, Current and Future Roles

Since its beginning in 1972, the library has been a place of lifelong learning. It has provided free and equal access to information, computer access, and has been a pre-school door to learning and promoted early literacy. Currently the library meets the needs of lifelong learners and serves as a community meeting place. Early childhood literacy resources, local history, and genealogy information are available at the library. In the future, the library plans to expand services to learners of all ages through volunteer led classes, and to provide support to local businesses.

Existing Programs

The library offers a summer reading program, a preschool story time and a book club for adults. The library regularly hosts art exhibits showcasing the works of local students, artists and art teachers. The inter-library loan services offered by Nocona Public Library are well-used by library patrons.

Identified Needs

Identified needs in the community include: lack of major retail stores, job opportunities, lack of governmental offices such as Texas Workforce Commission, and there is a need for telecommunication retail stores such as Verizon or AT&T.

Challenges the library faces include: the need for more staffing and a viable volunteer workforce. Community surveys have identified a need for basic computer skills classes and for more programming for all ages such as book clubs, senior activities, and gaming. The library recognizes a need to reach out to the teen age group in the community and encourage active use of library services. Surveys also show that residents, while appreciating the selection of reading materials and the esthetics of the library, want an even wider variety of books, magazines and services as well as extended hours.

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Identified Assets

Assets for the community include the visitor's center and the Chamber of Commerce being visibly located at the edge of town. Progressive medical services are offered through the local hospital, the physical therapy center and the wellness center. There are two hotels in town. Cultural assets include an art gallery and a museum.

Library assets include an attractive stand-alone facility, a knowledgeable staff and friendly volunteers.

Thank You Statement

The Nocona Public Library would like to thank the city of Nocona and the Nocona City Council for their continued support of the library. The library would also like to thank the Friends of the Nocona Public Library for all their volunteer hours of service and for their donations of shelving and furniture as well as for all their assistance in the Summer Reading Program.

The library is grateful to Marco Rodriguez and the staff and volunteers of the Nocona Senior Citizens Center. Without their help, the Nocona Public Library project, **Minds Alive!** would not have come to fruition. The Cherry Street Villa assisted living facility and director Mary Adams also deserve thanks for their willingness to partner with the library.

Gratitude is extended to the Robert & Ruby Priddy Charitable Trust for their belief in and support of rural libraries. Funding of the PEARL Project grant through the University of North Texas strengthens the library and makes this community outreach possible.

Community Profile Narrative

Nocona is a family-oriented community and has a high percentage of senior citizens. Nocona has one of the most beautiful lakes in the state and visitors come for family camp-outs and fishing all summer. The city park is busy with birthday parties and all kinds of rides for the children. Nocona is lucky to have two golf courses, one maintained by the city and the second in Nocona Hills, a private, gated community. Local events include the annual Mardi Gras, Fiesta d'Italia, the Octoberfest, several events at Chisholm Trail Rodeo Arena, and the Christmas in Nocona Tour of Homes.

Downtown Nocona is undergoing revitalization. Business owners take pride in their buildings' appearance and many have undertaken major renovations to improve the appeal of downtown. Keep Nocona Beautiful, Downtown Restoration and the Nocona Garden Club are actively engaged in keeping a vital appearance in the area. Mates and Matrons, the Rotary Club and the Lion's Club have all engaged in civic projects that are helpful to community residents and the economy. The local VFW and the American Legion assist area residents in accomplishing their goals of maintaining the physical attractiveness of the city. Strong civic engagement in the community enables residents to meet challenges.

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Main Geographic Features

Community Features

Assets and Challenges

Some of the geographic assets of the Nocona community are access to a river and a lake, campgrounds, golf courses, fishing and game areas, a beautiful public park, a tree farm, cattle ranches and rodeo grounds. There is an RV park and a campground.

The community faces several challenges. Residents must drive a distance at least 20 miles to Bowie in order to access state agency offices such as the Texas Workforce Commission. The closest community college is 35 miles distant in Gainesville. The community has little variety in dining and shopping facilities. Major retail establishments are located in other cities requiring planned travel and time.

Library Features

Assets and Challenges

A geographical asset for the library is that it is conveniently located downtown, one-half block from Highway 82. Across the street are the City Hall and the police and fire station. Businesses close to the library include: Dairy Queen, an antique shop, a hardware store, Nocona Athletics (maker of baseball gloves), Wells Fargo Bank, Legend Bank, and Nocona New and A Hand Up (both resale shops).

A geographic challenge is the distance to local schools; children cannot easily walk to the library.

Community Demographics

The population of Montague County is 19,719; the population of Nocona is 3,033. According to the 2009 census figures the population consists of 80% white, 16% Hispanic, and 4% other. Approximately 30% of Nocona's population is over 65; the median age is 38.5. About 75% of Nocona's residents are high school graduates, with 11.2% having bachelor's degrees or higher. The median household income is \$31,129.

Library Profile Narrative

The library was started by a group of enthusiastic citizens who wanted a library. Initially it was located in a building donated by resident Jim Hogue, a Chevrolet dealer. In 1973, the library was moved to a vacated Sears building. Though the Nocona Public Library serves all Montague County residents, most library patrons live in Nocona.

The pre-school story time has always been popular. Similarly, the inter-library loan program is well-known and used frequently by patrons in order to obtain items outside the library's collection. The library also serves a sizeable percentage of the locally home schooled children. FAX and copy services are available at the library.

Shared Internet service providers are not uncommon in rural communities and Nocona is no exception. The library obtains Internet access through an arrangement with the school district. While cost effective, the Internet access is limited by the restrictions imposed by district administration. These restrictions prevent library patrons from using the Internet in the manner

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of most contemporary libraries. For example, gaming, social networking, downloading digital content such as music, audio books and e-books are not possible. Filters and firewalls also limit access to portions of the Internet.

During the past year, an increasing number of patrons have been using the public access computers in the library to search for employment.

Most Important Library Statistics

The library has a collection of 19,009 items. Circulation in 2010 was 14,552 items. The library has 2,765 registered borrowers. It has 1.5 paid staff and four volunteers who average a total of 10 hours per week. Preschool story times average 20 children. Approximately 370 patrons visit the library per month; nearly 300 uses of the public access computers are logged monthly.

Vision, Mission, Goals and Objectives

Vision Statement

The library will be the focal point of community life, enrichment, and broader horizons for all citizens.

Mission Statement

The mission of the Nocona Public Library is to empower patrons of all ages and socio-economic backgrounds by providing access to library, recreational, educational and informational resources in a variety of formats and to deliver internet access as a means for exploration.

Goals and Objectives for the Library

Goal 1: To provide access to recreational, educational and information resources in a variety of formats.

Objectives

1. Develop a diverse collection of materials for patrons to choose from.
2. Provide electronic databases.
3. Create and maintain a library website.
4. Use inter-library loan to fill patron requests for a variety of content.

Goal 2: To deliver Internet access to the community.

Objectives

1. Maintain public access computers at the library.
2. Facilitate the use of Internet tools and technology.
3. Educate patrons about the value of the Internet resources through computer classes.

Goals and Objectives for the Outreach Plan Program

In keeping with the Vision and Mission of the Nocona Public Library, the goal of the outreach program is to provide materials for the homebound and assisted living residents to broaden their horizons and to meet their recreational, educational and informational needs.

The objective of the program is to provide access to materials based on each participant's reading interests.

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Outreach Program

Minds Alive! is an outreach program to the homebound and to assisted living residents who otherwise have no access to library materials. The purpose of the program is to assist these residents in maintaining an active mental life through reading and listening to books. Thirty percent of all residents in Nocona are in the age range of 65 and over. Many are homebound, unable to drive, and some reside in an assisted living facility. These residents would use the library if they had access to transportation or materials. Library staff and volunteers are sensitive to the fact that some of their long-standing library patrons can no longer visit in person despite being avid users before becoming homebound or residents of assisted living.

Statement of Need

A survey was delivered to homebound residents to determine interest in home delivery of library materials. There was sufficient interest in both books and audiovisual materials to warrant an outreach program.

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

There are approximately 900 residents aged 65 or older. Ninety residents or 10% have been identified as candidates for home delivery of library materials.

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

The library's **Minds Alive!** program will target residents of Cherry Street Villa, the local assisted living facility, and the homebound who receive Meals on Wheels services through the Nocona Senior Citizen's Center.

Estimated number of potential participants

The library goal is to engage, on a regular basis, 20 library patrons for this outreach service.

Description of the characteristics of the audience

There are at least 10 people presently that will be served who have no family, no access to transportation and live alone. Other homebound residents live in families but it is difficult for them to arrange for pickup and delivery of reading materials. The residents in assisted living cannot visit the library. The target audience for **Minds Alive!** is about half males and half females.

List potential partners based on your assets assessment

The Nocona Senior Citizen's Center (Director Marco Rodriguez) and the Cherry Street Villa (Director Mary Adams) are the primary partners in this program. Delivery drivers of the Meals on Wheels program are key persons associated with the Nocona Senior Citizen's Center in reaching potential patrons. Library volunteers will be helping to prepare materials and gauge reading interests as well as delivering to the assisted living residents. Larry Lemons, a local artist, and his students will be assisting the program by preparing delivery pouches.

List available library resources that could contribute to the success of the program

Willing library volunteers, enthusiastic staff, the Friends of the Nocona Public Library, and the library Advisory Board can all contribute to the success of the program. The library owns materials in a variety of formats including audiobooks, large print materials and cassettes. There

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is a selection of genres to choose from such as westerns, mysteries, romance, general fiction and non-fiction.

Detailed Action Plan

Goal(s)

1. To promote the program.
2. To implement the program.
3. To evaluate the program.

Objective(s)

1. Distribute notices to attract participants.
2. Identify the informational and recreational preferences of interested participants.
3. Coordinate a delivery schedule with community partners and library staff/volunteers.
4. Create the delivery materials and tools needed.
5. Establish the methods and schedule of returns and turnaround.
6. Heighten community awareness through press releases and signage.
7. Survey participants on program satisfaction and future needs.
8. Evaluate program with community partners.

Action Plan

The table below gives the library's action plan for the **Minds Alive!** program.

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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?
Meet with directors of senior center and assisted living facility to discuss program	Assistant Director by August 5, 2011	Time - 2 hours \$/materials - none Personnel - 1	Both directors will agree to partner	2 partnerships established
Create informational flyer	Assistant Director by August 5, 2011	Time - 2 hours \$/materials - none Personnel - 1	Final version created	Final version on file
Copy informational flyer	Assistant Director by August 5, 2011	Time – 1/2 hour \$/materials -\$.20 ea X 100 = \$2.00 Personnel - 1	Number of flyers created	Count # flyers
Create return survey	Assistant Director by August 5, 2011	Time - 2 hours \$/materials - none Personnel - 1	Number of surveys created	Final version on file
Copy return survey	Assistant Director by August 5, 2011	Time - 2 hours \$/materials -\$.20 ea X 100 = \$2.00 Personnel - 1	Number of surveys created	Count # surveys
Deliver a program flyer with a return survey to centers	Assistant Director by August 5, 2011	Time - 2 hours \$/materials - none Personnel – 1	Number of flyers and surveys delivered	Count # delivered flyers and surveys

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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?
Pickup Completed Surveys	Assistant Director by August 10-17, 2011	Time - 2 hours \$/materials - none Personnel – 1	Number of surveys returned	Count # returned surveys
Create file of needs and requests	Assistant Director by August 10-17, 2011	Time - 2 hours \$/materials - \$6.00/card file with index cards Personnel – 1	File of patrons with requests	Card file created
Add patrons to database with library cards	Assistant Director by August 10-17, 2011	Time - 2 hours \$/materials – 20 cards@\$4.00 each = \$80.00 Personnel – 1	# New library cards created #New Patron records with note as program participant	Count # library cards created Count # of matching new patron records with program participant note
Coordinate material delivery from/to centers with Partners staff & library volunteers and program schedule	Assistant Director, Partners staff & library volunteers by August 17-24, 2011	Time - 4 hours \$/materials - none Personnel Partners, library staff, volunteers	Delivery schedule created	Delivery schedule on file
Purchase 20 delivery pouches	Assistant Director September 2011	Time - 2 hours \$/materials – 20 @\$10.00 = \$100.00 Materials for labeling = \$25.00 Personnel - Assistant Director	# pouches purchased	Count pouches purchased
Create 20 delivery pouches	Assistant Director & Art Class by September 2011	Time – 4 hours \$/materials – pouches Personnel – class and instructor	# pouches created	Count pouches created
Write articles for Weekly Shopper & Weekly Nocona News	Assistant Director by September 2011	Time - two hours \$/materials – none Personnel - 1	#Articles Published	Copies of articles published

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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?
Create patron satisfaction survey	Assistant Director by September 2011	Time - 2 hours \$/materials - none Personnel - 1	% satisfied Number of surveys created	Final version on file
Deliver patron satisfaction survey	Assistant Director by October 2011	Time - 2 hours \$/materials - none Personnel - 1	# Satisfaction surveys delivered	Count satisfaction surveys delivered
Collect satisfaction surveys	Assistant Director by October 2011	Time - 2 hours \$/materials - none Personnel - 1	# Satisfaction surveys collected	Count returned surveys
Assess Program Partner/Library Satisfaction	Assistant Director, Library Volunteers by October 2011	Time - 4 hours \$/materials - paper/print Personnel - 3	#positive comments #negative comments	Count positive and negative comments
Write follow-up articles for 2 newspapers	Assistant Director, Library Volunteers by November 2011	Time - two hours \$/materials – none Personnel - 1	#Articles Published	Articles on file
Write final report for PEARL Project	Assistant Director, Library Volunteers, partners by November 2011	Time - four hours \$/materials – none Personnel - 5	# Copies distributed	Final Report Delivered to PEARL Project and community constituents

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APPENDIX: SURVEY OF INTEREST

**Nocona Public Library
10 Cooke Street Nocona, TX 76255**

Phone 940-825-6373 Fax 940-825-4587

E-Mail [noclibrary@hotmail.com](mailto:nocllibrary@hotmail.com)

Dear Nocona Resident,

The Nocona Public Library is starting a program for our homebound residents. If you would like to be a part of this program, please fill out the following information. If not, beside your name, write "Not Interested".

Name:

Address:

Phone #:

I would be interested in receiving the following items from the library:

Books	Audio Books	Movies
Fiction	Fiction	DVD
Non-Fiction	Non-Fiction	VHS
Romance	Romance	
Mystery	Mystery	
Western	Western	

Please circle the type of materials you would like, books or audio books and the type of print or cassette or CD.

Large Print Regular Print Paper Backs CDs Cassette Tapes

The program will begin one week after all information is returned to the library.

Thank you,

Name, Assistant Director