OLTON AREA LIBRARY COMMUNITY OUTREACH PLAN

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Introduction
The City of Olton town was founded in 1908 on land that was originally part of the Colonel C. C. Slaughter Runningwater Ranch. The town is in Lamb County in the west part of Texas on State Highway 70. There are 2,288 people in the city, and the population of Lamb County is 13,162 as of 2009.

Olton is about 51 miles northwest of Lubbock and 60 miles east of the New Mexico. It is 23 miles west of Interstate I-27. The town itself is approximately 3 miles from the Hale county line and about 8 miles from Castro County. It is 29 miles from Littlefield, the county seat.

Historical, Current, and Future Roles for the Library
Historically, the library has emphasized: life-long learning; basic literacy; ESL; free and equal access to information; information assistance; cultural awareness; current topics and titles; early childhood literacy; pre-school door to learning; formal education support and local history. In addition to those roles, the library current provides: educational and recreational reading materials; is a technology center; provides public computers; promotes adult learning and serves as the only free public Internet access in the area. It is expected in the future that programming and use of the Internet will increase.

Existing Programs
Currently the library has the following programs.
- Head Start Partner: The library is a partner with the federally-funded Head Start program. Library staff provide a story time at the elementary school once a week during the school year for the Pre-Kindergarten classes.
- Amo Leer Grant Program: The library recently received almost 800 Spanish and bilingual children's books and funds to promote their use from The Robert and Ruby Priddy Charitable Trust. The first program was a Book Carnival with a meal and games hosted by the library and Olton ISD Migrant Council.
- Women's Exercise Class: An exercise class held at the library open to all women began in October 2009. It meets 3 times a week for 1 hour sessions.
- Annual Summer Reading Program: There are at least 4 and sometimes 5 large events (one attendance was 240!) for children held in conjunction with the Summer Reading Club.
- ESL: The library is a partner with a summer elementary ESL class that visits the library once a week for six weeks and stays about an hour.
- Care Center Auxiliary: The library has an informal partnership with the local Care Center Auxiliary. The library orders large print books through ILL for the residents.
- Home School Families: The library works with several home schooling families by ordering books they need. Some are not in Olton; they are not charged late fines.
- Building Bridges: The library is a partner with Building Bridges, a home visit part of the Migrant program for 3 year olds. Occasionally the Migrant program parent liaison brings the mothers and their children to the library for a program. Stories are read in English and Spanish.

- Wii gaming came to the library in 2008. Children 12 and over are allowed to use it with parental permission.

Other programs include: Digital Literacy Center Beginner PC classes; AMO Leer family nights, and AMO Leer after school stories.

Identified Needs
Community needs include: more reasonably priced homes to buy and rent; job opportunities and more diversified businesses.

Identified needs for the library include: more computers, new books, and funding; more programs for teens, and more physical space. Some of the challenges the library faces includes: library staff serve as the museum staff when there are visitors; the town is too small for direct USPS delivery, and the library is distant from most County elected officials.

Identified Assets
The Olton community has many assets. The Runningwater Draw Care Center and Sandhills Assisted Living facilities are respected across the state. There is productive farmland; good city management; a weekly paper; a country club with a public pool and a golf course; an active Museum board and Friends of the Museum/ Library; a community park with excellent equipment for children and a fishing lake; local dedicated teachers; a health care clinic; strong community pride; varied sports programs for children; beauty and barber shops; agriculture businesses; the Wild Plum bed and breakfast; five restaurants; Post Office; Volunteer Ambulance association; the Dollar General; a pharmacy; about fifteen active churches; a grocery; two convenience stores, and the library. The most important asset is the sense of community pride residents feel.

The library's assets include: facility shared with the Sandcrawl Museum; extensive Spanish collection for children; language instruction software (Rosetta Stone); community pride and library support; public Internet access; interlibrary loan; Friends of the Sandcrawl Museum/Library and one full-time bilingual staff member.

The library has existing partnerships with the Parents' Migrant Council; Head Start; HP Webb Elementary School; West Texas RC&D; Alpha Rho Delta Sorority; City of Olton; Security State Bank; City Bank, and Olton Economic Development.

The library would like to thank the Lamb County Commissioners, County Judge, and the people of Olton for their support of the library. We would especially like to thank the Lamb County Commissioners' Court for making it possible for the library to have a full-time bilingual staff member. Since October 2010 the library has had a full-time bilingual employee. This vote of confidence from Lamb County Commissioners' Court has made our Spanish speaking residents more comfortable in the library, brought new users into the library, and allows the Director to develop new service options for the community.

Community Profile Narrative
The community is family-oriented and agriculture based. Productive irrigated farms and dairies are the reason for Olton's existence. Agriculture support businesses also occupy the town. In

recent years, a number of residents who want to live in a small town but work in Lubbock choose to live in Olton, Littlefield, or Plainview. The town is proud of its schools, and is an active supporter of 4H and other children's programs. Most of the area farms grow crops of corn, cotton, grain sorghum, and wheat. The dairy industry has increased in the last several years.

Olton has the Sandhills Celebration the weekend of August every year. It includes activities and events for all ages. Some of these include: class reunions; recognition of pioneers; an ice cream social; beauty pageant; Friends of the Museum/Library Cake Auction fundraiser; parade and there are many games for children. There is also an Annual Olton Chamber of Commerce and Agriculture Pheasant Hunt that attracts many hunters to the area.

Main Geographic Features
Community Features
Assets and Challenges
The main geographic features of the area that are assets are: flat land for farming and dairies; the Ogallala Aquifer, and the sand hills south of Olton. The Runningwater Draw, a historical site where many battles took place, is north of Olton.

Challenges include: the lowering of the Ogallala Aquifer water table; sandstorms; located in Tornado Alley and there is a lack of other geographical features such as lakes or rivers.

Library Features
Assets and Challenges
The main geographical asset of the library is its location. The library is easy to find and is centrally located to Olton ISD's three campuses. It is near the only grocery store in town. The Wild Plum bed and breakfast, an antique store, insurance company, and two dress shops are across the street. One of Lamb County Justice of the Peace Courts is next door and around the corner is the local newspaper.

Community Demographics
Olton is approximately 65% Hispanic. Although 65% are Hispanic, it is not a homogenous group of people. There are those who have lost their native language and those who read and write Spanish. Some are here illegally. Others are professionals who teach or run businesses, and many new Hispanic residents are in the dairy industry and have migrated here from California and other states. 13.3 % of residents in Olton are foreign born.

70% of the students enrolled in Olton ISD are on the free or assisted lunch program. 26% are between the ages of 0-14; 26% between are 15-39; 48% 40 and over. Over 19.3% have less than a 9th grade education. 16% have a high school or equivalent education with just over 4% hold a Bachelors degree. There are 749 households in Olton.

Library Profile Narrative
Olton Library exists because of a patron complaint. About 1980 a bookmobile served the smaller towns in Lamb County. A patron was offended by an adult western from the bookmobile and complained to the County Judge, who terminated the bookmobile. Reader unrest in Olton, and an upcoming election, prompted meetings and candidates who promised to

establish a branch library in Olton. It worked. The one room part-time branch began in January 1982. Grassroots effort in 1993 enabled a move to a renovated, donated lumber yard property shared with the Sandcrawl Museum Association, a non-profit organization. The library shares a large "commons" area with the museum, and has an additional 3,500 square feet.

The library has a lab of nine public computers, and a meeting room for programs that will accommodate about 120 people. The library has shared a facility with the small and respected Sandcrawl Museum since 1993. The library, funded by Lamb County, keeps the Museum open during library service hours. Sharing the building with the Museum brings more visitors to the library.

Most Important Library Statistics
In 2009, the library had 1,340 registered patrons with 19,670 visits. There were about 7,770 titles in the collection with 21,240 items circulated. 2,265 people attended programs at the library. The staff went from 1.6 to 2 full-time in October 2010, with the addition of the new bilingual staff member. The library is open 37 hours a week with one evening till 8:00 p.m.

Vision, Mission, Goals and Objectives
Vision Statement
The Olton Area Library's vision is to serve Lamb County and Texas residents of different cultures and ages in the best possible ways, to endeavor to discover and provide new services that will improve life quality and education for its clients, and to work to recognize when change is needed.

Mission Statement
Olton Area Library gives local residents and the larger Texas community of all cultures the means to continue to learn throughout life; to find, evaluate, and use information in a variety of formats; to explore and pursue formal and personal educational goals; to gain knowledge, and fulfill their recreational and social reading interests as individuals and groups.

Goals and Objectives for the Library
Goal 1**:** Cultural Awareness
> Objective: To assist and encourage individuals of Hispanic and Anglo heritage to communicate, to celebrate each personal, different, and blended culture, and to acquire cross culture language skills.

Goal 2: Basic Literacy
> Objective: To provide a welcoming atmosphere for monolingual Spanish to learn to speak and read English, to increase their job potential and life quality in the United States.

Goal 3: Lifelong Learning
> Objective: All clients would have the means and confidence to continue learning, informal and formal, throughout their lifetime.

Goal 4: General Information
Objective: Clients would have access to current information on many topics in a variety of formats with staff assistance and alone.

Goal 5: Current Topics and Titles
Objective: Satisfy client's cultural, social, and recreational reading interests in a variety of formats.

Goals and Objectives for the Outreach Program
Goal: Olton Area Library will increase literacy and encourage education in the community.
As part of the library's vision and mission to encourage education, the library will develop an after school program primarily for elementary and middle school aged children.

Objective: Provide a tutoring program for school-aged children.

Outreach Program
In the past the library had a mentor program that addressed reading skills only. It has become apparent that many children need assistance with more than just reading skills. To help with this need, the library will provide Homework Helpers tutoring session for 3rd-5th graders who are identified by their teachers as needing help. The tutoring sessions will be held in the Olton Area Library meeting room three days a week from 3:45-5:00 p.m. Volunteer tutors will help the children. The majority of tutors will be retired teachers who have the teaching skills needed and who can deal with problems of individual children. The library will provide snacks as well as a place for the sessions to be held. At the discretion of the tutors, there are small incentive prizes for a job well done. Children must be signed in by parents or guardians the first time they attend; parents sign a permission form if the child is allowed to walk home. Parents are called if the children finish early.

Statement of need
One of the challenges in Olton is that of the people over aged 25, 19% have less than a 9th grade education and 16% have only a high school or equivalent education.

The library surveyed local teachers at the elementary and junior high schools as well as some members of the migrant population to determine what type of programs for children the library should consider providing. Approximately 50 surveys were distributed and 30 were returned. 18 of the returned surveys indicated more children's programs were needed. 3 surveys (10%) specifically indicated the library should provide after school tutoring. In addition, the library staff has received numerous verbal requests for homework help for children. Parents and teachers have related there are problems with children completing homework assignments, which results in falling behind in their work and discouragement. Sometimes schools "lose" eager early readers as their school work becomes more difficult. This program is expected to help such children.

Olton Area Community Outreach Plan

Description of the larger audience or target group the library wants to reach
The library will provide tutoring to students elementary to middle school age. Initially, students in the 3rd through 5th will be targeted. There are 150 students in 3rd through 5th grade in the Olton ISD.

Description of the specific segment of the target group the proposed program will serve
This program will target students teachers identify as needing assistance and encouragement outside of the classroom to complete homework assignments.

Estimated number of potential participants
It is anticipated 8-19 children will attend each tutoring session. There will be two tutors per session.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The children to be tutored will be 8-11 year old girls and boys in the 3rd through 5th grade. Some children will walk to the library after school for tutoring and parents will drop others off. The tutoring sessions will be held three days a week from 3:45-5:00. This time was selected based on when school lets out and how long it takes to get to the library from the school.

List potential partners based on your assets assessment
1. The Community Action Tutors (CATS) will be the primary partner. CATS will recruit retired teachers and others to serve as tutors.
2. The teachers at the HP Webb Elementary School will identify and invite children to participate in the after school tutoring program.
3. The school counselor and HONDA Focus Redirector are both potential partners to assist the tutors in ways to deal with problem children.
4. Some high school National Honor Society students that are looking for community service opportunities may also help tutor.

List available library resources that could contribute to the success of the program
Physical
The library meeting room is a large room that will accommodate the children and tutors, without distraction from (or to) other library patrons. The library is within two blocks of the school the children attend. Sufficient tables are available.

Skills and Other Factors
Many in the community are aware of the library's long commitment to children and literacy, both Spanish and English. The continued physical presence of the library director and two volunteer storytellers in the elementary school for programs aids in supporting the fact the library is interested in children's education. One bilingual staff member is available which can be an asset.

Detailed Action Plan.

Goal

As part of the Olton Area Library's overall vision and mission statement to help people meet their educational needs and to grow and develop throughout their lives, the library will develop an after school tutoring program for students, primarily elementary and middle school age.

Objective

The library will provide an after school tutoring focused on 3rd through 5th grade students.

Action Plan

The table below gives the library's action plan for the after school tutoring program.

Olton Area Community Outreach Plan

COMMUNITY ACTION TUTORS (CATS) PROGRAM ACTION PLAN

IMPLEMENTATION			EVALUATION	
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?
Write guidelines for tutors	Director 1 month before program starts	1 hr $0 1 person	1 master of guidelines completed	Count # distributed to tutors
Make 15 copies of guidelines	Director 1 week before program starts	1 hr $2.25 1 person	15 sets of guidelines created	Count # sets made
Recruit tutors	Head CATS tutor 1 month before program starts	3 hrs $0 1 person	At least 10 tutors recruited	Count # of tutors
Create invitations to participate	Director 1 week before program starts	1 hr $0 1 person	1 master invitation created	Count # created
Make 40 invitations copies	Director 1 week before program starts	1 hr $10 1 person	160 invitations (40 pages; 4 per page)	Count # pages
Pass out invitations	Head CATS tutor	2 hours	160 passed out	Count # passed out
Create parent permission release form for child to walk home/be picked up from library	Director 1 week before program starts	1 hr $0 1 person	1 master form created	Count # created
Make 28 forms	Director 1 week before program starts	1 hr $4.65 1 person	4 forms per page; 7 copies made	Count # forms made
Gather signed parent permission forms	Library staff As parents come in	2 hr $0 1 person	28 signed forms gathered	Count # signed forms
Create sign in sheet for tutors & students	Director 1 week before program starts	15 min $0 1 person	1 master form created	Count # created
Make 28 copies of forms	Director 1 week before program starts	1 hr $4.65 1 person	4 forms per page; 7 copies made	Count # forms made
Get 1 copy of textbooks used in school for students, flashcards	Director & Head CATS tutor 1 week before program starts	1 day; $0; 2 people	6 textbooks acquired; 6 sets flashcards	Count # of textbooks Count # of flashcards
Purchase additional tables	Director 1 week before program starts	2 days; $100; 1 person	2 tables purchased	Count # tables

Olton Area Community Outreach Plan

	IMPLEMENTATION		EVALUATION	
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?
Purchase refreshments	Director 1 week in advance	1 day; $20 per week; 1 person	Refreshments for weekly programs are provided	Count # programs refreshments are provided
Set up room	Library Staff Day of program	15 min, 3 days/week; $0; 2 people	5 tables set up 15 chairs set up	Count # tables Count # chairs
Clean up room	Library Staff Day of program	20 min, 3 days/week; $0; 2 people	5 tables folded & stored 15 chairs put up	Count # tables Count # chairs
Put publicity pieces in local newspaper	Director Submit to paper 2-3 days in advance	1 hr/month; $0; 1 person	6 pieces submitted	Count # pieces published
Welcome kids and tutors	Library Staff Day of program	20 min; , 3 days/week; $0; 2 people	2-15 Tutors & Students are welcomed each program	Count # tutors & students participated each program
Create evaluation form for teachers	Director 1 week before end of program period	1 hr $0 1 person	1 master evaluation form created	Count # created
Make 10 copies of evaluation	Director 1 week before end of program period	1 hr $1.50 1 person	10 copies made	Count # forms made
Distribute evaluation to teachers	Director 1 week before end of program period	1 hr $0 1 person	10 forms distributed	Count # distributed
Gather completed evaluations	Director 1 week before end of program period	1 hr $0 1 person	10 forms gathered	Count # gathered
Create Certificate of Appreciation	Director 1 week before Awards Assembly	1 hr $0 1 person	1 master certificate created	Count # created
Make copies of certificates	Director 1 week before Awards Assembly	1 hr $4.50 1 person	30 certificates	Count # certificates
Recognition of tutors/teachers	Director & Head CATS tutor 1 -2 weeks before end of school year	2 hrs; $0; 2 people	25-30 people receive certificates	Count # certificates distributed
Gather statistics and success stories	Director By August 2011	2 hrs. $0; 1 person	Count # of tutoring sessions; # of tutors; # of students; compile teacher evaluations	Send # of attendees and success stories results to PEARL office
Gather statistics and success stories	Director By August 2011	2 hrs. $0; 1 person	Review teacher evaluations	Analyze results to determine success or need for doing program again Sept 2011