PERRY MEMORIAL LIBRARY COMMUNITY OUTREACH PLAN



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TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	6
Outreach Program	7
Detailed Action Plan	9
Appendix A: Survey Responses	11
Appendix B: Course Topic Survey	16

Outreach Plan

Introduction

Located in the extreme northeast corner of the Texas Panhandle, Perryton is just seven miles south of the Oklahoma state line. The nearest city with a population over 20,000 is Liberal, Kansas (47 miles). The region's large city with a population of over 180,000 is Amarillo (120 miles). Oklahoma City, Wichita (Kansas) and Santa Fe (New Mexico) are all closer to Perryton than Fort Worth or Dallas. The seat of Ochiltree County, Perryton is served by US Highway 83 and state highways 15, 70, 143, and 192.

The major economic industries in this region are farming, livestock, and oil. The county is home to 50 ranches with an average size of 10,000 acres and the 370 farms average 1,588 acres.

The 2010 census counted 10,223 people in the county. 8,640 live in Perryton with the remaining population residing in several small communities of fewer than 200 residents.

Historical, Current, and Future Roles of the Library

Historically the library has provided local history and genealogy information for county residents. Current library roles include being a community meeting place, supporting lifelong learning, recreational reading and entertainment on DVD. The library meets technology needs by providing public computers and online services.

In the future, the library plans to provide support for people learning English as a second language.

Existing Programs

The library provides three story times each week for children aged 2 to 5 years, two sessions in English and the third in Spanish. The library also offers annual summer reading programs for elementary school children and for teens; homebound outreach; exam proctoring, and interlibrary loan.

Identified Needs

One of the challenges for the area is the dependency on the cattle ranches and farmlands. If there is a bad year for crops or cattle, that creates an economic hardship for the cattle ranchers and farmers. It results in a loss of jobs by the laborers who typically work on the farms and ranches, and has a ripple effect on businesses. Similarly when the oil field is working the community is prosperous; when the oil dries up the community suffers.

The library surveys revealed the need for more programming for older children and adults and for individuals for whom English is a second language. Additional staff or committed volunteers are needed to expand occasional programs into regularly scheduled learning opportunities for the community.

Identified Assets

Community assets identified include: public swimming pool; tennis courts; a public park; rodeo grounds; cattle ranches; farmland; oil fields; wind farms; elementary, middle and high school; Frank Phillips College – Allen Campus; City Hall; County Courthouse; Ochiltree General Hospital, the Seasons Assisted Living Center, and the outpatient health clinic; City owned utilities; Post Office, and the Community Center.

Library Assets

Library assets include the community room, library computers and network, paid staff and volunteers. Three of the five staff are bilingual in English and Spanish. The library benefits from membership in the Harrington Library Consortium. The Consortium provides a library automation system, training, and associated services.

Thank You Statement

The Perry Memorial Library would like to thank the County Commissioners, and the people of Ochiltree County for continuing funding and support. The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas (UNT) PEARL project. The library's participation in the PEARL project will assist the library in developing outreach programs for Senior Citizens and will help in writing grants for this and future outreach programs.

Community Profile Narrative

Perryton is a family oriented community. There are 27 Protestant churches, a Catholic Church and numerous civic organizations. Civic activities in Perryton include the annual High Plains Christmas celebration, the Annual Perryton Satellite Arts & Crafts Show, Perryton Rodeo Association sponsored events throughout the year, the Perryton-Ochiltree Chamber of Commerce Annual Oil Patch Golf Tournament, and fundraising events for the Big Brothers and Sisters and other local charities.

Outdoor recreational facilities include Perryton's municipal swimming pool, and five parks offering activities for all ages. The city parks have two wading pools and a walking trail, a large covered pavilion, basketball courts and a number of playgrounds. Nearby Lake Fryer and Wolf Creek Park is a 700 acre family recreational area with RV hookups, wilderness camping, walking and jogging paths, playgrounds, tennis and basketball courts, and a handicapped accessible floating fish dock. Wolf Creek Park also contains the <u>Buried City</u> pre-Columbian archeological site.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets in Ochiltree County, located in the Great Wheat Belt of the southwest, include both farm and grazing land. Oil and gas in the Andarko Basin contribute to the area's economy. The county is part of the treeless plain that extends from Oklahoma to the Rocky Mountains.

Winter weather is unpredictable with periodic temperature drops of up to forty degrees in one day. The geographical features considered assets near Perryton are: the underground oil reserves; clay and loam soils for farming, and grassland for ranching.

Challenges include: ongoing drought, dirt storms, drifting snows with occasional winter snowfall, lack of other geographical features such as lakes, rivers, and the decreasing levels of the underground oil reserves.

Library Features

Assets and Challenges

A geographic asset of the library is its location in the center of town near county offices and the sheriff's office, jail, theater, police and fire station, city hall, newspaper office and tourism center. Easy access to the newspaper office is convenient for last-minute announcements. While the proximity to the sheriff's office is an asset the adjacent jail presents a challenge.

Community Demographics

The county population was 10,223 in the 2010 Census. This population was 85.9% White, .4% African American, 1% Native American, .3% Asian. Hispanic or Latino of any race was 48.7% of the population. The population is well educated; 70% of county residents graduated from high school and 17.9% have bachelor's degrees. Just over 10% (1,370) of county residents are persons with disabilities.

In the county there were 3,337 households. The median household income was \$55,032. In Perryton the median household income was \$48,938.

The Perryton population age range was spread out with 6.8% under the age of 18, 69% from 18 to 64, and 11.4% who were 65 years of age or older.

Library Profile Narrative

The founding of the library in 1925 was a project of a women's club, the Perry Sorosis Club. Without funds to build the library book collection the women organized "book showers" where guests gave books from their own libraries or donated money for purchase of books for the new library. This early library was housed in a succession of local businesses: the Barnett Bakery, the Perryton Mercantile Company, and the Edwards Toggery.

In 1940 concerned citizens went to the Commissioners Court with a proposal that the county assume some financial responsibility for the library so that the library would belong to all of the citizens of the county. The Judge and the Court agreed to pay \$25.00 per month in expenses for the library. Then the city was asked to help and a portion of the City Hall was made available for book storage. The W.P.A. offered a program to help small cities develop public libraries. The W.P.A. set up the library and paid the first librarian. The W.P.A. support ended in 1942, and the county assumed the salary of the librarian, the book and supplies allowance, and moved the library to the Courthouse Annex. In 1959 the library moved from the Courthouse Annex to the current building. The building was built and donated by Mr. and Mrs. A.P. Spicer in memory of the Perry family.

The Perry Memorial Library features a welcoming environment conducive to reading, relaxation and reflection. Young children, Tweens, and Young Adults each have an area of the library with age-appropriate features. The library's computer area is popular; public Wi-Fi is available for personal computers. Recent changes to the library include reducing the height of the shelving to make materials more accessible and marketing materials by arranging non-fiction materials by broad subject categories rather than by Dewey Decimal System.

Most Important Library Statistics

In 2010 the library had 4,737 registered borrowers. These borrowers checked out 32,367 items from the library collection of 57,519 materials. There were 90 programs offered and 743 individuals attended. The public computers were used 7,598 times.

The library is operated by 4.5 full time equivalent staff.

Vision, Mission, Goals and Objectives

Vision Statement

The library is seen as a place where technology and library materials needed for educational and recreational pursuits are available to people of all races and backgrounds.

Mission Statement

The mission of the Perry Memorial Library is to respond to the needs of our community by providing for people of all ages, relevant and appropriate library materials, services and centers for meeting and learning. The Library seeks to educate inform, and enlighten through both traditional and new technologies

Goals and Objectives for the Library

Goal 1: Provide and maintain a collection of relevant, appealing, current materials in a variety of formats to meet the personal, educational, and cultural needs of the community.

Objectives

- 1. Maintain a collection free of outdated, damaged, long uncirculated materials.
- 2. Organize and display materials in the most attractive, efficient, and effective order possible for the greatest use.
- 3. Provide readers advisory assistance.

Goal 2: Establish and maintain strong working liaison with community schools (public and private), homeschools, and Frank Phillips College.

Objectives

- 1. Update materials needed for school projects.
- 2. Encourage class visits.
- 3. Develop cooperative relationship with Frank Phillips College.

Goal 3: Library staff work as a team and have the skills needed to provide services to the people of the area.

Objectives

- 1. Offer continuing education opportunities to all full time staff.
- 2. Share training experiences with staff unable to attend formal sessions.

Goal 4: Attract more young adult readers and to promote young adult materials in the Library. Objectives

- 1. Connect with students, teachers, and school librarians to promote library materials and develop new programming and collection ideas.
- 2. Purchase more books from the Accelerated Reading program on compact disc to help reluctant or reading challenged students.

Goals and Objectives for Outreach Program

As part of the library's Goal 1 to, "provide and maintain a collection of relevant, appealing, current materials in a variety of formats to meet the personal, educational, and cultural needs of the community" and objective 3 to "provide readers advisory assistance" the library will provide a program on e-readers, e-books, and Facebook.

Outreach Program

Perry Memorial Library will provide an outreach program for Seniors (50 and older) on Thursday, January 26, 2012. The program will consist of two parts. Part one will be held in the morning in an informal come and go setting. This portion is a demonstration of different e-readers (Kindle, Nook, iPad, etc.). The presenter will explain the differences of each e-reader. The second part of the program will be held in the afternoon in a more formal classroom session. This meeting will be from 2-3:30 p.m. The presenter will instruct people on the basics of Facebook, as well as how to download audiobooks and e-books from the Library's website and will include handouts.

The Harrington Library Consortium will provide a presenter. The presenter will travel from Amarillo to Perryton for the day. Harrington Library Consortium will pay for the presenter's travel and meal expenses.

Statement of need

The library created several surveys: one for officials, one for library board, and one for the general public. Surveys were given to the County Commissioners, City Council, Library Board, and Chamber Board. The general survey was given to a retired teachers organization, Happy Timers group (a senior citizen group), high school and junior high students. A consistent comment in the surveys was the need to reach out to senior citizens. The senior citizen group indicated a need for information about e-readers, e-books, and Facebook.

Description of the larger audience or target group the library wants to reach The senior population, over age 65, is 11% of the city population and makes up over 10% of the county population. The program outlined is designed for retirees; many of these individuals are not yet 65.

Description of the specific segment of the target group the proposed program will serve The program is directed toward active senior citizens interested in new computer technologies. Members of the Retired Teachers Organization the Happy Timers are interested in reading ebooks but are wary of purchasing readers without an opportunity to compare features. Most of the seniors that showed an interest in this program are not afraid of technology.

Estimated number of potential participants

Based on the interest expressed for this program approximately 10-15 people will participate in each session for a total of 30 participants.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)

All of the senior citizens who participated in the survey have transportation to and from different areas of the city. Since most of the seniors surveyed are retired or semi-retired, the program will be during the day.

List potential partners based on your assets assessment

The potential partners include: Harrington Library Consortium, the radio stations KEYE 1400 AM and KXDJ 98.6 FM, the *Perryton Herald*, and the Senior Center.

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

The library has a meeting room available where the program can be held. The library staff has experience in creating promotional materials.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

- 1. Develop the program.
- 2. Promote the program.
- 3. Implement the program.
- 4. Teach the classes.
- 5. Evaluate the program.

Action Plan Objective(s):

- 1. Consult with the trainer to define class content.
- 2. Create and distribute promotional materials.
- 3. Coordinate set up of the facility.
- 4. Develop, administer, and analyze evaluations.

Action Plan Table

This action plan outlines specific steps library staff will take to plan, offer and evaluate this program.

I	MPLEMENTATIO	N	EVALU	JATION
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Call Lee Carter at HLC To set up a workshop	Director by December 23	Time: 15 min. \$&materials –none Personnel-1	Discuss date set	Date set
Design questionnaire to take to Sr. groups for questions they have about e-books, e-readers, Facebook, downloadable audiobooks	Director by Jan. 9	Time: 2 hours \$&materials – none Personnel-1	Master questionnaire created	Count #
Make 100 copies of questionnaire; deliver to Happy Timers, Retired Teachers Organization, and Senior Citizens Center	Director by Jan. 9	Time: 30 minutes \$&materials –none Personnel-1	100 Copies made and delivered	Count #
Collect and compile questionnaire	Director by Jan. 16	Time: 2 hrs. \$&materials-none Personnel-1	90% returned	Count # returned
Send questionnaire compilation to Lee Carter	Director by: Jan. 17	Time: 15 min, \$&materials-none Personnel-1	Compiled questionnaire sent	Sent by Jan 5
Contact Senior Citizen Center to explain program	Director by: Jan. 19	Time: 15 min. \$&materials-none Personnel-1	Agreement with Senior Center to promote the program	Partnership formed
Design posters and flyers	Director by: Jan. 19	Time: 1 hour. \$&materials-none Personnel-1	Master poster and flyer ready for printing	Count items designed
Print posters and flyers	Director by: Jan. 19	Time: 15 min. \$&materials-none Personnel-1	1 poster and 50 flyers generated	Count items printed
Distribute posters and flyers	Director by: Jan. 19	Time: 15 min. \$&materials-none Personnel-1	1 sign & 50 flyers distributed	Count items distributed
Post information about program on library website	Director by: Jan. 19	Time: 15 min. \$&materials-None Personnel-1	Information posted	Count item on website

IMPLEMENTATION		EVALUATION		
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Put program on library calendar	Director by: Jan. 19	Time: 15 min. \$&Materials-None Personnel-1	Information posted	Add to calendar
Write press release	Director by Jan. 19	Time: 45 min. \$&materials-None Personnel-1	1 press release written	1 press release distributed
Contact Speaker to reaffirm date	Director by: Jan. 19	Time: 15 min. \$&materials-none Personnel-1	Contact made	Reaffirmed arrangements
Print pre/post evaluation form for program: make 30 copies	Director by: Jan. 25	Time: 30 min. \$&materials-none Personnel:1	30 copies made	Count #
Make sure room is set up	Director by: Jan. 25	Time: 30 min. \$&materials-none Personnel:1	Set up 10 to 15 chairs	Count # of participants
Put meeting room back in order	Director by: Jan. 26	Time: 15 min. \$&materials- None Personnel-1	Room is ready for next event	Room is ready for next event
Obtain completed evaluation forms from presenter	Director by: Jan. 26	Time: 15 min. \$&materials- None Personnel-1	Forms are copied	Count#
Compile program report	Director by: Jan. 30	Time: 1 hour \$&materials- None Personnel-1	Program report written	Report completed
Send results to PEARL office	Director by: Jan. 30	Time: 10 min. \$&materials- None Personnel-1	Report sent as e-mail attachment	Report acknowledged

APPENDIX A: SURVEY RESPONSES General Library Needs Survey

Returned by: 48 Senior Citizens

Do you know the location of the public library?	What age group best describes you?
☐ Yes 47 ☐ No 1 (out of county)	□ Over 50 48 □ 18–30
	□ 31–50 □ 12–18
How often do you visit the library?	Which best describes your marital status?
□ Daily 0 □ Twice a year 10	□ Single 1 □ Widowed 12
☐ Weekly 5 ☐ Once a year 5	☐ Married 32 ☐ Divorced (2 – no answer)
□ Monthly 19 □ Never 6 $ (1 - off and on)$	(2 – no answer)
,	
Do you find the current hours to be convenient?	If you have children, what are their ages? (Check all that apply.)
□ Yes 40 □ No 2	\Box 0–2 years \Box 6–12 years
	\square 3–5 years \square 13–17 years
If not, what hours would you like the library to be	In what town or community do you live?
open? Two suggestions. One open 9:30 – 7 each weekday, Other to be open Saturdays 9:30 – 2:30.	Perryton (1 Out of county visitor)
What programs would you like the library to add or expand?	For what age group would you like to see more programs?
Kindle, FaceBook, enrichment classes, home improvement, antique, sewing, creative writing, mind games, book reviews, movies	Most answered All, Senior (over 50)

APPENDIX A: SURVEY RESPONSES General Library Needs Survey

Returned by: 79 High School Students

Do you know the location of the public library?	What age group best describes you?	
□ Yes 77 □ No 2	□ Over 50 □ 18–30	
	□ 31–50 □ 12–18 79	
How often do you visit the library?	Which best describes your marital status?	
□ Daily 2 □ Twice a year 21	□ Single 79 □ Widowed	
□ Weekly 2 □ Once a year 15	☐ Married ☐ Divorced	
□ Monthly 4 □ Never 36		
Do you find the current hours to be convenient?	If you have children, what are their ages?	
□ Yes 63 □ No 12	(Check all that apply.) No children	
(5 no answer)		
If not, what hours would you like the library to be	In what town or community do you live?	
open? Open until 7 weekdays. M-F 1-8. M-S 7a-9p M-	Perryton	
F 8 – 7:30p Open until 6. Open later on		
Saturdays What programs would you like the library to add	For what age group would you like to see	
or expand?	more programs?	
College assistance; something to encourage people to take school seriously; better and newer books; chill spot to do homework and hangout;	5 – 12; 15-18 yrs; teens; 15 and up; JR – HS; HS to college	
children's program; book club; video game		
tournament When are you most likely to use the library?	Which days of the week would you be most	
, , , , , , , , , , , , , , , , , , ,	likely to use the library? (Check all that	
☐ Morning (8:00–noon)	apply.)	
☐ Afternoon (noon–5:00 p.m.)	☐ Monday ☐ Thursday	
☐ Evening (after 5:00 p.m.)	☐ Tuesday ☐ Friday ☐ Saturday	
	- Treamesday - Saturday	

APPENDIX A: SURVEY RESPONSES General Library Needs Survey

Returned by: 99 Junior High School Students

Do you know the location of the public library?	What age group best describes you?
\square Yes 93 \square No 6	\square Over 50 \square 18–30
	□ 31–50 □ 12–18 99
How often do you visit the library?	Which best describes your marital status?
\Box Daily 0 \Box Twice a year 20	\square Single 99 \square Widowed
\square Weekly 17 \square Once a year 18	☐ Married ☐ Divorced
\square Monthly 26 \square Never 22	
Do you find the current hours to be convenient?	If you have children, what are their ages?
	(Check all that apply.)
□ Yes 77 □ No 13	
(9 no answer)	
If not, what hours would you like the library to be	In what town or community do you live?
open?	
	Perryton
M-F 11-8; M-F 7:30a – 8:30p;M-S 8:30 – 6; Su-Sa	
7:30a- 8p; M-F 9:30 – 3p; M-F 7a; M-Sa 9:30a –	
7p	
What programs would you like the library to add	For what age group would you like to see
or expand?	more programs?
	4st 1
Game night; Xbox; paper airplane contest; Wii,	1 st grade; over 50; 12-18; 13-19; 0-2
book club; readathon; reading club; more new	
books; movie night; family game night; soccer	
games & practice; game club; karaoke	

APPENDIX A: SURVEY RESPONSES Needs Survey for Officials and Leaders Commissioners Court & Judge

What do you see as the major strength of the library?	What do you see as the major weakness of the library?
Friendliness; youth programs; hours of reading; quiet place to work; computer use; research; entertainment; fantasy; great place for learning; employees; friendly and helpful staff; large selection of books; family atmosphere; some late night openings; very well run library; the lady that helps	Need more computers; technology updating needed; none; no answer; for a small town library we have lots of books but do not always have what I am looking for though they can usually get it through a loan; none that I know of; may need more help
What types of programs are the most important to you? No answer; programs for children; children's hour; young patrons, family involvement, computer access and education on proper use of the computers; I just want to be able to check out books; teaching computers to seniors; showcase local authors or local subject matter; computer	Do you have any suggestions for better marketing of the library? 2 No answer; technology update; three that are no; maybe advertise in paper or radio more often
Do you find the current hours to be convenient?	What improvements would you like to see in the library?
□ Yes 7 □ No 0 M&Th 9:30 − 8, TWF 9:30-5:30, Sa 9:30 - 1	2 No answer; more opportunity/program/activities for older students; bring more cinnamon rolls to court; I don't like where the public computers are, I know why they are there it is just a personal thing for me; is Kindle downloading available?; more computers, etc.

APPENDIX A: SURVEY RESPONSES Library Board Survey

Responses from: 2 Board Members

What do you see as the major strength of the library?	What do you see as the major weakness of the library?	
Committed staff and advisory board; friendly staff, the facility, and the cooperation between the county and the library	Not enough communication with the community; lack of books for electronic devices	
What do you think is the perception of the library in the community?	What community groups/organizations are potential partners for the library?	
A place to check out books, find information not found on the Internet; I think the public has a positive impression of the library	Jennie Junes (library support group), Lions Club, Serendipity; I think any of the groups that use the library on a regular basis would be potential and/or partners for the library	
How would you rate the customer service and knowledge of the staff on a scale of 1 to 10 with 10 being the highest?	What types of programs are the most important to you?	
9;9 – the reason I didn't give a 10 is because I think everyone always has room for improvement.	Children, English literacy, computer literacy, children's programs, programs needed by the community	
What improvements would you like to see in the library collection? Not sure; e-books	Do you think the average resident is aware of the wide range of programs and services the library has to offer? Both responses - No	
Do you have any suggestions for better marketing of the library? Monthly newspaper article, monthly radio program; I don't really have any suggestions however I suppose we could make better use of the local newspaper and radio station.	Describe the perfect library for this community? What features would it have? 20 computers, programs for all ages, book discussion, and art exhibits; more access to books through electronic devices, we must move toward having open door to the library on the computer.	
What changes have you noticed in the community in the past year? (Fewer or more of a particular category of user, or questions of a particular type.) Larger Hispanic population; change in population demographics which changes some of our needed offerings.		

APPENDIX B: COURSE TOPIC SURVEY

Enhance Your Life With New Technology

Do you have a Facebook account?	Do you have a friend or relative urging you to use Facebook?
□ Yes □ No	to use Facebook?
	□ Yes □ No
Check the boxes of the ones you want to know more about on your Facebook account.	Do you have an e-reader device, i.e. Kindle, Nook, iPad, etc.?
☐ Download pictures ☐ Request a friend	□ Yes □ No
☐ Send private messages ☐ Privacy settings	
☐ Check and delete notices	
Are you aware of how to get free e-books?	Do you have an MP3 player or Smart phone?
□ Yes □ No	□ Yes □ No
Do you know the requirements for downloading and listening to audiobooks?	Is there anything else that you would like to know about Facebook, e-readers, or downloadable audio books that have not been listed?
□ Yes □ No	