PITTSBURG-CAMP COUNTY PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction
The city of Pittsburg is located at the crossroads of US Highway 271 and State Highway 11. In 1874, Pittsburg citizens asked the state legislature to form a new county. Officials named the new county after John Lafayette Camp (1828-1891), who was a soldier, lawyer, political leader, a member of the Constitutional Convention of 1866, and a State Senator in 1874. Pittsburg is the county seat of Camp County, the third smallest Texas county. It is comprised of 203 square miles of the East Texas timberlands, an area that is heavily forested with a great variety of softwoods and hardwoods, especially pine, cypress, and oak. The county is located in northeastern Texas, forty miles from the state's eastern boundary and fifty miles from the state's northern boundary. Pittsburg is located ninety miles northeast of Dallas. Texarkana is 60 miles northeast of Pittsburg.

Historical, Current, and Future Roles of the Library
Historically and currently, Pittsburg-Camp County Public Library serves as a place of lifelong learning; free and equal access to information; a community meeting place; information assistance, and local history and genealogy. The library will continue these roles. The library also provides computer access and serves as a technology center.

Existing Programs
Programs available at the library include work skills assistance and basic computer classes. The library does a canned food drive each year. Art is displayed from area artists. The library provides interlibrary loan service and proctors exams. The library has a digital collection of obituaries, history, local newspapers, and photos. There are some government records available in digital format. In June and July, the library provides a series of programs for children to encourage summer reading. Library tours are available year round for schools and daycare facilities.

Identified Needs
Community needs identified include: more industry and employers to create a demand for workers, and more economic diversity.

The library surveyed members of the community. Sixty five surveys were returned. The top three requests were for an updated collection, children's programs, and adult programs. Other needs identified included computer training and programs for the Hispanic population.

Identified Assets
Community assets include: a nursing home, assisted living center, grocery store, boutique shops and antique stores. There is a post office, sheriff's office, police station, city hall, county courthouse, public housing, day care, and Chamber of Commerce. There are two museums, senior citizen center, and a local newspaper. There is an electrical power plant located in the community.

Pittsburg-Camp County Public Library Community Outreach Plan

The library is a free standing building located in the center of town. It has a well-trained staff willing to share knowledge and resources. The staff is technology savvy and offers computer classes.

Thank You Statement
The library would like to thank the Robert and Ruby Priddy Charitable Trust for inviting it to participate in the PEARL project and for funding the University of North Texas PEARL program.

In our community, the library would like to thank the Friends of the Library for their recent purchase of a computer for the circulation desk, and Capitol One for funding computer classes given by the library. The library would also like to thank the Historical Society of Pittsburg for the funds to digitize historical materials. The library would like to thank its many individual partners and businesses in the community for their continued support of the library and its programs.

Community Profile Narrative
Pittsburg is located in the piney and hardwood forest of Northeast Texas. There are two state parks and five large lakes near Pittsburg, where people can fish, boat, or enjoy other water sports. There are historic buildings and homes to see, and a 1950's soda fountain. There are several bed and breakfasts and restaurants. Two museums are located in Pittsburg, one with a focus on trains and the Ezekiel Airship. The other is a farmstead museum. Pittsburg was designated as a historic main street in 1986 by the Texas Historical Commission. A prayer tower with Paccard bells from France chime the hour. Pittsburg, Texas is a certified GO TEXAN Retirement Community.

Major employers include: Andritz-Ruthner, Inc., Camp County Service Industries, City of Pittsburg, East Texas Medical Center, Henderson Manufacturing, Nicko Recycling, Northeast Texas Community College, Pilgrim's Pride Corporation, Pittsburg Hot Link Packers, Pittsburg I.S.D., Pittsburg Nursing Home, AEP-SWEPCO, and Brookshire's Food Store.

Annual events include: Pioneer Days and Chick Fest held in September; Christmas in Pittsburg celebration in December that includes a parade and tour of homes, and June through August the Chamber of Commerce sponsors Movies in the Park. The chamber also sponsors Downtown Alive, a monthly event with bands and vendors.

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets in the community include: lakes, parks, ponds, vineyards, and orchards. There are also dairy farms, chicken farms, and a pumpkin patch. There are campgrounds, soccer fields, baseball fields, and rodeo grounds.

Geographic challenges include: distance to large cities and the continued drought.

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<u>Library Features</u>
Assets and Challenges
Geographic assets of the library include: being a stand-alone facility located across the street from an assisted living center. The library is near the community college, the performing arts center, American Legion hall, RV Park, and a martial arts studio.

Challenges include: having a liquor store across from the library and a half-way house nearby.

Community Demographics
According to the 2010 census, Pittsburg had a population of 4, 497 with an ethnic breakdown of 51.2% White, 25.9% Black, and 33.7% Hispanic or Latino. The age breakdown of the city included 31.1% under the age of 18 with 8.1% under the age of 5. It had a population of 68.9% over the age of 18, with 12.9% being over the age of 65. Camp County had a population of 12,401 with an ethnic breakdown of 67.8% White, 21.4% Hispanic or Latino, and 18.5% Black. The age breakdown of the county included 7.2% under the age of 5; 29.5% under the age of 18, and 16.0% over the age 65.

Library Profile Narrative
Pittsburg-Camp County Public Library was the first Carnegie grant library in Texas. It was destroyed by fire in 1939. The library was not replaced. In 1971, the citizens of Camp County began their journey to establish library service again.

It took three years of fund raising, writing grants, and donations to realize their goal. The fundraising included a community wide rummage sale with everything from hay to canned goods for sale. The Moody foundation in Galveston granted them $15,000.00 and Mr. and Mrs. Ray Morgan of Athens (Texas) donated their home site in Pittsburg for use as a site for the new library. In the spring, before the library opened, the Hoblitzelle Foundation of Dallas, Texas, voted to remove the $35,000 indebtedness against the Pittsburg - Camp County Public Library. On July 14, 1974, the new library was dedicated and open for business. This coincided with the 100th anniversary of Pittsburg as a town.

The Genealogy Department was added upstairs through the efforts of volunteer Mrs. Faye McMinn in 1981. Today, the library is consistently being improved with projects.

Most Important Library Statistics
In 2010, the Pittsburg-Camp County Public Library served a total population of 12,793.The library was visited 34,493 times. There were 28,907 items in the collection with a circulation of 85,407.

The library is 6,250 square feet and is open 46 hours per week. There are three full-time and one part-time staff members. For 2010, 2,250 volunteer hours were logged.

Vision, Mission, Goals and Objectives

Vision Statement

The library strives to offer programs and services to the betterment of the citizens of Camp County.

Mission Statement

The Pittsburg Camp County Public Library connects people with ideas, and supports lifelong learning by providing reliable information resources, a well-rounded book collection, and other materials and programs that foster a literate, informed and culturally aware community.

Goals and Objectives for the Library

GOAL #1: Automatic Doors and Airlock

Objective: To install automatic doors and a second set of doors to the Library building, and to install ADA accessible approaches on all sidewalks from the street to the building, improving ADA accessibility and saving energy with the airlock.

Activity #1:   Research and hire engineering firm
Activity #2:   Gather specifications and send draft to Mike Setty for approval
Activity #3:   Send out Request for Proposals
Activity #4:   Open bids and award contract
Activity #5:   Install doors and ADA accessible approaches on all sidewalks

EVALUATION of GOAL #1

    The goal will have been met if we are able to improve accessibility and save energy.

GOAL #2: New Lighting

Objective: To replace the old light fixtures in the public areas with dropped lighting fixtures to improve the Library environment, and save money on future maintenance.

Activity #1:   Gather specifications and get preliminary pricing
Activity #2:   Create a financial Plan for the project
Activity #3:   Involve Friends of the Library and others to carry out the financial plan; meet with prospective donors; meet with bankers for alternative financing if necessary
Activity #4:   Send out Request for Proposals
Activity #5:   Board of Directors and Librarian to open bids and award contract
Activity #6:   Install new lighting

EVALUATION of GOAL #2

    The goal will have been met if we improve the library's lighting and save on future maintenance.

GOAL #3: Private Restroom

Objective: To install a small private restroom for staff members

Activity #1:   Gather specifications and get preliminary cost estimates

Activity #2:   Create a financial Plan for the project
Activity #3:   Involve Friends of the Library and others to carry out the financial plan; meet with prospective donors; meet with bankers for alternative financing if necessary
Activity #4:   Send out Request for Proposals
Activity #5:   Board of Directors and Librarian to open bids and award contract
Activity #6:   Install Restroom

EVALUATION of GOAL #3
    The goal will have been met if we are able to add a private restroom for staff members

GOAL # 4 : Publicity and Awareness Program
 Objective: To increase awareness of the Library and its services through publicity and library programs

 Activity #1:   Put new arrivals in 'Library Corner' in the Pittsburg Gazette to inform the public of new bestsellers and other materials
 Activity #2:   Revitalize the Friends of the Library organization so that they may be advocates and fund-raisers for the Public Library
 Activity #3:   Promote all programs through the Pittsburg Gazette and send informational flyers to the Public Schools, Private Schools, and Pre-Schools when appropriate

EVALUATION of GOAL #4
        The goal was met and continues to be met. *A survey in March 2012 shows the library needs to continue increasing awareness of the Library and its services through some additional programs and publicity.

Goals and Objectives for Outreach Program
Goal: As part of the library's goal #4 "To increase awareness of the library and its services through publicity and library programs", Pittsburg-Camp County Public Library will have a series of movie programs for adults. The movies shown will be those based on books.

Objectives:
1. To offer a senior movie time.
2. To help introduce them to the services the library has available.

Outreach Program
The library will show a movie twice a month targeted toward senior citizens in Camp County. The librarian will select a movie based on a book such as The Help.

Statement of need
The library developed a survey to determine interest in programs and to gather other relevant data. The surveys were distributed to the general public, people who use the senior citizen center, and residents of the Southern Winds Assisted Living facility. 80 surveys were distributed to the general public, 56 were returned. 20 surveys were distributed to leaders, officials and stall, 9 were returned. 27 of the returned surveys indicated a need for adult programs.

The library staff received requests from senior citizens in Pittsburg to provide movies at the library specifically for them. The library did a targeted survey of senior citizens. 25 surveys were sent to the senior citizen center and 30 to the senior assisted living facility. 15 surveys have been returned to date and all indicated an interest in a movie day at the library.

Description of the larger audience or target group the library wants to reach
The library will offer the program to senior citizens in Camp County; 16.0% of the population is aged 65 or over. This represents 1,984 people.

Description of the specific segment of the target group the proposed program will serve
Approximately 25 people use the senior citizen center. There are about 20 residents of the assisted living center that are ambulatory for a total of 45 potential attendees. It is anticipated the majority of participants will be seniors living in Pittsburg that are active members of the Senior Citizen Center or live in the Southern Winds Assisted Living Center, located across the street from the library.

Estimated number of potential participants
It is anticipated 15-20 people will participate at each program.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The intended audience is senior citizens in Camp County. The first and third Thursday of each month was selected for the program day. Transportation is not provided; each person will make their own arrangements.

List potential partners based on your assets assessment
Potential partners include: Pittsburg Senior Citizen's Center, Southern Winds Assisted Living, *Pittsburg Gazette*, Friends of the library, area churches, and local businesses.

List available library resources that could contribute to the success of the program
The library has a meeting room where the movies will be shown. The library has a movie license, movies in its collection, a projector, and computer to implement the program. The library has a staff member who is trained to operate the equipment and can present the program.

Detailed Action Plan
Action Plan Goal(s):
The goal of the action plan is to:
1. Promote the program.
2. Implement the program.
3. Coordinate the twice monthly meetings and activities.
4. Evaluate the program.

Action Plan Objective(s):
1. Create and distribute promotional materials.
2. Select the movie.

3. Develop, administer, and analyze evaluations

Action Plan Table
The table below gives the library's action plan for senior movie time.

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?
Develop, copy & administer general survey	Director by March 29, 2012	Time-1 hr $24 Materials-paper Personnel-1	80 surveys will be distributed	Count #
Evaluate general surveys	Director by April 2, 2012	Time- 1 hr $ 0 Materials-none Personnel-1	75% will be returned	Count # returned
Develop, copy & administer survey for staff, elected officials, and volunteers	Director by March 28, 2012	Time- 1 hr $10 Materials-paper Personnel-1	20 surveys will be distributed	Count #
Meet with director of the Senior Service Center and Assisted Living: explain program	Director by April 15, 2012	Time-30 min $ 0 Materials-none Personnel-1	1 meeting held	Count #
Select movies to be shown	Director and /or staff by one month in advance to showing	Time- 1 hr $ 0 Materials-library collection Personnel-1	Movie selected	Count #
Contact area churches; ask to announce program and/or include in church bulletins	Director by May 11, 2012	Time-1 hr $ 0 Materials-none Personnel-1	4 churches contacted agree to promote	Count # that agree
Post information about program on library's website, Facebook , Blog & Twitter account	Director by May 11, 2012	Time-15 min $ 0 Materials-none Personnel-1	Information posted 4 places	Count #
Put program on library calendar on computer	Director by May 11, 2012	Time-15 min $ 0 Materials-none Personnel-1	Information posted for each movie day	Count #

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Write press release	Librarian 3 weeks in advance of program	Time-30 min $ 0 Materials-none Personnel-1	1 press release written	Count #
Make promotional flyers	Staff 3 weeks in advance of program	Time-1 hr $2 Materials- paper; Personnel-1	10 flyers made	Count # distributed
Create pre/post evaluation form for program; make 20 copies	Director by June 1, 2012	Time-30 min $4 Materials-paper; Personnel-1	Count # distributed	Count # completed
Make sure conference room is set up for movie	Staff day of program	Time-20 min $ 0 Materials-computer, projector, chairs, Personnel-1	Projector, computer and chairs are set up for 15-20 participants	Count # participants
Clean up conference room	Staff after program ends	Time-20 min $ 0 Materials-none Personnel-1	Room is cleaned	Check room
Hold two movie days per month	Staff first and third Thursday each month beginning June 7, 2012	Time-2 hrs $ 0 Materials-movie, computer, projector, chairs Personnel-1	2 movie days held each month	Count #
Administer evaluations; gather statistics and success stories	Director by August 15, 2012	Time-30 min $ 0 Materials-none Personnel-1	Count attendees; compile evaluations	Send results to PEARL office by August 30, 2012

APPENDIX: EVALUATION FORM

Pittsburg-Camp County Public Library Senior Citizen Movie Day
Date: _____

Thank you for attending today's movie!

Place an X under the number to tell us how much you liked the program.

	Yes 3	Okay 2	No 1
1. The movie was:			
enjoyable.			
my kind of movie.			
2. The conference room was:			
at a comfortable temperature.			
large enough for everyone.			
4. Because of the program I:			
had the opportunity to visit with others.			
use the library more.			

Anything else you want to say? Any additional movies or programs you would like to have?

_____

_____

_____.