

# QUITMAN PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

Quitman Public Library  
Quitman, Texas



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# Quitman Public Library Community Outreach Plan

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# Quitman Public Library Community Outreach Plan

## Outreach Plan

### **Introduction**

Quitman, Texas, the county seat of Wood County, was founded in 1850. It was named for John Anthony Quitman, governor of Mississippi, one of the most prominent citizens in the United States. According to the 2010 census, the population of Quitman is 1,809. State Highways 154, 182, and 37 intersect in downtown Quitman. Quitman is 100 miles northeast of Dallas. It is 27 miles due south of Sulphur Springs, and 25 miles due north of Tyler. Lake Fork Reservoir is approximately 10 miles west of Quitman. The town serves as a service center for agriculture production.

Notable residents of Quitman include Academy Award winning actress Sissy Spacek, Thomas Morrow Reavley, a senior judge of the United States Court of Appeals of the Fifth Circuit, and James Stephen Hogg, elected Governor of Texas in 1890. Hogg established the *Wood County Democrat* and served as a Justice of the Peace and later as Wood County Attorney.

### *Historical, Current, and Future Roles of the Library*

Historically, Quitman Public Library has served the roles for basic literacy and adult learning. Currently the library serves the roles of: free and equal access to information; community meeting place; educational and recreational materials; technology center; information assistance; English as a second language; local history and genealogy; cultural awareness; current topics and titles; gateway to information; public computer access, and community commons. In the future, the library would like to add the roles of formal education support; information literacy; business support, and heritage center.

### *Existing Programs*

Existing programs include English as a Second Language; employment resources; story time; Summer Reading Club, and Friday Night Acoustical Jam Fever. It also serves as a meeting place for several community organizations. It is the home of the Wood County Genealogical Society. The library participates in several community wide programs such as the 4th of July Ice Cream Social, Quitman Old Settler's Reunion, and Haunting in Hogg Park, and the East Texas Medical Center Annual Jewelry Sale.

### *Identified Needs*

Quitman, like many communities across the nation, needs more jobs and economic growth. Continued development around the courthouse town square with additional museums, antique shops, specialty shops, restaurants and boutiques will draw more tourism. The town could use a movie theatre and more chain restaurants.

The library needs to have its wiring updated and more outlets for laptops added. The lobby needs furniture and new carpet is needed throughout the library. The signage needs to be updated and an outdoor marquee would be a nice addition. An elevator would make the upstairs more easily accessible. It would help to have an assistant library director.

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### *Identified Assets*

Quitman's assets include a variety of restaurants, fast food eateries, churches, and businesses. Quitman Independent School District is a 2-A district and is graded as recognized by the Texas Education Extension Agency.

The library is 7,000 square feet. It has a 900 square foot community room. Upstairs there is a 250 square foot classroom and 200 square foot storage. The library has an audio book room, movie room, walk-in security vault, media-storage room, five supply closets, three kitchens, four restrooms, large lobby, workroom and receiving area, and a back loading dock. There is an office for the director, space that houses the main book gallery, and six patron study and reading areas. The library has a youth department and a computer section with ten desktops and six laptops. There are two parking lots and three patio areas.

The library has three large-screen televisions and free cable provided by SuddenLink. Wi-Fi is available twenty-four hours a day, seven day a week.

### *Thank You Statement*

Quitman Public Library wants to thank the City of Quitman and its citizens for operational funding; Wood County for the annual allocation; Tocker Foundation's grant for Biblionix Apollo; SuddenLink for providing free cable; People's Telephone for discounting Internet access; Wood County Electric for discounting our electricity bill; Quitman Garden Club which maintains the grounds in exchange for free meeting space; Brookshire's who provides sponsorship for events; McCluney Pest Control which sprays weeds and bugs for free; Ray Roberts Service which fixes A/C with no labor charge; Virginia Hoffpauir who is a daily dependable volunteer and works 16 hrs weekly; Walter Lutonsky, City of Quitman Maintenance Department, who comes and fixes anything that breaks anytime; Peggy Lustig, Gateway to Libraries Director who invited the library to be a grant partner for ESL and GED program; Sandra Grider, ESL Instructor who teaches the program; Sara de la Rosa, Technical Support Technician at Quitman High School and volunteer reader for Children's Story Time each Friday, and Wood County Texas Genealogical Society which provides on-call volunteers who help patrons with family research here at the library. The library would like to thank the Robert and Ruby Priddy Foundation for funding the University of North Texas PEARL project and including Quitman Public Library in the project.

### **Community Profile Narrative**

Quitman is a community minded town with most residents working and living in the immediate area. It is a small rural community near the metroplex of Dallas and Fort Worth. It is known as "The Bass Capital of Texas". Lake Fork, located 7 miles west of the town, draws professional anglers from all over the world. There are annual fishing tournaments like the Toyota Pro-Bass Tournament. Other community events include the annual spring plant sale; Dogwood Festival Parade and pageant; a 4th of July celebration that includes the July Ice Cream Social along with reading of the Declaration of Independence at the Arboretum; Pilot Club Chili Cook off; Pilot Harvest Bazaar; Rotary Lunch on the Square; Bluegrass Show; Car Cruise In, and the Quitman

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Christmas Sharing and Home Tour. Many of these activities take place in the Jim Hogg City Park or the Carroll Green Civic Center.

The main employers in Quitman are the Wood Electrical Cooperative, Peoples Telephone Co-Op, Inc., Ozarka, and Quitman Independent School District. The county itself continues to be primarily agricultural with dairy, cattle, poultry, forages, vegetables and nurseries. Timber production is significant. The East Texas Medical Center has broken ground on a brand new hospital to be built in Quitman.

### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

Quitman is a rural community whose economy is based largely on agriculture. There are many horse ranches, dairies, and farm operations in the area.

The Wood County area has been affected by the statewide drought, losing a devastating amount of acreage and valuable timber from forest fires. Shopping is limited in Quitman, but most needs can be met within a 20 mile radius.

#### Library Features

##### *Assets and Challenges*

The library is located on the square in Quitman within 400 feet of the county courthouse. This makes it very accessible for community events which the library participates in. Schools are not within walking distance but the school bus has a stop at the library

The library is located on a city block and is surrounded on four sides by traffic. This is great for visibility, but a challenge for parking and outdoor programming.

##### *Community Demographics*

In the 2010 Census, figures show that 79.2% of the residents in Quitman over the age of 25 had the equivalent of a high school education. 15% of the residents have a bachelor degree or higher. 16.1% of the population was under 18 years old with 29.4% over 65. 10.4% of the population is below the poverty level; the median household income is \$35,970. 90.0% are white; 5.1% Black and 4.0% are Hispanic or Latino.

#### **Library Profile Narrative**

In 1975, a group of caring citizens gathered to study the need for a public library that would serve the City of Quitman and surrounding community. The Quitman Public Library was formed and the Quitman City Council chartered the library in 1975. The library's first building was a frame house offered by the Liles family located at the corner of Main and Lane Streets near the courthouse square.

In August 1980, a fund drive began to purchase a larger building to house the many books that had been collected from donations. The community supported the drive and the former facility of the First National Bank, at 202 East Goode Street, was purchased.

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In early 1987, a local fund raising effort was started to provide for additional space in the library to accommodate a children's department, staff book processing area, and community meeting room. The library received several grants, and in October 1988, the Thurman Shamburger Wing was dedicated.

Today, the Quitman Public Library is fully staffed and houses a collection of nearly 30,000 items in a variety of formats. It also houses the collection of the Wood County Genealogical Society. The library has an Advisory Board and active Friends of the Library group.

The Mayor of Quitman and the Quitman City Council are the governing body of the Quitman Public Library as it is a department of the City of Quitman.

### *Most Important Library Statistics*

In 2010, the library had 28,663 titles with a total collection of 32,496 items. The circulation was 42,903. There were approximately 5,109 registered borrowers and 25,896 library visits. Volunteers served 3,200 hours of library service.

The library is open 32 hours a week. There are five staff members.

## **Vision, Mission, Goals and Objectives**

### *Vision Statement*

The Quitman Public Library aspires to be the hub of the community where individuals, families, and organizations gather. The Library envisions that it will fulfill its unique role as a major contributor to the educational, cultural, recreational and social development of the community. In fulfilling this vision, the Library will continue to acquire and maintain adequate information resources, offer effective instruction on the retrieval and use of materials in all formats, and continue to provide state-of-the-art technology for users in all locations.

The library also aspires to reach the broader community by developing innovative approaches to supporting life-long learning. The realization and achievement of this vision will ensure our stakeholders that the Quitman Public Library will continue to sustain excellence by meet the challenges of the 21st century.

### *Mission Statement*

The mission of the Quitman Public Library is to provide a respectful, orderly and welcoming environment for lifelong learning by providing access to resources that fulfill educational, informational, and recreational needs of the entire diverse community. In addition, the library provides Internet access for conducting research, retrieving information, exploring ideas, facilitating communication and accessing resources available through the World Wide Web.

### *Goals and Objectives for the Library*

The general library goals of the Quitman Public Library shall be:

1. To serve all residents of the city, community and surrounding region.

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2. To acquire and make available to all residents of the above area such books, periodicals, pamphlets, and other services as will address their needs to a) become well informed, b) locate answers to important questions, c) cultivate the imagination and creative expression, d) develop skills for career and vocational advancement, and e) enjoy leisure by means of reading and other media services.
3. To acquire the means to provide the most frequently requested material locally and upon demand.
4. To maintain a program of service which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age.
5. To strive consistently to discover new methods and improvements for better service for the library's patrons.
6. To review regularly these goals of the Quitman Public Library and, if necessary, revise them in the light of new developments.

### *Goals and Objectives for Outreach Program*

In keeping with the library's Goal 2(c) "cultivate the imagination and creative expression", the library will hold a music-oriented workshop every three months. The goal of the workshop is to cultivate the imagination and creative expression of musicians in order to help fulfill the educational, informational, and recreational needs of the entire community.

The objective of the program is to encourage musicians or aspiring musicians to hone skills, learn new techniques, and enjoy networking.

### **Outreach Programs**

The library will offer a series of music development workshops. These will be held every three months with the first being in December. It will be called "It's Music, Music, Music at the Quitman Public Library!" Mark Shelton, bandleader of the group Tin Roof Tango, will lead the multi-cultural workshop and program that includes an array of acoustical folk instruments and world music repertoire. The workshop is scheduled to maximize attendance and interest by wrapping up an eventful two days following the "Friday Night Acoustical Jam Fever at the Quitman Public Library" and "Music on the Streets in Downtown Mineola". It will be open to any age person or skill level.

### *Statement of need*

The library did a general survey and a targeted survey. The surveys indicated a need for additional music programs. The library has held monthly acoustical jam sessions called "Friday Night Acoustical Jam Fever at the Quitman Public Library" every second Friday since February 2012. The attendees have requested workshops to develop skills.

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

County and area residents who are interested in music by either playing or listening are the target audience.

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

The participants of the monthly Friday Night Acoustical Jam Fever at the Quitman Public Library have wanted to have a workshop to learn more about this genre of music, learn how to play an instrument, or to hone their existing musical and/or vocal skills. The average attendance at the monthly jam program has been approximately 65 people. About two-thirds of these are listeners. There are 20 musicians who regularly play. There are 10 or more aspiring musicians who are interested in learning so they can play along.

### *Estimated number of potential participants*

The library is expecting at least 20 participants to attend the program.

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

Those participating will be male and female musicians ranging from age 14 to 90. Most of the attendees will be from Quitman, Mineola, Winnsboro, Hawkins and surrounding communities. There will be a few attending from neighboring counties. Each person is responsible for transportation to the library and will be responsible for their transportation to the workshop. The workshop is scheduled for Saturday, December 15, 2012. It is scheduled to maximize attendance and interest by wrapping up an eventful two days following the "Friday Night Acoustical Jam Fever at the Quitman Public Library" and the "Music on the Streets in Downtown Mineola". It is open to any age person or skill level.

### *List potential partners based on your assets assessment*

Partnerships for the "It's Music, Music, Music at the Quitman Public Library!" are the following eight sponsors: Wood County National Bank, Michael Hipp, President; Quitman Acoustical Bluegrass Pickers, Eugene Allen, Coordinator, who will provide volunteers, refreshments, and co-sponsor the event; Quitman High School Band, Mr. Shadowski, Band Director, who will provide a speaker and co-sponsor the event; East Texas Medical Center, Teresa Meeks, Nursing Director, who will promote the program; promotion; Friends of the Quitman Public Library, Teresa Meeks, President, for financial support; Texas Tea Room, Jay Gorman, Owner, who will provide refreshments (pizza and drinks); The Wood County Democrat, Kiki Bettis, Editor, who will promote the program, and KMOO Radio Station, Core Mican, Advertising, for program promotion.

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

The Quitman Public Library will provide the Shamburger Community Room for the event, the staff and volunteers to organize and promote the event, and financial aid from the library's memorial fund.

## **Detailed Action Plan**

### *Action Plan Goal(s):*

1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.



## Quitman Public Library Community Outreach Plan

*Action Plan Objective(s):*

1. Partner with local organizations to develop and present a workshop on music.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming program so they will endorse and promote the workshop.
3. Implement a workshop in the library for adults of Quitman and citizens of the surrounding counties.
4. Distribute post-workshop surveys and evaluate results.

*Action Plan Table*

<b>Implementation</b>		<b>Evaluation</b>		
<b>Action</b> What action, activity, or task needs to be done?	<b>Name and Date</b> Who will do it, and by what date will it be done?	<b>Resources Needed</b> How much time, money, materials, and personnel are needed?	<b>Measurement</b> How will progress be measured (#, % of participation or attendance)?	<b>Analysis</b> How and when will data be gathered and analyzed to determine success?
Check available dates	Library Director by October 11	Time-3 hours \$ 0 Materials-none Personnel-1	Dates selected	Count #
Gather community volunteers to help plan the event	Library Director by October 15	Time-3 hours \$ 0 Materials-none Personnel-1	Volunteers contacted	Count #
Secure sponsors from the community	Community Volunteers and Library Director by October 20	Time-3 hours \$ 0 Materials-none Personnel-1	Sponsors solicited	Count #
Hire Mark Shelton, Tin Roof Tango, 800-272-2249 972-221-2416 972-221-2416 fax markshelton@tinrooftango.com	Library Director by October 19	Time-3 hours \$ 0. Materials-none Personnel-1	Musician hired	Count #
Set up reservation for his lodging Best Western, 100 Debby Ln, Mineola TX 75773 923-569-5331	Library Director by October 15	Time-1 hours \$ 0 Materials-none Personnel-1	Reservation made	Count #

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Secure back-up performer	Library Director by October 15	Time-2 hours \$ 0 Materials- none Personnel-1	Back-up in place	Count #
Organize volunteers for advertising, create forms, supply purchases, set-up for workshop	Library Director by October 20	Time-3 hours \$ 0 Materials- none Personnel-1	Meeting held	Count #
Write press release for newspaper and radio?	Library Director by November 9	Time-1 hours \$ 0 Materials- none Personnel-1	Press release written	Count #
Email press release to media outlets	Library Director by November 9	Time-3 hours \$ 0 Materials- none Personnel-1	Press release emailed	Count #
Create master flyer for advertisement	Library Director by November 9	Time-2 hours \$ 0 Materials- none Personnel-1	Master made	Count #
Copy master flyer	Library Staff by November 9	Time-3 hours \$ 0 Materials- none Personnel-1	Copies made	Count #
Create master forms for registration and feedback	Library Director by December 12	Time-3 hours \$ 0 Materials- none Personnel-1	Registration and feedback forms made	Count #
Copy registration and feedback forms	Library staff by December 12	Time-30 minutes \$20 Materials- none Personnel-1	Copies made	Count #
Pick-up refreshments; set up community room	Library Staff by December 14	Time-3 hours \$ 0 Materials- none Personnel-1	Refreshments bought; room ready	Count chairs

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Have Bluegrass Friday Night Acoustical Jam Fever event; include Mark Shelton	December 14 5-9	Time-5 hours \$ 0 Materials- none Personnel-1	Count Attendees Take pictures	Count #
Have Music on the Streets event; include Mark Shelton	December 15 9-11 am	Time-3 hours \$ 0 Materials- none Personnel-1	Estimate attendance Take pictures	Count #
It's Music, Music, Music! at the Quitman Public Library: Acoustical Workshop with Folk Musician, Mark Shelton	Mark Shelton by December 15	Time-6hours \$900 Materials Personnel-1	Number of Attendees	Count #
Evaluation form given to attendees and gathered	Library staff and volunteers	Time-15 minutes \$0 Materials- evaluation form Personnel-4	Evaluation forms received	Count #
Gather data from evaluations	Library Director by December 20	Time-2 hours \$0 Materials- none Personnel-1	Data compiled	
Write report for PEARL	Library Director by December 31	Time-3 hours \$ 0 Materials- none Personnel-1	Report written and emailed to Barbara Blake and Jacquelyn Owens	Count #

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APPENDIX: EVALUATION FORM

“It’s Music, Music, Music At the Quitman Public Library” Workshop

Date: Saturday, December 15, 2012

Thank you for attending today’s workshop!

Please place an X under the number to tell us how much you liked the program

	YES 3	OKAY 2	NO 1
<b>The instructor was:</b>			
easy to understand			
was a good teacher			
<b>The room the workshop was held in was:</b>			
comfortable			
sufficient space			
<b>The workshop helped me to:</b>			
develop my music skill			
meet others with interest in music			

Anything you would like to say? Do you have suggestions that would improve the experience or instructors you would like to have invited to participate?

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