GLADYS JOHNSON RITCHIE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction
Jacksboro is the county seat of Jack County, where east meets west, in Texas. The county is situated in the North Central Prairies region. The Gladys Johnson Ritchie Public Library, Inc., in Jacksboro is the only library in the county. Three highways go through the town, Highway 199 from Fort Worth, 281 from Wichita Falls, and 380 from Graham. Jacksboro is about sixty miles southeast of Wichita Falls and about seventy miles northwest of Fort Worth.

The Texas legislature approved the establishment of the county on August 27, 1856. It was named for William H. and Patrick C. Jack, participants in the Texas Revolution. Early settlers entering Jack County came mainly from the middle South states, primarily Alabama, North Carolina, Arkansas, Missouri, and Kentucky, many by way of Smith County or other parts of Texas. Mesquiteville was designated the county seat. Later the town was renamed Jacksboro. The county was on the Butterfield Overland Mail trail.

Jacksboro is also on the Texas Fort Trail. Fort Richardson State Park, Historic Site & Lost Creek Reservoir State Trailway, is located in Jacksboro and contains 454.16 acres. Fort Richardson, named in honor of General Israel B. Richardson, who died in the Battle of Antietam during the Civil War, was established in November 1867. The fort was the northernmost of a line of Federal Forts established after the Civil War.

Jacksboro is the birthplace of the 4-H Club in Texas, founded by Tom Marks in 1907. The work he did in the agricultural field is recognized by the United States Department of Agriculture.

Historical, Current, and Future Roles of the Library
The historical roles of the library include: life-long learning; free and equal access to information; educational and recreational materials; information assistance; local history and genealogy; formal education support; information literacy; current topics and titles; early childhood literacy, and heritage center. In addition to the roles above, the library is also currently fulfilling the following roles: basic literacy; community meeting place; technology center; ESL and adult learning; cultural awareness; business support; public computer access; gateway to knowledge; career and workforce development; community commons, and a door to preschool learning. For the future, the library would like to more fully develop the roles listed above.

Existing Programs
The library offers the following programs: weekly story time for pre-school aged children; weekly programs during June and July as part of the library's Summer Reading Program; monthly adult book club; regular story time for day care centers and Head Start; Summer Reading Program for Teens; genealogy volunteer program; joint digitalization project with the local museum and historical fort; home school meetings twice a month in the library; author visits on an occasional basis, and exam proctoring as needed. The library also offers inter-library loan as requested.

Identified Needs
Identified needs in the community include: public swimming pool; tennis courts; lack of recreational activities in general for children; more jobs and more industries; public housing, and more rental properties.

Identified Assets
The following are considered assets in the community: a rich history; historical fort; 4H; hospital; locally owned pharmacy; 3 new school facilities; county courthouse; Senior Citizen Center; chamber of commerce; city hall; country club; several clinics; doctors; food bank; local newspaper and radio station; post office; assisted living center; nursing home; fire station; police station; RV park; museum; visitor and tourism center in historic building; cable and satellite TV; Sheriff's Office; state jail; county extension office; several restaurants; doughnut shop, and several churches.

The library would like to thank the City of Jacksboro, Jack County, and the Jacksboro Independent School District for continuing funding and support. The library staff would like to thank the dedicated volunteers who go above and beyond to help make the library the wonderful place it is. Our special thanks goes to the Library Board and Friends of the Library for providing support and funding for special projects. The library is especially appreciative for the building that was built through the generosity of Gladys Johnson Ritchie and for the continuing support received from the Gladys Ritchie Trust. We would also like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative
Jacksboro is a family-oriented community with most residents living and working in the town. The major employers are the school district, hospital, state jail, ranches and a various oil companies. Some of the special events in Jack County include the: Jack County Fair in February, Pioneer Day festival in June, and the Summerfest Weekend. In December the Jack County Museum sponsors a progressive dinner at historical locations. The museum also holds an annual fashion show of historical attire in the fall.

Main Geographic Features
Community Features
Assets and Challenges
The following are some of the geographical assets present in Jack County: hilly land with light-colored, loamy soils over very deep reddish clay sub-soils, shale, and sandstone. The county's 920 square miles is forested with mainly mesquite, live oak, blackjack oak, post oak, pecan, elm, walnut, and cottonwood trees. The West Fork of the Trinity River cuts across Jack County diagonally from northwest to southeast and provides the main drainage for the county. There are a number of creeks in the county including the East Rock, Howard, Lost, Crooked, the North Fork of Crooked, Little Cleveland, the West Fork of Keechi, Two Bush, and Henderson. Mineral resources include petroleum, natural gas, and stone. The climate is sub-tropical, sub-humid, generally mild and dry. Recreational facilities in the county include Fort Richardson

State Historical Park, Lake Jacksboro, and Lake Bridgeport. Deer hunting is an important seasonal attraction. There is a 9-hole golf course with country club that is open to anyone to use.

Jacksboro is too far from major metropolitan areas to benefit from the economic growth towns closer to large cities experience. Another challenge is the boom and bust effect the oil industry has on the area.

Library Features
Assets and Challenges
The library is a stand-alone facility located centrally in Jacksboro. Its location is the main geographical asset of the library. Many people can walk to the library easily. The schools have shuttle buses that take children to the library after-school where it is easy for parents to pick up their children. It is also easy for many children to walk home from the library. The signage directing people to the library is excellent and enables people to easily find the facility.

Geographic challenges include the distance from the library to civic buildings downtown such as the county courthouse and city hall. These are not within easy walking distance from the library.

Community Demographics
The population of Jack County for 2009 was 8,497; Jacksboro's population was 4,533. In the county 5% were under age 5; 18 and under was 21%, and over 65 was 15%. In Jacksboro 5.7% were under age 5; 18 and under was 21.7%, and over 65 was 14.3%. In the county 91% were White; 6.5% Black; 12% Hispanic or Latino; .5% Asian, and .5% American Indian. In Jacksboro 82% were White; 10.5% Black; 10.7% Hispanic or Latino; .3% are Asian, and .6% American Indian. 6.6% of the population in the county spoke a language other than English; in Jacksboro it is 9%. In the county 75% have a high school degree; in Jacksboro only 33%. 1,674 people in Jack County have a disability; in Jacksboro it is 874.

Library Profile Narrative
In 1925, Gladys Johnson Ritchie came to Jacksboro as a new graduate from Teacher's College of Commerce Texas. Feeling blessed to be employed shortly after graduation as an elementary school teacher she set out to do the best job she could. She had been active in the local Library Club for many years and one of the main resources for education that she felt was needed was a library. In 1980, with encouragement from others, Mrs. Ritchie funded and oversaw the construction and building of this beautiful library. In 1999, Mrs. Ritchie also funded a new state of the art addition to the main library and remodeled the existing building and the children's library. Mrs. Ritchie knew how vital it is to keep up with the latest technology and she always encouraged others to try and do the same.

As a public library the Gladys Johnson Ritchie Public Library, Incorporated, is governed by an unsalaried board of five members. Normally board members include representatives of the city, county, school, and community.

Most Important Library Statistics
In 2009, the library owned 19,096 titles and circulated 23,447 items. There were 2,497 registered borrowers and 23,644 library visits. The library had 97 programs with 1,940 attendees. Internet usage was 12,480. The library is open 49 hours a week and has 2 full-time equivalent employees.

Vision, Mission, Goals and Objectives
Vision Statement
The residents of Jacksboro and Jack County are part of a community rich in history and dedicated to its preservation. The library, a unique and visionary corporation, is likewise dedicated to its patrons of all ages. It is the desire of the library to be a major link to knowledge by providing programs, and up-to-date reading, viewing and listening materials as well as Internet access for all patrons.

Mission Statement
The mission statement of the library is to enhance the intellectual and recreational life of the population served by providing access to information, materials, and programs that expand the awareness of knowledge, culture and art.

Goals and Objectives for the Library
 Goal 1: To provide materials and programs for all members of the community the library serves without exclusion.
> Objectives
> 1. Select and purchase fiction and non-fiction based on the community's reading interests.
> 2. Take into consideration patron requests for purchases.
> 3. Staff will evaluate print resources to determine purchases.
> 4. Utilize inter-library loan to borrow materials the library does not have.
> 5. Provide programs for education, recreation, and life-long learning.

Goal 2: To promote access to and use of library materials regardless of origin, age, gender, backgrounds or views.
> Objectives
> 1. Display new and/or popular materials.
> 2. Weed the collection on an on-going basis.
> 3. Staff will schedule programming that will stimulate use of the collection.

Goal 3: To make wise and efficient use of public funding.
> Objectives
> 1. Purchase new materials as possible within budgetary constraints.
> 2. Consider funding when upgrading, repairing, or replacing computers.

Goal 4: To promote the use of the library.
> Objectives
> 1. Write newspaper articles on library programs.

<p>Gladys Johnson Ritchie Public Library Community Outreach Plan</p>

2. Speak to local organizations about services offered by the library.
3. Use marketing tools such as bookmarks, flyers, and posters.

Goal 5: Provide access to cultural resources.
   Objectives:
   1. The library will select, purchase and maintain local histories and genealogical materials.
   2. The library will maintain a Texana Collection.
   3. The library staff will train patrons in the use of Internet for genealogical research.
   4. The library staff will provide other cultural programming (art exhibits, author visits, poetry slams, and musical events).

Goals and Objectives for Outreach Program
Goal: As part of the library's Goal 1: "To provide materials and programs for all members of the community the library serves without exclusion", objective #5, "Provide programs for education, recreation, and life-long learning", the library will implement an English as a Second Language program at the library.

Objective: The objective is to provide a meeting place, computers, books and resources for the instructor and students in the ESL class.

Outreach Program
The Jacksboro English as a Second Language (ESL) program has been in existence for about 12 years. The classes have been held in various locations through the years. The library has been asked to become the host site for the classes. The classes will meet formally once a week at the library with an ESL teacher. During the 3 hour class, students practice listening, reading, and speaking English skills. The library will provide additional time during the week when students can use the library's computers to access the skills and testing software provided through the Region 9 Education Service Center Adult Education.

Statement of need
The need for English as a Second Language (ESL) classes is well-established in the community. There have been ESL classes in Jacksboro for approximately 12 years. Recently the location where the classes had been held was no longer available and a need arose for a suitable location where classes could be held on an on-going basis. The local Region 9 Education Service Center Adult Education Director contacted the Library Director regarding the possibility of having the classes at the library. The Adult Education Teacher for Jacksboro ISD and the ESL teacher also talked with the Library Director about having the classes at the library instead of at the school.

Description of the larger audience or target group the library wants to reach
6.6% of the population in the county speaks a language other than English; in Jacksboro it is 9%. This is the target group for the ESL program.

Description of the specific segment of the target group the proposed program will serve
Initially the program will serve the existing 12 students.

Estimated number of potential participants
The estimated number of participants is approximately 12-15 students. Currently there are 12 in the ESL program and more are expected to participate.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The students typically range in age from 20-50. The majority are Hispanic or Latino females. The students were surveyed regarding the best time for the program. 4-7 p.m. on Tuesday was the time selected based on the survey results. Most live in Jacksboro. Some can walk to the library and others will drive.

List potential partners based on your assets assessment
The library is partnering with the local Region 9 Education Service Center Adult Education; ESL teacher; Jacksboro ISD; Wise Hope Domestic Violence organization; county extension agent; local businesses; churches; local media outlets, and Head Start.

List available library resources that could contribute to the success of the program
The library has a meeting room, computer workstations, and resource materials that can be used for the program. In addition, the library has a bi-lingual staff member scheduled to work on the day of the class. This staff member can assist the students with using the computer and resources.

Detailed Action Plan
Goal
1. Provide easy to get to, centrally located place for ESL classes.
2. To develop and distribute bi-lingual promotional materials.
3. To recruit participants.
4. Retain participants until they reach their personal goals.

Objectives:
1. Reserve library conference room and computers for weekly for ESL classes.
2. Create a bi-lingual flier promoting the service.
3. Distribute fliers: laundry mats; local stores and businesses; doctor offices; hospital; schools; churches, and the relevant agencies.
4. Work with ESL teacher, bi-lingual liaison, and Region 9 ESC to develop exercises and class activities that are relevant and meaningful to the participants to use the language in real world situations.

Action Plan Table
The table below gives the library's action plan for the ESL program.

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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?
Put program on library calendar to reserve room	Library Director by May 15, 2011	Time-15 min $ & materials-none Personnel-1	Information posted	Count # days scheduled
Post information about program on library website	Library Assistant by May 15, 2011	Time-30 min $ & materials-none Personnel-1	Information posted	Count # posted
Write quarterly press releases	Library Director by May 15, 2011	Time-30 min $ & materials-none Personnel-1	1 press release written quarterly	Count # written
Make & distribute promotional flyers	ESL teacher by May 15, 2011	Time-30 min $5; Personnel-1	10-15 flyers distributed	Count # of flyers posted
Work with Region 9 ESC ESL Director & Teacher on Curriculum	Library Director by May 15, 2011	Time-1 hr $ & materials-none Personnel-1	Agreement reached on curriculum and implementation	Plan implemented
Have regular meetings with Region 9 ESC ESL Director, Teacher, & bi-lingual liaison to evaluate effectiveness of program	Library Director; at least twice a year	Time-1 hr $ & materials-none Personnel-1	Complete evaluation forms and review	Count #; compile results
Contact teacher to reaffirm date/time weekly	Library Staff 1 day in advance	Time-15 min. $ & materials-none Personnel-1	Arrangements confirmed	Count contacts
Make sure conference room is set up for 12-15 attendees	Library Assistant & Teacher, day of meeting	Time-15 min. $ & materials-none Personnel-1	10-15 chairs set up	Count # participants.
Clean up room	Library Assistant & Teacher, day of meeting	Time-15 min. $ & materials-none Personnel-	N/A	N/A
Have family gathering for participants twice a year	Library Director & ESL Teacher; at least twice a year	Time-3 hrs $10 & materials-none Personnel-2	Two family events held	Count # of events; count of people attending
Gather statistics and success stories	Director by Jan 15, 2011	Time- 1 days; $ & materials-none Personnel-1	Compile and analyze results	Write report and send to PEARL office

APPENDIX: EVALUATION FORM

Gladys Johnson Ritchie Public Library ESL Program
Thank you for partnering!

Place an X under the number to indicate how successful the program is at your facility.

	Yes 3	I don't know 2	No 1
1. The ESL program overall was:			
easy to administer.			
2. The participants:			
attended regularly.			
actively listened and responded.			
brought other people with them.			
3. The Aztec Software:			
was well-used by the clients.			
indicated improvement in most participants.			
4. Activities and exercises related to the curriculum were:			
appropriate.			

Additional comments:

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