SHAMROCK PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

Prepared by: Melanie King
Date: February 24, 2012

712 N Main Street
Shamrock, Texas 79079
(806) 256-3921
http://www.hlc-lib.org/education/staff/staff.php?sectionid=157

COLLEGE of INFORMATION
Department of Library and Information Sciences

UNT
UNIVERSITY OF NORTH★TEXAS
Discover the power of ideas.

TABLE OF CONTENTS

Outreach Plan

Introduction
Shamrock, Texas is located in Wheeler County in the eastern Panhandle. At the crossroads of US 83 and Interstate 40, Shamrock developed along with the railroads and the oil and gas industries in the early part of the twentieth century. The town, named by Irish immigrant George Nickel, began as a post office. Shamrock retains a reputation for the "largest St. Patrick's Day celebration in Texas". Shamrock is also the home of the U-Drop Inn and the Tower Conoco Station. Both of these tourist attractions are refurbished reminders of the heyday of Route 66.

Historical, Current, and Future Roles of the Library
Historically, the library has provided access to information, recreational materials, local history and genealogy materials.

Currently the library provides free and equal access to information, public computers, Internet access, popular titles and topics, and educational and recreational materials.

Future roles for the library include adult learning and information literacy.

Existing Programs
Library programs include: summer reading for children and teens; homebound outreach; GED preparation, and exam proctoring.

Identified Needs
Community needs are: a bus station; bakery; animal hospital; nursing home and assisted living; rental property; dance and martial arts instruction; health club, and additional opportunities for employment.

Identified needs for the library include: extended hours during the evening or on Saturday; digitization of the *Shamrock Texan* newspaper, and a digital microfilm reader. The library is challenged by seasonal travelers of limited means, and by having a variable budget for collection development.

Identified Assets
Shamrock community assets are: a golf club; RV park; community center; public parks; city swimming pool; historic museum; truck stop; Route 66 tourist attractions, and Irish cultural heritage.

Identified assets for the library include: convenient location for children walking or biking from home or the public park and swimming pool; a complete run of a historic newspaper; a microfilm machine with printer; access to laptops within the library and 4 public computers; photocopier, and access to databases as a member of the Harrington Library Consortium.

Thank You Statement
The library would like to thank the city of Shamrock and the Commissioners' Court for support and Internet access, and the ladies' clubs of Shamrock for consistent donations and fund-raising.

The library would also like to thank the Genealogy Society for partnering with the library to offer the Online Genealogy Resources and How to Use Them program. The library thanks the *County Star-News* for promoting the program. The Shamrock Public Library is grateful to the Robert and Ruby Charitable Trust for providing this opportunity for community outreach through the University of North Texas PEARL Project.

Community Profile Narrative
Shamrock capitalizes on its Irish heritage by calling itself 'The Irish City'. It is well-known for its St. Patrick's Day celebration, an annual four day festival in March. The event includes concerts, a dance, banquet, parade, carnival, rodeo, and a unique beard-growing contest. Drawing thousands of visitors each year since its inception in 1938, the celebration has been suspended twice. This was during wartime; it was revived by civic organizations. In 2011, the city celebrated its 100th birthday.

The Shamrock Chamber of Commerce bills the city as a "charming family experience" with friendly people and a progressive outlook. Major employers include the school district, state prisons, and the oil fields. All are within commuting distance of Shamrock.

Geographic Features
Community Features
Assets and Challenges
Geographic assets for the community include: two historic buildings from the era of Route 66; airport; ostrich ranch; hunting and game leases; cattle ranches; rodeo grounds; farm land; a location at the intersection of US 83, Interstate 40 and old Route 66.

A geographic challenge to the community is the 100 mile distance to a major city, Amarillo.

Library Features
Assets and Challenges
The library's main geographic asset is its location. It is a standalone facility located one block from the central business district downtown. Residents drive past the library several times a day. Proximity to the major highways brings tourists to the library to check email, wait for car repairs, or to read and rest.

The main geographic challenge for the library is its location near the major highways. The library's visibility can attract undesirable elements such as people passing through who only want to use the library for the restroom or solicitation.

Community Demographics
According to the 2009 Census, Shamrock's population was 1,828. Of this, 80.5% were White, 9.1% Black, and 10.4% Other. Median household income was $31,815. 68.9% of residents were high school graduates and 12.5% had a bachelor's degree. 52.4% of the residents were between the ages of 18 and 65; 22.3% were over the age of 65, and 25.3% were age 5 or under.

Library Profile Narrative
The Shamrock Public Library was started in 1925 through a collaboration of local women's clubs. At that time, patrons were charged ten cents to check out a book and one cent a day until

its return. In its early years, the library was housed at various locations in town including a drugstore and the courthouse. In 1930 the WPA funded a salaried librarian and assisted the library in relocation to City Hall. In the 1940s the city of Shamrock began to pay a librarian to operate the library. In 1949 the library moved to its first standalone location. The present library was built in 1971 and is 3,150 square feet.

Although the building, grounds, and telecommunications are provided by the city, the contents and collection of the library are donations from civic organizations, grants, and memorials. A major fundraising event is held annually by several ladies' clubs during a popular city craft festival, the Irish Craft Fest.

The library is conveniently located in town near two banks, two churches, a gas station and convenience store. It is also close to a public park and swimming pool. The library is a popular destination for children who walk or bike during the summer months. The library is open 1:00 p.m. – 5:00 p.m. Monday through Friday.

Most Important Library Statistics
In 2010, the library had 1,500 registered borrowers, two paid staff members, and two volunteers. Fourteen programs were held with 450 in attendance. The collection had 38,000 titles. Circulation totaled 8,820. There were 360 reference transactions and 6,200 library visits.

Vision, Mission, Goals and Objectives
Vision Statement
The library will be a safe and welcoming environment for cultural, personal, and intellectual enrichment.

Mission Statement
The mission of the Shamrock Public Library is to be a leader in the community by providing friendly and professional service along with a diverse collection of materials and online resources to address the informational, educational, and recreational needs of all residents.

Goals and Objectives for the Library
Goal 1: To develop and maintain a diverse collection of materials and access to online resources
Objectives: 1. Weed the collection on a regular basis
          2. Purchase new and replacement materials
          3. Participate in consortium opportunities for a variety of resources

Goal 2: To promote library use through friendly and professional service
Objectives: 1. Continue existing popular programs
          2. Develop new programs
          3. Demonstrate the means to access free information

Goal 3: To be recognized as a community center for technology
Objectives: 1. Provide expertise with basic computer skills
          2. Maintain up-to-date technology

Goal 4: Promote lifelong learning while meeting a variety of user needs for information

Objectives: 1. Encourage adult readers to discover and rediscover literature
2. Deliver books to the homebound
3. Promote the collection and services through outreach to clubs and civic organizations.

Goals and Objectives for Outreach Program
Goals: The outreach program, Online Genealogy Resources and How to Use Them, meets Goal#2 and #4: The library will promote library use through friendly and professional service and promote lifelong learning while meeting a variety of user needs for information.

Objectives:
The program objectives are:
1. Demonstrate the use of the free Internet resources available for genealogy research.
2. Teach attendees how to begin and sustain a productive genealogy project using online resources.

Outreach Programs
The library will offer a program called Online Genealogy Resources and How to Use Them in partnership with the Genealogy Society of Shamrock. The program will be held at the library on a Saturday afternoon from 1 p.m. to 5 p.m. The librarian will prepare a packet of resources for each participant to begin a genealogy project. The packets will contain: pathfinders of free genealogy resources on the Internet; a variety of chart samples; a glossary of terms including historic medical terms for causes of death; instructions for locating death certificates; a list of historic newspapers and directions to locate them and a sample of materials to organize findings. The librarian will demonstrate how to use these materials during research with the assistance of two volunteers from the genealogy society.

Participants will be encouraged to bring their own laptops to expand program attendance. Reservations for the program will be taken by telephone and patrons on a waiting list will be offered a repeat program.

Statement of need
The library identified a need for online genealogy instruction in conversations with patrons resulting from the community surveys. The librarian attended a meeting of the genealogy society and discovered the facility has only one computer and limited open hours. Several elderly members have limited Internet search skills. The library staff has expertise in searching, access to the Internet, more computers, historic newspapers on microfilm, and a microfilm reader/printer.

Description of the larger audience *or target group the library wants to reach*
The audience for Online Genealogy Resources and How to Use Them is members of the Genealogy Society.

Description of the specific segment of the target group the proposed program will serve
The program will target members of the Genealogy Society that have limited access to computers and limited computer skills.

Estimated number of potential participants
The library has six available computers. If computers are shared, then a total of 12 participants will have reservations. Anyone wishing to furnish their own laptop will also be included in the program, up to four additional participants. A waiting list will be established for future classes.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The program is for Genealogy Society members of all ages that live in Shamrock and the surrounding area. A Saturday afternoon program was chosen to allow them to take advantage of transportation during daylight hours.

List potential partners based on your assets assessment
The partners for this program will be the Genealogy Society of Shamrock and the *County Star-News.*

List available library resources that could contribute to the success of the program
The library will provide the space, computers, research materials, expertise, refreshments and marketing for the program. The library will offer extended open hours for program participants.

Detailed Action Plan
Action Plan Goals:
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objectives:
1. Promote the program through a partnership with the Genealogy Society.
2. Enlist volunteers to assist participants in search skills and locating resources.
3. Provide participants with knowledge of online genealogy tools and resources.
4. Evaluate the program by tracking attendance numbers and analyzing feedback.

Action Plan Table
The table below gives the library's action plan for Online Genealogy Resources and How to Use Them.

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?
Meet with volunteers to discuss program	Director by March 15, 2012	Time – 2 hours $/materials – none Personnel -1	Meeting held	Count attendees
Write and send press release to newspaper	Director by March 31, 2012	Time – 1 hours $/materials – none Personnel -1	1 press release sent	Count number
Create promotional flyer for library, genealogy society, businesses	Director by March 31, 2012	Time – 1 hours $/materials – none Personnel -1	1 flyer created	Count number
Photocopy flyer	Director by March 31, 2012	Time –1/2 hour $2.00/materials – 20 sheets Personnel -1	20 photocopies made	Count number
Deliver flyers to genealogy society, businesses	Director and volunteer by April 3, 2102	Time – 1 hour $/materials – none Personnel -1	20 flyers delivered	Count number
Create and print sign in sheet	Volunteer by April 11, 2012	Time – 15 minutes $.10/materials – 1 sheet Personnel -1	1 sign in sheet created	Count number
Create and copy evaluation form	Director by April 11, 2012	Time – 1/2 hour $2.00/materials – 20 sheets Personnel -1	20 copies made	Count number
Take phone reservations	Library staff April 2 – 13, 2012	Time – 1 hour $/materials – none Personnel -1	Reservations taken	Count number
Create program packet handouts	Director by April 10, 2012	Time – 6 hours $20.00/materials – 200 sheets Personnel -1	Master copies created	Count number
Assemble program packets	Library staff by April 11, 2012	Time – 2 hours $/materials – 20 sets & 20 envelopes Personnel -2	20 packets assembled	Count number

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?
Meet with volunteers to review program format and packet	Director by April 12, 2012	Time – 2 hours $/materials – none Personnel -4	One meeting held	Count attendees
Purchase refreshments & extension cords	Director by April 13, 2012	Time – 1/2 hour $25/materials – bottled water, cookies, cords Personnel -1	Supplies purchased	Count number
Set up room	Library staff & volunteers by April 14, 2012	Time – 1/2 hour $/materials – none Personnel -2	Room arranged	Count number
Hold program	Library staff & volunteers by April 14, 2012	Time – 4 hours $/materials – none Personnel - 4	12-15 participants	Count number
Review and tabulate evaluation forms	Library staff and volunteers by April 25, 2012	Time – 1 hour $/materials – none Personnel -1	Evaluations reviewed	Program evaluated
Write report and send to PEARL office	Director by April 27, 2012	Time-l hour $/materials-none Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to volunteers	Director by May 5, 2012	Time – 1/2 hour $/materials-notecards Personnel-1	2-3 Thank-you notes written	Count number

APPENDIX: EVALUATION FORM

Genealogy Workshop Evaluation Form

Please circle the response that best represents your evaluation.

Today's program taught me skills I didn't have before.

Yes   Somewhat   No

Today's program gave me confidence to conduct research on my own.

Yes   Somewhat   No

I learned new information about genealogy resources today.

Yes   Somewhat   No

Presenters were knowledgeable about genealogy topics.

Yes   Somewhat   No

The materials in the packets were useful.

Yes   Somewhat   No

I would like to learn about additional resources for genealogy research.

Yes   Somewhat   No

Please add any topics you would be more interested in learning about for genealogy research.

Other Comments: