

SWISHER COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Swisher County Library is located in Tulia, Texas, the county seat, at the junction of U.S. 87 and State Highway 86. Tulia has a population of 4,967. Settled in the 1890's, Tulia became a focal point for freight on the route to the railheads in Amarillo and Colorado City. In the early 1900's, the Santa Fe Railroad established a stop in Tulia. Situated on the High Plains of Texas, Tulia is an agribusiness and an oil industry center, and is home to world renowned businesses. "Tulia" is a Native American term thought to have originated from the type of reeds growing along Tule Creek.

Historical, Current, and Future Roles of the Library

Historically Swisher County Library has been a center for lifelong learning and access to information.

Currently the library provides educational and recreational materials, information assistance, and local history and genealogy. It also provides public computers and Internet access. The library serves as a place for career and workforce development.

Future roles for the library include: a collection of current topics and titles; a gateway to information, and a community commons.

Existing Programs

The library offers a summer reading program for children and teens. RSVP, a county senior citizens' volunteer program, assists the library with Books-to-Go outreach for homebound residents who are temporarily unable to come to library or who are in a nursing home.

Identified Needs

The community needs more jobs, economic developments and a public radio station.

The library needs a free meeting space. Library programs are held in a small area in the library or in a rented area within the shared Memorial Building. The library survey results show that more programs on computer skills and those targeting children are needed.

Identified Assets

Identified community assets include affordable housing and convenient public transportation. These make Tulia attractive to retirees along with the many health services offered within the county at a convenient distance. Everyday business such as banking, post office, grocery and other shopping are within close range of residents.

Tulia is home to several businesses such as Roll-A-Cone, D/A Manufacturing, MiMama's Tortillas, Keeter's Meat Company, and Bowling Parts, Inc. The Tulia Independent School District is one of three school districts in Swisher County.

The library has a number of assets. It is located within the same building as the historical museum. The library works with the museum by using the library display case to showcase some of the museum's artifacts along with the monthly library theme. The library receives

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consultation services, materials, equipment and training from Texas Panhandle Library System through Amarillo Public Library. The library is a member of the Harrington Library Consortium, a unique blend of public and academic libraries sharing automation to serve the residents of the Texas Panhandle.

Thank You Statement

Swisher County Library would like to thank the County Judge and Commissioners' Court for their continued support in providing funding for library operations and staff. The library would like to thank the library board members for their dedicated service. The library appreciates the support and loyalty of its patrons. Swisher County Library would also like to thank Subway, Sonic, and Pizza Hut for the donations they make during Summer Reading programs. Finally, gratitude is extended to the Robert & Ruby Priddy Charitable Trust for the opportunity to participate in the Pearl Project.

Community Profile Narrative

Tulia is described by the local Chamber of Commerce as a friendly community with a small town relaxed atmosphere and clean air. An annual event in Tulia, "Picnic", includes a parade, rodeo, cook-offs, a barbecue, dances, and live entertainment. Residents plan family and school reunions around this event in July. Another annual event, co-sponsored with Silverton, is the Lake MacKenzie Bass Tournament.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include: public parks, soccer fields, tennis courts, a swimming pool, golf course, pumpkin patch, farmland, and cattle ranches.

The community is challenged by the 30 mile distance to the next largest town.

Library Features

Assets and Challenges

Geographic assets of the library include being a shared building with the Swisher Memorial Building, the Museum, Chamber of Commerce and City Hall. The library is one block off the courthouse square and is centrally located to residents. The Swisher Memorial Building is centered between the pharmacy and the Family Dollar store. Ed Harris Lumber Company is across the street and the town's single grocery store is in the next block.

There are no geographic challenges for the library.

Community Demographics

According to the 2010 Census, Swisher County has a population of 7,854. There are 75.1% White, 35% Hispanic and 5.85% Black. The median household income is \$29,846. 28% of the residents are under age 18; 10.30% from 18 to 24; 25.50% from 25 to 44; 20.40% from 45 to 64; and 15.90% who were 65 years of age or older.

Library Profile Narrative

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Dedicated on July 15, 1978, the library currently has 5,000 square feet of space. The library is located in a visible, attractive and well-maintained facility. The interior is brightly lit and comfortable. There are 7 public access computers and Wi-Fi is available.

Swisher County Library originated in September of 1921 when a committee appointed by the Tulia Civic League met to plan a subscription library. The library was located in a corner of the City Drug Store and was open 2 evenings a week by the ladies of the Civic League. In 1923, the growing library was moved to a room in the basement of the courthouse. By 1937, over 5,000 books had been catalogued. It remained there until 1941 when space was found on the west side of the first floor.

In 1949, the commissioner's court assumed responsibility and it would operate on a free basis. In 1973, became a member of the Texas Panhandle Library System. The library became a member of Harrington Library Consortium in 1992. In 1993, automation of the library began in 1999. The library received a grant from the Tocker Foundation to have the *Tulia Herald* digitized and hosted online for the publication years 1918-1962.

Most Important Library Statistics

As of 2010, the library housed 27,597 items including books and audio books. The library has 848 electronic books and 57 electronic databases. Circulation was 10,596. Annual visits in 2010 were 4,939. The library had 7 public access computers with 2,858 annual uses. There were 5 library programs with 152 people in attendance. The library had 2,103 registered borrowers: 1,696 adults, 197 teens, and 210 children.

Vision, Mission, Goals and Objectives

Vision Statement

The Swisher County Library will be the community gathering place for broader knowledge and cultural enrichment.

Mission Statement

The mission of the library is to provide a welcoming environment where the populace is encouraged to learn and socialize while growing in knowledge through a variety of materials, programs and services.

Goals and Objectives for the Library

1. To provide a welcoming environment
 - Objective: Emphasize good customer service practices
 - Objective: Update the physical facility
 - Objective: Market the services to county residents
2. Encourage the populace to learn and socialize
 - Objective: Hold a summer reading program for children and teens
 - Objective: Explore future programming for adults
3. Increase knowledge through a variety of programs, services and materials
 - Objective: Offer digital downloadable materials

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Objective: Increase the audiobook collection

Objective: Collect career oriented materials

Goals and Objectives for Outreach Program

As part of the library's goal #1, "To provide a welcoming environment" and its objective "Market the services to county residents", the library will reach out to two small neighboring towns, Happy and Kress. The library will promote the summer reading to children and their parents in those two communities.

Outreach Program

The library offers a summer reading program. The library will partner with the Happy and Kress Independent School Districts (in addition to the Tulia ISD) to promote the program to children and their parents. The library will provide registration packets to distribute through the schools. Each packet will have a registration form, bookmark and flyer. The library will also distribute promotional flyers to churches and businesses.

Statement of need

Community surveys showed there was a demand for more programs focused on youth reading. Surveys were published in the *Swisher County News*, delivered at City Hall and available on the desk in the library. The majority of surveys indicated a reading program for youth was wanted for every age group including teens.

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

The audience for the outreach program will include both children and teens. This age group represents 28% of Swisher County overall which is 2,199.

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

Swisher County Library will target young readers in Happy and Kress. There are 482 children in these two small school districts.

Estimated number of potential participants

In 2011, of the 1,025 students in the Tulia School District, 157 or 15% participated in the summer reading program. It is anticipated that a similar percentage from Happy and Kress will participate in the summer reading program for an additional 72 participants.

List potential partners based on your assets assessment

The three independent school districts in Swisher County will be partners in the outreach program period. Churches and businesses in Happy and Kress will assist in promoting the program.

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

The library has a good relationship with the independent school districts. The library has the funds and the staff to create and deliver promotional materials.

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Detailed Action Plan

Action Plan Goals:

The goal of the action plan is to:

1. Promote the program.
2. Evaluate participation.

Action Plan Objectives:

1. Create promotional materials.
2. Distribute promotional materials.
3. Evaluate participation and write report.

Action Plan Table

The table below gives the library's action plan for promoting the Summer Reading Program in Happy and Kress.

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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?
Contact ISD superintendents for participation	Director by March 1, 2012	Time: 3 hours \$ & materials – none Personnel -1	3 superintendents contacted	Count number
Contact churches in Happy and Kress	Director by April 1, 2012	Time: 1 hour \$ & materials – none Personnel -1	Churches contacted	Count number
Write press release and send to the <i>Swisher County News & Currents</i>	Director by May 15, 2012	Time: 2 hours \$ & materials – e-mail Personnel -1	Two press releases written	Count number
Create flyer for schools, stores, churches	Assistant Director by May 18, 2012	Time: 2 hours \$ & materials – paper Personnel -1	One master flyer created	Count number
Photocopy flyers	Assistant Director by May 18, 2012	Time: 1 hour \$6.00 & materials – paper Personnel -1	60 flyers photocopied	Count number
Create registration form for schools	Assistant Director by May 18, 2012	Time: ½ hour \$37.50 & materials – 375 sheets Personnel -1	1500 registration forms created	Count number
Assemble packets with flyers and forms for school district distribution	Assistant Director by May 18, 2012	Time: 2 hours \$ & materials – flyers and forms Personnel -1	3 packets assembled	Count number
Distribute packets to school district offices	Assistant Director by May 18, 2012	Time: 2 hours \$5 & materials – envelopes Personnel -1	3 packets distributed	Count number
Distribute flyers to stores and church bulletin boards	Assistant Director by May 18, 2012	Time: 2 hours \$ & materials – none Personnel -1	18 flyers distributed	Count number
Hold program	Director and Assistant Director by June/July 2012	Time: 8 weeks \$ & materials – Personnel -2	78 children from Happy and Kress	Count number
Write follow up press release	Director by July 28, 2012	Time: 1 hour \$ & materials – e-mail Personnel -1	1 press release written	Count number
Send press release to the <i>Swisher County News and Currents</i>	Director by July 28, 2012	Time: 1 hour \$ & materials – e-mail Personnel -1	1 press release delivered	Count number
Prepare report and send to PEARL Office	Library Director by July 28, 2012	Time: 1 hour \$ & materials – paper Personnel -1	Report written	Report submitted
Write thank you notes to churches, businesses & superintendents	Director and Assistant Director by August 1, 2012	Time: 1 hour \$ & materials – paper Personnel -2	Thank you notes written	Count number