VAN ALSTYNE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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Introduction
Van Alstyne, Texas is located in Grayson County, approximately 45 minutes north of Dallas, midway between McKinney and Sherman.

The town was officially settled in 1873. Several families had moved to the Van Alstyne area in the 1870's to follow the progress of the railroad. Community leaders named the town after Maria Van Alstyne, the widow of one of the railroad's key stockholders.

Historical, Current, and Future Roles of the Library
Historically, the library has offered the community free and equal access to information. It currently fills several roles, including information assistance, English as a Second Language, local history and genealogy, formal education support, adult learning, current topics and titles, gateway to information, public computer access, career and workforce development, early childhood literacy, and preschool door to learning. The library would like to continue to fill these roles in the future.

Existing Programs
The library offers many programs to the community. These include: regular story time for preschool; Learn a Spanish Word story time for school age children; kids crafts; summer reading program for children; adult book club; teen book club; annual computer gaming programs; regular art displays; English as a Second Language conversational groups, and interlibrary loan. The library has a Teen Council of students from several schools that meet weekly, assist with library shelving, and plan monthly programs for 13-19 year-olds.

Identified Needs
The community is in need of more local jobs and a staffed recreation center. A hiking and biking trail system is needed.

The library needs: new computers; more current non-fiction on a variety of topics; new carpet; more shelving in the Spanish collection; increased staff, and a small meeting room for after-school activities and community organization meetings.   There is a need for new automatic handicap accessible doors and new employee entrance doors.

Identified Assets
The community assets are: the Van Alstyne Historical Museum, public parks, tennis courts, baseball fields, Grayson County College, period buildings, churches, a senior citizens center with a Meals on Wheels program, City Hall, and restaurants.

The library has several assets, including 16 public access Internet terminals, Wi-Fi, and a genealogy certified librarian on staff.

Thank You Statement
The library is grateful to the Library Board of the Van Alstyne Public Library for their years of support and assistance with developing polices in response to community needs. The Friends of the Van Alstyne Library have been instrumental in the planning and implementation of continuous fundraising events, and they have provided extra funding to supplement what the city provides. The library is grateful to Trudy West for conducting a series of gardening programs. A particular thanks is extended to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative
Van Alstyne is a family-oriented community that welcomes visitors and new residents. The Boy Scouts are active, and senior citizens are involved in the community. Keep Van Alstyne Beautiful is an active group of citizens who work to keep the parks beautified and trees lining the community. The Boy Scouts also have property they use for campouts and have recently built a scout museum and multi-purpose building for their events. Most residential areas have sidewalks. The town has doctors, dentists, and a fitness center with a licensed physical therapist on staff. More than 85 percent of the population has a high school diploma or GED equivalent. Grayson County College has a campus in town. This enables people to go to college and still live close to home.

There are a number of churches in town, include 5 that are more than 100 years old. One of the largest attended is the cowboy church where dress is informal.

There are a number of annual celebrations, including a July 4th Parade, National Night Out in October, a Fall Festival hosted by the high school, and a Christmas Parade.

Employment locally is limited to owning one's own business or working for one of the town's small businesses. Recently, Caterpillar relocated its logistics operations to Van Alstyne. Home building has recently increased. Many people who live in Van Alstyne work in Sherman or McKinney.

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets for the city are its proximity to Lake Texoma (30 minutes away) and the use of well water. There are tennis courts and baseball fields.

A geographic challenge is the lack of lakes and rivers in town.

Library Features
Assets and Challenges
A geographic asset of the library is its location. It is near the post office and a small local store and is just one block south of a major intersection. It is in a stand-alone building that was recently enlarged.

A geographic challenge for the library is the road to the west that is in need of repair.

Community Demographics
Van Alstyne has a population of 3,046 people. Of the population, 88.7 percent are white; 4.5 percent are African American, and 9.4 percent are Hispanic. Approximately 15 percent of the population is over the age of 65. 6.8 percent of people speak a language other than English, and 4.8 percent are foreign born. Of the population, 85.3 percent are high school graduates, and 19 percent have a bachelor's degree. The median household income is $56,784.

Library Profile Narrative
The Van Alstyne Public Library began in late 1969, as a group of citizens gathered donations and applied for a matching federal grant. A city ordinance was passed to establish a governing board, and the doors opened in 1970. It has been in continuous operation since then, eventually becoming a city department.

Currently the library is located in a stand-alone building of approximately 8,000 square feet, a portion of which was a small general store at one time. It is located on Highway 5, also known as Waco Street, just two blocks off the historic downtown square. As a small community the schools and parks are within a mile or two of the library, and the school bus drops off the middle school students in the library parking lot every afternoon. There is an active Friends of the Library organization and a successful Teen Council group.

In addition to other programs and services, the library provides patrons access to the Mango Languages database for learning languages and the TexShare databases. The library offers many periodicals in print for all ages, including the *Van Alstyne Leader* weekly newspaper, *Herald Democrat* daily newspaper, and the *Wall Street Journal*.

Most Important Library Statistics
The library has approximately 30,000 items in its collection. There were approximately 39,000 circulations in the past year. The library has approximately 8,000 registered borrowers. There were almost 36,000 visitors to the library in fiscal year 2011. There were 100 programs offered in fiscal year 2011, with an attendance of 1,748 people.

Vision, Mission, Goals and Objectives
Vision Statement
The Van Alstyne Public Library is a place where you can improve your life with vital information, hot reads, and cool events.

Mission Statement
The mission of the Van Alstyne Public Library is to open the development, growth, and well being of its patrons to an organized collection of books, reference materials, and other information resources of all types in order to educate, entertain, and inform.

Goals and Objectives for the Library

1. Develop additional community education programs
    a. Organize volunteers to teach classes on new library software programs
    b. Publicize library's less known services

2. Develop relationships with local organizations and businesses to upgrade the "curb appeal" of the library
    a. Design a landscape plan for the library
    b. Seek better signage for the outside of the library

3. Find grants to upgrade the interior of the library
    a. Research means to obtain better, consistent shelving throughout the library
    b. Research better signage for collection locations throughout the library

4. Develop and enhance the library's provision of new technology to its patrons
    a. Begin circulating e-books
    b. Develop a new technology plan that will include a time line for computer replacement, which will be implemented the next fiscal year

Goals and Objectives for Outreach Program
In keeping with Goal #1, "Develop additional community education programs," the library will offer a series of basic computer classes. The objective is to teach users the basics of how to use a computer.

Outreach Programs
The library will offer a series of four computer classes for adults, specifically targeted at senior citizens. Each class will teach participants with little or no computer skills the uses, parts, and applications of personal computers. The classes will cover keyboarding, mouse skills, emailing, basic word-processing, and Internet searching. This will enable participants to stay in touch with family, prepare a basic document, complete a job application, use web-based email, and print documents. These are intended to be a pilot project to help the library assess the interest in basic computer classes. If there is enough interest, the library will provide additional classes.

Library staff will do a presentation at the Senior Center to encourage people to sign up and coordinate classes so they directly follow the lunch served on Fridays at the center. Participants will be encouraged to carpool to the library, which is just a few blocks from the center. Flyers will be distributed to coffee groups that meet at the local McDonald's.

Statement of need
In March 2012, two surveys were distributed. One was for the general public and was conducted outside the local grocery store. The following week a survey was conducted of patrons inside the library. In total, 36 surveys were returned. The results showed 9 people interested in basic computer classes and 15 interested in email classes.

Van Alstyne Library Community Outreach Plan

Description of the larger audience or target group the library wants to reach
The larger audience will be composed of adults in Van Alstyne, who make up 72.1 percent (2,196) of the population.

Description of the specific segment of the target group the proposed program will serve
The target group will be the senior citizens of Van Alstyne, who make up 17.8 percent (541) of the population.

Estimated number of potential participants
Of the 36 surveys returned, 25 percent (9) were interested in basic computer classes, and 42 percent (15) were interested in email classes, for a total of 24 potential participants.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The majority of participants will be older adults that live in Van Alstyne. Two classes will be offered in July, with the possibility of two follow-up classes in August if there is demand for more instruction. Computer classes will be limited to five people per class. The instructor will use the five computers grouped together on one round table in a library corner, which will make teaching more manageable.

List potential partners based on your assets assessment
A retired resident has volunteered to assist in teaching the classes. The library will partner with the Senior Center to encourage participation. The Friends of the Library and local churches will help promote the classes. The *Van Alstyne Leader* will advertise the classes in the community calendar section of the newspaper. The Teen Council will post flyers around town.

List available library resources that could contribute to the success of the program
Available library resources that will contribute to the success of the program include library staff and the five public computers that are ideally situated in the library to provide instruction to class participants. The library will also use the resources of the recently launched Every Community Online (ECO) GCF Learnfree learning modules.

Detailed Action Plan
Action Plan Goal(s):
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objective(s):
1. Partner with the Senior Center to develop and present a series of basic computer classes.
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 library's computer classes.

3. Implement a series of basic computer classes in the library for senior citizens.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table
The table below gives the library's action plan for its basic computer classes.

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?
Contact volunteer to teach basic computer classes	Librarian by May 17, 2012	Time-30 min. $ & materials-none Personnel-1	1 contact made & 4 classes scheduled	Count contact made; Count classes scheduled
Contact Senior Center and other local organizations as allowed to set up time to promote program	Librarian by May 17, 2012	Time-10 min. $ & materials-none Personnel-1	1 contact made and date set to speak at Senior Center	Count contact made
Put program on library calendar and website	Librarian by June 5, 2012	Time-15 min. $ & materials-none Personnel-1	Information posted 2 or more places	Count places posted
Create promotional flyer	Librarian by June 8, 2012	Time-1 hr. $ & materials-none Personnel-1	1 flyer created	Count flyer created
Make copies of flyer	Librarian by June 8, 2012	Time-5 min. $ & materials-$4.50 Personnel-1	30 copies made	Count # of copies made
Post information about program at library and at businesses and churches around town	Librarian and Teen Council by June 15, 2012	Time–2 hr. $ & materials-none Personnel-4	10 flyers distributed	Count # of flyers distributed
Give presentation to Senior Center and other local organizations as allowed	Librarian by June 30, 2012	Time–1 hr. $ & materials-none Personnel-1	4 presentations made	Count # of presentations made
Print out basic computer skills handouts	Librarian by July 6, 2012	Time–1 hr. $ & materials-$10 Personnel–1	Handouts printed	Count # of handouts printed
Reserve computers for class	Librarian by 1 hour before each class	Time-15 min. $ & materials-none	Set up done before 4 programs	Count lab set up

		Personnel-1		
Present programs	Librarian, local partner assisting with classes	Time-8 hr. $ & materials-none Personnel-2	4 programs presented; est. 20 in attendance	Count programs; count attendees
Administer evaluation at each workshop	Librarian by July 24, 26, August 14, 16, 2012	Time-10 min. $ & materials-none Personnel-1	4 programs; 20 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Librarian by August 31, 2012	Time-45 min. $ & materials-none Personnel-1	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

APPENDIX: LIBRARY EVALUATION FORM

Van Alstyne Library: Basic Computer Classes

Thank you for participating!

Place an X under the number to indicate how successful the program is for you.

	Yes 3	Maybe 2	No 1
1. The day and time the program was offered was:			
Convenient for me.			
2. The subject covered:			
Met my needs.			
Was enjoyable.			
3. The person who did the program:			
Was friendly and helpful.			
4. Because of this program I:			
Feel more connected to the online community.			
Feel that my computer skills have improved.			

Additional comments on the program:

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