

WALTERS PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Gina Suson, Librarian
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Walters Public Library
202 N. Broadway
Walters, Oklahoma 73572
580-875-2006

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Outreach Plan

Introduction

Walters, Oklahoma, is located on U.S. Highway 53, six miles east of Interstate 44 and approximately twenty-three miles west of U.S. Highway 81. It is located in the upper part of Cotton County and is the county seat. The city was established on August 6, 1901, and was originally named McKnight. It was located in what was then known as Indian Territory, pre-existing the State of Oklahoma which was formed in 1908. The town changed its name to Walters when it made an application for a post office. Cotton County was formed in 1912 and Walters won the election to become the county seat. According to the 2010 Census, Walters had a population of 2,551, and Cotton County's population was 6,193.

Historical, Current, and Future Roles of the Library

Historically the library has been a meeting place for the community with numerous civic clubs meeting there on a regular basis, has promoted lifelong learning, adult learning, early childhood literacy, cultural awareness, and has provided free and equal access to information along with information assistance. In addition to these roles, the library currently serves as a gateway to information, a preschool door to learning, and promotes local history and genealogy. In the future the library would like to add the roles of being a technology center and heritage center.

Existing Programs

The library offers a Summer Reading Program for children 3 years to 12 years of age, and a literacy program.

Identified Needs

Identified needs for the community include: more businesses/employers, job opportunities, affordable multi-family rental housing, local public transportation, economic development, and an additional grocery store.

Identified needs for the library include more community involvement and support for the library, additional staff, funding, a larger collection, a book mobile, more staff training opportunities, and more space, especially for storage.

Identified Assets

The community assets include two city parks, municipal golf course, sports fields, municipal swimming pool, fast food and sit down restaurants, two home health agencies, three doctor's offices (including a chiropractor), Cotton County Pharmacy, senior citizens center, nutrition center, *Walters Herald Newspaper*, Hilbert's Veterinarian Clinic, the Walters Bank & Trust and Arvest Bank, Rainbow Credit, and the Comanche Star Casino. The Cotton Electric Cooperative Services and Comanche Nation Community Center have rooms that can be rented for special occasions.

Library assets include, Wi-Fi, five public desktop computers, five laptops, laser printer for public use, and meeting rooms with a kitchen.

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Thank You Statement

The library thanks the Walters City Council, Cotton County Commissioners, County Judge and all local businesses for their support. A special thank you goes to the Robert and Ruby Priddy Foundation and Priddy Foundation for funding the University of North Texas P.E.A.R.L. (Promoting and Enhancing the Advancement of Rural Libraries) project, and the library's participation in it. Thanks go to Barbara Blake for her guidance and assistance in writing this outreach plan.

Community Profile Narrative

Walters has a Courthouse Square with a beautiful lawn and a small town atmosphere. It is a family oriented community that supports the many sports offered for children and teens. The school offers golf, football, basketball, baseball, softball, track, cross country, and a Summer Baseball League. These sporting events are well attended by residents.

Two parks popular with residents are Sultan Park and Youth Park. Sultan Park has a children's playground, creek, fishing area, public restrooms, swinging bridge, walking path, camping areas, baseball fields, and picnic grounds. Walters Youth Park has a community swimming pool, wooden playground for children, baseball, soccer, and softball practice fields, basketball courts, tennis courts, skate board area, and a walking track. Lakeside Golf Course is an 18 hole municipal golf course. There is a clubhouse, and pro shop. David Boyer Lake offers fishing and boating opportunities.

There are two museums in town. One is the Cotton County Museum which has a collection of tools, housewares, cook stoves, medical equipment and other artifacts dating from Oklahoma's territorial days. The other is the 1920 Rock Island Depot which has Comanche Indian artists' frescoes paintings documenting the history of the area. Both museums are open by appointment.

Civic organizations include the Chamber of Commerce, Rotary Club, Lions Club, Dahlia Garden Club, Genealogy Club, Shur-Shots Gun Handling Classes, Kristi's Scrapbooking, and the Night Owls Clubs.

There are sixteen churches and a number of businesses in town. Some of the businesses are: Tong's Chinese Dining, Patman's Pizza, Daylight Donuts, Walters Donut Shop, Colston's Corner Sno-Cones, Sonic, Chisolm Corner Convenience Store, Mac's Quik Mart Convenience Store, K - Z's drive through convenience store, 4 Seasons Sports Wear, Calfy's Hardware, Dollar General, Hometown Grocery, several barber and beauty shops, three daycares, a number of insurances agencies, B & V Auto Mechanics, the Warehouse Thrift Store, two antique malls, Hart-Wyatt Funeral Home, Comanche Star Casino, a number of law offices, and Walters Co- Op Elevator.

Government offices include: Walter Post Office, Oklahoma Tag Office, Shur-Shots Office, City Police and County Sheriff's Departments, Fire Department, Walters Independent School District, Cotton County Game Warden, City Hall, Cotton County Jail, Abstract Office, OSU Extension Office, Cotton County Election Board, Court and County Clerk Offices, Juvenile Officer's

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Office, and Tax Assessors' Office, Tribal Center, Soil Conservation Office, animal shelter, visitor center, and the Health and Welfare Office.

Special events are held throughout the year. The Expo Art Fest, held in May, includes arts and crafts, a flower show and music. July is a busy time with the annual Comanche Nation Homecoming and Pow Wow (now in its 62nd year), July 4th Celebration (includes a softball tournament, turtle races, best decorated turtle, sack races, 3 legged races, horseshoe pitching contests, July 4th Queen and Princess Contests and fireworks display), the three-day Round-Up Club Rodeo (highlighted by the Round-Up Rodeo Parade), and the Car Cruz annual event (includes a Car Cruz, car show, burnout contest, street dance and Kid's Alley). In the fall, there is the Cotton County Free Fair (has a petting show, hamburger supper, ice cream freeze off, and arts and crafts), the City Wide Garage Sale, and pumpkin roll. In December is the annual Christmas Parade.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets found in the community include the David Boyer Lake, ponds, Red River, East and West Cache Creeks, flat grassland and rolling hills, fair grounds, campgrounds, the Max Phillips Rodeo Arena, cattle ranches, farms, oil fields, small local airport, and walking trails.

Geographic challenges include times of drought, and proximity of larger towns that attract local residents to shop there which hurts small businesses in Walters.

Library Features

Assets and Challenges

The library's main geographic asset is its location. It is highly visible, centrally located, and easy to get to. It is near the schools and within easy walking distance for many residents. It is near the donut shop and city offices.

A geographic challenge is inadequate parking and lack of land to expand the library in the future.

Community Demographics

According to the 2010 Census, the population of Walters was 2,551 with 7.9% under age 5, 27% under age 18, and 14.5% over age 65. The ethnic makeup was 78% White, 20.8% African American, 13.2% American Indian, 2% Hispanic, and 0.2% Asian. There were 3.4% who were foreign born, and 5.9% that spoke a language other than English. 84% of individuals were High School Graduates, and 17.2% had a Bachelor's Degree. The median drive time to work was 20.8 minutes, and the median household income was \$47,759.

Library Profile Narrative

The library was formally opened for business September 22, 1922. It was located in the Walters City Hall at Fifth and California Streets. The first librarian was Mrs. Voegelein. In seventy-two years there were only five librarians. The library is currently located in the old B & C Grocery

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building that was constructed in 1902. The building has three stories and a basement, but the library only uses the ground floor.

There is a children's area with tables and chairs, coloring books, puzzles, and books. The library has a reading area with comfortable chairs for patrons to use. There is a small meeting room, kitchen, serving area, and large meeting room. The library provides genealogy research, and interlibrary loan services, in addition to programs and its collection.

The library plans to remodel in the future. Funding is being sought, and grants researched to identify ones the library can apply for to help with the cost of the planned remodel. The library staff is looking into training opportunities for grant writing. Staff is able to use WebJunction and other websites for enhancing their education and training. Staff is encouraged to join webinars as often as needed or wanted, to give them knowledge of computer skills and to enhance those skills. Webinars are offered through Oklahoma Department of Libraries and other websites. Staff can use the librarian's computer for attending webinars.

Most Important Library Statistics

In 2012, the library's service area, Cotton County, had a population of 6,193. There were 1,928 people with a library card, with 1,076 of those being adults, 369 families, and 483 being teens or juveniles. The library had 9,882 items in the collection. There were 70 interlibrary loan transactions and the library had 60 people attend the programs it offered.

The library has a staff of 1.5 full-time equivalents. The library's space is 4,200 square feet.

Vision, Mission, Goals and Objectives

Vision Statement

The library has a mission statement only rather than a vision and mission statement.

Mission Statement

Our mission is to make Broadband Electronic Technologies available to the patrons of the Walters Public Library. This will provide them with a vast array of resources, audio and video information and communication technologies that provide cultural and educational stimulation on global basis, and increases their awareness of services available at their local library.

Goals and Objectives for the Library

The library's goals are:

- To provide telephone and internet services for our community.
- To offer our community employment search resources.
- To reapply for Universal Services discounts on phone, internet, and maintenance.
- To apply to ODL for technology grants and funds as available.
- To maintain and upgrade library's website.
- To upgrade WiFi for library's computers for patron's accessibility.
- To increase interaction with Cotton County school systems.
- To offer book sales.
- To power up the library's 'Friends of the Library' group.

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Goals and Objectives for Outreach Program

The goal of the Nana's Story Time Corner program is to help very young children begin to learn sounds, letters, and simple words, and to model ways parents (and other caregivers) can encourage early childhood literacy.

Outreach Programs

The library's Nana's Story Time Corner program is for young children not in school. It will be held weekly, on Thursday mornings from 11:30 a.m. until noon.

It is designed to be a family story time that encourages early childhood literacy. There will be stories read, songs, poems, rhymes, and action rhymes. A parent, grandparent, or other caregiver is expected to be with the child during story time. The story time presenter will model for the parents how to read to, engage, and encourage language development in young children. Each adult will receive a Story Time Fun sheet to take home to use with their child. It will have a selection of the rhymes, poems, action rhymes, or songs used in the story time the adult can do at home with their child. Additional benefits of the program are the movement activities that will help children develop motor skills, and the opportunity for participants to interact with other (both children and adults).

As part of the library's goal to further involve the Friends of the Library, the library will request volunteers from the Friends to assist in story time development. Four volunteers will be recruited. Each person will agree to come in on one Thursday a month to assist the story time presenter by counting the number of adults, and children, and distributing the Story Time Fun Sheets to the adults.

Statement of need

The library administered a general survey. 118 surveys were returned. Of those, 26 had children aged 0-2 and 11 had children aged 3-5. Library staff have received verbal request for the library to add a story time for preschool aged children.

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

According to the 2010 census, there were 201 children under the age of 5 in Walters and the surrounding area. Of grandparents, 57 lived with their own grandchildren and 9 grandparents were responsible for their grandchildren.

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

The target group for this program is children 7 and under that do not attend pre-k or kindergarten, and are not in a daycare facility.

Estimated number of potential participants

It is estimated there will be a weekly average of ten children and parents participating in story time.

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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 young boys and girls aged 7 and under that live in Walters. Thursday was selected as the least busy day during the week for most families. 11:30 a.m. was selected as a convenient time for most stay at home parents or grandparents to attend the program with their child or grandchild. A thirty minute block of time was chosen since young children have a short attention span.

List potential partners based on your assets assessment

The library will partner with the Friends of the Library, local churches and businesses, and the local newspaper to promote the story time program and request volunteers to help with it.

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

Physical

The library has children's books and space where the program can be held.

Skills

The library has staff and volunteers to plan and execute the programs.

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. Plan a weekly 30 minute story time program for children aged 7 and under.
2. Promote the program to the parents and grandparents of young children.
3. Evaluate the success of the program by keeping statistics and soliciting feedback from the parents and children that participate.

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Action Plan

The table below gives the library's action plan for the weekly story time program.

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 date for the story times on your calendar, Facebook, and volunteer's schedule	Librarian by September 5	Time: 20 min Money: Materials: Personnel: 1	Dates posted in 3 places	Count #
Send schedule to be added to the KSWO TV Lawton and KAUZ TV stations in Wichita Falls	Librarian by September 5	Time: 5 min Money: Materials: Personnel: 1	One email sent	Count #
Design flyers	Librarian by August 29	Time: 30 min Money:\$0 Materials: Personnel-1	1 master flyer created	Count #
Print flyers	Librarian by August 29	Time: 30 min Money:\$12.00 copies; \$25 for copier supplies Materials: paper & copier supplies Personnel-1	30 copies made	Count #
Post flyers	Librarian by August 30	Time: 30 min Money:\$12.00 copies; \$25 for copier supplies Materials: paper & copier supplies Personnel-1	30 flyers posted	Count #
Write article for newspaper promoting program	Librarian by August 22	Time: 30 min Money:\$0 Materials: Personnel-1	1 article written	1column published
Create evaluation forms, one for adults and one for children	Librarian by August 22	Time: 30 min Money:\$0 Materials: Personnel-1	2 master evaluation forms created (one for children; one for adults)	Count #
Create Fun Sheet for each week	Library staff & Volunteer each week	Time: 1 hr Money:\$0 Materials: Personnel-1	1 master created	Count #
Weekly prep for story time	Library staff & Volunteer each week	Time: 30 min Money: \$5.00 Materials: Story time plan, fun sheet, coloring sheets Personnel: 3	1 Story Time Outline, 2-3 books, 10 copies of coloring pages and 10 copies of fun sheets	Count # of outlines, books, coloring pages, and fun sheets

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Monthly evaluations	Library staff or Volunteer last story time of each month	Time: 30 min Money:\$5.00 Materials: Personnel-1or 2	10 copies of children's and 10 copies of adult's evaluation forms	Count #
Set up room day of story time	Library staff or Volunteer each week	Time: 15 min Money: Materials: Personnel-1or 2	1 Story Time Outline,2-3 books, 10 copies of coloring pages and 10 copies of fun sheets	Room is ready for story time
Hold weekly story time; Take photos with phone	Library staff or Volunteer each week	Time: 30 min Money: Materials: 1 Story Time Outline, 2-3 books, 10 copies of coloring pages and 10 copies of fun sheets Personnel-1 or 2	1 story time held; Photo taken of participants	Count # of children Count # of adults
Clean up after story time	Library staff or Volunteer each week	Time: 15 min Money: Materials: Personnel-1 or 2	1 room cleaned; books returned; supplies put up; vacuum	Room ready for next use
Email photos from phone to library email	Library staff or Volunteer each week	Time: 15 min Money: Materials: Personnel-1	1 email with photo	Count #
Record statistics weekly; Put photos in file with statistics	Library staff or Volunteer each week	Time: 15 min Money: Materials: Personnel-1	# of children and parents recorded	Statistics in file
Write follow up article about story time; tell what themes will be for next month	Librarian one week before next month	Time: 15 min Money: Materials: Personnel-1	1 article written	1column published
Gather statistics, photos, article, stories and evaluations; compile and analysis data.	Librarian by February 4, 2014	Time: 45 min Money: Materials: Personnel-1	Count attendees; compile evaluations, write report	Report written
Send final report to PEARL Office.	Librarian by February 4, 2014	Time: 45 min Money: Materials: Personnel-1	Report sent to PEARL	Confirm receipt of report

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APPENDIX A: WALTERS GENERAL SURVEY

<p>What is your gender?</p> <p><input type="checkbox"/> Male <input type="checkbox"/> Female</p>	<p>What age group best describes you?</p> <p><input type="checkbox"/> Over 50 <input type="checkbox"/> 30-40 <input type="checkbox"/> 12-20</p> <p><input type="checkbox"/> 40-50 <input type="checkbox"/> 20-30</p>
<p>How often do you visit the library?</p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Twice a month <input type="checkbox"/> Never</p> <p><input type="checkbox"/> Weekly <input type="checkbox"/> Once a year</p> <p><input type="checkbox"/> Monthly <input type="checkbox"/> Twice a year</p>	<p>Which best describes your marital status?</p> <p><input type="checkbox"/> Single parent <input type="checkbox"/> Widowed</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Divorced</p> <p><input type="checkbox"/> Separated <input type="checkbox"/> Never Married</p>
<p>Do you find the current hours to be convenient? M-F 11:00 a.m.-5:30 p.m. and Sat 10-1</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If you have children, what are their ages? <i>(Check all that apply.)</i></p> <p><input type="checkbox"/> 0-2 years <input type="checkbox"/> 6-12 years</p> <p><input type="checkbox"/> 3-5 years <input type="checkbox"/> 13-17 years</p> <p><input type="checkbox"/> Over 17 <input type="checkbox"/> N/A</p>
<p>What programs would you like the library to add or expand?</p> <p>Add</p> <p>Expand</p>	<p>For what age group would you like to see more programs?</p> <p><input type="checkbox"/> Seniors <input type="checkbox"/> Early Teens</p> <p><input type="checkbox"/> Adults <input type="checkbox"/> Elementary</p> <p><input type="checkbox"/> Teens</p>
<p>When are you most likely to use the library?</p> <p><input type="checkbox"/> Morning (10:00-noon)</p> <p><input type="checkbox"/> Afternoon (noon-5:00 p.m.)</p> <p><input type="checkbox"/> Evening (after 5:00 p.m.)</p> <p><input type="checkbox"/> N/A</p>	<p>Which days of the week would you be most likely to use the library? <i>(Check all that apply.)</i></p> <p><input type="checkbox"/> Monday <input type="checkbox"/> Thursday</p> <p><input type="checkbox"/> Tuesday <input type="checkbox"/> Friday</p> <p><input type="checkbox"/> Wednesday <input type="checkbox"/> Saturday</p> <p><input type="checkbox"/> Sunday <input type="checkbox"/> N/A</p>

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APPENDIX B: WALTERS SURVEY RESULTS

<p>What is your gender?</p> <p><input type="checkbox"/> 52 Male <input type="checkbox"/> 66 Female</p>	<p>What age group best describes you?</p> <p><input type="checkbox"/> 34 Over 50 <input type="checkbox"/> 25 30-40 <input type="checkbox"/> 23 12-20</p> <p><input type="checkbox"/> 14 40-50 <input type="checkbox"/> 20 20-30</p>
<p>How often do you visit the library?</p> <p><input type="checkbox"/> 17 Daily <input type="checkbox"/> 10 Twice a month <input type="checkbox"/> 16 Never</p> <p><input type="checkbox"/> 31 Weekly <input type="checkbox"/> 11 Once a year</p> <p><input type="checkbox"/> 27 Monthly <input type="checkbox"/> 7 Twice a year</p>	<p>Which best describes your marital status?</p> <p><input type="checkbox"/> 11 Single parent <input type="checkbox"/> 12 Widowed</p> <p><input type="checkbox"/> 39 Married <input type="checkbox"/> 12 Divorced</p> <p><input type="checkbox"/> 13 Separated <input type="checkbox"/> 42 Never Married</p>
<p>Do you find the current hours to be convenient? M-F 11:00 a.m.-5:30 p.m. and Sat 10-1</p> <p><input type="checkbox"/> 111 Yes <input type="checkbox"/> 7 No</p>	<p>If you have children, what are their ages? (Check all that apply.)</p> <p><input type="checkbox"/> 26 0-2 years <input type="checkbox"/> 17 6-12 years</p> <p><input type="checkbox"/> 11 3-5 years <input type="checkbox"/> 22 13-17 years</p> <p><input type="checkbox"/> 9 Over 17 <input type="checkbox"/> 51 N/A</p>
<p>What programs would you like the library to add or expand? See Attached Page for specifics</p> <p>Add - 80 people gave suggestions</p> <p>Expand -14 people gave suggestions</p>	<p>For what age group would you like to see more programs?</p> <p><input type="checkbox"/> 59 Seniors <input type="checkbox"/> 68 Early Teens</p> <p><input type="checkbox"/> 64 Adults <input type="checkbox"/> 69 Elementary</p> <p><input type="checkbox"/> 72 Teens</p>
<p>When are you most likely to use the library?</p> <p><input type="checkbox"/> 30 Morning (10:00-noon)</p> <p><input type="checkbox"/> 72 Afternoon (noon-5:00 p.m.)</p> <p><input type="checkbox"/> 20 Evening (after 5:00 p.m.)</p> <p><input type="checkbox"/> 15 N/A</p>	<p>Which days of the week would you be most likely to use the library? (Check all that apply.)</p> <p><input type="checkbox"/> 70 Monday <input type="checkbox"/> 58 Thursday</p> <p><input type="checkbox"/> 65 Tuesday <input type="checkbox"/> 71 Friday</p> <p><input type="checkbox"/> 57 Wednesday <input type="checkbox"/> 54 Saturday</p> <p><input type="checkbox"/> 2 Sunday <input type="checkbox"/> 20 N/A</p>

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ADD: # of REQUESTS:

No Comments	73
Quilting 'B'	2
More Computers for ALL Ages	3
More Books for ALL Ages	5
More Graphic Novels	2
Juvenile Books Club	2
Teen Book Club	2
Adult Book Club	8
Teen Programs	3
Creepy People Skits	1
Mommy & Baby Day	3
King Arthur's Court Club	2
Knights of the Round Table Club	2
New Carpet	2
More Job Sites	1
Most Books Read Award/Rewards	2
Most Visits To The Library Award/Rewards	2

EXPAND: # of REQUESTS:

Summer Reading Program	1
Library Hours	1
New Building	2
Fantasy Books with Separate Room	1
Genealogy	2

APPENDIX C: PROGRAM EVALUATION FOR CHILDREN

DID YOU LIKE THE BOOKS WE READ?



YES



NO

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APPENDIX D: PROGRAM EVALUATION FOR ADULTS

WALTERS PUBLIC LIBRARY

Nana's Story Time Corner

Date: _____

Thank you for Coming! Please tell us how you liked the program.

Place an X or check mark under the one that best describes how you like the program.

	Yes	Okay	No
1. The program was:			
fun.			
2. I enjoyed:			
the books.			
3. I liked:			
the songs/rhymes.			
4. I liked:			
the story time fun sheet.			
5. Because of the program:			
my child had the opportunity to interact with other children.			
6. Because of the program:			
I had the opportunity to interact with other adults.			

Do you have any other comments or suggestions about the program?
