WAURIKA PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Waurika, Oklahoma, is located approximately sixty miles south of Lawton and fifty miles west of Ardmore. Waurika is the county seat of Jefferson County and is also the largest town in the county with an estimated population of 2,064. The city was established in 1902 and its name is said to mean "clear or pure water".

Waurika was originally part of the Chickasaw Nation and later became part of the Kiowa-Comanche-Apache reservation. The Rock Island Railroad, which was completed in 1897, was a means of transportation for the area mainly moving cotton from the seven cotton gins located in Waurika. In 1912, the Waurika Rock Island Depot was completed and has been said to be the "heart beat of Waurika". The depot, where the library is currently housed, is located on the 98th Meridian. This was the dividing point for the Oklahoma Territory, Indian Territories, Chickasaw and Comanche land, and the surveyor's point of reference for South Central Oklahoma. The depot is a major landmark in Waurika and is named on the National Registry of Historical Places.

Historical, Current, and Future Roles of the Library

Historically, the Waurika Public Library served the role as a place for lifelong learning, a gateway to information and for free and equal access to information. Currently, the library continues these roles, and offers information assistance, current topics and titles, public computer access, and early childhood literacy. In the future, the library would like to add English as a second language, adult learning, cultural awareness, career and work force development, business support, and develop a more extensive (and better organized) local genealogy and local history collection.

Existing Programs

The library currently offers the following programs: weekly story time, Summer Reading Program for Children, nursing home outreach, regular lecture series, and Interlibrary Loan.

Identified Needs

Identified needs include economic development, more local jobs, more/improved multi-family housing units for rent, more hotels, access to better medical care (dentist, optometrist, etc.), and activities for children and teens other than school.

Identified needs for the library include additional staff, funding, space, and a larger collection.

Identified Assets

Identified assets of the community include three historic buildings on the National Registry of Historical Places, city park, hospital, pharmacy, restaurants, excellent school system, golf course, lake, and the Red River.

Library assets include a computer lab, Wi-Fi, meeting room, and a historic atmosphere due to being housed in the former depot.

Thank You Statement

The Waurika Public Library would like to take this opportunity to thank the following: The City of Waurika, Waurika Friends of the Library, Inc., GFWC Sorosis Club, Waurika Library Board of Trustees, and the many businesses, organizations and volunteers that support the library. The library thanks the Robert and Rudy Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project.

Community Profile Narrative

Waurika provides a great place to live because of its "small town atmosphere". Waurika is a bedroom community where most residents work in surrounding larger cities. The population is aging and due to the lack of economic opportunity, many younger people leave for work. The economy is based on agriculture and it is located not more than sixty miles from several larger cities. The elementary school received a Blue Ribbon award in 2013, which is a symbol of excellence in education. The small town is home to: two grocery stores, a Dollar General and a Family Dollar store, two banks, over nine churches, a few hometown cafes/restaurants, a senior citizens center, a nursing home, a public library and golf course, three gas stations/quick stops, several insurance companies and unique retail stores.

One major event that attracts people from great distances is the Waurika Rattle Snake Hunt, which is a major fundraiser for the Volunteer Fire Department. Other community events include the Waurika Chamber of Commerce Classic Car Show, Waurika Chamber Rodeo and the Waurika Chamber of Commerce Christmas Parade. Waurika Lake is located just a few miles outside of town and offers camp sites, hiking trails and water recreation.

Main Geographic Features
Community Features

Assets and Challenges

Community geographic assets include: the Red River, ponds, lake, creeks, cattle ranches, a fairground, railroad lines, farm land, Waurika Lake, Centennial Park, horse ranches, rodeo grounds, and a few historical sites. These historical sites are an asset to the community as they are a highlight for visitors to the town. The largest town asset could possibly be the historic Waurika Rock Island Depot which the library is located within. Waurika is not far from a number of larger cities. The river, ponds, lakes, and creeks can be considered an asset when they are full as they provide entertainment for leisure activities, are a site for visitors, and the lake is a source for drinking water.

A geographic challenge is that the lakes and ponds have or are drying out due to the severe drought. The close proximity to larger cities creates a problem in attracting future residents to locate to Waurika as there are very few job opportunities.

Library Features

Assets and Challenges

Identified geographic assets for the library include being centrally located in a historic building, in close proximity to a park, the health department, and the downtown area. It is about a mile away from Pubic Housing, and less than a mile from the donut/coffee shop and from the ice cream/drug store. These businesses are important to the community. Many town residents are within a comfortable walking distance to the library. Another asset is that Waurika is close to several smaller towns that do not have a public library, so residents use the Waurika Public Library regularly.

A challenge is the library building itself. Being located in a historic Railroad Depot limits space and the possibility of expanding or changing the building.

Community Demographics

According to the 2010 Census, Waurika has a population of 2,064. 6.7% are under age 5; 20.8% are under 18, and 14.6% are over 65. There were 1,776 White, 29 Black, 107 American Indian, 6 Asian and 168 Hispanic or Latino people. 37 people were foreign born and 107 spoke a language other than English. 75.4% were high school graduates, and 11.5% had a Bachelor's Degree. The median drive time to work was 19.3 minutes. There were 810 households and the median household income was \$30,184.

Library Profile Narrative

The library was established in 1911, by the Waurika Sorosis Club. This woman's club raised funds to create the first library which was located at 224 East D Street in Waurika. The original library location still exists, but is used by the city for storage. The library relocated to the Rock Island Depot, which is now its current home, in the 1990s. The depot closed in the 1980s and was purchased by the City of Waurika in 1987. A group of dedicated and civic minded individuals spent countless hours volunteering to see the depot renovated to provide a new home for the library and a community meeting room for civic events. The group also raised funds locally to meet a matching fund grant for \$120,000 provided by Oklahoma Department of Libraries. In 2002, the depot was named to the National Registry of Historical Places. The historical building is impressive and is the major landmark for the community. It is centrally located in the town and is one block from Main Street and a park. The library is known for being a community center and is a place for visitors to see.

Most Important Library Statistics

As of 2012, the library's service population was 2,064 with 876 registered borrowers. Of these, 606 were adults and 270 were juveniles. The library had a physical collection of 8,898 with 8,575 circulations and 85 Interlibrary Loans. The library is part of the OK Virtual Library Consortium which provides patrons access to 7,744 eBooks. The library offered 72 programs with 1,099 people attending. There were 4,368 reference transactions, and 6,700 library visits.

The library has two staff, twenty-five volunteers, and is housed in 2,486 square feet.

Vision, Mission, Goals and Objectives

Vision Statement

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

Mission Statement

The mission of the Waurika Public Library is to enrich the lives of the citizens of Waurika and the surrounding area by providing quality materials and services which fulfill educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

Goals and Objectives for the Library

The general library goals of the Waurika Public Library shall be:

- 1. To serve all residents of the community and the surrounding area.
- 2. To make available to all residents of the above area such books and other services that will address their needs to a) become well informed, b) locate answers to important questions, c) cultivate the imagination and creative expression, d) develop skills for career and vocational advancement, and e) enjoy leisure by means of reading and other media services.
 - 3. To acquire the means to provide the most frequently requested material.
- 4. To maintain a program of service which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age.
- 5. To strive consistently to discover new methods and improvements for better service for the library's customers.
- 6. To review regularly these goals of the Waurika Public Library and, if necessary, revise them in the light of new developments.

Goals and Objectives for Outreach Program

Goal: In keeping with the library's Goal #2e "To make available to all residents of the above area such books and other services that will address their needs to . . . enjoy leisure by means of reading and other media services" the library will offer a series of Booked for Lunch programs.

Objectives:

- 1. Provide a series of five monthly programs for adults to discuss and share books and their love of reading.
- 2. Determine interest in, and potential participants for, an ongoing monthly Booked for Lunch series.

Outreach Programs

Waurika Pubic Library will conduct a series of monthly book discussions during the 12:00 noon - 1:00 p.m. lunch hour. This is intended to be a pilot project. If there is interest in continuing it, the library will make it an ongoing program. They will be held the second Thursday of each month. The pilot program dates are October 10, November 14, and December 12, in 2013, and January 9 and February 13, 2014.

Two lunch discussions will take place at the library, two at local restaurants, and one at the Senior Citizen Center. The library director will review two book titles to open the discussions and give brief information about the book author. Program attendees will each have an opportunity to share what they are reading, swap books, socialize with other readers in the community, and make book recommendations to other program attendees.

The lunch programs will be called, "Booked for Lunch" and are intended to be for adults. The library intends to partner with Friends of Waurika Public Library, the Senior Citizen Center, Bills Fish House and Nikki's Café. The book discussions are meant to be causal and to encourage meaningful conversation between adults, while also introducing books that the library offers.

Statement of need

The library has been seeking new ways to gain adult participation in library programs and to retain current library users with new programming. The library conducted a short survey and the results indicated a need for more adult programming and an interest in book discussions. Survey results show one reason adults are unable to use the library is due to lack of time because of their work schedule.

Description of the larger audience or target group the library wants to reach The "Booked for Lunch" book discussions are intended for adults 18 years and older. According to the 2010 census, 75% of Waurika's population is age 18 and older.

Description of the specific segment of the target group the proposed program will serve The book discussion programs will target working adults within the Waurika Community and surrounding areas that do not have time to use the library because their only free time is their lunch hour. The discussions will also target Senior Citizens in the community.

Estimated number of potential participants

Based on past participation of adult programs, it is estimated that 15-20 people will participate in the lunch book discussions.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)

The target audience will be men and women who work, stay at home, or are retired in Waurika, Ryan, Addington, and Hastings. The book discussion programs are planned for the noon lunch hour to accommodate working individual's schedules and also Senior Citizens schedules who do not like to drive later in the evening. It is anticipated that most of the individuals will make their own transportation arrangements. The "Booked for Lunch" book discussions will take place the second Thursday of October, November, December, January, and February from 12:00 noon – 1:00 p.m.

List potential partners based on your assets assessment

Bill's Fish House and Nikki's Café will both be contacted to see if they are willing to offer a special lunch rate to the program attendees. Participants will be expected to pay for their own meals when attending programs offered at the local businesses.

Friends of the Waurika Public Library will host the two discussions that take place at the library and the one at the Senior Citizen Center. They will provide lunch for these three dates at no charge to programs attendees. Program participants will be asked to RSVP if they plan to attend any of the scheduled discussions so that special accommodations and preparations can be made if necessary depending on the attendance.

List available library resources that could contribute to the success of the program Resources include: the meeting room connected to the library (in the depot), library staff skilled in creating press releases, handouts, postcards reminders and flyers, and new release books within the library collection to be used by the director when presenting a short book review. The library will also utilize the library website, Facebook page, and local media to publicize the programs. The library director will invite the employees of local businesses to attend the programs by formal invitation at their place of business, and will provide promotional flyers to the Senior Citizen center.

Detailed Action Plan

The library director will first contact the two local restaurants to see if a special lunch rate may be offered for program participants. The scheduled date, time, and estimated number of program participants, will be given to the two restaurants so they may be informed and prepared. The library director will work with the Senior Citizen Center staff to determine which program to hold at the center. The library will partner with Friends of the Waurika Public Library to decide which members are willing to help prepare and serve food for the two programs scheduled to take place at the library and the one at the Senior Citizen Center.

The library director will attend upcoming Lions Club, Chamber and Sorosis Club meetings and invite those members to attend the programs. The library director will plan promotional material such as flyers and handouts to be displayed at local businesses and press releases to be given to the *Waurika News Democrat* and *The Ryan Leader*. The library director will create promotion material to give to employees of local businesses who may be interested in attending the programs. The library director will create post card reminders to be sent to individuals who express and interest in attending and also current registered library borrowers who may be interested in attending.

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 local restaurants, Senior Citizen Center, and Friends of Waurika Public Library to develop and present a series of lunch book discussion programs called "Booked for Lunch".
- 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 workshop.
- 3. Implement a lunch book discussion in the library, Senior Citizen Center, and at two local restaurants for adults of Waurika and citizens of the surrounding counties.
- 4. Distribute post-workshop evaluations and analyze results.

Action Plan Table

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 Senior Citizen Center about book discussions and date for one at the center	Director by August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	One date scheduled	Count #
Contact Bill's Fish House & Nikki's Café about special lunch pricing for books discussions and date for discussions	Director by August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	Two contacts made	Count #
Contact Friends of the Library and discuss partnership to help provide lunch at three book discussion programs	Director by, August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	One contact made	Count #
Create press release, flyers and brochures to promote book discussion	Director by, September 9, 2013	Time- 2 hours Money- \$0.00 Materials - needed: Copy Paper & Toner Personnel- 1	Master flyer and brochure designed	Count #
Copy flyers	Director by, September 13, 2013	Time- 30 min Money- \$0.00 Materials - needed: Copy Paper & Toner Personnel- 1	Make 15 copies	Count #

Advertise Program through Social Media & E-mail	Director & Carol by, September 13, 2013 Director by, September 13, 2013	Time- 2 hours Money- \$0.00 Materials - Personnel- 2 Time- 20 min Email & post on Facebook each month to advertisement Money-\$0.00 Material-	Distribute 15 copies Email sent, notices posted	Count #
Solicit businesses and organizations to be involved in the discussions	Director & Carol By September 20, 2013	Personnel- 1 Time- 2 hours Money- \$0.00 Material- Personnel-2	15 contacts made	Count #
Create postcard reminders to send one week before discussion to individuals who RSVP	Director by, October 3, November 7, December 5, 2013 January 2, February 6, 2014	Time- 1 hour Money- \$0.00 Materials- Copy paper & toner Personnel-1	Make 20 copies	Count #
Create survey & evaluation form for discussion group	Director by, September 15, 2013	Time- 1 hour Money- \$0.00 Materials- Copy paper & toner Personnel-1	Make 20 copies	Count #
Call & remind restaurants of meeting a week before the event	Director by, November 4, 2013 & January 6, 2014	Time- 10 min Money- \$0.00 Materials- Copy paper & toner Personnel-1	Contact Made	Count #
Conduct first program at library; disperse & collect evaluations; take photos	Director & Carol by October 10, 2013	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	15-20 participant	Count #
Write brief article about program; submit with photo to local newspaper	Director & Carol by October 14, 2013	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write 1 article	Count #
Conduct 2 nd program at Bill's Fish House; take photos	Director & Carol by November 14, 2013	Time- 1 hour Money- \$0.00 Materials- Personnel- 2	15-20 participant	Count #
Write brief article about program; submit with photo to local newspaper	Director & Carol by November 18, 2013	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write 1 article	Count #

Conduct 3 rd Program at library; disperse & collect evaluations; take photos	Director & Carol by, December 12, 2013	Time- 1 hour Money- \$0.00 Materials- Personnel- 2	15-20 participant	Count #
Write brief article about program; submit with photo to local newspaper	Director & Carol by, December 16, 2013	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write 1 article	Count #
Conduct 4 th Program at Nikki's Cafe Center; disperse & collect evaluations; take photos	Director & Carol by, January 9, 2014	Time- 1 hour Money- \$0.00 Materials- Personnel- 2	15-20 participant	Count #
Write brief article about program; submit with photo to local newspaper	Director & Carol by, January 13, 2014	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write 1 article	Count #
Conduct final Program at Senior Citizens center; disperse & collect evaluations; take photos	Director & Carol by, February 13, 2014	Time- 1 hour \$0.00 Materials- Personnel- 2	15-20 participant	Count #
Write brief article about program; submit with photo to local newspaper	Director & Carol by, February 14, 2014	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write 1 article	Count #
Compile and analysis evaluations; assemble photos	Director by February 25, 2014	Time- 1 hour Money-\$0.00 Materials- Personnel- 1	Count # programs, # attendees; compile all evaluation forms; analyze data	Write report
Send final report to PEARL Office	Director by February 25, 2014	Time- 1 hour Money-\$0.00 Materials- Personnel- 1	Report sent	Confirm receipt of report

APPENDIX A: GENERAL SURVEY

Do you know the location of the public library?	What age group best describes you?
☐ Yes ☐ No	Over 50
	31–50
Do you find the current hours to be convenient?	If you have children, what are their ages?
Mon. , Wed., Thur., Fri. – 9:00 AM – 4:30 PM	(Check all that apply.)
Tues. – 9:00 AM – 7:00 PM,	\bigcirc 0–2 years \bigcirc 6–12 years
Sat. 9:00 AM – NOON	
	3–5 years 13–17 years
Yes No	TT 64 1 114 11 10
If no, what hours would you like the library to be	How often do you visit the library?
open?	Daily Twice a year
	Weekly Once a year
	Monthly Never
When are you most likely to use the library?	Which days of the week would you be most likely
	to use the library? (Check all that apply.)
Morning (10:00–noon)	Monday Thursday
Afternoon (noon–5:00 p.m.)	☐ Tuesday ☐ Friday
Evening (after 5:00 p.m.)	Wednesday Saturday
For what age group would you like to see more	Anything Else You'd Like Us To Know? Any Needs
programs?	We Aren't Meeting?
Preschool Elementary	
Teens Adults	
Seniors	
What programs would you like the library to add or	
expand? Please check all that apply.	Workshops on job searching, filling out applications,
Teen book club	resume writing
Adult Book Club	Workshops on using the Internet for homework
Live Music	Workshops on using the Internet for reliable health
	information
Conversational Spanish class	
	Weekly Toddler Lapsit Story Time
How to download e-books to an e-reader	Weekly Chart Time for Described Children
	Weekly Story Time for Preschool Children
	Other

APPENDIX B: SURVEY RESULTS

Do you know the location of the public library?	What age group best describes you?
☐ Yes 39 ☐ No 0	Over 50 20 18–30 6
	31–50 10 12–18 3
Do you find the current hours to be convenient?	If you have children, what are their ages?
Mon. , Wed., Thur., Fri. – 9:00 AM – 4:30 PM	(Check all that apply.)
Tues. – 9:00 AM – 7:00 PM,	$\boxed{ 0-2 \text{ years} } $ $\boxed{ 6-12 \text{ years} } $ $\boxed{ 9} $
Sat. 9:00 AM – NOON	
Yes 39 No 0	3–5 years 4 13–17 years 7
If no, what hours would you like the library to be	How often do you visit the library?
open?	Daily 6 Twice a year 6
N/A	Weekly 7 Once a year 6
	Monthly 8 Never 6
	- Live out of town (Comanche)
	- Can't. Work Full Time
When are you most likely to use the library?	Which days of the week would you be most likely
	to use the library? (Check all that apply.)
Morning (10:00–noon) 13	Monday 11 Thursday 13
Afternoon (noon–5:00 p.m.) 20	Tuesday 24 Friday 15
Evening (after 5:00 p.m.) 11	Wednesday 10 Saturday 9
For what age group would you like to see more	Anything Else You'd Like Us To Know? Any Needs
programs?	We Aren't Meeting?
Preschool 7 Elementary 5	- Color Printing
Preschool 7 Elementary 5	- Continue Serving Food – 3 - Crochet Class
Teens 11 Adults 20	- Rosette Stone
	- Doing fantastic job!
Seniors 5 5 N/A	- The Library is currently meeting most the
	needs in the community. It is always so
	pleasant to go in for matieral or a visit
	- The library does a great job in Waurika and
	our children are better for having such an
W/l- 4 4	active resource.
What programs would you like the library to add or expand? Please check all that apply.	Workshops on using the Internet for homework
Teen book club 2	workshops on using the internet for nomework
Teen book club 2	Workshops on using the Internet for reliable health
Adult Book Club 12	information 4
Live Music 5	Weekly Toddler Lapsit Story Time 4
Conversational Spanish class 12	Weekly Story Time for Preschool Children 5
How to download e-books to an e-reader 6	Other _Computer class for beginners; - How to projects; Exercise Class for Adults; Senior Education
Workshops on job searching, filling out applications,	about Health Issues; resume writing 10

APPENDIX C: REGISTRATION FORM

WAURIKA PUBLIC LIBRARY

Booked for Lunch Registration Form

MFL! (Meet for Lunch)

The library is hosting five Booked for Lunch programs, one each month in October, November, December, January, and February. The programs will be held from 12:00-1:00 p.m. The program is casual with everyone having the opportunity to talk about their favorite books, to exchange books, and socialize with other readers.

Please sign below to register for the Booked for Lunch! program.

Your Name:	
Date Signed:	
Date of program for which you are registering	Location of Meeting
Thursday, October 10, 2013	Library
Thursday, November 14, 2013	Bill's Fish House
Thursday, December 12, 2013	Library
Thursday, January 9, 2014	Nikki's Cafe Center
Thursday, February 13, 2014	Senior Citizen Center

APPENDIX D: EVALUATION FORM

Date:			
Thank you for Coming! Please tell us how you liked the program. Place an X or checkmark beneath the number that best represents your evaluation.			
	am. presents y Yes	am. presents your evaluat Yes Okay	