

YOAKUM COUNTY PUBLIC LIBRARY- PLAINS COMMUNITY OUTREACH PLAN



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Yoakum County Library Outreach Plan

Outreach Plan

Introduction

Yoakum County, population 7,698 (2009 census data) is on the west side of Texas. Plains is one of only two towns in the county. It is located in the center of the county and has 1,450 residents as of the 2000 Census. The town is on a major state highway, State Highway 82 that runs from Texas into New Mexico. Plains is about seventy-five miles southwest of Lubbock. The county was organized in 1907 and Plains was designated the county seat.

Historical, Current, and Future Roles for the Library

Historically the library has been the place for: lifelong learning; free information access; a meeting place; provider of educational and recreational materials; information assistance; local history; formal education support; provider of current topics and titles; public computer access; place for early childhood literacy, and a pre-school door to learning. Currently the library fulfills those roles plus being a place for adult learning, a gateway to information, business support, and a place to get help with career and workforce development. In the future the library would like to expand its programs and services for adult learning, and become a community commons for Senior citizens.

Existing Programs

The library has a number of existing programs it offers to library patrons such as: weekly story time for pre-school aged children; annual summer reading program for children; regular art and crafts displays; exam proctoring, and inter-library loan.

Identified Needs

One of the challenges for the area is the dependency on the cattle ranches and farmlands. If there is a bad year for crops or cattle, that creates an economic hardship for the cattle ranchers and farmers. It results in a loss of jobs by the laborers who typically work on the farms and ranches, and has a ripple effect on businesses. Another challenge is the lack of amenities in the area; it is very rural with little entertainment or shopping options.

Identified needs of the library are: more computers; more promotion of the library and its services and programs; more programs for children in general; more DVD movies; adult reading and writing contests, and downloadable eBooks.

Identified Assets

Community assets identified include: public swimming pool; tennis courts; a public park; rodeo grounds; vineyards; cattle ranches; farmland; oil fields; cotton gin; elementary, middle and high school; City Hall; County Courthouse; health clinic; Youth Center; City owned utilities; Post Office; Community Center; Volunteer Fire Department; county jail; Department of Public Safety; small grocery store; Yoakum County Museum; historical building; churches, and one fast food restaurant (Dairy Queen).

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The library's assets include: very supportive patrons; it is a stand-alone facility that has been recently renovated; it has well-attended and well-received children's programs, and a conference room for the library and public to use. Assets the staff possess include: being involved in community; good management, people, and computer skills; have a commitment to free access to information for the public; share knowledge with each other and with patrons; are good listeners and able to identify trends; are professional, well trained, and knowledgeable; friendly and helpful; experienced and enthusiastic; appreciate diversity; good budgeting skills; able to manage projects well; technology savvy; encourage early literacy as well as encourage adult literacy; promote a love of reading; maintain confidentiality, and communicate well with patrons.

The Yoakum County Library would like to thank Jim Barron, Yoakum County Judge, the Yoakum County Commissioners, and the people of Yoakum County for continuing funding and support. The Library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas (UNT) PEARL project. We would like to thank the Trust and UNT for choosing our Library to participate in the PEARL project. The Library staff would like to thank Barbara Blake for working with us on the Yoakum County Library-Plains Community Outreach Plan. The library's participation in the PEARL project will assist the library in developing outreach programs for Senior Citizens and will help us in writing grants for this and future outreach programs. Director Pat McNabb would like to thank the staff of the library for their understanding and support while she worked on developing this outreach program.

Community Profile Narrative

What Plains lacks in amenities it makes up for in quality of life and a strong sense of community and family. The people in Plains are fully engaged in the fabric of the community. There is a small town feel with a relaxed atmosphere. There is a sense of safety and well-being in the town. Some of the annual community events are: Yoakum County Junior Stock Show in January; the Old Settlers Reunion and Rodeo the last weekend in July, and the Watermelon Roundup Festival over Labor Day weekend.

Main Geographic Features

Community Features

Assets and Challenges

The winters are mild and the climate is arid. The geographical features considered assets in Plains are: the underground oil reserves; sandy land for farming; grassland for ranching and the Ogallala Aquifer that provides water.

Challenges include: the lowering of the Ogallala Aquifer water table; sandstorms; lack of other geographical features such as lakes, rivers, and the decreasing levels of the underground oil reserves.

Library Features

Assets and Challenges

The main geographic asset of the library is its location. It sits on the courthouse square and is easy to find. The courthouse is shaded by large elm trees that entice people who are passing by

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to stop and enjoy the cool breezes. Often after walking around the courthouse square, they stop by the library.

Community Demographics

The population of Plains is 1,450 as of the 2000 Census. 6.9% are under 5 years; 11.3% are over 65; 53% are Hispanic or Latino; 46.8% have a native language other than English, and 15.7% are foreign born. The median household income is \$32,188.

Library Profile Narrative

The first library in Yoakum County was organized before 1920. Initially it was located in the Charley Bedford home, 3 blocks south of the courthouse. The collection it contained was created by friends and neighbors who each brought books they had at home to be available for all families to enjoy. The collection moved from house to house to make the books accessible to everyone. The desire for a permanent library grew and became the focus of the Tsa Mo Ga and Tejas Study Clubs. In 1957, the Yoakum County libraries were opened in Plains and Denver City.

The library in Plains provides a variety of services and equipment for public use. These include: access to a conference room; fax machine; laminator; copy machine; computers; digital camera; typewriter; Internet access and Wi-Fi; videos and DVDs; audio books and music CDs; computer games; periodicals and newspapers, and books and electronic databases.

The library partners with several different organizations and agencies in town including: Plains ISD; Yoakum County Connection (non-profit organization); Watermelon Roundup Festival; Tsa Mo Ga Club; Yoakum County Cemetery Committee; Yoakum County Historical Committee; County Extension Office; local Dairy Queen, and the 4-H Club.

Most Important Library Statistics

The library staff of 3, two full-time and one part-time, serve a population of 1,450. The library has 2,512 library cardholders with 17,447 library visits. The library has a reciprocal borrowing agreement with the library in Denver City. There are also people who come from neighboring counties in Texas as well as in New Mexico to use the library. The library has a collection of 40,893 titles with a circulation of 45,301 in 2009. The library offered 339 programs in 2009 with 4,230 attendees.

Special staff positions at the library in addition to the ones above include: 3 tarantulas (Sweet Georgia Brown, Debbie, and Charlotte); 2 hamsters (Thelma and Louise), and the cockatiel named Lady Bird Johnson.

Vision, Mission, Goals and Objectives

Vision Statement

The Yoakum County Library will be the information center of the community.

Mission Statement

The mission of the Yoakum County Library is to provide easily accessible materials, information and programs that promote lifelong learning and enjoyment to people of all ages. The staff

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strives to be helpful and knowledgeable, and to provide quality service in a welcoming environment.

Goals and Objectives for the Library

Goal 1: Library users will have access to current information technology.

Objectives

1. Computer workstations will be upgraded to reflect current technology.
2. Increase the number of computer workstations 30% by 2014.

Goal 2: The library will provide children of all ages with an array of materials and a variety of programs that foster a love of reading and intellectual inquiry.

Objectives

1. Increase programs for children by 5% by 2014.
2. Contact local schools about partnering with them for programs.
3. The library will collect at least 50% of the notable and award books of the previous year.
4. Maintain the currency of the junior fiction and non-fiction collections.

Goal 3: The library will continue to meet the growing demand for non-print materials by patrons of all ages.

Objectives

1. Purchase audio books, legally recorded music on compact disc, DVDs and CD-ROM products.
2. Maintain the currency of audio book and DVD collections.
3. Provide current high-interest non-print materials.

Goal 4: The library will provide Senior Citizens with a variety of programs that foster intellectual inquiry and mental stimulation and provide them a place to interact with their peers.

Objectives

1. Increase programs for Senior Citizens by 10% for 2014.
2. Develop partnerships with the local churches in Plains and the Senior Citizen Center in Denver City to provide programs to Senior Citizens.

Goals and Objectives for the Outreach Plan Program

Goal 1: As part of the Library's Goal #4, to "provide Senior Citizens with a variety of programs that foster intellectual inquiry and mental stimulation" the Yoakum County Library will have a series of informational programs called "Information Please".

Goal 2:

As part of the Library's Goal #4, to "provide Seniors a place to interact with their peers", the Yoakum County Library will implement a social time at the library called "Coffee and Conversation".

Objectives:

The program objectives are:

1. To mentally stimulate our local Senior Citizens.

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2. To lessen their feelings of isolation.
3. To develop partnerships with local churches, County Extension Office, Lea County Electric, City Hall in Plains, and Sam's in Lubbock.

Outreach Programs

The outreach programs the library will be doing as part of the PEARL project will focus on Senior Citizens. The programs are meant to help them stay physically and mentally active.

Currently there is no place in Plains that is open in the morning where people might normally gather for a visit over coffee. To fill this need, the library is implementing a "Coffee and Conversation" program to be held one morning a week. It is designed to give Senior Citizens an opportunity to gather together for casual visiting at the library.

Another need identified through surveys, observations, and requests is for informational programs on topics of interest to Senior Citizens. The monthly "Information Please" program will be held at the library and will utilize speakers from a variety of agencies and organizations.

By providing opportunities to interact with others, the programs will help encourage Senior Citizens to remain active physically and mentally. The programs will help improve the general quality of life for Senior Citizens served.

Statement of need

The library surveyed a cross section of the population. Approximately 40 surveys were passed out with 17 completed surveys returned. The groups surveyed included: county officials; Sunday School Class at the First Baptist Church; Senior Citizen patrons who came into the library, and the library staff. 6 surveys were returned from officials; 5 from the church 3 from Senior Citizen library patrons and 3 from library staff.

The survey results identified a need for programs for Senior Citizens. All surveys completed by Senior Citizens indicated they enjoy coming to the library to visit with others. This combined with the fact there is no place in Plains where people can get together to visit over a cup of coffee in the morning led to the idea for the "Coffee and Conversation" program. In the past the library had offered informational programs for Seniors. 4 of the surveys completed by Seniors said they missed the programs and would like to have them again. An additional 12 Seniors verbally said they would like to have the informational programs again.

Plains does not have a Senior Citizen Center where people can gather. The programs will be held at the library as a way to help fill this need.

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

11.3% or 164 residents of Plains are over the age of 65.

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

1. Coffee and Conversation: it is anticipated the initial participants will be Senior Citizens who already come to the library frequently. It is expected they will encourage others to attend.

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2. Information Please: a broader audience is expected for this program with participants coming initially from local church Sunday School classes and library patrons.

Estimated number of potential participants

It is estimated 16 people representing approximately 10% of the Senior Citizen population will attend each program.

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

The expected participants range in age from 65-85 years old. The majority of potential participants live within the city limits. It is expected they will either drive or walk to the library to attend the programs.

Tuesday from 9:00-10:00 a.m. was the time selected for the Coffee and Conversation program. First Thursday at 2 p.m. each month was the time selected by Senior Citizens surveyed for the Information Please programs.

List potential partners based on your assets assessment

The potential partners for the programs are: First Baptist Church; First United Methodist Church; Sacred Heart Catholic Church; Assembly of God Church; Plains Family Health Clinic; Yoakum County Extension Office; Lea County Electric; Plains City Hall; Lowe's Pay and Save, and Sam's (in Lubbock).

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

The resources available include: Heritage Room where programs will be held along with a coffee pot and supplies.

Detailed Action Plan

Goal

Provide a social gathering place and informational programs for Senior Citizens.

Objectives

1. Have a weekly Coffee and Conversation time for Senior Citizens to socialize.
2. Have a monthly Information Please program on topics of interest to Senior Citizens.

Action Plan

The tables below give the library's action plan for the Coffee and Conversation and the Information Please programs.

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INFORMATION PLEASE PROGRAM ACTION PLAN

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?
Survey Senior Citizens re: topics desired	Dolores Davis and Anne Benson by March 31, 2011	Time-1 hour \$ & materials-none Personnel-2	Count # of people surveyed	Compile topics requested
Select topics for next 6 months	Director by April 4, 2011	Time-30 min. \$ & materials-none Personnel-1	Count # topics requested	6 topics selected
Put program on library calendar	Director 4 weeks before program	Time-15 min. \$ & materials-none Personnel-1	6 dates are posted	Count # of postings
Contact speakers	Director 4 weeks before program	Time-15 min. \$ & materials-none Personnel-1	6 speakers selected	Count # of speakers that accept
Make posters and flyers; call people	Dolores Davis and Anne Benson one week in advance	Time-1 hr. \$5 (posters); \$3.00 (30 flyers); Personnel-2	3 posters; 30 flyers; # of people called	Count # of posters distributed, flyers taken, and people called
Post information about program at library and other locations	Director 3 weeks before program	Time-15 min. \$ & materials-none Personnel-1	Post information at 6 locations	Count # of places posted
Get food from Sam's or Lowe's	Director Day before program	Time-4 hours if Sam's; 30 min if Lowe's \$15 food Personnel-1	Count # of people and food eaten	Compile data on completed evaluation regarding food; adjust amount of food needed for next program
Set up room and clean up after	The entire staff Day of program	Time-30 min. \$ & materials-none Personnel-3	Count # of chairs	Count # of attendees to see if more or less chairs are needed
Present program	Director Guest Speaker	Time-1.5 hours \$ & materials-none Personnel-2	# of attendees	Count # of attendees
Clean up after program	The entire staff Day of program	Time-30 min. \$ & materials-none Personnel-3	N/A	N/A
Gather statistics and success stories	Director by April 8, 2011	Time-30 min. \$ & materials-none Personnel-1	Count # of attendees; compile evaluations	Send # of attendees and success stories results to PEARL office
Gather statistics and success stories	Director within one week after program	Time-30 min. \$ & materials-none Personnel-1	Count # of attendees; compile evaluations	Analyze results to determine success or need for changes to topics or program presentation

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COFFEE & CONVERSATION ACTION PLAN

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 program on library calendar for first month	Director one week before first month	Time-15 min. \$ & materials-none Personnel-1	4 dates posted	Count # dates posted
Make posters, flyers, and call people	Dolores Davis and Anne Benson one week before first month	Time-1 hr. \$5 (posters); \$3.00 (30 flyers); Personnel-2	3 posters; 30 flyers	Count # of posters distributed, flyers taken, and people called
Post information about program at library and other locations	Director one week before first month	Time-15 min. \$ & materials-none Personnel-1	Post information at 6 locations	Count # of places posted
Post information about program on local marquee for original program	Director one week before first month	Time-15 min. \$15 marquee fee/week Personnel-1	Post information on one marquee for one week	Count posting
Get food from Sam's or Lowe's	Director Day before program	Time-4 hours if Sam's; 30 min. if Lowe's \$15 food Personnel-1	Count # of people and food eaten	Compile data on completed evaluation regarding food; adjust amount of food needed for next program
Set up room and clean up after	The entire staff Day of program	Time-30 min. \$ & materials-none Personnel-3	Count # of chairs	Count # of attendees to see if more or less chairs are needed
Make coffee and present program	Entire staff Day of program	Time-1 hour \$ & materials-none Personnel-3	# of attendees	Count # of attendees
Gather statistics and success stories	Director by within one week after program	Time-30 min. \$ & materials-none Personnel-1	Count # of attendees; compile evaluations	Send # of attendees and success stories results to PEARL office
Gather statistics and success stories	Director within one week after program	Time-30 min. \$ & materials-none Personnel-1	Count # of attendees; compile evaluations	Analyze results to determine success or need for any changes

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APPENDIX: EVALUATION FORMS

Information Please Program

Thank you for attending today's program!

Place an X under the number to tell us how much you liked the program.

	Yes 3	I don't know 2	No 1
1. The program was:			
informative.			
long enough.			
2. Today's topic was:			
interesting.			
something I can use in my own life.			
3. The speaker was:			
interesting.			
clear and precise.			
4. The food was:			
good.			
5. Because of the program I:			
can improve my life.			
will use the library to find more information.			

Anything else you want to say?

Additional programs or presenters you would like:

Today's Topic: _____

Today's Date: _____

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Coffee & Conversation Program

Thank you for attending today's program!

Place an X under the number to tell us how much you liked the program.

	Yes 3	It was okay 2	No 1
1. The program was:			
fun.			
long enough.			
2. The coffee was:			
good.			
3. Because of the program I:			
will have a better day.			
know more about what is going on in the community.			

Anything else you want to say?

Program Date: _____