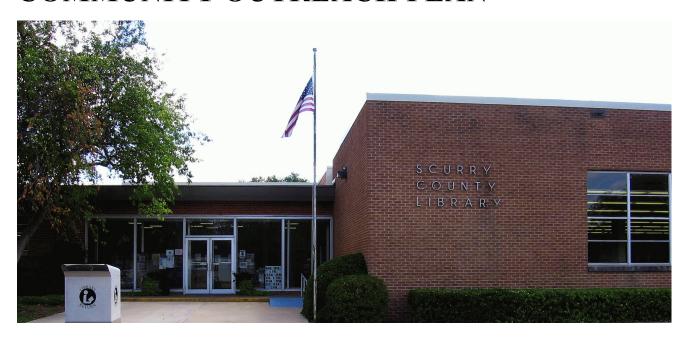# SCURRY COUNTY LIBRARY COMMUNITY OUTREACH PLAN

Prepared by: Linda Jones
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1916 23rd Street
Snyder, TX 79549
(325) 573-5572
http://www.scurrycountylibrary.com/

COLLEGE of INFORMATION
Department of Library and Information Sciences

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Introduction

Scurry County is located in northwest central Texas in the part of the plains drained by the Colorado River. The Scurry County Library is located in the city of Snyder, the county seat. The Texas census in 2010 showed the county to have a population of 16,291. The nearest city with a population of over 100,000 is Abilene, TX, located approximately 79 miles to the east of Snyder. Lubbock, TX, with a population of over 200,000, is located approximately 85 miles to the northeast of Snyder.

Historical, Current, and Future Roles of the Library

The historical roles of the library include: life-long learning; educational and recreational materials; information assistance; local history and genealogy; formal education support, and early childhood literacy. In addition to the roles already mentioned the library is: a community meeting place; technology center, provides public computer access, and career and workforce development assistance. For the future, the library would like to more fully develop computer literacy, information literacy, and make materials available to citizens 24/7 via electronic download services.

Existing Programs

The library offers story time once a week in the library for pre-school aged children. Library staff provides an off-site story time program at a local coffee shop and to children in a local daycare each week. Adult reading programs are presented to clients at the local nursing homes and assisted living facilities. The Summer Reading Program reaches children ages pre-school through teen. The library provides a program several times a year to help clear fines (Food for Fines). Exam proctoring, interlibrary loan, and displays of paintings by the local palette club are ongoing activities. The library provides a public bulletin board, free information brochure distribution, and serves as a depository for public information to be made available to the public.

Identified Needs

Community needs identified include: low-cost housing, the area has a low unemployment rate due to booming oil, wind and solar energy concerns but needs additional businesses to provide more jobs at all levels.

Needs identified for the library include: more hours open to the public, teen programs, more funding, and materials for home school families.

Identified Assets

Identified community assets include farming, ranching, oil industry, and wind farms. Snyder has one of the fastest growing junior colleges in the state of Texas, Western Texas College. The Scurry County Museum is located on the college campus. Snyder has a hospital, D. M. Cogdell Memorial Hospital. Snyder is known for the White Buffalo statue on the city square.

Library assets include having strong bonds with other organizations in the community. It has good relationships with: the elementary schools, the daycares, and nursing homes. Community

resources available to the library include: the local newspaper, *Snyder Daily News*; the local radio station KSNY; the cable television provider, Sudden Link; and the historic theater, the Ritz, which have all provided advertising and space to the library. Local dance and martial arts studios support the library by offering demonstrations. The library maintains a strong relationship with county and city officials.

Thank You Statement
The library appreciates the support of the Scurry County Judge and Commissioners and the City of Snyder and the library staff and volunteers who ably execute the library's long-range plan and make it look easy. The library would like to thank the Library Board and the Friends of the Library for providing financial and community support, and the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative
The City of Snyder is family-oriented. Recent efforts to rehabilitate neighborhoods has made room for new low income housing and revitalized the area.   The White Buffalo statue on the square in Snyder commemorates the slaying of a white buffalo in the county by J. Wright Mooar in October, 1876. The area where the buffalo used to roam is now home to new wind farms as well as ranches and oil fields. Snyder is home to the John Wayne Film Festival held Labor Day weekend with his films being shown for 72 hours inside the Ritz Theater with some outside shows on weekend evenings.

 Some of the annual events are: bike fest (motorcycle); White Buffalo Days; Trick or Treat on the Square; Christmas around the Square with a lighted Christmas parade.   The Chamber of Commerce provides funding to help the Snyder Car Club provide a well-attended car show the first weekend of May. May Day is also celebrated the first weekend of May. May Day is the big fundraiser for the Senior Citizen Center with a dinner in the Coliseum (operated by Western Texas College) and a fundraising quilt auction.

 In July, 2011 Scurry County had one of the few sponsored firework shows in the region. The program attracted families from adjoining counties.

Major employers in the area are: the school districts (the largest is the Snyder ISD), various oil companies, Western Texas College, the D. M. Cogdell Memorial Hospital as well as city and county government. The community has several banks, churches, small businesses around the square and major retailers including Wal-Mart, Dollar Store, Family Dollar, Bealls, and United Grocery. Entertainment in the area is provided in part by the Snyder Cinema I and II, Snyder Lanes (bowling), two public golf courses (one affiliated with Western Texas College and the other operated by the county). Live entertainment venues on or near the square include the Belle Opry House, the Big Apple Deli, and La Scene coffeehouse.

Main Geographic Features
Community Features
Assets and Challenges
Geographic assets include: dairy farms, cattle farms, fish and game leases, a lavender farm, oil fields and wind farms. Various sporting fields, including soccer, baseball, and tennis, provide league and independent play. A geographic challenge is the effect of the ongoing drought on lakes and ponds. The county was one of 50 in Texas declared disaster areas as a result of thousands of acres consumed by wildfires in spring and summer 2011.

Library Features
Assets and Challenges
The library is a stand-alone facility located near other government buildings and the central square in the City of Snyder. This is its main geographic asset. This location makes library visits easy for people doing errands to the nearby Post Office, County and City offices, and businesses on the square. The location is a problem for students attending schools across highway US180 and to the children participating in events at the Boys Club who have to cross both US180 and Texas state highway, SH350 to reach the library.

Community Demographics
 In the 2010 Census, the county population was 16,921 with 78.7% White, 4.7% African American, 0.6% Native American, .3% other and 2.3% from two or more races. Hispanic or Latino of any race made up 36.3% of the population. The median income for a household in the county was $45,292. The per capita income for the county was $20,062. About 12.7% of families and 15.2% of the population in the county are below the poverty line.

 Library Profile Narrative
The Scurry County Library was opened in 1958 at its current location. In 1977 the library was expanded to have a larger room for reading and more materials and added a children's room.

The children's room is used for story time, meetings and other library events. The main reading room is equipped with furnishings that can be moved to create more open floor space for large events. The library's public use computers and public access catalog are located in the children's' area and the main reading room. The library's Wi-Fi service connects 10 laptops loaned for use in the library as well as personal devices. A study area formed by upholstered panels offers a quiet zone with fewer distractions than in the main reading room.

The library's foyer is a communication center for pamphlet distribution, posting library and community notices and is a distribution point for magazines removed from the collection. The library's genealogy and local history collection and microfilm machines are near the quiet area.

Most Important Library Statistics
In 2009, the Scurry County Library had 69,202 items in the collection with a circulation of 90,524. There were 8,241 people with a library card and there were 62,100 library visits. The library held 267 programs with an attendance of 4,565. The library had a staff of 5.7 full time equivalent employees and was open 53 hours a week. The staff serve a per staff population of 2,968.

Vision, Mission, Goals and Objectives

Vision Statement

The Scurry County Library improves the lives of our citizens and surrounding communities by providing innovative library services to meet the informational, educational, recreational and technological needs of the diverse population it serves.

Mission Statement

The mission of the Scurry County Library is to provide materials, services and programs to enhance lives. The library is committed to providing materials in a variety of formats that meet personal, educational, professional and recreational needs, thereby encouraging a lifelong interest in reading and learning.

Goals and Objectives for the Library

Goal 1: Promote lifelong learning.

   Objectives
   1. Offer materials and programs appropriate for community members of all ages.
   2. Maintain a balanced, up-to-date collection of informational and recreational materials in a variety of formats.

Goal 2: Provide library users with expert assistance to identify and use library resources.

   Objectives
   1. Train library staff to select and use library resources and advisory tools.
   2. Compile bibliographies, bookmarks, and links to web resources for patrons to use in the library and remotely.
   3. Provide user assistance and classes on use of new products and technologies.

Goal 3: Community activity place.

   Objectives
   1. Maintain clean, attractive library environment.
   2. Provide service hours that accommodate the needs for community members.
   3. Ensure staff and library use policies welcome community members to the facility.

Goals and Objectives for Outreach Program

Goal: As part of the library's goal 2: "Provide library users with expert assistance to identify and use library resources", objective #3, "Provide user assistance and classes on use of new products and technologies', the library will implement a program to teach senior citizens basic computer skills.

   Objectives
   1. Provide hands-on training on navigating with the computer's mouse.
   2. Teach attendees how to create an email account and to send and receive email.
   3. Familiarize students with web conventions for completing and submitting information in forms and to use web search engines.

Outreach Programs

The Scurry County Library will go to the Senior Citizen's Center to offer three hands-on classes to center participants. The classes will be offered twice and be very basic. The first class will introduce attendees to common concepts such as use of the mouse, working with windows, opening, closing and saving files. The second class will assist students in creating their own email accounts with practice on sending and receiving e-mail. The third class will teach them how to use form elements commonly found on web pages such as drop-down lists, radio buttons, tabs, submit and cancel buttons.

Statement of need

Surveys of needs to be addressed by the library were send to the Boys Club, schools, Senior Citizen's Center, and distributed at the library. The Senior Citizen's Center surveys asked if respondents were interested in computer classes, if they had a preference for class location, asked them to rate their interest in several course topics. Interest in additional computer knowledge was indicated on 50% of the Senior Citizen's Center responses. Responses indicated the seniors wanted the course away from the general population at their facility. Discussions with the Senior Citizen's Center administrator resulted in a recommendation that the class be offered immediately after the lunch period when prospective students would remain at the center.

The Senior Citizen's Center offers lunch and recreational programs on weekdays. The Center's administrator is eager to partner with the library to offer this program.

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

The target audience is the senior adult population without basic computing skills. In Scurry County over 2,200 individuals or 13% of the county population are over age 65.

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

The outreach program is designed to teach basic computer skills to up to 30 students at the Senior Citizen's Center.

Estimated number of potential participants

The number of potential participants is 30; each class is limited to ten students as this is the number of computers available for the project. It is anticipated students will register for one or more classes.

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

The audience for this program is expected to be regular attendees of the Senior Citizen's Center. Typically there are more females than males in this group. Plans are to offer classes just days apart to build momentum and preserve earlier learning. Classes will be held Tuesdays and Thursdays immediately after lunch.

List potential partners based on your assets assessment

The Senior Citizen's Center will be the library's partner in this project. The library may seek funding from the Friends of the Library to purchase a mouse for each of the laptops. The design of the project limits opportunity for participation by other partners.

List available library resources that could contribute to the success of the program
Library staff will present this program series. Library laptops will be transported to the Senior Citizen's Center for the hands-on training. The library may purchase a computer mouse for each laptop to make it easier for the senior citizens to learn. The Senior Citizen's Center has Wi-Fi available and the library can use a LCD projector to enable the instructor to demonstrate each step as the program proceeds.

Detailed Action Plan
Action Plan Goal(s):
The goal of the action plan is to:
   1. Develop the program.
   2. Promote the program.
   3. Implement the program.
   4. Teach the classes.
   5. Evaluate the program.

Action Plan Objective(s):
   1. Create the class content.
   2. Create and distribute promotional materials.
   3. Coordinate set up of the facility with Center manager.
   4. Develop, administer, and analyze evaluations

Action Plan Table
The table below gives the library's action plan for the program.

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?
Schedule classes	Director by Nov 8	15 mins, no $$, telephone to Center Admin	Dates confirmed	# Days confirmed
Develop course content	Director by Dec 15	3 hrs, no $$, TWDL and other training guides, Director	Content created for 3 classes	Agenda/syllabus created for each class
Create Course PowerPoint	Christy by Dec 15	3 hrs, no $$, program needed on laptop, 1 staff	Presentation method will be determined	Presentation prepared
Design, create, copy and distribute flyers	Director by Nov 28	1 hr, @ 30 at Sr Center; 1 staff	Flyers distributed at Sr Center	#flyers distributed
Design, create, copy and post signs	Director by Nov 28	.5 hr, @ 6- 10 for posting at Sr Center, 2-4 in library, 1 staff	Signs posted at Sr Center and in library	#signs posted
Publicize program in newspaper	Sharon each week in December paper	.5hr, no $$, no materials,1 staff	Paragraph included in wkly library articles	#newspaper mentions
Design, create, copy and deliver registration forms	Director by Dec 10	.5 hr, computer printer/paper,1 staff	Registration forms delivered to Center	#forms delivered
Register attendees	Center Administrator, ongoing thru Jan 24	1.5hr, no $$, no materials, Center staff (Director will monitor progress of registration)	Students registered	#students registered

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?
Post signs laptops unavailable for library loan 12:30 – 2:30 class days	Director, by January 3	.5 hr, computer printer/paper,1 staff	Signs posted	#signs posted
Purchase computer mice (test mice)	Director by Nov 28	2hr, @$88, 1 staff	Mice available and working	Mice available and working
Transport laptops, set up room	Director and Christy each training day	1hr for transport and set-up, no $$, 2 staff	Classroom ready for presentation	N/A
Present Classes	Jan 10 & 12 Jan 17 & 19 Jan 24 & 26	1hr each, no $$, computers-projector camera for course photo, 2 staff	6 course sessions complete	#attendees
Prepare weekly evaluation and assessment forms (rates class)	Director by Dec 15	.5 hr, computer printer/paper,1 staff	30 forms printed	#completed and returned
Clean up room, pack laptops	Director and Christy each training day	1hr for transport and set-up, no $$, 2 staff	Room returned to original state	N/A
Wrap-up interview with partner	Administrator/ Director by Jan 30	1 hr, telephone, 1 staff	Feedback from partner recorded	n/a
Gather report information and photos	Director by Jan 31	2 hr, computer printer/paper,1 staff	Compile and analyze results	Write report and send to PEARL office

APPENDIX: EVALUATION FORMS

SESSION 1 EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my understanding as:	**Yes 1**	**Some 2**	**No 3**
1. I am able to use a mouse and keyboard.			
2. I understand how to open and close windows.			
3. I understand how to resize and move windows.			

AFTER the workshop, I would rate my understanding as:	**Yes 1**	**Some 2**	**No 3**
1. I am able to use a mouse and keyboard.			
2. I understand how to open and close windows.			
3. I understand how to resize and move windows.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
can improve my life.			
will continue to learn how to use computers.			

Anything else you want to say?_____

_____ .

APPENDIX: EVALUATION FORMS

SESSION 2 EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my ability to use e-mail as:	**High 1**	**Some 2**	**Low 3**
1. Get into an e-mail account.			
2. I know how open an e-mail.			
3. I know how to send an e-mail.			
4. I know how to delete an e-mail.			

AFTER the workshop, I would rate my ability to use e-mail as:	**High 1**	**Some 2**	**Low 3**
1. Get into an e-mail account.			
2. I know how open an e-mail.			
3. I know how to send an e-mail.			
4. I know how to delete an e-mail.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
will use email.			
will continue to learn how to use computers.			

Anything else you want to say?_____

_____.

APPENDIX: EVALUATION FORMS

SESSION 3 EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my ability to complete a computer form as:	**High 1**	**Some 2**	**Low 3**
1. Able to select one or more items in a drop-down list.			
2. Able to fill text boxes on a form.			
3. Able to save or submit a computer form.			

AFTER the workshop, I would rate my ability to complete a computer form as:	**High 1**	**Some 2**	**Low 3**
1. Able to select one or more items in a drop-down list.			
2. Able to fill text boxes on a form.			
3. Able to save or submit a computer form.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
can improve my life.			
will use computers to find more information.			
will continue to learn how to use computers.			

Anything else you want to say?_____

_____.