

YOAKUM COUNTY/ CECIL BICKLEY LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Yoakum County, population 7,698 (2009 census data) is on the west side of Texas. Denver City is one of only two towns in the county. It is located in the southern part of the county and has 3,985 residents as of the 2000 Census. The town is on State Highway 83. Part of the town lies in Gaines County. Denver City is seventy miles southwest of Lubbock and is approximately 20 miles from the New Mexico state line. Hobbs, New Mexico is about 40 miles from Denver City and is a popular shopping destination for many residents. Hobbs also provides jobs for residents of Denver City.

The city was founded as the result of an oil strike, the last west Texas town created solely due to the discovery of oil. The oil deposit beneath Yoakum County, called the Wasson oil pool, was tapped in 1939. The town was named by C. S. Ameen and Ben Eggink and by 1940 had a population of 3,000 with 120 businesses. By 1943 the initial boom had subsided and the population had dropped to 2,000, with only 55 businesses.

Historical, Current, and Future Roles of 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 pre-school door to learning role to include structured programs and additional materials for Spanish speaking children and to do programs for daycare centers.

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; nursing home outreach; regular art displays; exam proctoring and inter-library loan.

Identified Needs

One of the challenges for areas where cattle ranches and farmlands make up a large percentage of the income producing industry is that a bad year for crops or cattle results in loss of jobs and negatively impacts the economy. This has a ripple effect of businesses such as the gin losing sales and lowers the tax base in the area. Traditionally in Denver City, the oil industry has had a boom or bust effect on the local economy. When the industry is booming there is a greater possibility of speculators taking a risk on drilling more wells. This produces jobs for those specialized workers who are responsible for drilling wells and installing pump stations. In the bust time, jobs are lost and people move away from the area causing a dramatic decrease in population.

The hospital is a challenge and an asset. The challenge it poses is that it has not been financially independent, rather it creates a drain on funds and resources in the county.

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The level of education attained by residents overall presents a challenge. 25.1% have less than a 9th grade education; 26.2 % are high school graduates; 2.6% have an associate degree; 4.8% have a bachelor's degree with just 3.6% having a graduate or professional degree. The language and reading skills of many is a challenge, especially for the 41.4% for whom English is not their native language. A majority of these speak Spanish as their first language.

The needs of the library reflect those of the community. Circulation increases when the economy is doing well and more temporary workers and their families are in town. Circulation and library visits drop when jobs are lost and the workers move away. Specific needs identified through surveys include: need more computers; more promotion of the library and its services and programs; more programs for children in general; more DVD movies; reading and writing contests for adults; more recreational books in Spanish, more programs for Spanish speaking children.

Identified Assets

Community assets identified include: public swimming pool; tennis courts; public parks; county owned golf course; rodeo grounds; historical site; vineyards; cattle ranches; farmland; oil fields and oil industry; cotton gin; elementary, middle and high school; City Hall; Chamber of Commerce; hospital, health clinic, and health department; pharmacy; day care centers; Senior Citizen Center; civic organizations such as American Legion and Rotary Club; Youth Center; Food Bank; Newspaper; City owned utilities; Post Office; Community Center; Volunteer Fire Department; Police Station; Department of Public Safety; grocery store; Yoakum County Museum; rental apartments; bakery/doughnut shop; cable TV; County owned nursing home; historical building; churches; veterinary clinic and fast food restaurants.

The library's assets include: it is a stand-alone facility that has been recently renovated; has a collection of over 800 children's bilingual books; 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; two bilingual staff; 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/Cecil Bickley 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 Amo Leer grant and the PEARL project. The library received approximately 800 bi-lingual (Spanish/English) children's books through the Amo Leer grant. The library's participation in the PEARL project assisted the library in developing outreach programs using the books received through Amo Leer. 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.

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Community Profile Narrative

Denver City has a number of community amenities (see Identified Assets above) that add to the quality of life in the town. However, the population itself is transitory to a great extent due to the nature of work in the oilfields and oil industry. This results in a less tightly knit community feel with those moving in and out not being fully engaged in the fabric of the social scene overall. Denver City does have an annual 4th of July Fireworks display and a Christmas Parade.

Main Geographic Features

Community Features

Assets and Challenges

The winters are mild and the climate is arid. The geographical features considered assets in Denver City are: the underground oil reserves; land for farming and 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 so on and the decreasing levels of the underground oil reserves. Another challenge is that Denver City is not on a main or major highway. It is more off the beaten path.

Library Features

Assets and Challenges

For the library, its location next to the only grocery store in Denver City is a geographical asset. Everyone has to shop for food, and the library is right next door. This is especially good for the children who go to the store for snacks. It makes it easy for them to then stop in the library. On the other side of the library is the Police Station, making the library a safer place for children as well as adults. Across the street is the First United Methodist Church; it has a daycare and often they bring the children to the library for story time programs.

The library is not located on either of the two main streets; this creates a challenge. The library itself is not well-marked; new signage is needed.

Community Demographics

The population of Denver City is 3,985 as of the 2000 Census. 8.1% are under 5 years; 11.7% are over 65; 47.2% are Hispanic or Latino; 41.4% have a native language other than English and 15.2% are foreign born. The median household income is \$29,418. Of people over 25 year old, 25.1% have less than a 9th grade education; 26.2 % are high school graduates; 2.6% have an associate degree; 4.8% have a bachelor's degree and 3.6% have a graduate or professional degree.

Library Profile Narrative

The Yoakum County/Cecil Bickley Library is one of two libraries in Yoakum County with the other being in Plains. The Yoakum County/Cecil Bickley Library is located next door to the Denver City Police Department with a grocery store on the other side. Across the street is the First United Methodist Church which includes a daycare center. Approximately three blocks down the street is the Yoakum County Family Learning Center.

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The first library in Denver City was in a corner of City Hall and consisted of a few books donated by local citizens. In 1957 the County Commissioner's Court built libraries in Denver City and Plains to serve the residents of the county. The library was built on land donated by the city at its present location at 205 West 4th Street. The library was 3,754 square feet and when it opened its doors in July, 1958 it had 4,200 books.

Plans to remodel and expand the library facilities in Yoakum County were presented by a committee from the Tsa Mo Ga Study Club, the local branch of the General Federation of Women's Clubs. In the fall of 1980 the Commissioner's Court approved a project to expand both of the libraries in Yoakum County. The library's space in Denver City almost doubled bringing the total square footage to 6,798. In 1994 the name of the Yoakum County Library in Denver City was changed to Yoakum County/Cecil Bickley Library.

The library partners with several different agencies and organizations in town including: the Family Learning Center, Shapes Head Start Program, Denver City ISD, Yoakum County Connection, Watermelon Roundup Festival, Tejas Study Club, Tsa Mo Ga Study Club, and the Yoakum County Historical Committee.

In May, 2002 the library was named 6th in the nation by the Hennen's American Public Library Ratings (HAPLR Ratings) for its population size 2,500-4,999. The library was rated 4th in the nation by HAPLR Ratings in May, 2005, one of only two Texas libraries on the list.

Most Important Library Statistics

The library staff of 3, two full-time and one part-time, serve a population of 3,923 in Denver City. The library has 6,376 library cardholders with 42,300 library visits. The large number of cardholders represents Denver City residents and those who use the library through a reciprocal borrowing agreement with the library in Plains. 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 40,007 titles with a circulation of 37,006 in 2009. The library offered 227 programs in 2009 with 9,576 attendees.

Special staff positions at the library in addition to the ones above include: 3 tarantulas (Brown Betty, Peanut Butter, Rosie); 4 hermit crabs (who prefer to remain anonymous); 2 hamsters (Lucy and Ethel), and 2 lovely and loving cats named Story and Penny.

Vision, Mission, Goals and Objectives

Vision Statement

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

Mission Statement

The mission of the Yoakum County/Cecil Bickley Library is to provide easily accessible materials, information and programs that promote lifelong learning and enjoyment to people of all ages. The staff strives to be helpful and knowledgeable and to provide quality service in a welcoming environment.

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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, the Yoakum County Family Learning Center, and SHAPES Head Start 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.

Goals and Objectives for the Outreach Plan Program

Goal: As part of the Library's Goal #2, to "provide children of all ages with an array of materials and a variety of programs that foster a love of reading and intellectual inquiry", the Yoakum County/Cecil Bickley Library will increase awareness of its resources of Spanish language children's books.

Objectives:

The program objectives are:

1. Increase the awareness of Spanish children's books acquired through the Amo Leer grant.
2. Increase the number of programs involving Spanish speaking children and their parents.
3. Increase the awareness of Hispanic parents of the resources in Spanish available at the library for them and their children.
4. Develop partnerships with the Yoakum County Family Learning Center and the SHAPES Head Start agency.

Outreach Program

(The Los Ninos Les Encanta Leer program.)

There are a number of parents in Denver City who speak primarily Spanish. The library wants to help Hispanic parents become aware of the many resources the library has to help them increase their children's reading skills. To do this, the library will provide family literacy programs for the parents at two locations in the community. The two organizations the library will partner with are the Yoakum County Family Learning Center and the SHAPES Head Start agency.

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Through the programs, the parents will learn why it is important to read to their young children and will learn through role modeling of the presenter how much fun it can be to read to and with their child.

Statement of need

The library surveyed a cross section of the population. Approximately 75 surveys were passed out with 45 completed surveys returned. The groups surveyed included: county officials; the GED class and the staff and parents of children at the Child Care Center at the Yoakum County Family Learning Center; the staff and parents of children at the SHAPES Head Start Agency, and the library staff. 5 surveys were returned from officials; 15 from the GED class and 10 from the Child Care Center at the Yoakum County Family Learning Center; 13 from the SHAPES Head Start Agency, and 2 from library staff.

The survey results showed that one of the needs identified by the respondents is for more programs for Spanish speaking children. By addressing this need, the library will be able to also help the parents of the children to develop better language and reading skills. The library will be able to introduce the parents to the 800+ bilingual children's books available at the library. The library staff will be able to model to the parents how to share a book with their child and how to promote a love of reading in their children.

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

47.2% or 1,880 residents of Denver City are Hispanic or Latino; 41.4% speak a language other than English as their first language.

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

For this outreach effort the library will provide programs for Spanish speaking children and their parents at the Yoakum County Family Learning Center and the SHAPES Head Start agency.

Estimated number of potential participants

Approximately 20 children attend the Yoakum County Family Learning Center and 28 at the SHAPES Head Start for a total of 48 children. It is anticipated about 18 parents at the Family Learning Center will participate bringing the overall total number to 66.

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

The children range in age from 4-5 years old; the parents are primarily late teens to early twenties. The programs will be held at the partner facilities to ensure the children and parents can participate.

List potential partners based on your assets assessment

The partners for this project are the Yoakum County Family Learning Center and the SHAPES Head Start.

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

The 800+ bilingual Amo Leer collection of children’s books along with the library staff’s story time and program facilitation skills are resources it brings to the project.

Detailed Action Plan

Goal

Promote early childhood literacy for our Spanish speaking population.

Objectives

1. Provide ongoing bilingual story times for children in the SHAPES Head Start Program.
2. Provide ongoing bilingual story times for parents and their children at the Yoakum County Family Learning Center.
3. Promote the Amo Leer children’s bilingual collection.

Action Plan

The table below gives the library’s action plan for the Los Ninos Les Encanta Leer 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? |
| Contact Yoakum County Family Learning Center and SHAPES Head Start re: explain program; ask to put up poster | Director by April 15, 2011 | Time-30 min. \$ & materials-none Personnel-1 | 2 contacts made | Permission granted by partners. |
| Post information about program at library. | Director by April 15, 2011 | Time-15 min. \$ & materials-none Personnel-1 | Information posted | Information posted |
| Put program on library calendar. | Director by April 15, 2011 | Time-15 min. \$ & materials-none Personnel-1 | Information posted. | N/A |
| Write press release. | Director by April 15, 2011 | Time-45 min. \$ & materials-none Personnel-1 | 1 press release written. | 1 press release distributed. |
| Make promotional posters (# needed determined by above contacts made). | Director by April 15, 2011 | Time-1 hr. \$5 (posters); \$3.00 (30 flyers); Personnel-1 | 3 posters; 30 flyers | Count # of posters distributed & flyers taken. |
| Create pre/post Evaluation form; make 20 copies | Director by April 25, 2011 | Time-30 min. \$2.00; Personnel-1 | Count # distributed. | Count # completed |

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| 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? |
| Purchase supplies needed for crafts. | Director by April 25, 2011 | Time-45 min. \$10 & materials- none Personnel-1 | Craft supplies purchased. | Count # purchased |
| Present programs to Yoakum County Family Learning Center and SHAPES Head Start. | Director by May 15, 2011 | Time-45 min. \$ & materials-none Personnel-1 | Count attendees. | Count attendees. |
| Gather statistics and success stories. | Director by May 25, 2011 | Time-45 min. Personnel-1 | Count attendees; compile evaluations. | Send results to PEARL office |

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APPENDIX: EVALUATION FORM

Los Ninos Les Encanta Leer Program

Thank you for attending today's program!

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

| | It was great! 5 | Really liked it 4 | Liked most of it 3 | It was okay 2 | Didn't like it much 1 |
|--|--------------------------------|----------------------------------|-----------------------------------|------------------------------|--------------------------------------|
| 1. The program was: | | | | | |
| fun. | | | | | |
| long enough. | | | | | |
| 2. Today's books were: | | | | | |
| interesting. | | | | | |
| something I might like to read. | | | | | |
| 3. The food was: | | | | | |
| tasty. | | | | | |
| 4. The craft was: | | | | | |
| fun. | | | | | |
| easy to do. | | | | | |
| 5. Because of the program I: | | | | | |
| will read more with my child. | | | | | |
| check out books for my child at the library. | | | | | |

Anything else you want to say?

Program At: _____

Program Date: _____