

THE CROSS PLAINS PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Introduction

Cross Plains is a rural community with a population of 1,068. It is located in the southeastern corner of Callahan County on Highway 36, 42 miles southeast of Abilene and 140 miles west of Ft. Worth. Adjoining Callahan County are Brown, Eastland, and Coleman Counties, which are in the library's service population of 2,207.

Cross Plains was originally named Turkey Creek from the stream that still crosses the town's Treadaway Park. It is said that Robert E. Lee and U.S. Grant camped with their troops in a grove of live oak trees on the banks of Turkey Creek, the present day site of Treadway Park. In 1878, the United States government granted a post office to Cross Plains. The name Cross Plains is believed to stem from being a point where stagecoach and military routes crossed. In its early years, Cross Plains had the necessities like a store, a cotton gin and gristmill, but little else. Cross Plains had one newspaper in 1902 (The Herald), but it soon went out of business. The second paper, The Cross Plains Review started in 1909 and continues to publish a weekly newspaper every Wednesday. The town moved from the west banks of Turkey Creek to its present site in January 1911, in anticipation of the coming railroad. On January 11, 1912, the first train arrived, the Texas Central, which was soon to become the Missouri-Kansas-Texas Railroad. An oil boom in 1925 increased the population, and by 1940, it was over 1,200.

Historical, Current and Future Roles of the Library

Since its inception in 1979, the library has been an integral part of community life. The Cross Plains Public Library serves as the community's lifelong learning center, supports basic literacy, provides recreational and educational materials, and houses a unique collection of writings, papers and memorabilia of Robert E. Howard.

Existing Programs

The library currently provides a number of well-attended programs for the community. These include:

- Summer Reading Program – three age groups
- Special Programs for all ages including Teens and 'Tweens group
- The Summer Reading Club is held for 8 weeks during June and July
- Learn About Program (LAP) – for ages 3 to 5. Held weekly during the school year
- Lap-sit Program – for ages 3 and under. Held weekly during the school year
- After School Adventure Program (ASAP) – for all ages held once a month during school year
- Meet the Author – for adults. Held every 3 months
- Robert E. Howard Days – One weekend every June

Identified Needs

The identified community needs are for more media outlets, more business growth and more recreational opportunities. Cross Plains does not have a hospital, drug store, or a movie theater. There are presently plans for a dentist office.

A community survey was developed and distributed to Library Board members, community leaders, library staff and library patrons. Ninety-eight completed surveys were returned.

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As determined by a community survey the needs identified includes longer hours for the library and the need to be open more days of the week. The need for more space and more computers was also identified. The collection overall needs enhancement with more books, audios and a greater selection of topics and the need to add digital content such as ebooks. A need for tutoring for school age children and GED preparation were also identified. A book club for both teens and adults is needed as well as a family literacy program.

Identified Assets

Community assets identified are an attractive and affordable place to live that provides many opportunities for sports, recreation and an excellent school district. A low crime rate, little to no traffic congestion and the low cost of living make Cross Plains an attractive family community. Downtown Cross Plains recently underwent renovations on store fronts and landscaping. In addition, over \$200,000 was spent on sidewalks for improved pedestrian travel. The city holds a yearly community clean-up drive. Cross Plains also has a wide variety of denominations and religious affiliations.

The community features that are an asset to the community include a variety of businesses and facilities that for the most part meet the needs of the community. These include an accredited school system, grocery store, discount store, bank, health care facility, churches, senior citizens center, newspaper office, animal hospital, post office, four restaurants/cafes; a couple of food wagons; a pizza place/teen center; motel, art gallery, hardware/lumber/appliance store, and a food bank. Local advantages also provided include fire and emergency medical service, police protection, a shared Department of Public Safety, County Sheriff, and Justice of Peace annex. An important asset to the community is the many organizations that are involved and active in the community. These include the Kiwanis, American Legion, Masonic Lodge, Project Pride, Beta Sigma Phi Sorority, Cross Plains Garden Club, Cross Plains Rodeo Club, Volunteer Fire and EMS, and several Quilting Clubs.

The Cross Plains library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the grant for this project. They would also extend their thanks to Barbara Blake, Outreach Coordinator for the Pearl Grant, given by the Priddy Charitable Trust and a special thank you to the library staff and the Library Board for their support, encouragement, ideas and inspiration that have made this project possible.

Community Profile Narrative

The area businesses include livestock ranching with some farming. The ranch land is commonly leased for seasonal hunting. Oil and gas leases established in the early days are still in production. Wind farms are becoming more common.

One of the major historical treasures is The Robert E. Howard House Museum. Cross Plains is the hometown of Robert E. Howard, author, whose characters include Conan the Barbarian. The museum is open on an as needed basis. Volunteers give private tours through the home any day and at any time when visitors and fans come into town. It is open for two days every summer, the second weekend in June, for the Robert E. Howard Days in celebration of Howard's works. Fans come from all over the world to gather and share information about Howard and his works. France, Germany, England, Scotland, Russia, and Australia are just a few countries represented. Visitors from almost every state in the United States have come to pay tribute to

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Howard and his works. There are remarkable varieties of occupations represented by Howard's admirers.

Organizations are involved and active in the community. They include the Kiwanis, American Legion, Masonic Lodge, Project Pride, Beta Sigma Phi Sorority, Cross Plains Garden Club, Cross Plains Rodeo Club, Volunteer Fire and EMS, and several Quilting Clubs.

Cross Plains received national attention in December 2005 when wildfires destroyed much of the town. Already known to be a giving community, this disaster demonstrated in every respect the generosity of the community.

Main Geographic Features

Community Features

Assets and Challenges

Identified assets include livestock ranching with some farming. The ranch land is commonly leased for seasonal hunting. Oil and gas leases established in the early days are still in production. Wind farms are becoming more common. Many individuals around Cross Plains offer hunting and fishing leases throughout the year.

Cross Plains is centrally located near 5 area lakes including: Lake Brownwood, approximately 15 miles south and includes Lake Brownwood State Park; Lake Cisco, approximately 27 miles north; Lake Coleman, approximately 25 miles southwest; Hordes Creek Lake, approximately 37 miles southwest and Lake O.H. Ivie, approximately 50 miles southwest.

Cross Plains has a city park that includes tennis courts, a softball field, and a playground. The school playground is open to the public with lighted tennis courts. A community center is readily available for community wide activities. Lakewood Recreational Center, a private county club, is located six miles east of Cross Plains and has a 9-hole golf course and a swimming pool. Rolling Oaks championship 18-hole golf course is 12 miles east of Cross Plains.

Library Features

Assets and Challenges

The library has many assets including being a stand-alone facility that is strategically located within easy walking distance of the school campuses, the Chamber of Commerce, City Hall and a teen center. As noted from the surveys, community members consider the professional, efficient and friendly staff of the library to be one of the library's greatest assets. The Library Board is very active and brings a number of skills and talents to the library. Cross Plains Library is very proud of the honor of being named as a 2010 finalist in *Library Journal's* Best Small Library in America.

The library maintains a very good working relationship with several community organizations including Kiwanis, Beta Sigma Phi, Project Pride, the Senior Citizens Center, Community Cancer Walk, Cross Plains Area Genealogy Society, the local school district and several local businesses have supported the library's Summer Reading Club.

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Challenges cited were the need for more computers, more hours of operation, more materials in more formats (particularly ebooks and audio books) and a separate teen area.

Community Demographics:

Cross Plains is a community consisting primarily of Whites (95.7%), with very few Hispanics (13.8%) or Blacks (0%). The average income is \$26,250, well below the county income, with 64.6% high school graduates; only 6.5% have a Bachelor's degree or higher. Median drive time to work is 21 minutes. The largest town, Abilene is 42 miles away, with Brownwood and Cisco, the next size towns being 32 and 30 miles away. Callahan County's demographics match those of Cross Plains with a white population of 94.4%, Hispanic 8.3% and Blacks at 08% with an average income of \$44,470. 87.3% of county residents have graduated from high school and 16.1% have a Bachelor's degree or higher. Cross Plains has a number of government low-income housing.

Library Profile Narrative

During a town meeting in 1978 a dream was born. The community decided a major contribution to enhance the quality of life in Cross Plains would be a free public library. Donations from Cross Plains' school alumni, current and former residents, the City of Cross Plains and Callahan County, made it possible to purchase the Barr Building. Volunteers renovated the front half of the building, built and painted shelves, and provided other necessary furnishings. Donated books were received from individuals and publishing companies and placed on the new shelves, and the Cross Plains Public Library opened in February 1979. Two years after opening, the library became a member of the Big Country Library System and has enjoyed the many benefits of that membership.

The Cross Plains Public Library is a non-profit corporation operated by its Board of Directors, and managed by a library director. Assistants are provided by ACCESS, a local seniors program and many dedicated volunteers. The City of Cross Plains, Callahan County, and the State of Texas contribute less than 25% of the operating budget. It is funded primarily by private donations from generous, loyal supporters and by fundraisers organized by the Board of Directors, library staff and volunteers. The library is currently open 20 hours a week.

When the library outgrew the original building, the adjacent McCowen building and a vacant lot next to it were purchased. The lot was developed into a park for the enjoyment of all who wish to sit and read a book or just watch the day go by. Through years of additional hard work, grants, and donations, the McCowen building has been renovated. Shelves and furniture have been installed and the new community conference room and Children's Discovery Center are now busy with events, programs, and activities. Today the library houses over 15,000 items of print and audio materials, including a complete set of Newbery and Caldecott award-winning children's books. The library also has a growing genealogy section and local history collection. The library is considered one of the gems of the community and was featured in *Heart of the Community: The Libraries We Love (c2007)*. It was named as a finalist in the Library Journal's *Best Small Library in America in 2010*.

The library has stayed abreast of technology by adding computers, printers, wireless Internet access, a website, on-line catalog and inventory, and automated cataloging and book processing. In addition, the library provides microfilm reader/printers and PowerPoint projectors.

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Most important library statistics

The following statistics are from 2010. Thirty-seven per cent of the population had a library card. 1,708 people attended the 107 programs offered. Circulation was 6,179 with a recorded computer usage of 3,417. There were 7,974 visits to the library in that year.

Vision, Mission, Goals and Objectives:

Vision statement:

The Cross Plains Public Library provides a secure and dynamic environment for lifelong learning for all ages with access to materials for education, information, and recreation.

Mission Statement:

The Cross Plains library will be:

- A library that offers Cultural Awareness service - helps satisfy the desire of community residents to gain an understanding of their own cultural heritage and the cultural heritage of others.
- A library that provides Current Topics and Titles - helps to fulfill community residents' appetite for information about popular cultural and social trends and their desire for satisfying recreational experiences.
- A library that offers General Information - helps meet the need for information and answers to questions on a broad array of topics related to work, school, and personal life.
- A library that provides Lifelong Learning service - helps address the desire for self-directed personal growth and development opportunities.
- A library that offers Local History and Genealogy service - addresses the desire of community residents to know and better understand personal or community heritage.

Goals and Objectives for the library:

Goal 1: Cultural Awareness:

Objective: Promote Robert E. Howard, a local writer; enhance our Texana Collection; and promote "Meet the Author" evenings several times a year.

- Activity: 1. Join services with the Local organization that promotes Howard Day and be accessible to their needs with the manuscripts, books and other materials that the library has on hand
2. Promote to the public the type of literature Howard wrote by having books and manuscripts for reading as well as purchase
 3. Research and purchase Texana Collection material
 4. Attract nationally recognized authors for "Meet the Author"

Goal 2: Current topics and titles:

Objective: Promote use of databases, provide current non-fiction and reference collection and help patrons with Internet use.

- Activity: 1. Publicity
2. Training
 3. Handouts and word-of-mouth
 4. Establish need
 5. Weed
 6. Research material

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7. Purchase, etc.

Goal 3: Technology:

Objective: The Internet facilitates the materials collection in searching for information. Provide up-to-date technical equipment for our patrons.

Activity: 1. Purchase new computers (or accept donated new computers)

2. Purchase a variety of computer programs for our children

3. Increase electronic workstations

4. Purchase new television/video player (or accept donated new equipment)

Goal 4: Lifelong Learning

Objective: Keep our children's programs, Learn About ...Program (LAP), Lapsit, After School Adventure Program (ASAP), Summer Reading Programs, as well as the 'Tweens and Teens Program updated with fresh new ideas, books, themes, etc. as the group grows.

Activity: 1. Research and buy materials needed to help children achieve success in their schooling and personal independent learning

2. Reevaluate programs to develop a lifelong love of books and a desire to learn that will help them live productive and satisfying lives

3. Help them develop the information-seeking and evaluation skills that are critical to success in an increasingly technological world

4. Recruit volunteers with special talents and vocations

5. Acquire and improve games, activities and projects for 'Tweens and Teens

Goal 5: Building Community Ties

Objective: Current and future generations of our community residents will have access to local information resources that enable them to participate fully in community life, and that help them develop a knowledge of and an appreciation for the history of their community, its people, and the many cultures that contribute to the richness of community life.

Activity: 1. Increase our oral history collection with hard copy and CD versions for check out or purchase

2. Increase our genealogy and local history collection

3. Do surveys to learn what patrons and residents would like to see in our library in the way of literature or programs

Goal 6: Building assessment

Objective: To provide a friendly, safe, accessible facility.

1. Building needs assessment (Circulation Desk)

2. Consultant

3. Funding

Activity: Implementation:

1. Consultant to help with design that is more efficient for serving patron needs

2. Grant writing committee to help with funds

3. Community involvement with their requests of what they would like to have

Goal 7: Advocacy

Objective: To secure political and community support.

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1. Educate officials
2. Mobilize volunteers

Activity: 1. Get board and volunteer groups involved
2. Mail newsletters

Goal 8. New Children's Discovery Center

Objective: To continue work on the new Children's Discovery Center.

1. To provide wooden tops for rolling shelves
2. To provide bulletin boards above children's shelving
3. To provide a mural of Cross Plains history

Activity: 1. Form a committee for grant writing
2. Get bids on the materials needed
3. Get bids on artwork

Goals and Objectives for Outreach Program

Goal: To promote greater cooperation and coordination between community groups and businesses and to provide quality programming to reach targeted age groups and to promote a love of reading in an exciting new way.

Objective: Provide a series of four programs for children, teens and adults based on a classic book that has also been a successful film adaptation.

Outreach Program: "Books to Movies"

There are four planned programs targeted by age to be held on four different dates. There will be a program for Kindergarten through 6th grade. This program will feature the book "Rapunzel" and a showing of the film "Tangled" and will be the closing program for the Summer Reading Club. A teen program will feature the book "I Am Number Four" and the movie by the same title. This program will be held at the Surf Shop and will be held during "Teens Read" Week in October. Two book discussions for adults will be held at two different locations. One will feature a biography, Only Make Believe: My Life in Show Business, of musical theater star Howard Keel. Judy Keel, his widow, will host the discussion group after community members have read the biography. Ms. Keel is currently employed by Turner Classic Films and brings a unique insight into classic films and her life with Howard Keel. Ms. Keel will discuss the movies "Show Boat," "Seven Brides for Seven Brothers," and "Oklahoma," all of which starred Howard Keel. The second discussion will be held at a very popular local restaurant, Jean's Feed Barn. The book selection for the second discussion has not yet been made. The books will be purchased by the library for each participant to read then the movie adaptation of the book will be shown with a discussion of the book and the movie to compare and contrast the success of the transformation from book to film. This will provide an opportunity for all citizens to participate in an age appropriate book discussion group.

Statement of need

Library staff has received numerous requests for book discussion groups including requests from teens, parents, adults, and senior citizens. The library has had great success with the Meet the Authors series in the past and the "Books to Movies" series provides a bridge between the annual Meet the Authors events and library programming for all ages. The series will help fill a need for popular culture, since the community has no movie theatre and it will help meet the need

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expressed by community members' to come together to discuss books, literature and popular culture. Numerous requests for a book club or book reviews were also mentioned in many of the ninety-eight returned community surveys.

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

This program will reach an audience of adults, including senior citizens (78% of the population) and teenagers (7% of the population) and the very young (15% of the population.) The program will provide opportunities for any community member to read a book and watch an age appropriate film. The library will provide the setting for a discussion of the content and quality of the film in comparison to the written word. This targets a specific need expressed by members of the community for more opportunities to come together for book discussions and the frequent requests by teens for programming on popular culture.

Estimated number of potential participants:

Based on past programs offered for adults, teens and children, it is anticipated there will be 12 adults including seniors, 6 teens and 20 children.

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

The first of the four programs planned will target children from the ages of three to twelve years old. A majority of children live in town and will be able to walk to the events; others will be driven by their parents to the location. The best time for children to attend is in the morning hours around 10 a.m. It is anticipated regular program attendees and children who have never been to the library will attend this program.

The second program targets teenagers. Some will be able to drive themselves, parents will drive some and some will be able to walk to the Surf Shop. The ideal time for teens to meet is on a Thursday night. Several teens frequent the Surf Shop with their church groups and they will be responsive to this new event at a location where they feel comfortable.

The third and fourth programs will be for adults and senior citizens. Many retired engineers, teachers, and business people will enjoy this program. Local ranchers, blue-collar workers, and patrons will support a new event. The community is accustomed to library events on Tuesday nights, so this will be the best time for the program. Transportation will not be an issue because those who cannot drive usually are carpooled to the event.

List potential partners based on your assets assessment

Identified partners for this project include: Beta Sigma Phi sorority, the Library Board, the Surf Shop, a Christian teen center, Jean's Feed Barn, the Kiwanis Club and local businesses.

Available library resources that could contribute to the success of the program

Physical

The library has a license for public showing of movies through Movie Licensing USA. It is able to purchase multiple copies of the books to provide to participants. In addition, the library is within easy walking distance of the Surf Shop and downtown businesses. Surf Shop also has a public viewing license for movies. Jean's Feed Barn is a very popular local restaurant and

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community members are comfortable in this restaurant and it is easy to reach from anywhere in the community.

Skills

The library board and staff are experienced at organizing and publicizing programs for the library and are capable of producing in-house publicity materials. The library enjoys a great relationship with the local newspaper so that library programs are well publicized in the local paper. Judy Keel brings a vast amount of knowledge and experience with classic films and will provide participants with an inside look at Hollywood’s most famous musical theater stars. The library will provide a volunteer storyteller who will share the story of “Rapunzel” prior to the showing of the movie. Library staff will provide guidance for the teen discussion group.

Detailed Action Plan

Goal

To create, schedule and publicize four book and movie programs.

Objective

Choose books and movies, develop schedule for the series, create promotional materials, hold program and evaluate the results.

Action Plan-Program 1

The table below gives the library’s action plan for the book discussion and movie programs for children, Program I.

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?
Children's Book and Movie Day planned. Decide book/movie	Linda, Michelle & Sue July 2011	Time - 1 hour Materials - Calendar Personnel - 3	Book and movie discussion secured with date and location	Date, time and location secured
Prepare publicity materials including flyers, handouts and newspaper articles	Linda, Michelle & Sue July 2011	Time - 2 to 3 hours Materials - Print Shop Program, paper, printer Cost - \$3.00 to 4.00 Personnel - 3	Materials printed, reviewed and accepted	Materials printed with Board approval
Contact Movie store for free rental	Michelle July 2011	Time - 10 minutes Materials - Phone call Personnel - 1	Movie store agrees to donate	Movie is available free of charge to library
Distribute publicity throughout the community	Linda, Michelle, Sue and Staff July 2011	Time - 1 hour \$ and materials - none Personnel - 3 to 4	Materials distributed in community. Articles in paper	Numbers of items printed and distributed; articles in paper
Contact Beta Sigma Phi for donation of food/snacks. Can also use previous Kiwanis donation to purchase food	Linda July 2011	Time - 10 minutes Materials - Phone call	Agreement from organizations to donate food	Food and beverage arrive on time at program

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IMPLEMENTATION			EVALUATION	
Book Rapunzel read and movie Tangled would be shown.	Linda & Sue August 10, 2011 in conjunction with, and celebration of last day of Summer Reading	Time - 1 1/2 to 2 hours Materials - Conference room, movie, television, snacks Personnel - 2 or 3	Number of children in attendance	Statistics maintained on how many sign up for programs
Book/Movie discussion	Sue August 10, 2011	Time – 15 minutes \$ & materials – none Personnel - 1	Questions and interest	Number of attendees counted. Record and report to Library board & Pearl Office statistics and anecdotal comments from parents and children

Action Plan-Program II

The table below gives the library's action plan for the book discussion and movie programs for teens, Program II. Teens Book/Movie Discussion will coincide with Teen Read Week October 16-22, 2011

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 movie license for Project I, II, & III	Michelle July 2011	Time – 1 hour \$250 to purchase movie license Personnel - 1	License purchased	N/A
Reserve Surf Shop restaurant space for book discussions	Helen August 2011	Time – 15 minutes to meet with restaurant owners \$ & materials – none Personnel - 1	Book discussion location secured with dates and times	Surf Shop agrees to host book discussion on agreed date
Prepare publicity materials including flyers, handouts and newspaper articles	Michelle August 2011	Time - 1 hour \$ & paper printer materials - 10.00 Personnel - 1	Materials printed, reviewed and accepted	Printed materials are reviewed and approved by Library Board.
Distribute publicity throughout the community	Board Members, local Churches and businesses August and September, 2011	Time - 1 to 2 hours \$ & materials - people to distribute Personnel - 8 to 10 people	Materials distributed in community. Articles in paper	Numbers of items printed and distributed. Articles in paper
Contact Surf Shop, Beta Sigma Phi and/or Kiwanis for donation of food	Linda & Judy, August 2011	Time - 15 minutes \$ & materials - none Personnel - 1	Agreement from organizations to donate food	Food prepared and set up on the day of the event
Began sign up for participants	Linda & Staff-- September, 2011	Time - 1-2 weeks \$ & materials - Paper Personnel - People to take names over phone	Number of community members sign up	Statistics maintained on how many sign up for programs

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IMPLEMENTATION			EVALUATION	
Purchase Books for program	Linda August or September, 2011	Time - 1 hour \$ & materials - Cost of books Personnel - 1	Books ordered and received	Statistics on # or books ordered
Prepare Certificates of Completion	Linda October 2011	Time - 1 hour \$ & materials - paper and printer	Amount needed	Certificates printed, and signed
Secure gift cards and/or other prizes	Linda October, 2011	Time – 4 hours \$ & materials - Money or donations	Gift cards and other prizes ordered and received	Statistics on # of gifts and prizes donated
Prepare evaluation documents	Linda & Board October 2011	Time - 1 hour \$ & materials - Paper and printer \$3.00	Evaluation forms printed and in hand	Evaluation documents accepted by Library Board
View movie and have book vs. movie discussion	Everyone October 2011	Time - 2-3 hours \$ & materials - movie, television, snacks Personnel - All	Attendance and Certificates of Completion	Statistics regarding attendance and satisfaction of participants
Compile and analyze evaluations	Linda and Board October 2011	Time - to compile statistics and evaluations \$ & materials - none	Compilation completed	Report statistics and anecdotal comments from participants to Library Board and Pearl Office

Action Plan-Program III

The table below gives the library’s action plan for the two book discussions and movie programs for adults, including seniors. Judy Keel Fund Raiser Event – Transition of Books to Movies.

IMPLEMENTATION			EVALUATION	
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Purchase movie license for Project I, II, & III	Michelle/July 2011	Time - 1 hour \$ 250. 00 to purchase license; Personnel - 1	License purchased	N/A
Contact Judy Keel Set date - Fall or Spring	Judy Luter July 2011	Time -1 hour \$ & materials - Email Personnel - 1	Conformation of date	An agreed upon date has been reached
Purchase biography of Howard Keel	Linda July 2011	Time - 15 minutes \$ & paper printer materials - Internet & cost of book Personnel - 1	Have book in hand	How many copies purchased
Reserve Community building or Fellowship/Activity Hall at First Baptist Church	Board Members As soon as date is confirmed	Time - 15 to 20 minutes \$ & materials - Phone call Personnel - 1	Conformation of date	Date, time, place confirmed
Choose classic movie/book	Board members & Judy Keel September 2011	Time - 1 hour \$ & materials - none Personnel - 1	Book agreed on by Board and Director	N/A

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IMPLEMENTATION			EVALUATION	
Prepare publicity materials including flyers, handouts and newspaper articles	Michelle As soon as possible September 2011	Time - 1-2 hours \$ & materials - Paper, printer \$10.00 Personnel - 1- 2	Materials printed, reviewed and accepted	Library Board approves publicity materials
Distribute publicity throughout the community	Linda & Board Members As soon as possible before event	Time - 1 hour \$ & materials - none Personnel – All	Materials distributed in community. Articles in paper	Numbers and dates of materials distributed by whom
Make decisions about type of meal served	Library Board members/ as soon as possible before event	Time - ? \$ & materials - none Personnel - Board Members	Agreement on type of meal	Menu agreed upon by Jean's Feed Barn and Board.
Contact businesses for donations	Library Board members/ as soon as possible before event	Time – 4 hours \$ & materials - phone or personal visit	Food items of monetary donations on hand	Number of prizes donated by businesses
Purchase additional copies of classic book chosen	Linda As soon as possible before event	Time - 30 minutes \$ & materials - cost of books and internet Personnel - 1	Book/books on hand	Number of additional copies purchased
Make decisions about type of decoration	Board Members & Staff As soon as possible before event	Time – 2 hours \$ & materials - \$250, place mats, centerpieces, dinnerware, etc. Personnel - All Board Members	Purchase/Donated items to use for decoration	Donated items gathered, and purchases completed
Develop evaluation instruments	Linda- October, 2011	Time-2 hours \$ & materials-paper, printer \$25	Evaluation instruments presented to Library Board	Library Board approves evaluation forms
Present program	All Board Members and Staff and Guest of Honor On date set	Time - 5 hours (set up to clean up) \$ & materials - taken care of Personnel - All Board Members	Attendance	Program is presented
Evaluate program	All Board Members and Staff Next Board Meeting	Time – 1 hour \$ & materials – none Personnel – All Board Members	Attendance and comments	Statistics and anecdotal comments gathered and reported to Library Board and Pearl Office

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Action Plan-Program IV

The table below gives the library’s action plan for the second of two book discussions and movie programs for adults, including seniors. Adult Book/Movie Discussion

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 movie license for Project I, II, & III	Michelle July 2011	Time - 1 hour \$ 250.00 to purchase license Personnel - 1	License purchased	N/A
Reserve restaurant space for book discussions, set date	Linda July 2011	Time - 15 minute meeting with restaurant owners \$ & materials - none Personnel - 1	Book discussion location secured with dates and times	Agreement reached on time and date
Prepare publicity materials including flyers, handouts and newspaper articles	Michelle July 2011	Time - 1 hour \$ & paper printer materials - 10.00 Personnel - 1	Materials printed, reviewed and accepted	Library Board approvals publicity materials
Distribute publicity throughout the community	Board Members, local Churches and businesses August 2011	Time - 1 to 2 hours \$ & materials - people to distribute Personnel - 8 to 10 people	Materials distributed in community. Articles in paper	Numbers of items printed and distributed. Articles in paper
Put information on website and Facebook	Judy Luter August 2011	Time – 1 hour \$ & materials - none Personnel – 1	Information posted on website and Facebook	Information posted
Contact Beta Sigma Phi and Kiwanis for donation of food	Linda & Judy, August 2011	Time - 15 minutes \$ & materials - Phone Personnel – 1	Agreement from organizations to donate food	Food delivered and served at the event
Began sign up for participants	Linda September 2011	Time - 1-2 weeks \$ & material - Paper Personnel - People to take names over phone	Number of Community members sign up	Statistics maintained on how many sign up for programs
Purchase Books for program	Linda September 2011	Time - 1 hour \$ & materials - Cost of books Personnel - 1	Books ordered and received	Statistics on number of books ordered
Prepare Certificates of Completion	Linda September 2011	Time - 1 hour \$ & materials - paper and printer \$5.00	Amount needed	Certificates completed and signed

Cross Plains Public Library Community Outreach Plan

IMPLEMENTATION			EVALUATION	
Prepare evaluation documents	Linda & Board September 2011	Time - 1 hour \$ & materials - Paper and printer \$3.00	Evaluation forms printed and in hand	Library Board approves evaluation documents.
View movie and have book vs. movie discussion. Reserve conference room	Everyone October 2011	Time - 2-3 hours \$ & materials - movie, television, snacks Personnel - All	Attendance and Certificates of Completion	Conference room reserved, and event held as planned.
Compile and analyze evaluations	Linda/Board October 2011	Time - to compile statistics and evaluations \$ & materials - none	Compilation completed	Statistics and anecdotal comments gathered and reported to Library Board and Pearl Office

Cross Plains Public Library Community Outreach Plan

**APPENDIX A:
Identified Needs and Assets
(From surveys)**

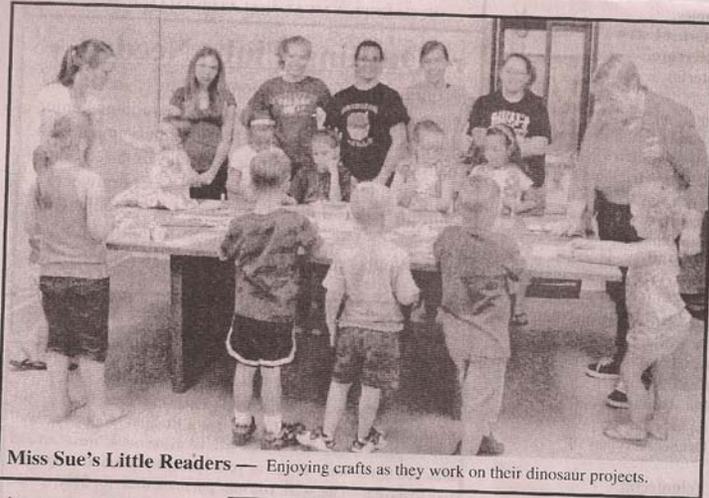
Identified Needs

Need longer hours of operation	Need a.m. and later p.m. hours	More Funding	Need more computers
Need more room and space, because we are small and limited	Need separate and private Teen Area	Need more books, and a larger selection and variety of books	Need more audio books
Need Kindle/e-books	Digitization	Tutoring	GED Classes

Identified Assets

Involved in community groups and organizations	Appreciate diversity
Good management skills	Good budgeting skills
Grant writing experience	Fundraising skills
Good people skills	Ability to manage detailed projects
Staff works well together	Diverse staff
Staff have good computer skills	Staff are technology savvy
Form partnerships with other departments/agencies	Committed to encourage early literacy
Advocate for free and equal access to information	Collaborate with community partners to encourage early literacy
A Reach out to provide services to those unable to visit the library	Collaborate with community partners to encourage adult literacy
Share knowledge and resources	Promote love of reading for all life stages/ages
Encourage feedback	Provide Career & Workforce Development assistance
Provide responsive service by listening to library users	Maintain confidentiality of library user records
Identify trends	Communicate openly with each other and library users
Have professional staff	Offer basic computer skills classes
Have well-trained staff	Skilled storyteller
Have knowledgeable staff	Genealogist
Have friendly and helpful staff	Have experienced staff

APPENDIX B:
Cross Plains Review
July 28, 2011



Miss Sue's Little Readers — Enjoying crafts as they work on their dinosaur projects.

Last week we had our sixth week of the Summer Reading Programs at the Cross Plains Public Library! Summer is speeding by but there are two more programs to go!

Our last week, August 10th, will be a fun party day. We will start at 9:00 a.m. with a hayride around historic Cross Plains to see sites we have been learning about while celebrating the centennial. After the hayride, we will have the story Rapunzel read to us then we will watch a movie relating to the story then have a short discussion about the transition of book to movie.

Miss Sue's Little Readers enjoyed their "Discovery Digs" and learning all about dinosaurs. Each child made a picture collage of dinosaurs, and as a treat Miss Sue had dinosaur sandwiches made for them!

The special programming was all about the importance of railroads. Mary Irving, from the Railroad Museum in



Steam Engine Program — Mary Irving shows the world's largest steam engine train called the Union Pacific Big Boy. Mary Irving is from the Brownwood Railroad Museum.

Brownwood, talked to the kids about the history of trains and how valuable they were as a means of fast and safe transportation for the early settlers.

Rachelle Allen and Ashleigh Dugger directed the Teens and 'Tweens in making very

flavorful, colorful and edible play dough! It was fun and exciting to experiment with the ingredients. Join us next week at 1:00 p.m. for the Little Readers, 2:00 p.m. for the special programming, and 3:00 p.m. for the Teens and 'Tweens.