

LOVETT MEMORIAL LIBRARY-MCLEAN COMMUNITY OUTREACH PLAN



Prepared by: Sally Bohler

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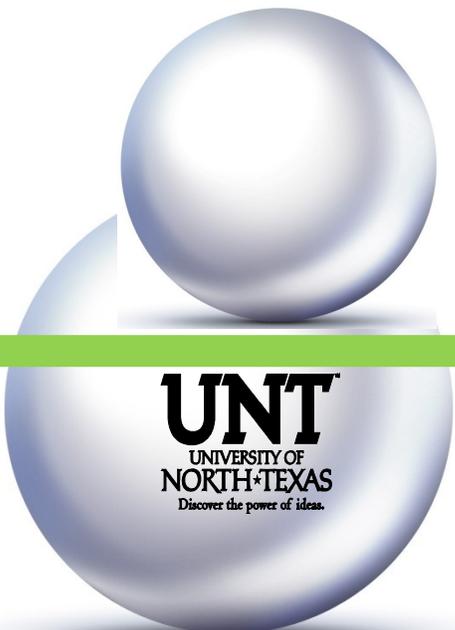
**302 North Main
McLean, Texas 79057
(806) 779-2851**

<http://harringtonlc.org/education/staff/staff.php?sectionid=109>

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Department of Library and Information Sciences



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Lovett Memorial Library-McLean Community Outreach Plan

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Outreach Plan

Introduction

McLean is located on Interstate Highway 40 in southeastern Gray County. It is the second largest town in the county. In 1901, the Choctaw, Oklahoma and Texas Railroad Company dug a water-well and built a switch and section house three miles inside Gray County. Around this switch Alfred Rowe, an area rancher, laid out a town site. The town was named for a Texas legislator and railroad commissioner, William P. McLean. McLean was granted a post office in 1902. By 1904, McLean had three general stores, a bank, two wagon yards and livery stables, a lumberyard, and a newspaper, the *McLean News*. A windmill pumped water from a well drilled in the middle of Main Street, and citizens hauled the water in barrels and buckets. The town was incorporated in 1909. Soon McLean became a center for area agriculture. Several hundred carloads of hogs and watermelons were shipped annually. Four telegraph operators were required to handle the messages of the railroad business.

In 1908, and again in 1919, McLean made an unsuccessful bid against Lefors to become the county seat. During the 1920s, the town profited from the oil boom and became a shipping point for area livestock, gas, and oil. By 1940, McLean had six churches, a newspaper, fifty-nine businesses, and a population of 1,521. The growth of Amarillo and the emergence of Pampa as the county's industrial center helped to reduce the population to 1,447 in 1950. In 1970, McLean had a hospital, a library, a bank, and fifty businesses. The number of businesses dropped to twenty-five by 1980, when the population was 1,160. In addition to a garment factory, McLean has had several industries connected with petroleum and its products.

Historical, Current, and Future Roles for the Library

Historically, the library has been the place for lifelong learning, free information access, provider of educational and recreational materials, information assistance, formal education support, provider of current topics and titles, and public computer center. Currently, the library fulfills those roles plus being a place for a gateway to information. In the future, the library would like to be an adult learning center, a workforce development site and community commons.

Existing Programs

The library has a number of existing programs including: summer reading club for children, an adult basic computer literacy class, outreach to the local nursing home and inter-library loan.

Identified Needs

One identified challenge for the area is the closure of the only grocery store in McLean. There is a need for more and varied services that are closer to the community.

Identified needs of the library are: more support for GED, work skills development, computer literacy and support for early childhood literacy.

Identified Assets

Community assets include a senior citizens center, public housing for low income citizens,

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quality schools, a nursing home, fire station, newspaper office, post office and a restaurant. The library's experienced staff is one of its most important assets. The staff has good people skills and good computer skills. They are friendly and helpful and maintain confidentiality of library users.

The Lovett Memorial Library would like to thank the Mayor of McLean, city council members and the library board for their ongoing support. The library would like to thank the businesses and volunteers who make the library a successful and vital asset for the community. The library is grateful that the Robert and Ruby Priddy Charitable Trust is funding the University of North Texas (UNT) PEARL project. We thank the Trust and UNT for choosing our library to participate in the PEARL project. The library's participation in the PEARL project will assist the library in developing outreach programs for children and adults and will help in writing grants for this and future outreach programs. Director Sally Bohlar 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

During the Golden Age of Route 66, McLean boasted 16 service stations and six motels. In September of 1942, an area northeast of McLean was chosen to serve as the McLean Permanent Alien Internment Camp. During its operation, the camp boasted twenty to thirty buildings and housed 3,000 prisoners-of-war. Today, a plaque placed by the Texas Historical Commission marks the site. McLean has retained much of the charm that it was famous for during the glory days of Route 66.

Main Geographic Features

Community Features

Assets and Challenges

McLean has no outstanding geographical features, such as mountains, lakes, rivers or caves. Due to its abundant wildlife the town attracts many hunters who come to the area to hunt on local hunting leases. There are many ranches and farms located in Gray County.

A major challenge is the 80 mile distance to the nearest metropolitan area of Amarillo. Another challenge facing the community is that although the famous Route 66 ran through McLean, Interstate 40 bypassed the community entirely.

Library Features

Assets and Challenges

The main geographic asset of the library is its location. The library is located at the heart of the downtown area and is within easy walking distance of city hall, the bank, the Justice of the Peace office, the post office and the McLean school. Challenges the library faces include: lack of success in recruiting adults and young people to volunteer; significant loss of funding and staffing shortage.

Community Demographics

The 2010 Census shows the population of Gray County as 22,535, with a city population of 660. 7.3% of Gray County residents are under 5 years of age; 16% are over 65. Approximately

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23.8% are Hispanic or Latino; 16.1% have a native language other than English. 78.9% of the population graduated from high school, with 10.4% having a bachelor's degree. The median household income is \$38,384.

Library Profile Narrative

The Lovett Memorial Library, which now houses a collection of over 14,191 items, has served as a community meeting place since its inception. In June 1940, Miss Catherine Patterson began her personal mission of establishing a library in the city of McLean. She approached the Lions Club to sponsor this undertaking. They agreed and offered the Lions Hall located upstairs next door to the Variety Store as a place to house a library. Miss Patterson then approached the Fifth Tuesday Council of Churches ladies group who voted unanimously to sponsor the project of getting a library started. The Council of Churches provided a small sum of money for bookcases, a vertical file cabinet, and a magazine rack, which were built by donated labor according to library specifications. Council members helped solicit and collect donated books and magazines, and with the aid of Miss Patterson, arranged these on the library shelves. Later the city of McLean budgeted \$10 a month to help finance the library. The steps up to the Lions Hall were not easy for many people to climb so rooms were made available in the northeast corner of the City Hall for the library. The City Council appointed the Library Board to be the governing body of the new City Library. From 1940 until 1957, McLean City Library continued to occupy the rooms in City Hall.

On August 30, 1957, an Open House was held in the new building at 302 North Main. This new home of the library was to be called Lovett Memorial Library in honor of Henry and Fannie Lovett and to honor their contribution in constructing a new library building. The library housed mostly donated books from community members. In June of 1973, Lovett Memorial Library met the requirements to become a member of the Texas Panhandle Library System.

Gifts from Mrs. Alice Short Smith and the M.K. Brown Foundation provided funds to expand the L-shaped building into a rectangular one, including a large meeting room for the community. The expansion was a dream of Board Chairman, Boyd Meador. Open house was held October 3, 1982 for the expansion. The Harrington Library Consortium was created in 1981 and in 1987 Lovett Memorial joined the consortium, bringing the library new technology and support.

Since its earliest days, Lovett Memorial has served as a community center for McLean and has continued to change, grow and evolve to the meet the needs of McLean's citizens.

The library's print collections include: Texana, an in-depth collection of materials on North American Indians, large-print books, children's, junior, and young adult collections of both fiction and non-fiction and periodicals. Library services include an online catalog, TexShare databases and fifteen public access computers. The library also offers printing, copying, and FAX services, inter-library loan and DVDs. The library provides on-line support for GED students.

The library partners with several different organizations and agencies in town: Bank of Commerce, Wildflower Market, Country Corner, McLean ISD, nursing home, the

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Amarillo Senior Citizens Association, McLean Ex-Student Association and the Lions Club.

Most Important Library Statistics

One full-time staff member and one part-time volunteer serve a population of 997. The library has 1,031 library cardholders with 28,923 library visits each year. In 2010, the library had a collection of 15,738 titles with circulation of 11,846. Programming attendance for 2010 was 876. The library provided 655 interlibrary loans.

Vision, Mission, Goals and Objectives

Vision Statement

The McLean Lovett Public Library is the gateway to resources and services to meet the educational, informational, recreational, and personal development needs of Mason County's citizens without regard to their age, gender, race, abilities or socioeconomic background.

Mission Statement

The mission of the McLean Lovett Memorial Library is to provide exceptional customer service, information in different formats to satisfy the needs of the community, and a friendly, welcoming environment for all ages.

Goals and Objectives for the Library

Goal #1: Everyone in the community of McLean knows about the library and what it has to offer.

Objective: Promote the value of the library to the community

Activities:

1. Promote "new library card week" every September
2. Promote the value of the library to the community by writing an article every week in the local news paper about the library

Goal #2: To provide answers to community questions

Objective: Provide access to current, accurate and timely information

Activities:

1. Maintain membership in the Texshare Database
2. Publicize and train patrons to use the Texshare Database
3. Weed Collection
4. Maintain membership in the Texas Panhandle Library System
5. Maintain membership with the Harrington Library Consortium
6. Increase checkout rate 2%
7. Have 15% of collection no more than 5 years old
8. Meet patron needs by providing faxing and copying capabilities

Goal #3: To provide a warm, safe and modern environment that meets the community needs

Objective: Update and remodel building

Activities:

1. Analyze current facility according to all codes and safety issues
2. Develop emergency and safety policy and procedures
3. Research grants, solicit local funds and support

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Goal #4: Foster a love of reading among children

Objectives:

1. Publicize by new paper, flyers, posters, McLean website
2. Purchase prizes, acquire funds and prizes for programs
3. Find and organize speakers and entertainment
4. Find helpers and volunteers
5. Organize meeting place
6. Publicize during program
7. Evaluate and keep statistics on programs
8. Execute activities
9. Thank you letters, clean up
10. Report to school, governing boards, councils and system office statistics for children's reading

Goal #5: Provide popular recreational opportunities to community

Objective: Provide popular current topics and titles in a variety of formats

Activities:

1. Select titles from reviews and lists
2. Solicit input from patrons
3. Keep informed of popular titles using media sources (*New York Times*, *Amarillo Globe News*)
4. Purchase items
5. Process items quickly and timely
6. Publicize
7. Take part in leasing large print and talking book program
8. Advertise and promote the Interlibrary Loan program
9. Participate in Cooperative Collection Development to develop and enhance specific areas of the library

Goal #6: To put in place all appropriate policies and procedures

Objective: To write policies for Circulation, Collection Development/Materials Selection, Copyright Compliance, Emergencies, Safety, and Disaster, Gifts and Special Collection, Patron Complaints, Privacy and Confidentiality, Rules of Conduct for library users, Use of Meeting Room, Equipment Borrowing and Public Service hours

Activities:

1. Scheduling time to write the policies
2. Have the System Office review the policies
3. Have the Library Advisory Board approve the policies
4. Have the City Council adopt the policies
5. Make any corrections necessary to the policy and procedures
6. Review the policies and procedures regularly and update as necessary

Goal #7: To have the library available to the community via the internet

Objectives for Outreach Plan Program

Goal: The Lovett Memorial Library will offer a Reading Buddy program during the summer reading program that will encourage children to continue reading during the summer and promote the love of reading and nurture future library supporters.

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Objective: The objective of the Lovett Memorial Library is to pair a beginner reader with a high school student or “Buddy” for 30 minutes each week for four weeks during the summer reading club to enable the young reader to read aloud to their “Buddy” to improve their reading skills.

Outreach Program

The program, Reading Buddy Day, is the program the library will be doing as part of the PEARL project. This program will focus on beginner readers in first through fourth grades. The program will help young readers develop reading skills and gain confidence in their ability to read. The local bank will be asked to provide one book per child for each Buddy program they attend to help them build a home mini-library.

Statement of need

The library surveyed a cross-section of the population. A survey was randomly distributed in the community and 13 completed surveys were returned. While the survey did not provide a clear need in the community, some areas that were identified included medical programs, large print books, movies and Rosetta Stone. Several responders mentioned the need for early literacy support, especially among beginning readers.

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

The McLean ISD has 59 students in grades first through fourth. There are 54 high school students and 18 students in the eighth grade.

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

The program is specifically targeted to children in first through fourth grades in the McLean ISD identified as reluctant readers by teachers at McLean Elementary School and teenagers in grades eight through twelve.

Estimated number of potential participants

It is estimated that 10 children and 5 teens will participate in the 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 five to ten years old. The majority of children targeted for the program lives within the city limits or is within driving distance of the library. It is expected that 15% of the children referred by the elementary school will attend the program at least once during the summer and the children who attend will check out at least four books to read at home during the four-week program.

List potential partners based on your assets assessment

The potential partners for the programs are McLean Elementary School, McLean High School, Bank of Commerce and the Lions Club.

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

Physical:

The resources available include sufficient meeting space to provide the program, sufficient staff

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to plan and carry out the program, and sufficient supplies and materials needed to promote the program.

Skills:

The library has trained staff to plan and execute the programs. The library is already committed to early childhood development with staff and materials designed to support these programs. The staff knows how to and is willing to work with other groups to encourage early childhood education. The collaborative relationship the library enjoys with community members and organizations is an additional resource.

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. Provide programs.
5. Evaluate the program.

Action Plan Objective(s):

1. Consult with Elementary School teachers for referrals.
2. Consult with High School English teachers and Honor Society sponsor.
3. Create and distribute promotional materials.
4. Coordinate set up of the facility.
5. Develop, administer, and analyze evaluations.

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Action Plan

The table below gives the library's action plan for the Summer Reading Buddy program.

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IMPLEMENTATION			EVALUATION	
Action	Name and 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, and personnel are needed?	How will progress be measured (#, % of participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Contact the McLean ISD to coordinate efforts for Reading Buddy Program	Sally – February 6, 2012	Time-1 hour \$ 0 Materials- None Personnel-1	Corporation with the school	February 6, 2012
Designate what area will be used for the program	Sally --February 6, 2012	Time-30 min. \$0 Materials-None Personnel-1	Area designated	Area ready
Contact School Librarian for names of children who are reluctant readers and upperclassman that can be paired up with them to read together	Sally—April 30, 2012	Time- 1 hour \$0 Materials-telephone Personnel-1	Names and contact information is compiled	Count number
Contact local bank and Market to ask for donation to buy books and prizes to give to children	Sally--March 19, 2012	Time-1 hour \$0 Materials-telephone Personnel-1	2 sponsors for program are contacted	2 sponsors have committed to provide funding for the program
Select a book to give each child at end of program	Sally--March 26,2012	Time-1 hour \$0 Materials-catalogs & computer Personnel-1	Books are selected	Count number
Order books	Sally--March 26,2012	Time-1 hour \$200 Materials-computer Personnel-1	Books ordered	Count number

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IMPLEMENTATION			EVALUATION	
Action	Name and 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, and personnel are needed?	How will progress be measured (#, % of participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Design invitations to send to the children	Sally--May 4, 2012	Time-1 hour \$0 Materials-computer Personnel-1	One invitation designed	Count number
Design flyers to publicize the program	Sally--May 11, 2012	Time-1 hour \$0 Materials-computer, Personnel-1	One flyer designed	Count number
Print flyers and invitations	Sally--May 11, 2012	Time-1 hour \$10 Materials-computer, printer, copier, paper	Flyers and invitations printed	Count number
Design evaluation forms	Sally--May 18, 2012	Time-1 hour \$0 Materials-computer Personnel-1	One master evaluation form designed	Count number
Take flyers and invitations to teachers to send home with students	Sally--May 14, 2012	Time-30 minutes \$0 Materials-printed flyers and invitations, automobile Personnel-1	Flyers and invitations delivered	Count number
Place flyers in library, Post Office, Bank, Market, and City Hall	Sally--May 14, 2012	Time-1 hour \$0 Materials-flyers, tape, automobile Personnel-4	Flyers placed in strategic locations in town	Count number
Publicize program on Library website	Sally--May 15, 2012	Time- 30 minutes \$0 Materials-computer Personnel-1	Posting is made to website	Count number

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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?
Write newspaper article to publicize program	Sally--May 15, 2012	Time-30 minutes \$0 Materials-computer Personnel-1	Article written and e-mailed to news office	Article appears in local news paper
Contact local newspaper	Sally--May 15, 2012	Time-15 minutes \$0 Materials: computer, email, fax, paper, printer Personnel-1	Newspaper contacted	Count number of times article appears in paper
Begin Program	Teens and Sally-- June 7, 2012	Time-1 hours \$0 Materials: books, evaluation forms Personnel-2	Program held and evaluations completed	Count number, compile evaluation results
Program ends	Sally and Teens-- June 28, 2012	Time- 1hours \$0 Materials- books evaluation forms Personnel-2	Program completed and evaluations completed	Count number, compile evaluation results.
Compile evaluations	Sally-- July 9, 2012	Time-1 hour \$0 Materials-computer Personnel-1	Evaluations compiled	Report submitted to Pearl office
Submit story on program to local paper	Sally--July 10, 2012	Time-30 minutes \$0 Materials-computer, fax	Story submitted	Story runs in paper and submit copy to Pearl office and Pearl website
Gather all statistics and stories including anecdotal	Sally--July 10, 2012	Time- 1 hour \$0 Materials-computer,	Statistics and anecdotes with written report compiled	Submit to Pearl office and post on Pearl website

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Appendix A: Evaluation Forms

Summer Reading Program Buddy Days

Date: _____

Thank you for Coming! Please tell us what you think about the reading Buddy program.

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

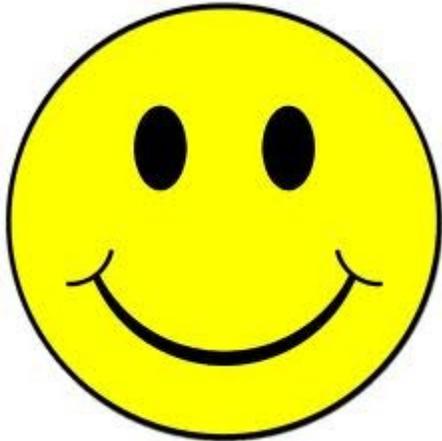
GENERAL	Really Good 5	4	3	2	Not Good at All 1
1. The program was:					
fun.					
2. My Buddy was:					
friendly					
3. Refreshments were:					
tasty.					
4. The room was:					
comfortable.					
5. Because of the program I:					
Have read more books this summer.					

Parents' Comments:

How did you hear about this program?

APPENDIX B: EVALUATION FOR CHILDREN
Lovett Memorial Library

Did you Like Reading to Your Buddy?



YES



NO

Would you like to come back to the library?



Yes



NO

Did you like the story you read?



Yes

NO

