

# MARTIN COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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# **Martin County Library Community Outreach Plan**

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# Martin County Library Community Outreach Plan

## Outreach Plan

### Introduction

#### Martin County

Martin County is located in west central Texas north of Interstate Highway 20, approximately 20 miles east of Midland and 100 miles south of Lubbock. Martin County was formed on August 21, 1876, from Bexar County and named for Wylie Martin, one of Stephen F. Austin's Old Three Hundred colonists. Martin County was attached to Mitchell County for administrative purposes for five months and then attached to Howard County until 1884, when the county was reduced to its present size and organized with Mariensfield, now Stanton, as the county seat.

In the 2000 census the county population was 4,746. Population estimates for 2010 were 4,447 representing a population loss of 299. Stanton is the county seat and is home to nearly half the county with a population of 2,405. The northern portion of the Spraberry Trend, the third-largest oil field in the United States by remaining reserves, underlies much of the county.

#### Stanton

In 1881 the Texas and Pacific Railway built a two-story section house, pump and water tank at a small settlement in Martin County known as Grelton. John Jacob Konz of Anderson County, Kansas, wanted to establish a German Catholic colony and chose the settlement of Grelton for his endeavor. To further the establishment of the colony, two priests, Father Peters and his brother Boniface, wrote promotional bulletins and traveled to Germany to publicize the colony. In 1885 a sale of town lots was organized and citizens constructed the first permanent courthouse. They petitioned the railroad to change the name of the town to Marienfeld (German for "Field of Mary"). By 1885 Marienfeld had several businesses including a hotel, a wagon yard, several stores, a courthouse, a jail, a school, the Catholic complex, and railroad operations.

In 1894 a group of nuns of the Sisters of Mercy opened the Convent and Academy of Our Lady of Mercy. For many years the school was the only Catholic academy between Fort Worth and El Paso and attracted students from all of West Texas. The convent is no longer active but plans are underway to restore the building itself for historical purposes.

A drought in 1886 and 1887 took the German immigrants by surprise; this and the winter blizzards of 1886 almost destroyed the colony. Many of the settlers moved to Big Spring, and immigration came to a standstill. Though most of those who moved away during the drought were Catholic, most who arrived afterwards were Protestant, so that by the 1890s Catholics were in the minority. In 1890 the town was renamed Stanton, for Edwin McMasters Stanton, a Supreme Court justice and secretary of war under President Lincoln.

Ranching and farming, primarily cotton farming, remained the dominant economic activities in Stanton until 1951, when the Stanton oilfield went into production. Oil and gas production, together with farming and ranching, formed the base of the economy in the 1980s. 1977 the Texas and Pacific Railway discontinued service to Stanton.

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### *Historical, Current, and Future Roles of the Library*

In the past the library's primary role was to provide books for recreational reading and educational materials. It also provided local history and genealogy related materials. Currently the library is a place for life-long learning, free and equal access to information, technology center, information literacy, cultural awareness, current topics and titles, preschool door to learning, early childhood literacy, career and workforce development, public computer access, information assistance, gateway to information. In the future we would like to provide ESL classes, adult learning opportunities, and basic literacy assistance.

### *Existing Programs*

The library currently offers programs Summer Reading Program for children pre-school through 12<sup>th</sup> grade, homebound outreach, regular lecture series, regular art displays, exam proctoring, interlibrary loan, and special occasion story hours.

### *Identified Needs*

The community has a need for businesses that could provide employment opportunities for residents. Many of the residents drive to Midland or Big Spring to work due to the lack of job opportunities in Stanton. More businesses in Stanton would help balance the tax base and provide additional city and county revenues to support development of the community. Ways to reach and engage teenagers and to provide activities for them during the summer such as a public swimming pool was also identified as a community need. The railroad line and distance to major cities also present challenges.

For the library, needs identified include: the need for more library hours; more workspace; more computers and more volunteers.

### *Identified Assets*

Identified assets for the community include: major highways, wind turbines, oil fields, cattle ranches and farm land. There is an independent school district with one high school and a combined elementary, middle and junior high school and one daycare in town. There are county and city services such as: the Senior Citizens center, community center, public parks, public tennis courts, police station, sheriff's office, post office, fire station, city hall, health department office, public housing, health clinic, hospital, and courthouse. Other services in town include a food bank; assisted living center; adult care center; RV park; chamber of commerce; museum; newspaper office; telephone and cable office; churches; historical site; historical buildings; thrift shop; bookstore; a few fast food restaurants, a grocery store and a truck stop.

Assets identified for the library include a staff that has good management skills, is friendly, helpful, enthusiastic, has good communication skills, is diverse, technology savvy, and one bi-lingual staff member. The programs, services, and materials the library currently provides are also assets.

The staff of the Martin County Library would like to thank the Martin County Commissioners Court for the opportunity to participate in the University of North Texas (UNT) PEARL project. We want to thank the Martin County Library Advisory Board for their continuing support and

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especially for their support of this project. The Library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the UNT PEARL project, our Library' participation in PEARL and for making PEARL possible. We would like to thank the University of North Texas in Denton for choosing our Library to participate in the PEARL project. The Library staff would like to thank Barbara Blake for working with us, for the Community Outreach Plan Manual, and for choosing our Library to participate. Our special thanks go to RoseAleta Laurell for guiding us through the worksheets in the manual, answering questions and the fun Skype sessions! And Assistant Librarian Jackie Garza would like to extend her personal thanks to Kaye Smith, Library Director for allowing her to participate in PEARL.

### **Community Profile Narrative**

The community of Stanton is family oriented with many activities for young children. Residents are very supportive of local school events at all levels. A number of the churches have seasonal festivals for children and their families. There is an active baseball league with teams for young children through high school aged teens. There are peewee basketball and football teams. Softball and baseball leagues for girls are also supported.

The Stanton Chamber of Commerce has various annual fundraisers such as the Great Soup Cook Off to raise funds for the restoration of the convent and there are parades held annually such as the Christmas Parade and Old Settlers Day parade. There is an annual stock show held each January that is well attended with local schools being closed for 1.5 days to enable students to attend.

### *Main Geographic Features*

#### Community Features

##### Assets and Challenges

The community features that are seen as an asset in Stanton are: oil fields, cattle ranches, horse ranches, farm land (cotton primarily), goat and sheep ranching, cotton gins, cotton compress and wind turbines, public parks, baseball fields, tennis courts, RV park, and the Martin County Historical Museum.

Challenges to the community include: railroad, miles to major city, economy, need for job opportunities.

#### Library

##### Assets and Challenges

The library's main asset is its location. It is a stand-alone facility located physically close to the post office, two churches, and is about 7 blocks from the combined elementary, middle and junior high school. The Senior Citizens Center is across the street from the library with the downtown area being one block away.

A major challenge for the library is that it is the only one in the county and serves the residents in the county including the towns of Stanton, Grady, Tarzan, and Lenorah. It can be a challenge for the residents in the communities outside of Stanton to visit the library to use it or to participate in programs.

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### *Community Demographics*

The population of Martin County is 4,746. 1,723 are under the age of 18 with 8.6% of that number being under the age of 5. 13.3% of the population is 65 or older. 1,832 people are high school graduates with 328 having a Bachelor's degree. 3,750 people are Caucasian; 1,925 Hispanic; 75 are African American, and 8 are Asian. The main languages spoken in the average household are English and Spanish. There are 610 residents with a disability and the median household income is \$31,836.

### **Library Profile Narrative**

The Martin County Library has a long and colorful history. It was initially established in 1914 by members of the Stanton Reading Club. The library collection was located in a store owned by Mrs. Perry Clements who generously donated an area for the library to be housed. In 1922 the collection of books was donated to and relocated to the Stanton High School building. In 1923 the school house was destroyed by fire and the library burned with it. It was not reestablished until 1929 by the Stanton Study Club. It took the group two years to assemble a collection and re-open the library. It officially reopened on December 10, 1931. At that time the library occupied a room in the County Courthouse and in 1932 was moved to a separate building. In 1935 it was once again housed in the County Courthouse. In 1951 the second story of the old jail building was turned over to library. In 1953, County Commissioners paid the librarian's salary plus \$300 annually for books. In 1963 the library moved to a 1,100 square foot building. In April of 2008 the library acquired a defunct 6,600 square foot hardware store that was remodeled to house the library.

### *Most Important Library Statistics*

The library has 23,393 titles. 28,318 items were circulated in 2009 with 26,550 library visits. There are approximately 1,920 cardholders. The library had 358 people attend the programs offered by the library. The library has 2 full-time paid employees, Library Director Kaye Smith and Jackie Garza Assistant Librarian. The library is open Monday - Friday from 8:00 – 5:30.

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Martin County Library is the community's gathering place and furnishes all patrons, from children to retired residents with access to technology and materials that provide education and recreational opportunities to enhance their lives.

#### *Mission Statement*

The mission of the Martin County Library is to provide excellent and professional service to all city and county residents of all ages and economic backgrounds by continuing to provide educational and recreational materials for lifelong learning.

#### *Goals and Objectives for the Library*

Goal 1: Martin County Library will provide prompt and accurate reference services for all citizens of Martin County.

##### Objectives:

1. The library will maintain subscription to the TexShare databases.

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2. The library staff will receive continuing education training on using the TexShare database.
3. The library will market the TexShare database through press releases to the local newspaper, informational postings on the library's website and through flyers and handouts.
4. The library staff will provide instructions, training and guidance to patrons in how to use the TexShare databases.
5. The library will maintain a core collection of current, relevant reference sources including encyclopedias, almanacs and yearbooks.

Goal 2: The library will provide free public Internet and technology access to all residents.

Objectives:

1. The library will continue to explore opportunities to provide more computers for public use.
2. The library will develop and make available free computer training materials for our patrons.
3. The library will develop or acquire curriculum and training materials to provide computer training for library users in Martin County.
4. The library will provide one formal computer training class as least quarterly.

Goal 3: The library instill a love of reading and lifelong learning in our youngest citizens

Objectives:

1. The library will provide a weekly pre-school story time.
2. The library staff will continue to add new and notable children's materials to the collection in both print and visual media.
3. The library will continue to work closely with HeadStart to promote reading. The library will provide a parent/student orientation for participants and materials to the parents in the program.
4. The library staff will publicize children's services and programs in the local newspaper, on library website and with flyers and handouts.

### *Goal and Objective for Outreach Plan Program*

Goal: As part of the library's goal to provide technology access to all residents, the library will offer two formal computer training classes.

Objective: To provide basic computer literacy skills for adults.

### **Outreach Program**

In the past the library has not had adult programming. This is a target group we would like to reach. As our first adult outreach effort the library will provide two basic computer skills program. These are intended to be a pilot project to help the library assess the response to adult programs. The library has 12 computers that can be used for the basic computer skills programs.

### *Statement of need*

Basic computer skills classes were selected for the pilot project for the following reasons:

1. The library staff has received a number of requests for programs on basic computer skills.

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2. The library board and a random selection of patrons were surveyed regarding general library services and program needs. 100% of the library board members surveyed indicated the library needed to provide programs on how to use the computer. 50% of the patrons surveyed indicated computer skills programs were needed.

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

Martin County has a population of 4,746 with 3,023 over the age of 18.

### *Estimated number of potential participants*

The library has 12 computer workstations that will be used for each class. The library anticipates having 12 participants per class for a total of 24.

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

It is anticipated the participants for these initial programs will be local residents of Stanton between the ages of 35 to 85. The programs will be held after hours so the computers can be dedicated to the participants in the classes. Many adults in the area work outside the county. Having the programs in the evening after 6:00 p.m. will make it possible for them to attend after work. By having the program when the library is closed to the general public, the library staff will be able to focus on working with the participants without interruptions. One class will be offered on Monday evening and the other on Thursday evening.

### *List potential partners based on your assets assessment*

The library will partner with the First United Methodist Church of Stanton, Saint Joseph's Catholic Church in Stanton and Saint Isadore Catholic Church in Grady to promote the programs through announcements and having a notice placed in the church bulletin. The library will provide a press release to the local weekly newspaper, the Martin County Messenger, to promote the programs. The library will work with the Martin County Senior Center to promote the programs to Senior citizens.

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

#### Physical

12 dedicated computers that can be used after hours for computer training.

#### Skills

The library has two library staff members, one bi-lingual, who can teach the classes.

## **Detailed Action Plan**

### *Goal*

As part of the library's vision to provide education and recreational opportunities to enhance the lives of residents in the county, and as part of the library's goal to provide technology access to all residents, the library will offer two formal computer training classes.

### *Objective*

To have two basic computer skills classes for adults.

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### *Action Plan*

The table below gives the library's action plan for the computer classes.

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?
Set the dates for the classes.	Director & Assistant Librarian by March 1, 2011	Time-15 min. \$ & materials-none Personnel-2	Date set.	Date set.
Design registration forms.	Director & Assistant Librarian by April 1, 2011	Time-1 hr. \$ & materials-none Personnel-2	Form designed.	Count # of filled in forms.
Make 50 copies of registration form & deliver; 35 for library & 15 for Senior Center.	Assistant Librarian by April 4, 2011	Time-15 min. \$5.00 & materials-paper Personnel-1	Copies made.	Count # registration forms delivered.
Create list of attendees for each class with a waiting list as needed.	Assistant Librarian by April 4, 2011	Time-15 min. \$ & materials-none Personnel-1	Form created.	Count # of people who sign up.
Create promotional flyer.	Director & Assistant Library by March 15, 2011	Time-1 hr. \$ & materials-none Personnel-2	Flyers designed.	Count # posted.
Make 25 copies of flyers & deliver (Senior Center, grocery store, churches, Courthouse & City Hall).	Assistant Librarian by March 24, 2011	Time-15 min. \$2.50 & materials-paper Personnel-1	Copies made.	Count # flyers delivered.
Create program evaluation form.	Director & Assistant Librarian by March 15, 2011	Time-15 min. \$ & materials-none Personnel-2	Evaluation designed.	Count # of completed evaluations.
Make 25 copies of evaluation form.	Assistant Librarian by March 24, 2011	Time-15 min. \$2.50 & materials-paper Personnel-1	Copies made.	Count # of completed evaluations.
Write press release.	Director by March 24, 2011	Time 20 min. \$ & materials-none Personnel-1	1 press release written.	1 press release distributed.
Put programs on library calendar to reserve room.	Assistant Librarian by March 1, 2011	Time-5 min. \$ & materials-none Personnel-1	Information posted.	Programs held.
Design basic computer skills handouts.	Director & Assistant Librarian by March 25, 2011.	Time-10 hours \$ & materials-none Personnel-2	Handouts created.	Count # of handouts distributed.
Make 26 copies of handouts and distribute; est. 20 pages each.	Assistant Librarian by March 24, 2011	Time-30 min. \$52.00 & materials-paper Personnel-1	Copies made.	Count # handouts distributed.

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IMPLEMENTATION			EVALUATION	
<b>Action</b> What action, activity or task needs to be done?	<b>Name &amp; Date</b> Who will do it and by what date will it be done?	<b>Resources Needed</b> How much time, money, materials, personnel is needed?	<b>Measurement</b> How will progress be measured (#, %, participation or attendance)?	<b>Analysis</b> How and when will data be gathered and analyzed to determine success?
Purchase blank CDs	Director by April 1, 2011	Time-1 hr. \$12 & materials-none Personnel-1	CDs purchased.	Count # distributed.
Purchase refreshments (juice, bottled H2O, cookies, veggies & dip).	Library Board by April 18/21, 2011	Time-45 min. \$15 & materials-none Personnel-1	Refreshments purchased.	Count # participants.
Get room setup.	Director & Assistant Librarian & Lib. Bd. members by April 18/21, 2011	Time-15 min. \$ & materials-none Personnel-4	Room is set up.	Count participants.
Clean up room.	Director & Assistant Librarian & Lib. Bd. members by April 18/21, 2011	Time-15 min. \$ & materials-none Personnel-4	N/A	N/A
Tabulate & Analyze evaluation forms.	Director & Assistant Librarian by April 22, 2011	Time-15 min. \$ & materials-none Personnel-2	Count # completed evaluations.	% change in before/after knowledge.