

OLNEY COMMUNITY LIBRARY & ARTS CENTER COMMUNITY OUTREACH PLAN



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<http://www.olneyisd.net/vnews/display.v/SEC/Library>

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Department of Library and Information Sciences



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Outreach Plan

Introduction

Olney is a rural community in Young County located in north central Texas. It is one hundred miles west of Fort Worth, forty miles south of Wichita Falls, two hundred miles east of Lubbock and ninety miles northeast of Abilene. The town's rural location provides easy access to larger markets, while allowing a relaxed and affordable lifestyle to its citizens.

There is some controversy about how Olney got its name. In order to be established as an official town with a post office, the settlement had to be given a name. Several suggestions were made then rejected. Some historians say it was named after Richard Olney, a northern politician that one of the men respected. Others claim that it was named after Olney, Illinois, where another popular politician was stumping. And of course Olney, England is another possibility.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for: lifelong learning; formal education support; a community meeting place; educational and recreational materials; a local history and genealogy/heritage center; cultural awareness, and current topics and titles. In addition to the historical roles listed previously, the library is currently the place for: early childhood literacy; free and equal access to information; public computer access; information literacy, and information assistance. In the future, the library would like to also provide: a technology center; career and workforce development assistance, and English as a Second Language programs or classes. The library would like to provide: an extended local history division and repository for community related materials; outside seating for teens who wish to access the school network Wi-Fi after library hours, and a kiosk for photo prints from digital cameras and phones.

Existing Programs

The library has a number of on-going programs. Each week during the school year, pre-K through 5th grade classes visit the library. There are weekly public pre-school story time programs. The library also provides the following children's programs: Reading Is FUNDamental (programs and free books three times each school year); Summer Reading Club; Pumpkin Decorating Contest in October, and Santa's Visit in December. The library hosts two annual art exhibits, and on occasion has special art exhibits of private collections or by student artists.

Identified Needs

Community needs include: a more diversity tax base and job opportunities. Challenges include: an aging population, shrinking tax base, high percentage of ESL families, large number of low-income housing recipients and high unemployment.

Library concerns include: core leaders of the community are aging and their dwindling input presents is a significant concern for the library. The shrinking tax base and change in priorities due to the influx of new residents impacts the library's ability to accomplish its original objectives, ones that helped set the Olney library apart from others. The Olney library is changing from a depository of books into a provider of information based on electronic

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technology. It is a challenge to provide services in new ways without losing the interest in and preservation of local history.

Identified Assets

Assets in Olney include: hospital and health clinic; pharmacy; Senior Cub Center; independent school district with the library and the elementary, middle, junior high, and high school all on one campus; daycare centers and Head Start; farm and ranch land; community center; gazebo downtown; baseball complex; 2 public parks; Chamber of Commerce; golf course; Volunteer Fire Department; Police Station; City Hall; WWII Memorial in the library; 2 nursing homes; low income housing; a number of churches; various civic organizations such as Lion's Club, and a number of women's clubs; Olney Industrial Development Cooperation, and a local newspaper. The largest employers are: the school district; hospital; Tower Extrusions, a company that provides extracted aluminum products, and Air Tractor, a company that designs and builds specialized planes such as crop dusters.

The Olney Community Library & Arts Center would like to thank the Library Board, the City of Olney and the Olney Independent School District for their continued support of the library. The library would also like to thank the Tocker Foundation for financial support it has provided to establish the library's Texas Collection room. We would like to thank the Robert and Ruby Priddy Charitable Trust for funding the UNT PEARL project and the library's participation in PEARL. The library would like to extend its sincere thanks and appreciation to the many citizens of Olney who have contributed memorials and donations to the library to support the development of the collection, services, and programs of the library.

Community Profile Narrative

The Olney community historical has relied on agricultural, railroad, petroleum and small industry support. The community was established by a core of families who were engaged in farming and ranching. The population over the years has decreased from about 5,500 to about half that. The socio-economic makeup of the community has changed from old moneyed oil and ranching families to newer residents hoping to make a good life in a small rural community.

Olney has a number of annual events including: City Wide Easter Egg Hunt; Annual County Line Car Show & Cruise; City-Wide Garage Sale held twice a year; during June there is music at the downtown gazebo; Halloween Parade & Costume Contest, and on the first Thursday in December the city has a Luminary Night downtown. A unique event is the annual One Arm Dove Hunt. People come from across the country to take part in this two-day event. It was formed by two local men known as the One Arm Jacks. There is food, fellowship, one arm golf tournament, music, jokes, skeet shoot, glove swap, and dove hunt.

Main Geographic Features

Community Features

Assets and Challenges

Olney is a center for agricultural activities, including wheat, cattle, cotton, oats, sheep, and hogs, as well as petroleum. Other assets include two lakes northwest of Olney, Olney Lake and Cooper Lake. The lakes draw water sports enthusiasts as well as fishermen to the area. The excellent hunting brings more sportsmen to the area during dove, quail, migratory waterfowl,

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wild turkey, and white tailed deer seasons. The emerging wild game land lease industry contributes to the revenue in the Olney area. Moderate weather conditions and topography are conducive to the construction of a wind farm. Current plans call for a wind farm to be completed in the next five years.

Geographical challenges include: the number of miles to a larger city is about 200 miles (round trip) to Fort Worth, Denton, or Abilene. The distance to the nearest commercial center with more shopping and other amenities is 80 miles (Wichita Falls).

Library Features

Assets and Challenges

The library's location is a geographical asset. It is a freestanding facility located on the northwest corner of the Olney ISD campus. While the library is nearest the elementary school, it is near enough to both the junior high and high school facilities for easy access. The Hamilton Hospital is located within the same long city block. The Cumberland Presbyterian Church is within walking distance and it hosts a private preschool which walks to the library weekly. There is a daycare facility on the ISD campus for faculty and their families. The library is accessible to public library patrons (including home school families) without actually entering a school building facility or the interior part of the campus. The library is one block south of the main street, Hwy. 114. The main business area of town is about ½ mile or less along that street.

Community Demographics

Based on the 2010 Census, the total population of Olney is 3,256. 436 households have children under 18. 81.4% are White, 14.4% Hispanic or Latino, 2.5% Black, .5% American Indian, and .1% Asian. 10.7% speak a language other than English. 70.2% have a high school education with 15.5% having a Bachelor's Degree. 5% have a graduate or professional degree. The number of housing units is 1,652 with 3,271 households. \$32,442 is the median household income and the median house value is \$43,274. The unemployment average is 7.6%.

Library Profile Narrative

The Olney Community Library & Arts Center is a combined school/public library. It was formed through a cooperative arrangement between the City of Olney and the Olney Independent School District. When established in 1974, this unique library system was one of the very few of its kind. The library building, completed in 1979, has become an integral part of the community. The library serves the town of Olney with a population of 3,256 in 2010. It also provides service to the residents in the rural areas of the neighboring counties of Archer, Baylor and Throckmorton.

The library offers TEXSHARE databases; Learning Express practice tests; Wi-Fi Internet access; gaming after school and on holidays; one adult-access dedicated computer station for sending and checking e-mail; inter-library loan; handicapped computer station, and a reader for vision impaired patrons. The library provides print and AV materials for recreational purposes for all ages (including Spanish language, board books, and large print); meeting rooms (one large, two small) are available for community and ISD nonprofit uses; regular art exhibits throughout the year; summer reading club activities for children, youth, and adults; public access computers for all ages, with wireless capabilities. The library provides a fax machine, copy machine, scanner,

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AV players/readers, public address system, and projector for use by the public and school. The library subscribes to over seventy periodical materials, some with online counterparts; provides best-selling book and audio book (McNaughton) collections in addition to monthly additions of popular reading materials; paperback swap; popular DVD collection for public use and educational titles for classroom and home school use. The library houses a professional collection of educational print and video materials for teachers and home school needs. It hosts community participation in activities such as pumpkin decorating contest, Santa visit, and children's pet show.

In addition, the library provides the local newspaper in digitized and microfilm versions. The library staff is trained to assist in basic computer skills and internet research, including databases and safe internet use. They are capable of guiding patrons to safe and authoritative sites.

Most Important Library Statistics

Due to the library's close proximity to multiple counties, the library service population is 9,165. As of 2010, the library has 3,601 registered borrowers with 2,407 of those being adults, 358 teens, and 380 children. The library has 40,733 items in the collection with a circulation of 51,089 for the year. The library has 3 full-time and 2 part-time staff. The number of library volunteers varies during the year with an average of 6-15 annually. Volunteers worked 1,217 hours in 2010, with many of these being by student library aides.

Vision, Mission, Goals and Objectives

Vision Statement

The library's vision is: to serve the learning and enrichment needs of the community.

Mission Statement

The library's mission is to:

1. Provide for the entire community –public, school, and pre-school—a central depository for materials for learning, for enrichment, and for the recreational, vocational and cultural aspects of the community.
2. Pursue actively those courses which will be supportive of all the learning endeavors within the community.
3. Initiate programs which will maximize the use of the central depository resources.
4. Provide a high level of access to electronic information resources and develop the technological, information-seeking, and information evaluation skills needed in an increasingly complex world.
5. Be ever alert to the potentials for service and to the need for learning within the community.

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Goals and Objectives for the Library

Goal 1: Provide reading, viewing and listening materials, and programming to the community for personal enrichment and enjoyment.

Objectives

1. To responsibly provide both print and audio visual materials according to the community taste and demand.
2. Programming will be provided for children, youth, and adults whenever it is financially feasible.

Activities:

1. Use available resources from school, local, and state sources as well as any available grant monies to address the needs and wants of a majority of library patrons with varied interests, tastes, and backgrounds.
2. Publicize new materials and services using in-house displays, the local newspaper, and library webpage.

Goal 2: Provide information access to citizens of all ages by combining the collection and functions of the school library and public library.

Objective

To procure, maintain, and circulate adequate technology and materials which will allow citizens of all ages to enjoy and gain enrichment from combined school and public resources and services.

Activities:

1. Evaluate and develop a long-range technology plan.
2. Evaluate and update/discard print and database holdings of reference materials.
3. Continue to offer staff training as needed to handle reference questions.
4. Determine the validity of library policies regarding technology use.
5. Actively pursue funding to keep technology current and available.

Goal 3: Provide access to cultural resources.

Objectives

1. To provide and maintain searchable and relevant materials which further the cultural and historic understanding of the Olney community and the attributes of its people.
2. Provide access to cultural resources.

Activities:

1. Identify and collect documents, photographs, publications, oral histories, and other primary sources which lend importance to its local history collection.
2. Complete the digitization project of the Olney Enterprise and publicize its availability.
3. Properly preserve, restore, or back up materials and records currently stored in the local history areas.
4. All efforts will be made to index and/or catalog materials into searchable formats.
5. Approach community members and volunteers interested in preserving local history, including but not limited to school classes, service clubs, Chamber of Commerce, City of

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Olney, and the Ministerial Alliance, in order to promote Olney’s heritage and its preservation.

Goal 4: Provide a meeting place where community citizens of all ages and backgrounds can gather and interact in a beneficial and socially-enriching manner.

Objectives

1. To provide and maintain adequate, beautiful, and functional areas for addressing a variety of the nonprofit and social needs of the community and school.
2. Provide a meeting place where community citizens of all ages and backgrounds can gather and interact in a beneficial and socially-enriching manner.

Activities:

1. Continue offering library group facilities to meet community and school needs.
2. Evaluate policies and needs assessment of all potential stakeholders who use meeting room(s) and future Children’s Activity area.
3. Actively pursue finances to replace or refurbish main meeting room furnishings.
4. Provide outside seating/tables for Wi-Fi users and teen gatherings.

Goal 5: Be ever alert to the potentials for service and to the need for learning within the community.

Objectives

1. To ensure library services meet the needs of the community.
2. To evaluate community needs on an ongoing basis.

Activity:

1. Survey community leaders and library users as needed.

General Action Plan for Library Goals and Objectives

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?
Continually provide materials needed to supply all users of the library through a process of review and careful selection	Library Director and Children’s library aide will review and select books and AV materials on a monthly basis	The combined materials and supply budgets of the city, state and school need to be kept at present rate or increased	Monthly statistics will be available regarding circulation, accession, cataloging and weeding processes	A rotating evaluation of the collection will be continued and purchases and weeding will be done on a five-year rotating basis.

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Update library webpage	Library Director each fall at the beginning of the school year	2-3 days or as needed	Completed additions and corrections may be referenced by all users	Approval by webmaster and availability to all library patrons and guests.
Develop a Library Technology Plan	Library Director, ISD Technology Director, and Library Board	1-4 weeks for evaluation, conferencing and preparation	Board will approve and plan will be published in library records	Completed plan will be incorporated into ISD plan if all goals and objectives are approved.
Budget toward and actively pursue replacement and updates for 20 public access computer stations	Community Volunteer/Library Supporter, Library Director, ISD Technology Director, Library technology expert on staff	Full replacement cost has been set at approximately \$20,000 for a complete, one-time project. Grant monies are being sought. Alternative plan involves replacing 3 stations per year from annual budget.	All 20 available network connections will be filled and a rotating replacement process will begin.	Monthly statistics record use of each station by library patrons. Evaluation of type of machines and internet connection will be done as technology evolves. Local publicity will acknowledge significant achievements.
Finalize, publicize and maintain digitization of the local newspaper including introducing general public to its use.	Library Director, Library staff and contracted vendor. Upon completion by vendor, the librarian will publicize its arrival and initiate small group training sessions in the library computer lab.	Depends on vendor completing project and finishing web page agreement. Treated as a special memorial project and final payment is being withheld until completion.	Website will have a measurable counter for site hits.	Success will be evident when project is completed. To-date usage will be available when requested from the counter.
Publicize and approach community groups to collect additional local history materials that may be available.	Library Director, Staff, Library Board, community leaders and citizen volunteers. Preservation experts will be referenced.	1-5 years and plans for continuation. Resources for preservation and storage of materials	Local history collections and areas will appear organized and more complete. Searchable links will be made available.	Community will be periodically notified of materials received and how to access them for their personal enrichment or enjoyment.

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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?
Study feasibility of providing outside seating and tables on grounds which may be used when access to Wi-Fi is needed after hours or as weather permitting. Seek grant monies or special projects commitments to accomplish.	Library Director and Library Board, school administration, and supporters of library activities such as the PTA or local service clubs	2 spring and summer seasons and resources for 2 or three picnic tables or benches. Could be done as memorials.	Permanent placement of seating on grounds will draw patrons when weather permits.	Publicity in local newspaper and on library web page will address a need being met. Any and all grant or gift reports will be promptly done.
Replace furnishings in meeting room, upgrade room finishes, and consider ADA requirements as needed.	Library Board and special projects planning committee, Library Director	Furnishings at best bid cost from library vendors. Labor for room refinish and repairs which may be done by ISD maintenance personnel.	Use of meeting room facilities is gathered monthly and is available to interested stakeholders.	Publicity in local newspaper and on library web page will address this need being met. Any and all grant or gift reports will be promptly done.
Provide a photo kiosk for patron use. Nearest photo print facility is about 40 miles from town.	Library Director and Board securing funding. Treat as a special project that may be addressed at the earliest opportunity.	Machine may presently be purchased for \$12,000 with future patron charges equaling supply costs.	Machine will be a self-supporting piece of equipment and service to the community.	Publicity in local newspaper and on library web page will address this need being met. Any and all grant or gift reports will be promptly done.

Goals and Objectives for Outreach Program

Goal: To preserve and provide for community use the written and oral records of the history and development of the city of Olney and the surrounding area.

Objectives:

1. Organize local history files, including primary documents, pictures, oral histories, and publications pertaining to this community and its surrounding area
2. Index and/or catalog materials collected over the years.
3. Make the records available in a searchable format.

Outreach Program

The library's Local History Archive project has three phases. Phase 1 and beginning Phase 2 are the focus of this plan. Phase 3 will occur in the future when more funding and expertise is available.

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Phase 1 is to make accessible, and promote the local history resources stored at the library through the development of a Local History Archive to be housed at the library. The existing materials will be organized, indexed, and cataloged. Searchable records will be created to facilitate access to the materials. The materials include: primary documents, photographs, oral histories, and publications. The library will partner with other organizations in the community to accomplish this part of the overall project. The library will work to complete the digitization project of the Olney Enterprise and publicize its availability.

Phase 2 of the project is to reach out to the community to collect additional local history records, documents, and resources. This will help support the Olney Industrial Development Cooperation, the economic arm of the City of Olney, by creating a repository of historical information on organizations, agencies, and businesses in the area. The library will make an effort to identify and collect documents, photographs, publications, oral histories, and other primary sources which lend importance to its local history collection.

Phase 3 of the project will entail properly preserving, restoring, or backing up materials and records that are in the Local History Archive.

Statement of need

The library has a number of local history documents that have been stored in a closet in the library. These materials have historical value but have not been readily available for use by patrons. The materials were not organized; properly cataloged; not in a useable form; not preserved, and lacked searchable records. While it has been an on-going project since the 1970s to try to collect and save local history materials, there has not been a concentrated effort to organize and make the materials accessible due to lack of staffing, funding, and time constraints. It has reached the point where the effort must be made before these materials deteriorate to the point they cannot be saved.

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

The library wishes to preserve the local history for use by all residents of the community now and in the future.

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

A sub-set of the community the library intends to serve through this project is the Olney Industrial Development Cooperation, the economic arm of the City of Olney, by creating a repository of historical information on organizations, agencies, and businesses in the area.

Estimated number of potential participants

This project will create an on-going resource to be used by the people of Olney, the surrounding area now and in the future.

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

Initially the materials will benefit the residents of Olney and the surrounding area. In the future once the materials are available in digital format or via website access in some cases, people throughout the country can use the materials.

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List potential partners based on your assets assessment

There are a number of natural partnerships the library could enter into to promote local history. These include: community members and volunteers interested in preserving local history; school classes; service clubs; Chamber of Commerce; City of Olney, and the Ministerial Alliance.

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

The library has the following physical resources that will help make the program a success: a dedicated small room that will become the Local History Archive space; a scanner; microfilm reader; vinyl to disc and disc to disc recorder; and a collection of primary documents, pictures, oral histories, and publications pertaining to the community and the surrounding area. The library has staff that can catalog and organize the materials, and a volunteer media specialist.

Detailed Action Plan

Goals:

1. Organize, catalog, and create searchable records for existing local history materials in the library.
2. Acquire additional local history materials from families, organizations, and businesses in the area.

Action Plan Objectives:

Goal 1 Objectives:

1. Remove children's materials from the closet that will become the Local History Archive.
2. Clean the space and make needed repairs.
3. Organize local history materials.
4. Complete the digitization of the Olney Enterprise.
5. Catalog the materials.
6. Create searchable records.

Goal 2 Objectives:

1. Contact local organizations: women's clubs; chamber of commerce; churches; funeral home; school administration; hospital, and civic organizations.
2. Contact major businesses such as: bank, Air Tractor, and Tower Extrusion.
3. Contact families that own or have owned historic buildings in Olney as well as those that are descendants of early settlers.

Action Plan Table

The table below gives the library's action plan for creating a local history archive at the library and acquiring additional local history materials.

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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?
Remove children's materials and supplies from closet	Library & Maintenance Staff by October 2011	2 days; \$0; 3 people	Closet is empty	Materials are removed
Clean closet	Library & Maintenance Staff by October 2011	1 day; \$0; 2 people	Closet is clean	N/A
Repair closet	Library & Maintenance Staff by October 2011	2 weeks; \$0; 2 person	Damage is repaired	N/A
Sort photos	Library staff and/or volunteers by March 2012	1 day; \$0; 1 person	Approximately 100 photos sorted	Count #
Purchase storage albums, or specialized containers or archival boxes and supplies for photos	Librarian by March 2012	1 day; \$50-100; 1 person	Storage items and supplies purchased	Count #
Inventory photos	Library staff and/or volunteers by March 2012	1 day; \$0; 1 person	Approximately 100 photos inventoried	Count #
Store photos	Library staff and/or volunteers by March 2012	1 day; \$0; 1 person	Approximately 100 photos stored	Count #
Inventory oral history tapes	Library staff and/or volunteers by April 2012	1 day; \$0; 1 person	Approximately 25-30 tapes sorted	Count #
Inventory oral history transcripts	Library staff and/or volunteers by April 2012	1 day; \$0; 1 person	Approximately 10 transcripts sorted	Count #
Sort loose documents, pamphlets, booklets, and maps	Library staff and/or volunteers by May 2012	1 day; \$0; 1 person	Approximately 5-10 loose documents sorted	Count #
Purchase storage albums, or specialized containers or archival boxes and supplies	Librarian by May 2012	1 day; \$50-100; 1 person	Storage items and supplies purchased	Count #
Inventory each item	Library staff and/or volunteers by May 2012	1 day; \$0; 1 person	Approximately 5-10 loose documents inventoried	Count #

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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?
Create basic original catalog record for each photo	Librarian or hired cataloger by July 30, 2012	1 week \$160 if hired p-t; 1 person	Original records created	Count #
Create digital (CD) copy	Library staff and/or volunteers by July 30, 2012	1 week; \$0; 1 person	Digital copies created	Count #
Add digital (CD) copy information to catalog record	Librarian by July 30, 2012	1 days; \$0; 1 person	Copy information added to record	Count #
Create basic original catalog record for each tape & transcript	Librarian or hired cataloger by July 30, 2012	1 week; \$160 if hired p-t; 1 person	Original records created	Count #
Create digital (CD) copy	Library staff and/or volunteers by July 30, 2012	1 day; \$0; 1 person	Digital copies created	Count #
Add digital copy information to catalog record for each tape & transcript	Librarian by July 30, 2012	1 day; \$0; 1 person	Copy information added to record	Count #
Create basic original catalog record for each loose document, pamphlet, booklet, and map	Librarian or hired cataloger by July 30, 2012	1 week; \$160 if hired p-t; 1 person	Original records created	Count #
Create digital (CD) copy of each	Library staff and/or volunteers by July 30, 2012	1 day; \$0; 1 person	Digital copies created	Count #
Add digital copy information to catalog record for each	Librarian by July 30, 2012	1 day; \$0; 1 person	Copy information added to record	Count #
Contact local organizations, businesses, and families to ascertain possibility of acquiring documents, photos, and records.	Librarian by October 30, 2012	1 week; \$0; 1 person	Approximately 15 initial contacts	Count # contacted
Gather statistics on items sorted, inventoried, stored, cataloged and copied	Librarian by November 30, 2012	1 week; \$0; 1 person	All items processed to create Local History Archive	Count # and compile
Identify organizations, businesses, and families to contribute additional historical materials	Librarian by November 30, 2012	1 week; \$0; 1 person	15 agree to contribute items	Count # and compile
Write report	Librarian by November 30, 2012	1 week; \$0; 1 person	Report written	Send report to PEARL office