

POST PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Post is the county seat of Garza County located in West Texas off the east escarpment of the Caprock at the junction of U.S. Hwy 84 and U.S. Hwy 380. The Caprock Escarpment is a term used primarily in Texas to describe the geographical transition point between the elevated plains of the Llano Estacado and the surrounding land. The term caprock itself is a geological term for harder rock over weaker rock. In Garza County the caprock is composed mainly of sandstone. The wind and weathering of the sandstone has resulted in dramatic vistas.

Historical, Current, and Future Roles of the Library

Historically the Post Public Library has played the following roles in the community: lifelong learning, basic literacy, free and equal access to information, information assistance, and local history and genealogy. In addition to these, the library currently provides formal education support, information literacy, current topics and titles, business support, public computer access, career and workforce development, and promotes early childhood literacy. Due to staff and budget limitations, the library is striving to continue to fulfill and further develop its historical and current roles.

Existing Programs

In addition to have summer reading programs each year, the library offers a variety of programs on an occasional basis. These includes: author visits, story time, exam proctoring, inter-library loan, and special interest group meetings.

Identified Needs

The community as a whole needs job opportunities, single family home rental properties, more homes available for purchase, and more employers looking for workers. The primary employers in the area are the Post Independent School District and the federal prison, the Giles W. Dalby Correctional Facility.

The library itself needs more space. Currently the library is approximately 3,373 square feet. There is no opportunity for expansion in this location or at this time. One of the limitations due to space is the lack of a place to meet. There is no meeting room, conference room, computer lab or reading room. This restricts the library's ability to do programs in the library or to become the community's main gathering place. The library needs to focus more on having programs in locations other than the library. There are a number of potential partners the library could work with that could provide meeting space for a library program such as: the Heritage House, local schools, nursing home, daycare, and Head Start.

Identified Assets

Community

The people of Post identify the following as historical and cultural assets: Native American Indian sites, historical markers throughout the county, OS museum and Garza County Historical museum, Garza Theatre, Ragtown Gospel Theater, Tower Theater, and the Heritage House. The OS museum is in the original building built by C.W. Post in 1911 to house the offices of his

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Land and Cattle Company. It has rotating exhibits with seasonal displays, especially during Easter and Christmas. It was established to house art and artifacts collected from around the world. It includes a collection of nativity scenes, Faberge eggs, Waterford crystal, Lalique, sculptures with a primarily Western theme, as well as tribal made blankets and shawls from around the world.

Special events include: the Old Mill Trade Day (first Saturday of each month), the 4th of July event, Native American Taba'na Yuan'e (Sunrise Wind ceremony held at dawn), and the annual Christmas Festival. The Christmas Festival begins the day after Thanksgiving with a parade and continues throughout the month. Businesses decorate their display windows and a small open air train called the *Post Toasties Train* provides rides for children and adults each evening down Main Street.

Facilities and city services include: the Post Community Center, City Hall, Fire Department, Post Dispatch weekly newspaper, My Special Place daycare, Windham Early Head Start & Head Start Center, Golden Plains Care Center (adult care), Senior Citizens Center, Garza County Courthouse, Garza County Health Clinic, EMS, Meals on Wheels, VFW, American Legion, various civic organizations, numerous churches, several RV park accommodations along with the Budget Inn of Post and Best Western Post Inn, Ruby Lane Bookstore and businesses.

For outdoor recreation, assets include: the Camp Post Boy Scout Retreat, Norm Cash Baseball Park, rodeo grounds, city park with a public swimming pool, tennis courts, nearby lakes and ponds, seasonal hunting and fishing opportunities, and a skateboard park.

The primary industries in the area are: sheep and cattle ranches, oil fields, and cotton and grain production. The largest employers in the area are the Post ISD school system, Giles W. Dalby Correctional Facility (prison).

The Post Garza County Municipal Airport, approximately 4 miles east of the city, serves small personal aircraft.

Library

The most important intangible asset of the Post Public Library is the overwhelming support it receives in the form of memorials, donations for renovations, answering surveys, writing to congressmen, donating books and attending library programs. Physical assets of the library include: free internet access; printer for the public; wireless capability; variety of reading materials in book, large print, magazine, and newspaper formats; DVDs and video; books on audio cassettes and CDs; photocopier for the public; IRS forms and booklets; informational publications and brochures on various topics. The library building itself has an inviting atmosphere, comfortable surroundings, pleasant and helpful staff.

The Post Library would like to thank the Library Board members, City Council members, various civic groups, school personnel, Chamber of Commerce members, and patrons for their support, donations and memorials to the library. The library would also like to thank the E.A. Franklin Charitable Trust for their continuing financial support.

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Community Profile Narrative

Main Geographic Features

Community Features

Assets and Challenges

Assets include Lake Alan Henry located 20 miles south of Post and White River Lake located 24 miles north. These lakes provide water recreation and fishing opportunities including fishing tournaments. Others come to Post to hunt the many ranch areas available for lease. The Norm Cash Baseball Park and rodeo grounds also attract visitors to the area during rodeo season and baseball tournaments. The community benefits financially from these seasonal visitors shopping and staying in Post. The town of Post is located in the center of Garza County.

Geographical challenges for the community include the distance to the nearest major airports and cities with a population of over 50,000. The Lubbock Preston Smith International Airport is approximately an hour drive and the Midland/Odessa International Airport is about an hour and a half drive away. It is 41 miles southeast of Lubbock, 123 miles northwest of Abilene, and 147 miles north of Midland/Odessa.

Library

Assets and Challenges

The library is located on Main Street and next door to City Hall. Many people stop in City Hall to buy their utility bill then come next door to the library to check out materials. Across the street from the library is a MacDonald's. Often out of town visitors who stop to eat at MacDonald's notice the library and come in to use it.

A geographical challenge the library faces is its' proximity to a major highway. For example, the library is located on Main Street about 2 blocks from the Garza County Courthouse (located in the center of Post) but to reach the library, one must cross Highway 84. To get to the library from any of the schools, children must also cross the busy highway which is problematic.

Another geographic challenge is that the library is bounded on one side by City Hall and the on the other by the Tower Theater which makes it impossible for the library to expand the building.

Community Demographics

Post is the county seat of Garza County with a population as of 2009 of 3,925; the county population is 4,743. In the county of Garza, there are 1,202 households with a median household income of \$31, 200. 29% are high school graduates with 7% holding a bachelor degree. 59.9% of the population is Hispanic. 52% speak a language other than English. 74.9% of the people are 18 years old or older. 9.8% of the population is 65 or older.

Library Profile Narrative

Until 1974 the only library in town was in the local high school. A building was donated to house a public library for the community. The Post Public Library was officially organized in 1974 when the Friends of the Library moved the adult books from the Post High School Library, became trustees, built shelving, organized the facility, created a Library Advisory Board and hired a librarian. In 2008 the building was renovated the changes did not include an expansion.

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The library is currently 3,373 square feet and is located next door to the Post City Hall on Main Street just off Highway 84. The Tower Theater lies on the other side of the library building and a McDonald's fast food restaurant is across the street.

In addition to providing educational and recreation materials in a variety of formats, the library has 9 computers for public use with Wi-Fi access for laptops throughout the facility. A printer is available for the public to use with the public access computers. There is a photocopy machine available for public use.

Each year the library presents three \$500 scholarships to deserving Post High School graduates. The scholarship funds are provided by a local family donation. A six member Library Advisory Board selects the scholarship recipients.

Most Important Library Statistics

The library currently serves a county-wide population of 4,743. In 2009 the library had 1,226 library cardholders and there were 14,500 library visits during the year. The collection consists of 10,238 titles with a circulation of 9,172. There is one full-time and one part-time employee with the library being open 30 hours a week. The library tries to have at least one program a month for the public.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Post Public Library is to provide current, free, open and equal access to information that is cultural, recreational, educational, and challenging to patrons and visitors. Post Public Library strives to become an information center for knowledge seekers in and around the community of Post.

Mission Statement

The mission statement of the Post Public Library is to enable everyone to achieve their full potential by empowering them with information and knowledge. The library strives to select, organize, preserve, and make available materials in a variety of formats to meet the recreational, educational, cultural, and informational needs of library users in an efficient and effective manner.

Goals & Objectives for Library

Post Public Library lists 4 primary goals and objectives to guide the progress of the library.

Goal 1: To assemble, preserve and administer, in organized collections, books and related educational materials in order to promote, through guidance and stimulation, the communication of ideas to enlighten citizenship and enrich personal lives.

Objectives:

1. Weed to remove dirty, yellowed, damaged and outdated items.
2. Purchase new materials and/or replace old classics or materials as needed or requested. Purchase series and other books as requested by patrons, as indicated by patron interests and/or study groups.

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3. Stimulate the community to read new releases, magazines, and sequels to popular publications.
4. Promote and encourage patrons to explore a new author's work.

Goal 2: To serve the community as a center of reliable information.

Objective:

1. Library staff stays current with information and research materials.
2. Library staff maintains accurate and up-to-date resources.
3. Library staff is available to assist people inquiring about reading materials or research data, information for locations or sources of topics, and use of various electronic devices.

Goal 3: To provide a place where inquiring minds may encounter the original, sometimes unorthodox, and critical ideas so necessary in a society that depends for its survival on free competition in ideas.

Objectives:

1. The library will utilize the inter-library loan service to acquire materials not available in the library.
2. The library will provide to the best of its ability all current Bluebonnet, Lone Star, Newbery, Caldecott and other such award-winning publications.

Goal 4: To promote lifelong learning by supporting educational, civic, and cultural activities of groups and organizations in the library's service area.

Objectives:

1. Provide reading incentive programs for readers of all ages.
2. Encourage adult readers to rediscover classical literary works, enjoy popular titles and best sellers with discussion groups. (These groups do not have to meet in the library.)
3. Publish book reviews in the weekly newspaper to entice others to read.
4. When possible, offer "Meet the Author" sessions in the library for the community to greet and meet authors.
5. Post announcements of upcoming community and area events.
6. Librarian will participate at various organizational and civic meetings to encourage library usage and awareness. (examples: visits to Rotary, Ladies Chamber, Senior Citizens, Chamber of Commerce luncheons, museum meetings, school functions, Head Start programs, Health fairs, newspaper announcements, Area County Agent functions etc.)
7. Provide story-time reading program opportunities.
8. Deliver reading materials and library information to the local beauty shops, senior citizens' buildings, pre-school buildings, rest homes, elementary school teacher's lounges, and clinic waiting rooms.

Goal & Objective for Outreach Plan Program

Goal: As part of the library's Goal 4 above to promote lifelong learning, the library will offer a series of Brown Bag Book Share events.

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Objective: The objective of the Brown Bag Book Share events is to help fulfill Objective 2 under Goal 4 above, “Encourage adult readers to rediscover classical literary works, enjoy popular titles and best sellers with discussion groups.”

Outreach Program

The Post Public Library will implement an ongoing series of events called the Brown Bag Book Share. Due to the limited space at the library and the lack of a dedicated meeting room, the library will hold the events in the newly remodeled Heritage House by the Garza County Historical Museum. The library will partner with the Ruby Lane Book store located down the block from the library. The sessions are intended to be casual with everyone having the opportunity to share.

The Library Director selects 4 books to introduce to the participants. She gives brief information about each author and book. Participants then share with the group something about a recent books or a favorite book that they have read.

Statement of need

The library did a needs survey of library users, local officials, leaders, and staff. Needs identified in the surveys included: more exposure and awareness of the library and what it has to offer; encouraging a love of reading; promoting lifelong learning and a desire for a book share group. The library held one pilot event to test the interest level of the community in the proposed program. The pilot event had a good attendance of 17 people. Due to the interest and attendance the library determined a monthly Brown Bag Book Share would be appropriate.

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

The program is designed and targeted to serve adults.

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

The library anticipates the participants initially to be business women, business men, retired people, and stay at home moms/dads.

Estimated number of potential participants

Based on the pilot event and interest shown, the library anticipates having 12-20 participants per monthly event.

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

Based on the pilot event and interest shown, the participants are expected to be primarily middle aged, retired, or younger stay at home moms and dads as well as working men and women. The participants are expected to provide their own transportation. The events are held the last Friday of each month from 12-12:50 p.m. This makes it possible for those who work to more readily attend the program and return to work on time.

List potential partners based on your assets assessment

The library will facilitate the event, promote the programs to its users, and will help guide the group in selecting books to be shared. The Ruby Lane bookstore will promote the programs to

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its customers, write and send press releases to the local newspaper and will send a postcard announcement to Chamber of Commerce members and other local organizations. The library and bookstore will share responsibility for procuring any refreshments. The bookstore will provide the meeting space at the Heritage House.

The library and the bookstore will work together to get flyers and announcements out to local churches, civic and cultural organizations and groups, newspaper, McDonald's, City Hall, County Courthouse, Chamber of Commerce, Senior Citizen Center, The Donut Shop, Garza County Historical Museum and the United Grocery to promote the program. Both will also call selected individuals who live in the county that may be interested in participating.

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

The library's collection of educational and recreational materials especially best sellers are resources for the programs. Having the event at the Heritage House is an asset and will contribute to the success of the project. It is new and many people want to see it and use it.

Detailed Action Plan

Goal

The library's goal with this series of book sharing programs is to promote a love of reading and lifelong learning in our community. As part of the series of programs the library is also trying to raise the awareness of the library as a community resource and partner for other business, organizations and groups in the community. Working with the local bookstore is a step towards accomplishing this.

Objective

The objective is to encourage participants to read more whether it be classics, popular titles or best sellers and to share their thoughts and opinions with others. The sharing is intended to help participants grow and benefit from continuing to read regardless of their age/stage in life.

Action Plan

The table below gives the library's action plan for the Brown Bag Book Share events.

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?
Schedule Heritage House room	Rosa Latimer will reserve the room for the next 8 months by March 15	Time: 15 min \$ & Materials-none	8 days scheduled.	Reservations are made.
Select Books for Sharing	Peggy Ashley 1 st week of the month	Time: 45 min \$0 & Materials-books in the collection; author information	4 books will be selected monthly.	Count # books.

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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?
Meet with/call partner to discuss promotion, refreshments, and books.	Rosa Latimer Peggy Ashley 1 st week of the month	Time: 15 minutes \$0 & materials- Paper, pen, and proposed books to be shared at the event.	N/A	Meeting held.
Write press release each month	Rosa Latimer 1 st week of the month	Time: 15 min \$ & Materials-paper	1 press release written monthly.	Count # press releases distributed.
Submit press release monthly to weekly Friday newspaper	Rosa Latimer 1 st Monday of the month (to be run 1 st -3 rd week)	Time: 15 min \$ & Materials-paper	1 press release submitted monthly.	Count # of press releases submitted; count # of times announcement is in newspaper.
Create promotional flyers	Peggy Ashley 1 st week of the month	Time: 15 min \$ & Materials-paper	1 flyer created monthly.	Count # created.
Make 10 copies of flyer	Peggy Ashley 1 st week of the month	Time: 15 min \$1.50 & materials-paper	10 flyers copied monthly.	Count # copied.
Deliver flyers	Peggy Ashley 1 st week of the month	Time: 1-2 hrs; \$0 & Materials-copies	10 flyers monthly delivered.	Count # delivered
Meet with/call partner to update on progress	Rosa and Peggy 2 nd week	Time: 10 minutes \$0 & materials- Paper, pen, and proposed books to be shared at the event.	N/A	Meeting held.
Prepare and mail 75 postcards	Rosa Latimer last Monday of the month	Time: 1-2 hrs \$20 & Materials-postcards & stamps	75 postcards mailed monthly.	Count # postcards mailed.
Post program information on library website	Peggy Ashley 1 st week of the month	Time: 15 min \$ & Materials-none	Information posted monthly.	Count # of postings.
Create and print sign in sheet	Peggy Ashley 1 st week of the month	Time: 10 min \$ & Materials-none	1 sign in sheet created monthly.	Count # of participants.
Create and make 20 copies of comment sheets	Peggy Ashley 1 st week of the month	Time: 10 min \$3.00 & Materials-paper	20 copies of comment sheets monthly.	Count # of completed comment sheets.
Meet with partner to confirm arrangements.	Rosa Latimer Peggy Ashley Day before the event.	Time: 15 min \$ & Materials-none	N/A	Meeting held.

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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?
Get room set up.	Rosa Latimer/Peggy Ashley, alternating months. Day of the event.	Time: 15 min \$0 & Materials-existing decorations	Count # of tables and chairs set up.	Count # of attendees; adjust as needed for next month.
Purchase refreshments and napkins (as needed).	Rosa Latimer/Peggy Ashley, alternating months. Day of the event.	Time: 30 min \$15 & Materials-snacks purchased	Count # of each type of refreshment provided.	Count # of items consumed; adjust as needed for next month.
Put drinks on ice.	Rosa Latimer/Peggy Ashley, alternating months. Day of the event.	Time: 10 min \$0 & Materials-Bowl, ice, water, soft drinks, napkins	Count # of drinks.	Count # of items consumed; adjust as needed for next month.
Clean up room.	Rosa Latimer/Peggy Ashley. Day of the event.	Time: 10 min \$0 & Materials-none	N/A	N/A
Review & tabulate comment sheets periodically.	Peggy Ashley. Following week.	Time: 20 min \$0 & Materials-none	Count # of completed comment sheets.	% indicating satisfaction with program.