

ALLEN MEMORIAL PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Date: May 16, 2012

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**This plan was created through the University of North Texas
PEARL project. Funding for PEARL (Promoting and
Enhancing the Advancement of Rural Libraries)
provided by the Robert and Ruby Priddy Charitable Trust.**



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Allen Memorial Public Library Community Outreach Plan

Outreach Plan

Introduction

The city of Hawkins is located at the intersection of U.S. Highway 80 and FM 14, on the Missouri Pacific railroad line. Hawkins is 25 miles north of Tyler and 35 miles west of Longview. Hawkins is also equidistant from Dallas to the west and Shreveport to the east, each 100 miles away. Hawkins is in the southwest corner of Wood County and touches Upshur and Smith Counties as well.

Historical, Current, and Future Roles of the Library

The historical library roles have been a community meeting place and a free and equal access to information. The library continues to fill these historical roles. It has expanded its roles to include: early childhood literacy; lifelong learning; educational and recreational materials; information assistance; information literacy; career and workforce development; heritage center, and public computer access. Future plans are to expand the current roles to add laptop computers and computer training, and to provide local history and genealogy support.

Existing Programs

Current library programs are: Summer Reading Programs for children and teens, exam proctoring, and interlibrary loan service.

Identified Needs

Identified needs in Hawkins include: pink collar and white collar jobs for individuals returning to the workforce; places for children to go in their free time, and support for the fine arts. The community lacks public transportation. Many elderly individuals who live in Hawkins have their medical needs addressed in Tyler; obtaining transportation to these appointments is a challenge. The city has a number of infrastructure needs.

The library needs more non-public space for a staff workroom and general storage. There is a need for additional hours of service.

Identified Assets

Community assets include the Hawkins City Park, the Pavilion and the Community Center. The Community Center is the location for serving and staging Meals on Wheels as well as a community gathering spot for a variety of activities. The community also has a thrift store and food bank. The city has one fast food chain restaurant, Sonic, and six local restaurants. Retail establishments include: Fred's; Dollar General; Family Dollar; Brookshire's grocery with pharmacy; several gas stations, and antiques and collectibles shops. Services are provided by: a veterinarian; real estate agents; several beauty shops; a Tae Kwon Do and fitness studio; a massage and reflexology parlor; a wellness clinic for natural healing with a chiropractor; a midwife; a dentist; Trinity Mother Frances clinic; the Family Tree Daycare, and the Gardens Assisted Living Home. Fair Haven Winery produces wines from local grapes.

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Assets of the library are: eight public access computers with broadband connections to the Internet; a large meeting room; a children's area; furnishings for children and adults, and a large audiovisual collection. Residents come to the library to see the field of bluebonnets and the Lady Banks roses on the grounds. The library also houses the personal collection of William Allen, former editor of the National Geographic magazine.

Thank You Statement

The library would like to thank the Hawkins City Council, Wood County Commissioners, County Judge and local businesses for their support. Special thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program and Barbara Blake for including the Allen Memorial Public Library in the project.

Community Profile Narrative

Hawkins is situated on U.S. Highway 80 and FM 14. The town does not have a town square; instead the business and civic buildings are located along the highways. The community retains a small town atmosphere. Hawkins is a family sports oriented community; residents support a variety of league sports for children. The town is served by the Hawkins Independent School District which has two school buildings, the elementary school, and the junior and senior high school. Jarvis Christian College, a traditionally African American private Christian college, is located in Hawkins.

The Veteran's Memorial Park features a marker honoring all Hawkins residents who have served in the U.S. Armed Forces; a feature of the memorial is an army Cobra helicopter hovering over a pond. The State of Texas recognizes Hawkins as the Pancake Capital of Texas. Resident Lillian Richard portrayed "Aunt Jemima" for 37 years for the Quaker Oats Company. The annual community pancake breakfast is in March. The Good Ol' Days is celebrated in May. Independence Day is celebrated with the Lake Hawkins Flotilla and fireworks. The Oil Festival and Parade is the second Saturday in October.

Most Hawkins residents commute to jobs in nearby communities. The largest employers in town are Exxon, Nestle, Brookshire's and the school district. Near Hawkins is the retirement community of Holly Lake Ranch, the 3,500 residents having their own golf course and a small library. Many of these residents come to Hawkins for shopping and services.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets of the area include: farmland; rich underground reserves of oil and gas; small ponds; piney woods; and the Sabine River. Lake Hawkins, "the lake for all seasons", features outdoor recreation for camping, fishing, hiking, and water sports. Geographic challenges for the area include uncertainty of continued production of gas and oil.

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Library Features

Assets and Challenges

A geographic asset of the library is the location one block north of the main route through town. Directions to the library usually include mention of the nearby “big blue” building and the library’s flagpole which is the tallest in town and make the library easy to find. The library is within walking distance of the city hall and downtown businesses. This location provides ample parking for library visitors. Library grounds feature: bluebonnets, roses, azaleas, and a redbud tree. A Bradford pear tree was recently planted as a memorial by a local group.

A geographic challenge of the library is the location of the schools. The schools are too far away for students to walk to the library.

Community Demographics

The 2010 federal census reported the population of Hawkins was 1,278, with 79.8% White, 14.2% African American, .6% Native American, .2% Asian and 3.7% from two or more races. Hispanic or Latino of any race was 4.9% of the population. In the city the population distribution by age was 30% under the age of 20, 53% ages 20 to 64, and 16.7% who were 65 years of age or older.

Educational attainment in the city was 79.5% having high school diplomas, 22.3% also earned bachelor’s degrees or higher. The median income of a household was \$44,028. Per capita income in Hawkins was \$20,496, with 18.5% of the population under the poverty level.

Library Profile Narrative

Allen Memorial Public Library was established July 1988, by the Hawkins City Council. The first library was opened in October 1988, in a room behind the mayor’s office. That small space was quickly outgrown. Over 5,000 books were donated to the library between October and December of 1988. The city sought another property. In January 1990, the library moved one block to a temporary home in a 900 square foot building owned by the county. The Benjamin Franklin Allen family donated land to the city for the use of a public library. A new facility, funded in part by a federal LSCA grant, was constructed. The new 5,200 square foot building opened April 21, 1991.

Most Important Library Statistics

The Allen Memorial Public Library funding in 2010 was \$54,524 including \$40,921 from the City of Hawkins, and \$7,000 from Wood County. A state grant of \$4,890 and grants from other sources and local fundraising provided additional income. The library is an accredited library in the Northeast Texas Library System.

In 2010, the library had 1,539 registered borrowers; the assigned service area had a population of 3,779. Library circulation was 24,393 from the library collection of 23,230 materials. Total attendance at library programs was 181 people with 146 attending children’s programming. The 8 public Internet access computers were used 5,824 times.

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The library is open 35 hours per week and operated by 1.8 full time equivalent staff. In 2010, the 10,080 library visits were equal to 2.67 visits per capita.

Vision, Mission, Goals and Objectives

Vision Statement

The library vision is that the people living in the Hawkins area will:

- have the information they need to succeed at school, at work, and in their personal lives;
- have reading, viewing, and listening materials and programs that stimulate their thinking, enhance their knowledge of the world, and improve the quality of their leisure time;
- discover the joy of reading and develop a love of learning;
- enjoy access to electronic information resources and develop the technological, information seeking, and information evaluation skills needed in an increasingly complex world.

Mission Statement

The purpose of the Allen Memorial Public Library is to provide materials and services to fulfill the informational, recreational and educational needs of the residents of the Hawkins area.

Goals and Objectives for the Library

Goal 1: Residents of the greater Hawkins area will have the information, resources and assistance they need to achieve success in their schooling and personal independent learning.

Objectives:

1. The library will maintain a library automation system that provides remote access to the catalog of the library's collections and patron empowerment features.
2. Participation in library programs will increase by 5% during each year of this planning cycle.

Goal 2: Children of the greater Hawkins area will develop a lifelong love of books and a desire to learn that will help them live productive and satisfying lives.

Objectives:

1. One on-site visit to local school campuses will be planned and implemented each year.
2. Circulation of children's books in recreational reading areas will increase by 3% during each year of the planning cycle.
3. The percent of children in Hawkins area schools who report reading for pleasure will increase annually.
4. The library will continue to offer its summer reading program and plans to have increased enrollment in the program.

Goal 3: Hawkins area residents of all ages will develop the information seeking and evaluation skills that are critical to success in an increasingly technological world.

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Objectives:

1. An increasing percentage of citizens will indicate that they have used the library's electronic resources and web-site during the previous year.
2. The library will offer one-on-one training sessions focused on finding quality information on topics of interest identified in reference requests.
3. The Allen Memorial Public Library's electronic resources/web-site will be the topic of at least one feature newspaper, radio, or television story during each year of the planning cycle.

Goal 4: Residents of the greater Hawkins area will have access to current and popular materials and engaging programs that stimulate their thinking and satisfy their curiosities, expand their knowledge of contemporary culture and society, and make their leisure time more productive and enjoyable.

Objective:

1. Circulation of materials in subject areas identified as being of high interest to the public in the form of patron requests will increase in each year of the planning cycle.

Goal 5: Residents of the Hawkins area will have a dependable source or reliable information and the assistance they need to make good decisions and to succeed as workers, students, and as members of their families and of the community.

Objectives

1. The number of reference queries received will increase by 5% in each year of the planning cycle.
2. Selected Dewey areas of print reference materials will be surveyed for currency in each year of the plan.
3. The number of visits to the Allen Memorial Library web-site will increase by 5% in each year of the planning cycle.

Goal 6: Residents of the greater Hawkins area will find a safe and welcoming place where the community comes together to celebrate culture and knowledge and to find others with whom to share their interests and enjoy unique learning experiences.

Objective:

1. The annual door count at the library will increase during each year of the planning cycle.

Goal 7: Current and future generations of Hawkins area residents will have access to local information resources that enable them to participate fully in community life, and that help them develop a knowledge of and an appreciation for the history of their community, its people, and the many cultures that contribute to the richness of community life.

Objective:

1. The library will identify, create, and make accessible through the web at least one new local information resource, database, index, or document during each year of the planning cycle.

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Goals and Objectives for Outreach Program

Goal 2, objective 4 is “The library will continue to offer its summer reading program and plans to have increased enrollment in the program.” To support this objective the library will offer summer reading program outreach to the local daycare. The goal of this outreach is to encourage parents to take children to the library. The objective of the program is to include children in daycare in the summer reading program.

Outreach Program

The Allen Memorial Public Library is expanding the Summer Reading Program (SRP) to include children in daycare. The SRP is a 5 week program that begins June 27 and ends July 25. A library volunteer will go to a daycare to provide Summer Reading Program activities and opportunities to the children.

Statement of need

The library surveyed the general population to help determine needs in the community and the library. One need identified was to expand the SRP. To do this, the library is expanding its SRP to include an outreach component. The library will partner with a local daycare to include their children in the library’s SRP. It is anticipated that this participation will raise the awareness of the library’s program in the community.

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

The library will provide Summer Reading Program outreach to young children in Hawkins in daycare.

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

The library is specifically targeting children ages 4 – 11 years old attending Family Tree Daycare in Hawkins during the summer.

Estimated number of potential participants

It is anticipated approximately 30 children in daycare will participate in the Summer Reading 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 audience is boys and girls aged 4 – 11 in the Family Tree Daycare. The program will be held at the daycare once a week.

List potential partners based on your assets assessment

The primary potential partner for the library for the SRP outreach is the Family Tree Daycare in Hawkins. Potential partners for financial and in-kind support are: Scott’s Custom Lumber, Woodmill Cabinets, Tim & Angie Kelley, Toni & John Flynn, Will Rogers Coffee Company, Comfort Zone, Garland’s Indoor Comfort, Schwan’s Home Delivery, Nick’s Construction, Granary Natural Food, and Wood County Electric Cooperative. The *Big Sandy – Hawkins Journal* will publish a press release about the program.

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

The library will use reading logs from the Texas State Library and Archives Commission. Library volunteer Toni Flynn will plan and execute the program. The library will provide each child book bags made by volunteers containing a weekly craft, treat, and coloring page. Stories presented to the children will be from books in the library's collections.

Detailed Action Plan

Action Plan Goal(s):

1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objective(s):

1. Partner with the daycare to hold a weekly Summer Reading Program.
2. Register children.
3. Make weekly visits to daycare to deliver materials and hold program.
4. Distribute post-program questionnaire to daycare staff and evaluate results.

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Action Plan Table

This action plan outlines specific steps library staff will take to plan, offer and evaluate this program.

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?
Order reading logs, from the Texas State Library	Director by March 2012	Time: 15 mins, \$ & materials - none Personnel-1	100 reading logs, and 100 certificates ordered	Count #
Seek agreement with daycare	Director by April 23	Time: 15 mins, \$ & materials - none Personnel-1	1 daycare agrees to participate	Count #
Request donations from potential partners	Director by May 18	Time: 2.5 hrs, \$ & materials - none Personnel-1	Donations received	Count #
Order small incentives for prizes and awards	Director by May 21	Time: 45 mins, \$&materials - \$400 Personnel-1	Pencils, stickers, etc.	Count #
Create permission slip and program guidelines	Director by May 21	Time: 30 mins, \$&materials - none Personnel-1	2 masters created	Count #
Print permission slip and program guidelines	Library staff by May 21	Time: 30 mins, \$&materials - contract Personnel-2	60 copies made	Count #
Put together daycare packet for the daycare to distribute to the children	Library staff by May 25	Time: 30 mins, \$&materials – permission slips, guidelines, and logs Personnel-1	1 program packet created	Count #
Put together book bags each week	Library volunteers prepare first book bags for use June 27 then each week	Time: 5 hrs (1 hr ea wk), \$&materials – bags, craft pieces, snacks, color sheets, and incentives Personnel-1 staff, volunteers	120 bags prepared	Count #
Conduct program once a week for 4weeks	Toni Flynn and Director beginning June 27	Time: 6 hrs (1.5 hrs ea wk), \$&materials – weekly book bags Personnel-1 volunteer, 1 staff	4 programs presented	Count #

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Celebrate program completion	Director and Toni Flynn on July 25	Time: 2 hrs, \$&materials – certificates, prizes, Personnel-1	30 Certificates awarded	Count #
Thank program partners	Director by July 30	Time: 1hrs, \$&materials –paper, postage Personnel - 1	6-8 Thank you notes sent	Count #
PEARL report submitted	Director by August 15	Time: 2 hrs, \$&materials – computer Personnel -1	1 Report written and sent	Report accepted by PEARL
Program summary posted on PEARL website	Director by August 17	Time: 1 hr, \$&materials – computer Personnel -1	1 Impact testimonial submitted	Testimonial on website

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APPENDIX A: GENERAL SURVEY RESPONSES

ALLEN MEMORIAL PUBLIC LIBRARY SURVEY

1. Do you know the location of the library? YES NO
2. Do you live in a) Hawkins city limits; b) outside Hawkins city limits; c) outside Wood County
3. What age group best describes you?
 ___ 12—18 ___ 18—30 ___ 31—50 ___ over 50
4. Ages of children—check all that apply:
 ___ 0—3 ___ 4—6 ___ 7—11 ___ 12—16
5. Do you use the services of the library? YES NO If not, why?

The Library offers the following services: High Speed Internet Access,; DVDs, Books, Books on CD,; & Books for checkout; Children’s Summer Reading Program; Minimal charge copying and faxing; Interlibrary loan service; information; various special programs; personal computer assistance when needed.

6. Are there programs or services not listed above that you would like the library to offer? YES NO If so, please list.

General Survey Responses

Know the location of the library – 46 YES 5 NO

Live in: 9 Hawkins City Limits 36 Outside Hawkins City Limit 6 Outside Wood County

Age Group: 1 age 12-18 6 age 18-30 33 age 31-50 11 over age 50

Ages of Children 1 ages 0-3 6 ages 4-6 14 ages 7-11 10 ages 12-16

Use the services of the library? 33 YES 18 NO

Why not? No time to get there; Just moved here; Don’t want more education; Don’t read books; Lives in Holly Lake Ranch, use and fundraise for their library; You don’t have enough help; Grandkids keep me too busy

Programs not listed the library should offer? 0 YES 45 NO 6 No Response

Recommendations: More young adult books; Don’t change, I like it peaceful and quiet; More summer reading; Kids books for sale; Computer training

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APPENDIX B: SUMMER READING PROGRAM OUTREACH GUIDELINES

The Allen Memorial Public Library is expanding the Summer Reading Program (SRP) to include children in daycare. The SPR begins June 27 and ends July 25. The library would like to partner with you to provide children in your daycare the opportunity to participate in the SRP.

1. The daycare will distribute SRP parental permission slips and program description to all of the children ages 4 through 11 in their care.
2. The daycare will collect completed permission slips and provide the library with the names and ages of the participating children.
3. Each week, the librarian will provide a selection of appropriate children's books to the daycare to read to the children.
4. Each week the daycare staff will provide the librarian the names of the children who attended the daycare SRP. The librarian will record time read in each child's log.
5. For each of the four weeks, the librarian will provide an individual bag for each child registered for the Summer Reading Program at the daycare.
6. A library volunteer will hold a reading program each week of the program.
7. There will be a program the fifth week to present completion certificates and awards participants.
8. Daycare staff will complete and return the evaluation form to Library staff at the conclusion of the final program.

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APPENDIX C: PARENTAL PERMISSION SLIP



Texas Summer Reading Club '12

Let's **GET A CLUE** with reading!

At the **Family Tree Daycare**

In cooperation with

Allen Memorial Public Library

121 E. Blackburn, Hawkins
(903) 769-2241



Welcome to Summer Reading 2012! This reading program is for children from the ages of 4—11. It will include stories, fun crafts, food, and more. The program begins on Wednesday, June 27 and continues each Wednesday through July 25 at the Family Tree Daycare. If you would like your child(ren) to participate in this fun program, please complete the information below.

Name: _____ Age _____
Last First

Name _____ Age _____
Last First

Address _____ Phone # _____

Emergency contact name and phone # _____

Children participating in this program remain in the care of the Family Tree Daycare. The library is not liable for any injuries that may occur while child(ren) participate in this program at the daycare. There will be some "art work" created during the five week program that may be displayed in the library or daycare with the child's first name visible. My child's art work MAY/MAY NOT be displayed.

Parent/Guardian signature _____

Date _____



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APPENDIX D: PROGRAM EVALUATION

Allen Memorial Public Library Summer Reading Program Outreach

Thank you for participating!

Please put an "X" in the column corresponding to your answer.	Yes	OK	No
1. The program:			
was easy for me to do my part.			
individual sessions were the right length of time.			
was long enough (weeks duration).			
2. The flyers and other materials used were:			
appropriate for their use.			
3. Because of the program:			
the children I worked with read or listened to more stories.			
4. Next summer:			
I would like to participate again.			
I would encourage other organizations to participate.			

Additional comments:
