

# ALPINE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



**Prepared by: Paige Delaney**  
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**805 W. Avenue E**  
**Alpine, Texas 79830**  
**(432) 837-2621**  
**<http://www.alpinepubliclibrary.org/>**

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Department of Library and Information Sciences



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## Outreach Plan

### Introduction

Alpine, population 5,905 is in Brewster County in far West Texas. It is located on Highways 90 and 67. Alpine was settled by cattlemen in the late 1870s. Originally named *Osborne* and then *Murphysboro*, the town's name was officially changed by residents to Alpine in 1888. Alpine is the home of Sul Ross State University, named for Lawrence Sullivan Ross, a Confederate Army general, who commanded troops during the American Civil War. Alpine sits at an altitude of nearly 5,000 feet in the high desert close to Big Bend National Park. Due to its location near the Mexican border, the town has had an operating U. S. Border Patrol station since 1924. Alpine is the home of the Alpine Cowboys, a professional baseball league.

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

Historically the library has been a place for: lifelong learning; basic literacy; early childhood literacy; information assistance, and formal education support. It has been a technology center with public computer access, and a place for recreational and information reading.

Currently, in addition to its historical roles, the library provides: educational and recreational materials; ESL classes; local history and genealogy; cultural awareness, and is a place for career and workforce development. It serves as a community commons.

In the future the library will reach out to the underserved in the community.

### *Existing Programs*

Library programs are creative and varied. There is a pajama story time, a bilingual read along, and a reading program for youth in both the summer and the winter. Teens can participate in the Teen Book Club. Wii games are offered. Free coffee is available to senior citizens on a regular basis. Program descriptions and schedules are highlighted on the library Facebook page and the library news blog. The library reaches out to the homebound and temporarily disabled as well as to the incarcerated. The library provides a supply of periodicals to the Big Bend Medical Center waiting rooms.

Other programs at the library include: lap sits and preschool story times for daycare centers; literacy programs; preparation for citizenship; homebound outreach; basic computer literacy; teen blogging; oral history; services to the homeschooled; ESL program; interlibrary loan; genealogy programs, and a regular lecture series.

### *Identified Needs*

The community needs more bandwidth for local organizations, businesses and agencies.

The library needs to find an economical way to deliver materials and offer services to residents in the remote and sparsely populated areas of Brewster County and the Big Bend Region.

### *Identified Assets*

Community assets include the presence of a university, a multicultural populace, and a rich history of significant events in the settlement of the American West. Other assets are: 2 grocery

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stores; 3 pharmacies; Dollar General and Family Dollar stores; McCoy's Building Supply; Tru Value Hardware; a number of art galleries; 2 veterinarians; numerous churches; restaurants; yoga and martial arts studios; massage therapy; fitness center;

The library has a new main building which opened February 2012. The Trans-Pecos Collection of local history is used by residents and travelling researchers alike.

### *Thank You Statement*

The library thanks the Border Patrol Wives, area businesses, and *The Alpine Avalanche* for partnering in the library outreach program. Alpine Public Library would also like to thank the City of Alpine, Brewster County, the Friends of the Library, local businesses, and residents for faithfully supporting the library.

The Alpine Public Library is grateful to the Robert and Ruby Priddy Charitable Trust for providing this opportunity for community outreach through the PEARL Project grant through the University of North Texas.

### **Community Profile Narrative**

Alpine is a multicultural community with several identifiable residential groups. Among them are: the university area with a mix of highly educated employees and a student body characterized by first generation minorities; retired residents active in civic organizations and volunteer groups; families of the U. S. Border Patrol employees stationed in Alpine; ranchers and cattlemen, and a large Hispanic community. The largest employers are Sul Ross State University, the City of Alpine, Brewster County, Big Bend Regional Medical Center, and retail establishments. There is a strong arts community in Alpine. Many popular films have been made in the vicinity.

Alpine hosts many events on a regular basis including: a large Cinco de Mayo celebration and parade; 4<sup>th</sup> of July events; Relay for Life; Art Walk Night; Big Bend Balloon Bash, and numerous rodeos. Cowboy Poetry Week, an annual event officially proclaimed by the Governor of Texas, is celebrated in Alpine at Sul Ross State University with a two-day gathering that honors the oral tradition of the American West through performances, contests, and culinary features such as the Chuck Wagon Breakfast.

Another occasion unique to Alpine is "Trappings of Texas", an annual event at the Museum of Big Bend on the Sul Ross State University campus. It features a cowboy gear exhibit and sale, and an art exhibition.

Alpine has a variety of businesses and services including: 2 grocery stores; 3 pharmacies; Dollar General and Family Dollar stores; McCoy's Building Supply; Tru Value Hardware; a number of art galleries; 3 veterinarians; numerous churches; restaurants and fast food; yoga and martial arts studios; massage therapy; fitness club; hotels, bed-and-breakfasts, and RV parks. There are two books stores, Front Street Books and Re-Reads.

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### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

Alpine is the gateway to Big Bend National Park. The surrounding area is characterized by mountains, desert, and hills. The altitude is approximately 5,000 feet. Community assets include: cattle ranches; hiking trails; deposits of semiprecious stones (agates); railroad lines; public parks; rodeo grounds, and an abundance of wildlife.

A significant challenge to Alpine is its remote location. The driving distance to the nearest city with a population over 50,000, Odessa, is about 2.5 hours or 150 miles. It is about 3.5 hours or 220 miles to El Paso. The nearest commercial airports are in Midland-Odessa and El Paso.

There are no lakes or rivers in the area and rainfall is limited. Droughts and wildfires are common. Temperatures can be extreme.

#### Library Features

##### *Assets and Challenges*

The library is a stand-alone facility located near the middle school and post office. The library has a water catchment system to take advantage of the limited rainfall in the area.

Serving the entire Big Bend region is a challenge for the library. Brewster County is the largest county in Texas at over 6,000 square miles. Operating a branch library, 26 miles away in Marathon, is also challenging.

Due to its location near busy two-lane one way streets, children cannot easily walk to the library.

##### *Community Demographics*

According to the 2010 census, the population of Alpine was 5,905. Estimated median income was \$31,151. The population was 85% White. 50% of the residents are of Hispanic. 76% were high school graduates; 25% had a bachelor's degree or higher. 25% of the population was under 18; 63% were between age 18 and 64; 15% were 65 or over.

### **Library Profile Narrative**

From its beginning, the residents of Alpine and surrounding areas have contributed time and money to the Alpine Public Library. Citizens have taken pride in the creation and nurturing of this valuable community resource.

In 1947, the El Progreso Club women's study club organized the first public library for Alpine. The newly formed El Progreso Public Library was located in the corner of a local retail store. Its first books were donated by guests at an afternoon tea hosted by the club. In 1948, the Brewster County Sheriff's garage was donated for the library's use; a volunteer stepped up to serve as the first librarian.

As the book collection grew and the circulation increased, the need for more space became evident. An intensive fund-raising drive was initiated by the El Progreso Club with a goal of reaching \$14,000 to purchase a more spacious facility. Property on North 7<sup>th</sup> Street, across from

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the Brewster County Courthouse, was purchased and dedicated in 1950. In 1951, the library received 501(c)3 non-profit status. Although it receives funds from the city and county, the library remains autonomous, continually seeking grants and conducting fundraising activities. In 1970, the Alpine Public Library was further expanded and renovated with a unique and charming configuration.

The library is now in a new facility which opened in February 2012. A strong Friends of the Library group supports the library financially through Re-Reads, a used bookstore. In spite of the new and spacious facility, the library has a growing collection that is outpacing the available shelving.

### *Most Important Library Statistics*

In 2010, there were 27,864 items in the collection. There were 6,727 registered borrowers and 33,703 library visits. Attendance at library programs was 3,017. Circulation in 2010 was 54,792. The library was open for 43 hours a week with 5 paid staff. Volunteers logged 3,051 hours.

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

#### *Vision Statement*

The Alpine Public Library connects our diverse and geographically remote communities with information resources to encourage literacy and promote lifelong learning.

We envision a future in which individuals and families are engaged, lifelong learners.

#### *Mission Statement*

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

- To serve all residents of the Big Bend region.
- To acquire and make available to all residents of the Big Bend such books, audio books, videos, public access computers and internet, pamphlets, periodicals and other services as will address their needs to:
  - a) become well informed,
  - b) locate answers to important questions,
  - c) cultivate the imagination and creative expression,
  - d) develop skills for career and vocational advancement,
  - e) enjoy leisure by means of reading and other media services.
- To acquire the means to provide the most frequently requested material locally and upon demand.
- To maintain a program of service which locates information, guides reading, organizes and interprets material for people of various backgrounds, and stimulates thinking and intellectual development in individuals of any age.
- To strive consistently to discover new methods and improvements for better service for the library's customers.
- To review regularly these goals of the Alpine Public Library and, if necessary, revise them in the light of new developments.

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### *Goals and Objectives for Outreach Program*

The goal of the Border Patrol Family Challenge meets the library plan “To strive consistently to discover new methods and improvements for better service for the library's customers”. The objectives of the program are: to increase use of the library services among Border Patrol families and to engage Border Patrol families more fully in community life.

### **Outreach Program**

The Border Patrol Family Challenge is an outreach program that invites children in Border Patrol families to read books and win points that will qualify their parents for a humorous competitive gaming event. The more books read by the children, the more hilarious the tasks that parents will be required to successfully perform. The program will culminate in a single challenge event that pits child/parent teams against one another. T-shirts and silly re-cycled trophies donated by area businesses will be given to participating children.

The library will register children who want to enter their parents as contestants. A reading log will be kept for one month. The library will design a ladder of increasingly difficult but hilarious stunts that parents will perform on behalf of their child readers. Competition will be matched to the number of books read. Success in one task will allow a contestant to progress to the next level. The library will keep a giant scoreboard for contestants. Re-cycled trophies will be the top prize; other prizes will be given for lower levels of accomplishments.

### *Statement of need*

The library surveyed the community. 129 surveys were returned. 43 surveys indicated age groups for which more programs were wanted. Of those, 15 indicated programs for kids, 7 for toddlers, 7 for teens, 11 for adults, 3 for people 50+, and 8 for senior citizens. Surveys from community leaders indicated that potential partnerships should be forged with national agencies in the area. After considering the results, library staff designed a program that would engage Border Patrol families.

Border Patrol families are stationed in Alpine for a short tour of duty and have no previous connection to the community. These families may come from non-rural areas; adjustment to living in a smaller remote community can be difficult. The outreach program is an effort on the part of the library to encourage community integration by using library resources.

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

There are approximately 100 families in residence with the U. S. Border Patrol in the Alpine area.

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

The library will reach out to Border Patrol families with children K-12.

### *Estimated number of potential participants*

It is expected that 25 families will participate in the challenge games.

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

The gaming challenge will include boys and girls in Border Patrol families in grades K-12 and their parents. Border Patrol families in residence in the community and at the base will be invited to join the challenge. However, the event will be open to any parent/child team in the community who wants to participate

The challenge will be held on a Saturday at a time convenient for most families to participate. Games will take place in the library yard and parking lot. No transportation provided.

*List potential partners based on your assets assessment*

The Border Patrol Wives group will partner with the library to promote the program. From the initial publicity to continued information about registration and competition, the listserv for Border Patrol Wives will serve as the vehicle for spreading the word about the program. Area businesses will be solicited for prizes. An antiques dealer will be asked to donate old bowling trophies which the library will re-purpose for the family challenge. The *Alpine Avalanche* will provide publicity for the program.

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

The library will provide publicity for the family event through its website, Facebook page, blog, and communications through the Border Patrol Wives listserv. The library will also provide registration, reading logs, space for the challenge event and prizes. The library director and staff will organize and run the challenge event. Prizes will be solicited or made by the library staff and volunteers.

### **Detailed Action Plan**

*Action Plan Goals:*

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

*Action Plan Objective(s):*

1. Register youth K-12 for the reading challenge.
2. Plan the challenge events.
3. Conduct the challenge events.
4. Reward participants for meeting reading goals and participating.

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*Action Plan Table*

The table below gives the library’s action plan for the Border Patrol Family Challenge.

| IMPLEMENTATION  |  | EVALUATION   |  |   |
|---|--|--|--|---|
| 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? |
| Set dates/post on library calendar/website/Facebook/blog      | Director by July 9, 2012                         | Time – 1 hour<br>\$/materials – none<br>Personnel -1                   | Dates set  | Count #   |
| Create email announcement for listserv                        | Director by July 16, 2012                        | Time – 1 hour<br>\$/materials – none<br>Personnel -1                   | Announcement sent  | Count #   |
| Create flyers to distribute in station mailboxes & at library | Director by July 23, 2012                        | Time – 1 hour<br>\$/materials – none<br>Personnel -1                   | Flyers distributed<br>Emails sent                                  | Count #   |
| Publicize and promote the event through email & flyers        | Director by July 23, 2012                        | Time – 1 hour<br>\$15/materials – paper<br>Personnel -2                | Activities promoted  | Count #   |
| Create registration materials                                 | Director by July 23, 2012                        | Time – ½ hour<br>\$/materials – none<br>Personnel -1                   | One master created   | Count #   |
| Make copies of registration materials                         | Director by July 30, 2012                        | Time – ½ hour<br>\$5/materials – 50 registration forms<br>Personnel -1 | Fifty copies made  | Count #   |
| Create reading logs   | Director by July 30, 2012                        | Time – ½ hour<br>\$/materials – none<br>Personnel -1                   | One master created   | Count #   |
| Make copies of reading logs for participants                  | Director by July 30, 2012                        | Time – ½ hour<br>\$5.00/materials – 50 logs<br>Personnel -1            | Fifty copies made  | Count #   |
| Structure challenge events                                    | Director/staff by August 15, 2012                | Time – 4 hour<br>\$/materials – none<br>Personnel -4                   | Events structured  | Count #   |
| Write & submit press release to newspaper                     | Director by August 15, 2012                      | Time – ¼ hour<br>\$/materials – none<br>Personnel -1                   | One press release written & submitted                              | Count #   |
| Purchase/solicit prizes & make trophies                       | Director/staff by August 15, 2012                | Time – 4 hours<br>\$50/materials – paint/trophies<br>Personnel -4      | Prizes & trophies collected  | Count #   |

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|   |   |  |   |  |
|---|---|--|---|--|
| Make scoreboard   | Director/staff by August 27, 2012         | Time – 1 hour<br>\$3.00/materials – board<br>Personnel -2                            | Scoreboard made   | Count #                                    |
| Make copies of evaluations                              | Director/staff by August 31, 2012         | Time – ½ hour<br>\$5.00/materials – paper<br>Personnel -1                            | Fifty adult and fifty children evaluation forms copied      | Count #                                    |
| Conduct reading challenge                               | Library staff by August 6-August 31, 2012 | Time – ongoing for 4 weeks<br>\$/materials – none<br>Personnel -1                    | Reading period completed                                    | Count #                                    |
| Collect reading logs                                    | Library staff by August 31, 2012          | Time – ongoing<br>\$/materials – none<br>Personnel -1                                | Count # of reading logs collected                           | Count # books read<br>Count # participants |
| Prepare game materials                                  | Director/staff by September 4, 2012       | Time – 2 hours<br>\$20/materials – balloons, hula hoops, balls, etc.<br>Personnel -4 | Game materials collected                                    | Count #                                    |
| Hold family challenge event & distribute prizes         | Director/volunteers by September 8, 2012  | Time – 2 hours<br>\$/materials - none<br>Personnel -4                                | Event held, Prizes distributed                              | Count # participants<br>Count # prizes     |
| Distribute evaluation forms                             | Director by September 12, 2012            | Time – ¼ hour<br>\$/materials –none<br>Personnel -2                                  | Fifty adult and fifty children evaluation forms distributed | Count #                                    |
| Evaluate program  | Director by September 12, 2012            | Time – 1 hour<br>\$/materials –none<br>Personnel -4                                  | Summarize feedback  | Program evaluated                          |
| Write final press release & send to newspaper           | Director by September 10, 2012            | Time – ½ hour<br>\$/materials –none<br>Personnel -1                                  | One press release created                                   | Count #                                    |
| Summarize event and post for library news/Facebook/blog | Director/staff by September 10, 2012      | Time – 1 hour<br>\$/materials –none<br>Personnel -1                                  | Summary written   | Count #                                    |
| Write report and send to PEARL office                   | Director by September 14, 2012            | Time-1 hour<br>\$/materials-<br>Personnel-1  | Summarize evaluations, count numbers                        | Send report to PEARL office                |
| Write thank you note to partners & helpers              | Director by September 21, 2012            | Time-1 hour<br>\$ & materials-4 notecards<br>Personnel-1                             | Thank you notes written                                     | Count #                                    |

**APPENDIX A: SAMPLE RIDICULOUS CHALLENGE GAMES**

Group Juggle

Water Balloon Toss

Hula Hoop Whoop

Balloon Stomp

Egg on your Face Spoon Race

Mummy Wrap

Master of Plaster

Broom Ball Race

Blind Sock and Glove Race

No Paddle Ping Pong

Lose Your Marbles

Paper Training Race

Balloon Shaving

Blind Man's Obstacle Course

Egg Roulette

**APPENDIX B: EVALUATION FORMS FOR CHILDREN & PARENTS**

**FOR CHILDREN**

**My Favorite Game**

| Balloon Shaving | Mummy Wrap | Blind Sock and Glove Race | Paper Training Race | Blind Man's Obstacle Course |
|-----------------|------------|---------------------------|---------------------|-----------------------------|
|                 |            |                           |                     |                             |

**Total Number of Books I Read**

|  |
|--|
|  |
|--|

**I Want to Do the Challenge Again Sometime**

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**FOR PARENTS**

**Our Family Would Like Do the Challenge Again Sometime**

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**My Child/Reading Buddy Enjoyed the Challenge**

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**I Learned Something New About the Library**

|     |    |
|-----|----|
| YES | NO |
|-----|----|

**Comments** \_\_\_\_\_

\_\_\_\_\_