

ALVARADO PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Leanna Cowan
Date: October 23, 2012

210 N Baugh St
Alvarado, Texas 76009-3900
(817) 783-7323
www.alvaradopubliclibrary.org

**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.**



Alvarado Public Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	5
Outreach Program	7
Detailed Action Plan	9
Appendix A: Invitation Flyer	14

Alvarado Public Library Community Outreach Plan

Outreach Plan

Introduction

Alvarado, Texas, is the oldest community in Johnson County and is located 25 miles south of Ft. Worth and 27 miles west of Waxahachie in the eastern part of the county. William Balch and G.H. Sigler platted the original town in 1851. Balch became known as the "Father of Alvarado" for his efforts in having the town site surveyed in 1854, establishing the first general merchandise stores on the square, and for donating land for a cemetery, school, and union church. The community's first sheriff, A.H. Onstoot, is credited with naming Alvarado for Alvarado, Vera Cruz, Mexico, where he had fought in the Mexican War. The center of town was the two-story Masonic Lodge where the Masons met and was home to an elementary school.

In 1881, the Gulf, Colorado and Santa Fe and Missouri, Kansas and Texas railroads arrived. The town incorporated in 1885. By that time, the community had a bank, a newspaper, and a population of 2,000. The development of natural gas wells in the Barnett Shale in the 2000s was a source of prosperity for the city. Many property owners benefited from drilling activity, pipeline construction, and royalty payments. As natural gas prices fell in 2009, drilling activity and royalty payments declined rapidly. In 2010, Alvarado had a population of 3,785.

Historical, Current, and Future Roles of the Library

Historically, the library has been the place for lifelong learning, free information access; information assistance; provider of current topics and titles; a community gathering place and public computer center. Currently, the library fulfills those roles plus being a place for formal education support, cultural awareness, business support, and early childhood literacy. In the future, the library would like to provide outreach to the local rehabilitation/nursing home, a teen or pre-teen book discussion group, and formal GED classes.

Existing Programs

Regular adult programming includes an adult book club, outreach to the homebound, one-on-one computer training, movies for adults, a poetry night, and adult summer reading program. Children's and teen's programming includes a video gaming club; the Divas, a program for 8-13 year old kids; a summer reading club, a karaoke program, and story time.

Identified Needs

Identified needs for the community include more restaurants and retail shops to increase the tax base. There is also a community need for a recreation center for people of all ages.

Identified needs of the library include better funding for collection development, especially for e-books and e-readers.

Identified Assets

Business opportunities abound in Alvarado. Sabre Tubular Structures recently re-located to Alvarado and employs over 200 people. Local businesses are supportive of local non-profit organizations. Alvarado has historical buildings, public parks, soccer fields, tennis courts and family farms and orchards.

Alvarado Public Library Community Outreach Plan

The library's identified assets include free Wi-Fi, a 1,000 square foot meeting room, a genealogy and local history collection. The library provides snacks and drinks for users at a minimal charge. The library also has numerous board games, a piano, and a foosball table for patrons to enjoy.

Thank You Statement

The library would like to thank the Robert and Ruby Priddy Charitable Trust for this opportunity to develop a better method of reaching out to and involving local community leaders, organizations, and businesses. The library would also like to thank Dorothy Schwartz and Kathy Dendy for their donations, the Alvarado City Council, the Alvarado City Manager, Clint Davis, and the Alvarado Public Library Advisory Council for their ongoing support.

Community Profile Narrative

Alvarado provides a great place to live, retire and to raise children. While it is rapidly growing, Alvarado still has a small town feel. The gas well industry, has spurred the growth of the area by providing five multi-story hotels/motels. The community has a large indoor rodeo arena that also serves as a location for motorcycle rallies, motocross races and other events. The community is home to thirteen churches, three banks, several restaurants, fast food chains, gas stations, retail stores, large manufacturing plants and service oriented businesses. There is a rehabilitation center, which was formerly a nursing home. The community also has a combined senior citizens and community center that caters to those over 55.

Main Geographic Features

Community Features

Assets and Challenges

Alvarado enjoys a small town atmosphere with the convenience of citizens being able to walk to many destinations in town including a grocery store, retail stores, and drug store. The indoor rodeo arena is also an asset as it attracts regional and state rodeos and a variety of other sports from around the state.

For people without transportation shopping is a problem. It is 11 miles to Cleburne or Burleson, the nearest mid-sized cities, where two large hospitals, Walmart, Target, Sears, JC Penny and larger shopping centers are located.

Library Features

Assets and Challenges

The geographic assets include a highly visible location that is centrally located and within easy walking distance of the elementary, middle and high schools. The library is near a public housing facility, the county sub-courthouse, city hall, and the Alvarado Chamber of Commerce is located in the library.

An identified challenge is that the railroad tracks are located very close to the library, which creates a disturbance frequently during the day.

Alvarado Public Library Community Outreach Plan

Community Demographics

The 2010 census shows the population of Alvarado as 3,785. The median age of the population is 32.5 years. 78.2% have a high school diploma. 17.1% speak a language other than English and 16.4% speak Spanish. The Alvarado Independent School District has a total enrollment of 3,100.

Library Profile Narrative

In 1985, David and Carolyn Waldrip of David's Grocery stores donated an old grocery store to the community to use as a library. In 1986, the library was awarded a \$100,000 matching grant from Texas State Library. The Meadows Foundation awarded the library a \$50,000 grant and many individuals, organizations and businesses donated matching funds. In 1989, the Alvarado Public Library opened for business. This location served the public for over 13 years, until the building was condemned in 2002.

Later in 2002, the city provided property for a new library building. The Alvarado 4B Board allocated \$155,000 for the new building. The library board committed \$25,000 to the project, most of which was used for soil samples, preparatory dirt work and architectural fees. Donations and fund raising projects continued for the new building, which amounted to \$14,000 in cash. Other community members made pledges of construction materials and plumbing fixtures. 27 tons of stones were donated for the building's façade. An anonymous donation of \$25,000 provided the needed funds to complete construction. The new library building was dedicated on April 11, 2005.

The library is also home to the Alvarado Area Chamber of Commerce. The library staff answers the Chamber's telephone, directing callers to various organizations and city departments, and they answer questions about Alvarado and the surrounding area.

Most Important Library Statistics

The Alvarado Public Library serves a population of 4,289. The library has a collection of 30,755 items. In 2010, the library circulated 45,671 items, answered 1,597 reference questions, and recorded program attendance of 4,308. Library visits were reported as 41,175 in 2010. The library also offers exam proctoring and Interlibrary Loan.

Vision, Mission, Goals and Objectives

Vision Statement

The people of Alvarado and the surrounding area will:

- Have the information they need to succeed at school, at work, and in their personal interests.
- Have reading, viewing and listening materials and programs that stimulate their thinking, enhance their knowledge of the world, and improve the quality of their lives.
- Have access to information in several formats about family histories and historic events from Alvarado and the surrounding area and the State of Texas.
- Discover the joy of reading and develop a lifelong love of learning.
- Enjoy a high level of access to electronic information resources and develop technological, information seeking, and information evaluation skills.

Alvarado Public Library Community Outreach Plan

Mission Statement

The Alvarado Public Library's mission is to provide the highest quality of user-oriented public library services for all citizens of Alvarado, to encourage life-long learning, to expand the intellectual life of the community and to support inquiry through access to information.

Our challenge is to meet the informational and educational needs of library users involved in both formal and informal learning activities through the use of a broad range of contemporary and historical print and non-print media, as well as technology, in a non-judgmental environment.

We subscribe to the "Code of Professional Ethics" and the "Library Bill of Rights" of the American Library Association.

Goals and Objectives for the Library

To meet the needs of the residents of greater Alvarado and to keep pace with technological advances, the Alvarado Public Library has developed four strategic goals:

1. Provide General Information For All Age Groups
2. Offer Current Topics and Titles
3. Teach Information Literacy
4. Encourage Lifelong Learning

Strategic Priorities

What follows are our strategic priorities for the years 2011 – 2016. In order to ensure that this plan is a living, changing document, activities and tasks are developed on an annual basis and will be changed and modified as needed.

Strategic Priority 1 - Current Topics and Titles

- A. Weed our collection.
- B. Purchase new display cases for exhibits.
- C. Involve the community in planning and creating new displays.
- D. Hold at least two public forums on current topics of interest every year.
- E. Continue to take patron requests for collection purchases and Interlibrary Loans.

Strategic Priority 2 - Improve Services to the Community

- A. Expand our programs for family literacy and provide outreach to homebound, disabled and underserved individuals in our community.
- B. Make our automated library catalog available on the Internet and find ways to make our catalog and web pages more accessible or user friendly to people of all ages and to individuals with disabilities.
- C. Provide public access to a high quality color printer.
- D. Provide public access to a computer & Internet compatible microfilm reader/printer document/book scanner.
- E. Periodically survey our patrons to see that their needs are being met.
- F. Create/update policies.

Strategic Priority 3 - Information Literacy

- A. Offer computer and Internet training classes and ask younger volunteers to work individually with older patrons and share their technological knowledge.

Alvarado Public Library Community Outreach Plan

Strategic Priority 4 - Lifelong Learning

- A. Offer programs in cooperation/collaboration with Head Start, local schools or other educational agencies in the area.
- B. Expand and improve our Summer Reading Program Presentations.
- C. Create at least three separate Book Discussion Groups/Clubs for Adults, Teens and Children.

Strategic Priority 5 - Market the Library

- A. Update and distribute our library brochure.
- B. Create a brand for the library.
- C. Write a regular column for the newspaper.
- D. Have local children decorate the library with their artwork.
- E. Update and improve our library's website.

Strategic Priority 6 - Enhance the Library's Appearance

- A. Clean or re-paint the Library's walls as evaluation prescribes and budget will allow.
- B. Replace, clean or add to existing furniture as evaluation prescribes and budget will allow.
- C. Replace or clean flooring as evaluation prescribes and budget will allow.
- D. Replace, clean or add to existing shelving as evaluation prescribes and budget will allow.

Strategic Priority 7 - Update the Library's Equipment, Computers, Servers and Software

- A. Replace outdated, malfunctioning facsimile machine as budget will allow.
- B. Replace outdated microfilm reader/printer with computer & Internet compatible microfilm reader/printer/ document/book scanner as budget will allow.
- C. Replace outdated public access computers, or upgrade their upper memory capacity, as evaluation prescribes and budget will allow.
- D. Replace outdated staff computers & server as evaluation prescribes and budget will allow.
- E. Replace outdated application software as evaluation prescribes and budget will allow.
- F. Add networked color printer for public access.

Goals and Objectives for Outreach Program

Goal: The goal for the teen book discussion group is to encourage life-long learning for teens in the community and promote the love of reading. This program directly addresses strategic priority #4, action step C.

Objective: The objective of the outreach program is to partner with the local high school to form a teen reading club.

Outreach Programs

In partnership with the Alvarado ISD, the library will form a teen book discussion group. The group will meet once a month to discuss a book or books of their choosing. The library will provide guidance and direction, a meeting room and publicity for the program. The Alvarado ISD will provide the time and facility to announce and promote the program during the school day. The school district will also provide publicity and encouragement for students to

Alvarado Public Library Community Outreach Plan

participate. High school students in the Teen Book Club, who volunteer to lead a book discussion, promote the book club, obtain extra donated copies of the book, or help with refreshments and decorations at a book club meeting will be eligible to receive community service hours. These service credits are needed to fulfill scholarship requirements as well as National Honor Society requirements.

It was determined that Tuesday evening was the best day of the week and did not conflict with sports or church activities. In order to be more accommodating to all patrons the library will offer extended hours on Tuesday evenings. This will allow the teens to make better use of the library before and after their book club meetings.

Statement of need

A community-wide survey was conducted in September 2012. 283 surveys were completed. The library also did a targeted survey in the teen population at the local high school. Overwhelmingly, teens and adults responded that they wanted teen programs and wanted the library to be open later in the evening. The surveys also revealed that many people in the community are unaware of the services and programs currently being offered by the library. The library has already begun to address this issue with brochures, signage in the library and through press releases to the local newspaper.

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

The Alvarado School District has 1,474 students in high school and junior high school, which represents approximately 14% of the population.

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

The program specifically targets teens who are college bound and are currently reenrolled in advanced English classes or are members of the National Honor Society. It is estimated that there are 150 teens in these programs at the Alvarado ISD.

Estimated number of potential participants

An estimated 25 teens will participate in the teen reading club. Five teens will volunteer to lead the book discussions and five teens will volunteer to provide refreshments for the group or other volunteer services to the library.

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

Most teens live within walking distance of the library or can ride their bicycles. Students who live outside the city limits, parents will provide transportation. The day was selected to avoid conflict with other community activities that teens are involved in. The time was chosen to respond to the need for later hours of operation by all survey respondents.

List potential partners based on your assets assessment

The Alvarado library will collaborate with the Alvarado ISD to form and sustain the Teen Book Club. The school district will provide the time and facility for the library staff to make presentations to the student body, distribute flyers and brochures. In addition, the school will

Alvarado Public Library Community Outreach Plan

allow for service hour credits for any teen who volunteers to lead a book discussion or provide refreshments. Teens will receive service credits for scholarships for performing any type of volunteer work at the library.

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

The library will provide staff to lead and guide the teens. The library will provide all the publicity for the program, including presentations at the high school to invite students to participate and distribute brochures and flyers. Library staff will post information about the program on the library’s website and Facebook page. The library will provide the meeting space and the additional personnel to keep the library open later in the evening on meeting day. Local businesses and non-profits will be asked to fund refreshments for book club meetings.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is:

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

Action Plan Objective(s):

1. Partner with the Alvarado Independent School district to form and sustain a teen reading club.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library’s upcoming program so they will endorse and promote the program.
3. Distribute post-book club surveys and evaluate results.

Action Plan Table

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?
Create a ½ sheet flyer promoting a formation meeting for a new Teen Book Club	Leanna – October 14, 2012	Time - 20 minutes \$ - 0 Materials- paper and toner. Personnel - 1	Flyer designed	Flyer is designed and approved
Make 3 photocopies of the flyer	Leanna - October 14, 2012	Time – 1 minute \$ - 0 Materials - paper and toner. Personnel – 1	Copies made	Count number

Alvarado Public Library Community Outreach Plan

Meet with the associate principal and the librarian at the high school to get approval for the flyer and coordinate carrying out the program	Leanna – October 15, 2012	Time – 1 hour \$ 0 Materials – Flyer, calendar Personnel - 1	Times and dates scheduled	Times and dates agreed by partners
Photocopy 500 flyers for distribution	Library staff or volunteer – October 15, 2012	Time – 1 hour \$ - 20 Materials – 1 ream of paper , printer Personnel - 1	Flyers printed	Count number
Make presentation to the student body of the high school about new the Teen Book Club and distribute flyers	Leanna –October 20, 2012	Time –2 hours \$ - 0 Materials – flyers Personnel - 1	Presentation made of student body	Count number of flyers distributed
Create a full-color flyer about the Teen Book Club with the time and date of the first meeting	Leanna – October 6, 2012	Time – 10 minutes \$ - 0 Materials – computer Personnel - 1	Flyer designed	Flyer designed and approved
Make 6 copies of the Teen Book Club flyer	Leanna – October 6, 2012	Time – 10 minutes \$ - 5 Materials – paper, printer Personnel - 1	6 copies made	Count number
Post flyers at: library; the high school library; City Hall, Brookshire’s Grocery Store; Spirit Hut; Pam’s Donut Shop; The Taqueria	Leanna or volunteer – October 15, 2012	Time – 1 hour \$ - 0 Materials – flyers, tape, tacks, transportation Personnel - 1	Flyers posted	Count number
Create a short survey for the book club members asking them to: name their book club; choose a book to be discussed at their next meeting; choose refreshments	Leanna – November 11, 2012	Time – 20 minutes \$ - 10 Materials - computer Personnel - 1	Survey designed	Survey designed and approved

Alvarado Public Library Community Outreach Plan

that would cost under \$10; volunteer to lead a discussion; volunteer to help obtain extra copies of the book if needed; volunteer to help with room set-up, decorations or refreshments				
Make 32 copies of the teen book club survey	Library staff or volunteer – November 11, 2012	Time – 5 minutes \$ - 5 Materials – paper, printer	32 surveys printed	Count number
Make 8 table decorations: print out color copies of 8 popular teen book covers in the library's collection; attach color copies to display stands with loops of frosted tape on the backside of the color copies,	Leanna – November 11, 2012	Time – 45 minutes \$ - 90¢ Materials - glossy paper, printer, tape Personnel - 1	Table decorations designed	Count number
Buy refreshments	Leanna – November 13, 2012	Time – 1 hour \$ - 15 Materials - punch ingredients and cookies. Personnel – 1	Refreshments purchased	Refreshments ready to serve
Prepare the meeting room for the Teen Book Club	Leanna & Library Board President - November 13, 2012	Time - 30 minutes \$ - 0 Materials – tables, chairs, refreshments, decorations Personnel – 2	Room is set up for meeting	Count number
Hold organizational program	Leanna - November 13, 2012	Time – 1.5 hours \$ - 0 Materials - books, flyers, surveys Personnel - 1	Program is held	Count number

Alvarado Public Library Community Outreach Plan

Collect completed surveys from the book club members. Talk to prospective volunteer(s)	Leanna - November 13, 2012	Time – 20 minutes \$ - 0 Materials – None Personnel - 1	Surveys collected, volunteers informed about program	Count number
Obtain multiple copies of the Teen Book Club book from various sources: borrow books from the library consortium for teens with library cards. For teens without library cards: shop for used copies at Half-Price Books Store in Burleson; have teen volunteer(s) seek out donated copies	Leanna & 1 teen volunteer - November 20, 2012	Time – 3 hours \$ - 50 Materials - None Personnel - 2	Books obtained	Count number
Create a full-color flyer with the new name of the book club, the book chosen for discussion, and the time and date of the next meeting	Leanna – November 15, 2012	Time – 10 minutes \$ - 0 Materials – computer Personnel - 1	Flyers completed	Flyers ready to distribute
Make 6 copies of the new book club flyer	Leanna – November 15, 2012	Time – 10 minutes \$ - 5 Materials – paper, printer Personnel - 1	6 copies printed	Count number
Post flyers at: our library; high school library; City Hall Community Notice Board ; Brookshire’s Grocery Store; Spirit Hut; Pam’s Donut Shop; The Taqueria	Leanna Cowan or other library staff or volunteer – November 15, 2012	Time – 1 hour \$ - 0 Materials - flyers, tacks, tape, transportation Personnel - 1	Posters distributed in community	Count number

Alvarado Public Library Community Outreach Plan

Design evaluation forms	Leanna – November 15, 2012	Time-1 hour \$ - 0 Materials - computer Personnel-1	Evaluation forms designed	Evaluation forms approved
Print evaluation forms	Leanna - December 12, 2012	Time-30 minutes \$ - 20 Materials - computer, printer, paper Personnel-1	20 Evaluation forms printed	Count number
Compile and analysis evaluations	Leanna – December 20, 2012	Time-1 hour \$ - 0 Materials - computer Personnel-1	Evaluations compiled	Report started
Gather all statistics and stories including anecdotal and publicity	Leanna – January 3, 2013	Time- 1 hour \$ - 0 Materials - computer Personnel - 1	Statistics and anecdotes with written report compiled	Submit to PEARL office and post on website

APPENDIX A: INVITATION FLYER

What? *New Teen Book Club*



Where? *The Alvarado Public Library - 210 N. Baugh St.*

When? *Tuesday, November 13th at 6pm (Refreshments will be served!)*

Why? *You asked for it! And we're staying opening every Tuesday night `till 8pm just for you :)*

Come to the 1st meeting and choose a book (or series of books) to be discussed at the next meeting. While you're here: explore the library, enjoy the No Quiet Rule, delicious snacks & beverages, foosball table & wireless Internet, check out our Teen Corner featuring manga and other graphic novels, make requests for new books, movies or music at the circulation desk and *just have fun!*

www.alvaradopubliclibrary.org 817-783-7323