

ALVORD PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Alvord, Texas, is located in Wise County, between the cities of Decatur and Bowie on Business Highway 287. Settled in the 1880's, Alvord was named for J. B. Alvord, president of the Fort Worth & Denver Railroad. Later, Alvord became a stop for the Burlington-Northern Railroad. Historically, Alvord was distinguished by the presence of an opera house, prosperous agricultural production, early oil operations, and a Masonic Lodge which was established in 1890. The community has experienced several cycles of prosperity and decline throughout the twentieth century. Today Alvord is a community of 1,465 residents. Since 2000, the population of Alvord has grown by forty-five per cent.

Historical, Current, and Future Roles of the Library

Historically residents have been able to access recreational and educational materials and receive information assistance at the Alvord Public Library. The library has been a repository for a large collection of local and state history materials as well as a repository for genealogy resources.

Currently the library also functions as a community commons where patrons can use computers and access the Internet, check out recreational and educational materials, and receive information assistance. The library serves as a place where people can access local history information including local school yearbooks, historic issues of the Alvord News, and centennial materials from 1882-1982. The library has a large selection of Texas state history materials.

In the future the library will serve as a technology and career development center for the citizens of the City of Alvord, the community of Sunset in Montague County, and other surrounding small towns.

Existing Programs

The library currently offers a summer reading program for children. The program includes story times, guest appearances from performers such as local musicians, magicians and clowns; arts and crafts activities have also been offered.

Identified Needs

Identified needs for the community include: major retail stores, more businesses and local job opportunities. Economic development would create a more balanced tax base.

According to community survey results, patrons would like a newer, larger, and more comfortable facility. The library has a need for additional Spanish/English bilingual materials.

Identified Assets

Identified community assets include: post office, fire station, civic center, a health clinic and an independent school district. Cultural assets include historical landmarks and buildings, notably the Masonic Lodge, and churches of various denominations.

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The main asset identified for the library is a Texas collection of over 500 items.

Thank You Statement

The library would like to thank the library volunteers and board members for their dedicated service. The library also thanks the Wise County government and the City of Alvord for providing the funding for library operations and staff. The library appreciates the support and loyalty of its patrons. Finally, gratitude is extended to the Robert & Ruby Priddy Charitable Trust for the opportunity to participate in the Pearl Project.

Community Profile Narrative

Alvord is a family friendly community with an active school district. As a growing bedroom community, residents enjoy the relaxed atmosphere of rural living while commuting to larger cities for work. The community regularly holds popular events such as a watermelon festival, barbeque cook-off, Pioneer Days, and homecoming parade. The school athletic program schedule often determines the pace of life for families. Nearby communities offer rodeo events and FFA livestock shows both of which are popular with youth.

Main Geographic Features

Community Features

Assets and Challenges

Some of the geographic assets of the Alvord community are: national grasslands, public parks, fish and game land leases, cattle ranches, agricultural production including grapes, oil production, and a railroad line.

The primary geographic challenge for the Alvord community is the distance to larger cities for employment and shopping. Although there is a health clinic in Alvord, major medical facilities are fifteen to twenty miles away.

Library Features

Assets and Challenges

A geographic asset of the library is its proximity to the post office, bank, city hall and elementary school.

A geographic challenge facing the library is that it is now off the beaten path for most traffic. The library faces the challenge of noise from the passing trains since it close to the railroad line.

Community Demographics

In the 2010 Census, the population consisted of 86% White, 1% Black, and 1% Latino persons. In Wise County, the population is 16% Latino and 11% of the county population does not speak English. 73% of Alvord's population is high school graduates; 11% are college graduates. The median income is \$60,590.

Library Profile Narrative

Historically the library has been a community meeting place due to its location within the civic center. The civic center is a shared building although the library within can be closed off from the civic center. The library opened in 1983 as an all-volunteer operation. A paid director was hired later.

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The library is located downtown on the original main street of the town's historic area. It is next door to the Masonic Lodge. The elementary school, a half mile away is within walking distance of the library. Since Alvord is on the northern edge of Wise County, the library sometimes serves residents of the southern part of Montague County.

The Texas Collection includes items on Wise County history; local genealogy; church cookbooks; Spindletop and other oil industry history; biographies of notable Texans such as politicians and elected officials; outlaws; flora and fauna; wildlife, reptiles, and birds; cemetery records and family histories; Alvord centennial items from 1882-1982; school yearbooks from the 1940's to 1970's; microfilm of the local newspaper from the 1920's, and a selection of literature by Texas authors in the fiction and western genres.

Most Important Library Statistics

The library serves a population of 4,520. There are 1,583 registered borrowers. The library is operated by a part-time paid director and five volunteers. There were 53 attendees at the summer reading program. There are 16,121 items in the collection. Last year, there were 3,783 visitors to the library.

Vision, Mission, Goals and Objectives

Vision Statement

The library's vision is to meet the needs of a growing community through improving our services, facilities and collections of all media materials.

Mission Statement

The Alvord Public Library recognizes its responsibilities to the community by assembling, preserving, and administering, in organized collections, books and related educational and recreational material in order to promote, through guidance, stimulating communication of ideas, an enlightened citizenship and enriched personal life.

Goals and Objectives for the Library

Goal 1: To provide the community with organized collections of books, educational and recreational materials.

Objective: Balance the library collection through a variety of formats for the needs of all patrons

Goal 2: To guide patrons in selection of materials.

Objective: Attend to the un-served needs of homebound patrons

Objective: Provide knowledgeable advice about paths to enhanced information

Goal 3: To promote stimulating communication of ideas.

Objective: Maintain book discussion groups

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Objective: Create new targeted group programs

Goals and Objectives for Outreach Program

In keeping with Goal 3, “to promote stimulating communication of ideas”, Objective 2, “create new targeted group programs”, the library will offer a special presentation for children on the Lyndon B. Johnson National Grassland.

Outreach Program

The library will partner with the Lyndon B. Johnson (LBJ) National Grassland to provide a child-friendly program on the grasslands and how the natural feature came to be managed by the US Forest Service. The program will be held at the library.

Statement of need

Thirty-four community surveys were distributed and twenty-seven were returned. Responses to the surveys indicated a need for additional library programs especially for children. The library staff frequently is asked about the grasslands. Having a program suitable for children will help meet the need additional programs for this age group.

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

Eighteen percent of the population of Alvord is between ages 6 and 17.

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

The program will be held after school and it is anticipated that children ages 6-17 will attend.

Estimated number of potential participants

There are approximately 263 children ages 6-17 in Alvord. The meeting room where the program will be held has space for approximately 100 people. It is anticipated that about 25-30, or 10%, of the children will attend.

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

Boys and girls aged 6 through 17 are expected to attend the program. Most will either walk to the library or their parents will bring them. The program will be held on Thursday, January 12, 2012 at 4 p.m. This time was selected to enable children to come to the program after school and it is also a convenient time for the forest ranger to give a presentation.

List potential partners based on your assets assessment

The partners for this program will be employees of the Lyndon B. Johnson (LBJ) National Grassland, the Alvord Independent School District and the library board members and volunteers. The Wise County Messenger, in print and online, will also be a partner.

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

The available resources for this program are: a room with seating for a large audience, kitchen facilities for refreshments, available equipment for audio-visuals such as a projection screen and electrical hook-ups, and a helpful library board.

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Detailed Action Plan

Action Plan Goals:

The goal of the action plan is to:

1. Develop the program.
2. Promote of the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objectives:

1. Arrange for a Forest Ranger as a special guest speaker.
2. Create and distribute promotional materials.
3. Book the room, set up for the program, and clean up the room.
4. Evaluate program and write report.

Action Plan

The table below gives the library's action plan for the LBJ National Grasslands program.

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?
Contact the LBJ National Grasslands Office in Decatur	Director by November 30, 2011	Time – 1/2 hours \$/materials - none Personnel -1	One contact made	Count number
Second Contact to Establish Mutually Agreeable Dates and Times, Equipment Needed, Format of Program	Director by December 8, 2011	Time – 1/2 hours \$/materials – none Personnel -1	One date established	Count number
Follow up Email or Letter Confirming Agreement	Director by December 10, 2011	Time – 1 hours \$/materials – paper, envelope, postage Personnel -1	Agreement made	Letter on File
Recruit Two Volunteers for Program Set-up, Refreshments and Equipment	Director by December 13, 2011	Time – 3 hours \$/materials – telephone, email, in-person Personnel -1	Two volunteers recruited	Count number
Write Press Release and send to the Wise County Messenger	Director by December 18, 2011	Time: 2 hours \$/materials – paper/email Personnel -1	One press release written	Count number
Create Promotional Flyer	Director by December 20, 2011	Time -2 hours \$/materials - Paper Personnel -1	One master flyer created	Count number
Copy Promotional Flyer	Director by December 20, 2011	Time -2 hours \$5.00/materials – Paper \$5.00 Personnel -1	50 copies made	Count number

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Distribute Promotional Flyer	Director by December 20, 2011	Time - .5 hours \$/materials - flyers Personnel -1	50 flyers distributed	Count number
Post Flyers in Library	Director December 20, 2011	Time – .5 hours \$/materials - paper/printing/ photocopying Personnel – 1	5 flyers posted	Count number
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?
Purchase Snacks	Librarian by December 20, 2011	Time-30 min \$20 & materials- none Personnel-1	Snacks & napkins/cups purchased	Count # distributed at program
Make sure meeting room is set up for program and camera is charged	Staff or volunteers January 12, 2012	Time-20 min \$ & materials-chairs & snacks Personnel-1	Chairs set up (approximately 20-30)	Count # participants
Hold Program	Library Staff/Volunteers January 12, 2011	Time – 4 hours \$ - \$10.00 gift/token of appreciation for presenter Personnel - 3	#participants	Q&A during program
Clean up meeting room	Staff or volunteer on January 12, 2012 after program ends	Time-20 min \$ & materials-none Personnel-1	N/A	N/A
Gather statistics and success stories	Staff or volunteer by January 19, 2011	Time-30 min \$ & materials-none Personnel-1	Count attendees; write report; include photos	Send report and photos to PEARL office

APPENDIX A: LIBRARY REPORT FORM

Alvord Public Library Program Report

Date of Program: _____

Title of Program: _____

Name of Presenter: _____

Number of Children Attended: _____

Number of Adults Attended: _____

The following are attached to the report (put a check mark by all that apply):

____ **Copy of published press release**

____ **Photos of program**

____ **Copy of follow up article or photos published in the newspaper**

____ **Copies of comment sheets from attendees**

Anything else you want to say about the success of the program:

APPENDIX B: COMMENT FORM

Tell Us What You Think About Today's Program!

Did you like the program?

What did you like most?

Anything else you want to say?
