

BAYLOR COUNTY FREE LIBRARY COMMUNITY OUTREACH PLAN



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Baylor County Free Library Community Outreach Plan

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Outreach Plan

Introduction

Seymour, Texas, is the county seat and only town in Baylor County. It is located at the crossroads of northwest Texas where five major highways intersect. Farming, ranching, and oil are the major industries.

Baylor County was created by the State of Texas in 1858, opening this vast area for settlement. Before 1858, the area was the home of Comanche, Tonkawa, and Wichita Native American tribes. One of their favorite campgrounds in the area is now the city of Seymour. Water and wild game could be found in abundance along Seymour Creek.

In 1878, settlers came from Oregon and stayed to establish the town of Seymour. Seymour quickly became the center of a large trade area with people coming from miles around to purchase supplies and pick up their mail. Seymour had become a distribution point for the mail coming from Graham and Wichita Falls. The first house in Seymour, built in 1879, was made of native stone and is still being used today.

The first Cowboy Reunion, held in Seymour in 1896, was so popular it became a tradition and is still held each year in July. It is now known as the Old Settlers Reunion and Rodeo.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for: lifelong learning, basic literacy, free and equal access to information, educational and recreational materials, information assistance, local history and genealogy, current topics and titles, and business support.

Currently the library is fulfilling its historical roles as well as being a technology center, providing for adult learning, being a gateway to information, and providing public computer access.

In the future, the library would like to become a community meeting place, and early childhood literacy information source.

Existing Programs

The library currently offers: Summer Reading Program for all ages, Winter Reading Program for all ages, literacy program with tutors and students, preparation for citizenship classes, regular Family Film/Fun Night, and regular author visits.

Identified Needs

Identified needs for the community include: more businesses and employers to provide additional local job opportunities, a second grocery store, optometrist, and more activities for children and teens other than school.

Identified needs for the library includes: more funding, staff, and space, especially a meeting room.

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Identified Assets

Identified community assets include: a city park, library, public pool, municipal golf course, tennis courts, city country club, baseball and softball fields, pharmacies, doctors, hospital, rural health clinic, local restaurants, two motels, a lodge, and a number of hunting and vacation rental properties. A natural history museum is currently being built.

Identified assets of the library include: six public access computers, Wi-Fi, and two large TVs for use.

Thank You Statement

The library thanks the Baylor County Commissioners Court and the Seymour City Council for their continuing support. The library also thanks the Tocker Foundation and the Priddy Foundation for their generosity through the years. They have given the library many gifts such as: shelving, furniture, computers, cataloging systems, Spanish/English books, and numerous other items. The library would like to thank the Baylor County Free Library supporters who provide funding through memorials and book donations, most especially the Friends of the Library who provide financial support through fund-raisers throughout the year. A special thank you goes to the Robert and Ruby Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative

Seymour is a family-oriented farming and ranching community. Little League Baseball and Softball, Little Dribblers Basketball, Midget and PeeWee Football, and Soccer League are popular. The Seymour Independent School District is the major employer in town. The school offers numerous sports opportunities for teens. These include baseball, softball, golf, tennis, football, basketball, cross-country and track. The school also offers a band program for students in 5th through 12th grades.

Annual events include the Old Settlers Rodeo and Reunion in July, Wild Pig Pedal bicycle race in the summer, Brazos Car Show in the fall, and Christmas Parade in December.

Seymour has a number of churches, Chamber of Commerce, Economic Development Department, and a Lions Club. The Baylor County Courthouse is conveniently located in the center of the city downtown. The Baylor County Museum, Whiteside Natural History Museum, WIC office, Volunteer Fire Department, City Police Department, County Sheriff Department, Department of Health, City Hall and Post Office are all downtown.

Civic organizations include the Lions Club, Seymour Arts Council, and the Historical Commission.

Seymour has a number of banks and a drug store. There are numerous restaurants, a grocery store, three banks, newspaper office, local radio station, Dollar General (newly remodeled super store opened June 2013), and a few convenience stores. There is a hospital, three day care centers, and several RV parks in town.

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Seymour is the only city in the county of Baylor and is fifty-two miles from the nearest large city, Wichita Falls (pop. 104,679) affording people a short commute to a job while living and maintaining a home in a small, rural setting. Other small towns comparable to or smaller than the size of Seymour (Goree and Munday) are thirty-two miles away in neighboring Knox County.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include farm and ranch lands to the east and west, breaks and hills to the north and south. There are many small, local farm and ranch owners, and nearby are Lake Kemp and Miller Creek.

Geographic challenges include drought with water being in short supply as the city residents rely on wells and not surface water. The local agricultural economy has suffered as a result of the drought, leading to a decline in revenue as well as population. The challenge for Seymour in being close to a larger city is that citizens travel regularly to Wichita Falls for doctor appointments, often stopping to shop there which takes revenue from smaller, local businesses in Seymour.

Library Features

Assets and Challenges

A major geographic asset of the library is that it is housed in the northwest corner of the Baylor County Courthouse which is conveniently located in the center of the city downtown. The library has a separate outdoor entrance as well as an entrance from the interior of the courthouse. The county museum, WIC office, Department of Health, City Hall and Post Office are within walking distance of the library as well as two banking facilities and a drug store. A family restaurant, a grocery store, newspaper office and a convenience store are a mere two blocks away. The downtown area encompasses a four to six block radius on either side of the library.

The library's location is also a geographic challenge. By being housed in the courthouse, it is not possible to expand the library's space. The library's collection is currently housed in a small area with no meeting rooms which often creates challenges. The 3,600 sq. ft. facility houses over 24,000 items (books, DVDs, VHS tapes, audio books) with more space needed for activities and programs. It is often difficult to host summer reading programs indoors, so activities are conducted outdoors on the courthouse lawn. The advantage to this is that citizens observe children in activities at the library, while the downside is that the weather is sometimes a factor preventing activities.

Community Demographics

The population of Baylor County is 3,726. The population of Seymour is 2,740. According to the 2010 Census, there were 1,432 adults between the ages of 18 and 64 in the county. There were 685 adults over the age of 65. There were 1,791 households with a median household income of \$37,159.

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According to the SISD, there are 436 school aged children. This is almost one-fourth of the population of the city that needs to be served by the library on a regular basis.

Library Profile Narrative

Mrs. J. M. Roach, one of the founding members of the Pierian Club, was the first to suggest buying books and establishing a library. This was started on a small scale in 1912. Through many years and many moves, the library was kept open two afternoons a week by the membership. New books were secured through donations or purchased with library dues and fines. From 1933-1936 a librarian's salary was available through the Works Progress Administration (WPA). When this terminated, the Chamber of Commerce came to the rescue and paid the librarian's salary for awhile.

In 1950 the Pierian Club library became the Baylor County Free Library, through the combined work of Mrs. Lincoln Burns, Mrs. J. M. Edwards, members of the County and State Aid to Libraries boards, the County Judge and the Commissioner's Court for Baylor County. The library now functions under a six man board and the Commissioner's Court of Baylor County.

In the fall of 2004, the hours of the library were extended from 24 to 30 with a part-time library director, to allow patrons more convenient times to enjoy the collections, programs and services offered by the library. Four computers were added to public access computer inventory, bringing a total of six computers available for patron use, complete with printer and internet access. The library boasts over 24,000 items in their collection of books, videos, DVDs, magazines, reference titles, books on tape and CDs. The library provides interlibrary loan services, is digitalizing local newspapers, and has completed digitalization of local yearbooks.

Though no meeting rooms are available at the library, a large rectangular table and a smaller round table with chairs are available for small meetings. The library offers a comfortable sitting area with large, leather chairs for patrons to enjoy while waiting for a computer or to enjoy a magazine.

The library has a number of assets. High speed internet from Santa Rosa Telephone Cooperative is provided for public access computers and staff computers. The library staff are: involved in community; have grant writing experience; good people skills; provide free and equal access to information; share knowledge and resources with others; encourage feedback; provide responsive service; are technology savvy; are committed to early literacy; promote life-long love of reading; provide career and workforce assistance; maintain confidentiality; communicate openly; are trained in the Labach Reading Program; are professional, well-trained, friendly and helpful. The staff offer one-on-one tutoring and computer training when needed. The library has an enthusiastic, experienced director who in addition to the above qualities has good fundraising skills, is trained in desktop publishing and printing and who has worked on numerous detailed projects. The library has established collaborative relationships with the local school libraries to promote a love of reading and life-long learning. A website and Facebook page provide patrons with information about library services and programs.

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Individuals and businesses continually show support monetarily through memorials or gifts in honor of loved ones as well as through donated items to the library. This is a major asset for the library and very much appreciated by all patrons who frequent the library.

Most Important Library Statistics

The library's service area covers a population of 3,500. Currently there are 2,469 registered patrons. The library offers 24,388 titles to the city/county patrons and there were over 10,500 checkouts last fiscal year (2011-2012). The library had 10,061 visits, 3,069 of which were computer users, and provided 65 programs to the community.

Vision, Mission, Goals and Objectives

Vision Statement

Citizens of Baylor County and patrons of the Baylor County Free Library in Seymour, Texas, will: be afforded connections to information needed to succeed in education, in the work force and in their daily lives to aid in personal growth; have reading, listening and viewing materials necessary for the continued pursuit of wisdom, knowledge and individual dreams; discover the gratification of reading and developing a desire for learning through diversified programs and methods; and to appreciate the high level of access to electronic information resources available to develop the technological, data seeking and evaluation skills needed in an ever-changing world; look to the Baylor County Free Library as a driving force behind the unification of community through cultural and educational programs and partnerships designed to explore the world around us as well as that which dwells within us.

Mission Statement

The Baylor County Free Library is committed to providing library services for life-long learning through equal access to informational, educational, cultural and recreational materials in a variety of formats in keeping with the ever-changing needs of the community.

Goals and Objectives for the Library

Goal 1: Patrons of all ages will view the Baylor County Free Library as a comfortable, inviting space for connecting with library resources in various formats to obtain quick and accurate information on an endless possibility of subjects.

Objective: Provide reading, viewing, listening and programming materials to the community for personal enrichment and pleasure.

Activities:

1. Purchase books, materials, etc. based on patron demand.
2. Continue Children's/Adults Summer and Winter Reading Programs.
3. Solicit funding for Summer Reading and other programs.
4. Collaborate with Seymour I.S.D. on Accelerated Reading Program and TexShare database.
5. Publicize events through local newspaper, radio station, social media and school system, as well as with fliers, posters and handouts.
6. Collaborate on library grant through Tocker Foundation with other libraries in the North Texas Regional Library System targeting children's programming, as well as adult programs.

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Goal 2: Patrons of all ages will have the opportunity to attend one of the many functions hosted by the Baylor County Free Library throughout the year.

Objective: Meet the information resource needs of the community with the latest available materials in various formats for patrons of all ages.

Activities:

1. Offer instruction to patrons on the needed skills vital for using information resources of all types (including Internet/card catalog, etc.) effectively.
2. Train patrons to use TexShare Databases and other databases.
3. Provide updated technological equipment for use by patrons (i.e. computers, printers, etc.) and offer a Technology Plan.
4. Continue to host computer classes taught by volunteers from Friends of the Library organization on as-needed/requested basis.
5. Determine nonfiction and reference purchases; as use of databases increases, need for some print resources will decrease.
6. Publicize ILL (Interlibrary Loan) through local newspaper, radio station social media and school system, as well as with fliers, posters and handouts.
7. Provide general information sources.

Goal 3: Patrons will feel a sense of pride as they utilize the resources afforded by the Baylor County Free Library and the efforts put forth by the staff and board to preserve the rich history and culture of Seymour and Baylor County for future generations of Texans to delight in.

Objective: Supply access to cultural information for patrons of the community from all walks of life.

Activities:

1. Collect and maintain local histories of Baylor County, organizations and families as published works become available.
2. Select and purchase local history, genealogical and Texana materials to further enhance the existing collection.
3. Provide database and/or direction to Internet sources for genealogy.
4. Publicize purchases and additions to library's various collections through local newspaper, radio station social media and school system, as well as with fliers, posters and handouts.
5. Evaluate performing arts, music, arts and literature (i.e. poems, plays) collection and replenish appropriately.
6. Implement cultural programming: author visits/book signings, art exhibits, musical events, holiday or anniversary celebrations.
7. Shelving to hold new materials (i.e. books, DVDs, audio books, etc.).

Goals and Objectives for Outreach Program

In keeping with the library's Goal # 1 and the objective activity #4, "Collaborate with Seymour I.S.D. on Accelerated Reading Program", the library will develop a Playaway Project. The goal

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of the outreach project is provide materials for people of all ages, especially students in SISD, who struggle with reading by conventional means.

Outreach Program

For the Playaway Project, the library will identify and purchase a selection of Playaways suitable for various ages. The new collection will be promoted to the local schools, nursing home center, Senior Citizen Center, local civic organizations and to the general public. People who have reading disabilities or visual impairments can listen to the Playaway audio recordings.

Statement of need

The library staff has received requests from patrons as well as school librarians for Playaway audio books. Problems faced by readers range from elementary-aged children that struggle with reading comprehension and need to have the book or material read to them in order to increase their learning ability, to patrons with poor eyesight or hearing that may need to have an audio recording with adjustable volume. The Playaways offer the opportunity for listeners to slow the speed of the audio to insure better comprehension. Although the school librarian has purchased a few Playaways, there is a need for a larger collection. The Baylor County Free Library can partner with them to meet the need. By purchasing additional Playaways, the public library can support the educational needs of SISD students.

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

The library will offer the materials to all residents of Baylor County and the City of Seymour as well as all students in the Seymour I.S.D.

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

While the program will be open to all patrons, it is specifically targeted and marketed to patrons who have difficulty reading by conventional means (i.e. poor eyesight, hearing loss, reading difficulty or disability), and more particularly to students with reading difficulties in SISD.

Estimated number of potential participants

Based on statistics for the Seymour I.S.D. from the 2011-12 District Performance, 312 of the 567 students enrolled were economically disadvantaged and 255 were non-educationally disadvantaged. Of these students, it was determined that at least 10% (57) students would benefit from the program being proposed by 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.)

The intended audience consists of students at Seymour I.S.D. The librarians from the Elementary and High School campuses check items out for their students through a school account at the county library. Interests vary among the students with emphasis on Accelerated Reader titles for their grade level.

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List potential partners based on your assets assessment

Potential partners include: Seymour I.S.D. Elementary and High School Libraries, Friends of the Library, Seymour Community Care Center, KSEY Radio 94.3 FM, *Baylor County Banner*, local businesses and civic organizations.

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

Physical

The library's new Playaway collection.

Skills

Library staff has experience with Playaway audio books. The Library Director has extensive experience in advertising and is affiliated with both the local newspaper and local radio station for over 30 years. A color printer and a button maker are equipment that the library can use to promote the project.

Detailed Action Plan

Action Plan Goal(s):

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

Action Plan Objective(s):

1. Select Playaways.
2. Partner with the SISD to promote the use of Playaway audio books.
3. Distribute promotional materials in town.
4. Publicize events through local newspaper, radio station, Facebook, library website and school system, as well as with fliers, posters and handouts.

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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?
Select Playaway audio books	Library Director by September 3	Time-1 hr Money- 0 Materials-0 Personnel-1	10 titles selected	Count #
Present request to Friends of the Library for funds to purchase initial selection of Playaway audio books	Library Director by September 10	Time-1 hr Money- 0 Materials-0 Personnel-1	1 request made	Count #
Contact Lions Club and get on agenda to promote Playaway audio books	Library Director by September 15	Time-15 min Money- 0 Materials-0 Personnel-1	1 contact made	Count #
Order Playaway audio books	Library Director by September 30	Time-1 hr Money- 0 Materials-0 Personnel-1	10 titles ordered	Count #
Receive and catalog Playaway audio books	Library Director by October 30	Time-1 hr Money- 0 Materials-0 Personnel-1	10 titles received	Count #
Add line to statistics form for Playaway audio books	Library Director by October 30	Time-5 min Money- 0 Materials-0 Personnel-1	Revised form made	Count #
Create PSA to promote the project	Library Director by November 15	Time-15 min Money- 0 Materials-0 Personnel-1	1 PSA created	Count #
Write article about new Playaway audio books	Library Director by November 15	Time-15 min Money- 0 Materials-0 Personnel-1	1 article written	1 article published

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Create flyer or brochure to promote the project	Library Director by November 15	Time-15 min Money- 0 Materials-0 Personnel-1	1 master flyer created	Count #
Make copies of flyer/brochure	Library Director by November 15	Time-30 min Money- \$50.00 Materials- Paper, ink cartridges Personnel-1	50 copies made	Count #
Post information about Playaway audio books on website and Facebook	Library Director by November 15	Time-15 min Money- 0 Materials-0 Personnel-1	2 postings done	Count #
Make presentation to Lions Club to promote Playaway audio books	Library Director by November 30	Time-1 hr Money- 0 Materials-0 Personnel-1	1 presentation made	Count #
Presentation to Retired Teachers Association to promote Playaway audio books	Library Director by February 15, 2014	Time-1 hr Money- 0 Materials-0 Personnel-1	1 presentation made	Count #
Keep usage statistics	Library Director daily once Playaways are in the system	Time-10 min Money- 0 Materials-0 Personnel-1	Daily statistics kept	Compile statistics monthly
Gather materials for report	Library Director by February 28, 2014	Time- 1 hour Money-0 Materials- Personnel- 1	Compile monthly stats; add a flyer/brochure, assemble articles/photos	Write report
Send/email final report to PEARL Office	Library Director by February 28, 2014	Time- 1 hour Money-0 Materials- Personnel- 1	Report sent	Confirm receipt of report

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APPENDIX: TARGETED SURVEY RESULTS



LIBRARY SURVEY 2013

Do you have an e-reader? The Baylor County Free Library is thinking of adding e-books to the collection. We are also thinking of adding playaways (books prerecorded on an audio player) and we'd like your input. Thank you for taking the time to fill out this survey and returning it to the library.

27 Surveys returned to library (Compiled 8-7-2013)

1) Do you have an e-reader? Yes/No – Yes 13, No 20

*Some replied no to question, yet listed a reader

2) If so, what kind? (i.e. Kindle, Kindle Fire, Nook, Nook Color, etc.) _____

Kindle – 5

Kindle Fire – 3

Nook – 3

Nook Color 2

Kindle for Windows – 1

I-Pad – 2

Have Kindle App on I-Pad and Phone - 1



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- 3) If the library offered e-books would you or other members of your family use them? Yes/No

Yes – 28

No - 5

- 4) If the library offered books prerecorded on an audio player (playaways) would you or other members of your family use them?

Yes/No

Yes – 26

No – 5

1 – Yes, Maybe? Try Something New



- 5) What kind of books do you like to read? (i.e. Best Sellers, Mystery, Romance, History, Suspense, etc.)

Fantasy – 1, Best Sellers – 11, Non Fiction – 1, History – 9, Romance – 12

Science – 1, Christian Fiction – 4, Mystery – 15, Western – 1, Suspense – 7

Historical Fiction – 2, Children's – 1, YA Fiction – 1, Horror – 3,

Paranormal Fiction – 1, Children Ages 7 and 13 – 1, Vampire – 1

Self Help – 1, God – Help – 1, All Kinds – 4, Fiction/Fantasy – 1

Science Fiction – 1, All Kinds Except Romance – 1, Classic Literature – 1

- 6) Do you have a favorite author?

No – 8

Not Really – 1

None - 1

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Favorites listed on survey:

Brandon Mull, Nicholas Sparks – 3, Laverle Spencer, John Grisham – 2

Kathleen Woodiwess, Lisa Kleypas, Linda Lael Miller, Cassandra Clair

Karen Kingsbury, Beverly Lewis, Robert Crais, Francine Rivers – 3

Eoin Colfer – 1, Stephen King – 3, Julie Garwood, Patricia Briggs

P.C. Cast – 2, Johanna Lindsey, Judith Pella, James Patterson – 2

Lori Copeland, Steven Hunter, Agatha Christie, Stephenie Meyer – 2

Meg Cabot,

Stuart Woods

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