

BERTHA VOYER MEMORIAL LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

The Bertha Voyer Memorial Library serves a mainly rural population in eastern Fannin County. Paris to the east and Bonham to the west are both 22 miles from Honey Grove on U.S. Highway 82. McKinney, Sherman and Greenville are all within 60 miles. Distance to the nearest large metropolitan area, Dallas, is 100 miles. The Texas border with Oklahoma is 15 miles north on the Red River.

Honey Grove was discovered and named by Davy Crockett as he traveled through the area on his way to San Antonio. Crockett sent a letter east to Samuel Erwin on January 9, 1836 describing the region as “the garden spot of the world.” Two years after the fall of the Alamo, and Crockett’s death, Mr. Erwin came to the area to buy the land from the State of Texas. Mr. Erwin is considered to be the founder of the town. When the post office opened in 1846 the area was officially named Honey Grove.

Historical, Current, and Future Roles of the Library

The historical roles of the library have been: basic literacy and current topics and titles. The library continues to fill these historic roles as it expands its current library roles to include: community meeting place; educational and recreational materials; information assistance; local history and genealogy; career and workforce development; gateway to information, and public computer access. Future plans are to expand the current roles to include more programming including English as a second language courses, cultural awareness, and expanding the community meeting place to become a community commons.

Existing Programs

Existing programs offered by the library include: regular story time for preschool and toddlers; summer and winter reading programs for children; adult and teen book clubs; family literacy and home school programs; outreach to the nursing home; homebound individuals, and classes in two school districts (Dodd City and Bonham). Technology programs offered are basic computer literacy classes and computer gaming programs for teens and seniors. The library supports local history and genealogy research by: digitizing local photos; newspapers; church and cemetery records, and offering genealogy programs. Adults and teen are offered classes in: work skills assistance; photography; knitting; crochet, and fine arts. The Photography Club regularly exhibits in the library.

Identified Needs

Honey Grove is a small community. The community has quick stop shopping with gas stations, a produce and meat market but does not have a super market. The nearest super market is 18 miles away in Bonham. Dining options in Honey Grove are limited to several diners serving only breakfast and lunch; the town needs a restaurant that serves meals after 2:00 p.m. Honey Grove’s unemployment rate is 14.5%. Jobs for laborers are needed. The town’s tax base is low.

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Identified needs for the library based on a recent survey are: faster Internet access; college preparation sessions; classes on financial management; programs on gardening and weather watching; tutoring for children, and more entertainment options for people of all ages. The library needs to make renovations to the computer room. Additional sources of revenue are needed to fund more projects and to increase financial support of the library.

Identified Assets

Community assets of Honey Grove include: clinic and nursing home; city water and waste services; historic church building used for special events, and an active Chamber of Commerce. The Hall-Voyer Foundation provides funding for various endeavors and is a community asset.

Library assets include: twelve reliable Internet desktop computers, five laptop computers for public use, and public Wi-Fi. Additional assets of the library include a large community room adjacent to the library and access to the historic church building as needed. The library is operated by the Hall-Voyer Foundation with strong community ties with other Foundation projects.

Thank You Statement

The Bertha Voyer Memorial Library would like to thank the Board of the Hall-Voyer Foundation, the City of Honey Grove, the Friends of the Library, and the staff and volunteers for continuing funding and support. Assistance with this program was provided by staff of the Buster Cole Unit of the Texas State Prisons who identified an experienced teacher for this project. The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas (UNT) PEARL project.

Community Profile Narrative

Honey Grove is a traditional Texas community featuring a downtown square. The post office, feed store, drug store and library are all on the square. The school campus and local businesses are located on U.S. 56, the primary route through town.

Sporting fields are located at the schools. The city park offers a playground and picnic tables for family activities. North of Honey Grove is Crockett Lake and Coffee Mill Lake. These lakes offer water sports and camping. Adjacent to Coffee Mill Lake are the Caddo National Grasslands.

The Chamber of Commerce supports Honey Grove's participation in June in the 400 miles of sales along highways U.S. 82 and U.S. 287. In October the community celebrates Davy Crockett Day to mark his passage through the area; the library sponsors a pie contest during this festival. Christmas on the Square is the annual Christmas bazaar and tree lighting festival.

The region has long been an agricultural area producing wheat and corn. Livestock, primarily horses and beef cattle are produced on area ranches, while one local ranch raises buffalo.

Honey Grove is a bedroom community. Many residents work in surrounding communities. The primary employers in Honey Grove are the school district, Wise Products, and National Banner.

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The school district operates an after school program to help the working families. Some children ride the school buses to the library after students are released for the day.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets of Honey Grove and the surrounding area include: fertile farmland; horse and cattle ranches; ponds; gently rolling hills; Bois d' Arc and cedar trees, and other natural vegetation. The town has a public park, municipal golf course, and the 100 year old church is a historical site.

The geographic challenge of the community is the distance to the nearest town and large city.

Library Features

Assets and Challenges

The location of the library on the town square is an asset. This location is highly visible, easy to access and provides convenient parking.

Community Demographics

According to the federal census of 2000, Honey Grove had a population of 1,785, with 78.9% White, 6% Hispanic, 16.3% Black, .4% American Indian, .3% Asian, and 2 % other. Over 6.6% of the population was under age 5, 17% under 18, and 21% over 65 years old. In Honey Grove 72% of adults were high school graduates. About 12.4% of families and 16.2% of the population were below the poverty line, including 21.3% of those under age 18 and 16.7% of those people age 65 or over.

Library Profile Narrative

The Bertha Voyer Memorial Library (BVML) was established in 1964 by Bertha Voyer and her close personal friends and funded by the David Graham Hall Foundation, now the Hall-Voyer Foundation. It was the first public library in Honey Grove and continues to be a vital part of the community.

The library is housed in two pre-1900 buildings on the town square and maintains approximately 22,794 items in its collection. One building contains the circulating collection. The reference collection, reading area, and public access computers are housed in the adjoining building. Two handicapped accessible meeting rooms are located upstairs.

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Most Important Library Statistics

The Bertha Voyer Memorial Library is a non-profit agency primarily funded by a grant from the Hall-Voyer Foundation and a contribution of \$2,500 from the city of Honey Grove and \$4,000 in corporate and foundation grants. In 2010, the library expended \$94,566. The library is an accredited library in the Northeast Texas Library System.

In 2010, the library had 1,932 registered borrowers in Fannin and Lamar counties which are more than the assigned service population of 1,828. Library circulation was 24,484 from the library collection of 20,525 materials. Total attendance at library programs was 3,243 people with 860 attending children's programming. The 17 public Internet access computers were used 5,648 times.

The library is open 36 hours per week and operated by 3 full time equivalent paid staff. In 2010, the 25,963 library visits were equal to 14.2 visits per capita.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Bertha Voyer Memorial Library is to provide information, education, entertainment and enrichment for a diverse community in a welcoming environment.

Mission Statement

The mission of the Bertha Voyer Memorial Library is to provide the residents of Honey Grove and the surrounding areas with a means to improve their quality of life by building a collection that will meet the diverse needs of the population using it, within the limitations of budget, space, and availability of materials.

Goals and Objectives for the Library

Our Goal is to maintain or exceed current levels of service and expenditures.

Goal 1. To provide Spanish language titles in the collection

Objectives:

- A. Consider suggestions from library patrons
- B. Consult with NETLS Collection Development Consultant
- C. Order from suggested titles in trade and library magazines
- D. Interview teachers for suggested titles for children

Goal 2. Increase library usage by school age children

Objectives:

- A. Meet with elementary and middle school principals to discuss transportation of students to the BVML
- B. Continue to offer reading program and award books (i.e. 2X2, Bluebonnet, Newbery, etc) as well as incentives for attendance at these programs
- C. Provide more grade-level titles
- D. Continue providing Children's/Youth Librarian
- E. Expand "Teen/Young Adult" program started in 2010

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Goal 3. Increase interest in the library from users/non-users

Objectives:

- A. Surveys – either through web site or newsletter – to find wants and needs of the community
- B. Continue to add more adult programming based on surveys
- C. Encourage Friends of the BVML to increase its number of adult programs
- D. Explore interest in adult book club, genealogy society, literary guilds, Chess club, seniors group

Goal 4. Maintain level of operation

Objectives:

- A. Meet with city officials to stress importance of local funds for the library
- B. Meet with the Hall-Voyer Foundation board of directors as needed

Goal 5. Broaden non-fiction collection

Objectives:

- A. Continue to purchase bestsellers on current events
- B. Work with the Friends to purchase and re-sell current event topics

Goal 6. Provide opportunities for use by “non readers”

Objectives:

- A. Expand/maintain DVD collections, Audio Books, CDs etc
- B. Expand/maintain computers – increase usage by adding software titles that are useful and/or entertaining

Goals and Objectives for Outreach Program

To meet Goal 3, “Increase interest in the library from users/non-users”, objective B, “Continue to add more adult programming based on surveys” the library will provide GED classes for the community. The goal of the GED classes is for students to earn their diploma. The objective of the classes is to prepare students for the GED test.

Outreach Program

A professional GED instructor will be hired to teach classes to prepare adults to earn the general education diploma. The program will initially be offered to 10 individuals in a classroom presentation format three times a week from 6:30 – 8:30 p.m. in the Community Room. The six week series of classes will begin with individual assessment to enable the teacher to specialize training to participants needs. This preparation will provide the background needed to take and pass the GED examination. The Hall-Voyer Foundation will provide the instructor, the study materials, testing fees for individuals with demonstrated financial need, and sponsor a graduation recognition ceremony for those who take and pass the examination.

Statement of need

The percentage of adults in Honey Grove who have completed high school is 72%, which is below the county average of 82.4%. From November 2011 through April 2012 library staff has received requests for GED classes. Twelve names of interested individuals were recorded by staff during this period. The needs survey distributed in the library, at the Dollar General store,

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and at a school event asked about interest in GED classes. Of the 68 survey responses, 16 responded “yes” and 28 answered “maybe” to the question, “If the library offered GED classes would you or a family member attend?”

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

The audience for the program is English speaking adults without high school diplomas residing in Honey Grove or the surrounding area and unemployed or working nearby

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

The specific segment of the target group will serve is the 44 adults who responded “yes” or “maybe” to the survey question asking if they would attend GED classes if they were offered.

Estimated number of potential participants

The recommended class size according to the instructor is 10 students. The class will be limited to this size. This series is a pilot program that will be continued if deemed successful.

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

The time (6:30 – 8:30 p.m.) and number of classes (3 per week for 6 weeks) was suggested by the instructor based on her experience with this target group. The early evening was selected to enable attendance by adults who may have childcare or other duties during the day. The class meets frequently to build on previous learning. There is no public transportation in Honey Grove, however the library is on the town square and residents regularly pass by the downtown.

List potential partners based on your assets assessment

Hall-Voyer Foundation is the primary partner of this pilot project. Other partners are the ISD, local businesses, *The Honey Grove Gazette* and *Paris News*.

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

Library resources that will contribute to the success of the program are the Community Room, the laptops, Wi-Fi, calculators, and workbooks for the program.

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. Hire teacher.
2. Schedule classes.
3. Register students for the pilot series of classes.
4. Evaluate pilot program.

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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?
Contact the Buster Cole Unit in Bonham to identify instructor	Director by March 23	Time: 10 mins, \$ & materials - phone Personnel-1	1 instructor identified	Count #
Contact instructor identified from above discussion	Director by March 26	Time: 45 mins, \$&materials - none Personnel-1	1 instructor interviewed	Count #
Secure funding for program from HV Board	Director by March 28	Time: 10 mins, \$&materials - none Personnel-1	Discuss plans, budget and needs	Board approves expenditures for program
Sign contract with instructor	Director, Instructor by April 30	Time: 30 mins, \$&materials - contract Personnel-2	1 instructor hired	Count #
Schedule dates	Director, Instructor by April 30	Time: 30 mins, \$&materials – calendar Personnel-2	18 dates selected	Count #
Write announcement to promote program to increase # of participants and generate public interest	Director, Program Director by May 5	Time: 1 hrs, \$&materials – computer, phone Personnel-2	1 announcement written	Count #
Distribute announcement	Director, Program Director by May 5	Time: 1 hrs, \$&materials – computer, phone Personnel-2	5 announcements distributed	Count #
Prepare list of possible students from enrollees	Director by May 24	Time: 1/2 hrs, \$&materials -computer Personnel-1	1 list of possible students developed	Count #
Contact all enrollees	Director, Program Director by May 29	Time: 1 hrs, \$&materials –list/ telephone Personnel-2	Select 10 participants and 2 alternates	Count #
Start waiting list of students additional classes	Director, Program Director by May 29	Time: 1 hrs, \$&materials –list/ telephone Personnel-2	1 waiting list started	Count #

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Purchase materials, calculators, snacks	Director by May 30	Time: 1 hrs, \$&materials-computer, credit card Personnel-1	Order needed supplies/shop for snacks	All needed supplies available by June 5
Create confirmation letters with date	Director by May 30	Time :2 hrs, \$&materials – paper Personnel-1	1 master made	1 master made
Copy confirmation letters	Director by May 30	Time :2 hrs, \$&materials – paper Personnel-1	12 letters copied	Count #
Send confirmation letters	Director by May 30	Time :2 hrs, \$&materials – paper, postage Personnel-1	12 letters sent	Count #
Set up classroom	Director, Program Director by June 4	Time: 1hrs, \$&materials- tables/supplies Personnel-1	Room prepared for students, set up tables and chairs for 10 students and instructor	Room ready
Hold 1 st class welcome students, ensure room and supplies are available	Director, Instructor on June 5	Time: 2 hrs, \$&materials – class supplies and refreshments Personnel-1	1 class held	Count #
Hold 17 more classes	Instructor, students June 7- July 14	Time: 34 hrs, \$&materials – supplies Personnel-1	17 classes held	Count #
Schedule class time to discuss final steps with students, hand out applications for financial aid	Director, instructor, students on July 14	Time: 1 hrs, \$&materials – forms for assistance Personnel-1staff, instructor	10 applications handed out	Count #
Stay in contact with Students	Director beginning July 14 through completion of tests	Time: 1 hrs per week, \$&materials - telephone Personnel-1staff	Insure all attendees complete test/reschedule those not completing all areas for next session	Count # of students successfully completing tests
Schedule Graduation Ceremony and book room	Director by Aug 12	Time: 30 mins, \$&materials - calendar Personnel-1	1 room scheduled and booked	Count #
Send invitations to students, teacher, board, Friends of BVML	Director by Aug 12	Time: 1 hrs, \$&materials –invitations and postage Personnel-1	30 invitations sent	Count #
Hold ceremony	Director, Program Director by Aug 20	Time: 2 hrs, \$&materials – snacks and mementos Personnel-2	1 ceremony held	Count #

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Write and distribute article about graduation	Director by Aug 31	Time: 1 hrs, \$&materials – paper, computer Personnel - 1	5 copies distributed	Count #
Write and send thank you notes	Director by Aug 31	Time: 1hrs, \$&materials –paper, postage Personnel - 1	3-5 Thank you notes sent	Count #
Write and submit report to PEARL Office	Director by Aug 31	Time: 2 hrs, \$&materials – computer Personnel -1	Report written and sent	Report accepted by PEARL

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APPENDIX: NEEDS SURVEY RESPONSES

	YES	MAYBE	NO
Do you know where the library is located?	65	0	3
Have you or other family members been to the library in the past month?	33	3	32
If the library offered GED Classes – would you or a family member attend?	17	32	38
Have you or your family attended a program at the library in the past 6 months?	35	3	49
Have you used the library computers in the past 6 months?	37	2	49

What Services Do You/Would You Use If Offered At The Library?

62 Books 52 Wi-Fi 28 Adult Programs 34 Children’s Programs
 58 DVDs 20 E-Books 51 Computers 31 Downloadable Items (music/audiobooks)

What Services Would You Like The Library To Offer?

More audiobooks on CD // Open more evenings // Genealogy classes // Book Club – Mentoring Program // Different artsy classes // Guest speakers // Movie nights // Longer loan period // Snacks in the library // Tutoring for kids // More ethical program -- book club // More variety in DVDs // Vending and Drink machines // Video Gaming // Youth lock-ins // College prep // Longer computer use times

Do You Have Any Suggestions for Programming?

Classes: Bookkeeping // Weather watching // Genealogy // Tutoring // Photoshop // photo editing // technology Offer: Upgraded computers // Upgrade computers to MS office (currently using Open Office) // E-books // Educational software // Tux typing for kids // Technology classes

Anything Else You’d Like Us To Know? Any Needs We Aren’t Meeting?

Kind of scared to go – need to recruit older teens // Improve computer speed (4 responses) // Advertise more and get people interested in reading or doing civil services // Community services – We need to have a strong library influence // Give more popcorn // If your technology takes a leap forward – might double business // Doing good – come a long way! // Publicize more