

# **BETTIE M. LUKE MUENSTER PUBLIC LIBRARY COMMUNITY OUTREACH PLAN**



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## Outreach Plan

### Introduction

Muenster, Texas is located on Highway 82 in Cooke County, approximately 15 miles west of Gainesville and 85 miles northwest of Dallas. It was founded in 1889 by German Catholic land agents and brothers Carl and Emil Flusche. The two brothers attracted additional German immigrants to Muenster from similarly settled communities by advertising in German language newspapers around the country. Muenster grew in population as the railways expanded with a branch line of the Missouri, Kansas and Texas Railroad. Muenster is the home of the German Fest, an annual festival to celebrate the community's heritage. Muenster capitalizes on its unique ethnic characteristics through commerce and tourism.

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

Historically the library has been a place for lifelong learning, information assistance and a preschool door to learning. Currently the library provides educational and recreational materials, access to current topics and titles, public computer access, and information assistance. Future roles for the library include the following: career and workforce development; a community commons and meeting place; a center for local history and genealogy, and a technology center.

### *Existing Programs*

Existing programs at the library include: interlibrary loan, summer reading program for children and teens, and a regular story time for day care centers at the library.

### *Identified Needs*

The community needs additional retail outlets.

Library needs include concluding the digitization process of the historic newspaper *The Muenster Enterprise* and additional meeting space. The library is challenged by older computers and limited service hours.

### *Identified Assets*

Community assets include: highly rated schools; new construction for recreational facilities; German heritage and history, and a friendly, family-oriented environment.

Library assets are: a contemporary facility; grant writing skills; community involvement; a well-trained and friendly staff; good working relationships among staff and volunteers; rapport with patrons, and an abundance of community enthusiasm for library progress.

### *Thank You Statement*

The library wishes to thank Nortex Communications for financial contributions and Internet service as well as free cable announcements. The library also thanks the Muenster State Bank for its regular generous donations. The library is grateful to the Muenster Chamber of Commerce for including the library as a beneficiary of the German Fest proceeds. The library

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wishes to thank the Friends of the Muenster Library, the main fundraising entity, for their commitment and hard work.

The library also thanks Sacred Heart Catholic Church, the First Baptist Church, and the *Muenster Enterprise* for publicizing the library outreach program. The library is grateful for the opportunity of community outreach made possible by the Robert & Ruby Priddy Charitable Trust through funding the PEARL Project grant through the University of North Texas.

### **Community Profile Narrative**

Muenster is a tightly knit community made up of the descendants of the original German Catholic settlers. Residents are family-oriented and proud of their German heritage. Muenster has highly rated educational facilities. Sacred Heart schools and the Muenster ISD both provide pre-K through 12th grade education and athletic programs. Families are often attracted to Muenster because of the quality of education at the schools. As in many rural communities, the rhythm of life revolves around school athletics schedules.

The major employers in Muenster are the schools, the hospital and the nursing home. Many residents commute to Dallas, Fort Worth or Gainesville for work. New industry is developing nearby in oil and gas drilling.

Muenster has orderly, wide streets and the look of a German community. Storefronts are painted with murals. Many downtown buildings have the look of timber framing, or *Fachwerk*, with exposed timbers forming a lattice that is common in German architecture. German names are prominently placed on buildings and a clock tower is a focal point of downtown.

German Fest, an annual celebration held in April, provides food and entertainment reflective of German heritage. A multi-million dollar complex, German Fest Park, that will house German Fest, is near completion. The complex will provide space for a children's pavilion, contests, German bands, polkas, beer gardens, food, and concerts during the three day event.

### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

Community assets of the service area include: a vineyard; newly created man-made lake; horse ranches; dairy farms; fish and game leases, and agricultural land. There is a city park with a new swimming pool.

Muenster is challenged by a lack of major retail outlets.

#### Library Features

##### *Assets and Challenges*

The library is a stand-alone facility located near City Hall and the Post Office. The Chamber of Commerce is about 4-5 blocks from the library. Churches, restaurants, shops, the hospital, and a museum are nearby. The library is conveniently located next door to a daycare center offering an

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opportunity for story times. The library is in a mainly residential area. This allows children to ride their bikes or walk to the library from home or from school. The schools are located a few blocks away.

Parking needs to be reconfigured.

### *Community Demographics*

The library serves the community of Muenster, Western Cooke County and Eastern Montague County. According to the 2010 census, Muenster has 1,544 residents. The population is 94% White, 4% Hispanic, 1% Asian, and 1% Other. 81% have a high school diploma; 16% have a Bachelor's degree or higher. The median income is \$52,338. 23.4% of the population is age 55 and older; 27% is under 18; 50% is between the ages of 18 and 55.

### **Library Profile Narrative**

The library was founded as a community project by the Catholic Daughters of America in 1959. Less than a decade after its founding, the library doubled in size. By 1965, the library was adopted as a city facility, received city revenue and acquired a board of trustees. The library became accredited by the Texas State Library and Archives Commission in 1975. In 1997, the library was granted 501(c) 3 status and began operations under the Friends of the Library. The new Bette M. Luke Muenster Public Library building, 5,300 square feet, was completed in 2001. It was funded solely by donations and grants. The library depends on a volunteer corps to remain open 25 hours per week. The director is the only paid employee.

The library is strengthening its children's collection and reading area. There are 4 early literacy computer stations and an alcove reading nook. The junior and teen fiction is being strengthened by including many current bestsellers as well as classic works of fiction.

The library has a large collection of multi-media items including DVDs, music CDs, and audiobooks. The audiobooks are popular with postal carriers and commuters.

The library has long range goals based on prioritizing service responses to the expressed needs of the community. These include: providing current topics and titles; encouraging lifelong learning/literacy; addressing local history and genealogy, and providing a community commons environment.

### *Most Important Library Statistics*

In 2010, there were 18,048 items in the collection. There were 1,684 registered borrowers. The library had 8,530 visits and circulated 17,563 items. Reference transactions totaled 2,050. 650 people attended library programs. The library was open 25 hours per week with one paid staff member. Volunteers logged 2,345 hours.

**Vision, Mission, Goals and Objectives**

*Vision Statement*

The Bettie M. Luke Muenster Public Library provides free access to information in a peaceful environment of lifelong learning.

*Mission Statement*

Our mission is to provide access to informational, educational, and recreational library services to everyone living in, or visiting, the Muenster community.

*Goals and Objectives for the Library*

I. Goals and Objectives to Provide Current Topics and Titles

Goal A: Improve, update, and maintain library facilities

- Objectives:
- 1.) Review space needs every 5 years;
  - 2.) Purchase and maintain furnishings and equipment to meet the needs of users and staff

Goal B: Increase levels of finance

- Objectives:
- 1.) Receive funds on an ongoing basis as the basic funding structure for the Library;
  - 2.) Continue the Friends of the Library group for ongoing financial resources to supplement local support;
  - 3.) Submit an annual library budget that addresses the needs of the community as reflected in the Library's Five-year Plan;
  - 4.) Have fiscal procedures and financial management practices consistent with local government practices;
  - 5.) Allocate 25% of operating budget for funding the library's collection of materials;
  - 6.) Provide a salary for a entry level librarian position as reported by the Texas Library Association;
  - 7.) Promote advocacy of library issues with community stakeholders and elected officials

Goal C: Increase patron use of the library

- Objectives:
- 1.) Evaluate public image of library and staff by conducting patron use surveys as needed;
  - 2.) Coordinate with other community service events;
  - 3.) Use public relations and marketing tools to:
    - a.) Produce and publish annual reports;
    - b.) Provide Library logo bookmarks and book bags;
    - c.) Create and distribute library brochure;
    - d.) Continue use of local cable and newspaper ads;
    - e.) Produce and dispense direct mail promotions;
    - f.) Produce and maintain a Facebook page

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Goal D: Maintain a current collection adequate for the needs of the community

- Objectives:
- 1.) Replace and add new items monthly;
  - 2.) Purchase monthly current adult titles, children/young adult titles in various formats;
  - 3.) Maintain magazine subscriptions
  - 4.) Maintain newspaper subscriptions
  - 5.) Research and consider adding E-books

Goal E: Achieve a collection age of less than 10 years for all most categories

- Objectives:
- 1.) Ongoing weeding of entire collection

Goal F: Exceed the recommendations made by the Texas State Library's "Selecting and Using a Core Reference Collection" publication

- Objectives:
- 1.) Evaluate and weed current reference items;
  - 2.) Purchase new and replace out-of-date reference titles;
  - 3.) Assess digital resources for reference items

Goal G: Provide access to Internet and full-text databases

- Objectives:
- 1.) Introduce Library Staff and Board members and patrons to TexShare databases through advertising and training;
  - 2.) Assess need for additional purchase of databases;
  - 3.) Seek funding for assessed need for databases

Goal H: Provide free Interlibrary Loan services

- Objectives:
- 1.) Train staff in Interlibrary Loan procedures;
  - 2.) Advertise the service of interlibrary loaning

Goal II. Increase library services

- Objectives:
- 1.) Extend Library open hours to 30 hours per week;
  - 2.) Assess electronic equipment needs, including Internet access, website hosting, FAX machine, e-books, copier, scanner, computer, software, and printer needs;
  - 3.) Purchase identified necessary electronic equipment;
  - 4.) Provide adult patron use computers;
  - 5.) Replace Library computers as needed;
  - 6.) Implement the library technology plan;
  - 7.) Provide a fully on-line catalog
  - 8.) Provide database searching accessible through the Library's website;
  - 9.) Provide reference service via email;
  - 10.) Continue to provide free library services to patrons in Western Cooke County and Eastern Montague County;
  - 12.) Offer color printing to patrons from Library computers;
  - 13.) Offer scanning services to patrons from Library computers

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Goal J: Provide a high level of standard for personnel

- Objectives:
- 1.) Provide training and continuing education of Staff;
  - 2.) Maintain a Library Director, including a minimum of 10 hours of continuing education per year;
  - 3.) Meet salary, hours, and benefit levels of Staff comparable with other positions of the funding entities of the City of Muenster and Cooke County requiring similar educational preparation and job assignments;
  - 4.) Provide for staffing levels to ensure that at least two staff/volunteers are in the library during all open hours

### III. Goals Addressing Lifelong Learning/Literacy

Goal A: Instill a lifelong love of books in children and a desire to learn that will help them live productive and satisfying lives

- Objectives:
- 1.) Increase attendance of Summer Reading Program;
  - 2.) Increase attendance at Story/Craft Programs;
  - 3.) Appoint a supervisor for Story/Craft Programs;
  - 4.) Coordinate annual library tours for local school children;
  - 5.) Provide children's character visits;
  - 6.) Provide a web-based homework/tutoring program

Goal B: Foster electronic literacy in our patrons, and provide free, reliable access to the Internet and the library's computerized catalog

- Objectives:
- 1.) Maintain the library's computer system with a web-based system;
  - 2.) Provide remote access to the Library's catalog;
  - 3.) Provide adequate training in the new system for Staff;
  - 4.) Provide for ongoing upgrades and maintenance of computers;
  - 5.) Provide basic computer literacy classes and assistance on the computer

### III. Goals for Local History and Genealogy Collection

Goal A: Exceed the Texas State Library's comprehensive level of standard for possessing a Local History collection

- Objectives:
- 1.) Pursue joint effort with *The Muenster Enterprise* to digitally preserve the more than 75 years of their newspapers;
  - 2.) Coordinate with local history/genealogy groups in providing programming



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### V. Goals for Providing Community Commons

Goal A: Provide a safe, comfortable library environment for all people in which they may seek interaction and participation with their community.

- Objectives:
- 1.) Assess and address community interest in programming, book or movie discussion clubs;
  - 2.) Contact local schools and survey community groups for interest/ideas for cooperative efforts;
  - 3.) Provide space for local school children's debates, art exhibits, science projects, and literary events or contests;
  - 4.) Provide bulletin board space for community items

#### *Goals and Objectives for Outreach Program*

As part of the library's Section V, Goal A, Objective 1 "Assess and address community interest in programming, book or movie discussion clubs", the library will offer a monthly book club for older adults.

The objective of the outreach program is to provide an opportunity for older adults to socialize and enjoy stimulating interaction.

#### **Outreach Program**

The Second Saturday Book Club will be held at the library on the second Saturday of each month in the meeting room. The library intends to extend its hours on Saturday mornings.

#### *Statement of need*

The library has not offered on-going programs in the past. It conducted a general survey to determine needs. Results indicated an interest in programs for adults. Library staff has also received requests for a book club for older adults.

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

73.4% of the population of Muenster is age 18 and over.

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

23.4% of the population of Muenster, 361 residents, is 55 or older.

#### *Estimated number of potential participants*

The library meeting room can accommodate a maximum of 20 people. The book club will be limited to this number.

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

The program is for men and women who are 55 or older. It is anticipated that the majority of participants will be residents of Muenster. Transportation will not be provided. The second Saturday of each month was chosen because that time will not conflict with other community

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activities such as children’s sports. The book club will be held from 10 a.m. to 11 a.m. in the library’s meeting room.

*List potential partners based on your assets assessment*

The partners for this project are: the Friends of the Library; the *Muenster Enterprise*; Sacred Heart Catholic Church; the First Baptist Church, and Nortex Communications.

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

Library resources include a meeting room and staff who can create promotional materials, facilitate book discussion and provide title lists. The library will also provide interlibrary loan services to acquire copies of the books for discussion. Coffee and kolaches will be provided by the Friends of the Library.

**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. Schedule the monthly dates.
2. Publicize the program.
2. Select book titles.
3. Create promotional materials.

*Action Plan Table*

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 and times	Director by June 1, 2012	Time – 15 minutes \$/materials – none Personnel -1	2 dates set	Count #
Select 2 book titles for discussion	Director by June 15, 2012	Time – 1 hour \$/materials – none Personnel -1	2 book titles selected	Count #
Write 1 <sup>st</sup> press release	Director by June 15, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 press release written	Count #

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Send press release to cable and to newspaper	Director by June 15, 2012	Time – 30 minutes \$/materials –none Personnel -1	2 press releases sent	Count #
Create informational flyer for potential book club participants	Director by June 15, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 master flyer created	Count #
Photocopy and distribute flyers at churches and in library	Director by June 15, 2012	Time – 30 minutes \$3.00/materials – 30 sheets Personnel -1	30 flyers copied and distributed	Count #
Take registrations by telephone	Staff June 15 -July 13, 2012	Time – 1 hour \$/materials – none Personnel -1	Registrations taken	Count #
Prepare discussion questions for 2 books	Director by July 10, 2012	Time – 1 hour \$/materials – none Personnel -1	5 questions prepared for each title	Count #
Create 1 master sign-in sheet	Director by July 10, 2012	Time – 10 minutes \$/materials – none Personnel -1	1 master sign-in sheet created	Count #
Make 2 photocopies sign-in sheet	Director by July 10, 2012	Time – 1 minute \$.20/materials – paper Personnel -1	2 photocopies made	Count #
Make 40 photocopies of master evaluation form	Director by July 14, 2012	Time – 15 minutes \$4.00/materials – paper Personnel -1	40 photocopies made	Count #
Hold 1 <sup>st</sup> book club discussion	Director by July 14, 2012	Time – 1.5 hours \$/materials – none Personnel -1	1 discussion held	Count #
Evaluate 1 <sup>st</sup> book club discussion	Director by July 17, 2012	Time – 30 minutes \$/materials – none Personnel -1	20 evaluations collected	Count #
Write 2nd press release	Director by July 17, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 press release written	Count #

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Send press release to cable and to newspaper	Director by June 17, 2012	Time – 30 minutes \$/materials –none Personnel -1	2 press releases sent	Count #
Hold 2 <sup>nd</sup> book club discussion	Director by August 11, 2012	Time – 1.5 hours \$/materials – none personnel -1	1 discussion held	Count #
Evaluate 2nd book club discussion	Director by August 15, 2012	Time – 30 minutes \$/materials –none personnel -1	20 evaluations collected	Count #
Evaluate program	Director and Friends by August 22, 2012	Time – 1 hour \$/materials –none Personnel -3	Compile statistics and summarize feedback	Count # books read, participants Count # positive remarks
Write 3 <sup>rd</sup> press release	Director by August 22, 2012	Time – 30 minutes \$/materials – none Personnel -1	1 press release written	Count #
Send press release to cable and to newspaper	Director by August 22, 2012	Time – 30 minutes \$/materials – none Personnel -1	2 press releases sent	Count #
Write report and send to PEARL office	Director by August 29, 2012	Time - 1 hour \$/materials- evaluations Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to partners	Director by August 25, 2012	Time - 1 hour \$/materials-4 notecards Personnel-1	4 thank you notes written	Count #

**APPENDIX A: MUENSTER PUBLIC LIBRARY  
Needs Compilation from Volunteer Survey**

<p><b>Major strengths of library:</b> Volunteers and staff; good books; current selection of books, movies, audio-books; small size; accessibility.</p>	<p><b>Major weaknesses of library:</b> Need more patrons; need more volunteers, computers too slow at circulation desk; library needs to be open more hours; small budget; need paid staff, volunteers harder to find; computers need to be updated/replaced regularly.</p>
<p><b>Groups we would like to attract to library:</b> School teachers, very few from schools use the library regularly; teens/young adults; preschool children; parents of preschool children; more adults.</p>	<p><b>Groups/organizations that may be potential partners with the library:</b> Sacred Heart School Muenster ISD Nursing home Muenster Memorial Hospital Nortex Muenster Enterprise Cooke County Electric Company Keep Muenster Beautiful Muenster Museum Kiwanis Knights of Columbus VFW</p>
<p><b>Knowledge and customer service of staff:</b> One volunteer comment wrote that more volunteers don't know enough about computers and technology to help patrons use the Internet.</p>	<p><b>What programs are important to you:</b> Programs for children Early literacy Preschool story time Summer reading club Education programs Computer programs Adult programs</p>
<p><b>Improvements you would like in the library collection:</b> More large print material; foreign language materials; happy with collection as is; e-books.</p>	<p><b>Is the average resident aware of the programs and services the library has to offer?</b> No Yes Comment: if they watch cable Channel 2 and read the newspaper they should.</p>

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<p><b>Suggestions for better marketing the library?</b>          No.          Larger article in the Muenster Enterprise showing library and volunteers at work.          Have teachers attend a tour of the library during their in-service days before school starts.</p>	<p><b>Perfect library for this community would have:</b>          We have it. ☺          Coffee shop.          Be open more hours.          More funds and volunteers.          Remodeled workroom space.          Larger computer work area for staff.          More computer instructions for people learning to use the computer.</p>
<p><b>Changes in the community in the last year?</b>          Community is growing.          More children at library.          Increase in use of library resources.          About the same.          Less students doing research.          More students using library for homework/studying after school without parents.</p>	

**APPENDIX B: BOOK CLUB EVALUATION FORM**

**Bettie M. Luke Muenster Public Library Second Saturday Book Club**

**Date:** \_\_\_\_\_

*Thank you for participating!*

**Place an X under the number to tell us how much you liked the program.**

	<b>Yes 3</b>	<b>Okay 2</b>	<b>No 1</b>
<b>1. The book was:</b>			
enjoyable.			
my kind of book.			
<b>2. The meeting room was:</b>			
at a comfortable temperature.			
large enough for everyone.			
<b>3. Because of the program I:</b>			
had the opportunity to visit with others.			
read a book I would not otherwise read.			
plan to use the library more.			

Anything else you want to say? Any additional books or programs you would like to have?

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