

CELINA PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Linda Shaw
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142 North Ohio
Celina, TX 75009
(254) 413-0040
<http://www.celina-tx.gov/index.php>

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Outreach Plan

Introduction

Celina, Texas, is located 49 miles north of Dallas and 12 miles north of Frisco in northwestern Collin County. The town was established in 1879, and named by John T. Mulkey for his native town of Celina, Tennessee. The St. Louis, San Francisco, and Texas railroad reached Celina in 1902. When the railroad arrived, the center of town moved to its present location, one mile north of the original site. Celina was incorporated in 1907, and in 1915, Celina built the first road in the county exclusively for automobiles. The population of Celina shrank during the Depression. Following World War II the town grew steadily. The population of Celina as of the 2010 Census was 6,028.

Historical, Current, and Future Roles of the Library

The library served both the school district and the city of Celina for many years and was located in the Celina high school. As such, it mainly served as a support for students attending school in Celina and a place for life-long learning opportunities for the community.

The library now is separate from the school and is a center for educational and recreational materials, and for a current topics and titles. In the future, the library would like to offer basic literacy, career and workforce development, business support, and become a community meeting place.

Existing Programs

The library offers a regular story time for local day care centers.

Identified Needs

The community needs more businesses to provide local employment. Infrastructure upgrades such as replacing water lines, drainage, and streets are needed. There is a need for hike and bike trails and housing, including multi-family housing.

The identified needs for the library include more space for growth, more hours of operation, and a meeting room for programs. There is also a need for more children's programs.

Identified Assets

Identified assets include a historic town square, local restaurant, a new high school and a large recreational park hosting baseball and soccer leagues.

Identified assets for the library are a professional and friendly staff and five public access computers for the library.

Thank You Statement

The Celina Public Library wishes to thank all the people and organizations that support the library. In addition, the library extends thanks to the city of Celina and Collin County for their continued support. The library thanks the Celina Library Board, Preston Trail Rotary Club,

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Celina Inter Se, library staff, and volunteers. The library also wishes to thank the funders of the University of North Texas PEARL project, the Robert and Ruby Priddy Charitable Trust.

Community Profile Narrative

Celina is a family oriented community with many events centered on the family. The community is on the verge of rapid growth due to its proximity to the Dallas-Fort Worth metroplex. Celina maintains its rural flavor with most of the recent growth being families with young children looking for a less urban lifestyle and smaller schools. These newer residents live in planned subdivisions, commute to work, making part of Celina a bedroom community. The historic town square is home to several shops, restaurants and the library. There is a strong community commitment to the continued development of the town's square, with an annual fund raising golf tournament sponsored by Friends of the Celina Square.

Celina has three well-maintained parks that provide outdoor recreation opportunities for the entire family. Annual events include an old-fashioned July 4 celebration, Cinco de Mayo celebration, and a Christmas celebration. Celina is home to annual Celina Balloon Fest and Family Fun Day that attract over 25,000 visitors to the area.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include a local vineyard, abundant farmland, and hiking and walking trails. The close proximity of the Dallas-Fort Worth metroplex presents both an asset and a challenge for the community. It is an asset in bringing more residents and businesses to the area and it presents a challenge in that the city's infrastructure is not sufficient to meet the needs of this growing population.

Library Features

Assets and Challenges

The library is located on the historic town square and is conveniently near a senior citizens center, churches, city hall, retail shops, and several historic buildings.

The library does not have any geographic challenges.

Community Demographics

The 2010 Census shows the population of Celina as 6,028. 10.7% of the population is 62 years of age or older. 4.3% are under the age of 5. 86.9% of the population has a high school diploma. 20.5% of the population is Hispanic and 20.2% speak a language other than English. Total school enrollment is 1,953.

Library Profile Narrative

In 1991, the City Council of Celina and the Board of Education of the Celina Independent School District began to discuss the possibility of a joint endeavor. The City Administrator and the Superintendent of Schools were asked to collaborate and develop a proposal for presentation to both bodies.

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After visiting the Howe Community Library, and studying the organization of other libraries in communities similar to Celina, formal presentations were made in public meetings of the Celina City Council and the Celina ISD Board of Education in July 1991. At their individual meetings, both bodies agreed to use the by-laws of the Howe Community Library as a model. Two representatives from each organization were asked to serve on an ad hoc committee, along with City Administrator Mike Daugherty and School Superintendent Don Newsom, to develop by-laws to meet the needs of the Celina community. In August 1991, the by-laws were presented and adopted by both bodies. The committee officially became the Celina Community Library Board and the library was named the Celina Community Library.

From September 1991 through January 1992, the Board met monthly and developed employee job description, hours of operation, rules of operation, circulation policies, policies and procedures for the selection of materials, and a budget for the 1991-1992 fiscal year. Ms. Mary A. Slack was the first director of Celina Community Library, located in the Celina High School Library. The library officially opened Monday, February 3, 1992. The Library Board hosted an open house on Thursday, February 6. John Erickson, author of the popular *Hank the Cowdog* book series for elementary school-aged children was the guest speaker.

A new Celina High School was built and opened in the fall of 2008. In preparation for this move, the city and school district began in late 2007 to plan for the transition of the Community Library to a different location since it would not be a part of the new high school library. The Community Library closed in early 2008, as the school packed for the move to the new high school.

City Hall moved to the west side of the Square in 2007, and allocated 1,700 square feet of office space in City Hall for use as a public library. A Library Advisory Board was selected by Mayor Jim Lewis late 2008. A new library director, Linda Shaw, was hired by the City in March 2009, to plan for the renovation of the space and implementation of public library services for the Celina community. After being without library services for 22 months, Celina residents celebrated the birth of their first standalone public library when Celina Public Library opened on October 21, 2009, in conjunction with Celina Fun Day on the Square. The Celina Library is affectionately referred to as “The Library on the Square.”

The library provides Interlibrary Loan, copying, printing, and faxing services. The library also provides public access computers and an on-line searchable catalog.

Most Important Library Statistics

In 2010, the library had 10,841 items in their collection. The 1,700 square foot library recorded 10,643 circulation transactions, with 15,790 patron visits. The library had 178 programming attendance. With a total full time staff of 1.25, the library recorded 4,330 reference transactions. The library is open 38 hours a week.

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Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Celina Public Library is to be a premier participant in the development of an enriched, informed and connected citizenry that live, grow, work and play in a quality hometown environment.

Mission Statement

Imagine, Explore, Discover, Learn

The mission of the Celina Public Library is to enhance the quality of life of the community by providing an inclusive place of knowledge that nurtures imagination, exploration, discovery, and learning.

Our mission is built upon the following foundational assumptions:

- A responsibility to offer free library service
- The City's commitment to a municipal library
- A responsiveness to the community
- Utilization of modern technology
- Cooperative efforts with other City departments, other libraries, and other agencies
- Commitment to intellectual freedom for all

To accomplish our mission we will provide:

- High quality library services in a timely and cost effective manner
- A stimulating and welcoming atmosphere
- Access to knowledge through diverse formats
- Assistance with accessing information
- Support for formal or independent education and
- Opportunities for lifelong learning and enjoyment

Values

The Celina Public Library commits to the following values:

- *Integrity:* Honesty, fairness and professionalism in our work and with each other
- *Quality:* Performance at the highest levels, and accountability for our actions
- *Diversity:* Maintaining a climate of openness and respect for all traditions, cultures and ideas

Goals and Objectives for the Library

(From the Celina Community Library Long Range Plan for 2007-2012)

Administration

Goal: CCL will meet basic standards by 2010 and enhanced standards by 2012

Strategy: Evaluate Current status and develop a plan for deficiencies by FY09

- Activity: Complete the Local Implementation Checklist to determine status
- Activity: Create a timeline developing a Friends of the Library group by FY12
- Activity: Conduct a patron survey by FY10
- Activity: Update/revise the present bylaws to meet the changing needs of Celina
- Activity: Decide on how to cover ILL expenses when the courier ceases from NETLS

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- Activity: Update/revise policies and procedures
- Activity: Develop a technology plan
- Activity: At least 2 Library Board members attend NETLS meeting once a year

Collection

Goal: The Reference section will be updated and revised to meet the community and student needs

Strategy: Conduct a needs assessment of the Reference collection

- Activity: Conduct an inventory by FY09 to determine losses
- Activity: Using the CREW method, weed the Reference Collection
- Activity: Using the CREW method, develop a calendar timeline for weeding every 4 years
- Activity: Using the TSLAC Core Reference Collection, identify needed essential titles as well as those that need to be updated for currency and better condition

Enhanced Access

Goal: To provide resources remotely beyond the four library walls to better meet patron needs after hours

Strategy: To provide current remote access

- Activity: Provide access to card catalog remotely
- Activity: Provide links with brief descriptions on the website for remote use for databases and live homework

Funding

Goal: To increase funding to provide better quality books that last longer and more books per capita

Strategy: Request a budget increase for book expenditures

- Activity: Using the public library standards, request a budget increase for books to meet the per capita expectations. Develop a plan with a timeline

Facility

Goal: Residents will have a modern library that is welcoming and accessible to all citizens

Strategy: Continue to meet the needs of the school and city libraries by selecting a committee to develop a plan with a timeline

- Activity: A plan for making the current library more attractive and user friendly by FY10
- Activity: Plans to determine where the library will be located along with the books and staff will be determined by October 09
- Activity: Plans for a separate meeting room accessible from the outside of the library to deter library losses

Patron Services

Goal: Facilitate the use of the library by the public

Strategy: Make the library more visible and user-friendly

- Activity: Install better outdoor and indoor signage

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- Activity: Improve the physical condition of the book collection
- Activity: Evaluate the best times to be open to better meet patron needs
- Activity: Increase staffing
- Activity: Implement a community volunteer program by FY10
- Activity: Develop programs and services to meet the needs of child, teens and adults

Finance/Personnel

Goal: Increase staffing to more effectively meet the needs of the community

Strategy: Implement strategies to be more effective

- Activity: Request a budget increase to have 3FTEs (currently have 1.25 FTEs)
- Activity: Request a budget increase to purchase automation software to decrease the time it takes present staff to record and calculate stats needed for state and local reports, check out and checking materials and manage the collection

Marketing/Public Relations

Goal: Build community awareness of library resources, programming and services by FY10

Strategy: A marketing plan will be implemented by FY11

- Activity: Contact media avenues
- Activity: Participate in community activities
- Strategy: The library website will be enhanced and promoted by September 09
- Activity: Schedule a weekly time to update the website
- Activity: Collect and evaluate usage statistics
- Strategy: An email newsletter will be implemented by the end of FY10
- Activity: Compile a list of addresses
- Activity: View other libraries' newsletters
- Activity: Develop a template

Technology

Goal: Library users will have access to current information technology

Strategy: The Library will develop a technology plan by FY11

- Activity: Review grants available for computer purchases and upgrades
- Activity: Meet with IT Director to develop a schedule for hardware and software upgrades

Goals and Objectives for Outreach Program

Goal: As part of the library's patron services goal to facilitate the use of the library by the public, and strategy to make the library more visible and user-friendly by developing programs and services to meet the needs of child, teens and adults, the library will form a Tween Advisory Group (TAG).

Objective: The objective of the Tween Advisory Group outreach program is to encourage life-long learning for 'twens and teens in the community and to promote the love of reading.

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Outreach Programs

The library will partner with the local school district to form a Tween Advisory Group (TAG). The group will meet once a month to assist the librarian with selecting materials, developing programs and services for young adults. The group will also assist by volunteering at the library to help with shelving and creating displays for the library. The library will provide staff to lead and guide the tweens. The library will provide all the publicity for the program, including presentations at the intermediate and middle schools 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. Local businesses and organization will sponsor refreshments and provide incentives to be given to the TAG participants.

Statement of need

A community-wide survey was conducted in September 2012. 51 surveys were completed. Both teens and adults responded they wanted teen programs. The library has a core of 5th through 9th grade students who are devoted users of the library. This group has expressed a desire for more programming for their age group to the librarian. This group is often consulted by the librarian to provide guidance in material selection. This program will formalize the library's commitment to meet the needs of this age group.

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

The Celina ISD has four campuses. There are 900 students in the Celina middle and intermediate campuses.

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

The TAG program is targeted to the students in 5th through 9th grades.

Estimated number of potential participants

It is estimated that 15 students in 5th through 9th grade will participate in the program.

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

The intermediate and middle schools are not within walking distance of the library. Parents will drive their children to the library for the program or they can ride the bus to library. The TAG meetings will be held from 4 to 6 pm in order to allow children to come immediately after school.

List potential partners based on your assets assessment

The Celina library will partner with the Celina ISD and the principals at the middle and intermediate schools. Local businesses and organizations will partner by providing refreshments and incentives to students who participate in the TAG program.

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

The library will provide meeting space and staff to lead and guide the tweens. The library will provide all the publicity for the program, including presentations at the middle and intermediate

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schools to invite students to participate, and to distribute brochures and flyers. Library staff will post information about the program on the library’s website and city Facebook page.

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. Partner with the Celina Independent School district to form and sustain a Tween Advisory Group.
2. Develop partnerships with local businesses and service organizations that will provide refreshments and incentives for TAG members.
3. Distribute post-TAG meeting 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 flyer and brochure promoting the new Tween Advisory Council	Linda, November 14, 2012	Time – 20 minutes \$ 0 Materials- paper and toner. Personnel-1	Flyer designed	Flyer is designed and approved
Meet with the principals at the intermediate and middle schools to get approval for the flyer and coordinate program	Linda, November 15, 2012	Time – 1 hour \$ 0 Materials – Flyer, calendar Personnel - 1	Times and dates scheduled	Times and dates agreed by partners
Photocopy 100 flyers and 50 brochures for distribution	Library staff or volunteer , November 16, 2012	Time – 1 hour \$ 20 Materials –1 ream of paper and toner Personnel – 1	Flyers printed	Count number

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Make a presentation to the student body of the intermediate and middle schools about new the TAG program and distribute flyers	Linda, December 12, 2012	Time –2 hours \$ - 0 Materials – flyers Personnel - 1	Presentation made to student body	Count number of flyers distributed
Solicit businesses and organizations for sponsorship of refreshments and incentives	Linda and Library Board, December 15, 2012	Time –2 hours \$ - 0 Materials – brochures Personnel – 1	Business and organizations contacted	10 sponsors committed to support
Design posters to place in local businesses and schools	Linda, November 15, 2012	Time – 1 hour \$ - 0 Materials – computer Personnel – 1	Poster designed	Poster designed and approved
Place posters at: library; the middle and intermediate schools; City Hall and local businesses	Linda and Library Board, December 17, 2012	Time – 1 hour \$ 0 Materials – flyers, tape, tacks, transportation Personnel – 1	Flyers posted	Count number
Create a short survey and evaluation form for the TAG group	Linda, December 20, 2013	Time – 20 minutes \$ 10 Materials - computer Personnel – 1	Survey designed	Survey designed and approved
Make 25copies of the TAG survey and evaluation	Library staff or volunteer, January 3, 2013	Time – 5 minutes \$ 5 Materials – paper, printer	25 surveys and evaluations printed	Count number
Buy refreshments	Linda, January 5, 2013	Time – 1 hour \$ 15 Materials - punch ingredients and cookies. Personnel – 1	Refreshments purchased	Refreshments ready to serve

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Prepare the area for TAG meeting	Linda & Library Board January 5, 2013	Time - 30 minutes. \$ 0 Materials – tables, chairs, refreshments, decorations Personnel – 2	Area is set up for meeting	Library ready for meeting
Hold organizational program	Linda, January 5, 2013	Time – 1.5 hours \$ 0 Materials - books, flyers, surveys Personnel - 1	Program is held	Count number
Collect completed surveys and evaluations from the TAG members.	Linda, January 5, 2013	Time – 20 minutes \$ - 0 Materials – None Personnel - 1	Surveys collected,	Count number
Compile and analysis evaluations	Linda, January 6, 2013	Time-1 hour \$0 Materials-computer Personnel-1	Evaluations compiled	Report started
Gather all statistics and stories including anecdotal and publicity	Linda, January 10, 2013	Time- 1 hour \$0 Materials-computer Personnel-1	Statistics and anecdotes with written report compiled	Submit to PEARL office and post on website