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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,
Celina Public Library Community Outreach Plan

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
Celina Public Library Community Outreach Plan

- 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 ‘tweens and teens in the community and to promote the love of reading.
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
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**

<table>
<thead>
<tr>
<th>IMPLEMENTATION</th>
<th>EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Action</strong></td>
<td><strong>Name and Date</strong></td>
</tr>
<tr>
<td>Create a flyer and brochure promoting the new Tween Advisory Council</td>
<td>Linda, November 14, 2012</td>
</tr>
<tr>
<td>Meet with the principals at the intermediate and middle schools to get approval for the flyer and coordinate program</td>
<td>Linda, November 15, 2012</td>
</tr>
<tr>
<td>Photocopy 100 flyers and 50 brochures for distribution</td>
<td>Library staff or volunteer, November 16, 2012</td>
</tr>
</tbody>
</table>
## Celina Public Library Community Outreach Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible Parties</th>
<th>Date(s)</th>
<th>Time</th>
<th>Estimated Cost</th>
<th>Materials Required</th>
<th>Personnel Required</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Make a presentation to the student body of the intermediate and middle schools about new the TAG program and distribute flyers</td>
<td>Linda</td>
<td>December 12, 2012</td>
<td>2 hours</td>
<td>$0</td>
<td>Flyers</td>
<td>1</td>
<td>Presentation made to student body, Count number of flyers distributed</td>
</tr>
<tr>
<td>Solicit businesses and organizations for sponsorship of refreshments and incentives</td>
<td>Linda and Library Board</td>
<td>December 15, 2012</td>
<td>2 hours</td>
<td>$0</td>
<td>Brochures</td>
<td>1</td>
<td>Business and organizations contacted, 10 sponsors committed to support</td>
</tr>
<tr>
<td>Design posters to place in local businesses and schools</td>
<td>Linda</td>
<td>November 15, 2012</td>
<td>1 hour</td>
<td>$0</td>
<td>Computer</td>
<td>1</td>
<td>Poster designed, Poster designed and approved</td>
</tr>
<tr>
<td>Place posters at: library; the middle and intermediate schools; City Hall and local businesses</td>
<td>Linda and Library Board</td>
<td>December 17, 2012</td>
<td>1 hour</td>
<td>$0</td>
<td>Flyers, tape, tacks, transportation</td>
<td>1</td>
<td>Flyers posted, Count number</td>
</tr>
<tr>
<td>Create a short survey and evaluation form for the TAG group</td>
<td>Linda</td>
<td>December 20, 2013</td>
<td>20 minutes</td>
<td>$10</td>
<td>Computer</td>
<td>1</td>
<td>Survey designed, Survey designed and approved</td>
</tr>
<tr>
<td>Make 25 copies of the TAG survey and evaluation</td>
<td>Library staff or volunteer</td>
<td>January 3, 2013</td>
<td>5 minutes</td>
<td>$5</td>
<td>Paper, printer</td>
<td>1</td>
<td>25 surveys and evaluations printed, Count number</td>
</tr>
<tr>
<td>Buy refreshments</td>
<td>Linda</td>
<td>January 5, 2013</td>
<td>1 hour</td>
<td>$15</td>
<td>Punch ingredients and cookies, Transportation</td>
<td>1</td>
<td>Refreshments purchased, Refreshments ready to serve</td>
</tr>
</tbody>
</table>
## Celina Public Library Community Outreach Plan

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible</th>
<th>Date</th>
<th>Time Duration</th>
<th>Costs</th>
<th>Materials Required</th>
<th>Personnel Needed</th>
<th>Results/Next Steps</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare the area for TAG meeting</td>
<td>Linda &amp; Library Board</td>
<td>January 5, 2013</td>
<td>Time - 30 minutes</td>
<td>$0</td>
<td>Tables, chairs, refreshments, decorations</td>
<td>Personnel – 2</td>
<td>Area is set up for meeting, Library ready for meeting</td>
</tr>
<tr>
<td>Hold organizational program</td>
<td>Linda</td>
<td>January 5, 2013</td>
<td>Time – 1.5 hours</td>
<td>$0</td>
<td>Books, flyers, surveys</td>
<td>Personnel - 1</td>
<td>Program is held, Count number</td>
</tr>
<tr>
<td>Collect completed surveys and evaluations from the TAG members.</td>
<td>Linda</td>
<td>January 5, 2013</td>
<td>Time – 20 minutes</td>
<td>$0</td>
<td>None</td>
<td>Personnel - 1</td>
<td>Surveys collected, Count number</td>
</tr>
<tr>
<td>Compile and analysis evaluations</td>
<td>Linda</td>
<td>January 6, 2013</td>
<td>Time-1 hour</td>
<td>$0</td>
<td>Computer</td>
<td>Personnel-1</td>
<td>Evaluations compiled, Report started</td>
</tr>
<tr>
<td>Gather all statistics and stories including anecdotal and publicity</td>
<td>Linda</td>
<td>January 10, 2013</td>
<td>Time- 1 hour</td>
<td>$0</td>
<td>Computer</td>
<td>Personnel-1</td>
<td>Statistics and anecdotes with written report compiled, Submit to PEARL office and post on website</td>
</tr>
</tbody>
</table>