

# COOKE COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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**Date: April 23, 2012**

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**<http://cookecountylibrary.org/default.aspx>**

**This plan was created through the University of North Texas  
PEARL project. Funding for PEARL (Promoting and  
Enhancing the Advancement of Rural Libraries)  
provided by the Robert and Ruby Priddy Charitable Trust.**



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# Cooke County Library Community Outreach Plan

## Outreach Plan

### **Introduction**

The city of Gainesville is located at the crossroads of Interstate 35 and US Highway 82. It is 60 miles north of Dallas, 5 miles south of the Oklahoma border, 85 miles east of Wichita Falls, and 35 miles west of Sherman. Gainesville is the county seat of Cooke County. The city was established in 1850 and was on the route of the Butterfield Overland Stagecoach line.

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

Historically the library was a place where the local genealogy society met and educational and recreational materials were provided for its users. Currently, the library serves as a place for lifelong learning; a gateway to information; provides free and equal access to information; is a preschool door to learning; supports formal education; is a community meeting place, and provides public computer access. In the future, the library will become a technology and career and workforce development center.

### *Existing Programs*

Existing programs at the library include a weekly story hour; outreach story hour for local daycares and some of the school systems; regular displays of local school children's art, and interlibrary loan service. In the summers, there are three reading programs. These are for children, teenagers and adults. There is a program to digitize the library's vertical file collection, local historical pictures, and some of the local historical newspapers.

### *Identified Needs*

Population growth in the area is expanding at a rapid pace. This is stressing city services. There is a need for more city resources, public transportation, and affordable housing.

The library surveyed members of the community, staff, and elected officials. The surveys showed the citizens wanted the library to provide more programs for children, teens, and adults. The library needs more technology, improved infrastructure, and more space.

### *Identified Assets*

Identified assets include: a variety of retail shops from boutiques to an outlet mall that includes hotels, restaurants and a 6 screen movie theater; 3 fire stations; city and county correction facility; Wal-Mart Super Center; numerous grocery stores; a municipal airport; passenger train service; North Texas Medical Center; Morton Museum of Cooke County, and the First State Bank Center for Performing Arts located at North Central Texas College.

### *Thank You Statement*

The library would like to thank the Cooke County commissioners, the County Judge, the City of Gainesville, Friends of the Library, and the businesses in the area for their support.

The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) project, and for including the Cooke County Library in the project.

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### **Community Profile Narrative**

Gainesville has a mix of people who live and work in the city, those who are migrant workers, and those that work in nearby towns. Traditionally it served as an agriculture center, and today is enjoying growth through the development of manufacturing. Industries in the area are diversified and include major manufacturers of commercial airplane seats, high density polyethylene pipe, wind turbine blades, powder paint, and machine shop cutting tools. There is a large casino located ten miles away in Oklahoma. Many people who live in Gainesville work there. The city benefits financially from the overflow of visitors to the casino who choose to stay in hotels in Gainesville.

Gainesville is home to North Central Texas College, a two-year institution of higher learning. Established in 1924, it is one of the fastest growing colleges in the state. Gainesville Hospital District owns and operates the general acute care facility known as North Texas Medical Center. Gainesville State School is one of six state schools left in the state of Texas.

Annual events include Medal of Honor Celebration, Depot Days, Summer Sounds Concert, Spring Fling, Morton Museum's Ghostin' Tour, Zoobilee, Holiday on the Square, and Christmas Parade. Cultural events are offered to the community by an assortment of organizations under the umbrella of the Cooke County Arts Council. The Gainesville Main Street organization hosts a Downtown Art Walk four times a year. The Butterfield Stage Players community theatre and the First State Bank Center for the Performing Arts offer a season of plays and visiting special productions. Musical events include the Gainesville Swing Orchestra and the North Central Texas Chorale. It has a rich heritage of historic homes and buildings. The Gainesville Council of Garden Clubs has numerous events during the year such as a Yard of the Month award.

Frank Buck Zoo is located in Leonard Park, which also houses the Frankie Schmitz Express train. This train is a favorite of both children and adults. There is a walking trail that honors home grown heroes and Medal of Honor recipients. In early 2012, the Gainesville City Council approved the construction of a Medal of Honor Park that will house a monument honoring these recipients and other veterans.

### *Main Geographic Features*

#### Community Features

##### *Assets and Challenges*

Geographic assets include: farmland, five public lakes, wineries, equestrian facilities, cattle ranches, and dairy farms. The community has public recreation facilities such as swimming pools, parks, soccer fields, a skate park, golf course, rodeo grounds, walking trails, and tennis courts. The Dallas Fort Worth International Airport is located 60 miles from Gainesville.

The city does not have any particular geographic challenges.

#### Library Features

##### *Assets and Challenges*

Geographic assets of the Cooke County library include being a free standing building located in the center of the community. It is within walking distance to the Gainesville Civic Center, the

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Gainesville Area Chamber of Commerce, the old Gainesville Owl's baseball field, the Cooke County historic courthouse, the Morton Museum of Cooke County, and a variety of downtown businesses.

A geographic challenge for the library is parking, especially the parking for handicap accessibility.

### *Community Demographics*

As of 2010, the city of Gainesville had a population of 16,002. The ethnic breakdown was 74.7% White, 28.3% Hispanic or Latino, and 5.5% Black. The age breakdown was 9.3% under age 5, 27.4% under age 18, and 14.3 % over age 65.

### **Library Profile Narrative**

The idea of a "library" in Cooke County has a colorful history. The library has been an important landmark in the county since inception. The public library concept started in 1899, when the XLI Club of Gainesville started a subscription library. The membership fee was \$1.00 a year. In 1903, the first city library opened. The books in this collection were donated from the XLI Club subscription library. In 1907, the Gainesville City Council donated the use of two rooms in City Hall for this library. Between 1908 and 1910, pioneer county librarian and architect, Lillian Gunter, worked to procure funding for a Carnegie Foundation library. In 1912, the City Council voted to annually support and maintain a Carnegie library if one was established. In 1913, a lot was donated and the Gainesville Public Library opened on Oct. 10, 1914. Today this Carnegie building houses the Butterfield Stage Players.

Miss Gunter and Cooke County Representative, George W. Dayton was responsible for the Texas County Library Law. In 1915, Senator Dayton helped to secure the law's passage. In 1920, a petition was presented to establish a Cooke County Free Library. On January 11, 1921, the library became a reality. The Cooke County Library was the second county system established under the new law, and the first established by petition. At one time there were eighty-two branch libraries and a bookmobile service in the Cooke County Library system.

On April 3, 1962, voters approved a bond for construction of a new building. The Cooke County Library opened on June 29, 1963, at its current location, 200 South Weaver.

### *Most Important Library Statistics*

The collection consists of approximately 48,337 titles and 58 periodical subscriptions. Current circulation is 73,287 transactions per year. The library is open an average of 47 hours per week. Total paid staff is 5 full time employees, 5 part-time employees who work 10-25 hours per week, and 1 part-time employee who works as needed.

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Cooke County Library dedicates itself to providing an environment to increase the literacy and educational level of Cooke County in order to raise the quality of life and standard of living.

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### *Mission Statement*

The mission of the Cooke County Library is to provide all persons in the community with a safe and confidential environment in which they may freely pursue intellectual, educational, and recreational interests through diverse services and resources collected in a variety of formats.

### *Goals and Objectives for the Library*

Goal #1: Enable senior citizens to continue their active participation in lifelong learning.

- Continue to develop a large print collection and audio book collection.
- Continue to offer Adult Reading Programs from 18 years old and up.
- Continue to offer basic computer classes at least twice a year.

Goal #2: Foster a lifelong love of books in children and a desire to learn that will help them live productive and satisfying lives.

- Conduct a weekly story hour for children.
- Continue to offer Summer Reading Programs for toddlers to 18 years old.
- Continue to offer Teen Read Week Program for 12 to 18 year olds.
- Evaluate ways to make the library a resource valued by teens.
- Continue to provide access to a variety of electronic resources for ages 5 and up.

Goal #3: Increase and improve the library experience for patrons.

- Continue to communicate services offered by the library through the library's website and Facebook page, newspaper articles, newspaper advertisements, announcements on the local cable channels, fliers and posters.
- Provide customer service and resource training to staff.
- Continue to make improvements to the library building.
- Continue to pursue the feasibility of building a new facility.

Goal #4: Increase and improve the awareness of Library facilities, materials and services

- Provide professional assistance to patrons in all areas of library service.

Goal #5: Continue to respond to patrons requests.

- Provide books, and other materials preferred by patrons.
- Provide Inter Library Loan service to obtain materials the Cooke County Library does not have its collection.
- Seek out and respond to suggestions and concerns of patrons concerning library facilities, services and collections.

Goal #6: Improve technology services.

- Obtain grants or other outside funding for new technology services (i.e.: Wi-Fi; new computers).
- Offer computer classes to seniors and other age groups.
- Continue the current electronic resources Cooke County Library offers to the patrons (i.e.: Live Homework Help; TexShare databases).

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Goal #7: Develop and maintain a diverse collection.

- Conduct ongoing collection maintenance activities for entire collection. All sections of the collection will be weeded every 3 years.
- Establish a method of tracking collection use and utilize results to improve the collection. This will be done through technology and will aid in the weeding of the sections every 3 years.
- Increase, strengthen and promote the popular reading/high interest collections. In order to meet this objective, 25% of the collection will be less than 5 years old.
- Examine present electronic formats and be prepared to acquire new technology as needed.

Goal #8: Continue to develop sources of public and private funding, including grants, to support and improve the Library.

- Explore all avenues to obtain grants from local, state and federal resources.
- Explore all avenues to obtain funding from private and non-profit organizations.
- Continue to market to local civic groups for sponsorships and special projects.

### *Goals and Objectives for Outreach Program*

The library surveyed patrons and received requests for more programs for adults. In keeping with goal number five, "Continue to respond to patrons requests", the library will present a series of adult programs called Say "Know" to Your Benefits. The objective of the programs is to provide health benefit, veteran benefit, and financial security information to adults.

### **Outreach Programs**

Say "Know" to Your Benefits

The Cooke County Library will offer a series of programs on health benefits, veteran benefits and financial security for adults. The programs will take place in April, June, and August.

### *Statement of need*

The library distributed over 100 surveys; 105 were returned. Surveys indicated a need for more programs for adults.

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

69 % of the population in Gainesville is over 18. This represents 11,306 adults.

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

The target group for the first program, financial safety for seniors, is the 200 seniors who receive Meals-on-Wheels, the estimated 100 who use the Stanford House (senior citizen center), and approximately 50 who frequent the Kit Carson Memorial Senior Center for a total potential audience of 350.

The target group for the second program, using literature to teach basic personal money management, is adults of all ages in Gainesville.

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The target group of the third program, veteran's benefits, is the approximately 100 veterans who belong to VFW Post 1922 and/or use the Cooke County Veteran's Service office.

### *Estimated number of potential participants*

For program one, of the 350 seniors target, it is anticipated 20 to 25 will attend. For the second program, based on prior experience, 20 to 25 people will attend the presentation. For the program on veteran's benefits, the library anticipates 40-50 veterans will attend.

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

Adults over 50 in Gainesville are the target audience for the first program. Adults over 18 in Gainesville are the target for the second program. Veterans in the area are the target audience for the third program. It is expected participants will arrange their own transportation. The programs will be held late morning to early afternoon.

### *List potential partners based on your assets assessment*

The library will partner with these organizations: the local Meals on Wheels, Kit Carson Memorial Senior Center, VISTO (food bank used by many senior citizens and veterans), the Stanford House (Senior Citizens community center), VFW Post 1922, First State Bank, 1\$ Wiser Consumer Education, Inc., and the Cooke County Veteran's Service office.

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

Library resources include the meeting room where the first two programs will be held; library staff with experience in planning and promoting programs; existing community relationships, and contacts with the local media.

## **Detailed Action Plan**

### *Action Plan Goal(s):*

The goal of the action plan is to:

1. Design programs.
2. Promote programs.
3. Implement programs.
4. Evaluate programs.

### *Action Plan Objective(s):*

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Hold programs.
4. Develop, administer, and analyze evaluations.

## Cooke County Library Community Outreach Plan

### *Action Plan Table*

The table below gives the library's action plan for the adult program series Say "Know" to Your Benefits

IMPLEMENTATION			EVALUATION	
Action What action, activity or task needs to be done?	Name & Date Who will do it and by what date will it be done?	Resources Needed How much time, money, materials, personnel is needed?	Measurement How will progress be measured (#, %, participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Create master surveys	Director by March 19, 2012	Time-3 hour \$ 0 Materials-none Personnel-1	Surveys made	Count #
Make copies	Director by March 19, 2012	Time-1 hour \$21 Materials-0 Personnel-1	Copies made	Count #
Deliver or email surveys to elected officials and department heads	Director by March 19, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Surveys emailed or delivered	Count #
Deliver surveys to staff	Director by March 19, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Surveys delivered	Count #
Deliver surveys to random patrons	Library staff by March 20, 2012	Time-9 hours \$0 Materials-0 Personnel-1	Surveys handed out	Count #
Deliver 20 surveys to Phyllis Griffin to take to local Homeschoolers enrichment classes on March 23, 2012	Director by March 20, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	20 surveys handed out	Count #
Deliver 25 surveys to Nell Hess to take to Stanford House on March 23, 2012	Director by March 20, 2012	Time-30 minutes \$ 0 Materials-0 Personnel-1	25 surveys handed out	Count #
Handout and collect 10 surveys at Mu Epsilon meeting	Director by March 22, 2012	Time-20 minutes \$0 Materials-0 Personnel-1	10 surveys handed out and collected	Count #

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Collect & compile surveys	Director by March 28, 2012	Time-1 hour \$ 0 Materials-0 Personnel-1	At least 75% returned	Count #
Contact Elizabeth Hubbard, Executive Director of 1 \$ Wiser Consumer Education, Inc.	Director by March 30, 2012	Time-1 hour \$ 0 Materials-0 Personnel-1	Contact made	Information gathered, arrangements made
Master flyer and poster made	Library staff by March 30, 2012	Time-4 hours \$0 Materials-0 Personnel-2	Master flyer and poster made	Count #
Copies of flyer and poster	Library staff by March 30, 2012	Time-1 hour \$23.75 Materials- paper Personnel-1	Copies made	Count # color posters and flyers
Contact Stanford House Senior Citizen Center re: explain program; ask to put up poster & leave flyers to promote April 12, 2012 program	Director by March 30, 2012	Time-15 minutes \$0 Materials-tape Personnel-1	1 poster & 25 flyers distribute	Count # poster and flyers
Contact Meals on Wheels to request permission to send flyers	Director by March 30, 2012	Time-15 minutes \$0 Materials-0 Personnel-1	Contact made	Permission given
Write press release	Director by March 30, 2012	Time- 30 minutes \$0 Materials-0 Personnel-1	Press release written	Count #
Send press release to local news outlets via email	Director by March 30, 2012	Time- 30 minutes \$0 Materials-0 Personnel-1	Newspaper, cable, radio	Count #
Send press release and flyer by email to Texas Workforce Solution Texoma and Gainesville Area	Director by March 30, 2012	Time-15 minutes \$0 Materials-0 Personnel-1	Email and flyer	Count #

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Chamber of Commerce				
Make Meals-On-Wheels flyers	Library staff by March 30, 2012	Time-30 minutes \$ 40.00 Materials-0 Personnel-1	200 flyers for distribution with meals	Count #
Post on Facebook and website each program	Library staff by March 30, 2012	Time-45 minutes. \$0 Materials-0 Personnel-1	Posted flyer and made event on Facebook	Count #
Deliver poster and flyers to Kit Carson Memorial Senior Center	Volunteer March 31, 2012	Time-30 minutes \$0 Materials-tape Personnel-1	25 flyers and 1 poster	Count #
Email IT department to arrange for LED projector for April 12 <sup>th</sup> program	Director by March 31, 2012	Time- 15 minutes \$0 Materials Personnel-1	Arrangements made	LED projector secured for program
Deliver flyers to Meals-on-Wheels	Director by April 3. 2012	Time-15 minutes \$0 Materials-0 Personnel-1	200 flyers delivered	Count #
Confirm program dates with Elizabeth Hubbard, Executive Director 1\$ Wiser Consumer Education, Inc.	Director by April 3, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Dates for three programs confirmed	1 <sup>st</sup> April 12, 2012 2 <sup>nd</sup> June 14, 2012 3 <sup>rd</sup> August 16, 2012
Put program on library calendar to reserve room	Director by April 3, 2012	Time-15 minutes \$0 Materials-0 Personnel-1	Information posted	Program held
Make master evaluation form for program	Director by April 5, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Master form made	Count #
Copy evaluation form	Library staff by April 11, 2012	Time-30 minutes \$5.00 Materials-0 Personnel-1	25 copies made	Count #

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Set up meeting room	Library staff by April 12, 2012	Time-15 minutes \$0 Materials -0 Personnel-2	Set up 25-30 chairs	Count #
Program "Senior Financial Safety" Elizabeth Hubbard, Executive Director 1\$ Wiser Consumer Education, Inc.	Elizabeth Hubbard April 12, 2012	Time-2 hours \$0 Materials-0 Personnel-1	Program given	Count #
Distribute evaluations	Library staff by April 12, 2012	Time-5 minutes \$0 Materials- evaluation form Personnel-1	Evaluations distributed and collected	Count #
Clean up room	Library staff by April 12, 2012	Time-15 minutes \$0 Materials-0 Personnel-2	Room neat and ready	N/A
Confirm program for June 12 <sup>th</sup> with Elizabeth Hubbard, Executive Director 1 \$ Wiser Consumer Education, Inc.	Director by April 12, 2012	Time-15 minutes \$0 Materials-0 Personnel-1	Program confirmed	N/A
Make master flyer for June 12, 2012 program	Director by May 30, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Master flyer made	Count #
Copy poster and flyers	Library staff by June 1, 2012	Time- 30 minutes \$22.50 Materials-Master flyer made Personnel-1	Copies made 10 posters 100 flyers	Count #
Distribute flyers to Senior Citizens, VISTO, library patrons and various	Library staff by June 7, 2012	Time-several days \$0 Materials-tape Personnel-1	Flyer and posters distributed	Count #

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book clubs				
Write press release	Director by June 1, 2012	Time- 30 minutes \$0 Materials-0 Personnel-1	Press release written	Count #
Send press release to local news outlets via email	Director by June 5, 2012	Time- 30 minutes \$0 Materials-0 Personnel-1	Newspaper, cable, radio	Count #
Create evaluation form	Director by June 12, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Evaluation form made	Count #
Copy evaluation form	Library staff by June 13, 2012	Time-30 minutes \$5.00 Materials-0 Personnel-1	30 copies made	Count #
Email IT department to arrange for LED projector for June 14th program	Director by June 2, 2012	Time- 15 minutes \$0 Materials Personnel-1	Arrangements made	LED projector secured for program
Set up meeting room	Library staff by June 13, 2012	Time-15 minutes \$0 Materials -0 Personnel-2	Set up 25-30 chairs	Count #
Program "Debt in Literature – The Devil is in the Fine Print" Elizabeth Hubbard, Executive Director 1 \$ Wiser Consumer Education, Inc.	Elizabeth Hubbard June 14, 2012	Time- 90 minutes \$0 Materials-0 Personnel-1	Program given	Count #
Distribute evaluations	Library staff by June 14, 2112	Time-5 minutes \$0 Materials- evaluation form Personnel-1	Evaluations distributed and collected	Count #
Confirm program for August 16, 2012 with Elizabeth	Director by April 12, 2012	Time-15 minutes \$0 Materials-0	Program confirmed	N/A

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Hubbard, Executive Director 1 \$ Wiser Consumer Education, Inc.		Personnel-1		
Make master flyer for August 16th 2012 program	Director by August 1, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Master flyer made	Count #
Copy poster and flyers	Library staff by August 5, 2012	Time- 30 minutes \$22.50 Materials-Master flyer made Personnel-1	Copies made 10 posters 100 flyers	Count #
Distribute flyers to Veteran Post 1622, Stanford House, and patrons	Library staff by June 7, 2012	Time-several days \$0 Materials-tape Personnel-1	Flyer and posters distributed	Count #
Write press release	Director by August 1, 2012	Time-30 minutes \$0 Materials-0 Personnel-1	Press release written	Count #
Send press release to local news outlets via email	Director by August 6, 2012	Time- 30 minutes \$0 Materials-0 Personnel-1	Newspaper, cable, radio	Count #
Create evaluation form	Director by August 12, 2012	Time-30 minutes \$0 Materials-0 Personnel-1\	Evaluation form made	Count #
Copy evaluation form	Library staff by August 13, 2012	Time-30 minutes \$10.00 Materials-0 Personnel-1	50 copies made	Count #
Prepare room for meeting at Stanford House	Library staff by August 16, 2012	Time-15 minutes \$0 Materials - Personnel-2	Set up 50-75 chairs	Count #
Program "For Those Who	Elizabeth Hubbard	Time- 90 minutes \$0	Program given	Count #

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Served – Your Benefits, Your Rights” Elizabeth Hubbard, Executive Director 1 \$ Wiser Consumer Education, Inc.	August 16, 2012	Materials-0 Personnel-1		
Distribute evaluations	Library staff by August 16, 2012	Time-5 minutes \$0 Materials- evaluation form Personnel-1	Evaluations distributed and collected	Count #
Clean up room	Library staff by August 16, 2012	Time-15 minutes \$0 Materials-0 Personnel-2	Room neat and ready	N/A
Write PEARL report	Director by August 30, 2012	Time-2 hours \$0 Materials-0 Personnel-2	Send report to PEARL office	Post to forum