

DAINGERFIELD PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Daingerfield Public Library Community Outreach Plan

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Daingerfield Public Library Community Outreach Plan

Outreach Plan

Introduction

Daingerfield, Texas, is located 135 miles east of Dallas and 90 miles west of Shreveport, Louisiana, in Morris County. It is the county seat of Morris County. It is the fourth oldest town in Texas and the oldest town in Morris County. It is claimed the first European settlers came to the area in the mid-1700s and camped by a spring that is now the center of Daingerfield. In 1830, there was a battle with the Indians, lead by Col. London Daingerfield. He was killed in the battle. When the town began to settle around 1840, it was named for Daingerfield. By the early 1850s, the town began to grow.

Sylvia Academy, a private school for girls, opened around 1850. In 1852, the Marshall Presbytery of the Cumberland Presbyterian Church founded Chapel Hill College. The college operated until 1870. Although the town continued to grow, the growth was slow until during and after World War II when Lone Star Steel Company and the United States Navy Bureau of Ordnance Aerophysics Laboratory opened in Daingerfield. The laboratory operated from April 1945, through December 1968. At its peak, the laboratory employed 373 physicists, scientists, engineers, technicians, and other employees.

Daingerfield has had several major fires which destroyed many landmark buildings. There was a fire before the Civil War and another in the 1870s. The present business district was struck by fire in 1928, and again in 1953.

The largest employer in the area is US Steel. It is located just south of the city of Lone Star. The SWEPCO Power Plant, the Daingerfield-Lone Star School District, and Atlas Roofing Company are other main employers. In 2010, the population of Daingerfield was 2,560.

Historical, Current, and Future Roles of the Library

Historically the library has served as a place for basic literacy and adult learning. The library currently serves these roles and also serves as a popular topics and titles library. Future roles include becoming a technology center, and a community meeting place.

Existing Programs

Current programs include a summer reading program and a story time in the summer. The library also offers special children's programs such as Creature Teacher, Zooniversity, and the Bubble Lady.

Identified Needs

Identified needs for the community include more businesses to provide local employment.

An identified need for the library is for a meeting area so that arts and crafts can be offered during story time. Currently, there is no space for special programming in the library.

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Identified Assets

Identified assets include the Daingerfield State Park featuring Daingerfield State Park Lake located in the piney woods. The park offers camping, fishing, swimming and picnicking. The historic Morris Twin Cinema is also an identified asset. The Daingerfield based law firm of Nix, Patterson and Roach purchased the historic 1882 courthouse and renovated it for their law offices. The exterior restoration was completed in 2001, and is considered a major historical asset for the community.

The library's friendly and professional staff and volunteers are an asset for the library.

Thank You Statement

The Daingerfield Public Library would like to take this opportunity to thank the following: the City of Daingerfield, Friends of the Daingerfield Public Library, SWEPCO, US Steel, and the volunteers of the library. The library also wishes to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

Daingerfield is a family oriented community that provides a welcoming environment for young families, retirees, businesses, and working people. An active Chamber of Commerce hosts several family oriented events including an annual Easter egg hunt, the Captain Daingerfield Days Fall Festival that honors the founder of the community, and a Christmas lighting ceremony and parade.

Main Geographic Features

Community Features

Assets and Challenges

Daingerfield has many outstanding geographical features, such as hills, farmland, pine forest, and parks. Daingerfield State Park is located in the community. The park provides many opportunities for picnicking, camping, boating, fishing, swimming, hiking, and nature study. The park has recently undergone a \$5 million renovation project.

A major challenge is the 133-mile distance to Dallas, the nearest metropolitan area. Another challenge facing the community is the need for restoration of historical sites and museums.

Library Features

Assets and Challenges

The library is located in downtown Daingerfield and is within walking distance of a senior citizens center, the post office, a grocery store, and the historic theater. The facility is also located near the elementary, junior high and middle school.

The library's biggest challenge is lack of space to hold programs. Currently when the library offers special programs, they must meet at the county annex located across town.

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Community Demographics

According to the 2010 census, the town of Daingerfield had a population of 2,560. Of the population, 67.5% were White, 26.1% Black, and 5.3% Hispanic or Latino. Those 62 and over made up 19.9% of the population and 7.4% were 5 or younger. 79.3% of the population had a high school diploma with 13.9% having a bachelor's degree or higher. 4.8% of the population spoke a language other than English. The median household income was \$28,333.

Library Profile Narrative

The beginnings of the Daingerfield Public Library can be traced to 1953. Members of a local civic club canvassed the town and collected donated books. Volunteers served as librarians.

The library was originally located in the county jail. In 1967, the library moved to its current location. Local civic clubs including the Lions Club, Pandora Study Club, and the Maia Study Club were instrumental in raising funds for the new library. Many local citizens made contributions and a grant was received from the Texas State Library and Archives Commission.

The official dedication was held in 1968, with Marvin Watson, former resident and Postmaster General under President Lyndon B. Johnson, presiding over the affair. The library was deeded to the City of Daingerfield and remains under its custodianship. The library serves the surrounding cities of Lone Star, Naples, Omaha, and Hughes Springs.

Most Important Library Statistics

In 2010, the Daingerfield Public Library served a population of 2,374 people. The collection was 12,952 items and 21,548 items were circulated to the 2,058 registered borrowers. 40 people attended programs offered by the library. The staff, one librarian and two volunteers, provided 1,200 reference transactions. The library reported 8,922 patron visits.

The library is open 40 hours per week and has four public access computers.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of the Daingerfield Public Library is to nurture an educated, enlightened, and enriched diverse community.

Mission Statement

The Daingerfield Public Library connects people with ideas, and supports lifelong learning by providing reliable information resources, well-rounded book collection, and other materials and programs that foster a literate, informed, and culturally aware community.

Goals and Objectives for the Library

Goal 1. Financial Resources:

- a. Continue to develop the financial resources necessary to maintain the daily operations of the library in fulfilling the library mission.

Goal 2. Physical Plant:

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- a. Monitor the adequacy of space within the library building to meet program needs and pursue improvements, as community changes require.

Goal 3. Technology:

- a. Maintain the current electronic resources available for daily operations of the library as well computer access available to patrons.
- b. Continue to upgrade those resources in a fiscally responsible manner in keeping with ongoing improvements in technology while cognizant of patron's needs and interest.

Goal 4. General Services:

- a. Maintain up to date level of contemporary book and periodical print resources appropriate to community needs and interests.
- b. Maintain and further develop electronic format resources.
- c. Offer opportunities for training and development of Board members so that they will remain informed about current local library services, systems, and issues.
- d. Support the efforts of "Friends of the Library".
- e. Be an information center for Daingerfield residents and visitors.
- f. Support projects of local service groups.

Goal 5. Adult Services:

- a. Improve and expand library services for seniors.
- b. Support projects initiated by local service groups.
- c. Provide diverse reference and research resources to support adults in furthering their education.

Goal 6. Children's Services:

- a. Continue to improve and expand library services for children.
- b. Provide diverse literature-rich atmosphere for middle age children.
- c. Maintain professional staff to support children's programs and services.

Goal 7. Staff Development:

- a. Maintain a professional staff educated in current library science techniques and use of electronic resources.
- b. Support ongoing professional development for library staff.
- c. Pursue appropriate salary levels that will encourage the acquisition and retention of valuable staff while responsibly utilizing available community fiscal resources.

Goal 8. Library Planning:

Review and update the mission statement, goals, objectives, and policy statements of the Daingerfield Public Library annually. Also review and update the Daingerfield Public Library Long Range Plan a minimum of every five years.

Goals and Objectives for Outreach Program

Goal: The goal for the Noon Book Lovers Club is to promote the love of reading and appreciation of literature. This program directly addresses Goal # 5a, to improve and expand library services for seniors.

Objective: The objective of the outreach program is to partner with local businesses and the senior citizens center to form and sustain the Noon Book Lovers Club.

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Outreach Programs

The library will offer a “Noon Book Lovers Club” for adults and the senior citizens in the area. Meetings will be held once a month for three months. The meetings will be held at the library. The library will collaborate with local businesses and organizations to provide a light lunch for participants. The program will offer the opportunity for community members to come together to discuss their favorite books, to exchange books, and socialize with other readers in the community.

Statement of need

The library conducted a community wide survey in September 2012. Approximately 200 surveys were distributed in the community and 155 were returned. The surveys clearly indicated a need for more adult programming. The community is satisfied with the library hours. There is also a need for teen programming. This need will be addressed later in the year.

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

The “Noon Book Lovers Club” targets the adults and senior citizens in the community. 68.5% of the population in Daingerfield is over the age of 21 and 17.5% are over the age of 60.

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

While the program is open to all adults, the target group for the program is the 35 members of the Senior Citizens Center.

Estimated number of potential participants

Based on attendance at other programs sponsored by the library, the library anticipates that 10 adults and seniors will attend the book club meetings.

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

The noon hour was selected so that working adults can attend. Daytime programs are also better for senior citizens, since many seniors no longer drive at night. The library is located near the senior citizens center and people can walk from that location. Participants not within easy walking distance of the library will drive.

List potential partners based on your assets assessment

Local businesses will be contacted to provide funding for the lunches for the program. SWEPCO and US Steel both have facilities in Daingerfield and have supported library programming in the past. The library will also contact the local bank and restaurants for sponsorships. The Senior Citizens Center will provide publicity and support for the program by encouraging their members to participate.

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

The library will provide publicity, and staff support for the program. The library will also provide the space for the club to meet and will provide guidance during the discussions. Library staff will make arrangements for the lunch meal and set up the room for the three meetings.

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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 local organizations to sponsor the lunches for the Noon Book Lovers Club.
2. Develop partnerships with the Senior Citizens Center to publicize and encourage participation by their members.
3. Implement three book discussions in November and December 2012 and January 2013.
4. Distribute book discussion surveys and evaluate results.

Detailed Action Plan

Action Plan Goal(s):

The goal for the Noon Book Lovers Club is to promote the love of reading and appreciation of literature.

Action Plan Objective(s):

1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Table

IMPLEMENTATION			EVALUATION	
Action	Name and 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, and personnel are needed?	How will progress be measured (#, % of participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Create a flyer and brochure promoting the new book discussion group	Earlene, November 1, 2012	Time – 20 minutes \$ 0 Materials- paper and toner. Personnel-1	Flyer designed	Flyer is designed and approved
Meet with the director of the senior center to formalize the partnership	Earlene, November 2, 2012	Time – 1 hour \$ 0 Materials – Flyer, calendar Personnel – 1	Times and dates scheduled	Times and dates agreed by partners

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Photocopy 100 flyers and 50 brochures for distribution	Library staff or volunteer , November 5, 2012	Time – 1 hour \$ 20 Materials –1 ream of paper and toner Personnel - 1	Flyers printed	Count number
Make a presentation to the senior center members describing the program	Earlene , November 6, 2012	Time –2 hours \$ - 0 Materials – flyers Personnel - 1	Presentation made to seniors	Count number of flyers distributed
Solicit businesses and organizations for sponsorship of refreshments for lunch	Earlene and Friends of the Library, November 10, 2012	Time –2 hours \$ - 0 Materials – flyers Personnel - 1	Business and organizations contacted	5 sponsors committed to support
Design posters to place in local businesses and public buildings	Earlene, November 14, 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	Earlene and Friends of the Library, November 15, 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 book discussion group	Earlene, November 16, 2013	Time – 20 minutes \$ 10 Materials - computer Personnel – 1	Survey and evaluation designed	Survey and evaluation designed and approved
Make 15 copies of the survey and evaluation	Library staff November 16, 2013	Time – 5 minutes \$ 5 Materials – paper, printer Personnel – 1	15 surveys and evaluations printed	Count number
Order lunches and pick up lunches	Earlene, November 20, 2012	Time – 1 hour \$ 30 Materials - lunches Personnel – 1	Lunches ordered	Lunches ready for participants

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Prepare the area for book club meeting	Earlene & staff member November 20, 2012	Time - 30 minutes \$ 0 Materials – tables, chairs, lunches Personnel – 2	Room is set up for meeting	Count number
Hold first program	Earlene, November 20, 2012	Time – 1.5 hours \$ 0 Materials - books, flyers, surveys Personnel - 1	Program is held	Count number
Collect completed surveys and evaluations from the discussion members	Earlene, November 20, 2012	Time – 20 minutes \$ - 0 Materials – None Personnel - 1	Surveys and evaluations collected	Count number
Compile and analysis evaluations	Earlene, January 25, 2013	Time-1 hour \$0 Materials-computer Personnel-1	Evaluations compiled	Report started
Gather all statistics and stories including anecdotal and publicity	Earlene-January, 30, 2013	Time- 1 hour \$0 Materials-computer Personnel -1	Statistics and anecdotes with written report compiled	Submit to PEARL office and post on website