

DRISCOLL PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Devine, Texas, “the name says it all”, is 30 miles southwest of San Antonio on Interstate Highway 35, Texas 132, and Texas 173. This area of southeast Medina County was settled in 1881, when the International-Great Northern Railroad line was extended from San Antonio to Laredo.

Devine is a rural ranching and farming area from which many residents commute to San Antonio. Oil and gas have been produced in the area since the 1920’s. The region requires irrigation to produce its leading cash crops of peanuts, corn, watermelons, and maize. The largest Spanish peanut shipping center in South Texas is in Devine. The Devine Area Chamber of Commerce has declared the city the “Avocado Capital of Central Texas”.

The community was named in 1904, in honor of Judge Thomas Jefferson Devine. According to the *Handbook of Texas*, Judge Devine, born in Canada of Irish immigrant parents, had a varied and interesting career. He studied law in Kentucky and moved to La Grange, Texas, to practice upon receiving his degree and license. He married in 1844, and moved to San Antonio where he served as city attorney and later district judge. While Judge of the Confederate Western District of Texas, he went to Mexico to successfully settle a dispute involving shipment of cotton from the Confederacy.

Seeking to avoid taking the oath of allegiance to the federal government, the Judge spent several months in Mexico after the end of the Civil War. Along with Jefferson Davis and Clement Clay, he was charged with treason during the war. Judge Driscoll was pardoned without a trial and his citizenship was restored on June 17, 1867.

The Judge served for several years as associate justice of the Texas Supreme Court before returning to private practice. Declining the nomination for governor, he served one year on the board of regents of the proposed University of Texas. The namesake of Devine, Judge Thomas Jefferson Devine, died in San Antonio on March 16, 1890.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for: lifelong learning; free and equal access to information; educational and recreational materials; information assistance; early childhood literacy, and preschool door to learning. All of the historical roles continue with the addition of these current roles: technology center; public computer access, and career and workforce development. Identified future roles for the library are adult learning, and local history and genealogy.

Existing Programs

Existing programs are: regular preschool story time; story times for day care centers; grade school Summer Reading Program; basic computer classes; nursing home outreach; gaming

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programs; canned food drive, and digitization of the local newspaper. The basic computer literacy classes will be revamped or discontinued.

Identified Needs

Identified needs for Devine include repairing and repaving city streets, upgrading water and sewer lines, and creating a second city park.

Library needs include re-attaching the library's existing brick exterior securely to the structure. The library needs to replace the current public and staff computers. Additional materials funding to continue offering downloadable materials and maintain library collections at the current level are needed.

Identified Assets

Assets of the community for recreation include the City Park, a golf course, and a swimming pool. Additional assets are: churches; three financial institutions; medical, dental, and veterinary clinics; two nursing homes; a grocery store; several restaurants including fast food chains; several car washes; two hardware stores; two feedlots, and many local small businesses. Transportation assets include the peanut shipping facility and small airport.

Library assets include: the George S. Woods Community Center which adjoins the Library; public Wi-Fi; Spanish language materials; a Friends of the Library group; downloadable audio and e-books, and nine public use computers.

Thank You Statement

The Driscoll Public Library thanks the Mayor, and members of the City Council, the Library Board, and the Friends organization for their support and encouragement. The library would also like to thank the staff, volunteers, and patrons for their continued support.

The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project. We thank the Trust and UNT for choosing our library to participate in the PEARL project.

Community Profile Narrative

Devine is in a largely rural area with ranching and farming. While the school district, retail establishments and agricultural business provide employment in the city, many of the residents commute to San Antonio for employment. City departments include: the library; the community center; police department; animal control; utility services; public works; municipal airport; municipal court, and administrative departments. The city is served by an EMS and a volunteer fire department. Medina Regional Hospital in Hondo, the Southwest General Hospital in San Antonio, Frio Regional Hospital in Pearsall, and South Texas Regional Medical Center are each 30 minutes away.

The Devine Fall Festival, held the first Saturday in November, features a parade with a Queen's court, a carnival, arts and crafts booths, and a street dance. Throughout the year area churches host social activities such as picnics and festivals. Flea markets operate every weekend.

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Main Geographic Features

Community Features

Assets and Challenges

An asset of the city is access to water from both the Edwards and Carrizo Aquifers. The area is flat farmland with sandy soil.

A challenge of the city is lack of rivers, lakes, or other bodies of water for outdoor activities.

Library Features

Assets and Challenges

Geographic assets of the library include the location in a shared facility with the George Woods Community Center. The library is near the City's government buildings and frequently visited businesses. The nearby government buildings are: City Hall, utility payment offices, the post office, the fire station, and the police station. The nearby businesses include: an adult care center, a thrift shop; a nursing home; newspaper office and print shop; a bookstore, retail shops; fitness centers; churches, and restaurants. Located in a historical building, the library is near apartments and public housing as well as the food bank.

Geographic challenges of the library are its location near a group home for mentally impaired individuals, the railroad tracks and Texas Highway 173. Noise from passing trains is distracting and often disruptive to library activities.

Community Demographics

The 2010 Federal Census reports the population of Devine is 4,350. The population breakdown by age is 31.7% under age 20, 54.2% between the ages of 20 and 64, and 13.9% age 65 or older. The majority of the population, 85.4%, is White, 1% Black or African American and 1% American Indian or Alaskan Native. Nearly 11%, or 473 people, indicated they are of "some other race." The community has a large Hispanic or Latino population, 60% of the total population identified as Hispanic, 49.5% with Mexican heritage.

The American Community Survey of 2006-2010 estimates 69.3% of the population over the age of 25 has high school diplomas. Of these high school graduates, 11.4% have earned bachelor's degrees or higher. The survey also estimates that 11.7% of the individuals who speak Spanish at home speak English "less than very well." The mean travel time to work is 31.3 minutes and 80.6% of employees drive to work alone. The median household income is \$27,260, the mean household income is \$40,977, and the per capita income is estimated at \$13,998. 31% of families have incomes under the poverty level. This rises to 76.2% for households with children and a female head of household and no husband present.

Library Profile Narrative

The Devine Chamber of Commerce began the library in 1965, in the old Little League concession stand. Volunteers collected and organized materials, as well as operated the library. The library became a city operation in 1972, and shortly thereafter was accredited by the State Library and became a member of the Alamo Area Library System (AALS).

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Although the city expanded the building in 1977, the library outgrew the old concession stand. The Devine Sesquicentennial Committee began fundraising to renovate the old Driscoll Lumber Company warehouse into a library and community center. The library moved to its current location in April 1988, and the library's name was changed in appreciation of the Driscoll family's generous donation of the land and building.

Most Important Library Statistics

According to the 2010 report to the Texas State Library, the Driscoll Public Library is open 35 hours a week in 4,738 square feet with 2.88 full time equivalent paid staff. The library is a member of AALS and is primarily funded by the City of Devine. The library service population is 4,581 and has 2,134 registered borrowers. The library has a collection of 25,284 items that circulated 23,751 times in 2010. Program attendance was 3,217, primarily attending children's programs. The library's 9 public use computers were used 11,050 times.

Vision, Mission, Goals and Objectives

Vision Statement

The vision of Driscoll Public Library is to provide entertainment, access to information, and a lifelong commitment to literacy and learning.

Mission Statement

The mission of the Driscoll Public Library is to serve the people of the Devine community by providing the materials, facilities and personnel required to meet the cultural, informational, and educational needs of the community with the resources made available; and to utilize these resources in a most prudent and fiscally responsible manner.

Goals and Objectives for the Library

Goal # 1 – Access to Information

The residents of Devine and the surrounding areas will be provided with access to information in order to pursue the goal of lifelong personal and academic learning.

Goal # 2 – Access to Technology

The residents of Devine and the surrounding areas shall have access to technology that affords them the opportunity for personal and academic learning, career opportunities, and recreational use.

Goal # 3 - Access to Recreational Materials

The residents of Devine and the surrounding areas will be provided with an access to recreational materials such as books, audio books, DVDs, as well as news and entertainment periodicals.

Goal # 4 – Access to Local History

The residents of Devine and the surrounding areas will be provided with local historical information such as archived materials in the form of books, local newspapers on microfilm, yearbook, and databases. Access to these resources will allow the community an understanding and awareness of its history for current and future generations.

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Goals and Objectives for Outreach Program

This program supports library Goals 1-3: Access to Information, Access to Technology, and Access to Recreational Materials. The objectives of the outreach program are to acquaint residents with e-readers and to provide instruction on use of the downloadable materials offered by the library.

Outreach Programs

The library will provide an outreach program for adults in the Community Center. A variety of e-readers will be displayed so program attendees can compare features and functionality. The presenter will discuss difference between readers and demonstrate how to download audiobooks and e-books from the library's website. The program will include handouts and will be offered once during the day and again in the evening.

Statement of need

The library surveyed a cross section of the population using surveys distributed to grocery shoppers, post office and library users as well as homeschooler families. Other groups surveyed were city officials, Chamber of Commerce members, library staff, and volunteers. 24 of 70 survey responses indicated interest in a program on e-books and e-readers. Staff surveys also noted an increase in patron questions about e-books.

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

The library wants to reach adults of all ages and economic backgrounds. Recent demographic information indicates that 2,958 people, 68% of the city's population, are 20 years old or older.

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

The program will serve adult men and women in the area who are interested in using e-readers.

Estimated number of potential participants

It is estimated that the library will have 10-20 participants. This estimate is based on past program attendance and the interest shown in surveys.

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

The audience will be made up of adults of a variety of ages. They will come from Devine and the surrounding area. One workshop will be held in the afternoon for older people who do not want to drive at night. One workshop will be held in the evening to accommodate people who work and need an evening schedule.

List potential partners based on your assets assessment

Potential partners include, but are not limited to, Best Buy, Devine Independent School District, the *Devine News*, and the Friends of the Driscoll Public Library.

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

Available library resources that will contribute to the success of the program include the use of community center, library Wi-Fi, proposed loan of e-readers by Best Buy or other e-reader

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retailer, e-books available through the library website, light refreshments provided by the Friends of the Driscoll Public Library, and publicity provided by local news media.

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 e-reader retailer to develop and present a workshop on downloading library's e-books.
2. Implement a workshop in the library for adults of Devine and citizens of the surrounding community.
3. Distribute post-workshop surveys and evaluate results.

Action Plan

The table below gives the library's action plan for the download e-books program.

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?
Contact e-reader retailer in San Antonio to discuss loan of e-readers	Librarian by November 15	Time - 30 min. \$ - none Materials - none Personnel - 1	Contact made with retailer	Agreement to loan e-readers for workshop
Schedule date of workshop and post on website	Librarian and staff by November 15	Time - 30 min. \$ - none Materials - none Personnel - 3	Information posted	Count posting
Create promotional posters	Assistant Librarian by December 20	Time - 1 hour \$ & Materials - \$10 Personnel - 1	1 Master 10 copies	Count posters
Post program posters at library and local businesses	Library Staff by January 5	Time - 2 hours \$ & Materials - 0 Personnel - 1	10 posters distributed	Count number of posters distributed
Develop informational handout materials	Assistant Librarian by Jan 5	Time - 4 hour \$ & Materials - \$10 Personnel - 1	Handouts finished before program	Number of handouts produced

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Write article for local newspaper	Assistant Librarian by Jan 5	Time – 1 hour \$ & Materials - 0 Personnel – 1	Article delivered to local paper	Number of articles published
Set up tables and e-readers in community center for use in program	Librarian and Assistant Librarian on the day before program	Time – 2 hour \$ & Materials - 0 Personnel - 2	Setup done before program	Count tables and e-readers set up
Present program at the community center	Assistant Librarian by January 31	Time – 2 hours \$ & materials-\$20.00 for printing handout instructions Personnel-1	2 programs presented; estimated 10 – 20 attendees	Count programs; Count attendees’
Administer evaluation at each workshop	Library Director by January 31	Time – 10 min \$ & Materials – 0 Personnel – 1	10-20 evaluations administered	Count evaluations
Write Report	Library Director and Assistant Director by February 15	Time – 1 hour \$ & Materials – 0 Personnel – 2	Count attendees; Compile evaluations	Analyze evaluations
Send report	Library Director by February 15	Time – 15 minutes \$ & Materials – 0 Personnel – 1	Report sent to PEARL office	Report received
Thank partners	Library Director by February 15	Time – 30 minutes \$ & Materials - \$1 Personnel – 1	Thank you letters sent	Count number of thank you letters

