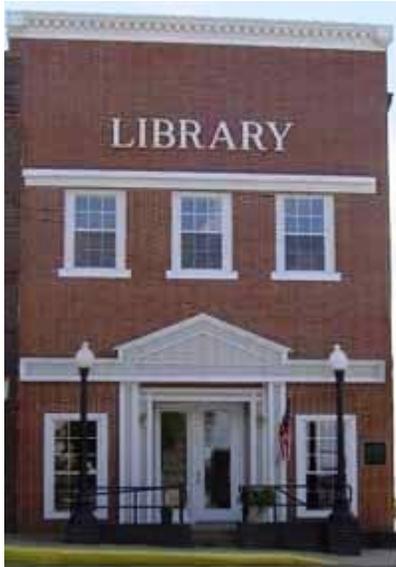


FRANKLIN COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Franklin County is located in northeast Texas. Mount Vernon, the county seat, is 96 miles northeast of Dallas and 72 miles southwest of Texarkana. The town was settled in the 1840s and was originally known as Keith. In 1850, it was renamed Lone Star. The town's name was officially changed to Mount Vernon in 1875.

The county was marked off by the legislature in March 1875. It was named for Judge Benjamin C. Franklin, an early Red River County settler. When the election to select a county seat was held in 1875, Mount Vernon won by a large majority.

The state's growing rail network finally reached the county in 1876. The railroad made it somewhat easier for farmers to transport their crops to market. Cotton and corn were the two crops dominate crops with cotton being the main cash crop and corn the primary food crop.

The Great Depression hit Franklin County hard, however the programs of the New Deal helped to alleviate some of the worst effects of the depression. In the 1930s, oil was discovered in the northeast part of the county and since then has been found in various portions of the county.

During the 1960s, the Franklin County Industrial Foundation was created and through it an industrial-park site was established. Because of this, in the 1960s, three plastics industries built plants in Mount Vernon.

The development of an industrial sector along with pine and hardwood production helped the economy and population growth in the county.

Historical, Current, and Future Roles of the Library

Since its inception in 1977, the Franklin County Library has been an integral part of community life in Mount Vernon and Franklin County. The library serves as the community's life-long learning center, supporting basic literacy, recreational and educational materials. Currently it fulfills these roles as well as providing early literacy, ESL and career and workforce development. Future roles are to become a heritage center and local history and genealogy resource.

Existing Programs

The library provides adult computer training and adult programming. A regular GED program is provided by Northeast Texas Community College and housed in the library to prepare adults to pass their GED exams. The library provides an extensive summer enrichment program for children.

Identified Needs

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Mount Vernon needs activities for teens and children outside of school and church. A downtown square revitalization is needed, since there are several empty businesses on the square. There are few local retail outlets for shopping.

Identified needs for the library include more staff, better funding and additional space for programs. The library's meeting room is located on the second floor, but the only entrance is through the library. This makes it difficult to schedule evening programs because additional staff must be present.

Identified Assets

Mount Vernon's assets include several historic building, and the lake, which attracts many tourists. It has several antique shops and there is a retirement community located around the lake.

The Franklin County library's assets include public access computers, free Wi-Fi, and a meeting room. The library is located in a historic bank building with the original vault still in tact. The vault has been remodeled to serve as a teen room.

Thank You Statement

The Franklin County Library wishes to thank the Friends of the Franklin County Library for their continued support. The library also wishes to thank the Robert and Ruby Priddy Charitable Trust for their support. The University of North Texas PEARL project will be a useful tool in enhancing library services and programming in the community.

Community Profile Narrative

Mount Vernon is a community with a rich history and a number of historic sites. It has an abundance of historic homes, many of which are used as museums, meeting places and for old fashion quilting. Mount Vernon is a Main Street City and a Certified Retirement Community. It is part of the Visionaries in Preservation and the courthouse is on the National Register. The Rogers-Drummond House near Mount Vernon is listed on the National Register of Historic Places.

Mt. Vernon is the hub of activity for Franklin County and boasts four museums one of which, the Old Fire Station Museum, features the Don Meredith exhibit and a rare bird egg display. The Franklin County Museum Complex in Mount Vernon offers a variety of exhibits on local and natural history. The Franklin County Arts Alliance is an active art group made up of professional and aspiring local artists. The Old Jail Art Museum is an attraction for art lovers. The Arts Alliance produces April Arts, an art show that show cases local artists and provides a venue for them to display and sell their work.

The Tour de Cypress Bicycle Race happens in April and attracts many bicyclists and runners. Mount Vernon hosts a rodeo in August, a county fair in October, and a Christmas Parade in December.

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Recreation facilities in Franklin County are primarily geared toward outdoor pursuits. Opportunities for boating and fishing abound. Cypress Springs Reservoir, the largest lake in the county, covers 3,400 acres. Several other lakes dot the landscape. In addition to the Sulphur River, several streams run through the county. Various species of animals are available for hunting including deer, squirrel, and quail. State Highway 37 and Farm Road 21 provide scenic drives through the southern part of the county.

Main Geographic Features

Community Features

Assets and Challenges

Lake Cypress Springs attracts many tourists and provides opportunities for outdoor activities. The lake has also spurred the development of a large upscale retirement community around the lake.

Challenges facing the community include many vacant buildings on the town square. Distance to a major city is also a challenge for the community. Mount Vernon is 20 miles from a major retail outlet and is 96 miles from Dallas.

Library Features

The library is located on the downtown square and is within walking distance of the courthouse, a nursing home, the county extension office, and the newspaper office. The library is located near the high school and several retail stores.

The library, although located downtown and within easy walking distance of many businesses, is faced with the challenge of less traffic than other parts of the community enjoy.

Community Demographics

According to the 2010 census, Mount Vernon had a population of 2,662 and Franklin County had 10,605. Of the population in Mount Vernon, 9.2% were under the age of 5 and 15.8% were over the age of 65. The ethnic breakdown was 75.7% White, 12.0% Black, and 14.7% Hispanic or Latino. 76.7% had a high school diploma or higher with 16.4% having a bachelors degree or higher. 19.4% spoke a language other than English. The median family income was \$39,018 and 26.5% lived below the poverty level.

Library Profile Narrative

The Mount Vernon Key Club, a local women's group, founded the first library in January 1977. The library opened to serve the public with a full time librarian on April 1, 1977. Volunteers staffed an office space provided by the First National Bank.

An initial \$5,192 was raised to establish the library as a member of the Northeast Texas Library System. By the close of 1977, the Key Club reported the library had received cash donations of \$25,000 and had exceeded the three-year goal for accumulation of books.

In December of 1977, the First National Bank of Mount Vernon deeded the historic old bank building to the county. The bank, built in 1912, was converted to be used as the library.

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In January 1979, the library opened the downstairs of its current location and in 1980, it library expanded to the second floor. There have been several renovations made throughout the years, the latest in 2010. Today, the beautifully restored building blends its unique history with a full-service modern library. The ornate handcrafted ceiling, marble counters, and original vault doors add to the beauty of this historic building.

Most Important Library Statistics

Two full-time staff and two part-time staff serve a population of 8,419 according to the Texas State Library and Archives Commission. In 2010, the library had a collection of 20,111 titles with circulation of 39,721. The library had 5,921 library cardholders with 44,897 library visits. Programming attendance for 2010 was 2,604. The library provided 4,876 reference transactions and 79 interlibrary loans. The library has 10 public access computers that were used 8,989 times. The library is open 44 hours per week.

Vision, Mission, Goals and Objectives

Vision Statement

The Franklin County Library is a gateway to our heritage and to our future.

Mission Statement

The Franklin County Library fosters reading and thought by serving its users' needs for information, life-long learning, and leisure pursuits. Offering a broad collection of printed materials and current technology, Franklin County Library provides increased access to information resources.

Goals and Objectives for the Library

Collection and Reference/Information:

The Library is the principle source for information that is freely available to everyone within the county. While considering the library's budget, Franklin County Library shall strive to:

- acquire and organize a well-balanced and broad collection, in various formats, representing a variety of viewpoints to promote literacy, the communication of ideas, an informed community and an improved quality of life.
- provide useful, current information sources for individuals, businesses, and organizations.

Technology:

Franklin County Library is committed to serving the information and lifelong learning needs of all its patrons. Access to computers and the Internet provide the opportunity to enhance our existing collection by connecting to information networks from around the world. Providing access to fax and copy machines, laminator and typewriter enables the library to serve the diverse needs of our community. While considering the library's budget, Franklin County Library shall strive to:

- make available access to the Internet
- provide up-to-date computer technology and services
- provide the service of office machines

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Patron Services:

Franklin County Library fosters reading and thought by serving its users' needs for information, life-long learning and leisure pursuits, as well as other services. Offering a broad collection of printed materials and current technology, Franklin County Library provides increased access to information resources. The Online Public Access Catalog enables patrons to search the catalog offsite. Other office services include faxing, copying laminating and access to a typewriter.

While considering the library's budget, Franklin County Library shall strive to:

- make available real-time access to library catalog
- provide office machine services to the public
- provide limited assistance to patrons in their search for information

Staff Tools and Training:

In the ever-changing world of library science, it is absolutely imperative the library staff be well trained in library operations and procedures, technology advances, as well as, library law, i.e., the Patriot Act. While considering the library's budget, Franklin County Library shall strive to:

- provide training to staff members in library operations and procedures
- provide training to staff members in technology advances
- provide training to staff in Library Law as well as the Patriot Act
- provide training to staff in advances, changes and up-grades in library services.

Conclusion:

Through analysis of these targeted areas, Franklin County Library shall strive to provide quality library services to the community as outlined in this 2011 – 2015 Long Range Plan.

Goals and Objectives for Outreach Program:

The goal of the outreach program is to provide teens and adults with a creative writing workshop. The objective is to enhance the cultural offerings in the community. This program is tied to the long range plan's Patron Services goal that states the library will serve as a source of life-long learning and leisure pursuits.

Outreach Program

The Franklin County library will offer a Creative Writing Workshop to be held January 12, 2013, at the Franklin County Arts Alliance Cultural Arts Center. Franklin County Library, Franklin County Arts Alliance, and the North East Texas Writers' Organization (NETWO) will collaborate in this project to encourage intellectual and artistic pursuits in the Mount Vernon community. The NETWO will facilitate the workshop. Check-in and coffee will begin at 8:30 a.m. The morning session will start at 9:00 followed by a brown bag lunch and the afternoon session will last until 3 p.m. While the target group will be high school students and adults in Mount Vernon and the retirement community around the lake, the workshop will be open to everyone in the Franklin County area. Registration for the workshop will be available at the Franklin County Library and the Cultural Arts Center.

Statement of need

The library conducted a community-wide survey in September. A total of 81 people responded to the survey. Based on the surveys, the library determined a need existed in Mount Vernon for

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additional arts and cultural programming. Among the written suggestions from the survey was a writer's workshop and opportunities to meet and discuss writing with published authors.

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

The program targets teens and adults in Mount Vernon and the large retirement community that has formed around the lake. There are an estimated 1,896 teens and adults in Mount Vernon.

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

There are 628 students in the Mount Vernon Junior High and High School. Of these students there are 290 students enrolled in school enrichment programs. There are approximately 500 residents in the retirement community. These residents are actively involved in the community and are eager for cultural events.

Estimated number of potential participants

Of the 290 students in the school enrichment program and the 500 residents of the retirement community, the library anticipates based on past participation in library programs that 20 teens and 15 adults will participate in the workshop.

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

The expected participants range in age from fifteen to seventy years old. A Saturday in January was selected to allow students to attend. Saturdays are also good for the retired community, since many are committed to weekly activities. Many high school teens have their own transportation and for younger teens, their parents will drive them to the Arts Center. Adults will drive to the Center. The time was selected to accommodate the activities planned.

List potential partners based on your assets assessment

The potential partners for the programs are the Franklin County Arts Alliance Cultural Arts Center, Franklin County Arts Alliance, and the North East Texas Writers' Organization. The Cultural Arts Center will host the event at their facility and the NETWO will provide published authors to speak at the event. Speakers include Pattie Ball, David Dotson, and Gay Ingram. The NETWO will also provide authors to critique the writings of participants.

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

The library will provide the organization and coordination for the event. The library will also provide publicity, and staff members to assist at the workshop. The library will provide a small special collection of resources for writers, such as the *Writer's Market* and *Writer's Digest*.

Detailed Action Plan

Action Plan Goal(s):

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

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Action Plan Objective(s):

1. Partner with local writer's organizations to develop and present a Writer's workshop.
2. Create and distribute promotional materials.
3. Coordinate and set up the facility.
4. Develop, administer, and analyze evaluations.
5. Distribute post-workshop 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?
Meet with Arts Alliance and NETWO to establish details of the workshop	Lisa-November, 2012	Time-1 day \$ 0 Materials- transportation, planning calendar Personnel-1	Details for the workshop are agreed upon by all partners	Librarian will confirm dates and times and details with partners via email
Contact home owners association and junior high and high school English teachers	Lisa-December 2012	Time- 3 hours \$0 Materials- telephone Personnel-1	Names and contact information is compiled	Count number
Design invitations, posters to send to schools and lake residents	Lisa-December 2012	Time-4 hours \$0 Materials- computer Personnel-1	Invitations, posters designed	Invitations and posters approved
Design flyers to publicize the program	Lisa-December 2012	Time-1 hour \$0 Materials- computer, Personnel-1	Flyers designed	Flyers approved
Print flyers, posters and invitations	Lisa-December 2012	Time-1 hour \$75 Materials-computer, printer, copier, paper	Flyers and invitations printed	Count number
Design evaluation forms	Lisa-December 15, 2012	Time-1 hour \$0 Materials-computer Personnel-1	Evaluation forms designed	Evaluation forms approved

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Take flyers & invitations to teachers to send home with students	Lisa-December 20, 2012	Time-30 minutes \$0 Materials-printed flyers and invitations, automobile Personnel-1	Flyers and invitations delivered	Count number
Place flyers and posters in library and local businesses	Friends of the Library-December 30, 2012	Time-1 hour \$0 Materials-flyers, tape, tacks, automobile Personnel-4	Flyers placed in strategic locations in town	Count number
Place flyers and posters in retirement community	Friends of the Library-December 30, 2012	Time-1 hour \$0 Materials-flyers, tape, tacks, automobile Personnel-1	Flyers placed in retirement community	Count number
Publicize program on library website and Facebook page	Lisa-December 15 2012	Time-30 minutes \$0 Materials-computer Personnel-1	Publicity on webpage and Facebook	Count number
Publicize program on NETWO website	Lisa-December 15, 2012	Time-30 minutes \$0 Materials-computer Personnel-1	Publicity on NETWO webpage	Count number
Publicize program on Arts Alliance website	Lisa-December 15, 2012	Time-30 minutes \$0 Materials-computer Personnel-1	Publicity on Arts Alliance webpage	Count number
Present Program	Lisa, NETWO authors, Arts Alliance-January 12, 2013	Time-7 hours \$0 Materials: writers special collection, coffee and tea, cups, paper, computers, word processing software Personnel-2	Program held and evaluations completed	Count number, compile evaluation results
Begin report and compile evaluations	Lisa-January 15, 2013	Time-1 hour \$0 Materials-computer Personnel-1	Evaluations compiled	Report started
Gather all statistics and stories including anecdotal and publicity	Lisa-January 30, 2013	Time- 1 hour \$0 Materials-computer,	Statistics and anecdotes with written report compiled	Submit to PEARL office and post of website

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APPENDIX A: COMMUNITY SURVEY

<p>Do you know the location of the public library?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>What age group best describes you?</p> <p><input type="checkbox"/> Over 50 <input type="checkbox"/> 18–30</p> <p><input type="checkbox"/> 31–50 <input type="checkbox"/> 12–18</p>
<p>How often do you visit the library?</p> <p><input type="checkbox"/> Daily <input type="checkbox"/> Twice a year</p> <p><input type="checkbox"/> Weekly <input type="checkbox"/> Once a year</p> <p><input type="checkbox"/> Monthly <input type="checkbox"/> Never</p>	<p>Which best describes your marital status?</p> <p><input type="checkbox"/> Single <input type="checkbox"/> Widowed</p> <p><input type="checkbox"/> Married <input type="checkbox"/> Divorced</p>
<p>Do you find the current hours to be convenient?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p>	<p>If you have children, what are their ages? (Check all that apply.)</p> <p><input type="checkbox"/> 0–2 years <input type="checkbox"/> 6–12 years</p> <p><input type="checkbox"/> 3–5 years <input type="checkbox"/> 13–17 years</p>
<p>If not, what hours would you like the library to be open?</p>	<p>In what town or community do you live?</p>
<p>What programs would you like the library to add or expand?</p>	<p>For what age group would you like to see more programs?</p>