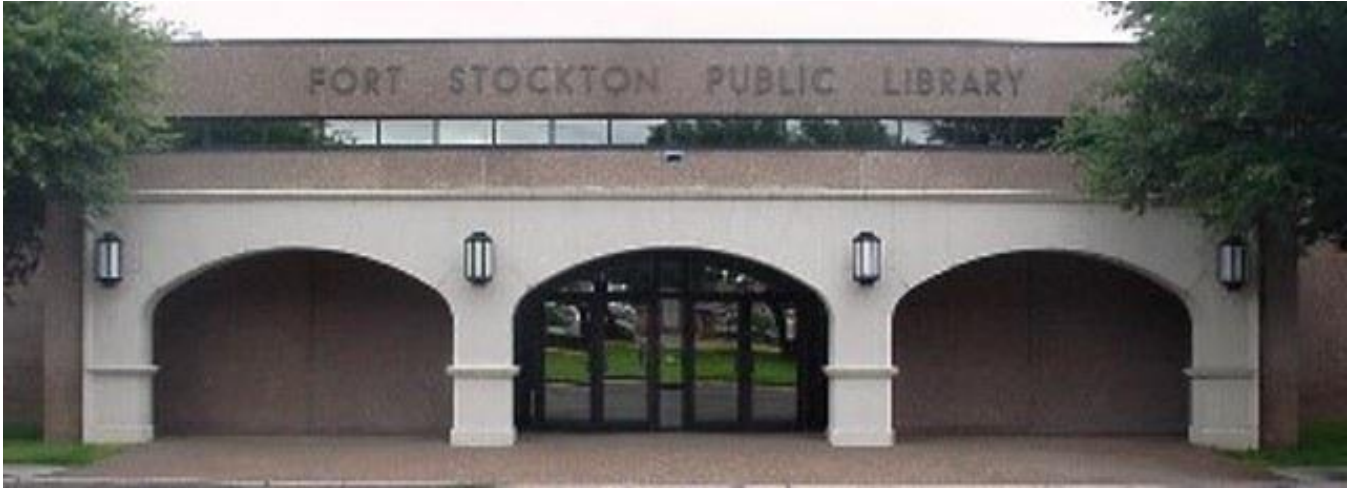


FORT STOCKTON PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Fort Stockton, Texas, is located along the northern edge of the Chihuahuan Desert. It is the county seat of Pecos County. The town is on Interstate 10, approximately 90 miles southwest of Odessa.

The city that was later to be named Fort Stockton grew up around Comanche Springs, at one time the third largest source of spring water in Texas. It was near Camp Stockton, established in 1858, and named for Robert Field Stockton. Comanche Springs was a favorite stop at the cross roads of the Comanche Trail to Chihuahua, the San Antonio-El Paso Road, the Butterfield Overland Mail Route, and the San Antonio-Chihuahua freight wagon road. The post protected travelers and settlers making use of the water supply at the springs.

Historical, Current, and Future Roles of the Library

Historically and currently, the library has filled many roles in the community. These include lifelong learning; free and equal access to information; community meeting place; educational and recreational materials; information assistance; local history and genealogy; formal education support; information literacy; cultural awareness; current topics and titles; gateway to information; business support; public computer access; early childhood literacy, and preschool door to learning. The library wishes to continue to serve these roles in the future.

Existing Programs

The library offers several programs to the residents of Fort Stockton, including regular story time for preschool and day care centers; summer reading programs for children and teens; family literacy program; adult reading program; English language classes; Spanish language classes; nursing home outreach; homebound outreach; migrant outreach; preparation for citizenship classes; exam proctoring; regular author visits; interlibrary loan; regular art displays, and digitalizing local history project.

Identified Needs

Fort Stockton is a small rural community that faces some challenges. There are limited healthcare, educational, and employment opportunities and government services. There is a need for more economic diversity in different areas of business.

The library needs another funding source to replace the Loan Star grant money from the Texas State Library and Archives Commission that was cut in 2012.

Identified Assets

The city has many important assets including public parks, a public swimming pool, cattle and horse ranches, railroad lines, rodeo grounds, a municipal golf course, historical sites, a historic fort, major highways, wind turbines, campgrounds, an airport, the Midland College Williams Regional Technical Training Center (WRTTC), hospital, rehabilitation center, day care, senior citizens center, newspaper, community center, fire and police stations, RV parks, bus station, Annie Riggs Memorial Museum, visitors center, tourism center, arts commission, dance studio,

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martial arts studio, nursing home, theater, bowling alley, animal shelter, county extension office, art galleries, performing arts center, historical commission, and gym.

The library has several assets, including the H. Edward Petsch Memorial fund that is used to provide opportunities in the arts to the community, including free piano lessons for kids. Patrons can access the library's free Wi-Fi and 14 public access computers. The library has a meeting room in which to hold programs. Five of the library staff is bilingual, which is fortunate in a town with many residents whose first language is not English.

Thank You Statement

The library is grateful to Joe Shuster, a county judge who has been very supportive of the library. Penny Smith, the President of the Friends group, has been instrumental in providing money and volunteer hours and supporting the library's programs and services. The library thanks Mrs. Roosevelt from WRTTC for her dedication to promoting and facilitating education in the area. The library is grateful to Arna McCorkle from the Chamber of Commerce for fostering networking opportunities to help build the library and community. The library wishes to extend a particular thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

The city is rich in the history of the settling of the West. Fort Stockton features a downtown National Register Historic District and a reconstructed and refurbished historic fort that is an excellent example of a western frontier military post. It remains an important travel center and an excellent destination from which to explore far West Texas and southeast New Mexico. Energy plays a big part in the city's economy, including oil and gas, and now wind. Farming and ranching also played a critical role in the development of the rural community.

Annual events include the following: Sheepdog Trials, Pecos County Live Stock Show, Texas History Day-Annie Riggs Museum, 4-H Scholarship Auction, Big Bend Open Road Race, Shining Star Motorcycle Rally, Summer Off the Patio Concert Series, Blue Moon Concert Series, 4H Horse Show, 4th of July Celebration, Water Carnival, Zero Stone Park, Road Runner Motorcycle Rally, Silhouette Shooting Meet, Living History Days at Historic Fort Stockton, Old Timers Day at Annie Riggs Museum, Arts and Crafts Show, Christmas Open House-Annie Riggs Museum, and Christmas Parade.

Main Geographic Features

Community Features

Assets and Challenges

Fort Stockton is fortunate to have several geographic assets. These include orchards, a vineyard, oil fields, natural springs, fish and game land leases, and walking trails.

The city's major geographic challenge is its distance from a major city. The largest big cities (two hours away) are Odessa and Midland, with a combined population of 274,002.

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Library Features

Assets and Challenges

The library is close to historic Fort Stockton, a local bank, and the Permian Basin Community Center for Mental Health and Mental Retardation building. It is located a block away from the town's Main Street.

It does not face any geographic challenges.

Community Demographics

Fort Stockton has a population of 8,283 people. Of the population, 79.4 percent are white, 73.7 percent are Hispanic, and 2.1 percent are African-American. The median age is 34.1 years. Of the population, 63 percent are high school graduates and 14 percent have a bachelor's degree. The median household income is \$38,615.

Library Profile Narrative

In 1911, the Social Improvement Club arranged a collection of books for public use in the home of the club secretary. In 1928, the Magno Usui Study Club raised enough funds to start a city library. The books in the Social Improvement Club collection were added to the new titles purchased by the Magno Usui Study Club; a small room in the Fort Stockton City Hall was used to shelf them. A library board formed in 1945, and the Pecos County Commissioner's Court made an appropriation for a library building in 1948.

In 1979, the Fort Stockton Chamber of Commerce Citizens' Needs Committee decided that priority should be given to planning a new public library. The Commissioners agreed to the request on August 17, 1979. Shortly after, a Friends of the Library group was formed, its sole responsibility being to raise money for the new library. The group, with the support of area residents, businesses, and clubs, raised \$180,000. The new 10,712 square foot building, at the library's current site of 500 North Water, was built on land donated by the Pecos County State Bank and dedicated February 5, 1981. In January and February of 2002, the library was remodeled. New carpet was installed, as well as updated additional electrical and network outlets. The library layout was changed to allow for more efficient use of floor, shelf, and seating space.

The Fort Stockton Public Library has seven staff members, six full-time and one part-time. It is open to the public every day except Sunday, for a total of 53 hours per week, including 6 hours on Saturday, and until 8 p.m. on Tuesdays and Thursdays. A book drop is located in the alley behind the building for after-hours book returns, and there is another book drop at the front. The library serves all of Fort Stockton, Pecos County, and the surrounding communities of Cohanosa, Imperial, Buena Vista, Bakersfield, Sheffield, and Sanderson.

The library offers free computer use and Internet access to the community. There are ten regular workstations available for both Internet and general computer use, as well as four children-only workstations with no Internet access. All computers print in either color or black-and-white for a small copy charge. A photocopier is available for public use, as well as a DVD viewer and CD players for use with library materials. In addition, there are over 70 subscriptions to local,

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area, and national newspapers and periodicals. Patrons can check out a variety of Spanish language materials and large print books. The library offers access to microfilm fort records from the 1850s and 1860s, and the *Fort Stockton Pioneer* from 1908 to the present.

Most Important Library Statistics

The Fort Stockton Library serves a population of 12,142 people. The library has 10,314 registered borrowers. There are approximately 57,000 items in the collection, with more than 99,000 circulations. The library provides patrons access to 51 licensed databases. There are 7 staff members who helped implement 115 programs in 2011 with an attendance of 3,515.

Vision, Mission, Goals and Objectives

Vision Statement

It is the vision of the Fort Stockton Public Library to be a positive lifelong learning and recreation center for the whole community to expand their minds, broaden their lives, and enhance their quality of life in this ever-changing world.

Mission Statement

To provide quality materials and services in a variety of formats which fulfill the educational, informational, cultural, and recreational needs of the entire community in an atmosphere that is welcoming, respectful, and businesslike.

Goals and Objectives for the Library

1. Assemble, preserve, and administer, in organized collections, a broad and relevant collection and organize, present, and promote a variety of programs and services
 - a. Maintain a yearly budget to obtain new material
 - i. Actively advocate the library and its services to
 1. Texas
 2. Pecos County government
 3. City of Fort Stockton government
 4. Fort Stockton Independent School District
 5. Midland College William's Regional Technical Training Center
 - ii. Ensure the library spends its budgeted funds responsibly
 - b. Enhance audio book collection and increase circulation
 - i. Increase collection size by 5% per year through 2013 (1400+ at the end of 2013)
 - ii. Increase circulation by 5% per year through 2013 (2800+ at the end of 2013)
 - iii. Promote the availability and uses of the audio book collection at civic and service group meetings, fairs, festivals, and other community gatherings
 - iv. Research feasibility and probability of usage of digital audio
 - c. Enhance mystery fiction collection and increase circulation
 - i. Increase collection size by 2% per year (1450+ by the end of 2013)
 - ii. Increase circulation of collection by 2% per year (2430+ at the end of 2013)

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- d. Enhance and expand H. Edward Petsch Arts & Music Memorial collection and services
 - i. Schedule, plan, and present ongoing art and music programs
 - 1. Provide an art, craft, writers, and music workshop at least once per month
 - 2. Present free community concerts throughout year
 - 3. Display at least 3 separate art exhibits per year
 - ii. Develop partnerships in the community to provide broader level of art, cultural, and music programming
 - 1. Fort Stockton Chamber of Commerce
 - 2. Fort Stockton Independent School District
 - 3. Comanche Springs Art Association
 - 4. Fort Stockton Community Theatre
 - iii. Enhance music collection and increase circulation
 - 1. Increase collection size by 5% per year
 - 2. Increase circulation by 5% per year
 - e. Provide ready access to local history materials
 - i. Digitize, store, and retrieve local history materials
 - ii. Develop partnerships with area museums, historical sites, and libraries to provide a comprehensive digital library of local history materials
2. Serve all residents of the community
- a. Provide services that are available remotely
 - i. Increase usage of TexShare Databases through the Fort Stockton Public Library
 - ii. Increase usage of additional databases
 - iii. Provide consistent and reliable means for patrons to submit
 - 1. interlibrary loan requests (*transition to OCLC Navigator*)
 - 2. hold requests (*Koha*)
 - 3. reference requests
 - b. Take services and programs into the community
 - i. Provide a delivery and pickup service of materials for homebound patrons, and those confined to the hospital or nursing home
 - 1. Increase usage of this service by 5% per year
 - ii. Present library training, story time, puppet shows, or other library-related activities at community gatherings
 - 1. Present at least 3 library training sessions each year to educate youth and adults in the use of the library OPAC, locating materials in the library, and remote services
 - 2. Present at least 3 formal presentations about general library services to area service and civic clubs each year
 - 3. Ensure the library is represented at all major community gathering

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- a. Christmas parade AND/OR Christmas at the Fort
 - b. HarvestFest AND/OR 4th of July in the park
 - c. Health Fair, Job Fair, AND/OR Arts & Crafts Show
 - d. Kindergarten Round-Up
 - iii. Maintain collections of materials at remote locations
 1. Nursing home
 2. Hospital
 3. Teen Center
 4. Senior citizen centers
 - c. Provide expanded programming for adults and seniors
 - i. Develop partnerships for adult and senior programming
 1. Nursing home
 2. Senior citizen centers
 3. Hospital
 4. Clinics
 5. Extension Service
 - d. Increase participation and programming for young adults
 - e. Increase door count, overall circulation, and program attendance each year
 - i. Promote general library services, collections, and programs throughout each year
3. Provide an atmosphere that is welcoming, respectful, and enjoyable and facilities that are easy to use
 - a. Improve appearance of library at main entrance
 - i. Method/supplies for maintaining brochures, free magazines, flyers in foyer
 - b. Staff support of the library mission and goals
 - i. Train all staff in confidentiality rules, customer service, and library service
 - ii. Maintain proper dress and conduct guidelines for staff
 - c. Increase the number of uses of the Roberta Puckett Meeting Room each year
 - i. Inform civic and service clubs about availability
 - ii. Inform school and social groups about availability
 - d. Emphasize library as place
 - i. Increase number of patrons using the library as a community gathering place
 - ii. Develop and implement library brand
4. Have the community involved in services and programming
 - a. Increase the number of active official supporting organizations

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- i. Contact existing organizations that are not currently listed as supporting organizations of the library and present the opportunities the library provides for community involvement
 - ii. Contact current supporting organizations that are no longer active in the support of the library
 - b. Increase the number of volunteers
 - i. Volunteers to present art, craft, and music workshops
 - ii. Volunteers to teach citizenship, ESL, and literacy classes
 - iii. Maintain a database to accurately track volunteers, skills, and hours
5. Short range goals to be met during this planning period
 - a. Host an event for elected officials in our community each year
 - b. To maintain 10 hours of continuing education
 - c. To maintain Texas State Library Standards and annual report
 - i. Be active in the Texas Library Association
 - ii. Be active in the Texas Trans-Pecos Library System
 - d. Develop and implement a Community Outreach Plan, including guidelines for the presentation and usage of the library brand.

Goals and Objectives for Outreach Program

In keeping with the library's Goals #2 and #4, the library will offer a series of basic computer classes. The objective is to teach patrons the basics of how to use a computer.

Outreach Program

The library will teach a series of computer classes to adult patrons on a variety of subjects, including: computer basics, Windows basics, email and Internet basics, Facebook, and Microsoft Powerpoint. These classes will be held twice every week for six weeks. The library will partner with Community Action, who will help promote the program. Community Action will also instruct students on how to apply for benefits online during one of the classes. Library staff will teach the remainder of the curriculum.

Statement of need

The library surveyed 33 individuals, including the general population and community leaders. Survey responses indicated a need for basic computer classes. Staff has also observed many patrons at the library who have expressed a need for better computer skills. The coordinator at Pecos County Community Action, a local organization that provides social services and programs for senior citizens, has also witnessed this need. Residents often come to the library because Community Action has referred them to the library for help applying for benefits online. Library staff is particularly well suited to provide computer classes to a larger segment of the population because they are bilingual and have more computers.

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

The larger audience will be composed of senior citizens in Fort Stockton, who make up 16.6 percent (1,377) of the population.

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

The target group will be the senior citizens who use Community Action for help applying for benefits.

Estimated number of potential participants

Of the 33 people surveyed, 100 percent were interested in attending a basic computer class.

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

The classes will be held twice every week for six weeks on Tuesdays at 10:00 a.m. and Thursdays at 6:00 p.m. to accommodate patrons with different work schedules. Participants live in Fort Stockton and drive to the library. The class will consist of five participants due to the number of computers to which the library has access, and people will be asked to sign up for each class in which they are interested.

List potential partners based on your assets assessment

Potential partners for this program include Pecos County Community Action, the *Fort Stockton Pioneer*, the Lions Club, and the Rotary Club.

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

The library has access to resources that will contribute to the success of its computer classes, including a bilingual staff and public access computers.

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 develop and present basic computer classes.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming program so they will endorse and promote the workshop.
3. Implement a series of free basic computer classes at the library for senior citizens.
4. Distribute post-workshop surveys and evaluate results.

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Action Plan

The table below gives the library's action plan for its basic computer classes.

| 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 Community Action to teach component of computer class | Librarian by April 2, 2012 | Time-10 min. \$ & materials-none Personnel-1 | 1 contact made | Count contact made |
| Put on library calendar to reserve computers | Librarian by May 1, 2012 | Time-10 min. \$ & materials-none Personnel-1 | 11 classes scheduled | Count classes scheduled |
| Write press release | Librarian by May 24, 2012 | Time – 30 min. \$ & materials-none Personnel-1 | 1 press release made | Count # |
| Put program on library website | Librarian by May 31, 2012 | Time-15 min. \$ & materials-none Personnel-1 | Information posted | Count places posted |
| Create promotional flyer | Librarian by May 31, 2012 | Time-30 min. \$ & materials-none Personnel-1 | 1 flyer created | Count flyer created |
| Make copies of flyer | Librarian by May 31, 2012 | Time-30 min. \$ & materials- \$7.50 Personnel-1 | 30 copies made | Count # of copies made |
| Post flyer about program at library and at businesses and organizations around town | Librarian by May 31, 2012 | Time–2 hr. \$ & materials-none Personnel-1 | 20 flyers distributed | Count # of flyers distributed |
| Give presentation to the Lions Club and Rotary Club | Librarian by May 31, 2012 | Time–1 hr. \$ & materials-none Personnel-1 | 2 presentations made | Count # of presentations made |
| Print out handouts for the different sessions | Librarian by June 1, 2012 | Time-30 min. \$ & materials- \$20 Personnel-1 | 5 handouts printed | Count # of handouts printed |
| Set up computers for each session | Librarian, IT person June 5, 7, 12, 14, 19, 21, 26, 28 July 5, 10, 12 | Time-15 min. \$ & materials-none Personnel-1 | Set up done before 11 programs | Count computer set ups |

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| | | | | |
|--|---|--|---|---|
| Present programs at the library | Librarian, Community Action volunteer June 5, 7, 12, 14, 19, 21, 26, 28 July 5, 10, 12 | Time-11 hr. \$ & materials-none Personnel-1 | 11 programs presented; est. 55 in attendance | Count programs; count attendees |
| Administer evaluation at each workshop | Librarian by July 12, 2012 | Time-10 min. \$ & materials-none Personnel-1 | 11 programs presented; est. 55 evaluations administered | Count programs; count evaluations |
| Gather statistics and success stories | Librarian by August 1, 2012 | Time-45 min. \$ & materials-none Personnel-1 | Count attendees; compile evaluations | Analyze evaluations; write report; send results to PEARL office |

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APPENDIX: LIBRARY EVALUATION FORM

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Computer Training

Computer Skills Workshop Evaluation

Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or checkmark beneath the number that best represents your evaluation.

| BEFORE the workshop, I would rate my understanding as: | Yes 1 | Some 2 | No 3 |
|---|------------------|-------------------|-----------------|
| 1. Understand basic computer skills. | | | |
| 2. Understand Window basics. | | | |
| 3. Understand how to use email/Internet. | | | |
| 4. Understand how to use Facebook. | | | |
| 5. Understand how to use Microsoft Word. | | | |
| 6. Understand how to use Microsoft PowerPoint. | | | |

| AFTER the workshop, I would rate my understanding as: | Yes 1 | Some 2 | No 3 |
|--|------------------|-------------------|-----------------|
| 1. Understand basic computer skills. | | | |
| 2. Understand Windows basics. | | | |
| 3. Understand how to use e-mail/Internet. | | | |
| 4. Understand how to use Facebook. | | | |
| 5. Understand how to use Microsoft Word. | | | |
| 6. Understand how to use Microsoft PowerPoint. | | | |

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| | Yes 3 | Just Okay 2 | No 1 |
|---|------------------|----------------------------|-----------------|
| 1. The subject covered: | | | |
| Met my needs. | | | |
| Was enjoyable. | | | |
| 2. The speaker was: | | | |
| Interesting. | | | |
| Clear. | | | |
| 3. The handouts were: | | | |
| Helpful. | | | |
| 4. The program was: | | | |
| Informative. | | | |
| Long enough. | | | |
| 5. The day and time the program was offered was: | | | |
| Convenient for me. | | | |
| 6. The person who did the program: | | | |
| Was friendly and helpful. | | | |
| 7. Because of this program I: | | | |
| Feel more connected to the community. | | | |
| Feel more confident in working with computers. | | | |
| Can improve my life. | | | |
| Will use the library to find more information. | | | |

Additional comments on the program?
