

GRANDFIELD PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Grandfield, Oklahoma, is located on OK-36 and US-70 Highways in Tillman County, in the southwest part of the state. As you approach Grandfield from the north, west or east, you will see the very distinguishable cement grain elevators. Construction of these 500,000 bushel grain elevators were built in 1959, along with the M.K.T. Railroad in Grandfield. They are named the Helton Elevators after John R. Helton and Robert M. Helton, son and father.

Grandfield is located in the former Big Pasture region, the last settled territory in Oklahoma in what was Indian Territory before Oklahoma became a state in 1907. There were five official townships in the area. The one nearest what is now Grandfield was called Eschiti (a Comanche family name). In 1909, a post office was established in the town and it was named for the Assistant Post Master General Charles P. Grandfield in appreciation. Two oilfields were discovered in the area and were the impetuous for the development of oil industry in the region. In the 1960s, the main refinery company closed and the population began to decline.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for local history and genealogy, cultural awareness, and recreational reading.

Currently in addition to those roles, the library is a place for lifelong learning, basic and early childhood literacy; free and equal access to information; information assistance, information literacy, current topics and titles; public computer access, and a preschool door to learning.

In the future, the library would like to add the roles of being a community meeting place, technology center, English as a Second Language, adult learning, business support, heritage center, and career and workforce development.

Existing Programs

The library has regular story time for preschool kids, summer reading program for all ages, winter reading program during Christmas break, regular computer gaming programs, a canned food drive during Halloween, and arts and crafts for the smaller kids. There is a teen movie night twice a year.

Identified Needs

The community is miles from the nearest city and residents have to drive to another town to go to the grocery store or a restaurant. The community needs a grocery store, more local business, hotel, retail stores such as a Dollar General or Family Dollar, more restaurants, more jobs and housing.

Identified needs of the library include more space and more funding to be able to expand the library. The library needs to be able to provide a technology center where classes can be taught to citizens who want to learn to use the computer. English as a Second Language is needed for

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those who speak very little or no English. Career and workforce development opportunities are needed and the library would like to help people get the knowledge they need to obtain a job. There is a need for a larger meeting space to host groups of people including ODL classes.

Identified Assets

Community assets include historic buildings, health clinic, pharmacy, a public park with new playground equipment, small local airport, rodeo grounds, and fair barn for local livestock show.

Library assets include seven public access computers, Wi-Fi, meeting room, have a building next door for expansion, good volunteers, microfilm and microfiche readers that are used often.

Thank You Statement

The library thanks the City of Grandfield, the City Council Members, the Mayor and the Citizens of Grandfield for all the support they give to the library. Without them we could not function as a Public Library. The library director thanks the Friends of the Library board, without whom we would not have a backbone on which to help keep us going. The library thanks the Oklahoma Department of Libraries and the subsidies that help us with all of the items and things that make a library a library and keeps us in the here and now with up to date technology and all it has to offer. The library thanks the Robert and Ruby Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project, and the library's participation in it.

Community Profile Narrative

Grandfield is a community of history, great people, and a nice place to visit. Although the community may be small, it is very family oriented. There is church for just about everyone. Everyone knows everyone in the town and if you get lost, just ask anyone who might be out on the street, they can tell you where ole so and so lives.

Grandfield has history. Grandfield's historic places include the Grandfield Downtown Historic District, the William and Mabel Donahoo Hubbard House, the Humphreys Drugstore Building, the Rock Island Depot Building, and the Tillman County Bank of Grandfield. Some of the old buildings may not still be there, but there are plenty of memories that abound. You can sit in The General Store early in the morning and visit with the Old Timers and ask them about the town. Later you can visit the Senior Citizens Center and visit the ladies there, have some lunch and maybe even do some quilting or sewing or play a rambunctious game of Mexican Dominoes. If you stick around late enough, you can have dinner at the Dairy Freeze and have a Western Cheeseburger or one of the Specials of the Day. Visit with the proprietor and he will have a story or two to tell you about the town.

Friday nights are for High School football and cheering on the Bearcats during the fall. September is a time for the annual Western Days Events and you just never know what will go on those days, from cow patty tossing to a street dance late at night. The only guarantee is, everyone will have fun! Summer time is for little league baseball and softball. The kids have fun and parents get out and have some sun and visit.

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The school system consists of a head start program, elementary K-6th grade, and the Junior High and High School, are in one building. Being in a small school means kids get more one-on-one time with the teachers and that means better grades. Better grades in turn mean they can get into a better college.

Grandfield is a great place to be and live with a low cost of living and jobs within a fifty mile radius. Main employers in the area are the Comanche Casino and Kiowa Casino (about a ten minute drive), factories in Frederick and the Goodyear Plant in Lawton are within forty miles. Ft. Sill Field Artillery is north of Grandfield in Lawton, and Altus Air Force Base is to the west with Shepherd Air Force Base to the south in Wichita Falls.

Main Geographic Features

Community Features

Assets and Challenges

The community's geographic assets are: farmland, cattle ranches, oil fields, ponds, Red River (five miles south), archaeological site (3 miles north), and the Deep Red Creek.

The geographic challenges include drought, and distance to the nearest large city.

Library Features

Assets and Challenges

The library's location is its main geographic asset. It is centrally located, and easy to get to. The library is within walking distance of the post office, the pharmacy, city hall, the volunteer fire department, Hair Haven Beauty Salon, Senior citizens Center, and the Health Center. It is conveniently located within walking distance of the schools.

The library does not have any geographic challenges.

Community Demographics

According to the 2010 Census, Grandfield has a population of 1,038. 8.7% are under age 5; 6.4% are under 18, and 7.9% are over 65. There were 767 White, 115 Black, 68 American Indian, 2 Asian, and 243 Hispanic or Latino people with 226 of those being Mexican. 76 people were foreign born and 106 spoke a language other than English. 310 were high school graduates, and 73 had a Bachelor's Degree. The median drive time to work was 29.6 minutes. There were 400 households and the median household income was \$39,635.

Library Profile Narrative

The Grandfield Public Library started out in a little stone building by two ladies, Mrs. Marvin Witt and Mrs. Spence Tatum, who felt that the town needed a library. These two ladies thought the old bottle works one block from the main business district which was perfect for a library. The building was owned by the City of Grandfield. The two women went to the Mayor, the City Manager, and four city Commissioners, and a few town residents. After many hours of talk and selling the idea, they had the promise of the building and that it would be repaired on the outside. These ladies went out and got the books to fill the library and asked the community to donate usable books on the day of the open house. 600 books were donated that day.

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The present day library is located in one of the old bank buildings which still houses the Vault/Safe and many of the old bank accounts. The library provides town history, pictures and has some artifacts. It has back issues of the town newspapers as well as some of the other surrounding towns. Local cemetery records are on file. The library offers exam proctoring to those who are in college, and provides interlibrary loan services.

Most Important Library Statistics

As of 2012, the library's service population was 1,038 with 1,466 registered borrowers. Of these, 991 were adults and 468 were juveniles or teens. The library had a physical collection of 11,898 with 11,025 circulations and 10 interlibrary loans. The library is part of the OK Virtual Library Consortium which provides patrons access to eBooks. The library offered 4 programs with 35 people attending.

The library has two staff, and is housed in 2,600 square feet.

Vision, Mission, Goals and Objectives

Vision Statement

The library has a mission statement rather than a separate vision and mission statements.

Mission Statement

The Grandfield Public Library will serve the people of the Grandfield area by providing materials for their recreational, educational and cultural pursuits. It will not provide school textbooks, but will attempt to provide materials for self-directed educational needs.

Goals and Objectives for the Library

Goals

1. To have a collection that is broad in subject, comprehensive in viewpoint and has wide latitude in reading levels.
2. To cooperate with other libraries to supplement the book collection.
3. To work closely with the public schools.
4. To use the Interlibrary Loan, IMPACT, and obtain books accessed by the Internet.
5. To support the educational, civic and cultural activities of groups and organizations in our city.

Objectives

1. Support the City Manager.
2. Provide City Manager citizen input.
3. Contributes to the quality of life in a community.
4. Be a visible cultural center.
5. The Library Board will insure that qualified personnel are hired.
6. The Library Board will develop long-range plans for the library that fit the city's long-range and capital improvement plans.

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Goals and Objectives for Outreach Program

The goal of the Reliable Health Information Workshop is to help fulfill the library's overall Goal #5 to "support the educational, civic and cultural activities of groups and organizations in our city".

The objective of the program is to support the library's overall Objective #3 to "Contributes to the quality of life in a community".

Outreach Program

The library will offer workshops on using the Internet for reliable health information. The class will be taught by the Oklahoma representative of the National Network of Libraries of Medicine, South Central Region. Depending on the date the representative is available, the workshop will be held from 10:00-11:00 a.m. on Wednesday, September 25 or October 9.

The library will target people who go to the Senior Citizen Center. Many people who go to the center have health issues and need reliable medical information. The program will be held at the Senior Citizen Center which is about a block from the library.

Statement of need

The library surveyed patrons and the Chamber of Commerce. No one clear need emerged from the survey. However, the library staff frequently does one-on-one how to find medical care information training with senior citizens at the library. Participants at the Senior Citizens Center often request help finding medical information, too.

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

The library's target audience is composed of citizens who are sixty-five years-of-age or older living in Grandfield. This age group comprises approximately 7.9% of the population which is 82 people.

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

The library will target those adults who attend the Senior Citizens Center.

Estimated number of potential participants

On Wednesdays, the Senior Center Citizen serves 80-100 lunches. Based on this, it is anticipated there will be approximately 40-50 participants.

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

The intended audience is men and women sixty-five years-of-age or older living in Grandfield and the surrounding area. Wednesday morning was selected due to the turnout for lunch at the Senior Citizen Center.

List potential partners based on your assets assessment

The library will partner with the Senior Citizen Center to promote the program. The Friends of the Library will assist in promoting the program to other organizations and businesses in town.

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The National Network of Libraries of Medicine, South Central Region, will provide the speaker. KLOVE radio station will announce the program.

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

The library has staff that will coordinate the program, contact the speaker, and has a laptop with projector and a screen that can be used by the representative for the presentation. Staff has the ability to create promotional materials.

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 the National Network of Libraries of Medicine, South Central Region to present a workshop on using the Internet for reliable health information.
2. Partner with the, Friends of the Library, the Senior Citizen Center, and KLOVE to promote the workshop.
3. Implement the workshop in the library.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table

The table below gives the library's action plan for its medical information class.

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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 Shari Clifton to teach a workshop on using the Internet for reliable health information.	Librarian by August 30, 2013	Time-30 min. Money-\$ Materials-none Personnel-1	1 contact made & 1 workshop scheduled	Count contact made; Count workshop scheduled
Contact Senior Citizen Center and explain program.	Librarian by August 30, 2013	Time-10 min. Money-\$ Materials-none Personnel-1	1 contacts made	Count contact made
Put program on library calendar, Facebook, and website.	Staff by September 5, 2013	Time-10 min. Money-\$ Materials-none Personnel-1	Information posted 3 or more places	Count places posted
Create promotional flyer/poster.	Volunteer by September 5, 2013	Time-1 hr. Money-\$ Materials-none Personnel-1	1 flyer and 1 poster created	Count flyer and poster created
Make copies of flyer/poster.	Librarian by September 5, 2013	Time-30 min. Money-\$ 3.75 Materials-computer, printer, ink cartridges, paper Personnel-1	15 copies made of flyer/poster	Count # of copies made
Post information about program at library and at businesses and organizations around town.	Librarian by September 6, 2013	Time-1 hr. Money-\$ Materials-none Personnel-1	15 flyers/posters distributed	Count # distributed
Give presentation to Chamber of Commerce.	Librarian by September 18, 2013	Time-1 hr. Money-\$ Materials-none Personnel-1	1 presentations made	Count #
Coordinate with speaker for equipment needed for workshop.	Librarian one week in advance of workshop	Time-10 min. Money-\$ Materials-none Personnel-1	Equipment needs arranged	Count # contacts
Help set up for the program at the Senior Citizen Center.	Librarian day of workshop	Time-30 min. Money-\$ Materials-computer, projector, screen, extension cord, power strip Personnel-1	1 set up completed	Count #
Present program at the Senior Citizen Center.	Shari Clifton by October 10, 2013	Time-1 hr. Money-\$ Materials-none Personnel-1	1 programs presented; est. 40-50 in attendance	Count # attendees
Take photos during presentation.	Librarian day of workshops	Time-10 min. Money-\$ Materials-camera Personnel-1	Photos taken for 1 workshops	Count #

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Hand out evaluations; collect completed one.	Librarian day of workshops	Time-10 min. Money-\$ Materials-evaluations Personnel-1	40-50 evaluations completed	Count #
Gather equipment.	Librarian day of workshops	Time-10 min. Money-\$ Materials- Personnel-1	1 take down of equipment completed	Count #
Write brief article about program; submit with photo to newspapers.	Librarian by October 15, 2013	Time-30 min. Money-\$ Materials- Personnel- 1	Write 1 article; submit to 1 or 2 newspapers	Count # published
Gather statistics, photos, article, stories and evaluations; compile and analysis data.	Librarian by October 30, 2013	Time-1 hr. Money-\$ Materials-none Personnel-1	Count attendees; compile evaluations, assemble photos and articles, write report	Report written
Send final report to PEARL Office.	Librarian by October 30, 2013	Time-15 min. Money-\$ Materials- Personnel- 1	Report sent to PEARL	Confirm receipt of report

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APPENDIX A: GENERAL SURVY

<p>Do you know the location of the public library?</p> <p style="text-align: center;">Yes No</p>	<p>What age group best describes you?</p> <p style="text-align: center;">Over 50 18–30</p> <p style="text-align: center;">31–50 12–18</p>
<p>Do you find the current hours to be convenient? Tuesday-Wednesday 2-6; Thurs-Saturday 9-1</p> <p style="text-align: center;">Yes No</p>	<p>If you have children, what are their ages? <i>(Check all that apply.)</i></p> <p style="text-align: center;">0–2 years 6–12 years</p> <p style="text-align: center;">3–5 years 13–17 years</p>
<p>If no, what hours would you like the library to be open?</p>	<p>How often do you visit the library?</p> <p style="text-align: center;">Daily Twice a year</p> <p style="text-align: center;">Weekly Once a year</p>
<p>When are you most likely to use the library?</p> <p style="text-align: center;">Morning (10:00–noon)</p> <p style="text-align: center;">Afternoon (noon–5:00 p.m.)</p> <p style="text-align: center;">Evening (after 5:00 p.m.)</p>	<p>Which days of the week would you be most likely to use the library? <i>(Check all that apply.)</i></p> <p style="text-align: center;">Monday Thursday</p> <p style="text-align: center;">Tuesday Friday</p>
<p>For what age group would you like to see more programs?</p> <p style="text-align: center;">Preschool Elementary</p> <p style="text-align: center;">Teens Adults</p> <p style="text-align: center;">Seniors</p>	<p>Anything Else You’d Like Us To Know? Any Needs We Aren’t Meeting?</p>
<p>What programs would you like the library to add or expand? Please check all that apply.</p> <p>Teen book club</p> <p>Adult Book Club</p> <p>How to download e-books to an e-reader</p>	<p>Workshops on job searching, applications, resume writing</p> <p>Workshops on using the Internet</p> <p>Workshops on using the Internet for reliable health care</p> <p>Weekly Toddler Lapsit Story Time</p> <p>Weekly Story Time for Preschool Children</p> <p>Other _____</p>

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APPENDIX B: SURVEY RESULTS

Grandfield Public Library GENERAL SURVEY

<p>Do you know the location of the public library?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="text-align: center;">10 0</p>	<p>What age group best describes you?</p> <p><input type="checkbox"/> Over 50 1 <input type="checkbox"/> 18-30</p> <p><input type="checkbox"/> 31-50 9 <input type="checkbox"/> 12-18</p>
<p>Do you find the current hours to be convenient? Tuesday-Wednesday 2-6; Thurs-Saturday 9-1</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p style="text-align: center;">7 3</p>	<p>If you have children, what are their ages? <i>(Check all that apply.)</i></p> <p><input type="checkbox"/> 0-2 years 1 <input type="checkbox"/> 6-12 years 4</p> <p><input type="checkbox"/> 3-5 years 3 <input type="checkbox"/> 13-17 years 3</p>
<p>If no, what hours would you like the library to be open?</p> <p style="text-align: center; font-size: 1.2em;">9-3 - M-F</p>	<p>How often do you visit the library?</p> <p><input type="checkbox"/> Daily 1 <input type="checkbox"/> Twice a year 1</p> <p><input type="checkbox"/> Weekly 11 <input type="checkbox"/> Once a year 1</p> <p><input type="checkbox"/> Monthly <input type="checkbox"/> Never</p>
<p>When are you most likely to use the library?</p> <p><input type="checkbox"/> Morning (10:00-noon) 7</p> <p><input type="checkbox"/> Afternoon (noon-5:00 p.m.) 5</p> <p><input type="checkbox"/> Evening (after 5:00 p.m.) 3</p>	<p>Which days of the week would you be most likely to use the library? <i>(Check all that apply.)</i></p> <p><input type="checkbox"/> Monday 4 <input type="checkbox"/> Thursday 4</p> <p><input type="checkbox"/> Tuesday 3 <input type="checkbox"/> Friday 4</p> <p><input type="checkbox"/> Wednesday 4 <input type="checkbox"/> Saturday 3</p>
<p>For what age group would you like to see more programs?</p> <p><input type="checkbox"/> Preschool 2 <input type="checkbox"/> Elementary 3</p> <p><input type="checkbox"/> Teens 6 <input type="checkbox"/> Adults 3</p> <p><input type="checkbox"/> Seniors 1</p>	<p>Anything Else You'd Like Us To Know? Any Needs We Aren't Meeting?</p> <p style="font-size: 1.2em;">LARGER Bldg.</p>
<p>What programs would you like the library to add or expand? Please check all that apply.</p> <p><input type="checkbox"/> Teen book club 2</p> <p><input type="checkbox"/> Adult Book Club 4</p> <p><input type="checkbox"/> How to download e-books to an e-reader 3</p>	<p><input type="checkbox"/> Workshops on job searching, filling out applications, resume writing 2</p> <p><input type="checkbox"/> Workshops on using the Internet 1</p> <p><input type="checkbox"/> Workshops on using the Internet for reliable health information</p> <p><input type="checkbox"/> Weekly Toddler Lapsit Story Time</p> <p><input type="checkbox"/> Weekly Story Time for Preschool Children</p> <p><input type="checkbox"/> Other <u>Elem Book Club</u> 1</p>

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APPENDIX C: LIBRARY EVALUATION FORM

GRANDFIELD PUBLIC LIBRARY: RELIABLE HEALTH CARE WORKSHOP

THANK YOU FOR PARTICIPATING!

Place an X or check mark under the one that best describes how you liked the program.

	Yes	Maybe	No
1. The day and time the program was offered was:			
Convenient for me.			
2. The subject covered:			
Met my needs.			
Was enjoyable.			
3. The person who did the program:			
Was friendly and helpful.			
4. Because of this program I:			
Feel more confident in finding medical information on the Internet.			

Additional comments:
