

THE LIBRARY AT CEDAR CREEK LAKE COMMUNITY OUTREACH PLAN



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The Library at Cedar Creek Lake Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	5
Outreach Program	6
Detailed Action Plan	8
Appendix: Job Fair Evaluation Form	10

The Library at Cedar Creek Lake Community Outreach Plan

Outreach Plan

Introduction

Seven Points, Texas, is a community located in Henderson and Kaufman counties. It is on the shore of Cedar Creek Lake, a reservoir finished in 1965 that supplies water supply to Tarrant County. The community began in the 1960's when the Cedar Creek reservoir was constructed. The town was named Seven Points for the seven roads that converge where the town is located. The main highway for the town is Texas 274. Seven Points was incorporated in the 1970's, and has grown from a community of 224 people in the 1980's, to 1,455 in 2010. The town is twenty miles from Athens, Texas.

Historical, Current, and Future Roles of the Library

Historically, the library has served as a place of lifelong learning with educational and recreational materials being offered for all ages.

Currently the library offers free and equal access to information; current topics and titles; technology center with public computer access; free Wi-Fi; formal education support; home-schooling support; early childhood literacy; preschool door to learning; community meeting place, and career and workforce development. In the future the library would like to add business support.

Existing Programs

The library's existing programs for adults include: Senior's Movie Night; Cedar Creek Civic League; Literary Club; English As a Second Language; Adult Literacy Classes (Learn To Read), and Preparation for the GED Test. Programs established for teens include: Movie Screenings; Book Clubs/Book Reviews; Halloween party; High School Art Show; High School Culinary Competition, and Teen Volunteers. Programs for children include: Spring Training; Summer Reading Program; Game Days; Performer and Plays; Movie Mondays; Preschool Story Hour, and free after school tutoring.

Identified Needs

The community needs more economic development and employment opportunities in the area.

The library needs more volunteers and staff to meet the demands of the community.

Identified Assets

Community assets include: public access to the lake; public parks; soccer fields; Seven Points Economic Development; City Hall; Police and Fire Departments; grocery stores, and restaurants.

Library assets include; Wi-Fi connections; twelve public computers; meeting room, and a large children's area.

The Library at Cedar Creek Lake Community Outreach Plan

Thank You Statement

The library would like to thank the Seven Points Economic Development Committee, Voice, Inc., The Best Friends of the Library, Literary Club of Cedar Creek Lake, Parrot Club of Cedar Creek Lake, The Library At Cedar Creek Lake Board, Cedar Isle Restaurant, Humane Society of Cedar Creek Lake, Trinity Valley Community College, Athens Texas, Southside Bank, Seven Points Volunteer Fire Department, Seven Points Police Department, McDade's Nursery, The Resource Center, Cedar Creek Kiwanis, Cedar Creek Garden Club, Cedar Creek Lake Civic League, Brookshires, Walmart, Sonic Drive In, Dairy Queen, Chili's, CiCi Pizza, McDonald's, and Burger King. The Library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program, and for including the Library At Cedar Creek Lake in the project.

Community Profile Narrative

Cedar Creek Lake's recreation and fishing opportunities attracts people to the community. Weekend/vacation homes around the lake provide a higher tax base for Seven Points and the surrounding communities and counties. Full-time residents mainly drive to larger cities for work. There are three school districts in the area that provide jobs and education for the communities surrounding Cedar Creek Lake.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets in the community include; Kiwanis' park with soccer fields, public boat ramp on the lake, and RV parks.

The geographic challenges include being an hour's drive away from a major airport, twenty miles to a larger city (Athens) and further to a major city. The lake is only a constant level lake when there is sufficient rainfall. Due to the recent drought, the lake level has suffered.

Library Features

Assets and Challenges

The library is within walking distance of the Police and Fire Departments, Post Office, and the City Hall.

There are five school districts in the lake area but no schools close to the library. All young patrons must be brought to the library.

Community Demographics

In the 2010 Census, figures show 76.9% of the residents in Seven Points over the age of 25 had the equivalent of a high school education. 5.0% of the residents had a bachelor degree or higher. 23.4% of the population in the town was under 18 years old with 16.5% of the population over 65. 8.2% of the population was below the poverty level; the median household income was \$35,216. 88.5% were white and 9.2% were Hispanic or Latino. 91.8% of the housing has been built since 1970.

The Library at Cedar Creek Lake Community Outreach Plan

Library Profile Narrative

The first library service provided to Seven Points was through the Henderson County Library's bookmobile in the 1970's. The bookmobile would stop at the local grocery for patrons to make selections.

Eventually, a local library was established in a storefront. It was called Henderson County West. In 1996, the library name was officially changed to Cedar Creek Library.

Laura Bush, then first lady of Texas, spoke at a fundraiser sponsored by the Friends of the Library. Within six weeks of Mrs. Bush's visit, the Economic Development Corporation of the City of Seven Points attended the Friends board meeting and stated they wished to build a new library facility. The board and the EDC of the City of Seven Points signed an agreement in 1997, to build a library. The library's name was changed for the third time to The Library at Cedar Creek Lake. The library has become the most important cultural symbol in the area thanks to the vision and foresight shown by local people, business leaders, the Economic Development Corporation of the City of Seven Points, and countless dedicated volunteers.

Most Important Library Statistics

In 2010, the library had 32,486 titles with a total collection of 43,767 items. 70,485 items were circulated. There were approximately 14,445 cardholders with 125,990 library visits. 6,176 volunteer hours were served at the library.

The library is open 48 hours a week. It is staffed by one full-time and three part-time employees.

Vision, Mission, Goals and Objectives

Vision Statement

The Library at Cedar Creek Lake - the heart of the community!

Mission Statement

The Library at Cedar Creek Lake serves the Cedar Creek Lake Area. The Library is a resource center that provides library materials and services, promotes and assists in educational development and encourages reading by:

Goals and Objectives for the Library

- Providing programs and activities that cater to the needs of all our citizens across age, gender and other differences (e.g. summer reading programs, story hour for children, programs of older citizens, teens and young adults)
- Providing a venue for people to meet, interact, learn and exchange ideas and information and grow
- Providing a forum to enjoy and appreciate cultural events, performances, etc.
- Providing instruction in adult literacy, GED, English as a second language, computer, financial, health and nutrition literacy
- Organizing health, technology and science fairs, concerts, and art and craft exhibitions
- Providing outreach services (e.g. head start programs, and programs for homebound and shut-ins)

The Library at Cedar Creek Lake Community Outreach Plan

•Working with Best Friends, Literacy Council, Kiwanis, Rotary and the Optimists Clubs and other civic organizations to promote reading, learning and cultural and intellectual developments and maintaining up to date technology

Goals and Objectives for Outreach Program

In keeping with the library's goal to provide outreach services, the library will partner with the Texas Workforce Commission to present a job fair at the library. The goals of the outreach program are to provide unemployed people in the area an opportunity to meet with potential employers, and to become familiar with resources at the library that can help them in their job search.

The objectives of the outreach program are:

1. Host a job fair put on by the Texas Workforce Commission.
2. Host a follow up visit by the Texas Workforce Commission.
3. Make participants of each event aware of resources at the library that can help them improve their skills.
4. Make participants of each event aware of the library's Internet accessible computers and Wi-Fi capabilities.
5. Demonstrate the Learning Express databases available at the library at each event.

Outreach Programs

The library will host a job fair put on by the Texas Workforce Commission on November 8. It will host a follow up visit by the Texas Workforce Commission on November 19. The library will promote library resources available to help jobseekers and those wishing to improve their job skills during both events. Posters and book marks will be made, laminated, and available for participants to take. Notices will be posted on the library website and Facebook page. The Texas Workforce Commission bus (mobile unit) will be parked in the library parking lot during both events and personnel will be available to help job seekers.

The library will promote and demonstrate the Learning Express databases provided by the Texas Library and Archives Commission at each event. The database is divided into sections called Learning Centers. The Learning Centers are: Elementary School, Middle School, High School, College Preparation, College Students, Popular Software Tutorials (tutorial courses on popular software and operating systems), GED Preparation, Job Search and Workplace Skills, Jobs and Careers, Skill Building for Adults, U.S. Citizenship, and Resources in Spanish. The library will focus promoting and demonstrating the Popular Software Tutorials, GED, Job Search and Workplace Skills, Jobs and Careers, Skill Building for Adults, and Resources in Spanish Learning Centers at the job fair and follow up visit.

Statement of need

The library conducted a very successful survey during the annual "Clean-up of Cedar Creek Lake" event. The surveys asked general needs questions. Surveys were received from a cross section of citizens, teen to elderly. More than fifty surveys were returned. Information about library databases and work related information was requested on approximately thirty-three surveys. The staff has noticed more library users requesting help in filling out job applications

The Library at Cedar Creek Lake Community Outreach Plan

and asking where to go for help in the job search. They have also helped patrons on finding and using tests for fire department, police department, the health industry, and other service occupations.

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

The unemployment rate in Henderson County is estimated to be 8%. This is the target group for the outreach program.

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

Participants of the Texas Workforce Commission job fair and those attending the follow up visit by the Texas Workforce Commission.

Estimated number of potential participants

Twenty to thirty participants are expected to attend the November 8th and November 19th events based on previous attendance at workshops held with the Texas Workforce Commission.

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

The unemployment rate in Henderson County was 8% for July 2012. The potential audience is people needing help with new workplace skills to improve their lives. This may include those who need GED's or other professional exam preparation. The participants will provide their own transportation. The Texas Workforce Commission selected November 8th for the job fair and November 19th for the follow up visit.

List potential partners based on your assets assessment

The library will partner with the Texas Workforce Commission for the two events. The Texas Workforce Commission will organize the job fair to be held in the library. The library will promote and host it. The Texas Workforce Commission will have a mobile unit parked in the library parking lot to help unemployed people fill out job applications. They will bring the mobile unit back to the library on November 19th to assist job seekers. The library will promote the service and the library's resources for job seekers. At both events the library will demonstrate Learning Express and introduce participants to relevant Learning Centers in the database.

The library will partner with area newspapers that will carry articles about the job fair and the new databases, to promote the events.

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

Library resources include the Learning Express databases; staff trained on how to use Learning Express; the community meeting room where the job fair will be held; computer and projector to demonstrate Learning Express; staff who can make posters and bookmarks to promote Learning Express; the library's website and Facebook page where the events will be advertised, and a good relationship with the local area newspapers.

The Library at Cedar Creek Lake Community Outreach Plan

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. Train more library staff and volunteers on The Learning Express Library databases.
2. Host the Texas Workforce Commission job fair.
3. Host the Texas Workforce Commission follow up visit.
4. Create promotional posters about Learning Express.
5. Promote Learning Express on the library website, Facebook, and to local businesses.
6. Evaluate the results of the outreach program by having short evaluation surveys to distribute at the job fair.

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?
Design master bookmark and poster	Volunteer by October 28	Time-1 hours \$ 0 Materials-none Personnel-1	Masters made	Count #
Demo to train library staff to become familiar with website	Sondra Price and Gloria Wood by October 31	Time-2 hours \$ 0 Materials-computer and screen Personnel-6	Staff trained	Count #
Print and laminate posters & bookmarks	Library Staff By November 1	Time-4 hours \$ 50.00 Materials-laminate film Personnel-1	Bookmarks and posters ready	Count #
Distribute posters and bookmarks to partners and local businesses	Gloria Wood By November 2nd	Time-2 hours \$ 10.00 Materials-none Personnel-2	Posters and Bookmarks delivered	Count #
Write press release and email to media	Sue Brown (library information officer) by November 1	Time-1 hour \$ 0 Materials-none Personnel-1	Press release written and emailed	Count #

The Library at Cedar Creek Lake Community Outreach Plan

Demo Learning Express during Texas Workforce job fair and follow-up visit	Sondra Price and Gloria Wood on November 8 and 19	Time-2 hours each day \$ 0 Materials-computer and screen Personnel-2	20 -30 participants	Count #
Distribute bookmarks & evaluation forms during the Job Fair and follow-up visit	Gloria Wood, Sondra Price and Melissa Newman On November 8 and 19	Time-1 hour \$ 0 Materials-Community room, table Personnel-3	20-30 bookmarks and evaluation forms distributed	Count #
Evaluate job fair and save information for PEARL report	Gloria Wood and Sondra Price by November 30	Time-2 hours \$ 0 Materials-none Personnel-1	Feedback on Evaluation forms and participant count	Count #
Write thank you notes to partners, library staff, PEARL, and on Facebook page	Gloria Wood by November 30	Time-2 hours \$ 0 Materials-notes and postage Personnel-1	Notes written and mailed	Count #
Write PEARL Report	Sondra Price and Gloria Wood by November 30	Time-2 hours \$ 0 Materials-none Personnel-2	Report written and emailed to Barbara Blake and Jacquelyn Owens	Count #

The Library at Cedar Creek Lake Community Outreach Plan

APPENDIX: JOB FAIR EVALUATION FORM

The Library at Cedar Creek Lake: Job Fair and Learning Express

Thank you for attending today's job fair!

Place an X to indicate your answer.

	Yes 3	No 2	Maybe 1
Did you visit with employers at the job fair?			
Did you get help with your resume today?			
Did you see a demonstration of Learning Express?			
Do you use library computers for Internet access?			
Do you have Internet service at home?			

Do you have suggestions that would improve this experience?
