

LUCILE TEAGUE LIBRARY COMMUNITY OUTREACH PLAN



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Date: May 9, 2012

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**This plan was created through the University of North Texas
PEARL project. Funding for PEARL (Promoting and
Enhancing the Advancement of Rural Libraries)
provided by the Robert and Ruby Priddy Charitable Trust.**



Lucile Teague Library Community Outreach Plan

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Outreach Plan

Introduction

Tom Bean is located ten miles southeast of Sherman in southeastern Grayson County. It is approximately 60 miles north of Dallas.

The town was established in 1888 when a surveyor, Tom Bean from Bonham, donated a 50-acre tract of land to entice the St. Louis Southwestern Railway to extend its tracks across his land. The railway was responsible for attracting many people and businesses to the town.

Historical, Current, and Future Roles of the Library

Historically and currently, the library has filled several roles. These include free and equal access to information; community meeting place; educational and recreational materials; technology center; information assistance; local history and genealogy; current topics and titles; gateway to information; public computer access; career and workforce development; heritage center; and preschool door to learning. The library plans to continue filling these much-needed roles for the residents of Tom Bean.

Existing Programs

The library offers several programs to the Tom Bean community, including regular story time for toddlers and preschoolers, summer reading program for children and teens, regular genealogy programs, and a family and local history archive.

Identified Needs

Tom Bean is in need of more local businesses, particularly hardware and discount shopping centers. It would be helpful for the community to reestablish its Chamber of Commerce, which recently disbanded. The town would like to attract more young families.

The library requires more building and shelf space; more funding for periodicals, audiovisual materials, and books; additional computer terminals with Internet access; and a full-time, paid library director position.

Identified Assets

The town of Tom Bean has a few assets, including strong public schools, two banks, an accounting firm, gas stations, beauty salons, and family-owned restaurants.

The library's assets include four public access terminals with Internet, a photocopier and fax machine for public use, a kitchen, and a community room. The library is fortunate to have an extensive genealogy section with a large reference collection and a study table for patron use.

Thank You Statement

The Lucile Teague Library is grateful for the support of many people and groups. The library first wants to thank the Tom Bean Library Board, which is appointed by the City Council. The Library Board staffs the library and helps with the summer reading program and story hour. The Friends of the Library have been instrumental in providing funding and volunteers for the library

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and its programs. The First National Bank and Texas Star Bank have generously donated funds that have made programs such as the summer reading club possible at the library. A particular thank you is extended to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

Tom Bean is a small, close-knit community. The town hosts several family-friendly events throughout the year, such as a Christmas Parade, Homecoming Parade, Founder's Day Parade, Halloween Parade, Easter Egg Hunt, citywide garage sale, Fire Department Pancake Breakfast, and National Night Out.

Main Geographic Features

Community Features

Assets and Challenges

Tom Bean has the following geographic assets: farmland, access to major highways, and baseball and football fields.

The major challenge that Tom Bean faces is its distance from a major city. Because the town does not have many local businesses, residents must commute to other towns and cities to obtain things like hardware, clothing, and major food items.

Library Features

Assets and Challenges

The Lucile Teague Library is well situated in town due to its location in City Hall in the original downtown area. It is close to the elementary, middle, and high schools, fire station, police station, local churches, and bank.

The library does not face any geographic challenges.

Community Demographics

Tom Bean has a population of 1,045. The median age is 32.5. Of the population, 93.6 are white, 0.7 percent are black, and 5 percent are Hispanic. 46.8 percent are high school graduates, and 5.2 percent have a bachelor's degree. The median household income is \$39,000.

Library Profile Narrative

The Lucile Teague Library is located in the Tom Bean City Hall in the downtown area. The library is named after a long time schoolteacher who donated a city lot on which to build a library. The city sold the lot and later used the money to help build the City Hall where the library is located.

The library opened in May 2005 on the city's Founder's Day by a group of volunteers. In 2005, the City Council appointed a library board to oversee the library. The library closed in August 2007 due to a shortage of staff. The library reopened in November 2007 with a volunteer director working 21 hours a week and a staff of volunteers working 15 additional hours.

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Most Important Library Statistics

The library has 6,876 items in its collection. In 2010, there were 2,006 circulations and 122 reference transactions. There were 2,642 library visits and 465 registered borrowers. The library provided 27 programs with 306 attendees. Four volunteers staff the library. There are four computers that were used by 1,875 people in 2010. The library is open 34 hours a week.

Vision, Mission, Goals and Objectives

Vision Statement

The Library's vision is to meet the needs of the Tom Bean community for all ages by providing technology, educational resources, and reading materials for our patrons in a user-friendly and service-oriented manner. We aspire to acquire an independent, state of the art facility large enough to provide space for patrons, materials, and activities. The library will be for the pursuit of knowledge and love of reading for all ages, starting with the very young.

Mission Statement

The mission of the Lucile Teague Community Library is to provide a variety of free access to reading materials, innovative technology, wide-range programs, and educational information to meet the needs of the citizens of Tom Bean and the community.

Goals and Objectives for the Library

Goal 1: Maintain a current collection of materials.

1. Display popular and bestseller books, videos, and recordings.
2. Weed the collection on an on-going basis.
3. Select and purchase bestsellers in fiction and non-fiction, based on community's reading interest.

Goal 2: Enhance and maintain library computer technology.

1. Provide access to Internet and printing.
2. Maintain staff and public computers.
3. Update public computers and printers as needed.
4. Staff library according to library usage.

Goal 3: Provide children with materials and programs that encourage reading interest throughout the year.

1. Purchase children's books that foster the love of reading.
2. Schedule a preschool story time, and sponsor a Summer Reading program for pre-school through teens.

Goal 4: Encourage interest in local history and preserve local community heritage.

1. Plan and implement programs for all ages that encourage an interest in genealogy and local history.

Goals and Objectives for Outreach Program

In keeping with the Lucile Teague Library's Goal #4, the library will plan and implement a free program, "Telling Your Story," to promote genealogy and the preservation of local history.

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Objectives:

The program objectives are:

1. To develop partnerships with local organizations.
2. Implement a free program at the library, "Telling Your Story."
3. Record the program presenter's personal history and keep it at the library.

Outreach Program

The Lucile Teague Library will present a free program, in partnership with the First Saturday Genealogy Club, at the library called "Telling Your Story." During the presentation, a moderator will ask a local resident several questions about his or her life, including their childhood and adult life in Tom Bean and how life is different today than it was several decades ago. This interview will be recorded and stored at the library. The library hopes this will encourage other people to record their own personal histories.

Statement of need

The citizens of Tom Bean have expressed a need for more genealogy programming. The library surveyed 42 people, including the Library Board, volunteers, general public, and target group.

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

The larger audience the library wants to reach is the adult population of Tom Bean.

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

The specific segment of the target group the program will serve are the adults of Tom Bean who are interested in learning more about the history of Tom Bean and preserving the town's local heritage. Approximately 30% of survey respondents expressed interest in attending a local history program.

Estimated number of potential participants

The estimated number of potential participants, based on past adult programming, is 30.

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

The target audience is composed of adults who live in Tom Bean. They will drive to the library for the program. A Saturday afternoon was chosen because some adults prefer not to drive at night, and past programming on Saturdays has been successful.

List potential partners based on your assets assessment

Potential partners include the First Saturday Genealogy Club, Friends of the Library, Meals on Wheels, surrounding newspapers, *Texas e-News*, and the prospective presenter and moderator from the community.

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

The physical resources of the library that will make the program a success are the community room and library staff.

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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 a “Tell Your Story” program.
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 free program, “Telling Your Story”, at the library for adults.
4. Distribute post-workshop surveys and evaluate results.

Action Plan

The table below gives the library’s action plan for its “Telling Your Story” 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 potential participants who will share their personal history	Library Director and staff by July 1, 2012	Time-30 min. \$ & materials-none Personnel-3	Potential participants contacted	Count potential participants contacted
Contact person to moderate	Library Director and staff by July 1, 2012	Time-15 min. \$ & materials-none Personnel-3	Moderator contacted	Count moderator contacted
Schedule program on library calendar	Library Director by July 1, 2012	Time-10 min. \$ & materials-none Personnel-1	1 program scheduled	Count program scheduled
Create promotional flyer	Library Director and staff by August 8, 2012	Time-1 hr. \$ & materials-none Personnel-3	1 flyer created	Count flyer created
Make copies of promotional flyer	Library Director by August 8, 2012	Time-1 hr. \$ & materials- \$8 Personnel-1	40 copies of flyer made	Count # of copies
Post information about program at library and at businesses and organizations around town	Library Director and staff by August 8, 2012	Time – 2 hrs. \$ & materials-none Personnel-3	10 flyers posted	Count # of flyers posted

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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?
Write press release	Library Director and staff by August 15, 2012	Time – 1 hr. \$ & materials-none Personnel-3	1 press release written	Count press release written
Give presentation to the Friends of the Library, Meals on Wheels, and First Saturday Genealogy Club	Library Director and staff by August 15, 2012	Time – 1 hr. \$ & materials-none Personnel-3	3 presentations made	Count presentations made
Create program handout	Library Director and staff by September 7, 2012	Time – 1 hr. \$ & materials-none Personnel-3	1 program handout created	Count program handout created
Copy program handouts	Library Director by September 7, 2012	Time – 10 min. \$ & materials-\$6 Personnel-1	30 copies of program handout	Count # of copies
Buy refreshments	Library Director and staff by September 7, 2012	Time – 15 min. \$ and materials – \$25 Personnel - 3	Refreshments purchased	Count refreshments purchased
Set up meeting room	Library Director and staff by September 8, 2012	Time – 30 min. \$ & materials – None Personnel - 3	Setup done before program	Count setup done
Present program at the library	Moderator and presenter by September 8, 2012	Time- 1 hr. \$ & materials-none Personnel-0	1 program presented; est. 30 in attendance	Count program; count attendees
Administer evaluation	Library Director and staff by September 8, 2012	Time-10 min. \$ & materials-none Personnel-3	1 program; 20-30 evaluations administered	Count programs; count evaluations
Add recorded interview to library's local history collection	Library Director and staff by September 10, 2012	Time-10 min. \$ & materials-none Personnel-3	Interview added to local history collection	Count interview added to collection
Gather statistics and success stories	Library Director and staff by September 10, 2012	Time-45 min. \$ & materials-none Personnel-3	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

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APPENDIX: LIBRARY EVALUATION FORM

Lucile Teague Library: Telling Your Story Outreach Program

Thank you for participating!

Place an X under the number to indicate how successful the program is for you.

	Yes 3	Maybe 2	No 1
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 connected to the community.			
am more interested in local history.			

Additional comments on the program:
