

MARFA PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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Marfa Public Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	6
Library Vision, Mission, Goals and Objectives	6
Outreach Program	8
Detailed Action Plan	10
Appendix A: Permission Forms	17
Appendix B: Registration Forms	19
Appendix C: Evaluation Forms	21

Marfa Public Library Community Outreach Plan

Outreach Plan

Introduction

Marfa, the county seat of Presidio County, is located in Far West Texas in a relatively isolated area. There are two towns in the county, Marfa with a population of 1,981, and Presidio (about 63 miles away) with a population of 4,426. Population density in the county is about 1.9 persons per square mile.

Marfa was named by the wife of the president of the Texas and New Orleans Railroad in 1883. It was named for a character in The Brothers Karamazov, a Russian novel by Fedor Dostoevski, which she was reading at the time.

The nearest towns to Marfa are located in neighboring counties. Alpine in Brewster County is 28 miles away and has a population of less than 6,000. Fort Davis in Jeff Davis County is 22 miles and has a population of about 1,500. The border of Mexico is about 63 miles south. Big Bend National Park is about 125 miles south. Marfa is approximately 195 miles east of El Paso and 192 miles southwest of Midland. State highways 90 and 67 run through the town.

Historical, Current, and Future Roles of the Library

Historically the library has been a place for: lifelong learning; free and equal access to information; educational and recreational materials; information assistance; local history and genealogy; current topics and titles, and business support.

In addition to these roles, the library currently: provides a technology center with public access computers; information literacy computer classes, and is a gateway to information via the Internet and databases.

In the future the library would like to provide: English as a second language, adult learning, career and workforce development, and early childhood literacy. The library would like to become a preschool door to learning and develop a heritage center.

Existing Programs

The library offers a Winter Reading program, a Summer Reading program, is currently digitalizing older editions of the *Big Bend Sentinel* newspaper, and teaches basic computer skills classes. There is a weekly story time for young children and an ongoing food drive. Interlibrary loan service is offered and the library hosts regular movie nights.

Identified Needs

There is a need in Marfa for: a doctor, dentist, pharmacy, drugstore, hospital, and veterinarian. There are no institutions of higher learning in town however there is a state university in nearby Alpine. More job opportunities and more businesses are needed.

The library needs more space, materials, and volunteers. The library needs a greater presence in the community.

Marfa Public Library Community Outreach Plan

Identified Assets

Marfa has a number of assets and unusual features. These include the mystery lights and light viewing center near town; historic Presidio County Courthouse and Presidio County History Museum; the Chinati Foundation, an internationally known contemporary art museum; the Judd Foundation; the Lannan Foundation; Ballroom Marfa (presents visual art exhibits, film, and music events); a privately owned theater that occasionally presents plays; Marfa Book Company (bookstore); a public radio station, and the Hotel Paisano, a National Historic Landmark that was the headquarters for the cast and crew that filmed Giant. There are a couple of hardware stores, feed stores, boutiques, and a Dollar General store. There are two community medical clinics and several churches.

The library's assets include: six public use computers, Wi-Fi, and the Gervasi Room that can be used for meetings and showing films.

Thank You Statement

The library appreciates the support of the City of Marfa Council and administration, the hard work of the Library Advisory Board and the continued support of the Friends of the Library. The library extends its thanks to the Lannan Foundation and the Dumraese Trust for various grants through the years. The library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative

Residents of Marfa have historically been ranchers and the people that work for them. They depended on the land and livestock for their livelihood. Mining was important in Marfa's historical development. By 1930, the largest continuously operating silver mine in the United States was located in the foothills of the Chinati Mountains, about 40 miles south of Marfa. Silver mining operations declined after 1930.

Over the past thirty years Marfa has transitioned into a community with a dichotomy of old and new residents. There is a mix of the old ranching families and their workers interspersed with new residents more interested in art, architecture, film and performing arts. Marfa is internationally known for its art community, and at the same time, is becoming home to many young people interested in living in a small town environment with cultural offerings.

Marfa and the surrounding area enjoy a reputation as a popular tourist destination. It is known for its mystery lights, art and architecture, and eclectic lifestyles. There are various festivals held throughout the year including: a glider weekend in April; a film festival; mystery lights festival held over Labor Day weekend, and an art weekend in October.

There are three hotels, two upscale and one more affordable, as well as a number of daily, weekly, and monthly short-term rental options. There are three RV parks. Eateries include: three fine dining restaurants, three cafes, one pizza place, two Mexican food establishments, and one Dairy Queen. There are two bars and one liquor store in town. Marfa has about dozen art galleries, showing primarily contemporary art works.

Marfa Public Library Community Outreach Plan

A number of films, television commercials, and music videos have been made in and around Marfa. Giant, featuring Elizabeth Taylor, Rock Hudson, and James Dean, is one of the most famous. It was filmed near Marfa over a two-month period in 1956 film. In 2006, two movie production units used locations in and around Marfa for the films There Will Be Blood and No Country for Old Men. No Country for Old Men received eight nominations, eventually winning four Academy Awards in 2008.

Major employers are the City of Marfa, the Border Patrol, and the Marfa Independent School District.

Main Geographic Features

Community Features

Assets and Challenges

Marfa has a number of geographical assets. It is situated on the Marfa Plateau in the Chihuahuan Desert and is surrounded by three mountain ranges. They are: the Glass, Chinati, and Davis. The famous mystery lights are located about seven miles outside of town.

Marfa, in the high desert, is at an elevation of approximately 4,688 feet above sea level. The high altitude and low humidity creates an agreeable climate with fairly cool summers and moderate winters with only occasional snowfall.

The surrounding land is suitable for ranching and hunting. The thermals in the area are excellent and Marfa is a destination for gliding enthusiasts. There is a small municipal airport where private planes can land. Marfa has a glider company based at the airport.

Geographic challenges include: lack of water (about 12 inches of rainfall annually); no area lakes or rivers; lack of arable land; nearest town is 22 miles; nearest city with a population of 50,000 or more is Odessa (137,130), approximately 170 miles; nearest commercial airport is 192 miles away. Marfa is approximately 63 miles from Mexico. This can present challenges with immigration, drug traffic, and transportation issues.

Library Features

Assets and Challenges

A major geographic asset of the library is its location in town. It sits between one of the two clinics and a gallery. It is across the street from the post office and a city park. It is one block from the main street in town.

A geographic challenge for the library is the distance from it to the local schools. Children cannot easily walk to the library.

Community Demographics

As of the 2010 Census, Marfa had a total population of 1,981 with 60.6% between the ages of 18-64; 17.3% under 18; 6.8% under 5, and 22.1% over 65. The majority of the population, 90%, was classified as White. Of that number, 68.7% were of Hispanic or Latino origin. Of this group, 63.3% were of Mexican descent. There was a small percentage, .6%, that were African-American, and .6% that were Native American. In 67.7% of the homes a language other than

Marfa Public Library Community Outreach Plan

English was spoken. Of that number, 66.7% spoke Spanish. The percent having a high school education was, 24.4%, and 16.9% had a bachelor's degree or higher. The unemployment rate was 9.2% and 19.4% of all ages lived below the poverty line. The median household income was \$33,801.

Library Profile Narrative

The Marfa Public Library was established in 1947 by the Marfa Lions Club and was housed in the USO Building. Volunteers were responsible for its operation and books were donated by individuals. The City of Marfa took over operations in 1948, moved the facility to City Hall, and hired the first librarian. In 1973, a local couple donated the present building, at 115 East Oak Street, around the corner from the Post Office and across from Sunset Park. Nearby are the historic Paisano Hotel and the County Courthouse. The library joined the Texas Library Association in 1971, and the following year became one of four libraries in a nine county area to qualify for membership in the Texas Trans-Pecos Library System.

The current library director has a Master in Library and Information Science degree. The library has a children's area, an extensive Texana section, and a theater room.

Most Important Library Statistics

In 2010, there were 25, 200 items in the collection. Circulation was 23,543. There were 2, 912 registered borrowers with a total of 24,031 library visits. Reference transactions totaled 695.

The library is open 44 hours per week and has 3 full-time staff.

Vision, Mission, Goals and Objectives

Vision Statement

The library enriches lives by offering innovative services and a relevant collection to meet the informational and recreational needs of the community.

Mission Statement

The Marfa Public Library will provide members and visitors to the community a relevant and diverse collection in a variety of formats. The Marfa Public Library will promote lifelong learning in the community through outreach projects and collaborations with other civic organizations in an atmosphere that promotes literacy, fosters exploration and the free exchange of ideas, and opportunity to engage with others.

Goals and Objectives for the Library

Goal 1: Adults and children in our community will have the opportunity to gain reading skills and a love of books.

Objective 1.1 Host story times for toddlers and pre-school age children to promote reading and foster a love of reading.

Objective 1.2 Increase reading skills in older children by offering reading programs.

Objective 1.3 Offer ESL for adults.

Goal 2: The community will have the opportunity to learn about or expand their knowledge of electronic resources.

Marfa Public Library Community Outreach Plan

Objective 2.1 Offer basic and more advanced PC computer classes.

Objective 2.2 Offer training in use of Apple computers.

Objective 2.3 Offer training in advanced applications, such as publishing software, and Photo Shop.

Objective 2.4 Expose library patrons to e-readers, such as the Kindle.

Goal 3: Circulation of books to adults and children will increase.

Objective 3.1 Provide reader's advisory for adults.

Objective 3.2 Promote books to children.

Objective 3.3 Purchase e-books.

Goal 4: Usable space in the library will increase.

Objective 4.1 Relocate library director's office to provide more space for patrons.

Objective 4.2 Expand into outdoor space on east side of library to create a multipurpose area.

Goal 5: Programming in library will increase.

Objective 5.1 Provide programs for senior citizens.

Objective 5.2 Provide programs for youth.

Objective 5.3 Provide programs for the general public.

Goal 6: Electronic equipment in library will increase.

Objective 6.1 Purchase one or more scanners.

Objective 6.2 Purchase additional e-readers.

Objective 6.3 Purchase one or more laptops.

Goal 7: The library will collaborate with community organizations.

Objective 7.1 Work with schools to increase awareness and use of the public library.

Objective 7.2 Reach out to community organizations such as the Chinati Foundation, Marfa Live Arts, health clinics, Presidio County Museum, and other groups to involve them with the library.

Goal 8: The library will apply for a variety of grants.

Objective 8.1 Investigate and apply for grants for increasing space.

Objective 8.2 Investigate and apply for grants for literacy initiatives, such as ESL classes and Spanish language classes.

Goals and Objectives for Outreach Program

Goal: In keeping with the library's Goal #1 "Adults and children in our community will have the opportunity to gain reading skills and a love of books" the library will offer a series of Book and a Movie programs.

Objectives:

1. Provide a series of five programs for children, teens and adults based on a book that has been made into a movie.

Marfa Public Library Community Outreach Plan

2. Determine interest in, and potential participants for, an ongoing book and movie club for each age group.

Outreach Program

The outreach project, Book and a Movie, consists of a series of programs targeted by age, on different dates. Participants will read the selected book then view the film based on it in the library theater. A discussion about the transformation of the book to the movie will be held afterwards. This program series will give film lovers of all ages in the Marfa community an opportunity to engage with each other.

The series will include programs for children in grades 3-5, grades 6-8, and a teen program for grades 9-12. For grades 3-5, the selected book and movie based on it is Zathura: a Space Adventure by Chris Van Allsburg. For grades 6-8, the book and movie based on it is The Lightning Thief by Rick Riordan. For grades 9-12 the book and movie based on it is Cirque du Freak by Darren Shan. There will be two programs for each group. In the first, the book will be discussed and the second the movie viewed. There will be a discussion after the movie on the differences in the book and movie.

For adults, one book and movie based on it will be No Country for Old Men. Some scenes in the film were shot in the area, and a number of residents were extras in the movie making it of more relevance to the community. The second book is to be determined. The format will be the same as for children and teens with the book discussion on one day and the movie on another.

Statement of need

A survey was done in the community to determine what programs the library should add or expand and for which age groups. Of the one hundred surveys returned for the question, "What age groups would you like the library to offer more programs for" the results were:

- Adults-34
- Elementary aged – 33
- High School – 29
- Middle School – 28
- Preschool – 23
- Senior Citizens – 23
- Toddlers – 15.

Of the one hundred surveys returned, twenty-two requested a book club and twenty-eight requested computer classes. The library already offers computer classes, but not a book club of any sort.

Based on the analysis of the survey results, and taking into consideration the unique flavor of the community, a pilot project was chosen. The pilot project, Book and a Movie, is intended to determine the level of interest in a longer term book and movie club program. The library will administer a survey at the end of each Book and a Movie event soliciting a list of potential book and movie club participants for each age group.

Marfa Public Library Community Outreach Plan

In addition, the library has a mini-theater room so far used primarily for adults. There have been verbal requests for youth programming using the theater, as well as comments expressing a desire for discussion of the films shown.

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

As of the 2010 Census, Marfa had a total population of 1,981. There were approximately 1,636 adults 18 and over and 342 children under 18.

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

The specific segment of the target group for the children and teen programs are those in grades 3-12 that attend school in the MISD. There are approximately 112 children in grades 3-6 and 146 in grades 7-12 for a total target group of 258.

The specific segment of the adult population targeted is: members of the Rotary Club (6); Chamber of Commerce members (9); City Council (5); city employees (35); Marfa Book Company (3); Padre's Restaurant (10); Marfa Public Radio (27 including volunteers); Marfa National Bank (12); Pueblo Market (12); County Courthouse (69); *Big Bend Sentinel* newspaper (10); Chinati Foundation (20 including interns), Judd Foundation (6), Border Patrol (20), Squeeze Marfa (7), and employees of the Marfa ISD (approximately 40) for a total target group of about 291.

Estimated number of potential participants

The library theater has 25 chairs. An estimate of 10% is being used for the number of children and teens expected to participate for approximately 10-15 children, and 10-15 teens. Based on previous attendance at films shown for adults in the theater, it is anticipated that there will be 15-20 adults.

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

The programs for children will be held in conjunction with the Summer Reading Program. The book portion will be held on Tuesdays at 1:00 p.m. and the movies on Wednesdays 1:00-3:00 p.m. The programs are for boys and girls grades 3-12 in Marfa ISD. Children will either walk, cycle or be driven to the library. The time selected was chosen to make it easier for parents to drop their child off during the lunch hour.

The adult book programs will be at 6:30 p.m. on two Tuesdays in July with the movie portion held the same week as the book program on Thursdays at 6:30 p.m. The time selected was chosen to enable people to come after they get off work and have eaten dinner. Adults will provide their own transportation.

List potential partners based on your assets assessment

Partners for this project include: Rotary Club; Chamber of Commerce; City of Marfa; Marfa Book Company; Padre's Restaurant; Marfa Public Radio; Marfa National Bank; Pueblo Market; County Courthouse; *Big Bend Sentinel* newspaper; Chinati Foundation; Judd Foundation; Border Patrol; Squeeze Marfa restaurant; Marfa ISD, and Marfa T.V. Cable. Friends of the Library will purchase copies of the books.

Marfa Public Library Community Outreach Plan

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

Physical

The library has a mini-theater already being used for public screenings of films and has a license through Movie Licensing USA. The library has a Friends group that will purchase of multiple copies of books.

Skills

The Library Advisory Board president is accustomed to presenting films in the theater and library staff is capable of assisting. The staff is good at publicizing programs by word of mouth, and can assist with publicity materials as well. The library has an excellent relationship with the local newspaper and radio station, and staff will provide both with necessary announcements. The community at large can provide a variety of volunteers to help with discussions, with the screenings, and with publicity. There are many film buffs in the community, and people connected with films, that would be available to help in various capacities.

Detailed Action Plan

Action Plan Goal(s):

1. Plan the programs.
2. Implement the programs.
3. Evaluate the programs.
4. Write program reports.

Action Plan Objective(s):

1. Select books and movies based on them.
2. Promote programs.
3. Schedule and hold programs.
4. Create evaluation tools.
5. Create registration forms.

Action Plan Table

The table below gives the library's action plan for the book discussion and movie programs for grades 3-5.

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?
Decide book/movie choice & date/time for viewing of film	Director by April 5, 2012	Time - 1 hour \$0 Materials – calendar Personnel-1	Book/movie choices approved Date/time approved	Date, time secured Book/movie choices secured
Create permission form	Director by April 5, 2012	Time- 20 minutes \$0 Materials- paper Personnel-1	1 master created	Count #

Marfa Public Library Community Outreach Plan

Copy permission form	Director by May 11, 2012	Time-10 minutes \$12.00 Materials-paper Personnel-1	112 copies made	Count #
Contact school to schedule meeting with students	Director by May 10, 2012	Time-5 minutes \$0 Materials-none Personnel-1	Date/times scheduled	Count # meeting held
Present book/movie to students Distribute permission forms	Director by May 15, 2012	Time-1 hour \$0 Materials-forms Personnel-1	Book/movie presented, forms distributed	Count # forms returned
Purchase books/movie for program	Director by May 18, 2012	Time - 1 hour \$200 (\$10 ea/20 bks) Materials - books Personnel - 1	Books ordered and received	Count# books ordered and received
Write press release about the programs	Director by May/June 2012	Time – 1 hour \$0 Materials – none Personnel – 1	Articles in paper, radio spot	Count # times articles appear in paper and # of radio spots
Contact Pueblo/Padres for donation of food/snacks.	Director by May 31, 2012	Time - 10 minutes \$0 Materials - phone Personnel-1	Agreement from organizations to donate food	Food and beverage arrive on time at program
Secure prizes from businesses	Director by May 31, 2012	Time – 1 hour \$0 Materials – phone Personnel-1	Gift cards and other prizes ordered and received	Count# of gifts and prizes donated
Create evaluation form	Director May 10, 2012	Time - 1 hour \$0 Materials - Personnel-1	1 master evaluation form made	Count #
Copy evaluation forms	Director by June 11, 2012	Time – 5 minutes \$1.50 Materials – paper and photocopier Personnel - 1	Make 15 copies	Count #
Distribute evaluation forms	Director by June 13, 2012	Time – 15 minutes \$0 Materials – forms Personnel - 1	10-15 forms distributed	Count # returned
Read book together	Director by June 12, 2012 1:00-2:00	Time-45 min-1 hour \$-0 Materials-books Personnel-1	Number of children in attendance	Count # on how many attend programs
View film/discuss differences between book and movie	Director, volunteers by June 13, 2012 1:00-3:00	Time - 1 1/2 to 2 hours \$0 Materials – theater	Number of children in attendance	Count # on how many attend programs

Marfa Public Library Community Outreach Plan

		room, movie, DVD player/projector, snacks Personnel-3		
Write PEARL report	Director by August 30, 2012	Time – 1 hour \$0 Materials - none Personnel - 1	Count # of attendees, compile evaluation forms; record anecdotal comments from parents and children, write report and submit to PEARL Office	Final report written

The table below gives the library’s action plan for the book discussion and movie programs for Middle School.

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?
Decide book/movie choice & date/time for viewing of film	Director by April 5, 2012	Time - 1 hour \$0 Materials – calendar Personnel-1	Book/movie choices approved Date/time approved	Date, time secured Book/movie choices secured
Create permission form	Director by April 5, 2012	Time- 20 minutes \$0 Materials- paper Personnel-1	1 master created	Count #
Copy permission form	Director by May 14, 2012	Time-10 minutes \$12.00 Materials-paper Personnel-1	112 copies made	Count #
Contact school to schedule meeting with students	Director by May 10, 2012	Time-5 minutes \$0 Materials-none Personnel-1	Date/times scheduled	Count # meeting held
Present book/movie to students, distribute permission forms	Director by May 14, 2012	Time-1 hour \$0 Materials-forms Personnel-1	Book/movie presented, forms distributed	Count # forms returned
Purchase books/movie for program	Director by May 18, 2012	Time - 1 hour \$200 (\$10 ea/20 bks) Materials – books Personnel - 1	Books ordered and received	Count # ordered and received

Marfa Public Library Community Outreach Plan

Write press release about the programs	Director by May/June 2012	Time – 1 hour \$0 Materials – none Personnel – 1	Articles in paper, radio spot	Count # times articles appear in paper and # of radio spots
Contact Pueblo/Padres for donation of refreshments.	Director by May 31, 2012	Time - 15 minutes \$0 Materials - phone Personnel - 1	Agreement from organizations to donate food	Refreshments served the day of the event
Secure prizes from businesses	Director by May 31, 2012	Time – 1 hour \$0 Materials - phone Personnel-1	Gift cards and other prizes ordered and received	Count # of gifts and prizes donated
Create evaluation form	Director May 10, 2012	Time - 1 hour \$0 Materials - Personnel-1	1 master evaluation form made	Count #
Copy evaluation forms	Director by June 18, 2012	Time – 5 minutes \$1.50 Materials – paper and photocopier Personnel - 1	Make 15 copies	Count #
Distribute evaluation forms	Director by June 20, 2012	Time – 15 minutes \$0 Materials – forms Personnel - 1	10-15 forms distributed	Count # returned
Book discussion w/students	Director by June 19, 2012 1:00-2:00	Time-45 min-1 hour \$0 Materials-none Personnel-1	Number of children in attendance	Count # that attend program
View film/discuss differences between book and movie	Director by June 20, 2012 1:00-3:00	Time - 1 1/2 to 2 hours \$-0 Materials –theater room, movie, DVD player/projector, snacks Personnel – 3	Number of children in attendance	Count # that attend program
Write PEARL report	Director by August 30, 2012	Time – 1 hour \$0 Materials - none Personnel - 1	Count # of attendees, compile evaluation forms; record anecdotal comments from parents and children, write report and submit to PEARL Office	Final report written

Marfa Public Library Community Outreach Plan

The table below gives the library's action plan for the two book discussions and movie programs for High School students.

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?
Decide book/movie choice & date/time for viewing of film	Director by April 2012	Time - 1 hour \$0 Materials – calendar Personnel - 1	Book/movie choices approved Date/time approved	Date, time secured Book/movie choices secured
Create registration form	Director by April 5, 2012	Time- 20 minutes \$0 Materials- paper Personnel-1	1 master created	Count #
Copy registration form	Director by April 5, 2012	Time-10 minutes \$12.00 Materials-paper Personnel-1	112 copies made	Count #
Present book/movie to students, distribute registration forms	Director by May 14 2012	Time-1 hour \$0 Materials – forms Personnel-1	Distribute registration form, get completed ones	Count # distributed and returned
Purchase Books for program	Director by May 2012	Time - 1 hour \$200 (\$10 ea/20 bks) Materials - books Personnel - 1	Books ordered and received	Count # of books ordered and received
Write press release about the programs	Director by May/June 2012	Time – 1 hour \$0 Materials – none Personnel – 1	Articles in paper, radio spot	Count # times articles appear in paper and # of radio spots
Contact Pueblo/Padres for donation of snacks & drinks	Director by May 2012	Time - 15 minutes \$0 Materials - none Personnel - 1	Agreement from organizations to donate food	Refreshments served on the day of the event
Secure prizes from businesses	Director by May 2012	Time – 1 hour \$0 Materials - phone Personnel-1	Gift cards and other prizes ordered and received	Count # of gifts and prizes donated
Create evaluation form	Director May 10, 2012	Time - 1 hour \$0 Materials - Personnel-1	1 master evaluation form made	Count #
Copy evaluation forms	Director by June 25, 2012	Time – 5 minutes \$1.50 Materials – paper and photocopier Personnel - 1	Make 15 copies	Count #

Marfa Public Library Community Outreach Plan

Distribute evaluation forms	Director by June 27, 2012	Time – 15 minutes \$0 Materials – forms Personnel - 1	10-15 forms distributed	Count # returned
Book discussion w/students	Director by June 26, 2012 1:00-2:00	Time-45 min-1 hour \$0 Materials - book Personnel-1	Number of children in attendance	Count # that attend program
View movie and have book vs. movie discussion	Director by June 27, 2012 1:00-3:00	Time - 2-3 hours \$0 Materials - movie, television, snacks Personnel – 3	Number of children in attendance	Count # that attend program
Write PEARL report	Director by August 30, 2012	Time – 1 hour \$0 Materials - none Personnel - 1	Count # of attendees, compile evaluation forms; record anecdotal comments from parents and children, write report and submit to PEARL Office	Final report written

The table below gives the library’s action plan for the two book discussions and movie programs for adults, including senior citizens.

IMPLEMENTATION			EVALUATION	
Action	Name & Date	Resources Needed	Measurement	Analysis
What action, activity or task needs to be done?	Who will do it and by what date will it be done?	How much time, money, materials, personnel is needed?	How will progress be measured (#, %, participation or attendance)?	How and when will data be gathered and analyzed to determine success?
Choose books/movies	Director by May 10, 2012	Time - 1 hour \$0 Materials - none Personnel - 1	2 books and movies selected	Count #
Create promotional flyers	Director by May 29, 2012	Time - 1 hour \$0 Materials – none Personnel - 1	1 master flyer created	Count #
Copy flyers	Director by June 2, 2012	Time – 5 minutes \$1.00 Materials – paper and photocopier Personnel - 1	Make 10 copies	Count #
Distribute flyers	Director by June 6, 2012	Time - 1 hour \$0 Materials – flyers Personnel – 1	10 flyers distributed	Count #

Marfa Public Library Community Outreach Plan

Write press release about the programs	Director by May/June 2012	Time – 1 hour \$0 Materials – none Personnel – 1	Articles in paper, radio spot	Count # times articles appear in paper and # of radio spots
Put information on website and Facebook; reserve theater	Director by June 6, 2012	Time – 10 minutes \$0 Materials - none Personnel – 1	Information posted on website and Facebook	Count # of postings
Contact Pueblo/Padres for donation of snacks & drinks	Director June 29, 2012	Time - 15 minutes \$0 Materials - phone Personnel – 1	Agreement from organizations to donate food	Refreshments served on the day of the event
Begin sign up for participants	Director/staff by June 29, 2012	Time - 1-2 weeks \$0 Material - paper Personnel-3	Number of people that sign up	Count #
Purchase books for program	Director June 29, 2012	Time - 1 hour \$200 (\$10 ea/20 bks) Materials - books Personnel - 1	Books ordered and received	Count #
Create evaluation form	Director May 10, 2012	Time - 1 hour \$0 Materials - Personnel-1	1 master evaluation form made	Count #
Copy evaluation forms	Director by June 2, 2012	Time – 5 minutes \$1.50 Materials – paper and photocopier Personnel - 1	Make 15 copies	Count #
Book discussion	Director by July 24, 2012 and August 14, 2012 beginning at 6:30	Time-45 min-1 hour \$0 Materials - book Personnel-1	Number in attendance	Count # that attend program
Distribute evaluation forms	Director by July 26, 2012 and August 16, 2012	Time – 15 minutes \$0 Materials – forms Personnel - 1	10-15 forms distributed	Count # returned
View movie and have book vs. movie discussion	Director by July 26, 2012 and August 16, 2012 beginning at 6:30	Time - 2-3 hours \$0 Materials - movie, television, snacks Personnel – 2	Number in attendance	Count # that attend program
Write PEARL report	Director by August 30, 2012	Time – 1 hour \$0 Materials - none Personnel - 1	Count # of attendees, compile evaluation forms; record anecdotal comments from parents and children; write report and submit to PEARL Office	Final report submitted

Marfa Public Library Community Outreach Plan

APPENDIX A: PERMISSION FORMS

**MARFA PUBLIC LIBRARY
Parental Permission Grades 3-5**

The Marfa Public Library is presenting a two part program at the library called “**Book and a Movie**” for children in grades 3-5. The first part of the program will be 1:00 p.m. on Tuesday, June 12th. They will read and talk about the book Zathura by Chris Van Allsburg. The second part of the program will be the next day, Wednesday, June 13th from 1:00-3:00 p.m. They will view the movie that was made based on the book. After the movie, they will talk about the differences between the book and the movie. Refreshments will be served at each program. Children that attend both programs will receive a prize

Please sign below if you would like for your child to participate.

Your Name: _____

Your Child's Name: _____

Date signed: _____

Marfa Public Library Community Outreach Plan

MARFA PUBLIC LIBRARY
Parental Permission Grades 6-8

The Marfa Public Library is presenting a two part program at the library called “**Book and a Movie**” for children in grades 6-8. The library will provide each child registered for the program a copy of the book The Lightning Thief by Rick Riordan. The first part of the program will be at 1:00 p.m. on Tuesday, June 19th to discuss the book. The second part of the program will be the next day, Wednesday, June 20th from 1:00-3:00 p.m. They will view the movie that was made based on the book. After the movie, they will talk about the differences between the book and the movie. Refreshments will be served at each program. Children that attend both programs will receive a prize. **Please sign below if you would like for your child to participate.**

Your Name: _____

Your Child’s Name: _____

Date signed: _____

Marfa Public Library Community Outreach Plan

APPENDIX B: REGISTRATION FORMS

MARFA PUBLIC LIBRARY

Teen Registration Form

The Marfa Public Library is presenting a two part program at the library called “**Book and a Movie**” for teens in grades 9-12. The library will provide each teen registered for the program a copy of the book Cirque du Freak by Darren Shan. The first part of the program will be at 1:00 p.m. on Tuesday, June 26th to discuss the book. The second part of the program will be the next day, Wednesday, June 27th from 1:00-3:00 p.m. Teens will view the movie that was made based on the book. After the movie, there will be a discussion about the differences between the book and the movie. Refreshments will be served at each program. Teens that attend both programs will receive a prize.

Please sign below if you want to register for the “Book and a Movie” program.

Your Name: _____

Date signed: _____

Marfa Public Library Community Outreach Plan

MARFA PUBLIC LIBRARY

Adult Registration Form

The Marfa Public Library is presenting a two part program at the library called “**Book and a Movie**” for adults. The library will provide each adult registered for the program a copy of the book No Country for Old Men by Cormac McCarthy. The first part of the program will be at 6:30 p.m. on Tuesday, July 24th to discuss the book. The second part of the program will be the Thursday, July 26th from 6:30-9:00 p.m. to watch the movie that was made based on the book. After the movie, there will be a discussion about the differences between the book and the movie. Refreshments will be served at each program. There will be a drawing for a prize after the discussion.

Please sign below to register for the “Book and a Movie” program.

Your Name: _____

Date signed: _____

Marfa Public Library Community Outreach Plan

APPENDIX C: EVALUATION FORMS

Evaluation Form-Children and Teens

Book and a Movie

Date: _____

Thank you for Coming! Please tell us how you liked the program.

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

	Great! 1	Okay 2	Blah 3
1. The program was:			
fun.			
2. I enjoyed:			
the book.			
3. I liked:			
the movie.			
4. Refreshments were:			
tasty.			
5. Because of the program I:			
will read more books this summer.			
6. I would like:			
to join the Book and Movie Club.			

What books/movies would you like to do?

Marfa Public Library Community Outreach Plan

Evaluation Form-Adults

Book and a Movie

Date: _____

Thank you for Coming! Please tell us how you liked the program.

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

	Yes 1	Okay 2	No 3
1. The program was:			
fun.			
2. I enjoyed:			
the book.			
3. I liked:			
the movie.			
4. Refreshments were:			
tasty.			
5. Because of the program I:			
had the opportunity to interact with others in the community.			
6. I would like:			
to join the Book and Movie Club.			

What future books/movies would you like to do?
