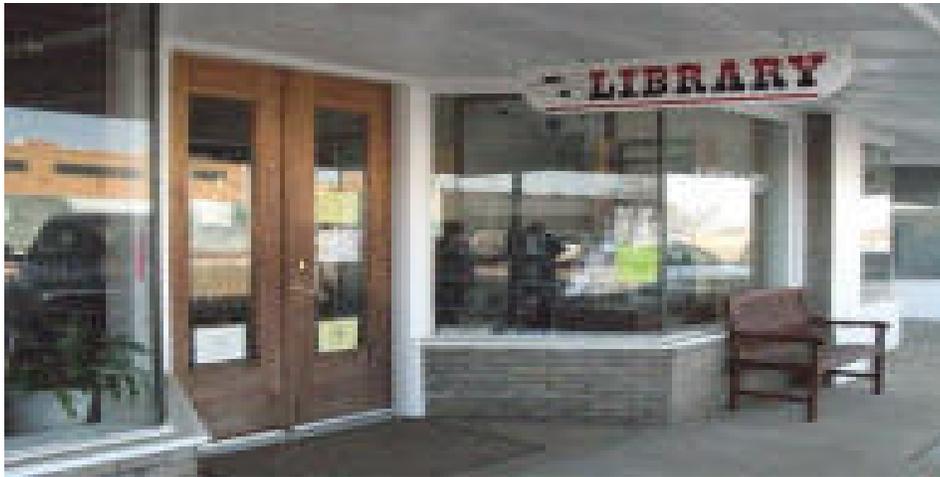


# MOTLEY COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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# Motley County Library Community Outreach Plan

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# Motley County Library Community Outreach Plan

## Outreach Plan

### Introduction

Motley County Library is located in Matador, approximately 80 miles northeast of Lubbock in the Caprock area of Texas. Once roamed by the Comanche and buffalo hunters, the area is known for the Matador Ranch whose cattlemen and cowboys led the way for Matador to become the county seat. The community is still dominated by the presence of the Matador Ranch, now a division of Koch Agricultural Industries. The broader area of Motley County is characterized by agriculture, livestock and crude oil production.

### *Historical, Current, and Future Roles of the Library*

Historically the library has been a place for basic literacy and for access to educational and recreational materials.

Current roles of the library include: a public meeting space; opportunities for lifelong learning; free and equal access to information; educational and recreational materials; access to technology; public computer access, and adult learning.

Future roles for the library include: English as a Second Language; formal educational support; information literacy; business support; career and workforce development; early childhood literacy; pre-school door to learning, and a heritage center.

### *Existing Programs*

The library offers the following programs: a summer reading program for children; Halloween Spooky Afternoon at the Library; a Countdown to Christmas afternoon; a Valentine Sweetheart afternoon, and a D.E.A.R. (Drop Everything and Read) day which includes activities for adults as well as children.

### *Identified Needs*

The Motley County Clinic is the primary health care facility for Matador and the surrounding area. The nearest hospital for critical care needs is 60 miles distant in Plainview.

The library is challenged to meet necessary budget expenses. Technical support for the library is also a challenge.

### *Identified Assets*

Community assets include: visitor and tourism center; arts commission; historical commission; community center; telecommunications offices; a county extension office; exercise and fitness center; hospice center; nursing home; railroad station; RV park; newspaper office; family dining restaurants; fast food restaurants; ice cream shop; truck stop; schools, and ranches.

The library has a teen area designed to be attractive to the age group. There is a children's area with a colorful mural, a larger historical mural of the county, and a sizeable collection. The library owns a building called the Annex which provides public meeting space. It is located next door to the library.

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The library staff has good management skills and the ability to manage detailed projects.

### *Thank You Statement*

The library would like to thank the Motley County Commissioners' Court, the City of Matador and the City of Roaring Springs for their support. The library also thanks the Motley County Library Board and the Friends of the Library. The library extends gratitude and appreciation to the Farris Foundation for their continued contributions and support. The Motley County Library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL Project.

### **Community Profile Narrative**

Motley County has an economy based on agriculture. Cotton, wheat, hay and beef cattle are the primary products. Recreation is also part of the economy. The Pease River tributaries create opportunities for swimming at Roaring Springs. In the Flomot area, the Caprock Canyons State Park provides hiking, camping, horseback riding, and swimming. Commercial hunting of wild game such as quail, deer and pheasant is a popular activity, especially in the Matador area.

Several festivals are included on the county calendar of events. The Old Settlers Reunion, now in its 87<sup>th</sup> year, is held at Roaring Springs. The festival celebrates the county's cowboy heritage with a parade, competitive rodeo events, and country western dancing. The county calendar also includes the Flomot Bluegrass Festival, Highway 70 Garage Sale, and the Grand Prix Motorcycle Race in Matador.

There are many historical landmarks in Matador that reflect the past history of American pioneers and cowboy culture. The Old County Jail and Hangman's Gallows and the Motley County Museum are noted as visitor destinations. The Traweek House is the home of the first doctor in Motley County who travelled by horse and buggy and was known for his ability to treat patients with pneumonia. The community is dotted by several murals depicting Texas life in the area from the late 1800's to the oil boom. The Motley County Jail has been the subject of a short story by American author William Saroyan (*Hello Out There*) and an independent film, *Lonesome Matador*, which was shown at the Sundance Film Festival.

The largest employers in Matador are the Matador Ranch and the independent school district. Most residents work in the community. The rhythm of life is driven by schools' sports schedules and family activities.

### *Main Geographic Features*

#### Community Features

#### *Assets and Challenges*

Matador is a gateway to the Caprock area of the Panhandle. Geographic features include: farm land; a pumpkin patch; tree orchards; a historic fort; archaeological site of Indian campgrounds; rodeo grounds; horse and cattle ranches; hiking trails; quarry; wind farm; fish and game leases, and a natural spring.

## **Motley County Library Community Outreach Plan**

The community is challenged by the distance to medical facilities. Residents must drive 60 miles to Plainview or 90 miles to Lubbock for access to a critical care hospital.

### Library Features

#### *Assets and Challenges*

The library is a standalone facility located near the courthouse, post office, bank and grocery. Nearby are churches, small businesses and a hotel. It is within walking and biking distance of the schools.

#### *Community Demographics*

According to the 2010 Census, the population of Motley County is 1,210; Matador has a population of 607, reflecting a decline of 18% since 2000. Residents are 82.2% White, 17.1% Hispanic, and 2.3% Black. The median income is \$52,690. 73.2% have a High School diploma or higher; 14.7% have a Bachelor's degree, and 5.2% have a Graduate degree. The median age in Matador is 46.2 years.

### **Library Profile Narrative**

The Motley County Library was founded in 1981. It was first established in an unused elementary school building. In 1983, the library was re-located to the American Legion building downtown. In 1985, a building across the street became available for purchase. The funds were raised and the building was purchased, refurbished, and the library was again re-located.

In 1988, a mural was painted by Crosbyton artist Joe D. Taylor on the library wall near the circulation desk. It depicts scenes of early Motley County. The mural is an attraction to Matador area visitors and many stop by the library just to see it.

The current library location downtown on Main Street is within steps to the grocery store. The Matador Hotel Bed and Breakfast is just down the sidewalk. The Matador Variety Store is just a few steps further.

The Friends of the Library recently purchased the building adjoining the library. The Library Annex houses a meeting room available for rent and the genealogy department. Next door to the Annex is an antique store and just across the street is the bank.

The Motley County Library is one of the most visited businesses in the entire county. Library hours are: Monday, 2:00 - 5:00 p.m.; Tuesday through Thursday, 1:00 - 6:00 p.m., and Friday, 9:00 a.m. - 2:00 pm. Library resources include a genealogy collection; extensive youth and teen resources; bilingual information and materials; internet access, and copy services.

#### *Most Important Library Statistics*

The Motley County Library has 10,527 items in its collection. The library is 2,880 square feet. In 2009, the most recent statistics available, circulation was 7,186. There were 734 registered borrowers. One paid library staff worked 20 hours per week; volunteers contributed 200 hours. There were 5,528 library visits. The number of attendees at juvenile programs was 58. 81% of library funding came from local and county sources and 19% came from grants and donations.

## Motley County Library Community Outreach Plan

### **Vision, Mission, Goals and Objectives**

#### *Vision Statement*

The Motley County Library provides an environment that meets the needs of its patrons to meet and interact with others in their community, to participate in educational and entertaining programs on a variety of subjects; that offers up-to-date materials; and that offers electronic educational services.

#### *Mission Statement*

The Motley County Library gives patrons of all ages, all economic backgrounds and all cultural diversities the means to continue to learn throughout their lives; to meet their recreational reading interests; to find, evaluate and use information in a variety of formats, including electronic; to get answers to their questions; and to better understand their personal and area heritage.

#### *Goals and Objectives for the Library*

Goal 1: To promote life-long learning.

Objective 1: Develop programs that increase patron participation.

Objective 2: Encourage patrons to share their knowledge.

Objective 3: Expand resources to cover a variety of subject areas.

Goal 2: To increase information literacy.

Objective 1: Provide a variety of print and electronic formats.

Objective 2: Increase patron familiarity with electronic and digital resources.

Objective 3: Model the use of current information sources.

Goal 3: To provide a means for discovering cultural heritage.

Objective 1: Maintain genealogy resources.

Objective 2: Instruct patrons in the use of genealogy resources.

#### *Goals and Objectives for Outreach Program*

The goal of the Health Fair meets the library goals “To increase information literacy” and “To promote life-long learning”. The objectives of the program are: to develop programs that increase patron participation and increase patron familiarity with electronic and digital resources.

### **Outreach Program**

The Motley County Clinic is the primary health care facility for Matador and the surrounding area. The clinic is the closest destination for most residents for health services and information. The library will partner with the Motley County Clinic to offer a health fair for residents of Motley County. Since most of the population works close to home, residents will have an opportunity to access routine health screenings and information without having to commute to a distant city or make an appointment. Residents will learn that the library can be a source of health information with knowledgeable staff providing medical reference tools and materials.

## Motley County Library Community Outreach Plan

The program will be offered on a weekday in the library Annex building. This facility has room for 10-12 information booths and private screening areas. Participants will be representatives from the Home Health Association, the American Diabetes Association, Motley County Clinic staff and others. The program will be offered on a weekday from 2 p.m. until 6 p.m. The time of the outreach program is designed to fit the schedules of most residents, especially those returning from work.

### *Statement of need*

The difficulty of providing health services to rural populations has been well-documented. Motley County is no exception. Motley County is in an area of Texas designated as an HPSA (Health Professional Shortage Area) and a Medically Underserved Area (MUA). Beyond the Motley County Clinic, the next nearest health services are at least an hour's drive away. In a recent targeted survey conducted by the library, residents were asked, "If the library hosted a health fair would you or other members of your family take advantage of the services offered and attend?" 78% responded "Yes".

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

The residents of Motley County, most of who reside in Matador and Roaring Springs, are the target group for the health fair outreach program.

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

Residents who need the following services will benefit from a health fair: routine health screenings such as heart rate, blood pressure and cholesterol tests; vaccines for influenza; information on diabetes and other chronic ailments; information on diet, exercise, and lifestyle changes; referrals and information about providers of primary care, dental care and mental health care.

### *Estimated number of potential participants*

The Annex has space for 50 participants in addition to the vendors. It is expected that fair traffic will increase after school and after the closing of businesses in the downtown areas.

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

The health fair is expected to draw residents of all ages. During the daytime hours, elderly residents and stay at home moms will attend. The library is a popular after school destination; school age children will attend. Residents who work during the day can also take advantage of this outreach program since it will be open to the public after work hours and after the library closes.

### *List potential partners based on your assets assessment*

The Motley County Clinic will partner with the library to sponsor the Health Fair. The clinic will provide staff, screenings and information. The *Motley County Tribune* will publicize the event.

## Motley County Library Community Outreach Plan

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

The Friends of the Library will provide refreshments and entertainment for children and assist with setup and takedown. The library will provide publicity through its Facebook page, news releases to the Motley County Tribune, fliers in area businesses including in the nearby community of Roaring Springs, and at the clinic. In addition, the library will create a handout of credible websites and reference materials that will assist residents in finding additional information about health issues. A laptop will be setup for searching at the health fair and the library director will guide interested patrons to websites. Youth volunteers will provide health related activities to occupy children.

### 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 Motley County Clinic to provide basic health information to residents.
2. Demonstrate the value of the library in providing resources for personal health inquiries.
3. Increase information literacy among residents of all ages.
4. Distribute post-workshop surveys and evaluate results.

*Action Plan Table*

The table below gives the library's action plan for the health fair.

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?
Set dates/post on library calendar/website/Facebook	Director by October 1, 2012	Time – 1 hour \$/materials – none Personnel -1	Dates set	Date set
Contact vendors for booths	Director by October 15, 2012	Time – 2 hour \$/materials – none Personnel -1	Vendors contacted	Count #
Create flyers to distribute in the clinic, local businesses & at library	Director by October 20, 2012	Time – 1 hour \$3.00/materials – none Personnel -1	Flyers distributed	Count #
Confirm vendor setup requirements	Director by October 25, 2012	Time – 1 hour \$5/materials – none Personnel -1	Vendor setup prepared	Count #

## Motley County Library Community Outreach Plan

Publicize and promote the event with flyers	Director & volunteers by October 25, 2012	Time – 1 hour \$/materials – paper Personnel -2	Activities promoted	Count #
Prepare health information bookmarks for participants	Director by October 30, 2012	Time – 1/2 hour \$5.00/materials – 50 bookmarks Personnel -1	Bookmarks prepared	Count #
Create press release for newspaper	Director by October 25, 2012	Time – 1/2 hour \$/materials – none Personnel -1	One press release written	One press release distributed
Purchase balloons & gather items for children’s activities	Director & volunteers by November 1, 2012	Time – 1 hour \$10/materials – crayons, paper Personnel - 1	Activity items collected	Count #
Make a marquis for Annex entrance	Director & volunteers by November 1, 2012	Time – 1 hours \$10.00/materials – board & paint Personnel -2	Marquis made	Count #
Make evaluation sheets for participants & vendors	Director by November 1, 2012	Time – 1 hours \$2.00/materials – copies Personnel -1	Evaluation made	Count #
Conduct Health Fair	Director & volunteers by November 5, 2012	Time – 6 hours \$/materials – none Personnel - 3	Event held	Count #
Evaluate program	Director, Friends & Clinic by November 10, 2012	Time – 1 hour \$/materials –none Personnel -4	Summarize feedback	Program evaluated
Write final press release & send to newspaper	Director by November 13, 2012	Time – 1/2 hour \$/materials –none Personnel -1	One press release created	One press release distributed
Summarize event and post on Facebook	Director/staff by November 13, 2012	Time – 1/2 hour \$/materials –none Personnel -1	Summary written	Count #
Write report and send to PEARL office	Director by November 15, 2012	Time-1 hour \$/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you note to partners, vendors & helpers	Director by December 5, 2012	Time-2 hours \$/ materials-20 notecards Personnel-1		

**Motley County Library Community Outreach Plan**

**APPENDIX A: PARTICIPANT EVALUATION FORM**

**Motley County Library Health Fair Participant Evaluation**

*Thank you for participating!*

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

	<b>Yes 3</b>	<b>Maybe 2</b>	<b>No 1</b>
<b>1. The day and time the Health Fair was offered was:</b>			
Convenient for me.			
<b>2. The place where the Health Fair was held:</b>			
Had enough space.			
Provided enough privacy.			
<b>3. The people who helped me:</b>			
Were friendly.			
<b>4. Because of this program:</b>			
I got answers to some of my health questions.			
I know more about what medical resources the library has.			

Additional comments on the program:

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Motley County Library Community Outreach Plan

**APPENDIX B: VENDOR EVALUATION FORM**

**Motley County Library Health Fair Vendor Evaluation**

*Thank you for participating!*

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

	<b>Yes 3</b>	<b>Maybe 2</b>	<b>No 1</b>
<b>1. The day and time the Health Fair was offered was:</b>			
Convenient for vendors.			
<b>2. The vendor accommodations:</b>			
Provided enough space.			
Provided enough privacy for participants.			
<b>3. The person who organized the program:</b>			
Was friendly and helpful.			
<b>4. Because of this program:</b>			
Visitors got answers to their health questions.			
Valuable service was offered to county residents.			

Additional comments on the program:

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