

PEARSALL PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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<http://pearsall.booksys.net/opac/ppl/index.html#menuHome>

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Outreach Plan

Introduction

Pearsall, Texas, is located approximately 55 miles southwest of San Antonio. It is the county seat of Frio County. The town is situated on Interstate Highway 35 and the Missouri Pacific Railroad.

The railroad came to the Pearsall area in the early 1880's. A tent community built up around the railroad depot, and the International-Great Northern Railroad bought the land to create what is now known as Pearsall. It was named after the railroad's vice-president, Thomas W. Pearsall. In 1883, Pearsall was chosen as the county seat of Frio County. The town was located at the beginning of the Chisolm Trail and until 1887, was surrounded by unfenced open range. Many cattle drives went through town on their way to Kansas. By 1884, Pearsall had 700 residents, several businesses, hotels, churches, and a newspaper. The settlement incorporated as a city in 1909.

Oil was discovered in the 1930s and natural gas was introduced in 1945. In 1989, Oryx Energy began drilling in the Pearsall oilfield leading to an oil boom in the early 1990s. This helped revitalize Pearsall's economy.

Historical, Current, and Future Roles of the Library

Historically, the library was a place for reference, recreational, and informational materials. The library currently fills many roles in the community: basic literacy; free and equal access to information; community meeting place; educational and recreational materials; technology center; cultural awareness; current topics and titles; gateway to information; information literacy; public computer access, and early childhood literacy. It will continue to fill those roles in the future.

Existing Programs

The library offers many programs to the community including library tours; head start story time; Pearsall Independent School District library information visits; Ringling, Barnum and Bailey reading program; science solutions program; Doc Moore and Tim Tingle "Ghost Tales of Texas" program; backpack and school supplies program; Christmas toy giveaway; technology and computer classes; job fairs, after school tutoring program, and adult computer classes.

Identified Needs

Pearsall is in need of more housing options and better water pressure.

The needs of the library include better funding, more audiovisual materials, new furniture, and upgraded computers.

Identified Assets

Pearsall has many assets including banks, restaurants, hotels, RV parks, the Old Frio County Jail Museum, several parks, jogging trails, the Sports Complex, County Showbarn, track, stadium,

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tennis courts, swimming pool, softball, baseball, basketball, football, and soccer fields; and the *Frio Nueces-Current* newspaper.

The library has several assets including Wi-Fi and a large community room in which to hold events.

Thank You Statement

The library is grateful to the City Council for its continued funding and support. The library wishes to extend a particular thanks to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

The Pearsall area is nationally known as the “Hunter's Paradise.” Pearsall is located in an area of 675,000 acres where white tail deer, wild hogs, turkey, exotic game, javelina, quail, and dove can be hunted. The town is situated in the middle of the major flyway for the United States’ largest dove population. Over two hundred species of birds have been identified within the county.

The city hosts several family-friendly festivals throughout the year including the Junior Livestock Show; A&M Aggie Gala; Potato Fest; Cinco de Mayo Festival; Red, White, and Blue Review (4th of July celebration), and a Christmas Tree Lighting and Toy Drive. Pearsall has a number of clubs and organizations including the Lions, Knights of Columbus, Athletic Booster Club, Little League, Pee Wee Football, and the Pearsall Band Booster Club. The hospital, electric company, independent school district and county offices are the main year round employers.

Pearsall is fortunate to be in an area where the growing season is 286 days a year. Peas, soybeans, alfalfa, beans, peanuts, clover, cotton, corn, sorghum, watermelon and cantaloupes are significant crops. Peanuts are the largest crop with over 55 million pounds a year being harvested. Honey and pecan orchards are also in the area. Ranching is another important industry.

Main Geographic Features

Community Features

Assets and Challenges

Pearsall has several geographic assets including ponds, ranches, a vineyard, hot springs, hills, farmlands, oil fields, caves, and a migratory path.

The city does face a geographic challenge due to its distance from any major city center.

Library Features

Assets and Challenges

The library’s location is an asset because it is located downtown in the heart of the city. There is ample parking.

The library does not face any geographic challenges.

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Community Demographics

According to the 2010 U.S. Census, Pearsall has a population of 9,146. The median age is 31.7 years. Of the population, 78.9 percent are white, 1.3 percent are African-American, and 85.1 percent are Latino. 57.7 percent of the population have a high school diploma or higher, and 6 percent have a bachelor's degree or higher. The median household income is \$31,538. Of the population, 70.2 percent speak a language other than English at home.

Library Profile Narrative

The Pearsall Public Library was a community project from the beginning. Individuals from local churches, youth organizations, civic clubs, and the Chamber of Commerce were involved. Public interest was maintained by several ingenious gifts, such as a blind cow donated by George A. Toalson and Sons to be auctioned off at the Frio Live-stock Sales. Later, a special auction for the benefit of the new library was held. The library received thousands of donated books from the Campfire Girls, Halloween Trick-or-Treat Book Drive, and Martin Drug Store's Christmas Contest Book Drive. On November 17, 1962, the library opened for business in downtown Pearsall on Oak Street. It was operated by volunteers and filled with donated used books and magazines.

In 1963, the Pearsall City Council and Frio County's Commissioners Court each granted a monthly payment to support the library. Service was extended to all Frio County, and the name changed to Frio Public Library. That same year, Mr. and Mrs. J.B. Bush donated \$100.00 to start a building fund. This was quickly matched by many other contributions. In 1964, the library moved up the street to a building offered by Mr. C.E. Martin Sr. When that building was sold, the library bought the home of the late Mrs. Nettie Windrow.

The library continued to grow and soon outgrew its new home. A new building fund was set up with support from the entire community. The Rotary Club and the Junior Chamber of Commerce held a radio auction on Station KVWG to benefit the new building fund. In 1966, a large brick building at the corner of Oak and Comal Streets was purchased and remodeled. Dedication services were held on July 22, 1967.

The City of Pearsall took over jurisdiction of the library in 1970, so the library would be eligible for federal programs. In its first year of eligibility, the library received a J. Frank Dobie Collection Development Award. In 1991, the current Pearsall Public Library building was dedicated.

Most Important Library Statistics

In 20120, there were approximately 67,000 items in the collection. The library had 4,117 registered borrowers who visited the library more than 27,000 times. There were more than 18,000 circulations. The library's programs attracted 500 people.

There are two staff members. The library is open 44 hours a week.

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Vision, Mission, Goals and Objectives

Vision Statement

The Pearsall Library will contribute to the quality of life for its citizens by providing resources that enhance and contribute to individual knowledge, enlightenment, and enjoyment in the most efficient manner possible. It acknowledges its responsibility to serve as a place for its citizens, especially our children, to discover the joy of reading and the value of its library. Its main role is: (a) to provide circulating collections of current high-demand, high-interest materials in a variety of formats; (b) to provide collections representing a broad spectrum of knowledge on a variety of subjects and in a variety of formats; (c) to provide reference services that afford timely and accurate information in a variety of formats with access from diverse locations, and, (d) to implement programs and services for all ages that encourage reading, learning, and cultural enrichment.

Mission Statement

The mission of the Pearsall Public Library is to link resources and customers to enhance lives. The library is committed to inform, entertain, enrich, and foster the self-learning process by facilitating access to its collections, services, and facilities to all members of our community. Our service efforts will focus on customer expectations and needs. The library will make available a broad spectrum of ideas reflecting diverse points of view.

Goals and Objectives for the Library

Goal #1: Provide collections that reflect the need and diversity of our community.

Goal #2: Honor its public trust by assuring maximum use of public resources.

Goal #3: Stimulate the awareness and use of our library to promote individual enlightenment, community enrichment, and economic vitality throughout our city.

Goals and Objectives for Outreach Program

In keeping with the library's Goal #3, the library will increase awareness and use of the library's programs and services. The objective is to staff an informational booth at the Chamber of Commerce's Haunted Chamber.

Outreach Programs

The library will offer information about the library's programs and services by staffing a booth at the Chamber of Commerce's Haunted Chamber event. Library staff will sign people up for library cards and present a special Fall-themed story time.

Statement of need

Survey results did not show a clear need for a specific program. Library staff feels it is important to increase the library's visibility and improve citizens' awareness of the programs and services the library offers.

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

The library wants to reach the men, women, and children who attend the Chamber of Commerce's Haunted Chamber event.

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

The specific segment of the target group the proposed program will serve is composed of those people who attend the Haunted Chamber event and are interested in learning more about the library and what it offers.

Estimated number of potential participants

It is estimated that there will be approximately 300 participants, which is the typical number of attendees at previous Haunted Chamber events.

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

The Haunted Chamber will attract residents of all ages and interests, especially families with young children. The evening time means that both adults and children will be able to attend.

List potential partners based on your assets assessment

The library will partner with the Pearsall Chamber of Commerce.

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

The library's available resources that will contribute to the success of the program include its collection of children's books and its knowledgeable staff.

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 local Chamber of Commerce.
2. Promote the library's services and programs by providing information at a booth at the Chamber of Commerce's Haunted Chamber.
3. Present a Fall-themed story time during the Haunted Chamber.

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Action Plan Table

The table below gives the library's action plan for its informational booth at the Haunted Chamber.

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 Chamber of Commerce to secure booth	David Medrano by October 22, 2012	Time-10 minutes Money-none Materials-none Personnel-1	Chamber of Commerce contacted	Count contact
Make copies of handouts for booth	David Medrano by October 24, 2012	Time-5 minutes Money-\$125 Materials-none Personnel-1	500 copies made	Count # of copies
Put program dates on library calendar	David Medrano by October 24, 2012	Time-5 minutes Money-none Materials–none Personnel-1	Information posted on library calendar	Count programs added to calendar
Plan Fall-themed story time	David Medrano by October 25, 2012	Time-1 hour Money-none Materials–none Personnel-1	Story time planned	Count story time planned
Staff informational booth	David Medrano October 26-31, 2012	Time-12 hours Money–none Materials-none Personnel-1	6 informational sessions presented	Count sessions; count attendees
Gather statistics and success stories	David Medrano by November 5, 2012	Time-1 hour Money-none Materials-none Personnel-1	Count attendees	Write report; send results to PEARL office