

RUSK COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Rusk County is located in the Northeast corner of Texas along Interstate Highway 20 and U.S. Highway 259. Henderson, the county seat and the home of the Rusk County Library, is 35 miles southeast of Tyler and 78 miles southwest of Shreveport, Louisiana. Henderson is a hub for nine major highways and varied industries. This East Texas community has a past history that includes Native American culture, land negotiations with Mexico, pioneer settlement, the heydays of King Cotton, and the oil boom. The Great East Texas Oilfield is located six miles from Henderson. Henderson was named for the first Governor of Texas, J. Pinckney Henderson.

Historical, Current, and Future Roles of the Library

Historically the library has been a center for basic literacy.

Current roles include: a center for life-long learning; cultural center; workforce educational center; source for recreational materials and programs; free and equal access to library materials and services; early childhood literacy; a preschool door to learning, and a source for local history and genealogy.

Future roles for the library include: support for formal education; career and workforce development, and a community commons.

Existing Programs

The library offers the following programs: summer reading for children; bi-monthly yarn works classes; summer family film night; crafting; couponing; journaling for adults; fiber arts; scrapbooking; genealogy; story times for preschoolers; canned food drives; exam proctoring; author visits, and guest lectures.

Identified Needs

As a transportation hub, Henderson is challenged to accommodate commerce while retaining its historical characteristics. More parking is needed downtown.

At the library, parking is often difficult for patrons who must use a lot that services two nearby business.

Identified Assets

Identified assets in Henderson include: a Farmer's Market, the Henderson Historic Theatre housed in an Opera House; the East Texas Medical Center; a newly constructed Civic Center, and a new recycle facility.

The library is a spacious standalone facility that encompasses three levels. The library is an attractive structure that is designated as a historical building. Features such as pressed metal ceilings have made the library a stop for viewing. The library has often been complimented on its homey and comfortable atmosphere. In addition to a large circulating collection, the library has a local history and genealogy area staffed by volunteers.

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Thank You Statement

The library would like to thank the Rusk County Judge and Commissioner's Court and the City of Henderson for their support. The library also thanks library volunteers. Outreach program partner, Stay the Day, Inc. is thanked for enthusiastic partnership in the program. The Rusk County Library thanks the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL Project.

Community Profile Narrative

Henderson is a bustling community at the crossroads of major thoroughfares. Its downtown and historic district has dozens of buildings dating to the Civil War era and the late 1800s. It has a thriving award-winning school district with five campuses. There are also private schools, including the Texas Baptist Institute and Seminary. Henderson is a Certified Texas Main Street Community and a Certified Texas Retirement Community.

Among the community events are an Annual Heritage Syrup Festival honoring the tradition of making maple syrup, and the 4th of July community celebration "Happy Birthday America".

Major employers include the school district, Henderson Health and Rehab, Henderson Memorial Hospital and nearby oilfields.

Henderson is a close-knit community with a high level of civic engagement through clubs such as the Women's Club, the Intelligence Althea Club, and the Renaissance Club. Most civic groups have roots in the community going back many decades. The rhythm and flow of life in Henderson follows school, sports and family activities.

Main Geographic Features

Community Features

Assets and Challenges

Geographic assets include: Martin Creek Lake State Park; Fair Park; the Wildflower Trail; miles of mountain biking trails, lakes for swimming and fishing; campgrounds; the Piney Woods of East Texas; tennis courts; fairgrounds; a water park; horse ranches; rodeo grounds; an airport; an electrical power plant; railroad line; golf course; soccer fields and a historic downtown.

The Henderson Commercial Historic District is listed on National Register of Historic Places. Upgrades to make the commercial district accessible to people with disabilities while maintaining historic character pose challenges.

Library Features

Assets and Challenges

The library is centrally located in the downtown historic district close to a bank, courthouse and post office. It is six block from the middle school; students come to the library on foot or bicycles.

The library does not have a dedicated parking lot. This can be a challenge. The interior of the library building poses challenges for patrons with disabilities. This includes not having a bathroom on the main floor, and the bathrooms on the second floor require a step up. The library

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entrance has ramp access but does not have automatic doors. In the interior of the library, book stacks and computer terminals create a congested area that makes it difficult for patrons in wheelchairs to maneuver.

Community Demographics

According to the 2010 Census, the population of Henderson is 13,702 reflecting a growth of 21.6% since 2000. Residents are 56.4% White; 18% Hispanic; 23.9% Black, and 2% Other. The median income is \$45,747. 18.4% have a High School diploma or higher; 81.7% have a Bachelor's degree. 22.6% of the population is under 18 years old; 14.2% is 65 years old or over; 63.2% is between 18 and 65.

Library Profile Narrative

The Rusk County Library in Henderson opened on September 15, 1937, in one room of the basement of the Rusk County Courthouse. In 1968, the library moved to a new 6,000 sq. ft. building. The land donated for the purpose of a library was a few blocks from downtown. The library was qualified for membership in the new Northeast Texas Library System in 1972.

In 1990 the library became part of Henderson's Main Street Project with a move to four combined store buildings on the southeast corner of the square in downtown Henderson. A restored 1872 building provided 18,000 square feet on three levels. The same year, the Texas Downtown Association awarded the library "Best Public/Private Venture".

The library offers over 80,000 books in fiction, non-fiction and reference for children and adults along with popular videotapes and audio books. Volunteers in genealogy are available to help with family research in books, on CD sources or on microfilm.

Most Important Library Statistics

The Rusk County Library had 61,846 items in its collection in 2010. In 2010, 58,916 items circulated. There were 927 registered borrowers. Volunteers contributed 247 hours. There were 34,586 library visits. 11,251 reference questions were asked. 2,998 people attended library programs.

The library is 20,774 square feet. There are eleven paid full-time and part-time library staff.

Vision, Mission, Goals and Objectives

Vision Statement

Rusk County Library System is dedicated to serving the library needs of the present population while anticipating the library demands of the future. As technology brings the world closer, the libraries look to the Internet and other technology resources to meet the ever-changing needs of library users.

The library system's goal is to be the education, information, recreation resource for residents of and visitors in the county.

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Mission Statement

The mission of the Rusk County Library System is to provide the highest quality public library service in a way that will effectively contribute to the enrichment of all residents of the county and to increase public awareness of the services offered in a modern public library system.

Goals and Objectives for the Library

- Goal 1** Provide programs and services that support the library system's mission and enhance the collection
- Objective 1 Develop programs for all patrons to stimulate interest and develop an appreciation of reading and learning
- Objective 2 Provide library services appropriate for reading and learning
- Activities Plan and present programs featuring authors
Offer summer reading programs and activities to connect young people and books
- Objective 3 Cooperate with schools to encourage reading
- Objective 4 Provide accurate and timely reference and reader's advisory services
- Goal 2** Enable senior citizens to continue active participation in lifelong learning
- Objective 1 Establish computer classes for seniors
- Activities Survey potential users
Order materials, manuals
Recruit trainers to teach computer classes
Establish class schedule
Develop and start publicity campaign
- Objective 2 Place deposit collections in senior centers
- Activities Contact institutions to house deposit collections
Plan necessary staffing – include library staff, Friends of the Library and other volunteers
Select large print books and books on tape or CD for deposit collections
Purchase additional books and audio books as necessary to provide adequate deposit collections
Coordinate with partner institutions to determine delivery system and schedule

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- Objective 3 Maintain large print collection
- Goal 3** Foster in children a lifelong love of books and reading that will help them live productive and satisfying lives
- Objective 1 Plan and present a Summer Reading Program each year
- Activities Select theme for the program
 Consider funding options
 Schedule programs and performers
 Create brochure about program and activities
 Coordinate staffing and volunteers
 Registration
 Prizes and awards
 Order necessary supplies
 Evaluate program
- Objective 2 Plan and conduct weekly story time for children ages eighteen months to three years
- Activities Select themes
 Select books, songs, stories, music and activities for story time programs
 Prepare schedule
 Promote program
 Present program weekly
 Evaluate program
- Objective 3 Evaluate ways to make the library a valued resource for teens
- Activities Teen advisory board
 Plan programs of interest to teens
 Design attractive, teen-friendly space
 Analyze collection
 Order materials appropriate for teen and young adult collections
- Goal 4** Encourage Non-English speaking patrons to use the library
- Objective 1 Maintain a collection of appropriate foreign language materials
- Objective 2 Offer materials and classes for English as a Second Language learners
- Objective 3 Provide library information brochures in English and Spanish
- Goal 5** Develop adult programming

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- Objective 1 Plan daytime program for adult patrons
- Activities Survey participants to determine interest in morning and/or afternoon programs and preferred day for programs
Determine best day and time to schedule daytime programs
Schedule series of programs and enter in website calendar of events
Publicize programs in local newspaper
Ask participants to complete evaluation form for each program attended
Plan future daytime programs, if justified by audience response, using interest and schedule information provided through surveys and evaluations
- Objective 2 Plan evening programs for adult patrons
- Activities Survey adult patrons to determine interest in evening library programs and preferred day for the programs
Schedule series of evening programs and enter in website calendar
Publicize programs in local newspaper
Ask participants to complete evaluation form for each program attended
Plan future evening programs, if justified by audience response, using interest and schedule information provided through surveys and evaluations
- Objective 3 Continue Book Talk program at McMillan Memorial Library. Replicate this popular program at other libraries
- Activities Discuss Book Talk program with planner and participants at McMillan Memorial Library
Plan book talk type program at other libraries
Invite interested persons to present book talks
Schedule program and publicize first event
Present program and ask audience to complete evaluation of the program
Ask for suggestions for future programs
- Objective 4 Plan and present a Rusk County Reads program
- Activities Select a book for the program
Order multiple copies for circulation
Publicize the program in local newspaper
Schedule an event to launch the program
Encourage everyone to read the selected book
Plan programs at various times during the concluding week of the program for readers to meet to discuss the book they read
Ask participants to complete and evaluation form about the program, the selected book, and suggestions for the next book for everyone to read

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Begin planning for the next Rusk County Reads program, if justified by audience response, using information provided through evaluations

- Goal 6** Continue a technology plan that consistently maintains current levels of technology and implements future technology as necessary and as financially feasible
- Objective 1 Review and update technology plan that addresses the goals and objectives of this long range plan
- Objective 2 Establish a Technology Committee comprised of staff and Library Board Members to oversee technology plans and budgets, and to oversee the technology aspects of this long range plan
- Objective 3 Monitor product development and integrate innovative technologies as financially feasible
- Goal 7** Assessment will be used to assure library resources are effectively used to meet community needs
- Objective 1 Establish methods of assessment
- Activities Identify staff members to work on assessment
Learn about assessment methods and how to use them
Collection information, data, and statistics to assist in decision making
Evaluate assessment information and use that information to improve services and programs
Evaluate cost effectiveness of services and programs
Plan necessary changes based on assessment findings
- Objective 2 Modify services in response to assessment findings
- Objective 3 Allocate resources including staff and budgets to better serve the public

Goals and Objectives for Outreach Program

The goal and objective of the Computer Basics for Seniors program meets Goal 2: “Enable senior citizens to continue active participation in lifelong learning”; Objective 1: “Establish computer classes for seniors”.

Outreach Program

Computer Basics for Seniors is a program for adults over 50. The program will be offered three times at the library and three times at Stay the Day, Inc., a senior daycare. Stay the Day, Inc., needs a productive learning activity for participants who to learn basic computer skills. Seniors will learn the skills to turn a computer on and off, open a word processing file, create a document, save a file and close a file, and use a mouse. The program will be offered at Stay the

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Day, Inc., on a weekday after lunch in the cafeteria for one hour. Once all the seniors who register for the class have completed the first level, the next level of skills may be offered. The same program will be offered at the library on three different days and different times of day to accommodate seniors' schedules.

Statement of need

In a general survey of library patrons, many suggestions were received for additional and continued programming. A need for computer classes was identified. The library approached the director of Stay the Day, Inc., a senior daycare program at the senior center, to discover if a basic computer skills class for their participants would be desired. He indicated there was a need for that type of program and that it would be a productive use of time for this group. Other seniors in the community also indicated an interest in learning basic computer skills.

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

The target group for the outreach program is adults over 50 in the community and the 60 seniors who use Stay the Day, Inc., for adult daycare .

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

Of the target group, seniors who are able and want to learn computer skills will sign up for the basic skills classes. Not all Stay the Day, Inc., clients will have the physical capabilities to participate due to low vision, hand-eye coordination or other factors.

Estimated number of potential participants

The library has a laptop mobile lab with 10 computers. The library will take the lab to the senior center for three programs and will set the lab up at the library for the other three programs. Each basic skills class will have 10 students for an estimated total of 60 students.

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

Transportation will not be necessary for seniors at Stay the Day, Inc., as they are already at the senior center for adult daycare. Other adults and seniors in the area will drive to the library. The class will have participants from Henderson and outlying communities such as Mt. Enterprise, Chamberlin, Joinerville, Pine Hill, Oak Hill and others. The classes are for adults over 50.

List potential partners based on your assets assessment

Stay the Day, Inc., adult daycare will be the partner for this library outreach program. It is an adult day activity and health services center licensed by the state with a skilled nursing staff and an activity director. Flyers will be distributed to local business. An announcement will be in the *Henderson Daily News* and on the local radio station, KWRD.

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

The library will furnish the senior center with a registration sheet for classes. The library director and a volunteer will bring 10 laptop computers in a mobile lab to the center along with a projector and a big screen for demonstration. Power cords and accessories such as mice and pads will also be taken to the center. The library will furnish an instructional booklet of PowerPoint slides in large print. The library director and volunteer will also stay after the class

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to assist anyone who needs additional help or who wants to go a few steps further in learning. Those who show an interest in higher level skills will be noted for future programming.

The library will furnish cookies. A laminated bookmark in the shape of Rusk County will be given to participants. The bookmark will list library location and hours on it as well as computer class information.

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 Stay the Day, Inc., to provide basic computer skills classes to seniors.
2. Demonstrate the value of the library in providing life-long learning for adults.
3. Acquaint seniors with computer technology.
4. Distribute evaluation forms and evaluate results.

Action Plan Table

The table below details the action plan for Computer Basics for Seniors.

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 & senior center calendars	Director by October 26, 2012	Time – 1 hour \$/materials – none Personnel -1	Dates set	Dates set
Create sign-up sheet for registration.	Director by October 29, 2012	Time – ¼ hour \$.50/materials – paper Personnel -1	Registration sheets created	Count #
Create flyers to distribute in the center & at library	Director by October 29, 2012	Time – 1 hour \$.60/materials – paper Personnel -1	Flyers distributed	Count #
Monitor number of participants registered	Director by November 2, 2012	Time – 1/4 hour \$/materials – none Personnel -1	Registration checked	Count #

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Prepare demonstration instructions and booklets	Director & volunteers by November 5, 2012	Time – 1 hour \$10/materials – paper Personnel -2	Activities promoted	Count #
Prepare bookmarks for participants	Volunteers by November 5, 2012	Time – 1hour \$6/materials – paper/laminate Personnel -1	Bookmarks prepared	Count #
Create press release for newspaper	Director by October 29, 2012	Time – 1/2 hour \$/materials – none Personnel -1	One press release written	One press release distributed
Make evaluation sheets for participants & staff	Director by November 1, 2012	Time – 1 hours \$1.50/materials – paper Personnel -1	Evaluation made	Count #
Set up dining room with laptops and projector	Director & volunteers by November 7, 2012	Time – 1/2 hour \$/materials – Personnel -1	Room Setup	Count #
Conduct class and repeat as necessary	Director & volunteers by December 19, 2012	Time – 2 hours/ea \$/materials – none Personnel - 3	Classes held	Count #
Evaluate programs	Director & Center by December 19, 2012	Time – 1 hour \$/materials –none Personnel -4	Summarize feedback	Program evaluated
Write final press release & send to newspaper	Director by December 20, 2012	Time – 1/2 hour \$/materials –none Personnel -1	One press release created	One press release distributed
Write report and send to PEARL office	Director by December 28, 2012	Time-1 hour \$/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you notes to partner, volunteers	Director by January 4, 2013	Time-2 hours \$/ materials-2 notecards Personnel-1	Write two thank you notes	Count #

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APPENDIX: CLASS EVALUATION FORM

Rusk County Library: Basic Computer Skills for Seniors

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 people who gave the program:			
Were friendly and helpful.			
4. Because of this program I:			
Feel more confident in using the computer.			
Learned something new.			

Additional comments on the program:
