

# THOMPSON SAWYER PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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**Date: October 31, 2011**

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**<http://www.quanahnet.com/LibraryWeb/index.htm>**

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



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## Outreach Plan

### Introduction

Quanah, Texas is located on US Highway 287, a main route from the Gulf of Texas to the Canadian border. Quanah is 197 miles northwest of Fort Worth, Texas and 146 miles southeast of Amarillo, Texas. Quanah is the county seat of Hardeman County. It was established in 1884 as a stop on the Fort Worth to Denver railway. The county is bordered by the state of Oklahoma to the north. The population of Hardeman County is 4,139 according to the 2010 census and 2,776 populations for the City of Quanah. Quanah is named for Quanah Parker, the last Chief of the Comanche tribe.

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

Historically and currently the Thompson Sawyer Public Library has been a place for lifelong learning, basic literacy, and free and equal access to information. It is also a community meeting place that provides educational and recreational materials, technology, and information assistance. The library provides local history and genealogy information, formal education support, information literacy, and adult learning and access to the Internet with public use computers. Library programs have historically supported childhood literacy and a pre-school door to learning. The library intends to continue these roles in the future.

### *Existing Programs*

The library currently provides a weekly story time for pre-school children. It provides an organized summer reading club for school-age children. Interlibrary loan services are provided for patrons as needed.

### *Identified Needs*

The community of Quanah has the following needs: more job opportunities and diversity in work compared to what is available and bi-lingual speakers to assist community members that do not speak English. Young Adults need more volunteer opportunities.

The library needs more funding, staff, and community involvement.

### *Identified Assets*

The community has a chain grocery store, post office, assisted living facility, local newspaper, state and city parks, historical sites, and easy access by air with a municipal airport and by car via a major highway. The school district is a strong asset to the community.

Library assets include a recently remodeled facility and many dedicated volunteers.

### *Thank You Statement*

The library would like to thank the Board of Trustees for the opportunity to participate in the PEARL project along with the Robert and Ruby Priddy Charitable Trust for funding the project. The high school students who have committed to donate their time to participate in the outreach

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plan deserve thanks as do the many people and clubs who helped organize the outreach plan including the high school counselor, National Honor Society, members of the 1904 Junioresettes, and the staff of Thompson Sawyer library.

### **Community Profile Narrative**

Quanah is a family-oriented community. Sports teams are a major recreational activity for the children and teens in town. Sporting events are well attended. A stock show is held in January, a rodeo is held in April and Quanah Parker days are celebrated in June. In December, there is a lighted Christmas parade.

Quanah is located on the Texas/Oklahoma border. Agriculture is the primary economy with farming of wheat, hay and cotton as the main crops. Ranching is a major agriculture business. Hunting has recently gained an economic boost with deer, quail and wild hogs as the main prey. A gypsum quarry is located in the county. There is oil production in the area which has brought growth to the community.

Quanah was chosen for a Main Street Development grant several years ago and has revitalized several of its downtown buildings. Copper Breaks State Park is located in the county and provides “Star Walks” and “Storytelling” programs on a regular basis.

### *Main Geographic Features*

#### Community Features

#### *Assets and Challenges*

Geographic assets include Red River; farm, ranch, and hunting land; public and state parks, a swimming pool and golf course. There is a gypsum quarry and oil fields.

Quanah is geographically isolated. It is over 90 miles from the nearest town exceeding a population of 100,000. Another geographic challenge is the Red River is dry due to drought.

### Library Features

#### *Assets and Challenges*

Library geographical assets include a free standing building, located near the post office, in the downtown area. It is close to the fire station, and police station.

A geographical challenge for the library is the distance from the schools. Children cannot easily walk to the library.

### *Community Demographics*

Twenty-five percent of the population of Quanah is under 25 years of age and twenty percent is over 65. Education is valued in the community with eighty percent of the population graduating from high school and fifteen percent of the population having a college degree. Seventy-eight percent of the community is white. Median income is \$34,899.

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### **Library Profile Narrative**

In 1959, The Thompson Sawyer Public Library was formed with the support of various community service clubs. The library is located in its original building and in 2009 underwent a major renovation.

It is a 501(c) (3) organization run by a Board of Trustees. The library receives funding through the city, county, donations and fund raisers.

#### *Most Important Library Statistics*

In 2009, 500 people attended programs at the library. The library circulated over 31,000 items with 37% of the population as registered borrowers. The collection had 28,467 items and 50 databases provided through TexShare, a program of the Texas State Library and Archives Commission. Eight computers for public use provided Internet access. The library provides children's programming weekly and during the summer.

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

#### *Vision Statement*

Thompson Sawyer Public Library strives to meet the needs of the community with information to stimulate thinking, enhance their knowledge and to bring entertainment into their lives. The library will be a place of lifelong learning for all ages. The staff will welcome all who enter the doors and strive to provide for their information or technology needs. Thompson Sawyer Public Library will be a centerpiece of the community.

#### *Mission Statement*

It is the Mission of the Thompson Sawyer Library to provide the means through which citizens of Hardeman County may have free access to the thinking of all sides of all ideas. The library is a practical demonstration of the belief in universal education as a lifelong process.

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

Goal 1: Promote a lifelong love of reading.

Objectives:

1. Promote books and reading.

Activities:

- Display new and/or popular materials.
- Publicize new materials with press releases.
- Have book signings and book talks by visiting authors.

2. Develop a collection relevant to the wants and needs of the community.

Activities:

- Weed the collection on an on-going basis.
- Select and purchase bestsellers in fiction and non-fiction within budgetary constraints and based on the community's reading interests.
- Take into consideration patron requests for purchases.

Goal 2: Provide children with materials and programs that help maintain reading skills and interest throughout the year and that foster a love of reading and intellectual inquiry.

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### Objectives

1. Provide regular pre-school story time programs.

#### Activities:

- Purchase appropriate books.
- Have weekly story time.

2. Hold a summer reading program.

#### Activities:

- Use the Texas Reading Program reading logs for children to record read.
- Order summer reading materials.
- Post promotional flyers/posters.
- Buy reading incentives.
- Solicit donations and contributions.

Goal 3: Inform and educate the community about the library.

### Objectives

1. Work with the local newspaper to promote the library and its programs.

#### Activities:

- Write press releases as needed.
- Submit press releases in a timely manner

Goal 4: Library users will have access to current information technology.

### Objectives

1. Computer workstations will be upgraded to reflect current technology.
  - Software will be updated as needed,
  - Computer will be replaced on a rotating schedule to keep current.
2. New technology will be evaluated and added as advised
  - Read and keep current on new technology
  - Provide opportunities for community introduction to new technology.
  - Petting Zoo of new technology

Goal 5: Provide programs and materials for Young Adults to promote their love of reading, interest in the community, and to create library users of the future.

### Objectives

1. Collect materials of interest to Young Adults.
  - Read book reviews of Young Adult materials.
  - Purchase book for Young Adults.
2. Provide an area in the library to house the Young Adult collection which will also be comfortable and welcoming.
  - Establish an area within the library to house the Young Adult collection.
  - Provide comfortable seating age appropriate.
3. Programming will be provided of interest to Young Adults.
  - Job Skills & Opportunities
    - i. Resume and Interview Skills
    - ii. Post job opportunities on announcement board.
  - Money Management
    - i. Ask local financial institution to provide educational opportunities

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- Read to young children to promote a connection to the community and to provide role models for children.
- College Information
  - i. Invite College Information Officers to present information about their University or college. (Work with High School Counselor)
  - ii. Collect information about Higher Education
  - iii. Provide FAFSA materials and place poster near computer center

### *Goals and Objectives for Outreach Program*

The outreach program decided on is to have teenagers read to young children. This will provide the young child with a role model and provide the teenager volunteer opportunities within the community.

### **Outreach Programs**

Young Adults in the community need a place to volunteer for public service to meet the goals set by the National Honor Society. The Teens Read outreach program is designed to meet this need. It will give teenagers opportunities to read to young children at the library. This will provide the young children with a role model and teenagers volunteer opportunities. It will promote a love of reading in both age groups and help the teens develop a sense of responsibility to the community and the children. They will have the opportunity to learn about community service and working with partnerships.

This will be an ongoing program held on Wednesdays at 10:00 a.m. during the high school activity period. Teenagers will be allowed to come from the school to the library to serve as volunteer readers. The meeting room will be used for the program and a staff member will be present to help. This program is a community partnership between members of the National Honor Society, the school district, members of the 1904 Junioresettes and the staff of the library.

### *Statement of need*

A survey was administered to library users, teachers, and community leaders. One need identified was for more volunteer opportunities for teenagers.

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

In Quanah ISD for 2010 there were 165 students in grades 9 through 12. This is the target group for teen volunteers for the project. 8% of the community is under 5 years of age; this gives a potential target audience of 354 children.

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

The members of the National Honor Society are the specific segment of the target group from which volunteers will be recruited. The program will be promoted to those currently attending weekly story times and to home school families. This is the specific segment of our potential audience that is being targeted.

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### *Estimated number of potential participants*

There are approximately 40 students in the National Honor Society. It is anticipated 20% or 8 students will take part in the program. Currently, the library has 10-15 children attending the weekly story time. It is anticipated the same number of children will attend the Teens Read program.

### *Description of the characteristics of the audience*

The National Honor Society requires its members to participate in the community with volunteer service. The teen volunteers will be recruited from this group. Boys and girls age 15 through 18 will be recruited. The children who will attend the Teens Read program will range in age from 2 to 5 years old. It will be the parent's responsibility to bring the children to the story time. The best time for this program is Wednesday at 10:00 during the high school activity period.

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

The partners for this project are: The National Honor Society, Quanah ISD, and The 1904 Juniors service club.

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

The library has a meeting room that will be used for the program. A staff member will be present to help.

## **Detailed Action Plan**

### *Action Plan Goal(s):*

The goal of the action plan is to:

1. Develop the program.
2. Promote the program.
3. Implement the program.
4. Coordinate the weekly Teens Read sessions.
5. Evaluate the program.

### *Action Plan Objective(s):*

1. Recruit teen volunteers.
2. Create and distribute promotional materials.
3. Book the room, set up for the program, provide the books and clean up the room.
4. Develop, administer, and analyze evaluations.

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*Action Plan Table*

The table below provides the detail steps in the action plan for the Teens Read program.

IMPLEMENTATION			EVALUATION	
Action What action, activity or task needs to be done?	Name & Date Who will do it and by what date will it be done?	Resources Needed How much time, money, materials, personnel is needed?	Measurement How will progress be measured (#, %, participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Recruit teen volunteers	The 1904 Juniorettes High School Counselor by Oct. 4	Time-2 days \$0; & materials- Personnel-2-3	8 volunteers recruited	Count #
Establish program dates	The 1904 Juniorettes High School Counselor by Oct. 4	Time-2 days \$0; & materials- Personnel-2-3	Weekly dates established	Count # of programs held
Write press release	Janice Davis By October 5	Time-1 hour \$0; & materials- Personnel-1	Press release written & emailed to newspaper	Information published
Post program dates on website and library calendar	Janice Davis By October 6	Time-30 minutes \$0; & materials- Personnel-1	Dates will be posted	Dates posted
Create poster to advertise programs	Janice Davis & teens By October 5	Time-1/2 day \$0; & materials- paper Personnel-1	Master poster created	Count #
Make copies of posters	Library Staff By October 5	Time-30 minutes \$2.00; & materials- paper Personnel-1	10 Copies made	Count #
Post posters at schools, grocery store, Dollar General, & banks	Janice Davis By October 6	Time-2 hours \$0; & materials- tape & posters Personnel-1	10 posters distributed	Count #
List of teen volunteers & dates each are reading	The 1904 Juniorettes High School Counselor By October 6	Time-1 hour \$0; & materials- paper Personnel-1	List of volunteer readers created and available	Count #
Create teen report form	Janice Davis By October 6	Time-1 hour \$0, & materials Personnel-1	Master form created	Count #

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Make copies of teen report form	Library Staff 1 week in advance of program	Time-30 minutes \$10.00, & materials-paper Personnel-1	50 Copies made	Count #
Select book(s) for teens to choose from	Janice Davis 1 week in advance of scheduled program	Time-1 hour \$0; & materials-books Personnel-1	12 Books selected	Count #
Teens choose book(s) to read	Teens 1 week in advance of scheduled program	Time-1 hour \$0; & materials-books Personnel-1	8 teens have books	Count #
Ready the room for reading	Janice Davis and Nell By morning of program	Time- 30 minutes \$0; & materials- Personnel-2	Room is ready	n/a
Hold program	Teens By date of program	Time-1 hour \$0; & materials-books Personnel-1	10-15 children	Count # children & list the teen who read.
Teens complete form and give to library staff	Teens By day of the program	Time- 10 minutes \$0; & materials-paper Personnel-1	Form filled out	Count #
Document program	Library staff By day of program	Time-1 hour \$0; & materials-camera Personnel-1	Take pictures Record comments made by children	Include photos and comments in report.
Clean up room after leaving	Janice Davis and Nell	Time-1 hour \$0; & materials- Personnel-2	Room is neat and ready	n/a
Administer evaluations; gather statistics and success stories	Janice Davis By January 10	Time-2 hours \$ & materials-none Personnel-1	Count # of programs and attendees; Compile teen reports and partner evaluations. Include photos, article and success stories.	Send results to PEARL office.

**APPENDIX A: TEENS READ REPORT FORM**

**TEENS READ REPORT FORM**

**Name:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Book Read:** \_\_\_\_\_ **# Children:** \_\_\_\_\_

**Place an X under the number to indicate your answer.**

	<b>Yes 3</b>	<b>Okay 2</b>	<b>No 1</b>
<b>1. About the book:</b>			
I enjoyed reading it to the children.			
The children liked the story.			
<b>2. The story:</b>			
Kept the kids attention.			
Was too long.			
Was easy to read.			
<b>3. The library staff:</b>			
Were friendly and helpful.			
<b>4. Because of this program I:</b>			
Feel like I am contributing to the community.			
Understand more about what it means to be a community volunteer.			
I am able to meet the service goals of NHS.			

How did the children react? How did the program go?

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**APPENDIX B: PARTNER EVALUATION FORM**

**PARTNER EVALUATION FORM**

**Thompson Sawyer Public Library: Teens Read Outreach Program**

*Thank you for partnering!*

**Place an X under the number to indicate your answer.**

	<b>Yes 3</b>	<b>Maybe 2</b>	<b>No 1</b>
<b>1. Our organization's part of the program was:</b>			
easy to administer.			
well-received by the volunteers that participated.			
<b>2. Our organization would like to partner with the library:</b>			
on this project in the future.			
on other future projects.			
<b>3. Having a weekly program was:</b>			
often enough for teens.			
convenient for partner volunteers.			
<b>4. The teen volunteers:</b>			
were easy to work with.			
there were enough teens volunteering for the program.			
<b>5. Because of this program:</b>			
participating teens are becoming role models for younger children.			
a love of reading is being encouraged in both teens and young children.			
our organization's volunteers are mentoring teens to become contributing members of the community.			

Anything else you want to say?

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