

# **TOM BURNETT MEMORIAL LIBRARY COMMUNITY OUTREACH PLAN**



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# Tom Burnett Memorial Library Community Outreach Plan

## Outreach Plan

### Introduction

Iowa Park, Texas, is located in north central Texas off U.S. Highway 287 about nine miles west of Wichita Falls. The population is about 6,355.

The settlement of the future town of Iowa Park was originally called Daggett Switch. The route of the Fort Worth and Denver City Railway passed close to the settlement. Later the Texas Panhandle Company facilitated the immigration of people from Iowa to the area. In 1888 a post office opened with the town being called Iowa Park. The town incorporated in 1891. Agriculture was the primary industry in the area, and the proximity of the railroad made it easy to ship wheat and cotton produced on area farms to other markets.

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

Historically the library has been a place for lifelong learning, free and equal access to information, a community meeting place, local history and genealogy, and a place for public computer access. In addition to these, the library is currently a place for educational and recreational materials, technology center, information assistance, current topics and titles, and is a gateway to information. In the future, the library would like to add English as a second language, formal education support, information literacy, adult learning, and career and workforce development.

### *Existing Programs*

The library currently offers a weekly story time for toddlers and preschool aged children, a summer reading program children and teens, nursing home outreach, regular art displays, adult reading program, and a regular family film/fun night.

### *Identified Needs*

The community has a need for economic development and jobs, a hotel, optometrist, more family activities, and activities for children and teens other than school related ones.

The library's needs are primarily for additional funding and space.

### *Identified Assets*

Identified assets of the community include having a recognized school district, two locally owned pharmacies, several restaurants, and a bed and breakfast.

Identified assets of the library includes public use computers, Wi-Fi, meeting room, genealogy section, documents pertaining to the town history, and a print enlarging reader for the visually impaired. The library is located in a historic building which is an asset.

## **Tom Burnett Memorial Library Community Outreach Plan**

### *Thank You Statement*

The Tom Burnett Memorial Library would like to take this opportunity to thank the following: The City of Iowa Park, the Evening Lions Club, the Iowa Park Parks Department, Tom Burnett Memorial Library Friends of the Library, the Iowa Park Community Development Committee, the employees of the library and the city of Iowa Park, the Iowa Park Middle School National Junior Honor Society, the Iowa Park High School National Honor Society, the Iowa Park CISD, and the many businesses, organizations, individuals, and volunteers that support the library. The library thanks the Robert and Rudy Priddy Charitable Trust and the Priddy Foundation for funding the University of North Texas PEARL project and the library's participation in it.

### **Community Profile Narrative**

Iowa Park is a family oriented small town community. Iowa Park CISD is a recognized school district with many opportunities for its students including a variety of sports. Such as football, baseball, basketball, softball, volleyball, weightlifting, track, golf, tennis. Little League Football, Baseball, and Basketball are available for younger children. The city has a family friendly swimming pool and spray park. There are numerous churches in town, two daycares, and a number of in-home child care providers. There are several city parks.

There is a local clinic, doctors, nursing home, dentist, several beauty shops and barber shops, a nail salon, fitness center, Dollar General, grocery store, several insurance and real estate agencies, four banks, three manufacturing business, and several automotive repair shops.

The Iowa Park Chamber of Commerce chamber hosts a street festival and car show on the first Saturday in May, called Park Fest. The City of Iowa Park hosts a cruise night and tailgate cooking competition the night before Park Fest. The Parks Department hosts an annual Kid Fish event held either in May or October, depending on lake levels. The Whoop-to-Do street festival, hosted by the chamber, is held every fall on homecoming weekend. To kick off the Christmas season every year, the library hosts Light Up Christmas, an open house and ceremony to light the city's Christmas lights. The Iowa Park Volunteer Fire Department hosts a lighted Christmas Parade on the first Saturday of December.

### *Main Geographic Features*

#### Community Features

#### *Assets and Challenges*

Iowa Park has two lakes within its city limits. Lake Gordon is right off of U.S. Highway 287 and has a pavilion, playground, picnic area, fishing, a walking trail, and a beautiful disc golf course. Lake Iowa Park is just north of U.S. Highway 287 and has a dock, picnic area, playground, and boat ramp.

Geographic challenges the community face are lack of water during recent drought conditions, and traffic and noise issues caused by the railroad tracks that cut through the center of town.

## **Tom Burnett Memorial Library Community Outreach Plan**

### Library Features

#### *Assets and Challenges*

The library is located in the center of town and is easily accessible from FM 368, which is a main road through town.

The challenge of the library's location is that it is in a residential area away from all other city buildings.

#### *Community Demographics*

According to the 2010 Census, Iowa Park's population was 6,355 with 6.8 % under age 5; 27.7% under age 18, and 15.6% over 65. There was 94% White, 0.4% Black, 1.2% American Indian, 0.5% Asian and 5.8% Hispanic or Latino people. 0.9% was foreign born and 3.8% spoke a language other than English. 86.6% were high school graduates, and 13.9% had a Bachelor's Degree. The median drive time to work was 22.7 minutes. There were 2,794 households and the median household income was \$50,646.

### **Library Profile Narrative**

The library in Iowa Park was created through an Evening Lions Club project in 1961. The club proposed the idea to the Wichita County Commissioners Court on March 12, 1962. The Wichita County Commissioner's Court determined "...that a county free library be designated, and that Iowa Park is centrally located in the county, and that numerous citizens of Iowa Park have taken an interest in such county free library."

The library was located in a section of the Iowa Park Chamber of Commerce building on Cash Street. Although the county designated the library as the Wichita County Free Library, no funds were allocated. A board was created and all supply and financial needs were left to the board and citizens of Iowa Park.

At the formal opening, on April 14, 1962, the library had 520 books on loan from the Texas State Library and Archives Commission in Austin, and approximately 300 books that had been donated by citizens. The library had 150 families sign applications cards. The library was run by volunteers with no paid employees until December 11, 1967, when a full time librarian was hired with federal funds through the Office of Economic Opportunity. With Mrs. George Blundick in place as full time librarian, the library was able to offer regular hours of operation.

On October 13, 1969, the county library was transferred to the jurisdiction of the City of Iowa Park and became the Iowa Park Public Library. The City of Iowa Park took over the budget and salary for the library. The funds for books and materials were still not supplied by the city. The Iowa Park Friends of the Library was created on February 28, 1969. The Friends of the Library supplied funds through membership fees and fundraisers, including an annual Arts and Crafts Show.

The library was moved to its own building at 331 East Park, in August of 1970. The community donated tables, chairs, bookshelves, and air conditioning to the new facility.

## **Tom Burnett Memorial Library Community Outreach Plan**

In December, 1981, the city received a letter from Anne W. Phillips, president of Burnett Ranches, Inc., and granddaughter to Tom Burnett, advising she was in the process of acquiring the property at the 400 block of West Alameda, Iowa Park, the former home site of Tom Burnett. Mrs. Phillips advised that upon acquiring the property she would like to donate it to the city to be used as the location for the public library. The building was officially deeded to the city as a gift December 22, 1981, with the provision should the library vacate the building, ownership would revert to Mrs. Phillips.

The renovation of the building from house to library began after the Friends of the Library raised and donated \$200,000 for the project. The Tandy Foundation donated an additional \$240,000. Contracts for the remodeling were let in April, 1985. The Tom Burnett Memorial Library opened to the public on January 14, 1986, with a formal dedication held on March 15, 1986.

### *Most Important Library Statistics*

As of 2012, the library's service population was 6,355 with 3,804 registered borrowers. Of these, 2,645 were adults and 1,195 were teens and juveniles. The library had a physical collection of 17,628 with 13,323 circulations and 21 interlibrary loans. The library offered 7 programs with people 950 attending. There were 800 computer uses.

The library has one full-time and three part-time staff, ten volunteers, and is housed in 5,200 square feet.

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

#### *Vision Statement*

The library has a mission statement only rather than a vision and mission statement.

#### *Mission Statement*

The Tom Burnett Memorial Library is a service institution. It seeks to inform, educate, entertain, and culturally enrich the community by providing books and other library materials, facilities, and services for use by all residents.

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

The Tom Burnett Memorial Library acquires, organizes, and encourages the use of materials in various media which:

1. Help people to know more about themselves and their world.
2. Supplement formal study and encourage self-education.
3. Stimulate thoughtful participation in the affairs of the community, the country, and the world by giving access to a variety of opinions on matters of current interest.
4. Support the educational, civic, and cultural activities within in the community.
5. Aid in learning and improving job-related skills.
6. Meet the changing informational needs and interests of the community.

## **Tom Burnett Memorial Library Community Outreach Plan**

### *Goals and Objectives for Outreach Program*

Goal: In keeping with the library's Goal #1 "Help people to know more about themselves and their world" the library will offer a series of Bring Your Own Lunch (BYOL) Book Share programs.

#### Objectives:

1. Provide a series of six monthly programs for adults to discuss and share books and their love of reading.
2. Determine interest in, and potential participants for, an ongoing monthly BYOL Book Share series.

### **Outreach Program**

The library will conduct a series of six monthly book discussions during the 12:00 noon - 1:00 p.m. lunch hour. This is intended to be a pilot project. If there is interest in continuing it, the library will make it an ongoing program. They will be held the second Wednesday of each month. The pilot program dates are October 9, November 13, and December 11 in 2013, and January 8, February 12, and March 12 in 2014.

The lunch discussions will take place at the library. The library director will review two book titles to open the discussions and give brief information about the book author. Program attendees will each have an opportunity to share what they are reading, swap books, socialize with other readers in the community, and make book recommendations to other program attendees.

The lunch programs will be called, "BYOL (Bring Your Own Lunch)" and are intended to be for adults. The library intends to partner with Friends of the Library, the Senior Citizen Center, *Iowa Park Leader*, local businesses, and churches to promote the program. The Friends of the Library will provide funds for tea and dessert for each program. The book discussions are meant to be causal and to encourage meaningful conversation between adults, while introducing books that the library offers.

#### *Statement of need*

The library has been seeking new ways to gain adult participation in programs and to retain current program attendees. A survey was administered and 72 forms were completed. Nineteen (26%) indicated a desire for an adult book group.

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

The BYOL book share programs are intended for adults 18 years and older. According to the 2010 census, 65.5% of Iowa Park's population is age 18 and older.

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

The book discussion programs will target working adults within Iowa Park and surrounding areas that do not have time to use the library because their only free time is their lunch hour. The discussions will also target Senior Citizens in the community.

## **Tom Burnett Memorial Library Community Outreach Plan**

### *Estimated number of potential participants*

Based on past participation of adult programs, it is estimated that 8-12 people will participate in the lunch book discussions.

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

The target audience will be men and women who work, stay at home, or are retired. The book discussion programs are planned for the noon lunch hour to accommodate working individual's schedules and to make it easier for senior citizens who do not like to drive later in the evening. It is anticipated that most of the individuals will make their own transportation arrangements. The BYOL book share discussions will take place the second Wednesday of October, November, December, January, February, March from 12:00 noon – 1:00 p.m.

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

The library intends to partner with Friends of the Library, the Senior Citizen Center, *Iowa Park Leader*, local businesses, and churches to promote the program. The Friends of the Library will provide funds for tea and dessert for each program.

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

Resources include the library's meeting room, part-time staff member skilled in creating press releases, handouts, postcards reminders and flyers, and new release books in the collection to be used by when presenting book reviews. The library will utilize the library website, Facebook page, and Twitter to publicize the programs.

## **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 Friends of the Library and the Senior Citizen Center to develop and present a series of lunch book share programs.
2. Develop partnerships with local businesses and service organizations by giving presentations on the library's upcoming program to promote the series.
3. Implement a lunch book share in the library.
4. Distribute post-workshop evaluations and analyze results.



## Tom Burnett Memorial Library Community Outreach Plan

### *Action Plan Table*

IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Schedule monthly BYOL; put on library calendar, website, and post on Facebook	Director by August 30, 2013	Time- 15 min Money- \$0.00 Materials- Personnel- 1	Six dates scheduled; posted in 3 locations	Count #
Contact Friends of the Library and discuss partnership to provide tea and dessert for six BYOL	Director by, August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	One contact made	Count #
Contact Rotary Club, Lions Club (both noon and evening ones), and Chamber of Commerce to get on agenda	Director by, August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	Four contacts made	Count #
Contact Senior Citizen Center about BYOL program	Director by August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	One contact made	Count #
Create press release	Part-Staff by, September 9, 2013	Time- 30 min Money- \$0.00 Materials- Personnel- 1	Six press releases created (one for each month)	Count #
Design and print out flyers.	Director by, September 13, 2013	Time- 1 hour Money- \$8.00 Materials - Copy Paper & Toner Personnel- 1	1 master flyer created and 80 copies made	Count #
Do presentations at civic organizations	Director by, September 27, 2013	Time- 4 hour Money- \$0.00 Materials - flyers Personnel- 1	Four presentations made; 60 flyers handed out	Count #
Distribute flyers	Director by, September 13, 2013	Time- 2 hours Money- \$0.00 Materials - Personnel- 1	Distribute 20 copies	Count #
Advertise program through Social Media & newspaper	Director monthly Sept. 2013- March 2014	Time- 20 min each month Money-\$0.00 Material- Personnel- 1	Press release sent, notices posted monthly	Count #

## Tom Burnett Memorial Library Community Outreach Plan

Create evaluation form for BYOL participants	Director by, August 30, 2013	Time- 30 min Money- \$0.00 Materials- Personnel-1	Create master evaluation form	Count #
Make copies of evaluation form	Director by, September 13, 2013	Time- 30 min Money- \$7.20 Materials - Copy Paper & Toner Personnel- 1	75 copies made	Count #
Call & remind Friends of the Library about the program a week before the event	Director one week before each BYOL	Time- 10 min Money- \$0.00 Materials- Personnel-1	Contact Made	Count #
Conduct first program at library; disperse & collect evaluations; take photos	Director day of each program	Time: 1 hour Money-\$0.00 Materials- Personnel- 1	8-12 evaluations done each month	Count #
Write brief article about program; submit with photo to local newspaper	Director & part-time staff by Friday the week of the program	Time: 1 hour Money-\$0.00 Materials- Personnel- 2	Write and submit 1 article each month	Count #
Hold BYOL programs monthly	Director on 10/9/13, 11/13/13, 12/11/13, 1/8/14, 2/12/14, 3/12/14	Time- 1 hour \$0.00 Materials- Personnel- 1	Six programs held	Count #
Handout evaluation forms during BYOL and gather completed ones	Director on 10/9/13, 11/13/13, 12/11/13, 1/8/14, 2/12/14, 3/12/14	Time- 30 min Money- \$0.00 Materials - Personnel- 1	8-12 evaluations completed each month	Count #
Compile and analysis evaluations; assemble photos on first 5 monthly programs	Director by February 25, 2014	Time- 1 hour Money-\$0.00 Materials- Personnel- 1	Count # programs, # attendees; compile all evaluation forms; analyze data	Write report
Send final report to PEARL Office	Director by February 25, 2014	Time- 1 hour Money-\$0.00 Materials- Personnel- 1	Report sent	Confirm receipt of report

**Tom Burnett Memorial Library Community Outreach Plan**

**APPENDIX A: GENERAL SURVEY**

<p><b>What is your gender?</b></p> <p><input type="checkbox"/> Male    <input type="checkbox"/> Female</p>	<p><b>What age best describes you?</b></p> <p><input type="checkbox"/> Over 50    <input type="checkbox"/> 18-30</p> <p><input type="checkbox"/> 31-50    <input type="checkbox"/> 12-18</p>
<p><b>How often do you visit the library?</b></p> <p><input type="checkbox"/> Daily    <input type="checkbox"/> Twice a year</p> <p><input type="checkbox"/> Weekly    <input type="checkbox"/> Once a year</p> <p><input type="checkbox"/> Monthly    <input type="checkbox"/> Never</p>	<p><b>Which best describes your marital status?</b></p> <p><input type="checkbox"/> Single    <input type="checkbox"/> Widowed</p> <p><input type="checkbox"/> Married    <input type="checkbox"/> Divorced</p>
<p><b>Do you find the current hours to be convenient?</b>  <b>We are open Mon.-Thurs. 10am-8pm, Friday 10am-5pm, and Sat. 10am-2pm. We are closed Sundays.</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p>	<p><b>If you have children, what are their ages? (Check all that apply)</b></p> <p><input type="checkbox"/> 0-2years    <input type="checkbox"/> 6-12 years</p> <p><input type="checkbox"/> 3-5 years    <input type="checkbox"/> 13-17 years</p>
<p><b>If not, what hours would you like the library to be open?</b></p>	<p><b>Do you receive information on library services and programs?</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p>
<p><b>What programs would you like the library to add or expand?</b></p>	<p><b>For what age group would you like to see more programs?</b></p>
<p><b>When are you most likely to use the library?</b></p> <p><input type="checkbox"/> Morning (8am-noon)</p> <p><input type="checkbox"/> Afternoon (noon-5pm)</p> <p><input type="checkbox"/> Evening (after 5pm)</p> <p><input type="checkbox"/> N/A</p>	<p><b>Which days of the week would you be most likely to use the library? (check all that apply)</b></p> <p><input type="checkbox"/> Monday    <input type="checkbox"/> Tuesday</p> <p><input type="checkbox"/> Wednesday    <input type="checkbox"/> Thursday</p> <p><input type="checkbox"/> Friday    <input type="checkbox"/> Saturday</p> <p><input type="checkbox"/> N/A</p>

**Tom Burnett Memorial Library Community Outreach Plan**

**APPENDIX B: SURVEY RESULTS**

<p><b>What is your gender?</b>                  _27_ Male    _45_ Female</p>	<p><b>What age best describes you?</b>                  24__ Over 50    _9_ 18-30                  __33_ 31-50    __6_ 12-18</p>
<p><b>How often do you visit the library?</b>                  _9_ Daily    __ Twice a year                  __39_ Weekly    __ Once a year                  __18_ Monthly    __ Never</p>	<p><b>Which best describes your marital status?</b>                  _9_ Single    _6_ Widowed                  __45_ Married    _6_ Divorced</p>
<p><b>Do you find the current hours to be convenient? We are open Mon.-Thurs. 10am-8pm, Friday 10am-5pm, and Sat. 10am-2pm. We are closed Sundays.</b>                  __72_ Yes    __ No</p>	<p><b>If you have children, what are their ages? (Check all that apply)</b>                  __0-2years    _21_ 6-12 years                  _12_ 3-5 years    _21_ 13-17 years</p>
<p><b>If not, what hours would you like the library to be open?</b></p>	<p><b>Do you receive information on library services and programs?</b>                  _54_ Yes    _18_ No</p>
<p><b>What programs would you like the library to add or expand?</b>                  Women's group for library - 1                  More outdoor movies - 24                  Adult book group - 19                  Teen book group - 12</p>	<p><b>For what age group would you like to see more programs?</b>                  3-5 years early afternoon                  Middle school                  15&amp; up                  Adult</p>
<p><b>When are you most likely to use the library?</b>                  _26_ Morning (8am-noon)                  __32_ Afternoon (noon-5pm)                  _14_ Evening (after 5pm)                  __ N/A</p>	<p><b>Which days of the week would you be most likely to use the library? (check all that apply)</b>                  __48_ Monday    _54_ Tuesday                  _54_ Wednesday    _54_ Thursday                  __42_ Friday    __39_ Saturday                  __ N/A</p>

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**APPENDIX C: EVALUATION FORM**

**BYOL (Bring Your Own Lunch) Book Share**

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.**

	<b>Yes</b>	<b>Okay</b>	<b>No</b>
<b>1. The program was:</b>			
fun.			
<b>2. I enjoyed:</b>			
the book reviews.			
<b>3. I liked:</b>			
the conversation.			
<b>4. The drinks and desserts were:</b>			
tasty.			
<b>5. Because of the program I:</b>			
had the opportunity to interact with others in the community.			
<b>6. Because of the program I:</b>			
want to read more.			

What future books would you like to hear about or read?

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