

# VAN ZANDT COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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**Date: June 5, 2012**

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



Department of Library and Information Sciences

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## Outreach Plan

### Introduction

Van Zandt County is on Interstate Highway 20, fifty miles east of Dallas. It was established by the legislature in 1848, from part of Henderson County and was named for the Republic of Texas leader Isaac Van Zandt. The cities of Edgewood, Edom, Fruitvale, Grand Saline, Van, Wills Point, and Canton are located within the county. Canton is the county seat and is the location of Van Zandt County Library.

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

Historically and currently, the library is a community meeting place, supports basic literacy, public computer access, and local history and genealogy. The library serves as a technology center. It intends to continue these roles in the future, and would like to support career and workforce development.

### *Existing Programs*

The library has summer reading programs for elementary aged children. It provides work skills assistance, basic computer classes, and genealogy programs. The library is a place for exam proctoring for members of the community. It provides inter-library loan services and access to TexShare databases.

### *Identified Needs*

The area is growing, and the community faces demands on services due to growth. The recent drought has affected the economy of the area and the agriculture production.

The library needs more physical space. There is a need for more programs for people in the community especially ones dealing with work place skills and technology such as computers.

### *Identified Assets*

Assets of the community include: horse, cattle, and exotic animal ranches; farmland; golf course; tennis courts; public parks; performing arts center; K-12 public school; city hall; county courthouse; health clinic; rehabilitation center for adolescents; senior citizens center; post office; community center; fire station; RV parks; nursing home; assisted living; sheriff's office; correctional facility; county extension office; local workforce office; grocery stores; numerous restaurants, and fast food places. There is also a museum and a genealogy complex.

Library assets include a well trained, enthusiastic staff committed to providing responsive service by listening to library users. The staff works well together. Technology skills, and experience in teaching basic computer skills are strengths of staff members. The library currently has 12 desk top computers for public access and 6 laptops with Wi-Fi access.

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### *Thank You Statement*

Thanks to Sensible Dentistry, Dr. Bill Bone and Dr. Joe Hoot, for underwriting the 2012 Summer Reading Program by paying for all performers and prizes. Without this generous donation, the library would not be able to have a 2012 Summer Reading program. Thanks to Splash Kingdom water park for donating free admission tickets to be used for Summer Reading prizes.

Thanks to Educate Van Zandt for donating laptops to the library to use in training. This generous donation allows the library to do computer training on a weekly basis to help patrons in learning how to use the computer, the Internet, Facebook, and Microsoft Office. This enables patrons to prepare resumes, compose letters, and to upload those to perspective employers. Thanks to Lonnie Browning and Circle B Western Wear for donating two desktop computers to add to the library Internet access computers. This replaces two broken computers.

Thanks to the Van Zandt County Library Friends of the Library for raising the funds and paying for a new 60" television and media player for the Buchanan room. In the past twelve months, they provided funding to run new network cable, buy a new network server and rack, new desktop computer, and 3 new laptop computers. Thanks to the ongoing support of the Friends, the library is able to purchase children's, junior and young adult books.

Thanks to the Van Zandt County Commissioners, and the County Judge, for approving closed door workdays. This has enabled the staff to weed the collection, add new books, and do general maintenance on the computers and the facility.

Thanks to KRDH, The Classic Radio Station (1510 AM or classic1510.com), for providing free publicity for library events and happenings.

The library would like to thank the 20+ volunteers for repairing, covering, and shelving books and cleaning the facility. The average volunteer logs 26 hours per week.

Thanks to the Van Zandt County Sherriff's Department for providing trustees to help at the library as needed to lift or move boxes of books for the book sales.

Thanks to the Reclamation Station in Canton for coming to the library to pick up recyclables and unusable books.

The library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL (Promoting and Enhancing the Advancement of Rural Libraries) program and for including the Van Zandt County Library in the project.

### **Community Profile Narrative**

The library is located in Canton, the county seat of Van Zandt County. The city is most noted for First Monday Trade Days held on the weekend before the first Monday of the month. The trade

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days began in the mid-1800's and continues today. It is the largest flea market in the United States with 250,000 people attending the monthly event.

Canton is a Texas Main Street City, a National Main Street City, and a National Preserve America City. The historic downtown district features unique shops, restaurants, galleries, and shopping open year-round. The city has new sidewalks that are handicapped accessible and new period light posts.

Major employers include: the county, the school districts, Splash Kingdom Water Park, Brookshire's grocery, Walmart Supercenter, Duke's Travel Plaza, Mill Creek RV Park, Cleanline Products, Inc., and Winning Strategies.

Canton Plaza Museum and Blackwell House Museum are located in Canton. There are 3 weekly newspapers in the city and 7 in the county. Trinity Mother Frances Medical Facility is a new medical complex. There are 12 doctors, 8 dentists, 3 pharmacies, 2 nursing homes, 1 assisted living facility, and numerous churches in Canton.

Major events in the area include: First Monday Trade Days; the County Fair and Rodeo and Bluegrass Festival; a quilt show is held in October, and a lighted evening Christmas parade in December.

### *Main Geographic Features*

Van Zandt County covers 855 square miles, with altitudes ranging from 421 to 573 feet. The Neches River rises in eastern Van Zandt County, and the Sabine River forms part of the northeastern county line. Creeks in the eastern portion of the county are part of the Trinity River watershed. The climate is subtropical humid with hot summers. The annual average precipitation is 43 inches.

Natural resources in Van Zandt County include oil, gas, salt, iron ore, and clays. Eight lakes are easily accessible from Canton. They include Lake Canton, Lake Fork, Lake Tawakoni, Lake Holbrook, Cedar Creek Lake, Mill Creek Lake, Lake Athens and Lake Palestine.

### Community Features

#### *Assets and Challenges*

The community geographic assets include: a water park; tennis courts; soccer and baseball fields; two public parks; several RV parks; two public golf courses, and a private golf course. The area supports farming and ranching. A geographic challenge is the recent drought.

### Library Features

#### *Assets and Challenges*

The Blackwell House Museum is next door to the library. The sheriff's office and correctional facility are nearby. A geographical challenge is the distance from schools.

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### *Community Demographics*

The 2010 city population was 3,581 people with 91.1% white, 2.3% black, and 7.3% Hispanic. The age breakdown includes 21.5% over 65 and 25.6% under 18. The median household income in 2010 was \$44,107.

### **Library Profile Narrative**

The Van Zandt County Library is an outgrowth of the old County School System. As late as 1948, Van Zandt County had seventy-five common school districts. Each of these districts dedicated a small amount to a common fund for buying books. A room in the Courthouse was set aside to store these books, and teachers could come in and check out books to take back to their schools.

As districts consolidated, the county school system was no longer needed and the Commissioners Court designated a person to open the library to the public. Occasionally new books were purchased and the Home Demonstration Clubs of the county donated more.

A sympathetic judge with a generous budget was persuaded to buy the material to properly catalogue the collection. With help from the Texas State Library, volunteers established a card catalogue and a check-out system. Other judges followed who were supporters of the library. They made it possible to move the library to a larger building and established a library budget. In 1979, a Friends of the Library group was organized. Their goal was to raise funds for a new building and an improved collection. In 1991, with the cooperation of the City of Canton and many county citizens, the new building was dedicated.

### *Most Important Library Statistics*

The library has 9,893 registered borrowers. The library has a collection of 53,042 items. In 2010, 59,923 circulation transactions were made with 22,380 of those by youth and children. The library is 10,000 square feet and is open 44 hours per week.

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

#### *Vision Statement*

The Van Zandt County Library is the county learning center, offering to all who wish to avail themselves of its services, the most advanced resources available locally. It is the first source that citizens turn to seeking answers to their questions and for information that will empower their lives. With technology at the forefront of information gathering, the library provides a world of knowledge on every subject, unlimited in scope. The library is the front line resource that citizens can link to, electronically, in their homes or businesses, or in person, in order to access this world.

#### *Mission Statement*

The library is the integral resource in the flow and management of information for Van Zandt County. It is the policy of this library to develop and offer superior service in its collection and technology, reflecting concern for all citizens to receive cultural, recreational, and educational information which will benefit and empower the residents of this county. Van Zandt County

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Library rigorously upholds the principles of equal access and assistance for all residents, regardless of race, color creed, national origin or religion.

### *Goals and Objectives for the Library*

*GOAL ONE: Provide programs and services that support the Library Mission Statement.*

Objective 1: Develop programs to stimulate interest and appreciation for reading and learning.

Objective 2: Enlarge reading opportunities for Children.

Objective 3: Increase Large Print collection and advertise it.

Objective 4: Provide stronger opportunities for Young Adults (Teens).

*GOAL TWO: Increase Library availability.*

Objective 1: Make concrete efforts toward establishment of Library Foundation that would fund and manage Library Services and property, independent of City or County.

Objective 2: Increase size of facility and renovate current building.

Objective 3: Establish evening and / or Sunday hours.

Objective 4: Implement Bookmobile Service.

Objective 5: Increase paid staff.

*GOAL THREE: Communicate to community what Library offers.*

Objective 1: Publicize Talking Books and Tex-Share Data Base services.

Objective 2: Rotate displays in foyer. Provide information rack.

Objective 3: Work with media to inform community of all Library Services and activities.

Objective 4: Cooperate with Genealogy Library to present some sort of program for the public annually.

*GOAL FOUR: Make more appropriate use of staff.*

Objective 1: Keep written job descriptions current.

Objective 2: Establish emergency procedures.

Objective 3: Assist staff in making best use of time and talents.

Objective 4: Train staff in emergency procedures.

*GOAL FIVE: Provide adequate security for staff and premises.*

Objective 1: Approach security situation with a sense of urgency.

Objective 2: Appoint a Board member to actively and persistently lobby for this issue.

*GOAL SIX: Enlarge use of on-line experience.*

Objective 1: Provide state of the art hardware, soft ware and instruction for traveling the Electronic Highway.

Objective 2: Add room for computer use.

Objective 3: Enhance card application information. Include email information. Send things

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regularly to select groups.

Objective 4: Add staff member to take care of computers and computer use and users.

*GOAL SEVEN: Enhance local electronic Information base.*

Objective 1: Improve Library website.

Objective 2: Establish a directory of clubs, churches etc for the entire county, and/or provide links for such information.

*GOAL EIGHT: Improve services for patrons with little or no English.*

Objective 1: Continue to welcome all patrons.

Objective 2: Build other-language collection.

Objective 3: Provide or refer ESL Instruction.

Objective 4: Recruit bi-lingual volunteers.

*GOAL NINE: Make better use of volunteers.*

Objective 1: Appoint a Volunteer Coordinator.

Objective 2: Write Job descriptions for jobs volunteers could take on.

Objective 3: Actively recruit volunteers.

*GOAL TEN: Develop plans for improving community inter-action.*

Objective 1: Expand Library Board to include a representative from City and County Government, as well as the Friends of the Library and Genealogy Library that now serve.

Objective 2: Continue to attempt to have representatives on the Board from all areas of the County.

Objective 3: Actively educate Commissioners and City Officials on the value of Library Services to county residents. Recognize Library as an integral Civic Service rather than a frill.

Objective 4: Reinforce role of Board and Friends of the Library.

Objective 5: Reinforce a sense of responsibility by patrons. Find ways to reduce materials loss. Study requirements for cards. Look into legal recourse for non-returned items.

*Goals and Objectives for Outreach Program*

Goal: The goal of the outreach program is to help fulfill the library's mission to "offer superior service in its collection and technology" by offering computer classes.

The objective: is to reach people who want to learn how to use the computer and computer software for job skills.

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### **Outreach Program**

The library and Educate Van Zandt will offer a series of classes to teach basic computer skills and work related skills. Topics covered will include how to write a resume and upload it. The first program will be July 11, 2012, and will be the pilot project between the entities.

Educate Van Zandt will provide part of the funds for the library to purchase a subscription to the *Learning Express* database. The database has extensive preparation and practice tests for work skills and as well as other education modules.

#### *Statement of need*

The library conducted a survey of commissioners, patrons, and community members. 100 surveys were sent out and 82 surveys were returned. Computer classes were the most requested program in the surveys. Library staff has also received numerous requests for computer training. Educate Van Zandt, a division of the Community Economic Development Cooperation, had a computer training facility. Due to conditions of the building and lack of funding, it was closed. They contacted the library and offered to help with computer training.

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

In Canton, there are 1,973 people between the ages of 18 and 65.

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

Approximately 300 people take continuing education classes annually through Educate Van Zandt. The target group for the basic computer and work-related skills program is adults who would typically take the free continuing education classes offered by Educate Van Zandt.

#### *Estimated number of potential participants*

The library has 6 laptop computers. Each class will be limited to this number unless the participant can provide their own laptop.

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

People who want to learn or improve computer and workforce skills are the intended audience. The classes will take place on Wednesday afternoon from 2-4 PM in the Buchanan room of the library. Transportation will not be provided.

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

Partners for the computer skills classes are: Educate Van Zandt, an adult education unit developed by the Canton Economic Development Cooperation; KRHD radio, KLTN Channel 7, *Canton Herald*, and the *Van Zandt News*.

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

The library has 6 laptops, Wi-Fi access, a meeting room, and staff who can create promotional materials and teach the classes.

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### Detailed Action Plan

#### Action Plan Goal(s):

The goal of the action plan is to:

1. Design the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Hold the classes.
4. Develop, administer, and analyze evaluations.

#### Action Plan Table

The table below gives the detailed steps for the computer skills workshops.

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?
Make survey to determine need	Director By March 19, 2012	15 min; \$0 Materials-0 Personnel-1	1 master survey created	Count #
Make copies of survey	Director By March 19, 2012	15 min; \$0 Material-100 sheets of paper Personnel-1	100 copies made	Count #
Distribute survey to commissioners, patrons, citizens	Staff By March 19, 2012	30 min; \$0 Materials-0 Personnel-2	100 surveys distributed	Count #
Gather surveys and compile	Director By March 30, 2012	30 min; \$0 Materials-0 Personnel-1	Count # returned	Compile responses Decide project
Hold garage sell with Educate Van Zandt; proceeds to buy additional laptop	Staff & Board of Educate Van Zandt March 2012	1 day; \$0 Material-0 Personnel-4	Garage Sale held	Count #
Meet with Educate Van Zandt board	Director By May 24, 2012	2 hours; \$0 Materials-0 Personnel-1	1 board meeting held	Count #
Create flyer	Director By June 6, 2012	30 min; \$0 Materials-0 Personnel-1	1 master created	Count #

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Make copies of flyer	Director By June 6, 2012	30 min; \$0 Materials-20 sheets of paper Personnel-1	20 flyers made	Count #
Write press release and submit	Director By June 27, 2012	30 min; \$0 Materials-0 Personnel-1	Press release submitted to papers, KRDH Radio, and KLTV Channel 7	Count #
Distribute flyers	Director By June 27, 2012	15 min; \$0 Materials-20 flyers Personnel-1	20 flyers distributed	Count #
Prepare lesson and handouts on basic computer skills, resume writing, and other job skills	Staff By June 13, 2012	1 hour; \$0 Materials-10 sheets of paper Personnel-1	Master set of handouts created	Count #
Make copies of handouts	Director By June 27, 2012	1 hour; \$0 Materials-50 sheets of paper Personnel-1	10 copies of handout ready to be distributed	Count #
Make poster	Director By June 12, 2012	1 hour; \$0 Materials-1 sheet paper Personnel-1	1 master poster created	Count #
Copy poster	Director By June 25, 2012	1 hour; \$0 Materials-15 sheets paper Personnel-1	15 copies made	Count #
Post posters around town	Director By June 27, 2012	1 hour; \$0 Materials-15 posters Personnel-1	15 posters distributed	Count #
Create pre-activity and post-activity evaluations	Director By July 6, 2012	30 min; \$0 Materials-10 sheets paper Personnel-1	1 master evaluation created	Count #
Copy evaluations	Director By July 10, 2012	30 min; \$0 Materials-10 sheets paper Personnel-1	10 copies made	Count #
Teach first class	Staff on July 11, 2012	2 hours; \$0 Materials- handouts Personnel-1	6 or more people will attend	Count # of participants
Administer evaluation	Director On July 11, 2012; end of each additional class	15 min; \$0 Materials- evaluations Personnel-1	Count returned evaluations	Compile evaluations

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Gather statistics and success stories	Director By Aug 30, 2012	1 hour; \$0 Materials-0 Personnel-1	Statistics and success stories collected	Compile and analyze statistics and stories
Prepare report and send to PEARL office	Director By August 30, 2012	1 hour; \$0 Materials-0 Personnel-1	Report written	Report submitted

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**APPENDIX: EVALUATION FORM**

Van Zandt County Computer Work Skills Class

Date \_\_\_\_\_

Thank you for attending today’s workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.

Place and X under the number to tell how much you liked the class.

<b>BEFORE</b> the workshop, I would rate my understanding as:	YES 3	OK 2	NO 1
1. Understand basic computer skills.			
2. Understand how to use word processing software to write a resume.			
3. Understand how to use email.			
<b>AFTER</b> the workshop, I would rate my understanding as:	YES 3	OK 2	NO 1
1. Understand basic computer skills.			
2. Understand how to use word processing software to write a resume.			
3. Understand how to use email.			

	YES 3	JUST OK 2	NO 1
<b>The program was:</b>			
informative.			
long enough.			
<b>The speaker was:</b>			
interesting.			
clear.			
<b>The handouts were:</b>			
helpful.			
<b>Because of the program I:</b>			
can improve my life.			
will use the library to find more information.			

Anything else you would like to say?

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