

WHITESBORO PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Virginia Garvin
Date: May 23, 2012

303 W Main Street
Whitesboro, TX 76273
(903) 564-5432

<http://whitesboropl.org/index.html>

**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.**



Whitesboro Public Library Community Outreach Plan

TABLE OF CONTENTS

Introduction	3
Community Profile Narrative	4
Library Profile Narrative	5
Library Vision, Mission, Goals and Objectives	5
Outreach Program	6
Detailed Action Plan	7
Appendix: Evaluation Form	11

Whitesboro Public Library Community Outreach Plan

Outreach Plan

Introduction

Whitesboro, Texas, population 3,793, is in Grayson County. It is located on Highway 82 between the towns of Gainesville (16 miles to the west) and Sherman (18 miles to the east). Whitesboro is 60 miles north of the Dallas-Fort Worth metroplex. Lake Texoma, one of the largest reservoirs in the United States with over 6 million visitors each year, is 10 miles to the south. It was named for Ambrose White, who established the settlement. The Whitesboro Public Library is the only certified public library in the western part of Grayson County.

Historical, Current, and Future Roles of the Library

Historically and currently, the library serves as a place of lifelong learning; basic literacy; educational and recreational reading; gateway to information; free and equal access to information; a community meeting place; technology center; information assistance, and local history and genealogy. In the future the library would like to provide more adult programs; business support; formal education support, and English as a second language.

Existing Programs

Library programs provided include: basic computer classes; a summer reading program for pre-k to high school freshman, and a weekly story time with crafts. Twice a week pre-k classes from the school district come to the library for story and craft time. There is an outreach program to local daycare with a weekly story time and craft time. The library hosts a twice a month writer's critique group and holds a monthly book club for adults. The library provides interlibrary loan service. The library staff has been trained to serve as a federal passport acceptance agent for the federal government which enables them to process the applications for passports.

Identified Needs

Whitesboro is experiencing rapid residential growth. There is a need for more local businesses, job opportunities for residents, and business tax base.

The library needs more space, funding, and additional programs for adults and teens.

Identified Assets

Community assets include the following: a 100 bed nursing home, a 15 bed assisted living facility; three doctors and two dentists; pharmacies; a number of veterinarians; two grocery stores, and a park and recreation center.

Library assets include: 18 computers with Internet access; community meeting room used by the library, local organizations, and individuals; well-developed genealogy collection covering local and county history; a 6,450 square foot modern facility; professional staff who are involved in community groups, organizations, and are experienced in grant writing.

Whitesboro Public Library Community Outreach Plan

Thank You Statement

Whitesboro Public Library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the PEARL (Promoting and Enhancing the Advancement of Rural Libraries) project at the University of North Texas and for including the library in the project.

The library thanks the City of Whitesboro City Council, City Administrator, and Library Advisory Board for ongoing support. The library appreciates the Friends of the Library for their continuing support. The library would especially like to thank the Godwin Foundation for providing funding for the building. The library thanks the volunteers and staff who provide service to patrons.

Community Profile Narrative

Whitesboro is a bedroom community where a majority of residents work outside of the city. In the city, the major employers are the City of Whitesboro, IESI (waste collection), and the Whitesboro Independent School District.

The community is family-oriented with a strong sports program for children. The city has a swimming pool, tennis courts, soccer fields, baseball fields, and rodeo grounds. There are softball, baseball, football and soccer leagues for children of different ages. Nearby Lake Texoma (10 miles) and Lake Ray Roberts (15 miles) are popular places for water sports and recreation. Local fishing guides provide services to the many visitors who come to the area. There are about 40-50 horse ranches in the Whitesboro area with horse related activities being prevalent.

Fast-food restaurants include: McDonald's, Taco Casa, Chicken Express, Dairy Queen, Pizza Hut, Sonic and Subway. There are two Dollar General, one Family Dollar store, two motels, a truck stop, three banks, and a number of churches located in the community. Hospital care is available in nearby communities.

There is a SNAP (lunches for senior citizens) center and Meals on Wheels program for homebound. Each Saturday morning a free breakfast is served by the Presbyterian Church to anyone in the community regardless of age or need. This provides a time for members of the community to come together in fellowship.

The Chamber of Commerce holds a number of events throughout the year. These following annual events: Muscle Car Show in May; golf tournament in June; Texoma Night Out in August; The Peanut Festival held in October, and in December there is the Christmas in the Park celebration with a Christmas parade. In July, there is a rodeo held by a local rodeo group.

Main Geographic Features

Community Features

Assets and Challenges

Whitesboro is in the Red River Valley. The black loam soil in the area is good for agricultural use. Geographic assets include: horse and cattle ranches, farms, vineyards and orchards. There

Whitesboro Public Library Community Outreach Plan

are seven parks in the area and a dam nearby that forms the Texoma reservoir, the 12th largest in the United States.

The lack of rain is a challenge.

Library Features

Assets and Challenges

Library geographical assets include a free-standing building located on Main Street. It is near the city hall, post office, fire station, and police station. Across the street are a meat market and an insurance agency.

The library does not have any geographical challenges.

Community Demographics

Whitesboro has a total population of 3,793 with 24.6 percent under 18 years and 19.1 percent over 65 years. Nearly 89.3 percent of the population is White, with 7.8 percent Hispanic or Latino origin; 0.3 percent of the population is Black.

Grayson County has a total population of 120,877, with 24.1 percent under 18 years and 15.5 percent over 65 years. Approximately 85.2 percent of those aged 25+ have a high school education, with 19.2 percent having a bachelor's degree or higher. The median household income is \$46,875. Of the population, 78.7 percent is White, with 11.3 percent of Hispanic or Latino origin; 5.9 percent of the population is Black, and 5.5 percent is foreign born. In 9.9 percent of the homes a language other than English is spoken.

Library Profile Narrative

The library was created in the early 1960's with the help of the local history club and volunteers. It has been located in several different buildings. In 2003, a local foundation, the Godwin Foundation, chose a new library facility as their project to honor their father. A new 6,450 square foot building was erected and opened in 2005. The library has a large meeting room that is well used by the community and library. It has two small study rooms for use and has Wi-Fi available along with 18 public access Internet capable computers. There is a photocopier machine for public use and faxes can be sent.

Most Important Library Statistics

The library is open 53 hours per week and has 4 full-time employees with a service population of 6,450. In 2010, the library had a collection of 37,445 items, with a circulation of 136,545. There were 73,343 library visits and the budget was \$208,674. Volunteers worked 793 hours.

Vision, Mission, Goals and Objectives

Vision Statement

The Whitesboro Public Library will be the informational, educational, recreational, and technology center for West Grayson County.

Whitesboro Public Library Community Outreach Plan

Mission Statement

The mission of the Whitesboro Public Library is to provide the customer service that best fits the needs of our patrons. This includes accessible materials, information, programs, technology, and support for the public. The staff is trained and will provide the customer support that will aid, help, and service our patrons.

Goals and Objectives for the Library

The goal of the staff of Whitesboro Public Library is to raise the literacy level, expand imagination, and promote the theory that “not only is reading vital to one’s life, but understanding what you have read, and having the ability to express to others what you have read” is fundamental to everyone.

An objective of the Whitesboro Public Library staff is to provide a web of lifelong learning.

Another objective is to help empower individuals and families with the skills necessary to achieve their maximum potential. The library will accomplish this by providing materials, including electronic, audio, video, and print for all ages, abilities, income levels, and cultural backgrounds.

Goals and Objectives for Outreach Program

The program, Brown Bag Adult Only Story Time, will help the library meet its goal to “expand imagination” and will help meet the requests and needs of a segment of the population.

The objectives of the program are to:

1. Raise the awareness of the Whitesboro Public Library and its programs.
2. Demonstrate cohesiveness between the Whitesboro Public Library, Keep Whitesboro Beautiful, and Whitesboro Economic Development Board.

Outreach Program

Brown Bag Adult Only Story Time

The library did a needs survey. The survey was distributed to local civic organizations, city council, the boards of Keep Whitesboro Beautiful, and the Whitesboro Economic Development Board, plus employees at local downtown businesses. The results indicated more programs were needed for adults. One of the potential adult programs listed in the survey was a brown bag lunch adult story time. Over half of the returned surveys indicated an interest in this program.

As a result of the survey, the library decided to concentrate its outreach efforts on adults working in the downtown area. The brown bag lunch story time program for adults was selected as the outreach project.

Adults will bring a brown bag lunch to the library or when weather permits to the reading park once it is completed. Library staff and volunteers will read a short story to the adults as they eat. This will allow participants to enjoy listening to a short story as they eat lunch.

Whitesboro Public Library Community Outreach Plan

Thursdays at noon was chosen since that is the day during the week when it is less likely the library program would conflict with other activities downtown.

Statement of need

The library distributed 65 surveys to local civic organizations; city council; the boards of Keep Whitesboro Beautiful, and the Whitesboro Economic Development Board, and employees at local downtown businesses. 43 surveys were returned. 24 indicated an interest in a lunch story time program.

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

75% or 2,844 people in Whitesboro are over age 18.

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

The specific segment of the target group for the outreach project is those who indicated an interest in the program on the survey.

Estimated number of potential participants

Based on prior experience with adult program attendance and the survey results, the library anticipates an audience of 15 -20 people.

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

Men and women over age 18 who work in the downtown area are expected to attend. Programs will be held every Thursday at 12:15 to 12:50 during the month of August. No transportation will be provided. The program will last 35 minutes.

List potential partners based on your assets assessment

Potential partners for this program are *Whitesboro News Record*, a weekly newspaper and the *Herald Democrat*, a daily newspaper in Sherman, to promote the program series. Local businesses will display flyers about the program. Community leaders, and members of the Keep Whitesboro Beautiful Board and Whitesboro Economic Development Board serve as volunteer readers.

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

The library has a meeting room, chairs, books and staff familiar with conducting adult programs. Once the new reading park is open, sessions of the brown bag adult only story time can also be held there, weather permitting.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Design the adult story time.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Whitesboro Public Library Community Outreach Plan

Action Plan Objective(s):

The objectives of the plan are:

1. Contact potential partners.
2. Create and distribute promotional materials.
3. Hold series of brown bag adult only story time programs.
4. Develop, administer, and analyze evaluations.

Action Plan Table

Action plan for Brown Bag Adult Only Story Time

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?
Create survey	Director by 3-19-12	Time: 15 minutes \$0 Materials-0 Personnel-1	1 Master Survey	Count #
Make copies of survey	Director by 3-19-12	Time: 45 minutes \$12 Materials-paper, copy machine Personnel-1	65 copies made	Count #
Distribute survey by local print and online newspapers, radio, library patrons	Director and staff by 3-23-12	Time: 1 hour \$0 Materials-0 Personnel-1	65 surveys distributed	Count #
Collect surveys and compile	Director and staff by Up to 3-27-12	Time: 2 hours \$0 Materials-0 Personnel-3	Count # return	Compile responses and decide project
Recruit readers, establish reading schedule	Director by 6-25-12	Time: 30 minutes \$0 Materials-0 Personnel-1	Contact potential story time readers, create schedule	Count # readers
Create master story time poster	Director by 7-15-12	Time: 15 minutes \$0 Materials-0 Personnel-1	1 Master Poster created	Count #

Whitesboro Public Library Community Outreach Plan

Copy poster	Director by 7-15-12	Time: 15 minutes \$5.00 Materials- 20 sheets of paper Personnel-1	20 copies made	Count #
Post to library website	Director by 7-15-12	Time: 15 minutes \$0 Materials- computer Personnel-1	Post to website	Count #
Distribute poster	Director by 7-16-12	Time: 15 minutes \$0 Materials-tape Personnel-1	20 posters distributed	Count #
Write press release & submit to Whitesboro weekly & Sherman daily paper	Director by 7-15-12	Time: 30 minutes \$0 Materials-0 Personnel-1	2 press releases submitted to papers	Count #
Make master copy of evaluation	Director by 7-15-12	Time: 15 minutes \$0 Materials-0 Personnel-1	1 Master Evaluation form created	Count#
Copy evaluation form	Staff by on Aug 2, 9, 16, 23	Time: 15 minutes \$6 Materials-paper Personnel-1	30 copies made	Count #
Purchase drinks and ice to serve	Director by Aug 1, 8, 15, 22	Time: 30 Minutes \$30.00 Materials- cups, tea, coffee, ice Personnel-1	Cups and beverages purchased, ice made	Count # cups used
Set out a recycle bin for cans	Staff on Aug 2, 9, 16, 23	Time: 15 minutes \$0 Materials- labeled trash can Personnel-1	Collect cans	n/a
Implement weekly adult only story time	Library Director on Aug 2, 9, 16, 23	Time: 1 hour \$0 Materials – books from collection Personnel-1	15-30 adults	Count #

Whitesboro Public Library Community Outreach Plan

Pass out and collect evaluation forms at program	Staff on Aug 2, 9, 16, 23	Time: 10 minutes \$0 Materials- evaluation form & pencils Personnel-1	15-30 evaluation forms handed out and returned	Count #
Document Program	Staff on Aug 2, 9, 16, 23, 2012	Time: 30 minutes \$0 Materials-camera Personnel-1	Take pictures, record comments made	Include photos and comments in report
Straighten room /park	Staff on Aug 2, 9, 16, 23, 2012	Time: 10 minutes \$0 Materials-0 Personnel-1	Room/park is neat and ready	n/a
Drop cans off at recycle bin	Staff by each Friday after programs held Aug 2, 9, 16, 23, 2012	Time: 15 minutes \$0 Materials-0 Personnel-1	Cans at recycling center	n/a
Write PEARL report	Library Director by August 31, 2012	Time: 3 hours \$0 Materials-0 Personnel-1	Report written and sent, include photos and comments	Send report to PEARL office

Whitesboro Public Library Community Outreach Plan

APPENDIX: EVALUATION FORM

Whitesboro Public Library Brown Bag Adult Only Story Time

Date: _____

Thank you for participating!

Place an X under the number to tell us how much you liked the program.

	Yes 3	Okay 2	No 1
1. The book was:			
enjoyable.			
my kind of book.			
2. The reading park/ room was:			
at a comfortable temperature.			
large enough for everyone.			
4. Because of the program I:			
had the opportunity to visit with others.			
use the library more.			

Anything else you want to say? Any additional books or programs you would like to have?
