

# THE MULESHOE AREA PUBLIC LIBRARY COMMUNITY OUTREACH PLAN



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# Muleshoe Area Public Library Community Outreach Plan

## Outreach Plan

### Introduction

Muleshoe is situated on the Great Plains in an area where the plains reach their highest altitude at the foot of the Rocky Mountains known as the High Plains; more specifically it is located on the South Plains in a region known as the Llano Estacado. The area topology is gently rolling plains with a large number of playa lakes on top of a large plateau. Muleshoe lies over the largest aquifer in the United States, the Ogallala Aquifer. The aquifer provides all of the city's water and is essential for the agriculture for the surrounding area.

The physical characteristics of the region make Muleshoe an ideal place for agriculture. Much of the natural habitat of grasslands and shrubs has been replaced by cash crops and livestock, but a few areas of native fauna (called CRP) are preserved. 20 miles south of Muleshoe is a system of sink lakes found at the Muleshoe National Wildlife Refuge. The refuge is a wintering area for large numbers of migratory waterfowl and sand hill cranes and preserves much of the native wildlife.

The Muleshoe Area Public Library is located in rural Bailey County in west Texas approximately 32 miles from Clovis, New Mexico. The Muleshoe Area Public Library is the only library in Bailey County and serves a population of 4,321 in the City of Muleshoe. The library also serves the communities of Sudan, Lazbuddie, Springlake, Earth all in Lamb County; Farwell, Friona, and Lariat in Parmer County, Threeway in Bailey County, Texico (in New Mexico), and Needmore in Cochran County. The primary industry in the area is farming and ranching. The library is fully funded by the City of Muleshoe.

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

The Muleshoe Area Public Library has a long history of community involvement. It is considered the place to go for: lifelong learning, basic literacy, recreational and educational materials, local history and where one can find free and equal access to information. The library serves as a community meeting place, a gateway to information, a community commons heritage center and a pre-school door to learning. The Muleshoe Area Public Library is currently striving to also be the place to go for a technology center and for public computer access. In the future the library would like to also become a place for cultural awareness and a center for workforce development.

### *Existing Programs*

The library provides a number of programs for the community. These include:

- Summer Reading Program for children ages 2 to 12.
- Summer Reading Program for Teens.
- Migrant Outreach
- Special Summer Reading Programs geared more toward issues relevant to their needs
- Amo Leer Celebrating Cultures
  - Day of the Dead

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- Martin Luther King Day
- Labor Day
- Los Posodas.
- Interlibrary Loan.
- Microfilm collection of the Muleshoe Journal from 1954-1983.
- Extensive collection of Large Print books.

### *Identified Needs*

The community as a whole needs ways to reach out to the teens and programs to help them develop responsibly. There is a need for activities and programs for Senior Citizens that address the issues related to their stage of life. A challenge facing the agricultural community is the closing of many dairies due to the economy. There is a need for lower cost housing options. This has resulted in job losses and a loss of revenues. Another challenge is the large number of migrants from Mexico who have limited or no English speaking skills. This makes it difficult for employers to hire them.

The Muleshoe Area Public Library has determined it can help fill the need identified to provide more programs for the Senior Citizens in the community. There is a nursing home, a Senior Citizens Activity Center, and an Independent Living Facility in Muleshoe. The library intends to begin working more closely with the Senior Citizens Group and the County Extension Office to provide programs for the elderly in the community.

### *Identified Assets*

The following were identified as community assets: new aquatic swimming pool, Muleshoe National Wildlife Refuge, country club and 9-hole golf course, various civic organizations, rural telephone company, Internet service provider in town, numerous churches, local newspaper, local Spanish radio station, local television station, and the Muleshoe Independent School District. The Sports Academy opened its doors in 2001 and has since placed Muleshoe, Texas on the national map when it involves gymnastics training and competition. The Muleshoe's Heritage Center is a place where visitors can experience the traditions of the Panhandle-High Plains of Texas at the Old Muleshoe Depot. It includes Jane's Ranch House, the Old Muleshoe Ranch cook house and a one-room log cabin, the old hotel, as well as the world's largest muleshoe. The Tour de Muleshoe is held annually. Participating bicyclist can choose one of three rides, all providing a trip along scenic farmland and sand hills. The South Plains College Muleshoe Extension specializes in the education and training of nursing students. It is a joint project involving the South Plains College, Muleshoe Education Foundation, Work source of the South Plains, Muleshoe Area Hospital District, City of Muleshoe, Muleshoe Independent School District, and Muleshoe Economic Development Corporation.

The library's assets include a very good relationship with various organizations in the area. For example, the library cooperates with the schools by providing books on the Accelerated Reading list to help children reach their reading goals. The library has on-going collaborative projects with the Migrant Program such as hosting the Building Bridges program. This program is for very young children and their parents. The Migrant Program liaison brings the children and parents to the library to acclimate them to using the library's services and collection. The library also has an established relationship with the Muleshoe Aquatic Center. During the summer

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reading program, the library provides free day passes to the center to children once he/she has read 10 books. The Muleshoe Art Association has a rotating display of art work by local artist. Most recently the library has started working with the Workforce Office. The library provides a place for the monthly meetings and sometimes is able to provide the refreshments and program for the group.

The Muleshoe Area Public Library would like to thank Frances Recio for helping the library improve its relationship with the Migrants in the community. Through her hard work and suggestions there are more migrant adults and children interested in the materials and programs offered by the library.

The Muleshoe Area Public Library would like to thank the Robert and Ruby Priddy Charitable Trust for funding the Amo Leer Program. This grant provided the library with almost 800 Spanish and Bilingual books geared toward 2 years old to 3<sup>rd</sup> grade. This grant has enabled the library to provide the reading materials the migrant community needs. The materials will help them learn to read and to develop a love of reading.

### **Community Profile Narrative**

#### *Main Geographic Features*

#### Community Features

#### Assets and Challenges

The community features that are an asset to the area are: public swimming pool, railroad lines, wildlife refuge, farm land, public parks, rodeo grounds, municipal golf course, historical sites, cotton gins, dairy farms, major highways (70 and 84) and a walking trail. Challenges to the community are: low water table and lack of scenic landscapes.

#### Library

#### Assets and Challenges

The Muleshoe Area Public Library is situated in the center of Muleshoe. It is across the street from the Court House. City Hall is only a block away. The Sheriff's office is next door to the Court House and a block from the library. The Bailey County Extension Office is also one block from the library. Next door are lawyer's and judge's offices.

The following are challenges to the library: it can be difficult to get surveys completed and returned to the library and parking can be difficult when court is in session and the library has a program going at the same time.

#### *Community Demographics*

The population of Muleshoe is 4,321. The population for Bailey County is 6,273. Muleshoe Area Public Library is the only library in Bailey County. 14.7% of the population is over 65 years old and 56.8% is Hispanic or Latino. 61.5% are High School graduates with only 9.3% of the population having a Bachelor's Degree. The median household income is \$33,331. Muleshoe is 21.8 miles from the nearest town, Earth (population approximately 1,000).

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### **Library Profile Narrative**

The first library in Muleshoe was started by the Muleshoe Study Club and the 1939 Study Club. In 1963, the first Friends of the Library group formed. For 14 years the library provided a bookmobile that served the residents of Bailey, Lamb, Cochran and Parmer Counties. The Muleshoe Area Library was opened on August 10, 1964 and manned 24 hours a week. The first Summer Reading Club was held during the summer of 1964. On September 10, 1968 the citizens of Muleshoe approved a \$40,000 bond issue to construct a new library. A \$50,000 Construction Grant was awarded by the Texas State Library. The 6,000 square foot octagon shaped building was completed December 15, 1971. The building included a basement, a garage for the bookmobile, and a patio. In 1978 the bookmobile service was discontinued. As time went by and more space was needed, the garage was remodeled to create a meeting room and the patio was enclosed to create a storage room.

### *Most Important Library Statistics*

In 2009, the library had 17,361 titles. 34,981 items were circulated with 18,662 visits. 1,181 items were added to the collection. There are approximately 3,170 cardholders. The library offered 25 programs with a total attendance of 1,840. There are 3 full time employees.

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

#### *Vision Statement*

The Muleshoe Area Public Library serves peoples of different cultures and ages using the best practices to improve the quality of life and provide educational opportunities for all.

#### *Mission Statement*

The mission of the Muleshoe Area Public Library is to provide excellent customer service and reference assistance, give patrons of all ages, all economic backgrounds, and all cultural diversities the means for lifelong learning, and meet the educational and recreational needs of the community by providing high quality materials in a variety of formats.

#### *Goal*

Outreach Plan Program Goal: The Muleshoe Area Public Library will work to develop additional community partnerships.

As part of the library's overall vision and mission statement to help people improve their quality of life, to meet their educational needs, and to provide lifelong learning opportunities, the library will develop a program on Social Security for Senior Citizens in the area.

#### *Objective*

The program objective is: Provide Senior Citizens with an informational program on Social Security with the opportunity to ask questions relevant to their situation.

### **Outreach Program**

Typically, many Seniors have questions about the changes in the Social Security program. Not only will Senior Citizens benefit from the program, so will their caregivers and children who may have questions about the provisions of Social Security.

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### *Statement of need*

The library created a survey. Surveys were made available in the library, sent out by e-mail, distributed to city administration, city council, and were completed by library staff and volunteers. A consistent comment in the surveys was the need to reach out to Senior Citizens.

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

14.7% of the population in Bailey County is over 65 years old.

### *Estimated number of potential participants*

Based on participation at other Senior Citizen targeted programs the library has had such as the Basic Computer Classes, it is estimated about 15-25 people will participate in the program.

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

The City of Muleshoe has a stand alone Senior Citizen Center with 240 people enrolled. Approximately 80-90 visit the center regularly and meals are provided twice a week. The center is about three blocks from the library. The Library Director discussed with the Coordinator of the Senior Citizen Center the best time to hold a program. It was decided March 23<sup>rd</sup> at 2:00 was the best time. The program will be held on a day when meals are provided.

The Muleshoe Housing Senior Division provides low income housing for Senior Citizens. Other Senior Citizens live at home, with family, or at the Parkview Nursing Home.

The community of Sudan also has the Sudan Area Senior Citizens Center.

The Bailey County Aging Services, located in the Bailey County Courthouse across the street from the library, can arrange transportation should it be needed for potential participants.

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

The potential partners for this program include: the Muleshoe Senior Citizen Center, Muleshoe Housing Senior Division, Parkview Nursing home, Sudan Area Senior Citizens Center, Bailey County Aging Services, Dallas Region Social Security Office, Muleshoe Journal, Channel 6, and the KMUL radio station, MIX 107.5 (Clovis, NM).

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

#### Physical

The library has a meeting room available where the program can be held. The library is located in the center of Muleshoe and is about 3 blocks from the Muleshoe Senior Citizen Center.

#### Skills

The Dallas Region Social Security Office will provide a speaker to the library who is conversant with the Social Security program. The library already has established relationships with the Muleshoe Senior Citizen Center, Muleshoe Journal, Channel 6, and the KMUL radio station, MIX 107.5 (Clovis, NM). The library staff has experience in creating promotional materials for programs.

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### Detailed Action Plan

#### Goal

The library's goal is to develop partnerships in our community. As part of this goal, we want to provide programs to educate Senior Citizens in our community and to facilitate programs with the Bailey County Extension Agency.

#### Objective

Provide a program on Social Security to educate Senior Citizens in Muleshoe and the surrounding area.

#### Action Plan

The table below gives the library's action plan for the Social Security Program for Senior Citizens.

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?
Call Jennifer Whitehead at Social Securities Administration to request speaker for program.	Director by January 24, 2011	Time-15 min. \$ & materials-none Personnel-1	Date set.	Date set.
Design questionnaire to take to the Senior Citizen Center for questions they have about the Social Security program.	Director by January 25, 2011	Time-1 hr. \$ & materials-none Personnel-1	Questionnaire designed.	Questionnaire delivered.
Make 20 copies of questionnaire; deliver to Helen Cook.	Director by January 26, 2011	Time-30 min. \$3 & materials-none Personnel-1	Copies made.	Questionnaire delivered.
Have Helen Cook, Coordinator, Senior Citizen Center give questionnaire to Seniors (get questions they want answered).	Director by January 26, 2011	Time-15 min. \$ & materials-none Personnel-1	20 questionnaires handed out.	Count # handed out.
Collect & compile questionnaires.	Director by February 2, 2011	Time-1 hr. \$ & materials-none Personnel-1	50% returned	Count # returned.
Send questionnaire compilation to Jennifer Whitehead.	Director by February 3, 2011	Time-15 min. \$ & materials-none Personnel-1	Compiled questionnaire sent.	Sent by Feb. 3
Get room setup/equipment needs information from Speaker.	Director by February 3, 2011	Time-15 min. \$ & materials-none Personnel-1	Contact via e-mail.	Response received.



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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?
Contact Bailey County Aging Services re: potential transportation.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	Contact made.	Information gathered/arrangements made.
Contact Muleshoe Senior Citizen Center re: explain program; ask to put up poster & leave flyers to promote program to Seniors	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact Sudan Senior Citizen Center re: explain program; ask to put up poster and promote program to Seniors.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact Parkview Nursing Home re: explain program; ask to put up poster and promote program to residents and caregivers.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact Muleshoe Housing Senior Division; ask to put up poster and promote program to residents.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact Muleshoe Area Medical Center; explain program and ask to put up poster	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Contact local doctor, dentist and medical clinics; explain program and ask to put up poster.	Director by February 15, 2011	Time-15 min. \$ & materials-none Personnel-1	1 poster & 25 flyers distributed	Count # flyers taken.
Post information about program on library website and Facebook.	Director by February 28, 2011	Time-30 min. \$ & materials-none Personnel-1	Information posted.	Count web hits on Facebook/count responses posted.
Put program on library calendar to reserve room.	Director by January 24, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted.	Program held.
Write press release.	Director by February 25, 2011	Time-45 min. \$ & materials-none Personnel-1	1 press release written.	4 press releases distributed
Make promotional posters (# needed determined by above contacts made).	Director by February 28, 2011	Time-1 hr. \$5 (posters); \$37.50 (250 flyers); Personnel-1	25 posters; 250	Count # of posters distributed & flyers taken

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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?
Distribute press releases.	Director by March 7, 2011	Time-1 hr. \$ & materials-none Personnel-1	4 press releases distributed	Count # used.
Contact Speaker to Reaffirm date/time.	Director by March 14, 2011	Time-15 min. \$ & materials-none Personnel-1	Contact made.	Reaffirmed arrangements.
Create Pre/post Evaluation form for program; make 25 copies	Director by March 14, 2011	Time-30 min. \$3.75; Personnel-1	Count # distributed.	Count # completed.
Purchase refreshments (tea, bottled H2O, fruit, veggies & dip, cinnamon cake).	Director by March 22, 2011	Time-45 min. \$15 & materials-none Personnel-1	Refreshments purchased.	Count # participants.
Make sure meeting room is set up for 15-25 attendees.	Lib. Assistant, by March 22, 2011	Time-30 min. \$ & materials-none Personnel-1	15-25 chairs set up.	Count # participants.
Clean up room.	Janitors by March 23, 2011	Time-30 min. \$ & materials-none Personnel-2	N/A	N/A