



Friday, December 27, 2024

## Libraries of Excellence Award Application

Please submit information from your most recent full fiscal year.

**Please provide primary contact email address** kbrantley@wolfforthtx.us

**Library Full Name** City of Wolfforth Library

**Library Address (Street, City, Zip Code)** 508 E HWY 62 Wolfforth, TX 79382

**Library Director/Administrator Name** Kimberly Brantley

**Director/Administrator Email Address** kbrantley@wolfforthtx.us

**Contact Phone Number** 806-855-4150

Please provide at least one example of how your library met the following award requirements. Supplemental images are *optional but encouraged*.

**Please Note:** Over 75 libraries typically apply for this award each year. A highlight video is created for winners but with so many applicants, we cannot guarantee inclusion for each applicant. Each category is highlighted with the best submitted images showing libraries meeting that criteria.

**Those who provide a good quality image highlighting their library supporting each category have the best opportunity to be highlighted in the award video.**

**A note before starting the application. Please save your answers in a separate document to ensure no loss of information if the form is saved incorrectly or you accidentally close it before submission. We cannot restore lost application data.**

**UNDERSERVED POPULATIONS - Provide services to underserved populations either through outreach, special programs, collaborations with other libraries or organizations, special classes, special collections, etc.**

The City of Wolfforth Library offers a variety of services to underserved populations through outreach programs, special collaborations, targeted classes, and specialized collections. One program that exemplifies this approach is Bright From the Start, our biannual five-week workshop series within the Family Place Libraries network, which we joined in 2019. This program encompasses outreach, community partnerships, and early literacy initiatives to support the holistic development of children and families.

Bright From the Start focuses on children ages birth to three years, along with their parents or caregivers. Each session features a play-based environment filled with toys and learning manipulatives to encourage creative interaction between children and caregivers. The workshops also include expert-led discussions with professionals from the community who provide valuable insights into early child development and address any questions or concerns parents may have.

In addition to the workshops, the Library partners with multiple organizations throughout Lubbock County to provide families with resources on key topics, including speech, hearing, language development, child behavior, nutrition, and music and movement. To further support caregivers, the Library staff, who receive specialized training in early literacy, act as resource experts for participants.

The Library also maintains a dedicated parenting collection located in the children's area, offering print materials for parents at all stages of their journey. These resources are available to all library cardholders.

This collection is located next to the Family Place space, which is available year-round, and offers interactive manipulative activities such as puzzles, dramatic play items, and blocks, fostering continued learning and engagement between children and caregivers. The connections made during Bright From the Start have enabled the Library to build lasting relationships with families, caregivers, and community partners, which helps us better serve our underserved populations throughout the year.

Attachments: 1) Marketing displayed on the television at the circulation desk advertising the upcoming workshop and other programs happening this month. 2) Picture from the Fall 2024 Bright from the Start workshop for speech and hearing showing the resource table and a mother visiting with the resource professional for the week.

**UNDERSERVED POPULATIONS SUPPLEMENTAL MATERIALS** - You have the option to upload 1-2 supplementary files. Examples of supplemental files are publicity items, fliers, program descriptions, newspaper articles or other media documents, or statistical information. The maximum file size is 10 MB. Please name the file (Your Library Name Underserved Populations). Example: Smith Public Library Underserved Populations



 City of Wolfforth Library Underserved ... .pdf

**MARKETING - Please describe current marketing materials highlighting basic services and publicity about programs the library offers.**

Over the past year, the Library has made significant strides in enhancing its marketing efforts to effectively communicate the services and programs available to the public. Upon registering as a new member, the customer receives a trifold brochure that outlines the Library's core services, operating hours, website, and information on accessing ebooks, along with general Library details.

Additionally, the Library distributes monthly calendars that feature upcoming events and programs. These calendars include a list of events on one side and detailed descriptions of each program on the reverse. These calendars are available in print at the Library, posted on the bulletin boards at City Hall and the Library, and available digitally on our website.

To further promote its services and programs, the Library leverages social media platforms, its website, and quarterly newsletters to engage the community and raise awareness about upcoming events and new offerings.

Attachments: 1) Trifold Library Brochure 2) January 2025 Calendar showing programs and descriptions

**MARKETING SUPPLEMENTAL MATERIALS** - You have the option to upload 1-2 supplementary files. Examples of supplemental files are general library brochures, recurring program brochures, specific program publicity, newsletter, media contacts (newspapers/TV/Cable), bookmarks, fliers, etc., web page publicity, or electronic publicity. The maximum file size is 10 MB. Please name the file (Your Library Name Marketing).

 City of Wolfforth Library Marketing 1.pdf

 City of Wolfforth Library Marketing 2.pdf

**COLLABORATIVE EFFORTS - Please describe any special collaborations with outside organizations, educational institutions, or other city departments undertaken in the past year.**

The City of Wolfforth Library is dedicated to serving our community, which is central to our mission. Over the past year, we have actively participated in key City events, including the Wolfforth 4th on the 5th Celebration, National Night Out, the Wolfforth Harvest Festival, and Small Town Christmas. At each of these events, we assist City staff with planning and execution of the event as well as setting up an information booth to engage attendees. Our booth offers free books, information about the Library, and resources from local community organizations with which we collaborate.

In addition to City events, the Library maintains strong partnerships with Frenship ISD, supporting students across all grade levels. Each week, Frenship High School Life Skills students visit the Library to gain hands-on job skills, preparing them for post-graduation employment. In 2018, the Library digitized all high school yearbooks from Frenship ISD, and this year, the Library and City updated our website, making these yearbooks accessible to the public. Moving forward, we plan to update the yearbook collection annually as a service to the district and the community.

The Library also works closely with the Frenship Middle School Librarian to ensure all incoming sixth-grade students receive Library Cards, with parent consent, giving them access to our digital and physical collections. Library staff visits the school to present on Library services and eBooks, and offers continuous support to teachers, adding material to the collection regularly that supports curriculum and student interests. We also collaborate with elementary school teachers and Librarians to provide storytimes, career day presentations, and literacy support as requested.

Furthermore, the Library has longstanding partnerships with two prominent organizations in Lubbock County—Parenting Cottage and Literacy Lubbock. These collaborations enable us to offer five programs per month that serve families with children, providing free books and connecting them to essential resources such as parenting classes, free car seats, and GED programs. Literacy Lubbock also provides weekly GED and ESL classes to the community at the Library, free of charge, supporting adult learners. As part of our Family Place initiative, we have also developed new partnerships with Early Childhood Intervention (ECI), AgriLife Texas, Texas Tech University Child Development, South Plains College Child Development, and various other local organizations. These collaborative efforts are a vital part of our mission to strengthen our community and expand access to resources for families, children, and individuals of all ages.

Attachments: 1) Picture of Library staff at our table for the City of Wolfforth Harvest Festival. Director Kimberly Brantley, Community Librarian Taylor Revilla, and part-time staff Danica Powers and Laney Kimball 2) Picture of Library Director and Community Librarian with City staff member Kimberlea Groves and Santa at the City of Wolfforth Small Town Christmas celebration

**COLLABORATIVE EFFORTS  
SUPPLEMENTAL MATERIALS - You have the option to upload 1-2 supplementary files. Examples of supplemental files are materials from programs with schools, museums, or other educational institutions, interdepartmental programs, volunteer programs, or non-governmental agencies. The maximum file size is 10 MB. Please name the file (Your Library Name Collaboration).**





**NEW, UNIQUE OR ENHANCED SERVICES - Please describe any new, unique, or enhanced services initiated during the past year.**

In response to the challenges presented by the COVID-19 pandemic, the City of Wolfforth Library sought innovative ways to support our community and enhance early literacy services. In late 2020, we began exploring the circulation of Tonies and Tonieboxes, a concept that not only promotes literacy development but also offers accessibility to young users who are not yet reading independently, as well as to those with visual impairments or learning disabilities. At the time, Tonies had only recently entered the U.S. market and had not yet been implemented in libraries. Recognizing the potential of this tool, we proactively reached out to the company and played a key role in establishing the Tonies for Educators program, which supports the use of Tonies in classrooms and libraries. Additionally, we support the Tonies for Libraries Facebook group, assisting other librarians in integrating Tonies into their programming.

The Library officially began circulating Tonies in January 2022, starting with two Tonieboxes and 50 Tonie figures. Over the past year, we have significantly expanded the collection, increasing both the quantity and circulation rate. Currently, we circulate six Tonieboxes and over 250 Tonie figures, with 60-70% of the collection checked out at any given time. This service has become a valuable resource for families and children, reinforcing the Library's commitment to fostering early literacy in an inclusive manner.

In response to feedback from working families who were unable to participate in our traditionally scheduled weekday programs, we introduced a new initiative in January 2024. The "Family Storytime" program is offered once a month on a Monday evening and a Saturday morning, providing families with children ages 2-7 an opportunity to enjoy storytime, songs, and crafts outside of typical work hours. This program has been warmly received and has attracted many new families to the Library, who appreciate the flexibility it offers to participate in enriching activities with their children.

These new and enhanced services reflect our ongoing commitment to meeting the diverse needs of our community and ensuring that the Library remains a welcoming and accessible resource for all.

Attachments: 1) Circulation statistics for our Tonies collection, labeled Makerspace, and the information we share with other libraries to assist in their collection. 2) Picture of families participating in our newest program, Family Storytime.

**NEW, UNIQUE, OR ENHANCED SERVICES SUPPLEMENTAL MATERIALS - You have the option to upload 1-2 supplementary files. Examples of supplemental files are circulation statistics, other statistical information, programs offered, programming changes, or marketing materials for new or enhanced services. The maximum file size is 10 MB. Please name the file (Your Library Name New Services).**





**LITERACY SUPPORT - Please describe examples of library services and/or resources providing literacy support to the community during the past year (i.e. Summer Reading Program).**

The Library takes pride in its commitment to literacy by offering innovative and impactful programs and resources tailored to meet the needs of our diverse community. Through our partnership with Literacy Lubbock, we host weekly ESL and GED classes led by trained and vetted volunteers. These classes have grown significantly over the past year, serving 14 ESL students and 9 GED students in 2024. Outcomes reflect meaningful progress: one GED student successfully completed the program and has been accepted into the Coast Guard, where he will report in January 2025. GED participants completed 18 pre-tests and nine official GED exams, with notable successes including one student passing all but the math test, another passing two pre-tests, and another improving their math score from 133 to a passing 148. All participants demonstrated measurable skill development. ESL students have similarly shown marked improvement, particularly in vocabulary, reading comprehension, speaking confidence, and community engagement. For example, one ESL student, empowered by her enhanced English skills, now volunteers at Literacy Lubbock events.

Our largest literacy outreach initiative is the annual Summer Reading Program, which engages community members of all ages. This program runs from the first Tuesday after Memorial Day to August 1st, culminating in a celebratory event for participants. In recent years, we expanded the program to include not only school-age children and teens but also adults and younger children, ensuring it is inclusive for all ages. To facilitate participation, we use the Beanstack app, allowing readers to log books and activities while earning virtual badges, physical buttons, prizes, and raffle entries for grand prizes. This year, 130 children under five participated, logging over 15,000 books read by their caregivers. Among school-aged children and teens (K-12), 296 participants logged a combined 9,778 books and 23,989 minutes of reading. Our adult program, now in its second year, saw 145 participants who collectively read 3,423 books and logged 6,631 minutes. While some programs track minutes and others track books, participation data indicates significant community engagement, with room for future growth. We continually evaluate and improve our summer programs to expand their reach and ensure more residents are aware of the Library's resources.

Additionally, the Library is expanding its bilingual print and digital collections to better serve the community's needs. Our largest bilingual collection is in Spanish, reflecting the predominant language of our area. Recently, we've also addressed the growing demand for Russian-language resources. With funding from a generous HEB grant, we launched a small collection of Russian bilingual books and English-Russian dictionaries. These materials have recently been added to our collection, and we are optimistic about their impact and look forward to further development of this resource in the coming year. Through these efforts, the Library demonstrates its unwavering commitment to fostering literacy and creating opportunities for learning and growth across our community.

Attachments: 1) Picture of our Community Librarian, Taylor Revilla providing an interactive literacy program with the magnetic storyboard. 2) Marketing flyer for our summer reading program and the calendar list of events offered each week

**LITERACY SUPPORT SUPPLEMENTAL MATERIALS** - You have the option to upload 1-2 supplementary files. Examples of supplemental files are materials from Summer Reading programs for youth, teens and/or adults, ESL classes, GED classes and/or High School Diploma program, support materials for ESL or GED, family story times, bilingual material and/or programs, or tutoring programs or study centers. The maximum file size is 10 MB. Please name the file (Your Library Name Literacy).



City of Wolfforth Library Literacy.pdf

**DIGITAL INCLUSION** - Please describe library services and/or resources that supported digital inclusion with public internet access, digital literacy training, and online library services in the community during the past year.

The City of Wolfforth Library is dedicated to fostering digital inclusion by providing robust public internet access, digital literacy training, and online library services to our community. To enhance connectivity, we installed Wi-Fi boosters within the Library, ensuring reliable access for patrons using their own devices. Additionally, we offer 13 public access computers to meet the diverse needs of our users, from job searching to online learning.

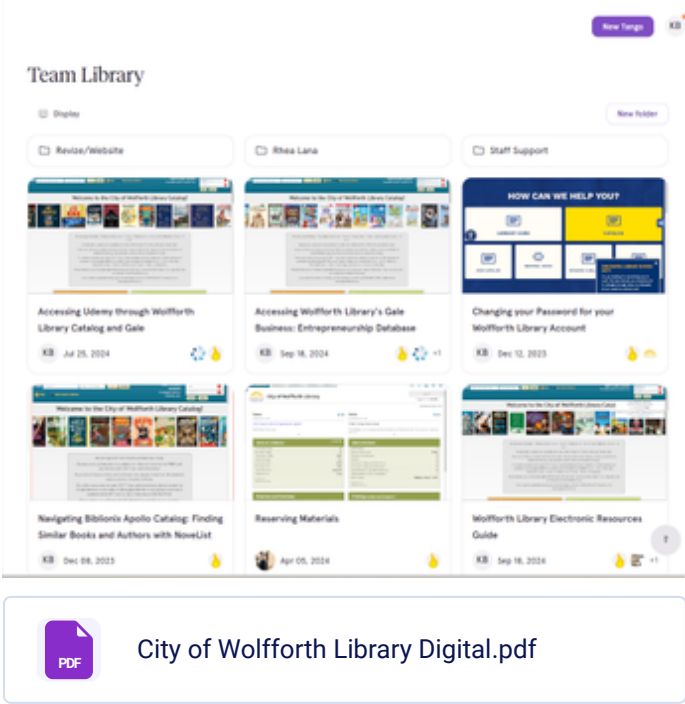
To support digital reading and learning, the Library provides access to eBooks through Libby, via the West Texas Digital Consortium, and Boundless, through E-Read Texas. Each new Library member receives a step-by-step eBook guide to help them set up their accounts. This past year, we welcomed 467 new users to Libby, bringing our total user base to over 6,000 and facilitating more than 100,000 checkouts. We also partnered with the local middle school to provide all 6th-grade students with Library cards and hands-on training in accessing eBooks and digital learning tools through TexShare.

The Library leverages TexShare resources to provide a wide array of digital tools, which are prominently featured as quick-links on our catalog for easy access. These include popular services like Novelist, ABC Mouse, research databases, reader advisory tools, and job and career development resources. All resources are readily accessible through the Library's website, ensuring that patrons have 24/7 access to valuable digital services.

To further promote digital literacy, the Library offers personalized one-on-one support to patrons who need assistance navigating these resources. Additionally, we create user-friendly "click guides" that provide clear, visual instructions on how to utilize our digital tools and services.

Through these initiatives, the City of Wolfforth Library demonstrates its commitment to bridging the digital divide, empowering our community with the tools and skills needed to thrive in a digitally connected world. Attachments: 1) eBooks trifold brochure given to customers 2) Screenshot of click guides created for teaching customers about our online resources

**DIGITAL INCLUSION SUPPLEMENTAL FILES** - You may upload 1-2 supplementary files. Examples of supplemental files are internet usage and technology and training statistics, information about library's or third party vendor's apps, screenshot statistical information on the usage of online services such as homework help or online reference, downloadable collections, etc., publicity items, fliers, program descriptions, etc. The maximum file size is 10 MB. Please name the file (Your Library Name Digital).



**WORKFORCE DEVELOPMENT - Please describe library services and/or resources that assisted community workforce participation and development during the past year.**

The City of Wolfforth Library has been a steadfast supporter of workforce development for over a decade and continues to innovate and expand its services to meet community needs. This past year, we transformed a former program room into a dedicated Job and Education Resource Room. This space is thoughtfully equipped with three dual-screen computer workstations, each outfitted with headphones and webcams to accommodate virtual interviews, online learning, and job application needs. Additionally, the room features two semi-private study carrels, a whiteboard, and flexible seating arrangements, including three movable tables with chairs, allowing users to adapt the space to their needs.

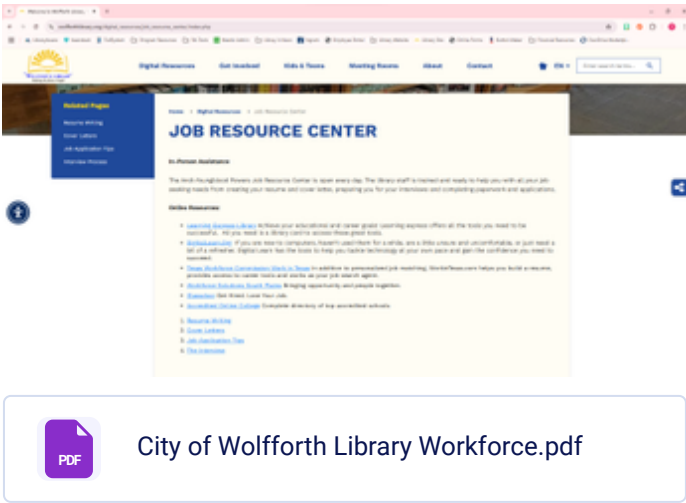
To complement this physical resource, the Library offers an extensive collection of print and digital materials designed to support personal and professional growth. These resources cover a wide range of topics, including job search strategies, resume writing, interview preparation, and skill development. We also developed a dedicated workforce development page on our website, which serves as a centralized hub for tools such as Learning Express Library, resume templates, job application tips, and other career-related resources.

This year, the Library also strengthened its partnership with Workforce Solutions of the South Plains to provide direct, local support for job seekers. Twice a month, a Workforce Solutions representative visits the Library, setting up a resource table in the entryway to share information on local job opportunities, training programs, and upcoming job fairs. This outreach ensures that community members have direct access to personalized guidance and employment resources. Additionally, Workforce Solutions collaborated with the Library to participate in two major community events—Wolfforth Night Out and the Wolfforth Harvest Festival—where they highlighted employment opportunities, including jobs tailored to youth in the area.

Through these initiatives, the City of Wolfforth Library demonstrates its commitment to empowering residents at all stages of their career journeys, fostering economic growth, and creating pathways to success in our community.

Attachments: 1) Workforce Solutions of the South Plains flyer for their youth program and contact information for the representative. 2) Screenshot of the Library website Job Resource landing page.

**WORKFORCE DEVELOPMENT  
SUPPLEMENTAL MATERIALS - You may upload 1-2 supplementary files. Examples of supplemental files are publicity items, fliers, program descriptions, etc., collections, e-resources, classes focused on employment, resume creation, vocational training, and certifications, etc., workspaces for mobile workers, and partnering with outside workforce development agencies. The maximum file size is 10 MB. Please name the file (Your Library Name Workforce).**



**CULTURAL, TOPICAL, EDUCATIONAL EVENTS - Please describe an example of cultural, topical, and/or educational classes or events held during the past year.**

The City of Wolfforth Library is committed to providing a wide range of cultural, topical, and educational events to enrich the community. In March, we celebrated Read Across America and Dr. Seuss's birthday with a family-friendly Dr. Seuss Party. Throughout the event, Librarians hosted storytimes every 20 minutes, while participants enjoyed themed games, crafts, and a whimsical Dr. Seuss photo station. In April, we hosted a Solar Eclipse Party, capitalizing on the rare opportunity to view 85% totality in our region. This full-day event, supported by resources from NASA and SEAL, offered activities for all ages. Attendees engaged with educational videos explaining the science behind eclipses, participated in hands-on learning activities, and created themed crafts. The event concluded with a communal viewing experience using free solar eclipse glasses provided to all participants. Beyond in-house programs, the Library actively reaches out to the community to provide cultural and educational opportunities for those who may not regularly visit. As part of our summer programming, we partnered with the Science Spectrum in Lubbock to present a program on snakes. This interactive event included a short educational talk, live snakes, and hands-on activities that captivated participants of all ages. In July, local weatherman Jacob Riley delivered a family-friendly program on severe weather preparedness. The presentation featured videos, hands-on experiments, and take-home severe weather backpacks containing basic supplies and a preparedness checklist for families. Thanks to support from the city's hotel occupancy tax funds, we also hosted Lucas Miller, the "Singing Zoologist." This unique program combined fascinating animal facts with catchy songs and engaging dances, ensuring both children and adults were entertained while learning. Participants left the event humming tunes and brimming with newfound knowledge about wildlife. The Library also connected with young learners at Upland Heights Elementary during a Career Day event. Library staff presented to students from kindergarten through 5th grade, answering questions and showcasing photos of Librarians engaging with the community through STEM activities and collaborations with the fire department. Students gained a deeper understanding of the diverse and impactful work of Librarians, challenging their perceptions of libraries as quiet, book-filled spaces. Through these programs, the City of Wolfforth Library demonstrates its commitment to fostering lifelong learning, cultural enrichment, and community connection. Attachments: 1) Career Day presentation at Frenship ISD, Upland Heights Elementary school. Presented to students in kindergarten through 5th grade in October 2024. 2) Picture of participants preparing to watch the eclipse during our Solar Eclipse Party in April.

**CULTURAL, TOPICAL, OR EDUCATIONAL EVENTS SUPPLEMENTAL MATERIALS - You have the option to upload 1-2 supplementary files. Examples of supplemental files are publicity materials, brochures, and newspaper articles. The maximum file size is 10 MB. Please name the file (Your Library Name Events).**



City of Wolfforth Library Events.pdf

**STAFF DEVELOPMENT - Please describe examples of development opportunities offered to library staff at all levels during the past year.**

The City of Wolfforth Library recognizes that professional development and ongoing training at all staff levels are essential to delivering high-quality services to our community. This year, we prioritized opportunities for growth, collaboration, and skill-building across the entire team.

The Library Director and Community Librarian remain actively engaged in the Texas Library Association (TLA) and the Association for Rural and Small Libraries (ARSL), each completing a minimum of 15 hours of continuing education annually. In 2023, both Librarians attended the TLA Conference in San Antonio and the ARSL Conference in Springfield, Massachusetts. These in-person events allowed them to expand their knowledge, network with peers, and stay abreast of current best practices in the field. This year they also had the opportunity to present a pop-up session at the ARSL conference on circulating Tonies and Tonieboxes in libraries, sharing best practices and resources on this innovative practice with colleagues nationwide.

Equipping frontline staff with the skills to provide exceptional customer service is a top priority. All new staff members are required to complete a comprehensive six-module reference training provided by the Ohio Library Council, ensuring a strong foundation in customer interaction and information services. Quarterly staff training sessions are also held to introduce new programs and resources, reinforce existing skills, and address key topics such as customer service excellence and working with diverse populations. This year, our Circulation Supervisor and Lead Library Page participated in TLA's "Frontline Fundamentals: Enhancing Customer Service Skills," a four-part webinar series designed to empower frontline staff. Both team members actively engaged with the training and later shared key insights during our November staff training day, fostering a culture of continuous learning and collaboration among colleagues.

By offering diverse and meaningful development opportunities, the Library invests in its staff's growth and ensures the community receives knowledgeable, professional, and forward-thinking service. These initiatives not only enhance individual skills but also strengthen the Library's ability to innovate and adapt to the evolving needs of our patrons.

Attachments: 1) Picture of Taylor Revilla, Community Librarian, and Kimberly Brantley, Library Director at the ARSL conference before their presentation, "Tonies at your Library". 2) Presentation for the quarterly staff meeting in November for all Library staff.

**STAFF DEVELOPMENT  
SUPPLEMENTAL MATERIALS - You have the option to upload 1-2 supplementary files. Examples of supplemental files are the number of staff attending training, the number of classes attended, attendance at professional meetings and conferences, and types of training. The maximum file size is 10 MB. Please name the file (Your Library Name Staff).**



City of Wolfforth Library Staff.pdf

**OTHER SERVICES - Please describe other services that demonstrate how the library served the community with excellence during the past year. Do not duplicate examples from other categories above.**

The City of Wolfforth is experiencing rapid growth, with projections indicating our population may double within the next five to ten years. To meet the evolving needs of our expanding community, the Library has embarked on a transformative journey to expand and modernize our facility. This year, the Library took significant steps to prepare for this project, actively engaging the Library Board and fostering community buy-in to ensure broad support for our expansion goals. As part of these efforts, we developed a comprehensive capital campaign booklet. This resource outlines our growth trajectory, details how community members can contribute, and includes a call to action for individuals to join our Building Committee. Looking ahead, the Library will collaborate with a professional firm to update our master plan and create concept designs that will guide the expansion and renovation of our building over the next three years. These plans reflect our commitment to serving the growing population with excellence by providing a space that supports lifelong learning, community engagement, and access to vital resources. Through proactive planning and community collaboration, the Library is laying the groundwork for a brighter future, ensuring we remain a cornerstone of education, culture, and connection for the City of Wolfforth.

Attachment: 1) City of Wolfforth Library 2024 capital campaign booklet

**OTHER SERVICES SUPPLEMENTAL MATERIALS - You may upload 1-2 supplementary files. The maximum file size is 10 MB. Please name the file (Your Library Name Other)**

City of Wolfforth Library Other\_8124.pdf

**CAUTION:** If you are not ready to submit - **before you close the document** - have you entered your email address to get a link to access your document at a later date? Remember, we cannot access unsubmitted forms. It is always best to keep an extra copy of your answers.

**GET A DRAFT LINK to access your form in draft stage.**

Once you submit your application, a member of the committee will confirm receipt. Please allow up to 1 business day for their response.