CASTROVILLE PUBLIC LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
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Introduction
Castroville is located in Medina County approximately 20 miles west of San Antonio on Interstate 90 in the Hill Country area of Texas. Settled in 1844 by Henri Castro and a colony of immigrants from the Alsace region of France, Castroville is known as the "Little Alsace of Texas". Along the Medina River, early settlers farmed in an untamed wilderness, overcoming plagues of locusts, Indian raids, and drought. During the Civil War, Castroville played an important role as a freight stop for supplies. Today the economy is dominated by agribusiness and agricultural research. Castroville is home to the first public library in Medina County.

Historical, Current, and Future Roles of the Library
Historically, the library has provided free and equal access to information, educational and recreational materials, local history and genealogy. It has been a community meeting place.

Current roles of the library include: public meeting space; opportunities for lifelong learning; free and equal access to information; educational and recreational materials; information assistance; access to technology; public computer and Internet access; local history repository; early childhood literacy, and a pre-school door to learning.

Future roles for the library include: basic literacy; English as a Second Language; cultural awareness; business support; career and workforce development, and a heritage center.

Existing Programs
The library offers the following programs: a summer reading program for children; Great Courses Lecture Series on the Western Literary Tradition; computer and technology courses; workforce skills assistance; GED prep courses; two adult book clubs; teen library volunteers; pre-school story time, and pre-school music and movement.

Identified Needs
The community is challenged to retain its unique cultural heritage while experiencing rapid growth.

The library needs additional parking space. The library also needs additional space for books.

Identified Assets
Community assets include a unique cultural heritage. Castroville is listed on the National Register of Historic Places.

The library has a computer lab and a technology savvy staff that enthusiastically stays current with innovative applications.

Thank You Statement
The library would like to thank the residents and officials of Castroville for their continued support of the library and for their participation in its programs. The library would like to thank

the Friends of the Castroville Public Library for their dedication to advocacy and fundraising, and for volunteering their time and effort to the library. The library thanks the Junior Friends of the Library for organizing the outreach event. The Medina Valley Middle School and the Medina Valley High School are thanked for partnering with the library in this outreach program. The library would especially like to thank the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL Project.

Community Profile Narrative
Castroville has a unique cultural heritage that has earned the city the title of "Little Alsace of Texas". Contemporary Castroville has over 200 historic buildings, many with unique European style architecture. The architecture, food, language and customs of the early settlement are retained by preservation efforts throughout the community. Current residents are able to trace their ancestral ties to France. Seven generations of descendants of original French settlers have lived in Castroville. Ancestral roots are celebrated each August during St. Louis Day, now in its 130th year. The church festival includes events such as an Alsatian dinner, games for children and adults, horseshoe pitching tournament, and live entertainment. The festival is called the "Homecoming of the State of Texas" by the Texas Tourist Agency.

There are 97 historic structures in the historic district of Castroville. The architecture of the buildings is Alsatian, built of materials adapted by immigrants to the natural resources and environment of Texas. Castroville is the location of the first church, library, post office and county seat for Medina County. Castroville is listed on the National Register of Historic Places.

Castroville has an economy primarily based on agricultural and associated businesses. Corn, wheat, hay, maize, and oats are the primary crops grown in the area. Applied livestock genetics firms are located in Castroville. Many residents commute to San Antonio for work.

Castroville has a regional park that provides recreational opportunities along the Medina River such as hiking, fishing, and swimming. The city is served by the Medina Valley Independent School District and parochial schools.

A Master Plan for the city was completed in 2011, outlining the long range vision for the city. With urban sprawl from San Antonio approaching from the east, and recognition of a need to preserve Castroville's unique cultural features, the Master Plan focuses on managed growth for quality of life.

Main Geographic Features
Community Features
Assets and Challenges
Unique geologic features in the area of Castroville include the Edwards Aquifer, Uvalde Gravel, Escondido Formation, Fluviatile deposits, and the Leona Foundation. The Medina River runs through Castroville. The community has: a public swimming pool; walking and hiking trails; public parks; farmland; an airport, and campgrounds.

Challenges include the distance to other towns, cities and major metropolitan areas.
Library Features

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Assets and Challenges
The library is an attractive stand-alone facility. It is located near the elementary, middle and high schools. Close to the library are: City Hall; Chamber of Commerce; a rehabilitation center; senior center; day cares; American Legion; newspaper office; churches; local workforce office, and a youth center.

Although younger students are usually brought to the library, a major highway separates the library from the public junior and high schools.

Funding is a challenge for the library as a 501c3 nonprofit organization.

Community Demographics
According to the 2010 Census, the population of Castroville is 3,053. Residents under age 18 are 28% of the population; 34.6% are between 18 and 45; 21.7% are from 45 to 64, and 15.6% are age 65 or older. Residents are 59.9% White, 37.9% Hispanic, 0.5% Black and 1.7% Other. The median income is $42,308. 84.6% have a High School diploma or higher; 25.4% have a Bachelor's degree or higher and 10.9% has a Graduate degree. The median age in Castroville is 37 years.

Library Profile Narrative
The Castroville Public Library was founded in 1963, by the Home Demonstration Club (an organization dedicated to home economics in agricultural areas under the Texas Agricultural Extension Service). It was the first public library in Medina County. The library is a non-profit charitable organization.

The Friends of the Castroville Library supports the library by volunteering to lead programs, conduct fundraisers, plan events, and organize the Junior Friends of the Library group. Junior Friends is a club for children and teens ages 8-17 who want to actively serve in their community by assisting with library programming.

Library hours are: Monday through Thursday 10 a.m.-6:00 p.m., Friday 10 a.m.-5:00 p.m., and Saturday 10 a.m.-4 p.m. Services include: reference assistance; homework help; reader's advisory; Internet access; notary; color printing; color photocopies; scanning, and Fax.

Most Important Library Statistics
The Castroville Public Library has 15,802 items in its collection. The library is 4,040 square feet. In 2010 circulation was 21,398. There were 4,638 registered borrowers. Four paid library staff kept the library open 45 hours per week; volunteers contributed 5,117 hours. There were 23,553 library visits. 29,925 attended library programs. 92% of the funding came from the city; 3% came from the state, and 5% came from foundation and corporate grants.

Vision, Mission, Goals and Objectives
Vision Statement
The Castroville Public Library will launch your journey to the past, present and future.

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Mission Statement
It is the mission of the Castroville Public Library to provide and promote open and equal access to the resources and services of the library in order to meet the informational, educational, and cultural needs of our community. The library seeks to encourage reading and the use of current technology for life-long learning and the enhancement of the individual's quality of life. Your journey to the past, present and future begins here with us at the Castroville Public Library.

Goals and Objectives for the Library
The Castroville Public Library has as its chief objective the development of a collection of books and material selected, organized, and preserved to make it freely and easily available to the people of the community. The Library seeks to provide, within the limitations of space and budget, material which will stimulate and expand the reading interests of both adults and children, and also serve the community as a center of reliable information.

Goal 1: To maintain a collection of materials relevant to the community.
Objective 1: Monitor reading interests of both adults and children.
Objective 2: Expand resources to cover a variety of subject areas and interests.
Objective 3: Insure the currency and reliability of information resources.
Objective 4: Encourage the use of current technology.

Goal 2: To organize materials for ease of access.
Objective 1: Provide a variety of print and electronic formats.
Objective 2: Increase patron familiarity with electronic and digital resources.

Goal 3: To provide a means for discovering cultural heritage.
Objective 1: Maintain genealogy resources.
Objective 2: Instruct patrons in the use of local history resources.
Objective 3: Preserve and archive local history materials.

Goals and Objectives for Outreach Program
The outreach program meets Goal 1: "To maintain a collection of materials relevant to the community", Objective 4: "Encourage the use of current technology."

The goal of the outreach program is to increase participation among youth in the recreational and informational opportunities offered by the library. The objective of the program is to raise awareness of the library among middle and high school students by providing a fun program aimed at their interests.

Outreach Program
The library will hold a Winter Games event for youth at the library. The event will be a pilot for a more regular gaming program. Included in the program will be a selection of board games and electronic games such as Wii owned by the library. Participants will be invited to bring their own electronic gaming devices, board games, card games, and other equipment for competitions.

The library will reach out to the community through the schools and churches to publicize the event and gather participants. The library will reach out to local businesses to donate prizes for

games. The Junior Friends of the Library will act as ambassadors to the community in showcasing the relevance of the library in young lives, and demonstrating the value of the library as a recreational resource.

Winter Games will be held in the library community meeting room from 6 p.m. to 8 p.m. on a Friday evening. The Junior Friends of the Library will plan and organize the program, recruit contestants, and referee games. Refreshments will be provided.

Statement of need
A targeted survey of youth who frequent the library indicated a need for more youth programs. Video games were requested, especially by those in the 11-16 year old age group.

Description of the larger audience or target group the library wants to reach
The Medina Valley ISD has approximately 3,000 students. The middle school and the high school have a combined enrollment of approximately 1,690.

Description of the specific segment of the target group the proposed program will serve
The Winter Games pilot program is expected to serve students in the upper middle school grades and the underclassmen of the high school.

Estimated number of potential participants
Twenty participants are expected to take part in competitive games based on previous experience with library program attendance.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The Winter Games will be held on a Saturday evening from 6 p.m. to 8 p.m. Youth, most between the ages of 11–16, are expected to join the competitions. They will have transportation likely provided by family members. The date selected for the event is before the school winter sports season begins so it will not conflict with community events such as the livestock show.

List potential partners based on your assets assessment
The Medina Valley Middle School and the Medina Valley High School will partner with the library to recruit participants in the games. Junior Friends of the Library who attend each school will distribute flyers and use the public address system to advertise the event. School librarians at each school will also promote the program. Local business will be solicited for prizes and takeaways for the games.

List available library resources that could contribute to the success of the program
The library will provide the space, refreshments and organization of the Winter Games. The library will open after hours and provide the staff to manage the event. The library will promote the program through its website and Facebook page and with news releases. A wide selection of electronic and board games will be available in addition to any brought by participants. The Junior Friends of the Library and the Youth Services Coordinator will plan the structure of the program.

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Detailed Action Plan

Action Plan Goal(s):
1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objective(s):
1. Partner with local schools to promote a competitive gaming event for youth.
2. Demonstrate the value of the library to youth through the Junior Friends of the Library.
3. Engage local youth in technology resources available at the library.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table
The table below details the action plan for the Winter Games.

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?
Set date/post on library website & Facebook	Director by November 17, 2012	Time – 1/2 hour $/materials – none Personnel -1	Date set	Date set
Create sign-up sheets for registration	Junior Friends by November 25, 2012	Time – 1/2 hour $.50/materials – paper Personnel -2	Registration sheets created	Count #
Solicit local businesses for prizes	Director & Junior Friends by December 15, 2012	Time – 2 hours $/materials – none Personnel -11	Prizes solicited	Count #
Create flyers to distribute in the schools & at library	Junior Friends by December 15, 2012	Time – 1 hour $5.00/materials – paper Personnel -2	Flyers created	Count #
Distribute flyers with registration in the schools & at library	Junior Friends by December 15, 2012	Time – 1 hour $/materials – none Personnel -10	Flyers distributed	Count #
Announce event at schools	Junior Friends by December 15, 2012 & January 5, 2013	Time – 1/4 hour $/materials – Personnel -2	Event announced	Count #
Create press release for newspapers & Post on Facebook	Director by December 15, 2012	Time – 1/2 hour $/materials – none Personnel -1	Two press releases written	Count #

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Collect registrations	Junior Friends by January 12, 2013	Time – 1/4 hour $/materials – none Personnel -2	Registrations collected	Count #
Monitor number of participants registered	Youth Services Coordinator by January 12, 2013	Time – 1/4 hour $/materials – none Personnel -1	Registration checked	Count #
Make evaluation sheets for participants	Youth Services Coordinator by January 15, 2013	Time – 1 hours $2.00/materials – paper Personnel -1	Evaluation made	Count #
Set up community room with gaming equipment and refreshments	Youth Services Coordinator & Junior Friends by January 19, 2013	Time – 1 hour $/materials – games & food Personnel -10	Room Setup	Count #
Conduct event	Youth Services Coordinator & Junior Friends by January 19, 2013	Time – 2 hours $/materials – games Personnel - 10	Event held	Count #
Clean up community room	Youth Services Coordinator & Junior Friends by January 19, 2013	Time – 1 hour $/materials – none Personnel -10	Room Cleaned	Count #
Evaluate program	Youth Services Coordinator & Junior Friends by January 26, 2013	Time – 1 hour $/materials –none Personnel -10	Summarize feedback	Program evaluated
Write final press release & send to newspaper & post on Facebook	Director by January 26, 2013	Time – 1/2 hour $/materials –none Personnel -1	One press release created	One press release distributed
Write report and send to PEARL office	Director by January 30, 2013	Time-1 hour $/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you note to partners, businesses, school administrators	Director by January 30, 2013	Time-2 hours $/materials-10 notecards Personnel-1	Thank you notes written	Count #

APPENDIX: WINTER GAMES EVALUATION FORM

Castroville Public Library: Winter Games Evaluation Form

Thank you for participating!

Place an X under the number to indicate how successful the program is for you.

	Yes 3	Maybe 2	No 1
1. The day and time the program was offered was:			
Convenient for me.			
2. The games in the event:			
Were a good choice.			
Were challenging.			
3. The people who gave the program:			
Were friendly and helpful.			
4. Because of this program I:			
Learned new technology skills.			
Learned something new about the library.			

Additional comments on the program:

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