

KIMBLE COUNTY LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Junction is the county seat of Kimble County. It is located in the Texas Hill Country, 52 miles from Kerrville, a town of about 22,000 people. San Antonio is approximately 120 miles east of Junction. Interstate 10 runs parallel to the town. The name “Junction” derives from the fact that the town is located at the junction of the North and South Llano rivers. Junction is a more rural town, with a population of 3,901 people as of 2000, (the county population was 4,468).

Historical, Current, and Future Roles of the Library

Historically and currently, the Kimble County Library has filled many roles in Junction. They include lifelong learning, basic literacy, free and equal access to information, the provision of educational and recreational materials, a technology center, English as a second language, local history and genealogy, formal education support, information literacy, adult learning, cultural awareness, current topics and titles, gateway to information, business support, public computer access, career and workforce development, early childhood literacy, and preschool door to learning. Other current roles include a community meeting place, information assistance, and a heritage center. In the future, the library would like to continue filling these roles.

Existing Programs

The library offers several programs. These include a lap-sit program for children birth to three years of age, toddler and preschool age story times, a regular story time for daycare centers, a summer reading program for children and teens, adult book club, homebound outreach, nursing home outreach, regular art displays, a canned food drive to forgive fines, regular author visits, interlibrary loan, scrapbooking, parenting classes, private tutoring, and computer literacy classes.

Identified Needs

The Junction community does have some needs. There is public transportation available but residents would benefit from extended hours including after 5:00 p.m. and on the weekends. The community needs homes that are affordable to rent and buy and more housing that is not government subsidized. There is a need for a food bank, homeless shelter, teen center, and a recycling center in town. There is currently no after school program for students or assistance with back to school supplies and clothes.

Identified Assets

The city of Junction has many assets. Its proximity to two rivers makes it an ideal place for recreational activities, such as hunting, fishing, tubing, canoeing, kayaking, and camping. Citizens in Junction take an active interest in their history, which is evidenced by the existence of the Kimble County Historical Commission, Kimble County Historical Museum, and the OC Fisher Museum.

There are rodeo grounds, a golf course, public basketball, tennis, and sand volleyball courts, a public swimming pool, three public parks, one of which is a state park, several campgrounds, a community theatre, a Grey Hound bus stop, a hospital, exemplary schools, a Frisbee golf course,

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and a nursing home facility. The city has a small craft airport, cedar fiber plant, cement plant, and a gravel plant.

The Kimble County Library is grateful for the support of many people and groups: the Friends of the Kimble County Library, Kimble County officials, Kimble Library Board members, and other community members. The Library wishes to extend a particular thank you to the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project.

Community Profile Narrative

Junction is a town rich in natural resources and community spirit. Recreational activities abound, with fishing, birding, canoeing, kayaking, and tubing available year round due to the presence of the North and South Llano Rivers. The city has a superb educational system, with the elementary and high schools recently receiving TEA Exemplary ratings. There are three parks, including a state park, two clinics, a hospital, two banks, one credit union, and a nursing home facility. The Kimble County Historical Commission Museum is renowned for its genealogical resources.

There is a cedar fiber plant located on the outskirts of town as well as a cement and gravel plant. The majority of residents are employed by Junction Independent School District, Kimble Hospital, Hill County Care Center (a nursing home), Texas Department of Transportation, Kimble County, Pernal Electric Company, retail establishments, and public administration. The town is a host for a Texas Tech University regional site, and there is a historical museum in Junction dedicated to preserving the county's history.

The city hosts several fun and interesting events over the course of the year, including a Vietnam Veterans Motorcycle Run, Quilt Show, Rodeo, Gun and Knife Show, 4th of July Fireworks Display, Antique Car Show, Oktoberfish (Fly Fishing Festival), Texas Trappers and Hunters Fall Rendezvous, and a Boots 'n Bangles Christmas Bazaar.

Main Geographic Features

Community Features

Assets and Challenges

Junction is a town rich with geographic assets due to its location at the junction of two rivers. Junction is where the north and south Llano Rivers meet to form the main Llano River. The city is surrounded by hills and located in a valley, and this abundant land makes it possible to have a bird sanctuary, exotic animal ranches, hunting and fishing leases, and rodeo grounds. Kimble County is full of natural springs, such as 700 Springs Ranch, and even has its own set of dinosaur tracks located at the Ackers Ranch. These attributes, along with the South Llano River State Park, attract many tourists to Kimble County.

Junction does face some challenges due to its geography. It is located a far distance from any metropolitan city, which makes it difficult to attract new businesses. Often people have to travel over 50 miles to receive specialized medical care. Flooding often occurs when the areas up river from Kimble County receive abundant rainfall. This causes many people to become stranded in their homes, unable to travel to work, and the local grocery store supplies are rapidly depleted.

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Due to the recent drought, Kimble County residents are finding it harder to grow and harvest from their personal gardens and have had to sell livestock because of the cost of feed.

Library Features

Assets and Challenges

The physical location of the Kimble Library offers several benefits. It is a block from the main road, ideally situated in the center of town. It is within walking distance to the Health and Human Services of Texas, Family Services, the Hill County Mental Health Development Disability Center, and two churches.

The library does face some challenges due to its physical location, which include the inability to expand due to lack of space and a lack of parking spaces for patrons.

Community Demographics

According to the 2000 Census, Junction's population was 3,901. 6.3 percent of the population was under the age of 5, and 20.3 percent was over the age of 65. Of the population, 873 were Hispanic or Latino (22.37%); 20 were Asian; and 14 were American Indian. The median household income was \$29,813. Kimble County is ranked in the bottom 10 of the 254 counties in Texas in income. Approximately 35 percent of adults who are 25 years or older do not have a high school education. College degrees are held by only 11 percent of the population. The poverty level for Kimble County is 39.7 percent.

Library Profile Narrative

In 1972, Dr. Joseph Neight donated the native stone building that currently houses the Kimble County Library. In 1974, a new wing was added in honor of Congressman O.C. Fischer; it contains his paintings, furniture, and papers. In the 1990's, construction began again to add another wing that now houses all of the adult fiction and non-fiction, Westerns, large print, biographies, magazine overflow, two restrooms, a community meeting room with kitchen, and two employee workrooms.

Texas is composed of ten library systems, and the Kimble County Library is a member of the Big Country Library System. This system currently has 43 libraries ranging from Big Lake to DeLeon, and from Munday down to Junction. This system allows all the libraries to participate in continuing education and receive updates on what is new in the library field and free technical support. Through the library's membership, it can request materials through inter-library loan. This gives library patrons quick access to many materials not available in some rural libraries. Many of the items available for request are research materials, 16-mm films, materials for the Spanish-speaking, filmstrips, fiction and nonfiction books, audio books, DVD materials, and Internet resources.

Children's activities are an important part of the schedule at the library. Story hour is held weekly throughout the school year with emphasis on puppet shows, oral reading, and the telling of stories. Children are encouraged to participate in the Summer Reading Program, which begins in June and continues through the month of July. The Kimble County Library also hosts a multitude of special events throughout the year to attract the young at heart. Some of these

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programs include Dinosaur George, adult and children's authors, magician shows, and the Piatigorsky Foundation.

The library subscribes to a large number of magazines, and an extensive file of these magazines is kept. A daily newspaper of surrounding cities and counties along with the local newspaper is on hand at all times. Magazine and newspaper subscriptions are paid for through county funds. The library gives patrons and visitors access to the Internet via the wireless network 24 hours a day, with the option of using one of the 16 public computers within the library during normal business hours. The library has a wonderful coffee bar with cookies, coffee, tea and water available through the support of the Friends of the Library. With a selection of over 1,204 videos, the Kimble County Library offers something for everyone, regardless of the reader's interest and needs.

Most Important Library Statistics

In the year 2010, the library had 3,090 registered borrowers, of whom 2,748 were adults. Library staff implemented 243 programs, with 2,653 attendees. The collection had 24,539 items, and there were 24,289 circulations. The library has a staff of four people and twelve volunteers and is open 42 hours a week.

Vision, Mission, Goals and Objectives

Vision Statement

Kimble County Library has something for everyone.

Mission Statement

To provide and expand educational, informational, and recreational services to all members of the community.

Goals and Objectives for the Library

Goal 1. To increase community awareness of services, programs and activities of the library
Objectives

1. Give presentations about library programs and resources to local businesses and community groups
2. Partner with the newspaper and local radio shows to promote library news and events
3. Offer more targeted programs to reach out to specific groups of the community

Goal 2. Increase technology skills for all patrons
Objectives

1. Upgrade computer software
2. Train staff on use of computers
3. Provide community with free classes to teach basic computer skills, such as how to set up email accounts, attach and send files, create and save Word documents, etc.

Goal 3. Encourage creative writing in the community
Objectives

1. Offer free creative writing classes to be taught at the library

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2. Invite local authors to give writing workshops
3. Add materials about grammar and writing skills to the collection

Goals and Objectives for the Outreach Plan Program

Goal: As part of the Library's Goal #1, to "increase community awareness of services, programs, and activities of the library," and Objective #3, to "offer more targeted programs to reach out to specific groups of the community, the Kimble Library will provide story times targeted to low income families, where library promotional materials will be handed out to increase their awareness of the free services and materials the library provides.

Objectives:

The program objectives are:

1. Increase the awareness of parents of children in low income families of the resources and services the library offers.
2. Increase the number of programs involving low income children and their parents.
3. Develop a partnership with the Head Start agency to promote the use of the library and its programs and resources by low income families in Junction.

Outreach Program

Approximately 13 percent of families and almost 19 percent of individuals in Kimble County are considered to be living below the poverty level. The library wants to help this demographic group to become aware of the free services and materials the library offers. To do this, the library will participate in a program called Growing Up Wild, offered through the Texas State Parks. It is a series of activities to increase children's awareness of and appreciation for nature. The library will partner with the local Head Start agency to put on an interactive story time using activities from Growing Up Wild. These story times will be held at the Head Start building every Thursday, and the library will host a Growing Up Wild story time one Saturday each month.

Statement of need

The library surveyed a cross section of the population. Approximately 120 surveys were passed out with 96 completed surveys returned. The groups surveyed included general patrons, county officials and leaders, library staff and volunteers, and people from the target population.

The survey results showed that one of the needs identified by the respondents is for more programs for low income families. By addressing this need, the library will help the parents of these children and make them aware of the free services and materials the library offers.

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

The library wants to reach the low income population of Junction, which is defined as people living below the poverty level.

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

The library is targeting children, ages 3 to 5, who live in low income families in Junction.

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Estimated number of potential participants

It is estimated that 40 children and 46 adults will participate at the story times held at the Head Start building, and 10 children and 10 adults will participate at the library.

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

The audience will be children, ages 3 to 5, who attend the Head Start program. Parents are responsible for providing transportation to the facility. The story time will be held at 10:00 a.m. on Thursdays at the Head Start building. The story time at the library will be held at 10:00 a.m. on Saturdays. This time was chosen since it was felt children would be more alert and likely to respond to the story time than they would later in the morning.

List potential partners based on your assets assessment

The Head Start is the primary partner. .

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

The library has a meeting room, charge account at local grocery store, children's books from the collection, puppets, art supplies, summer reading supplies, audio books, storytelling kits, oversized books for storytelling, CD player, and volunteers.

Detailed Action Plan

Action Plan Goal(s):

The goal of the action plan is to:

1. Promote of the program.
2. Implement the program.
3. Evaluate the program.

Action Plan Objective(s):

1. Create and distribute promotional materials.
2. Develop, administer, and analyze evaluations.
3. Partner with the local Head Start agency to implement an interactive story time based on the Activity Guide from the "Growing Up Wild" campaign by the Texas State Parks.
4. Distribute promotional materials to the children who attend the program to give to their parents to invite them to the library to use the many free services and resources the library provides.

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Action Plan

The table below gives the library's action plan for the Growing Up Wild program.

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?
Contact Head Start (Brittany Garmon) re: explain program; ask to put up poster	Assistant Director by Sept 15, 2011	Time-30 min. \$ & materials-none Personnel-1	Contacts made	Permission granted by partners
Post information about program at library	Assistant Director by Sept 15, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted	Information posted
Put program on library calendar	Assistant Director by Sept 15, 2011	Time-15 min. \$ & materials-none Personnel-1	Information posted.	N/A
Write press release	Assistant Director by Sept 15, 2011	Time-45 min. \$ & materials-none Personnel-1	1 press release written.	1 press release distributed
Make promotional posters and flyers	Assistant Director by Sept 15, 2011	Time-1 hr. \$5 (posters); \$3.00 (30 flyers); Personnel-1	3 posters; 30 flyers	Count # of posters distributed & flyers taken.
Create evaluation form; make 60 copies	Assistant Director by Sept 25, 2011	Time-30 min. \$2.00; Personnel-1	Count # distributed.	Count # completed
Purchase supplies needed for crafts	Assistant Director by October 1, 2011	Time-45 min. \$10 & materials-none Personnel-1	Craft supplies purchased	Count # purchased
Present series of Growing Up Wild programs at Head Start and at the library	Assistant Director by November 15, 2011 for 1 st program	Time-45 min. \$ & materials-none Personnel-1	Count attendees	Count attendees
Gather statistics and success stories	Assistant Director by November 25, 2011	Time-45 min. Personnel-1	Count attendees; compile evaluations	Send results to PEARL office

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APPENDIX: LIBRARY EVALUATION FORM

Kimble County Library: Growing Up WILD Outreach Program

Thank you for participating!

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

	Yes 3	Okay 2	No 1
1. Once a month Program Schedule was:			
Often enough.			
Convenient for me.			
2. The subject covered:			
Met my needs.			
Was enjoyable.			
3. The person who did the program:			
Was friendly and helpful.			
4. Because of this service I am:			
More interested in other services the library offers.			
Feel more connected to the community.			

Additional comments on the program:

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APPENDIX: HEAD START EVALUATION FORM

Kimble County Library: Growing Up WILD Outreach Program

Thank you for participating!

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

	Yes 3	Okay 2	No 1
1. An Every Two Week Program Schedule was:			
Often enough.			
Convenient for me.			
2. The subject covered:			
Met my needs.			
Was enjoyable.			
3. The person who did the program:			
Was friendly and helpful.			
4. Because of this service I am:			
More interested in other services the library offers.			
Feel more connected to the community.			

Additional comments on the program:
