

LAKEHILLS AREA LIBRARY COMMUNITY OUTREACH PLAN



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Outreach Plan

Introduction

Lakehills, Texas is located in Bandera County 40 miles northwest of San Antonio. As a gateway to the recreational facilities of Medina Lake in the Hill Country, the Lakehills area has grown exponentially in the past forty years. Tourists and residents alike enjoy a landscape of abundant natural and man-made beauty. The Lakehills area is characterized by ranching, cowboy history and a sense of place along the Western Trail.

Historical, Current, and Future Roles of the Library

The Lakehills Area Library is a relatively new facility that opened in 1999. Historically, it provided free and equal access to information and recreational materials to the communities of Lakehills, Mico and Pipe Creek.

Currently the library provides the following: educational and recreational materials, information literacy, lifelong learning, information assistance, local history and genealogy and public computer access. The library is a community meeting place.

Future roles for the library include business support as well as career and workforce development.

Existing Programs

Programs at the library are: an adult book club; summer reading program for children; basic computer literacy; GED preparation; regular genealogy programs; computer literacy classes, and interlibrary loan.

Identified Needs

The community needs more paved roads and better water delivery systems due to a rapidly growing population. There is a need for retail outlets and grocery stores. Medical facilities are limited to two dental offices and a small medical clinic.

Identified library needs include strategic planning to keep pace with a growing population and to serve an influx of retired residents.

Identified Assets

Community assets include: a sheriff's office; four restaurants; a volunteer fire department; county tax office; justice of the peace; one daycare; hair salons; massage therapy; a grocery; an icehouse; storage facilities; a veterinary clinic, and a fitness center. There are many opportunities for outdoor sports at the local lake and rivers.

Library assets include: a dependable and friendly staff that has established a good rapport with patrons; staff with technology skills; fund-raising expertise and good management skills; a 5,600 square foot facility; three acres of land; and a quarter mile walking trail. Shelving can accommodate over 20,000 items. The library has 20 computers including 5 laptops, and a wireless projector and screen.

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Thank You Statement

Lakehills Area Library would like to thank the Bandera County Commissioners for funding the operating expenses of the library. The library also thanks the Lakehills Area Unit of the Boys and Girls Club for partnering with the library for this community outreach project.

The library is grateful for the opportunity of community outreach made possible by the Robert & Ruby Priddy Charitable Trust by funding the PEARL Project grant through the University of North Texas.

Community Profile Narrative

Lakehills is one of three communities in Bandera County bordering the Medina River and reservoir. Lakehills has plentiful recreational facilities as well as natural areas and historical landmarks. It is an eclectic, rapidly expanding community of retirees, young families, and tourists seeking leisure outlets. Many permanent residents commute to San Antonio for work. The independent school district provides a calendar of activities for young families, especially sports for youth. The elementary school has grown to capacity; the independent school district is planning a new middle school.

Lakehills hosts the Cajun Fest and Great Gumbo Cook Off every fall that draws thousands of visitors from all over the world. The festival features cooking demonstrations, live music bands, and carnival rides. Money made at the festival funds the Medina Lake Betterment Association. This organization supports community and civic activities such as senior programming, Meals on Wheels, and community events for children.

Main Geographic Features

Community Features

Assets and Challenges

The community of Lakehills is distinguished by its location in the Texas Hill Country and access to Lake Medina. Other geographic assets include: cattle ranches; a dam; county and state parks; natural areas; historic buildings; guest ranches; watersports; RV parks; and campgrounds.

Within the Lakehills area and Banadera County residents still travel many unpaved and dirt roads. There is a lack of infrastructure for water systems other than existing wells.

Library Features

Assets and Challenges

The library is a standalone facility with a spacious interior. The library sits on three acres and has recently built a quarter mile walking trail adjacent to the building. It is close to an elementary school and a fitness center.

The library is challenged by a lack of pedestrian access since it is located on the edge of town. Area residents consider the library a separate destination point that isn't often incorporated into the daily travels of residential life.

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Community Demographics

According to the most recent data, the Lakehills area has 5,325 residents. The population is 81% White and 16% Hispanic. 88% have a high school diploma; 15% have a Bachelor's degree or higher. The median income is \$47,032. The median age is 40.7 years. Lakehills is a Census Designated Place (CDP), a place of concentrated population but not incorporated under the state as a city.

Library Profile Narrative

Lakehills Area Library began in 1999, with a donated collection of books to serve the residents of the east and southeast Lake Medina region in Bandera County. Before this the closest library was located 20 miles away. As a 501C(3) non-profit organization, the library relied on the generous donations of the local community and foundations to raise over \$400,000. A 5,600 square foot library was built in May 2003.

Most Important Library Statistics

In 2010, the library had 3,472 registered borrowers. The collection had 19,119 items. Circulation totaled 24,792. There were 509 reference transactions and 28,181 library visits. The library was open 43 hours per week. Volunteers logged 2,880 hours.

Vision, Mission, Goals and Objectives

Vision Statement

The library is the information hub and central meeting place of the community.

Mission Statement

The purpose of the Lakehills Area Library is to make freely available to the citizens of the community printed and other materials which will aid them in the pursuit of education, information, and recreation. The library seeks to promote programs which will stimulate and expand the reading interest of both children and adults, and to co-ordinate this work with that of other educational, cultural, and social groups of the community.

Goals and Objectives for the Library

Goal 1: To provide materials meeting the educational, recreational and information needs of the community.

Objective 1: Develop a diverse collection of materials for patrons to choose from.

Objective 2: Provide electronic databases.

Objective 3: Continue to collect titles on current topics and issues.

Objective 4: Maintain a collection of popular fiction.

Goal 2: To provide programming for all ages that will expand reading interests.

Objective 1: Plan and host summer reading programs for children.

Objective 2: Hold adult programs that will broaden knowledge of books and literature.

Goal 3: To collaborate with community groups to promote and enhance literacy.

Objective 1: Form partnerships with community organizations for resource sharing.

Objective 2: Model leadership in the community to showcase the library presence.

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Goals and Objectives for Outreach Program

Goal: The outreach program meets Goal #4: “provide programming that will expand reading interests” and #2: “collaborate with community groups to promote and enhance literacy”. The goal of the summer reading program at the Boys and Girls Club is to provide additional opportunities for area youth to fully participate in the library summer reading program.

The objectives of this program are to include area youth in summer reading activities, maintain reading skills during the summer, and to acquaint area youth with the services of the library.

Outreach Program

The Lakehills Area Library will partner with the Lakehills Area Unit of the Boys and Girls Club to offer a summer reading program for youth between the ages of 5 and 18. The program will benefit children who cannot participate in the summer reading program at the library location.

The program will be offered during June and July in eight weekly sessions. The area coordinator for the Boys and Girls Club will transport a selection of books to the club location, register participants, and distribute reading logs. The Lakehills Area library staff will join the Boys and Girls Club once a week to discuss books that were read, bring craft supplies and organize an activity. Reading logs will be collected at the end of the program so that children can select a prize for participating.

Statement of need

Community survey results showed a need for additional activities for youth. Surveys from community officials and leaders suggested the Lakehills Unit of the Boys and Girls Club as a potential partner for library outreach.

Residents in this rural area are challenged by a lack of transportation; the population is distributed over 30 square miles. The library and its summer reading program are not accessible to many youth. This community outreach program reaches out to a concentrated group of youth to serve their needs through partnership.

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

There are over 500 households in the Lakehills area CDP with children under 18. 21% of the area population (1,118) is under 18.

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

Approximately 50 or 4% of area youth attend the Boys and Girls Club in the summer months. Most of these are between the ages of 7-10 or in elementary and middle school. The program targets those who want to read with a goal and participate in activities associated with a summer reading program.

Estimated number of potential participants

It is estimated that 40 children or 80% at the Boys and Girls Club will engage in a structured summer reading program at that location.

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

The program will take place one day a week during the 9 a.m. to 5 p.m. that the club operates. Boys and girls of elementary and middle school age will be the participants. The Boys and Girls Club will serve as branch of the library during the outreach program.

High school students who are at the Boys and Girls Club can also participate. They may prefer to take the role of a teen helper similar to those at the library during the summer.

List potential partners based on your assets assessment

The Boys and Girls Club coordinator is a strong supporter of the library and a reading advocate. In cooperation with the Lakehills Area Library Director, the coordinator will administer the program at the club location, promote the program to parents, distribute reading logs, provide space for a craft activity, and circulate books to participants. The coordinator will also assure that children receive prizes at the conclusion of the program. The *Bandera County Courier* will also partner with the library for publicity.

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

The Lakehills library director will organize the summer reading program to accommodate extra participants at the outpost Boys and Girls Club program. This includes: ordering reading logs; purchasing craft supplies; supervising teen helpers; making weekly visits to the club for arts and crafts; purchasing prizes; promoting the program to families, and providing reading advisory service.

Detailed Action Plan

Action Plan Goals:

1. Plan the program.
2. Promote the program.
3. Implement the program.
4. Evaluate the program.

Action Plan Objective(s):

1. Register children and young teens for summer reading program.
2. Structure 8 sessions for reading discussion and book circulation.
3. Allow participants to create crafts related to literature.
4. Reward participants for meeting reading goals.

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Action Plan Table

The table below gives the library’s action plan for the Boys and Girls Club summer reading program.

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 dates/put on library calendar/website	Director by April 1, 2012	Time – 1 hour \$/materials – none Personnel -1	Dates set	Count #
Review schedule of activities with club coordinator	Director & club coordinator by April 1, 2012	Time – 1 hour \$/materials – none Personnel -2	Activities scheduled	Count #
Prepare reading logs from the Texas State Library	Director by April 1, 2012	Time – 1 hours \$/materials – logs Personnel -1	Logs prepared	Count #
Create flyers/registration forms for the club	Director by May 1, 2012	Time – 1 hour \$/materials – none Personnel -1	Flyers/forms created	Count #
Photocopy & distribute flyers/forms at library and at club	Library staff by May 1, 2012	Time – 1/2 hour \$6.00/materials – 60 sheets Personnel -1	60 flyers photocopied	Count #
Prepare initial title list for club participants	Director by May 5, 2012	Time – 1.5 hours \$/materials – none Personnel -1	Titles listed	Count #
Prepare packet of library registration forms and cards and reading logs for club	Library staff by May 5, 2012	Time – 1 hours \$/materials – none Personnel -1	Packets prepared	Count #
Prepare/purchase necessary supplies & prizes	Library staff by May 15, 2012	Time – 4 hours \$125/materials personnel -1	Supplies & prizes purchased	Count #
Hold 8 summer reading sessions	Library staff by June 1- July 20, 2012	Time – ongoing for 8 weeks \$/materials – none Personnel -1	8 sessions	Count #
Write press release & send to <i>Bandera County Courier</i>	Director by June 15, 2012	Time – 30 minutes \$/materials – none Personnel -1	One press release written	One press release distributed
Collect reading logs from club	Library staff & volunteers by July 20, 2012	Time – 1/2 hour \$/materials - none Personnel -2	Reading logs collected	Count # books read Count # participants

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Distribute prizes at club	Library director & club coordinator By July 20, 2012	Time – 1 hour \$/materials –none Personnel -3	Prizes distributed	Count # distributed
Collect feedback from club coordinator and participants	Library director by July 20, 2012	Time – 1 hour \$/materials – Personnel -1	Feedback collected	Count comments Count # new library cards issued
Evaluate program	Library director and board by July 23, 2012	Time – 1 hour \$/materials –none Personnel -9	Summarize feedback	Program evaluated
Write final press release & send to <i>Bandera County Courier</i>	Director by July 30, 2012	Time – 1 hour \$/materials –none Personnel -1	One press release created	One press release distributed
Write report and send to PEARL office	Director by July 23, 2012	Time-1 hour \$/materials- Personnel-1	Summarize evaluations, count numbers	Send report to PEARL office
Write thank you note to partner & helpers	Director by July 31, 2012	Time-1 hour \$ & materials-4 notecards Personnel-1		

APPENDIX A: SURVEY RESULTS FOR OFFICIALS AND LEADERS

<p>What do you like about the library? Location/Friendly, Helpful Staff/Meeting Space/Attractive/Good Selection of Resources</p>
<p>What do you dislike about the library? No e-books/Lack of evening hours</p>
<p>List any groups of people who do not currently use the library that you want to attract. Professionals/Teens</p>
<p>What do you think the perception of the library is in the community? Positive/Great/Very Good/Very Important to the community/Good thing for this isolated area</p>
<p>What community groups/organizations are potential partners for the library? Boys & Girls Club/Churches/Businesses/RVers/Schools</p>
<p>How would you rate the knowledge and customer service of the staff on a scale of 1 to 10 with 10 being the highest? 10 8-10 7-8</p>
<p>What types of programs are the most important to you? Summer Reading/Books Clubs/GED/Child Literacy/Youth/Kids</p>
<p>What improvements would you like to see in the library collections? E-books/Best Seller List/Audiobooks/Homebound selection/TV series/Notary service/More computer courses</p>
<p>Do you think the average resident is aware of the wide range of programs and services the library has to offer? No Probably Not sure</p>
<p>Do you have any suggestions for better marketing of the library? More local publicity/hold themed programs/email/brochures for RV park/send books to Boys and Girls Club/newsletter/word of mouth</p>
<p>Describe the perfect library for this community. What features would it have? Spanish language classes for adults/library foundation/evening book club for adults/ebooks/more computers/more information for RVers/ Handicapped access/Reading Room/Local History Room/Broad spectrum of reading material/Well Trained and helpful staff/ pleasant surroundings/Long Range Plan for Growth/This is it!</p>