

REAL COUNTY LIBRARY COMMUNITY OUTREACH PLAN



Prepared by: Mary Forman
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225 Main Street
P.O. Box 488
Leakey, TX 78873
(830) 232-5199
<http://www.leakeylibrary.org/index.html>

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Real County Public Library Community Outreach Plan

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Real County Public Library Community Outreach Plan

Outreach Plan

Introduction

Real County Public Library is located in Leakey (Lay-Key), Texas, the county seat of Real (Ree Al) County. It is on the Frio River at the intersection of U.S. Highway 83 and Ranch Road 337. Interstate 10 is 66 miles north. San Antonio is 96 miles to the east, Junction is 66 miles north. Uvalde is 40 miles south and Kerrville is 61 miles east.

The location of the Frio River and the springs that feed it brought many early Indian tribes to the area. Real County was created from parts of Edwards, Bandera, and Kerr counties in the spring of 1913, and will be celebrating its centennial throughout 2013.

John Leakey came to Texas in 1847, and he was considered one of the first white settlers in the Frio Canyon in 1853. The town of Leakey, Texas, was established in 1883 and was named in his honor. He was a successful businessman, Indian fighter, and pioneer. Several markers are located on the courthouse grounds to commemorate the history of Leakey and its founders, John and Nancy Leakey.

Historical, Current, and Future Roles of the Library

Historically and currently the library is a place for: lifelong learning; basic literacy; free and equal access to information; educational and recreational materials, technology center; information assistance; local history and genealogy; gateway to information; public computer access; and early child literacy. The library will continue these roles in the future and would like to add formal education support and information literacy. Adult learning has been offered in the past and the library would like to provide it in the future.

Existing Programs

Existing programs include summer reading program for children; outreach story time to Head Start and the local daycare; adult book club; knitting and crocheting lessons; the annual Halloween party; the annual Breakfast with Santa event; and annual teachers' luncheon for Leakey ISD staff and teachers.

Identified Needs

Real County needs economic development for more jobs in the area. Tourism and ranching are major benefactors to the area but it is not a stable economy.

The library has a need for increased space to accommodate meetings, classrooms, computers, and storage. It also needs a movie license. Staff needs more experience with young adult/teen patrons, and more computer and technology skills/knowledge.

Identified Assets

Leakey has 10 eating establishments, two grocery stores, one hardware store, a lumber yard, and a convenience store. One weekly and one bi-weekly newspaper serve the Frio Canyon and surrounding communities. The Real County Historical Museum is located in Leakey.

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With 10 public computers and a Wi-Fi signal strong enough for laptop users to sit in the parking lot, the library has become a public Internet oasis for residents and visitors.

Thank You Statement

The Real County Public Library wishes to thank the Real County Judge and County Commissioners; Friends of the Library Association Board of Directors; library staff and tireless volunteers; and local businesses and the community at large for their continued support. In addition, the library wishes to thank the University of North Texas College of Information for its guidance and support, and the Robert and Ruby Priddy Charitable Trust for funding PEARL (Promoting and Enhancing the Advancement of Rural Libraries), and for including the Real County Public Library in the project.

Community Profile Narrative

Leakey, the Real County seat since 1913, is an area of natural beauty with spectacular hill country views. The area is referred to as "The Swiss Alps of Texas," with area elevations ranging from 1,500 to 2,400 feet, and deep canyons cut by the Frio and Nueces Rivers. The area is frequented by tourists visiting Garner State Park and Lost Maples State Natural Area. Garner State Park, the most popular state park in Texas, is nine miles south of Leakey. Automobile, motorcycle, and bicycle riding through the Frio Canyon area on the Three Sisters (Texas Ranch Roads 337, 336, and 335) with their winding roads and spectacular views, is a popular weekend activity. The Frio River offers everything from whitewater rapids to flats to swimming holes and great fishing. It has been a family vacation destination for generations. Tubing or floating on the Frio River with its many springs and pools is a popular tourist activity. Fall and winter brings an influx of hunters to the area.

Annual events in the Frio Canyon include library sponsored events and ones sponsored by other organizations. The Tour of Homes, Cowboy Breakfast, and Wine Tasting events are sponsored by the library. Other events in the community include: Community Appreciation Banquet, Shrimp Boil, July Jubilee & Rodeo, and Christmas on the Square. Many more events are scheduled throughout 2013 to celebrate Real County's Centennial.

Ranch operations and tourism are the mainstays of the economy. Restaurants, cabin rentals, and associated retail establishments supporting tourism are the main businesses in the area.

Main Geographic Features

Community Features

Assets and Challenges

Real County is located in the beautiful, rugged, and isolated western Hill Country. Divided by steep hills, the Frio River runs north and south through the Frio Canyon on the east side where the county seat of Leakey is located. The Nueces River runs through the Nueces Canyon on the west side. Highway 83, a major north/south U.S. highway reaching from the Texas/Mexico border to the North Dakota/Canada border, runs through the Frio Canyon.

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The area has vast cattle, sheep, and exotic animal ranches. With two state parks in the area, campgrounds, hiking, biking, and birding trails abound.

Key challenges for the area include the distance to major cities; its dependence on tourism, and the effect the ongoing drought has had on livestock, tourism, and wildlife. Its two towns, Leakey and Camp Wood, are separated by hills that divide the county geographically. This geographical division creates a need for duplication of county infrastructure and services in both the Frio and Nueces Canyons.

Library Features

Assets and Challenges

The library is a newer, stand-alone facility built of native limestone. It is located adjacent to the Real County Courthouse and the square in downtown Leakey. The Real County Historical Museum is located across the street from the library. Two banks, several stores (antique, thrift, hardware, grocery), and a number of restaurants are located within walking distance.

The library only has one location but is responsible for serving residents of half the county. This makes it challenging to reach all of the people in its service area.

Community Demographics

The Real County Library in Leakey serves roughly 50% of the population of the county. According to the 2010 Census, the population of Real County is 3,309. Additional census figures for Real County are as follows:

- 77.6 of county residents have a high school or higher education.
- 19.4% of the residents over age 25 have a bachelor degree or greater.
- 4.9% of the population is under age 5.
- 22.2% of the population is under age 18.
- 25.8% of the population is 65 or older.
- The poverty level is 26.8%.
- The median household income is \$29,186.
- The racial breakdown of residents is:
 - 90.05% White;
 - 0.7% Black;
 - 24.6% Hispanic or Latino.

2010 Census data for Leakey itself is as follows:

- Population 425
- 68.0 of Leakey residents have a high school or higher education.
- 14.2% of the residents over age 25 have a bachelor degree or greater.
- 6.6% of the population is under age 5.
- 27.2% of the population is under age 18.
- 17.9% of the population is 65 or older.
- The poverty level is 38.9%.
- The median household income is \$23,056.

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- The racial breakdown of residents is:
 - 91.5% White;
 - 0.5% Black;
 - 26.4% Hispanic or Latino.

Library Profile Narrative

Real County did not have a public library. Friends of the Library group formed in 1990, with the goal of establishing the county's first public library. After two years of fund raising, the county providing \$5,000 for annual funding, and an establishment grant from the Texas State Library and Archives Commission, the Real County Public Library became a reality. It opened in September of 1992. The Friends of the Library continued to raise funds and volunteer as workers in the library.

In 1995, a property close to the courthouse was purchased with funds provided by Friends of the Library. Jo and Reece West, of Leakey, gave a generous donation to build the new building in 1997. In November of 1998, the new facility opened. The library serves not only the residents of Real County, but the many visitors who are drawn to the area.

The library provides interlibrary loan and exam proctoring in addition to other programs and services. The library has friendly, helpful and enthusiastic paid and volunteer staff. Several are versed in grant writing and work to develop community partnerships. The staff experience and focus is on early childhood and adult literacy.

Most Important Library Statistics

In 2011, the library had 29,854 titles with a total collection 29,983 items. 21,593 items were circulated. There were approximately 2,144 cardholders and 18,587 library visits. 1,071 volunteer hours were served at the library. The library is open 40 hours each week with 1.2 full-time equivalent staff: director (21 hrs/week), 3 assistants (26 hrs/week total), and 2 substitutes (as needed).

Vision, Mission, Goals and Objectives

Vision Statement

The Real County Public Library is the primary source the community turns to for information, lifelong learning, and enrichment.

Mission Statement

Located in Leakey, Texas, the Real County Public Library is a free public library serving the citizens of the county, the state of Texas, and many of the visitors to our canyon. The RCPL provides recreational, informational, educational materials and service to all age groups residing in the county and the state of Texas. The library provides materials both in print and non-print, as suggested by public request and as possible within funds available. The library develops broad community awareness of the library and its services. It supplements, but does not necessarily duplicate, the materials/services of other libraries in the area

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Goals and Objectives for the Library

Our goals reflect the concerns facing the fulfillment of the library service established in the vision and mission statements after careful analysis of the community and collection development needs to meet the highest level of service possible for our recreational library.

In Support of the Community

Goal: In the spirit of our mission statement, we will provide free library services to the citizens of the county, the state of Texas, and the many visitors to our canyon.

- Objective: Maintain our building to provide an inviting, comfortable and pleasant atmosphere in which to use the materials and internet access.
- Objective: For access to the services, the library will strive to maintain the current hours open in a six-day week.

Learning for Life Long Success

Goal: To meet the needs of our community, we will select, process, and maintain the resources that best support our library users and provide for all ages in the selection of our materials with the funding available.

- Objective: To increase materials and access to resources that encourage children to read, to support their school lessons, and/or home-schooling needs that will increase collection use.
- Objective: To continue to provide materials or the means to the resources that all may further their educational or career advancement potentials.
- Objective: To provide the CD material format to the audio-based materials and increase community awareness in the large print and audio-based formats that the sight-impaired or seniors may continue their reading pleasures that will increase the use of the collection each year.

Increasing Community Awareness

Goal: To bring awareness to our community the importance and the advantages of the established library to the community and the wide range of services available from the Real County Public Library.

- Objective: Establish new ways to bring our library and the Friends of the Library in favorable light to our community.
- Objective: Build the relationships between the Leakey ISD, Head Start and the home-school community with possible programs and materials in the collection to increase collection usage.
- Objective: Inform the community of the importance of local support in the continuing effort to meet systems requirements so that the necessary operating funds will continue to be available.

Providing Access to Information

Goal: Provide accurate and timely information services using a variety of resources.

- Objective: Build on the collection of items to increase the collection with more current publication dates.

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- Objective: To maintain the internet services provided by the library to our patrons and visitors to our canyon that would increase usage yearly.
- Objective: To continue the website of our library to increase usage and information provided.
- Objective: To see funding is available, to continue access to on-line data bases, for alternative and more current reference data and information for our patrons.

Goals and Objectives for Outreach Program

Goal: As part of the library's goal "To bring awareness to our community the importance and the advantages of the established library to the community and the wide range of services available from the Real County Public Library," a book-to-movie event will be held. *Books Go to the Movies* will be held quarterly on the third Tuesday of the month.

Objectives:

1. Establish new ways to bring our library and the Friends of the Library in favorable light to our community.
2. To offer an ongoing movie/book event to provide activities for adults.
3. To help introduce participants to the services the library has available.
4. The encourage participants to make library visits and programs an ongoing part of their lives.

Outreach Programs

The focus of the outreach program, *Books Go to the Movies*, is to provide adults with a book-to-movie experience. The book will be available and announced four weeks before the movie. The library will have multiple copies of the book available to patrons. The movie will be shown the third Tuesday morning of the month. A discussion will be held following the showing of the movie. The book-to-movie program will be held quarterly during 2013.

The library will partner with the Frio Canyon Book Club to choose the titles and to lead the discussion. The Friends of the Library Association will assist as needed.

Statement of need

A general survey was conducted. Print surveys were distributed throughout the community over a two week period – at the library, various community events and meetings, and the school. 209 surveys were completed and returned. A number of those surveyed requested programs for adults. The library staff has also received requests from patrons to provide programs. The decision to implement a book/movie event was based on survey data. A movie event and/or book/movie event were the second and fourth, respectively, most requested programs in the survey.

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

The library will offer the program to adults in the Frio Canyon, Real County Public's service area of 1,655 (50% of the population of Real County). 80.1% of the county's population is aged 18 or older. This represents 1,325 people. It is expected that most participants will be age 50+; 25.8% of the population is over 65. This represents 342 people.

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Description of the specific segment of the target group the proposed program will serve
60.7% of survey respondents were over age 18, with 41.6% of them over age 50. Of the respondents, 38.7% requested more programs for adults and senior citizens. Movie Day and Movie/Book Event were the second and fourth most requested programs, respectively. Anecdotal evidence suggests the most likely attendees will be individuals who are retired and attend the Real County Senior Center for lunch.

Estimated number of potential participants

It is anticipated 20-35 people will participate based on attendance at other library programs.

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

The intended audience is seniors and other adults in the Frio Canyon. The library staff selected the third Tuesday morning of the month, on a quarterly basis, to host *Books Go to the Movies*. Having the event during the daytime is optimal for the targeted participants, senior citizens. Many come to the Real County Senior Center for lunch. Most come to town to check their mail and run errands. Since the library doesn't open until 12:30 p.m. on Tuesdays and the viewing area is in the main reading room of the library, the decision was made to schedule the event during a normal closed time. Transportation is not provided; each person will make their own arrangements.

List potential partners based on your assets assessment

Potential partners include the Friends of the Library Association, the Frio Canyon Book Club, the *Hill Country Herald* and *Leakey Star* newspapers, and the Real County Senior Center.

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

The main reading room of the library provides adequate space for the event. The library has a large screen television and large projection screen, as well as a projector, laptop, DVD player, and wireless speakers. The library has adequate chairs and light refreshments will be provided.

Detailed Action Plan

Action Plan Goal(s):

1. Plan the *Books Go to the Movies* program.
2. Promote the *Books Go to the Movies* program.
3. Implement the *Books Go to the Movies* program.
4. Evaluate the *Books Go to the Movies* program.

Action Plan Objective(s):

1. Select and obtain book(s) and movie.
2. Create and distribute promotional materials.
3. Test and finalize A/V equipment.
4. Produce and distribute discussion guides.
5. Set up, host event, and clean up.
6. Schedule volunteers; create checklists.
7. Develop, administer, and analyze evaluations.

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IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	Name and Date Who will do it, and by what date will it be done?	Resources Needed How much time, money, materials, and personnel are needed?	Measurement How will progress be measured (#, % of participation or attendance)?	Analysis How and when will data be gathered and analyzed to determine success?
Develop, copy and administer general survey	Volunteer by 9/29/2012	Time-2 hours \$40 Materials – paper & ink Personnel - 3	400 (est) surveys will be distributed	Count #; make copy for PEARL report
Tally general surveys	FOL President by 10/7/2012	Time – 2 hours \$ Materials – none Personnel – 1	50% (est) will be returned	Count # returned
Evaluate results & choose program	Volunteer & Director by 10/15/2012	Time – 1 hour \$ Materials – none Personnel – 2	Program chosen	Count #
Obtain annual movie license	Volunteer by 11/1/2012	Time – 1 hour \$230 Materials – none Personnel - 1	License will be obtained	Count #
Meet with Frio Canyon Book Club to choose first movie & book	Volunteer by 11/6/2012	Time – 1 hour \$ Materials – none Personnel - 6	1 st Book & Movie will be selected	Count #
Post information about program on library's Facebook page and website	Volunteer by 12/4/2012	Time – 1 hour \$ Materials – none Personnel - 1	Information posted	Count #; make copy for PEARL report
Test A/V equipment	Volunteer by 12/4/2012	Time – 3 hours \$ Materials – projector, screen, laptop, DVD player, external speakers, large screen TV Personnel - 2	Various configurations of A/V equipment tested	Appropriate A/V equipment chosen
Write press release and distribute	Volunteer 4 weeks in advance of program	Time – 1 hour \$ Materials – none Personnel - 1	Press release written	1 press release distributed; make copy for PEARL report
Prepare and distribute promotional flyers	Volunteer 4 weeks in advance of program	Time – 1 hour \$1.00 Materials – paper & ink Personnel – 1	10 flyers prepared	Count # distributed; make copy for PEARL report

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Create evaluation form for program; make 25 copies	Volunteer by 1/10/2013	Time – 1 hour \$2.50 Materials – paper & ink Personnel - 1	Count # distributed	Count # completed
Purchase books; acquire movie	Volunteer by 12/1/2012	Time – 2 weeks \$100 Materials- none Personnel - 1	Books and movie received	Count #
Kick-off meeting to introduce book & program	Volunteer on 12/18/2012	Time – 1 hour \$ Materials – books Personnel – 1	Check out books to participants	Count #
Produce discussion guide	Volunteer & Book Club Representative by 1/10/2013	Time – 2 hours \$5.00 Materials – paper & ink Personnel - 2	Discussion guide prepared	Count #
Purchase refreshments	Volunteer as needed	Time – 1 hour \$10.00 Materials – none Personnel - 1	Refreshments purchased	Count #
Set up for movie	Volunteers & staff day of program	Time – 1 hour \$ Materials – tables, chairs, refreshments	25-30 chairs are set up	Count #
Show 1 st Movie, Discuss Book	Volunteers & Book Club on 1/15/2013	Time – 3 hours \$ Materials – none Personnel - 2	25-30 people attend	Count #
Clean up viewing area	Volunteers on 1/15/2013	Time – 30 minutes \$ Materials – none Personnel - 2	Room is clean	N/A
Administer evaluations; gather statistics and success stories	Volunteer on 1/15/2013 & the third Tuesday of each quarter (Apr, Jul, Oct)	Time – 30 minutes \$ Materials – none Personnel - 1	25-30 evaluations are completed & returned	Count #; compile results
Write PEARL report	Volunteer by 1/22/2013	Time – 1 hour \$ Materials – none Personnel - 1	1 report written	Report sent to PEARL