

BULVERDE/SPRING BRANCH LIBRARY COMMUNITY OUTREACH PLAN



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Department of Library and Information Sciences



Bulverde/Spring Branch Library Community Outreach Plan

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Outreach Plan

Introduction

Bulverde, Texas, is located 19 miles west of New Braunfels in the Texas Hill Country. The city is situated in southwestern Comal County and is approximately 26 miles north of San Antonio.

The town was settled in 1850, and was named Pieper Settlement after Anton Pieper. A local post office was founded in 1880, and the town was renamed Bulverde after a local landowner, Luciano Bulverde.

Historical, Current, and Future Roles of the Library

Currently the library serves several roles in the community including lifelong learning; basic literacy; free and equal access to information; community meeting place; educational and recreational materials; technology center; English as a Second Language; adult learning; cultural awareness; current topics and titles; gateway to information; information literacy, and public computer access. In the future, the library would like to fill the following roles: local history and genealogy; formal education support; career and workforce development; early childhood literacy; heritage center, and preschool door to learning.

Existing Programs

The library offers many programs to the community: toddler story time; reading tutoring; computer classes; summer reading programs for children, teens, and adults; four book clubs for adults; quilting classes, fitness classes, ESL classes, and GED classes.

Identified Needs

The city does not have many businesses. This results in a lack of local employment opportunities for residents. The closest hospital is 25 miles away. The city needs one that is closer. There are no apartments or rental properties.

The library needs more money. Currently is privately funded by grants and other funding. The library building is approaching capacity, so an expansion will soon be required.

Identified Assets

Bulverde is fortunate to be close to the Guadalupe River, which attracts many tourists for a variety of recreational activities. Tourists also travel to Bulverde to visit the local winery.

The library has three large meeting rooms available for use by the community. There is a network of volunteers who donate a significant amount of time helping with programming and shelving. The library's butterfly garden has become well known and was recently featured on the television program *The Central Texas Gardener*.

Thank You Statement

The library would like to thank its volunteers for giving their time and effort in support of the library. This includes those who are part of the Friends of the Library. The library volunteers

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are a marvelous group of helpful and hardworking people, and their efforts are greatly appreciated. These volunteers add value by making the library enjoyable and accessible to all members of the community by providing high quality services and programs to library patrons.

Many thanks go to the Starbucks Coffee Company of Bulverde, Texas for their generous contributions of coffee for visiting patrons.

The library would like to extend a particular thanks to the Robert and Rudy Priddy Charitable Trust for their support and contributions in helping to enhance community outreach for libraries throughout the state of Texas.

Community Profile Narrative

Bulverde is a tourist destination due to its proximity to the Guadalupe River and San Antonio. There are several restaurants, inns, and hotels. The town is rife with recreational opportunities, including hunting, fishing, water skiing, and golfing. Local events include the Taste of the Hills Gala; Hometown Holiday in the Hills; Mid-Texas Symphony; Chamber of Commerce Market Days; Fall Craft Show and Rummage Sale, and the Annual Christmas Lighting.

Main Geographic Features

Community Features

Assets and Challenges

The most important geographic asset for the Bulverde community is the surrounding Hill Country, which makes for beautiful scenery and attracts tourists throughout the year.

Bulverde does not face any geographic challenges.

Library Features

Assets and Challenges

The library's location is an asset due to its being set on a hill, which makes it visible and gives the library a beautiful view. There are local retail shops and banks around the library.

A challenge is that the library is somewhat isolated and not located on a main street or next to town hall.

Community Demographics

According to the 2010 U.S. Census, Bulverde has a population of 4,630. The median age is 46.7 years. The population breakdown is 92.2 percent white, 0.7 percent African-American, and 18.2 percent Hispanic or Latino. 84 percent of the population has a high school diploma or higher, and 28.1 percent have a bachelor's degree or higher. The median household income is \$56,081.

Library Profile Narrative

In 1984, a group of citizens began to build support for establishing a library in Bulverde. One activity taken to identify the level of support for a library was a survey. 98 percent of those surveyed stated that they felt a need for a library in the area. In 1985, the Bulverde Public Library was incorporated with the state as a non-profit organization. The first Board Members

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were Mildred Watson, Doris Haecker, Willie Tyler, Howard Pettyjohn, Beverly Kirk, Clara Muerer, and Laurie Murphy.

From March 1986 to 1988, the library operated in a rented building in downtown Bulverde with 5,300 books on the shelves. An average of 350 books a month circulated. All operating funds for the library during that two-year period came from supporters that included Comal County, GVTC, S.T.A.G.E., Bulverde Optimist Club, Bulverde Lions Club, memorial donations, raffles, and book sales.

In 1988, the Commissioner's Court of Comal County provided funding. A portable building from the C.I.S.D. was installed on Cougar Bend. It was renovated with the help of the Bulverde Optimists (new roof and porch), the Bulverde Lions (new carpeting), the 4-H (assisted with the move from the old building), and other community-minded businesses and individuals. In 1989, a second building, also from C.I.S.D., was added to the first. The two buildings were renovated and painted by a small army of volunteers.

The citizens group consulted with the Texas State Library District 10 in San Antonio and followed their guidelines for entry into the Texas Library System as they worked to establish and build a new library. Requirements for membership in the San Antonio Area Library System were met, and the library became part of the Texas State Library Association. In 1989, due to a donation made by the Express-News from review copies of books sent by publishers, the Bulverde Public Library met its 6,000 volume accreditation requirement. In 1996, a campaign began to raise the money necessary to build a permanent library building. The library launched its first building campaign with a raffle.

A new era began with a 50-day petition drive for a special election conducted by Gary Tanner, Linda Nielsen, Ann Gaydos, and Pat Howard. In January 2000, a special election established the Bulverde Area Rural Library District (BARLD) funded by a ½ percent sales tax. The library's name was changed to the Bulverde/Spring Branch Library to reflect the larger service area of the Library District. After the creation of the Library District, the Friends of the Bulverde/Spring Branch Library incorporated as a 501 (c) (3) organization.

The BARLD Board of Trustees realized that the size and location of the current buildings would not serve the population of the Library District. They began a search for a more centrally located plot of land large enough for a new permanent building.

The Bulverde/Spring Branch Library opened in its new 6,000 square foot location in the HEB Shopping Center at the crossroads of Texas 46 and Highway 281 North in November 2002. Moving to the new location saw an increase in the number of cardholders, visits, and circulation that continued through the library's stay in the HEB Center.

The 2001 Board of Trustees, Gary Tanner, Roger Geraghty, Linda Nielson, Molly Martin and Scott Watson undertook a study of the Library District, which resulted in a recommendation that the library seek a more central location for the permanent library building. Mayor William Cole led the effort to discover and acquire a location for the permanent library building. After talking

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with several developers, the library received a donation of land worth \$1.6 million from SCC Development Company as part of the agreement for developing the Home Depot site on Warren Hill.

Under the leadership of Don Clark, a committee formed to develop a plan for building a new library. At a groundbreaking ceremony in January 2007, the library was dedicated as the Bulverde/Spring Branch Library at the William J. Cole Library Park. Friends of the Library initiated the “Discover the World from Here” campaign to fully furnish and landscape the new site. The new 18,680 square foot Bulverde/Spring Branch Library opened its doors on May 1, 2008.

Most Important Library Statistics

The library serves a population of 21,807 people. There are seven staff members, three of whom are degreed librarians. There are approximately 65,000 items in the collection.

In 2010, there were more than 243,000 circulations. The library had 13,553 registered borrowers who visited the library more than 136,000 times in 2010. The library’s programs attracted 13,000 people.

Vision, Mission, Goals and Objectives

Vision Statement

Our vision is to maintain the position of the library as the gathering place of the Bulverde/Spring Branch community by anticipating and responding to community needs with current technology systems, services and facilities, a variety of resources for every library user, relevant and timely programming, and diverse learning opportunities.

Mission Statement

The mission of the Bulverde/Spring Branch Library is to provide a welcoming environment that promotes literacy and inspires a life-long love of learning through a variety of formats to meet the needs of individuals and the community.

Goals and Objectives for the Library

Goal 1: To offer quality customer service to our patrons

Objectives:

- Create list of basic, advanced, and intermediate training requirements for working at the front desk by August 15, 2012
- Create a comprehensive front desk training manual with procedures both online and in hard copy by August 30, 2012
- Work with staff members and volunteers to be more welcoming by learning more about each other, i.e. name, experience, etc.
- Assign a paid staff member working at the front desk to be the shift volunteer supervisor by August 15, 2012
- Provide a quarterly or as needed training session for staff and volunteers in a classroom setting to familiarize them with the resources available on the library’s website by August 30, 2012

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- Develop an initial Customer Service Vision using personal experiences of the best customer service ever received beginning at the May 15 staff meeting and completed by October 31, 2012
- Develop policy on Library Development and Training to include required annual hours, travel pay, etc. by August 1, 2012
- Find and post a monthly list of recommended customer service training opportunities for library staff and volunteers
- Develop easily understood procedures for patron use on our catalog, databases, etc.
- Develop and provide an information fair in November 2012 on use of library offerings using volunteers who have received their assignment by September 15

Goal 2: To be an information hub utilizing current technologies and high speed Internet access to improve library services for the community

Objectives:

- Redesign website by minimizing wording on front page to be more functional and appealing to patrons, including listing new materials, surveys, children and teen pages, using icons, etc. by September 15, 2012
- Promote collaboration between schools and community by establishing training sessions geared for middle and high school students teaching the use of library subscribed databases by January 30, 2013
- Purchase tables and LCD screen for the Education Resource Center which will make it a more usable training room for computer classes in addition to its current uses by August 15, 2012
- Evaluate possibility of adding a computer for patrons to enter their application for a new card by June 1, 2012
- Upgrade children's AWE Early Literacy Stations to the current release and develop a plan to maintain or replace them by October 1, 2012
- Create plan for replacement of computers on a regular cycle by January 30, 2013
- Update job descriptions to include level of computer literacy required for employment by October 1, 2012
- Review Internet policy and update as needed to include helping patrons with sensitive information by August 31, 2012
- Solicit quotes for creating a wiring diagram of the library's telephone, UPS backup system, and data connections by November 1, 2012
- Update technology plan by November 1, 2012 to include emerging technologies, telecommunication service, hardware/software inventory, and systems to ensure optimal services are being provided to community

Goal 3: To determine community interests and provide relevant programming, learning opportunities, facilities and resources to fulfill those needs

Objectives:

- Add suggestion box and regular surveys to website to help determine patron programming needs by September 1, 2012

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- Work with POAs, HOAs, Chamber of Commerce, schools, Scouts and other relevant community organizations to have reciprocal links on websites by October 1, 2012
- Teach patrons how to request materials from the library by September 1, 2012
- Create appealing timely brochures, bookmarks, and other publicity on library programs
- Create more appealing areas within the library for patron usage
- Train staff and volunteers on how to personally interact with patrons to learn more about their interests by October 1, 2012
- Develop, make and/or purchase library advertising specialty items such as magnets or bookmarks by September 1, 2012
- Provide more programming for all ages throughout the year

Goal 4I: To maintain and grow a collection of print and non-print materials based on community needs and interests

Objectives:

- Continuously evaluate circulating materials, especially new materials, to determine usage which shows patron interests
- Raise the age of the entire collection to the year 2000 and above by January 15, 2013
- Raise the age of the non-fiction collection to at least 50% of titles being purchased within the last 5 years, especially those categories having been evaluated as most popular by our patrons by February 1, 2013
- Continuously review reports showing patron reserves which reflect interests and replace items in a timely manner which patrons have reserved which are missing from the collection
- Continuously weed the collection based on the C.R.E.W. methodology
- Continuously review professional and popular sources to introduce new materials to patrons which might be of interest; evaluate their usage
- Continuously monitor the collection for material problems to keep the catalog as useful as possible for our patrons
- Regularly review/search the catalog to ensure the integrity of the records we are entering or which have already been entered, especially for ease of searches by the patrons

Goals and Objectives for Outreach Program

In keeping with the library's Goal #3 to determine and develop programming that is relevant to the community's needs, the library will facilitate free income tax preparation help for senior citizens. The objective is to work with volunteers from the American Association of Retired Persons (AARP) to offer free tax preparation for those who need it.

Outreach Programs

The Bulverde/Spring Branch library will offer free income tax preparation to senior citizens every Friday beginning in February and ending in April. Volunteers from the AARP who are trained and certified in tax assistance will provide this service free of charge.

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Statement of need

The library surveyed 50 people. There were 43 respondents, 90 percent of whom said they were interested in free income tax preparation. Survey results have shown there is a great demand in the community for help preparing taxes. Library staff has seen successful income tax preparation help at other libraries.

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

The larger audience the library wants to reach is the senior citizen population of Bulverde and Spring Branch. In the Bulverde/Spring Branch area, senior citizens make up 15.5 percent (719 people) of the population.

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

The tax preparation program will target senior citizens who do not own their own business and desire tax assistance.

Estimated number of potential participants

It is estimated that the number of potential participants could reach approximately 120 people. Tax assistance will be by appointment. The two AARP volunteers will be able to see approximately 12 people per day.

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 composed of people who are 65 years and older who desire tax help. Fridays were chosen because the library is not as busy those days (programs are not generally scheduled on Fridays), which will allow for more privacy and space for those who attend the program. Appointments will be scheduled during the hours the library is open, with a lunch break for the volunteers.

List potential partners based on your assets assessment

Potential partners include the AARP, who will provide the volunteers to assist in tax preparation. The library will partner with the Bulverde Senior Center, who will help with promoting the program and possibly providing transportation for those residents who cannot drive themselves to the library. The Chamber of Commerce and the four local newspapers will help with promotion.

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

The library's resources that will contribute to the success of the program include the library's community room, which will allow the volunteers plenty of space to prepare taxes. The AARP volunteers will be using the library's computers and printers.

Detailed Action Plan

Action Plan Goals:

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

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4. Evaluate the program.

Action Plan Objectives:

1. Partner with the AARP to offer free income tax preparation to senior citizens in Bulverde and Spring Branch.
2. Develop partnerships with local businesses and service organizations by distributing information on the library's upcoming program so they will endorse and promote the program.
3. Implement a series of tax preparation sessions.
4. Distribute post-workshop surveys and evaluate results.

Action Plan Table

The table below gives the library's action plan for its free income tax preparation.

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 AARP to set up free income tax preparation	Sam Salas and Bulverde/Spring Branch Library November 1, 2012	Time-20 minutes Money-none Materials-none Personnel-1	AARP contacted	Count AARP contacted
Put program dates on library calendar and website	Sam Salas by December 1, 2012	Time-15 minutes Money-none Materials–none Personnel-1	Information posted on library calendar and website	Count program added to calendar and website
Create promotional flyer	Sam Salas by December 1, 2012	Time-1 hour Money-none Materials –none Personnel-1	1 promotional flyer created	Count flyer created
Make copies of promotional flyers	Sam Salas by December 1, 2012	Time-5 minutes Money - \$20 Materials –Paper Personnel-1	50 copies made	Count # of copies
Contact Senior Center to discuss transportation	Sam Salas by January 1, 2013	Time-5 minutes Money - none Materials –none Personnel-1	Contact made	Count contact
Make presentation at Senior Center	Sam Salas by January 8, 2013	Time-5 minutes Money - none Materials –none Personnel-1	Presentation made	Count presentation
Staff meeting to inform them of program	Sam Salas by January 8, 2013	Time-30 minutes Money-none Materials-none Personnel-1	Staff meeting held	Count meeting

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Post program information at library and local businesses and organizations	Sam Salas by January 14, 2013	Time – 3 hours Money-none Materials–none Personnel-1	10 posters distributed	Count # of posters distributed
Set up computers and printers in the meeting room	Sam Salas February – April 2013	Time – 20 minutes Money – none Materials -none Personnel -1	Setup done before program	Count laptop and projector set-up
Present sessions at the library	Sam Salas and Volunteers February - April 2013	Time- 66 hours Money–\$200 Materials- Paper Personnel-1	11 sessions presented	Count programs; count attendees
Administer evaluation at each session	Sam Salas by April 12, 2013	Time-10 minutes Money-none Materials–none Personnel-1	11 sessions; approximately 120 evaluations administered	Count programs; count evaluations
Gather statistics and success stories	Sam Salas by April 19, 2013	Time-1 hour Money-none Materials-none Personnel-1	Count attendees; compile evaluations	Analyze evaluations; write report; send results to PEARL office

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APPENDIX: LIBRARY EVALUATION FORM

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Free Income Tax Preparation

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 session was offered was:			
Convenient for me.			
2. The person who did the program:			
Was friendly and helpful.			
3. Because of this program I:			
Feel confident that my tax return was handled correctly.			
Feel more connected to the community.			

Additional comments on the program:
