REAL COUNTY LIBRARY
COMMUNITY OUTREACH PLAN

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Date: October 29, 2012

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This plan was created through the University of North Texas PEARL project. Funding for PEARL (Promoting and Enhancing the Advancement of Rural Libraries) provided by the Robert and Ruby Priddy Charitable Trust.
# Real County Public Library Community Outreach Plan

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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.
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.
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.
• The racial breakdown of residents is:
  o 91.5% White;
  o 0.5% Black;
  o 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.
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.
• 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.
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 read-
ing 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.
## IMPLEMENTATION

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<th><strong>Action</strong></th>
<th><strong>Name and Date</strong></th>
<th><strong>Resources Needed</strong></th>
<th><strong>Measurement</strong></th>
<th><strong>Analysis</strong></th>
</tr>
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<tr>
<td>Develop, copy and administer general survey</td>
<td>Volunteer by 9/29/2012</td>
<td>Time-2 hours $40 Materials – paper &amp; ink Personnel - 3</td>
<td>400 (est) surveys will be distributed</td>
<td>Count #; make copy for PEARL report</td>
</tr>
<tr>
<td>Tally general surveys</td>
<td>FOL President by 10/7/2012</td>
<td>Time – 2 hours $ Materials – none Personnel – 1</td>
<td>50% (est) will be returned</td>
<td>Count # returned</td>
</tr>
<tr>
<td>Evaluate results &amp; choose program</td>
<td>Volunteer &amp; Director by 10/15/2012</td>
<td>Time – 1 hour $ Materials – none Personnel – 2</td>
<td>Program chosen</td>
<td>Count #</td>
</tr>
<tr>
<td>Obtain annual movie license</td>
<td>Volunteer by 11/1/2012</td>
<td>Time – 1 hour $230 Materials – none Personnel - 1</td>
<td>License will be obtained</td>
<td>Count #</td>
</tr>
<tr>
<td>Meet with Frio Canyon Book Club to choose first movie &amp; book</td>
<td>Volunteer by 11/6/2012</td>
<td>Time – 1 hour $ Materials – none Personnel - 6</td>
<td>1st Book &amp; Movie will be selected</td>
<td>Count #</td>
</tr>
<tr>
<td>Post information about program on library’s Facebook page and website</td>
<td>Volunteer by 12/4/2012</td>
<td>Time – 1 hour $ Materials – none Personnel - 1</td>
<td>Information posted</td>
<td>Count #; make copy for PEARL report</td>
</tr>
<tr>
<td>Test A/V equipment</td>
<td>Volunteer by 12/4/2012</td>
<td>Time – 3 hours $ Materials – projector, screen, laptop, DVD player, external speakers, large screen TV Personnel - 2</td>
<td>Various configurations of A/V equipment tested</td>
<td>Appropriate A/V equipment chosen</td>
</tr>
<tr>
<td>Write press release and distribute</td>
<td>Volunteer 4 weeks in advance of program</td>
<td>Time – 1 hour $ Materials – none Personnel - 1</td>
<td>Press release written</td>
<td>1 press release distributed; make copy for PEARL report</td>
</tr>
<tr>
<td>Prepare and distribute promotional flyers</td>
<td>Volunteer 4 weeks in advance of program</td>
<td>Time – 1 hour $1.00 Materials – paper &amp; ink Personnel – 1</td>
<td>10 flyers prepared</td>
<td>Count # distributed; make copy for PEARL report</td>
</tr>
<tr>
<td>Task</td>
<td>Volunteer/Date</td>
<td>Time</td>
<td>Materials / Personnel</td>
<td>Count #</td>
</tr>
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</tr>
<tr>
<td>Create evaluation form for program; make 25 copies</td>
<td>Volunteer by 1/10/2013</td>
<td>Time – 1 hour</td>
<td>$2.50</td>
<td>Count # distributed</td>
</tr>
<tr>
<td>Purchase books; acquire movie</td>
<td>Volunteer by 12/1/2012</td>
<td>Time – 2 weeks</td>
<td>$100</td>
<td>Count #</td>
</tr>
<tr>
<td>Kick-off meeting to introduce book &amp; program</td>
<td>Volunteer on 12/18/2012</td>
<td>Time – 1 hour</td>
<td>$</td>
<td>Count #</td>
</tr>
<tr>
<td>Produce discussion guide</td>
<td>Volunteer &amp; Book Club Representative by 1/10/2013</td>
<td>Time – 2 hours</td>
<td>$5.00</td>
<td>Count #</td>
</tr>
<tr>
<td>Purchase refreshments</td>
<td>Volunteer as needed</td>
<td>Time – 1 hour</td>
<td>$10.00</td>
<td>Refreshments purchased</td>
</tr>
<tr>
<td>Set up for movie</td>
<td>Volunteers &amp; staff day of program</td>
<td>Time – 1 hour</td>
<td>$</td>
<td>25-30 chairs are set up</td>
</tr>
<tr>
<td>Show 1st Movie, Discuss Book</td>
<td>Volunteers &amp; Book Club on 1/15/2013</td>
<td>Time – 3 hours</td>
<td>$</td>
<td>25-30 people attend</td>
</tr>
<tr>
<td>Clean up viewing area</td>
<td>Volunteers on 1/15/2013</td>
<td>Time – 30 minutes</td>
<td>$</td>
<td>Room is clean</td>
</tr>
<tr>
<td>Administer evaluations; gather statistics and success stories</td>
<td>Volunteer on 1/15/2013 &amp; the third Tuesday of each quarter (Apr, Jul, Oct)</td>
<td>Time – 30 minutes</td>
<td>$</td>
<td>25-30 evaluations are completed &amp; returned</td>
</tr>
<tr>
<td>Write PEARL report</td>
<td>Volunteer by 1/22/2013</td>
<td>Time – 1 hour</td>
<td>$</td>
<td>1 report written</td>
</tr>
</tbody>
</table>

Note: All costs are in USD.

Materials: paper, ink, tables, chairs, refreshments.