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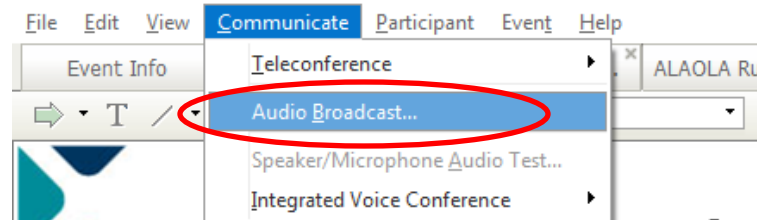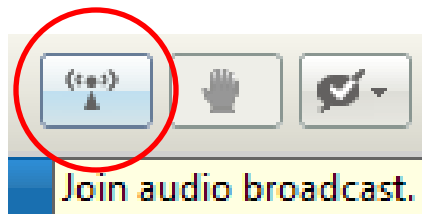
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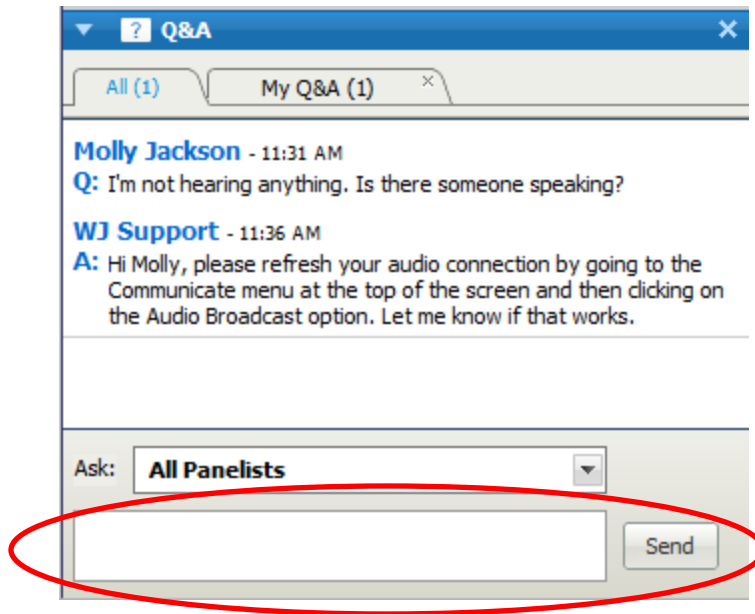


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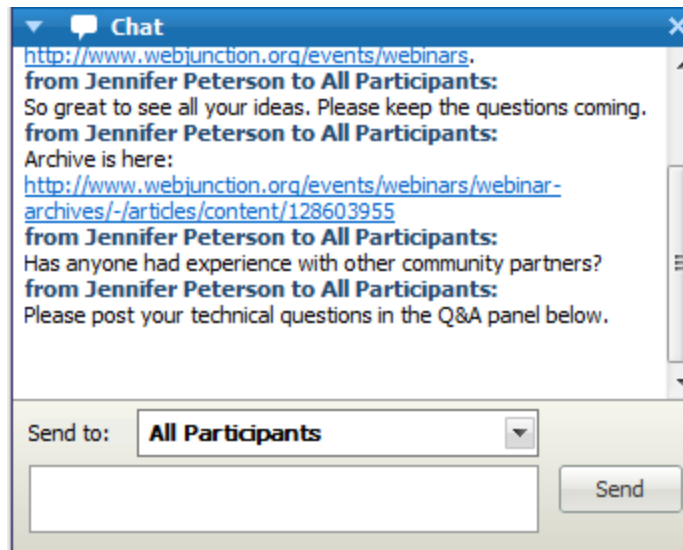Please post **technical support questions** into the **Q&A Panel**.



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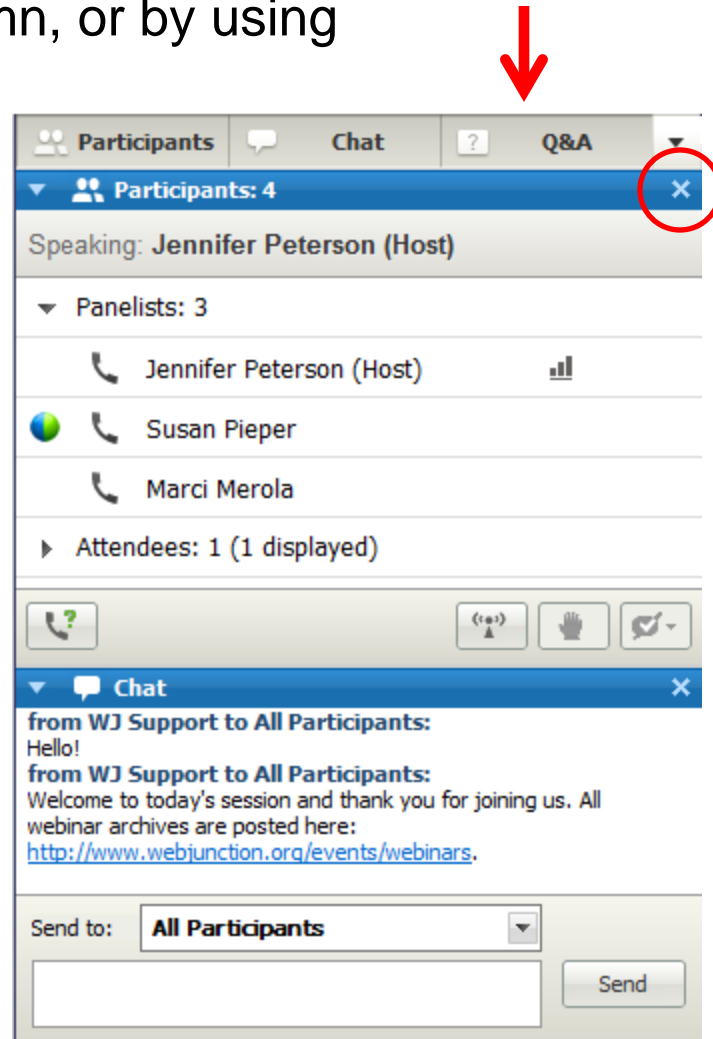Do not post technical questions to Chat.



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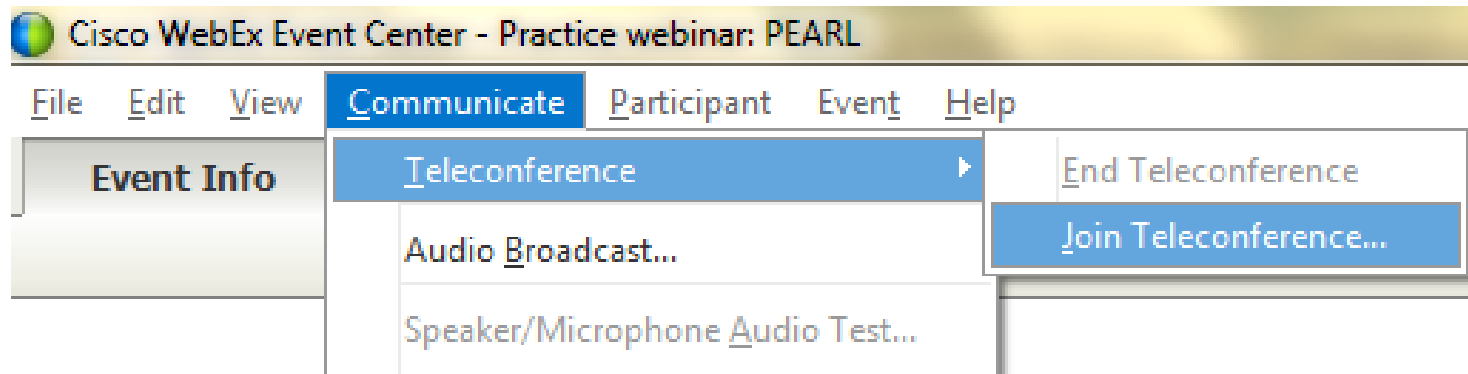


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# Today's Presenters

**Barbara Blake**
Outreach Coordinator,
PEARL Project,
University of North Texas

**Louise W. Greene**
PEARL Mentor,
ARSL,
Director of Library Services,
Kitty Lindsay Learning
Resource Center,
Richland Community
College, Decatur, IL

# Outreach Programs in Rural Communities: Simple Steps for Surprising Results

**Presented by:**

**Barbara Blake,** Outreach Coordinator, PEARL Project, University of North Texas

and

**Louise W. Greene,** Association for Rural and Small Libraries and PEARL Mentor

# OVERVIEW

- **University of North Texas receives three-year funding for rural library initiative from the Texas-based Robert and Ruby Priddy Charitable Trust**



- **Project is given the name PEARL**

- **PEARL  stands for Promoting and Enhancing the Advancement of Rural Libraries**

# VISION AND MISSION STATEMENT

**Vision:** To enhance the role of the public library in targeted rural communities in Texas

**Mission:** To strengthen the public library as an essential part of community life in rural Texas

# GOALS & OBJECTIVES

**1.** **Enhance Community Cooperation**

Pearsall Public Library story time for 121 children at the Chamber Haunted House Event

Children sit to hear a short story.

Children take the opportunity to look and read

**REAL COUNTY LIBRARY COMMUNITY OUTREACH PLAN**

**Prepared by: Mary Forman**
**Date: October 29, 2012**

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

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.

COLLEGE of INFORMATION
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**2.** **Create Community Outreach Plans**

# GOALS & OBJECTIVES CONTINUED

**3. Develop peer support groups**



**Fall 2011 & 2012 Cohorts with PEARL Mentors**

# GOALS & OBJECTIVES CONTINUED

## 4. Provide specialized educational opportunities



Guest Speaker Dr. Herman Totten, Dean, College of Information, UNT



Guest Speaker Lesley Boughton, Wyoming State Librarian





CPE#481: SBEC 2.0
TSLAC 2.0

**Tapping Local Power: Leadership in Small and Rural Libraries**

2:00 - 3:50 PM

One of the most critical skills for

Lesley Boughton

# GOALS & OBJECTIVES CONTINUED

**5.** **Present $1,000 Milestone Awards to recognize outreach efforts**

# GOALS & OBJECTIVES CONTINUED

## 6. Create web based resources



## 7. Create a model that can be duplicated by others

# ROLES

The project addressed the roles of the small rural library as:

- A community resource

- A gathering place for people

- A facilitator for community partnerships

# PROJECT HIGHLIGHTS

- **Created template:**

*Successful Community Outreach: A How-To-Do-It-Manual for Librarians*
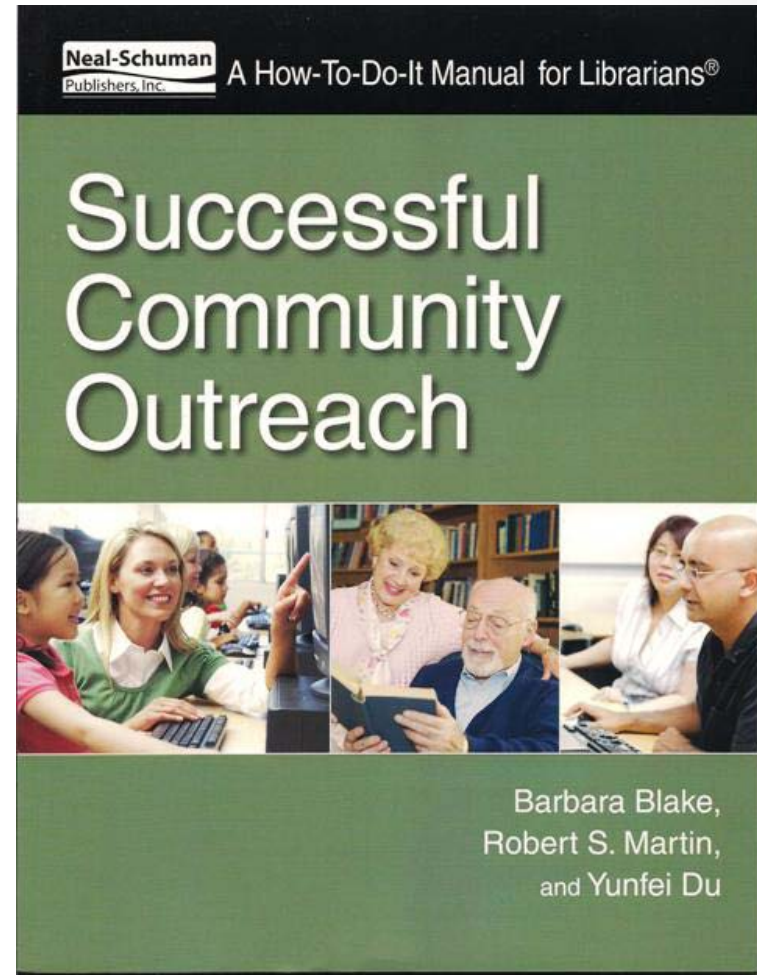


- **Created resource Website: http://pearl.unt.edu**

# PROJECT HIGHLIGHTS

- **Paid tuition for 5 students to get a Certificate of Advanced Study in rural librarianship & serve as mentors to libraries**



Jacqulyn Owens, Connie Moss, RoseAleta Laurell, Louise Greene, Megan Treseder

# HIGHLIGHTS CONTINUED

- **93 libraries wrote outreach plans**

- **Created model that can be duplicated**



PEARL LIBRARIES

# OUTREACH PLAN TEMPLATE

❖ **INTRODUCTION**

1. **Location of community**

2. **Historical, Current, & Future Roles**

3. **Existing Programs**

4. **Identified Needs/Assets: of community & library**

5. **Thank You Statement**

# TEMPLATE CONTINUED

❖ **COMMUNITY PROFILE:**

1. **Describe the community**

2. **Give demographics**

3. **Include main geographic assets & challenges for the community & library**

# TEMPLATE CONTINUED

❖ **LIBRARY PROFILE**

1. **Brief history of the library**

2. **Most Important Library Statistics**

❖ **VISION, MISSION, GOALS & OBJECTIVES**

# TEMPLATE CONTINUED

❖ **OUTREACH PROGRAM DESCRIPTION**

- **Statement of need**

- **Description of larger & targeted audience**

- **Estimated number of attendees & characteristics of the audience**

- **Potential partners & available library resources**

# TEMPLATE CONTINUED

❖**DETAILED ACTION PLAN**

- **List all the activities and tasks**

- **Who will do each**

- **When each will be done**

- **What resources are needed**

- **How it will be evaluated**

# SUCCESS STORIES AND SUPRISING RESULTS

- **Expected Results**

- **Unexpected Results**

- **Continued Impact**

# EXPECTED RESULTS:
## Crockett County Public Library Media Book Club

- **9 newspaper interviews**

- **12 radio interviews**

- **Hits on website increased**

- **Likes on Facebook increased**

# UNEXPECTED RESULTS:
## Crockett County Public Library Media Book Club

- **Chamber of Commerce did fundraiser for library**
- **Library received $7,725 from the fundraiser**
- **Library was voted 2011 Business of the Year**

**Librarian Louise Ledoux accepting the award**
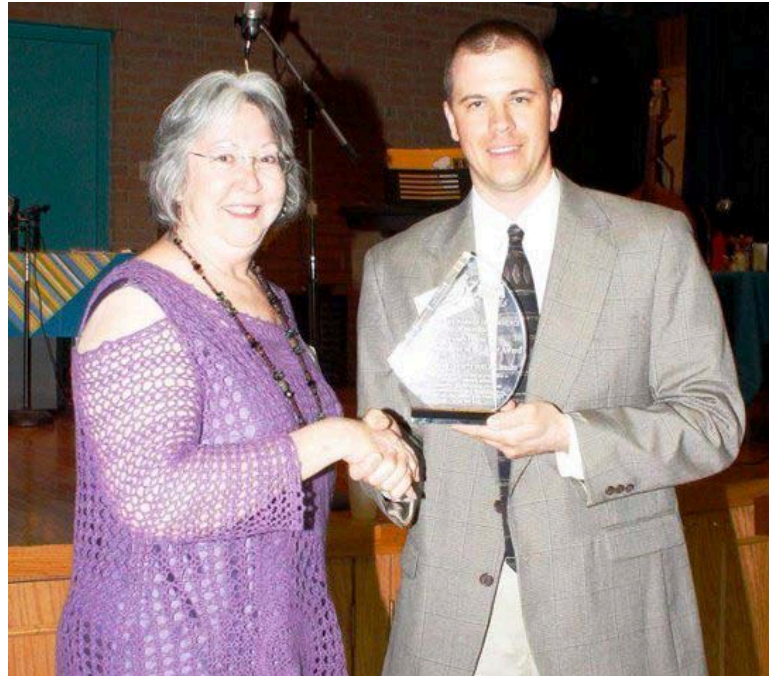
# EXPECTED RESULTS:
## Pittsburg Camp County Public Library
## Movie Day for Senior Citizens

- **Held 4 programs**

- **13 participants**

# UNEXPECTED RESULTS:
## Pittsburg Camp County Public Library
## Movie Day for Senior Citizens

*"Our Hispanic population was not our 'PEARL' project, but I am finding many uses for what I have learned."* Nancy Murillo

- Sent bilingual survey to Hispanic population

- Got bilingual newspaper to publish weekly article and program reminders

- Facebook & Blog posts in English & Spanish

# EXPECTED RESULTS:

## Gilbreath Memorial Library
## Memorial Park and Garden Project

- **Created mini-park & memorial garden**

- **38 at 1st movie night**

- **16 on planting day**

- **42 at dedication**

- **83 at 2nd movie night**

# UNEXPECTED RESULTS:
## Gilbreath Memorial Library
## Memorial Park and Garden Project

- **Middle school contacted library re: fundraiser**

- **Wanted to donate memorial and in honor of bricks from fundraiser to library for memorial park and garden**

- **Library planned 3rd "Movie Night at the Park" so students could promote fundraiser**

*"It is a win, win for the Memorial Middle School and Gilbreath Memorial Library!"* **Vickie Martin**

# EXPECTED RESULTS:

## Muleshoe Area Library
## Social Security for Seniors Informational Program

- **15 people attended**

- **The program was well received**

- **Participants want more programs for seniors**

# UNEXPECTED RESULTS:
## Muleshoe Area Library Social Security for Seniors

*"The Youth Services Coordinator from Communities in Schools had heard I was great at working with people in our community to enhance programs for all ages.  She had received a grant that would enable her to work this summer on literacy.  She wanted to help with our Summer Reading Program!!!! This would have NEVER happened before PEARL."*

**Dyan Dunagan, Muleshoe Area Library**

# EXPECTED RESULTS:
## Cochran County Love Memorial Library SRP

- **120 children participated at library**

- **Another 20 participated at daycare**

- **1,352 check outs**

- **1,433 check outs entire previous year**

- **61 new cards issued**

# UNEXPECTED RESULTS:
## Cochran County Love Memorial Library
## Summer Reading Program (SRP)

- **SRP program led to planning:**
    - **1. Homework Club**
    - **2. Game Nights**
    - **3. Halloween piñata party**

- **South Plains Community Action asked library to participate in a community health fair**

- **Library did, was successful, will do annually**

# CONTINUED IMPACT:
## Cochran County Love Memorial Library
## Summer Reading Program

*". . . from this SRP, which was my outreach program through PEARL, I have done one additional outreach type program within 2 weeks of completing the SRP. . . The way that the Outreach Program was written will make all my future projects easier to plan, while making sure that I haven't overlooked anything.  It will also make them easier to budget for."*

**Irene Sealy**

# EXPECTED RESULTS:
## Deaf Smith County Library Basic e-Reader Workshop

- **Total of 46 participants**

# UNEXPECTED RESULTS:
## Deaf Smith County Library Basic e-Reader Workshop

- **The Friends donated $2,500 to expand eBook collection -helps the whole Panhandle**

- **Director took two staff to Texas Library Association (TLA) Conference**

- **Got permission to close library for three days in April 2013**

- **The Friends pledged $2,500 to send entire staff to TLA 2013 Conference**

# CONTINUED IMPACT:
## Deaf Smith County Library Basic e-Reader Workshop

*"It's hard to say whether or not any of this would have happened without the PEARL grant, but it's highly unlikely that it would have!*

*I never could have anticipated the far-reaching effects of the PEARL grant. I'm so thankful that our library has been in the PEARL project! We have money to buy eBooks, and the whole staff is going to Conference 2013!  Life is good!"*

Martha Russell, Deaf Smith County Library

# CONTINUED IMPACT:
## Post Public Library Monthly Brown Bag Book Share

- **April 2010 began**
- **Still going**
- **Now includes eBooks**





*"Thanks again, for getting me into the 'reach out' to the community mode!"*

**Peggy Ashley,**

**Post Public Library**

# DEFINITION OF SUCCESS:
## Bertha Voyer Memorial Library GED Program

*"We had the first of our GED program participants complete her tests. She's a young lady who moved here from Dallas . . attended six weeks of our GED program and took her*

*test . . . her scores . . .  were all in the 90's. She's so happy – she will now be able to join the Air Force – which has been a life-long dream!  She says it's all because we gave her the chance and helped her when she needed it. If that doesn't make what we are doing here seem worth it – I don't know what will!!!  Though it may be slow and successes far between, we will continue to offer this program as long as there is a need."*

**Pattie Mayfield**

# The Mentor/Mentee Relationship
# in Rural Libraries

# Picturing the Mentoring Investment
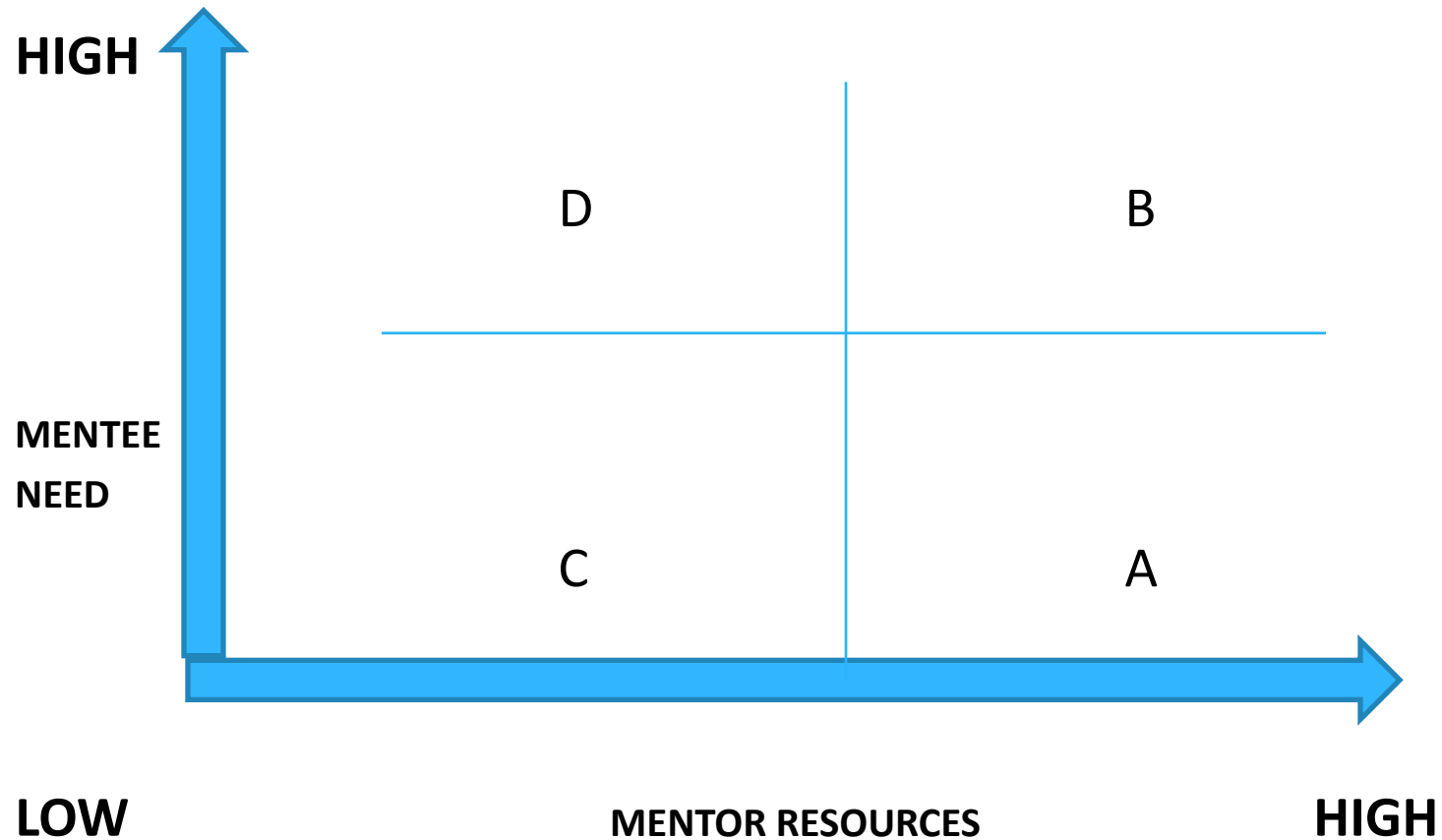
# Understanding
# The Rural Context

Geographically isolated

Few professional experiences

Limited resources

Long term residents of the community

Focused on local customs and traditions

Commitment!

# Groundwork for a Productive Mentor/Mentee Relationship

Establish a basis of trust



Find common ground

Remain Open to Mutual Learning

# Effective Starting Points

Agree on the Objective(s)

Match Communication Styles

Set Expectations

Agree on a Schedule

# Maintaining Momentum

Keep Communicating

Try Variations or Alternatives

Tie Up Loose Ends

Celebrate!

# Evaluate the Experience

Did each party learn something?

Was the objective or goal reached?

Did the library benefit from the relationship?



Can the experience be repeated or expanded?

# References

**The PEARL Project**

http://pearl.unt.edu/

**Successful Community Outreach**

Barbara Blake, Robert S. Martin, & Yunfei Du.  (2011)

**Association for Rural & Small Libraries**

http://arsl.info/

Todaro, J. (2011, Mentoring: Advice from an expert. *Library Leadership & Management (Online), 25*, 7.

Mehra, B., Black, K., & Shu-Yueh Lee. (2010). Perspectives of east tennessee's rural public librarians about the extent of need for professional library education: A pilot study. *Journal of Education for Library and Information Science, 51*(3), 142-157.

# Contact Information

**Questions or Comments?**

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PROMOTING AND ENHANCING THE
ADVANCEMENT OF RURAL LIBRARIES

PEARL