



Rural Library Service Newsletter



Vol. 5 No.4

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Crop of New Services Emerges

Frequently the Rural Library Service Newsletter receives reports on programs for rural patrons and librarians. This issue focuses on recent examples from the States of Illinois, Iowa, Kansas, Ohio and Washington. The services featured range from one time agricultural days up to specially funded two year projects. Money to support these programs came from the Federal government, private donations, and the libraries' operating budgets. Recipients of these services include the professional farmer, the homesteader, the businessman, the entrepreneur, and the rural librarian.

ILLINOIS

Supported in part by a LSCA grant, the Shawnee Library System, headquartered in Carterville, Illinois (population 3,445) began in October 1983 the Scientific and Technical Information Project or STI. The two year pilot project was established to provide farm and business information to small businessmen, farmers, & other technical and professional people.

The project objectives were to fill the requests of people in the target groups, to raise awareness of business people & farmers to the services that libraries could provide them in their business decisions & to include the local libraries in the 18 county region in the process whenever possible.

This Southern Illinois system reported on its project in two major reports: Farm and Business Information which was a review of its first year's activities & the STI Project Final Report published on November 7, of this year.

From these reports it is learned that the project offered a variety of services & materials to the targeted audiences. There were computer searches on Dialog & the Agri Data Network; access to 50 public domain agricultural software programs, business tapes by consultants such as Peter Drucker & Thomas J. Peters; book displays on Advertising, Entrepreneurship, Franchise, Mail Order Business; Cultivation (Conservation, soils, & crops,) & Farm Management & Marketing.

An information network was established where questions would originate at the patron's nearest public library. If the questions could not be answered there, it was passed on to the STI Project staff at the system headquarters. The questions were referred by van deliveries, telephone or electronic mail. Books and materials with the answers obtained at system level were then delivered back to the local library for patron's use.

The service was promoted through an informal network. Members included the Cooperative Extension Service, Chamber of Commerce, Small Business Administration & area community colleges' business service centers. The message of the program was directed at 80 area businesses & farmers, over 60 Farm Bureaus, to Business & Professional Women, & other organizations. News releases, posters, brochures, taped public service announcements for radio & television were some of the ways in which the services were promoted.

Evaluations were completed after the first year & after the second & final year. During the period of January 1984-September 1984 the

STI Project answered 888 questions. In a sample of 300 people who used the service during the first year, 72% said they had not used the public library concerning their business needs before. And from this same sampling 96% said they were satisfied with the STI service with 63% rating it excellent. In October of 1984 the beginning of the project's second year, 156 questions were answered. Sample questions included "How do I go about marketing frozen fish on a small scale? Any ideas for Christmas display windows for a women's clothing store? How do I get my cow to let down her milk? Do you have a repair manual for a model 750 Massey-Ferguson combine?"

In the Project Final Report it revealed that 85% of the project's requests came from business people, mostly small businesses, with only 15% of the information requests coming from farmers. However of those farmers who did use the services, a whopping 82% of them were using the library for the first time for their work.

Part of the explanation given in the report for the limited number of farmers using the service is the existence of an already established information network, mainly the Cooperative Extension Service, Farm Bureau, Southern Illinois University Agriculture faculty, & several for profit farm services. However, according to the STI Final Report, libraries were unique from these other agencies in two ways; libraries loaned books & they were the only agency to focus their efforts on the part-time farmer or homesteader.

The most enthusiastic users of the STI project were the homesteaders and people starting small businesses. In the report it stated these two groups have limited resources, are in an information seeking mode, & have an appreciation for the role additional information can play in increasing the productivity of their small farm or business. Furthermore a small number of farmers who either have not been farming long or have particular areas of interest such as agricultural computing will read everything available in their area of interest. Once these farmers are made aware of what the library can provide they'll use it. For more information, copies of the reports and the project bibliography Farm Books contact James A Ubel or Donna R. Leicht at the Shawnee Library System, Greenbriar Road, Carterville, IL 62918. Telephone 618/985-3711.

IOWA

Hampton Holds AG Day

An AG DAY celebration was held in the Hampton Public Library (population 687) with hundreds of people visiting to see displays by various Franklin County farm agencies such as the county extension service & the Farm Bureau. Also on display were pigs, lambs, chickens & rabbits in the children's room. Pens were made by laying large pieces of cardboard on the floor and covering them with heavy plastic sheets, then laying cages on these & using sawdust for bedding. There were free samples of food (including home-made ice cream), cake walks, a hog calling contest & a drawing. Prizes for the drawing were donated through two seed corn dealers & Farm Wife News. The chicks were donated by a local pullet company & given to the "most deserving" registrant who filled out a special registration sheet that asked how the person planned to take care of & house the chicks & what they would do with the chicks after they were grown.

The day was declared a huge success by librarian Judy Harper who said the library netted \$70 with the cake walk for their building fund. She also relayed that it only took two hours to clean up after the event!

North Central Iowa Regional Library
May, June, & July 1985.

Banking on Library Services

Lake City has joined with a local bank to meet agricultural & business information needs of their community of 2,006. The banker asked the librarian to help purchase some \$300 worth of books on agriculture & business for the bank. He wanted to display them in a large area of the bank where the customers wait for their appointments.

The librarian convinced the banker the \$300 be donated to the library which in turn would buy materials (generally at a greater discount) & then would display the materials rotating the collection between the library & the bank. The banker agreed & also purchased a book cart on which to display the materials. Along with the new collection the librarian placed on the cart an annotated bibliography of other materials in

the library's ag and business collections. The banker favorably impressed has made a pledge to annually fund this project.

According to Patty Jo Daisy, Lake City Librarian, both bank & library see this as an ideal arrangement. The bank is able to provide an extra service to their customers without the hassle of running a mini-library & the library, aside from increasing their collection, has increased awareness of the services they offer.

KANSAS

The September & November 1985 issues of the CKLS POST, the newsletter of the Central Kansas Library System of Great Bend, has featured prominently the system's work in the areas of rural crisis & farm networking. In the September issue it describes the formation of a Farm Support Network comprised of lawyers, bankers, farmers, emotional therapists, & representatives of the Kansas Regional Library.

The November issue describes a different group of farmers, librarians & rural agency personnel who gathered to address the questions of what libraries could do to meet the problems faced by their rural communities. The following consensus was drawn:

1. Rural people want & need access to information about legal, financial & mental health processes, particularly exploring alternatives.

2. Libraries need to work in cooperation with existing agencies to pool resources & disseminate information. Some of the resource agencies mentioned were Extension groups, Farm Bureau, Farmers Union, Kansas Bankers Association, Kansas Ecumenical Farm Issues Coalition, Kansas Farm Management Association, Kansas Organic Producers, The Land Institute, W.I.F.E., the Inter-faith Rural Life Committee of the Consultation of Cooperating Churches in Kansas, the Kansas FACTS program, the Kansas Rural Center, & others.

3. Farmers would prefer easy-to-read, up-to-date information provided in short, easily accessible formats.

4. Libraries could be sites for short courses & seminars to train rural residents to use materials. Other agencies might be the providers & co-sponsors of these events.

5. Training sessions should be provided

for librarians in how to use these materials & how best to make them available to the residents in their area.

For more information on these networking experiences contact either Donald B. Reynolds, Jr. CKLS Assistant Administrator or Gabriel Hegyes, Rural Consultant, Central Kansas Library System, 1409 Williams Street, Great Bend, Kansas 67530.

OHIO

During this last summer, Ohio was the site of two workshops for rural librarians, Mike Jaugstetter, of the State Library of Ohio reported on a 2 1/2 day workshop held at Kent State. Course material included the 1982 Congressional hearings on rural library informational needs and several reprints from Rural Libraries. The course content covered a profile of rural America & rural libraries as described in the literature followed by discussion on how accurate this seemed to participants and its implications for their situations. Also discussed were power structures in rural areas & how to enter into them & marketing techniques and PR.

There were 17 participants, 16 from Ohio and 1 from Indiana. Group members ranged from graduate students to library assistants to directors (degreed & non degreed).

The other major event was the State Library's first Rural Bookmobile Workshop held in June in Columbus. John Philip, Supervisor of Field Operations reports; "The State Library of Ohio welcomed more than 50 people from 15 states to its first Rural Bookmobile Workshop, June 19-21 at Columbus. A total attendance was 85, including State Library staff & speakers from Utah, Maine, West Virginia, Florida & North Carolina. Rural sociologist, Susan Rafferty of the Ohio State University set the stage with an up-to-date analysis of rural people & conditions. Bernard Vavrek of the Center for the Study of Rural Librarianship, Clarion, PA, reviewed the results of a national bookmobile survey which he conducted for the conference. Those from Utah, North Carolina & Florida shared information about how their bookmobile programs were planned to meet regional users needs. Instant portable libraries, mail delivery of book & other methods of reaching the rural patron were discussed.

Five representatives from bookmobile manufact-

uring companies described their products. Three of the five & staff of the Dr. Samuel L. Bossard Library of Gallipolis displayed new models. Participants were provided a training session in program evaluation led by Jack Kues of the University of Cincinnati.

WASHINGTON

In May 1985 the Ellensburg Public Library (population 11,752) received a LSCA grant for building an agricultural collection & for fostering rural staff development. Librarian Carolyn Willberg in the grant application wrote that the need for irrigation requires farmers to seek information & make decisions on equipment, costs, water management, water storage conditions & weather. In addition to materials related to dry land agriculture, the library has purchased materials & published reading lists on the following topics, "Agricultural Machinery & Repairs", "Computer/Farm Management", "Livestock/Veterinary Application", "Food Crops/Tillage" & "Pest Management/Insects". The books on these lists are to be placed in the Washington Library Network data base for future loaning.

The project also had two other major components: to provide access & to train farmers in the use of Agnet & to sponsor a workshop for Washington's rural librarians. The workshop was held at the Ellensburg Library on October 18. Librarians were introduced to the new Ag Info Collection, saw a demonstration of Agnet, & toured Reference & Government Document Departments at Central Washington University located in Ellensburg.

The 30 plus librarians who attended the workshop also heard presentations from Anne Denman & John Houlahan. Houlahan, the editor of Rural Library Service Newsletter spoke in the morning on trend management. He described it as part attitude & part technique. The attitude is recognizing that the future provides opportunities & threats. The objective for the librarian then is to maximize the opportunities & minimizing threats. This occurs when one understands that the future is one of change & that much change follows predictable patterns of behavior. In the afternoon session, the RLS editor described how trend management can aid the library practitioner in better utilizing their available resources of time, money & materials.

Dr. Denman, Co-founder of the Small Town Institute & former editor of Small Towns spoke on the need for small town professionals to be advocates of the advantages of small scale. She emphasized the need for sharing existing information over creating new studies. Also stated was that the professional should know one's community's norms & values, its social structure, economy & power & have the added responsibility of helping the community to know itself. Her presentation underscored that in small towns individuals can truly make a difference. Along with her presentation Dr. Denman suggested five titles for further reading. The book by Johansen & Fuguitt she labeled a classic. The works she recommended were:

Dillman, Don A., & Hobbs, Darly J.
Rural Society in the U. S.: Issues for the 1980's, Westview, Press, 1982

Johansen, Harley E., & Fuguitt, Glenn V.
The Changing Rural Village in America, Ballinger Publishing Company, 1984.

Lingeman, Richard,
Small Town America, G. P. Putnam's Son, 1980.

Swanson, Bert E., & Cohen, Richard A. & Swanson, Edith P.
Small Towners: A Framework for Survival & Growth, Sage Publications, 1979.

Warren, Roland L., & Lyon, Larry
New Perspectives on the American Community, The Dorsey Press, 1983.

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Check Your Library Insurance Policy
Libraries in the business of lending VCR's or computer equipment should note the experience of a Minnesota Library. A patron checked out video equipment using false identification & never returned the items. The insurance company classifies this as fraud, not theft, and the present library policy does not cover fraud. The library will not be able to recoup the loss.

San Antonio Area Library System, Newsletter
November, 1985
San Antonio, Texas

Rich Variety of Programs Slated Ahead

While the feature article in this issue focused on past or on-going programs in rural areas, this column covers up coming events that may be of interest to rural practioners.

"An Invitation to Make History"

The University of South Carolina & the University of Hawaii will be conducting a live teleconferencing program & you are invited to participate. All one needs is access to the satelite West Star 4 Channel D. The program is from 2-4:00 pm Eastern Standard Time on Febraury 13, 1986.

The program content will be on the use of teleconferencing by the University of South Carolina. USC uses teleconferencing extensively in the fields of Business, Social Work, Education, Nursing & in the Department of Library Science. If you are interested in learning more about this educational experience plus wish details on the satelite setting contact Dan Barron, College of Library & Information Science, University of South Caroloina, Columbia, SC 29208 or telephone 803/777-4825

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"Rural Roots"

isthe name of a day long program being hosted by the Rural Library Services Committee of the Small & Medium-sized Library Section of PLA. The workshop will be held on April 3, 1986 in St. Louis in conjunction with the Public Library Association Conference.

Starting at 9:00 am & going until 6:00 pm, 13 presentors will speak on topics such as "What it Means to be Rural" & Information & the Rural Crisis". There will be sessions offering practical advice such as "The One Person or Less Library" & "Apples in the Weeds, Microcomputer Connection for the Small Library". Services explained will be "Bookmobiling: Eighty years & Going Strong" & "Postiviely Main Street: Rural Business Information Needs". Sessions on promotions include "Getting Rural Non-Users into the Library" & "Never Out of Season: Rural Library Public Relations".

An excellent workshop has been put together by John Christenson and past Rural Library Service Committee Chair, Danny Hales, of Live Oak, FL. For more information on the program contact

John Christenson, Traverse des Sioux Library System, P. O. Box 3446, Mankato, MN 56001.
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"Examining the Quality of Your Bookmobile Service"

is the sequel to the State Library of Ohio's first bookmobile workshop which was held this past summer. The June 18-20, 1986 program will be held in Columbus, Ohio. John Christenson, Executive Director of Traverse des Sioux System in Mankato, MN. will be the Keynote speaker & will address the effectiveness & efficiency of bookmobile service & the use of information & referral services on the Bookmobile. The Maryland State Library will share their experiences in training paraprofessionals in handling info request. Joe Grunenwald, a marketing guru from Clarion State College in PA, will speak on marketing rural bookmobile services. Other topics to be covered are what to & how to automate your bookmobile operation; an examination of online & batch loan systems for the bookmobile, & the use of Recreational Vehicles (RV's) as bookmobiles.

For more information on registration fees, times & location contact Diane Drissen, State Library of Ohio, 65 South Front Street, Columbus, Ohio 43215. Telephone 614/462-7064.
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"Move Conference"

will be held June 10-13, 1986 on the Southern Illinois University -Carbandale campus. The convefence will have as its theme how rural libraries can have a positive impact on the economic & cultural climate of a region. Expected attendance is 300-400 librarians, trustees & friends.

MOVE (Mississippi & Ohio Valley Exposition) is a project cosponsored by the Illinois State Library and the Shawnee Library System of Carterville, Illinois. The purpose of the project is to work toward providing services to the 2,000,000 people in Illinois who do not have access to public library service.

The project advisory committee headed by James Ubel of the Shawnee Library System has as members librarians & trustees, local & state government officials, as well as interested citizens. In the group's first meeting they worked on defining unmet information needs in

rural America, & discussed ways to extend library service to unserved people. Other items on the agenda were how to improve access to & raise awareness of library services. The group acknowledged the importance of fostering cooperation between agencies that provide information to rural people & talked about ways rural libraries can move in this direction.

For more information about the MOVE Project or its June '86 Conference contact Donna Leicht, Shawnee Library System, Greenbriar Road, Carterville, Illinois 62918, or telephone 618/985-3711.

"Library's Services to Rural Children" a Statewide Conference sponsored by the State Library of Iowa. The Spring program features Margaret Bush, a professor at Simmons College and Barbara Razzano of the New Jersey State Library. Ms. Bush will address the conference on the "History of Children's Services in Public Libraries" & "Potential Models for Children's Services". Razzano topics are "Role of Children's Librarians in Rural Communities" & "How to Write a Plan of Service".

The program is intended to aid Iowa librarians serving communities under 15,000 population in planning & developing children's services. The program is to be held March 21-22, 1986 at the Springbrook State Park, Guthrie Center, Iowa.

There will be a limited enrollment & first choice will go to Iowans. For additional information contact Marilyn Nickelsburg, State Library of Iowa, Historical Building, Des Moines, IA. 50319, or telephone 515/281-7573.

"Fort Hayes State University" is sponsoring the Thirteenth Literature Study Tour, July 9 to August 9, traveling to: Germany, Denmark, Sweden, Finland, the U.S.S.R., Poland, Czechoslovakia, Hungary, & Austria. Graduate or audit credit is given for this 32 day program. There will be seminars in several countries as well as visits to libraries, bookstores, & museums related to literature. Each of these activities will provide opportunities to meet professionals in the field of literature. For further information write to: Mrs. Donna J. Harsh, Department of Education, Fort Hays

State University, 600 Park Street, Hays, Kansas 67601-4099.

"The 9th Annual National Conference on Rural Health, 'Partnerships for Change: Working Together for Rural Health', is scheduled for May 21-24, 1986 in San Diego, California at the Sheraton Harbor Island East Hotel.

The Conference, sponsored by the National Rural Health Care Association, is devoted to addressing the issues & needs of those who practice or work in rural or isolated areas. The conference is attended by physicians, rural hospital & clinic administrators, physician extenders & state, local & federal officials. The Conference is expected to draw over 1,000 attendees.

A total of 60 sessions on Health Policy, Management, Special Populations, Health Promotion/Disease Prevention, Research & Clinical topics will be addressed.

For further information & registration packet contact: Donna M. Williams, Director of Membership & Meetings, National Rural Health Care Association, 2220 Holmes, Kansas City, Missouri 64108, or telephone 816/421-3075.



Rural Library Service Newsletter

Editor: John M. Houlahan

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RURAL CRIME PREVENTION FILM

The Communications Activities Division of John Deere & Company, John Deere RD., Moline, Illinois 61265, has produced a rural crime prevention film which can be borrowed.

The film is titled "Rural Crime: How Farmers Fight Back" and is a six minute film featuring three basic strategies for the reduction of farm crime. These include a crime alert program from California to prevent tractor theft; from North Carolina a crime watch patrol & property identification program to reduce the theft of batteries & small tools; & a combination CB radio patrol branding & reward program to stop cattle rustling.

"Iowa Crime Biter", Jul/Aug/Sept 1985.

NATIONAL AGRICULTURAL LIBRARY

The National Agricultural Library is asking libraries with history of agriculture collections for copies of any finding aids which have been developed for their collections. NAL is building a special reference collection of these aids; those turned up by this project will be cataloged and added to the AGRICOLA database. Contact: Judith J. Ho, Special Collections, Room 301A, USDA, National Agricultural Library, Public Services division, Beltsville, MD 20705.

Library Journal, October 15, 1985.

(edited from above)

PLANNING THE SMALL PUBLIC LIBRARY BUILDING,

by Anders C. Dahlgren, introduces readers to each stage in the process of planning, designing, & constructing a new library. Also included in the booklet are a chapter on renovations, additions, & portable or temporary structures, & a bibliography of works related to library buildings. 24 p. \$5 (paper) from Publishing Services, ALA, 50 East Huron Street, Chicago, Illinois 60611. Small Libraries Publications #11.

American Libraries, July/Aug 1985

SAMPLE PLANS REQUESTED

Iowa Library is looking for copies of Long Range Library Plans for a community with a population under 3,000. Send sample copies to John M. Houlihan, Northwest Regional Library, 6th and Jackson, Sioux City, Iowa 51105.

AAP CHARTS NEW PATH

A new thrust for the Action Agenda Project will be to develop strategies that will leave a legacy of rural advocacy among rural practitioners, state & federal policy boards, rural educational associations, & private funding sources. Specifically, the Action Agenda Project will develop two regional initiatives (located in the Northwest & Appalachia) & convene a National Invitational Conference on Rural Adult Education in September, 1986.

The regional initiative will be developed by the Virginia Polytechnical Institute & State University in Blacksburg, Virginia & Washington State University in Pullman, Washington. The VPI Project, under the direction of Dr. Charles A. Atwell & Dr. W. Robert Sullins, will direct regional efforts for the Appalachian region. Dr. William H. Gray & Mary Emery will direct the project at Washington State University, drawing together states from throughout the Northwest. Both projects will focus on policy issues facing rural adult postsecondary education & promote networking efforts among all educational providers serving rural areas in their respective region.

The Action Agenda Project, supported in part by the Fund for the Improvement of Postsecondary Education (FIPSE), is a national project focused on improving the education services made available to adults living in rural areas. Funded initially in 1983, the Action Agenda Project has been involved in a number of networking & advocacy efforts on behalf of rural adult education. For further information on the project or the two regional subcontracts, contact Sue Maes, Project Director, Action Agenda Project, 1221 Thurston, Manhattan, Kansas 66502 or Telephone 913/532-5866.



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