



Rural Library Service Newsletter



Vol. 6 No. 1

Feb. 1986

Rural Programs Span the Continent

ALBERTA, CANADA

The (Fall 1985) issue of Alberta Library News reports on a major training effort to improve rural library services in the province. From September 1985 to May 1986, students in three locations are testing six "distance delivered courses for library staff who have little or no library training." In one area there are enough students to warrant an on-site instructor; at the others, teleconferencing & correspondence course techniques are used.

The six courses cover the fundamentals: Program Orientation & Study Skills; Introduction to Library Procedures and Terminology; Basic Library Management; Information Services (reference work and materials); Collection Organization; and Microcomputer Applications.

Contact: Marilyn Ming, Project Coordinator
Rural Library Training
403/284-8072
Library Hotline, February 24, 1986.

GEORGIA

School-based development enterprises (SBDE) are attracting increased attention across rural America today. Building upon a philosophy similar to that found in Junior Achievement and vocational education & agriculture school organizations.

Under the sponsorship of a local school district, the SBDE, which may function as a corporation working for the community, provides vocational and career training for

high school students. The functions of an SBDE are to:

Own and operate businesses or provide services to other productive enterprises in the local community, primarily using students supervised by school faculty.

Generate or attract income producing opportunities to the community.

Coordinate local development efforts.

Train young people in entrepreneurial skills.

An "SBDE in Rural America" workshop is being held April 20 - May 2, 1986 in Atlantic, Georgia. The workshop is to help one:

explore the educational and economic analyses underlying the SBDE concept

learn of job-related training procedures used to prepare students for jobs in newly established small businesses

help identify local economic opportunities that can be tapped through self-employment and small business development

aid in identifying strategies to adapt the SBDE concept to a local school community situation

provide a set of materials that will serve as a valuable aid to future planning and enterprise development.

PROGRAM FEE

The \$125 per-person program fee covers the cost of instruction, materials, some transportation, refreshments, & a second day lunch. Hotel accommodations & other meals are not included in the fee. Registration cutoff date is April 15, 1986. For more information contact: National Academy for Vocational Education, 1960 Kenny Road, Columbus, OH 43210-1090. Telephone 800-848-4815 Ext. 235.

ILLINOIS

The forty-five member public libraries of the Shawnee Library System of Carterville, IL are providing "Business Start-up Packets." Contents of the packets include a Farm & Business Information Guide containing almost three hundred names, addresses & telephone numbers of business & agriculture resources in both government & the private sector. Also included is a brochure entitled "Best Business Books" covering books & materials in such areas of interest as advertising, computers, franchising, legal guides & much more. The books & materials are available for loan through the public libraries of southern Illinois. A leaflet on the Teltape Information System was provided by the Department of Commerce & Community Affairs (DCCA). The Teltape Information System can be reached through a toll-free number & provides information on business, local government & community-related topics. A fourth enclosure on educational (technical) assistance in the areas of business management, local government, & business & economic development was provided by the Illinois Cooperative Extension Service.

The packets are being distributed by public librarians as aid & encouragement to anyone interested in bringing much-needed small businesses into their communities. Librarians in southern Illinois have identified owners of their businesses just getting started, people hoping to establish their own businesses, & economic development centers interested in attracting businesses to southern Illinois. They then paid visits to these people, gave them Business Start-up Packets, answered questions & explained the variety of services available to business through their local libraries.

The Business Start-up Packets have been publicized throughout the area in newspapers & on radio & television. Over a thousand packets have been distributed & the response from the public has been excellent. According to one recipient, "One of the hardest things about running your own business is just knowing how to get started & who to call to get the information you need. There's where this packet has really been helpful."

The Business Start-Up Packets are being provided as one of eight projects going on within "Libraries on the MOVE" (Mississippi & Ohio Valley Exposition), a year-long LSCA Title I project aimed at libraries becoming even more involved in their communities.

Information provided by Donna Leicht,
MOVE Project Director, Shawnee Library System.

James Ubel, Director of the Shawnee Library System & Bridget Lamont, Director of the Illinois State Library have announced the Library on the MOVE, (Mississippi & Ohio Valley Exposition) Conference is to be held June 10-13, 1986, on the campus of Southern Illinois University, Carbondale, Illinois.

The conference will center around the positive impact of rural libraries on the economic & cultural climate of an area. The MOVE Advisory Committee is currently developing a draft agenda for rural library development in Illinois; discussion of the working draft will be an important element of the conference. A showcase of library-based projects from Illinois & its neighboring states will also be exhibited, including library-based job information centers, consumer health information collections, & outreach activities which focuses on alternative funding for library services will be held the last day of the conference.

IOWA

Farm foreclosures, boarded windows in the small towns serving rural populations, & declining enrollments in college agriculture programs are only the visible signs marking a major shift in the culture of small towns & rural areas taking place in Iowa today. In the newspapers & in private conversation there is a tendency to focus on the economic

aspects of this major shift, but it is at least as much a question of values.

Aware of the need to examine these values, the Iowa Humanities Board voted at its October '85 meeting to encourage proposals which deal with the fundamentals of rural and smalltown life in Iowa. What are the values created & sustained by the culture of Iowa's rural areas? What is lost as changes occur in smalltown Iowa? How important is the land in the minds of Iowans? What is progress? How inevitable are the changes taking place?

Although proposals on this theme were to be accepted at the January (Great Themes In Literature RFP only) & May deadlines, they will be part of the special program announcement in 1986.

Those with an interest or expertise in the above are encouraged to contact: Iowa Humanities Board, Oakdale Campus, Iowa City, Iowa 52242.

"MUSES", Winter, 1985.

KANSAS

The Central Kansas Library System (CKLS) of Great Bend, Kansas is continuing its offering of a broad range of programs to meet the needs of rural patrons. The November '85 issue of RLS Newsletter described the Kansas system's efforts in the areas of rural crisis & farm networking. In the System's January '86 publication CKLS POST it announced the system had received a \$10,000 grant to create a collection of resource materials to assist Kansas in coping with the problems created by the current farm crisis.

"Resource materials will include information about legal, financial & mental health (stress) processes. Books, periodicals, & other publications will be included, as will database searching tools, computer programs for farm management & financial record keeping, & video tapes. The materials will be housed in the CKLS headquarters in Great Bend with elements of the core collection duplicated as deposit collections in Concordia & Phillipsburg, making the resources more readily accessible. Libraries can be used as sites for short

courses & seminars to train rural residents to use materials, & training sessions will be provided for the librarians on how to use these resources, as well as how best to make them available to the residents in their area.

In addition to developing Rural Issues collections, the Regional System has been active in developing the "Rural Resource Manual" & conducting the workshop "Libraries Serving Rural Needs". The program focuses on the manual, programming, community networks & discussion of information & sources.

MASSACHUSETTS

A year long study of Massachusetts Small Libraries has resulted in the publication of Options for Small Public Libraries: Recommendations and a Planning Guide by Nancy M. Bolt & Corrine Johnson.

This publication is the result of a \$25,000 LSCA grant given to the Options for Small Libraries Committee. The purpose of the grant was described in the Manual's introduction "to define needs & problems of small libraries & to develop recommendations concerning the roles of small libraries & the local, regional & state support required to fulfill those roles."

The Option for Small Libraries Committee was formed in 1984 & consisted of directors of libraries serving communities with populations ranging from under 1,000 to 15,000.

The 125 page report has been well received by the entire Library Community. Rural Libraries are using it to develop a survey (see story on Cape Cod Libraries on page 5 of this RLS issue.), metropolitan libraries exceeding 100,000 population use the manual in developing their priorities, & libraries who use the manual's guidelines to determine needs can submit the State Library's short form in applying for LSCA grants.

The manual is available from the Public Library Association. Cost is \$17.00 for non ALA members. There is a 20% discount if you are a member of both PLA & ALA and 10% discount for ALA membership only.

MICHIGAN

State Librarian James W. Fry in direct response to the April 1985 Rural Libraries Conference coalition agenda awarded \$15,000 in LSCA funds for rural CE projects in 1986. Among the projects awarded are:

--The MLA Rural Libraries Caucus pre-Legislative Day conference, April 21-23 "Rural and Small Libraries: Building for Tomorrow With State And Local Governments."

--"Rural Libraries and the Museum Connection" October 22-24 at Jesse Besser Museum, Alpena, to train rural librarians and museum curators in the administration, conservation & preservation of paper materials, artifacts & fine arts collections.

Northlander,
Jan/Feb., 1986.

MISSOURI

"Rural Roots," a conference on country libraries within the April Public Library Association Conference in St. Louis, will feature 16 rural library speakers, according to John Christenson, Rural Roots Coordinator.

Rural Roots is sponsored by the Rural Library Services Committee of the Public Library Association's Small and Medium-sized libraries Section. The all-day April 3 rural event begins with "What It Means To Be Rural," with Kathleen Gates, a Good Thunder, Minnesota psychologist, ends with Minnesota Assistant Commissioner of Agriculture Ann Kanten's "The Land: Its People and the Effect the Rural Crisis has on the Community."

Rural economic development, information needs of rural people, bookmobile service, microcomputers for small libraries, the library role in rural crisis outreach, consumer health information, rural business information needs, getting non-users into rural libraries, public relations in the country and the one person, or less, library are among the 12 small group sessions featured on the Rural Roots program.

WASHINGTON

TECHNOLOGY FOR SMALL LIBRARIES: "TECHNOFAIR" IN OLYMPIA:

The Washington State Library is making a major move toward linking new technology & the needs of small, medium & multi-branched libraries.

Its' TECHNOFAIR, & it aims to bring together on June 5-6 in Olympia, Washington people from small & medium sized libraries & vendors of equipment & software applicable to the needs of libraries & (preferably) available in the West.

Specific products looked for: automated circulation systems, bibliographic utilities, databases, public access catalogs, disks, & furniture.

Vendors & consultants wishing further information should write to Rush Brandis at the Washington State Library, AJ-11, Olympia, WA 98504-0111.

Library Hotline,
January 27, 1986.



Rural Library Service Newsletter

Editor: John M. Houlahan

The RURAL LIBRARY SERVICE NEWSLETTER is issued quarterly in February, May, August & November, by the Northwest Regional Library System, 6th & Jackson Streets, Sioux City, IA 51105. 712/279-6186.

Fourth-class postage paid.

The Word in Research: "Survey"

Some excellent surveys of rural libraries & their users have either been recently completed or now taking place. In Massachusetts 40 libraries on Cape Cod & the Islands are conducting a users & citizens survey. Purposes of the surveys are to aid in planning services & resource sharing among the libraries. Funded by State & Regional Libraries, a marketing research firm has been hired to help develop the questionnaire, to conduct the survey's & to tabulate results. Their work is to be completed by June 30, 1986. The surveyors will conduct 15 minute interviews of people leaving the library as well as conduct telephone surveys.

In addition to a marketing firm, other references used in developing the questionnaire were the manual "Options for Small Public Libraries in Massachusetts". (refer to page 3 of this RLSN issue) & the ALA Planning Document.

For more information about the survey & a copy of the questionnaire send a large self-addressed stamped envelope to:

Ann Haddad, Director
Falmouth Public Library
123 Bates Road
Falmouth, Massachusetts 02540

At the American Library Association Midwinter '86 Conference, the Rural Library Cooperative discussion group featured the program "Extending Service to Untaxed Areas: the Lincoln Trails Libraries System Strategic Planning Model" Jan Beck Ison, Executive Director of this Regional System headquartered in Champaign, IL., spoke on her system's use of a marketing research firm to determine the feasibility of extending library service to untaxed areas.

The system's 9 county area has a population of 436,000 with 30% of the people not taxed for public library service. To borrow materials the untaxed population pay library fees of \$15 to \$25 annually.

The comprehensive study supported by a \$50,000 LSCA grant was undertaken "for the purpose of determining the interest & the willingness of the untaxed population to assume new property taxes for funding public libraries... and, what these people would want from a public library in exchange for paying additional

taxes."

The methodology used in the Lincoln Trail Study was T-M-T. Random citizens were telephoned & asked to participate in filling out a questionnaire. The questionnaire listed several hundred options for public library features & services. A 35 minute telephone call followed up where the respondents "read off" their responses to items on the self-administered questionnaire. All total 451 interviews were conducted. The result was a massive collection of data that describes "the ideal" library & its services as determined by the citizens of the untaxed areas."

For a copy of the publication LTLS Untaxed Area Research Implementations Handbook & for additional information contact: Jan Beck Ison, Executive Director, Lincoln Trail Libraries Systems, 1704 W. Interstate Drive, Champaign, Illinois 60821-1068 - Telephone 217/352-0047.

Bernard Vavrek & the staff of the Center for the Study of Rural Librarianship in Clarion, PA are active in a number of research & educational fronts. They are currently conducting two different bookmobile studies. One is on bookmobile operation's: budget size, number of books, etc. This is a follow up study to an earlier survey of the same topic. The study findings will be published in Library Journal. The second survey is on bookmobile users. The results will be reported at the June '86 conference on Bookmobiles sponsored by the State Library of Ohio. A third survey Clarion is conducting is on the extent of use of government documents in rural libraries. The results of this survey will be published in Government Publications Review.

Professor Vavrek also reports that Clarion has received a 3 year LSCA grant from the Pennsylvania State Library to develop undergraduate credit courses. The courses will be taught utilizing Cable TV & correspondence. Participants will be able to receive 12 college credit hours by taking the following four courses: Basic Reference, Collection Development, Library Management and Introduction to Information Science.

Press On!

More and More attention is being paid to rural libraries in the professional journals & newsletters. Increasingly, such as in the case of the SLRT NEWSLETTER, the journal itself is founded to address rural issues & concerns. A publication of the Oregon Library Association's Small Libraries Round Table, the SLRT states its purpose as to "...serve every library in a community of 7,500 or less & to facilitate information sharings, promote continuing education & provide moral support of library workers in libraries serving small populations."

The March '86 edition exemplifies this commitment. In this issue there are tips on stretching the book budget, building a non-fiction collection, the promotion of membership into the Oregon Library Association, the announcement of Mary Ginnane as Oregon's New Rural/Small Library Development Consultant and Humorous comments entitled Life in These Small Libraries. A sample of the humor is "How do you know you're in a small library? When the library storage area is the space under the sink, or when you don't even have a sink to have storage space under." For more information on this newsletter write to Oregon Library Association Small Libraries Round Table, Box 607, Cornelius, OR 97113.

Another type of rural press is the occasional column in a Regional Library Newsletter. In the March 1986 Sioux Line a publication of the Traverse des Sioux Library System in Mankato, Minnesota, Jim Newsome began a 3 part column on what libraries can & should do for the rural community. Under the heading "RRABIT Feats" Newsome describes a variety of social ills confronting rural life today & the materials that libraries might have to aid those in distress. According to Newsome libraries need information on locating and landing a job, handling grief, teen suicide, child abuse & alcoholism. In the second column he will write on "the Electronic Rural Community" which will focus on telecommunication & future technologies & their impact on rural life & rural libraries. The last of the 3 part series will be on networking & referral services with other information & help agencies.

Another source of rural library information is from the allied press. An excellent example is Rural Information Service News. A new publication under the auspices of ASIS (American Society for Information Science), its inaugural edition was released in October, 1985. A second edition has not yet been published but plans are being made for future quarterly issues. The Fall '85 issue in addition to rural libraries concerns, had features on the shortage of rural health care professionals, small business info needs, adult learners, non-traditional adult students, rural governments & technology. If interested in more information write SIG/RIS NEWS, Department of Communications, Utah State University, Logan, Utah 84322-4605.

If the national library press continues its coverage of rural libraries, rural librarians will soon have to modify the refrain they are the most neglected and overlooked member of the library family. Almost every issue of late of Library Hotline has had a report on rural library activities. Library Journal has been printing numerous letters and news releases on rural issues. In Library Journal's January, 1986 issue, it announced the beginning of a new column to "...discuss library events, issues and trends from the unique perspective of the small public library."

While the professional journals have increased their coverage and attention to rural library service, more can be done in book publishing and the awarding of federal and state library grants.

A future issue of the Rural Library Service Newsletter will examine what is and is not being done for rural libraries in these areas.

ETC. . . .

FOLLOWING ARE PUBLICATIONS FROM NATIONAL ASSOCIATIONS OF TOWNS AND TOWNSHIPS NATaT

NATaT's National Community Reporter: practical information on hundreds of small town & rural government policies, practices, operations, issues & opportunities. From useful tips to concise reviews of how you can take advantage of federal grant programs. Issued Monthly. \$18.00 Members, \$36.00 others

Harvesting Hometown Jobs: is for elected leaders of towns, townships & other small communities who need to learn to organize & carry out effective job & revenue-generating activities. Step-by-step chapters introduce the reader to economic development & end with a sample of creative finance techniques. 36 pages - \$3.00 postage & handling.

The Revenue Sharing Handicap Workbook: compliance guide for the important handicap regulations that apply to Revenue Sharing. Treats no cost & low-cost ways to make local government's programs & services accessible to handicapped people. \$7.75 members, \$25.00 others.

Keys to Successful Funding: is a small-town guide to Community Development Block Grants and other federal programs. - Free -. 43 pages

Coping with Federal Requirements: - 36 Pages - Free -

Financing Rural Development: reveals techniques that rural governments are using to finance development projects. 24 pages - \$1.25 postage & handling.

Managing Rural Natural Resources: provides ideas that can be used in dealing with natural resource management problems. - \$1.25 postage & handling.

Sharing Local Costs: shows how simple agreements among neighboring communities are stretching tax dollars by sharing the costs of services; Cooperative agreements for road paving, police dispatch systems, data processing, purchasing & other governmental functions. 20 pages \$1.25 postage & handling.

Making Management Improvements: - 32 pages - \$1.25 postage & handling.

Rural Governments in a Time of Change: Challenges & Opportunities: identifies critical national issues facing rural local governments. Topics include: public finance, information needs, essential community facilities, training & technical assistance needs, regulatory reform & economic development. 25 pages - \$1.25 postage & handling.

For more information write: NATaT, 1522 K Street, N.W., Suite 730, Washington, D.C. 20005.

OTHER SOURCES

Rural Resources Guide: It helps local governments & community leaders identify & locate approximately 440 sources of assistance, both technical & financial, public & private, for rural development.

The guide devotes about one page to each source, showing the type of funding offered, who sponsors it, special conditions that apply (like matching requirements or members only), & whom to contact. It also includes an index of keywords & organizations, & a listing of regional & state contacts. The guide lists only those sources that provide their services over at least a three-State area.

Cost is \$12.00 from the Superintendent of Documents U. S. Government Printing Office, Washington, D.C. 20402 -

RDP , October, 1985



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