



Rural Library Service Newsletter



Vol. 4 No. 2

May 1984

Pioneering Rural Information Service

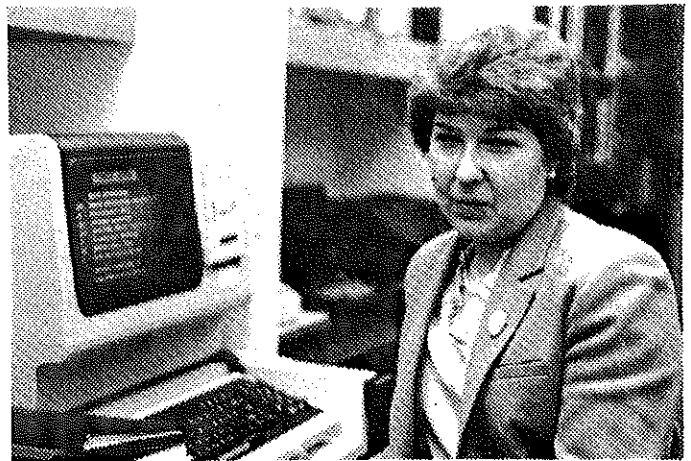
This is the first in a series of conversations with Rural Information Specialists. In this issue Corporate Librarian Willona Goers of the Pioneer Hi-Bred International, Inc. of Des Moines, Iowa is featured. Willona, a graduate of the University of Iowa Library School began working for Pioneer in July of 1983. Prior to that she was employed at the State Library of Iowa and at the American Institute of Business, a business school in Des Moines.

Pioneer Hi-Bred International is a diversified world wide company with twenty-five hundred employees. It is primarily known for its seed production (corn, wheat, and soybean) but also has interests ranging from genetic engineering to computers. One of its computer applications is a hand held computer calculator which the Pioneer sales representative carries into the field. There he can hook up to a modem and tell the farmer on the spot "yes, indeed, we have this particular hybrid in stock and we can supply you with this amount of quantity at this price."

Willona opened our conversation with this description of Pioneer, "It is a very far reaching company and very oriented toward office automation and this is very much reflected in the library."

"I think that when you look at our collection the first thing that strikes you is my goodness! this isn't an AG collection. This is a legal or tax collection. Primarily, the people that I serve are the corporate offices, legal department, the tax department, the controller, and the corporate information department which is public relations. They are the ones who write the speeches, oversee the voice of the corporation and so on. Therefore,

I am more apt to have agricultural law material than I am to have some of the more pertinent types of information for the farmer in a farm setting. We have various general agricultural types of information such as on conservation tillage or minimum tillage, no-till. Our conservation practices are very important to our company because we feel they are very important to agriculture. We also are very concerned about the use of pesticides. This whole thing about DDT being in wheat; well, we have wheat and we store wheat and all of a sudden that's very important to us. So, we do have those types of materials plus some general statistical information on agriculture, but not a lot of the nitty gritty sorts of things that a farmer might expect to receive at home.



Willona Goers sits in front of her company's on-line terminal. The international seed Company is a corporate library "pioneer" in the use of automated information processing.

"We do try to keep track of the Agri Business Journals for example Furrow, Dairy Herd Management, and Wallace Farmer. But, our main purpose of having them is so corporate can see what's being said about Pioneer or what our competitors are doing and what is being said about them.

"We have a plant breeding library out at Johnston, Iowa that serves the researchers and that is where the technical agricultural materials are more likely to be. We also have a microbial genetics division which has a small library of technical information. The Pioneer Overseas Corporation has an international type library. All of them are small. I would say my collection is the largest in books and journals; I have between a thousand and twelve hundred titles in the book collection and over three hundred journals and newsletters. Not all of them are ag related. Pioneer is very community oriented. For example, health care is one of the outside interests that one of our vice presidents has, so we also get the American Medical Association Newsletter and things like that.

"It's the librarians and information management philosophy at Pioneer to help and cooperate in any way with other libraries. We have inputted all our holdings into OCLC and heavily participate in its interlibrary loan program and we use the dial order mechanism through Dialogue. We try to go the quickest and least painful way for materials. Expense is not the same barrier in the private sector and we are more apt to pay a few more dollars per request to get it more quickly. Speed is of the essence. We do use the State's interlibrary loan program particularly when we want to borrow books. But for general requests I am more apt to exhaust the Des Moines, Iowa resources first and if I cannot get it there then I weigh whether it is worth an OCLC request to Iowa State or whether I can get it just as fast or faster from a data base information delivery service.

"Pioneer is a wonderful company to work with and one of the main things that I was most excited about was its commitment toward using technology in the library. We have a completely on-line catalog. We purchased a software package called Basis to build the company's data base. We are using it not only to

build our publications information, but for our legal files, company policies, all of the audio visual equipment and materials, and financial models.

"It is also exciting to see the kind of support the company has for using on-line vendors. We have contracts with fourteen different vendors of electronic data. For example there is Agnet, Agri Data (formerly Agristar), Dunn and Bradstreet's financial information and Martin Marietta which allows us to pull off the USDA news releases at nearly the same time they are released in Washington.

"Agricola is one we use a lot. And even more than Agricola we use Commonwealth Agricultural Bureau. Agricola, while the idea is wonderful, virtually has no descriptors, therefore if I wanted to search for soybeans on it, I would have to look up soybean, soya bean, lycene matt, the list goes on. Commonwealth on the other hand has good vocabulary control.

"Two services built for farmers are Agnet and Agri Data. Agnet is out of Lincoln, Nebraska. One of the things that we use it for is news releases. We can keep up-to-date about news releases about agriculture. Another of the options, with Agnet is financial planning. Let's say we wanted to know what equity we had in our farm because we loaned a lot or borrowed a lot of money. We could go into the Finance System and then Equity and fill the questions that are asked. For example, we enter the amount of our loan, the annual interest rate, how many years, the monthly payments, and the payments per year. Then it would crank out our equity. We also use Marketing Information to get news releases. Information on such things as what John Block (Secretary of Agriculture) had told that day about the PIK program or whatever.

"For the farmers Agnet is very useful for the news releases and also to have the ability to plug in figures and to find out what if questions.

"I think one of the best links that Pioneer has to the farmer is probably through the sales representative or the area agronomist.

The agronomist is available to the farmer and the sales representative who is interested in receiving more indepth information.

"A major force for Pioneer's commitment to automation has been Chuck Johnson, Vice President of Finance, who is a real believer in the importance of information management. Pioneer has grown so. It was just getting to the point where, not that it hadn't been a successful company before and not that it didn't keep track of things and whatever, but things started to move so quickly that Chuck saw the need to manage information better, more efficiently, and more effectively.

"Two years ago Diane Johnson, formerly at the State Library of Iowa, came to Pioneer Hi-Bred. She came as an information coordinator rather than a librarian. Part of her job was to make this company's on-line system a reality. As it got going the company needed librarians or people trained in information services or whatever to help build the Data Base and provide information services."

Connecticut Reference Project Initiated

The Connecticut State Library, which earmarked \$12,000 in Federal Library Services and Construction Title I funds to be used for a pilot project in strengthening rural public library reference services, has selected eight (8) public libraries in northeastern Connecticut to participate in this pilot program.

The libraries that will be involved in this year-long project are: Brooklyn Public Library, Canterbury Public Library, Eastford Public Library, Pomfret Public Library, Somers Public Library, Sterling Public Library, Tolland Public Library, and Willington Public Library.

The aim of the project is to provide financial support at the local level in building rural reference collections, providing library staff training in using reference materials, and to help develop a greater awareness of the large numbers of information sources available to the local rural community. If the pilot is successful in reaching goals and objectives, an attempt will be made to include all principal public libraries serving under 10,000 population in

Ed. Note: Two major questions being addressed in this series of conversations with Rural Information specialist are what materials do you think would be helpful to have in rural libraries and what roles do you see for them. Ms. Goers recommended the journals Farm Futures and Agri Marketing and made this observation, "In the next year or two farmers are going to be inundated with exposure to different kinds of automated services. I believe they will need someone that they trust to do a lot of the leg work for them. That is to review the different services available because the farmer may lack either the time or the interest. I guess it is a lot like buying stock. Some people think playing the market is wonderful. Other people want to invest their money but don't want to watch the stock market everyday, so they go to the stock broker and say, "you follow it for me". Well, perhaps rural libraries can provide a forum or a service to help them through the computer maze of automated services.

the state that request assistance in upgrading their reference services.

The eight rural libraries have each already begun selecting \$1,500 in reference materials most needed by the local community from a prepared bibliography.

The State Library Rural Reference Project is also providing assistance to the eight libraries in the selection of the reference materials, evaluation of the current reference collection, publicity, and training in the use of the materials. Training workshops scheduled for the month of April, May, June, July, and August will be held at the Willimantic Library Service Center. Statistics will be maintained before and after the project, using the Output Measures for Public Libraries format. Barbara VanderLyke, Director of Willimantic Library Service Center, is the State Library Staff Coordinator of this program.

For further information contact: Samuel E. Molod, Deputy State Librarian, Connecticut State Library, 231 Capitol Avenue, Hartford, Connecticut 06106 (203) 566-4192.

Educators Address Needs of Rural Adults

THE ACTION AGENDA PROJECT is a cooperative effort of three divisions of continuing education (University for Man--Kansas State University, Eastern Oregon State College, and the University of Minnesota at Morris) and WICHE (Western Interstate Commission for Higher Education).

This two-year project is designed to bring about direct reform, innovation, and improvement of educational opportunities available to all rural adult postsecondary learners. Indirectly, the Action Agenda Project plans to influence change in internal structure and operations in postsecondary educational institutions serving rural populations.

Rural learning needs are those educational activities that enhance recreational non-traditional credit studies, as well as for-credit institutional programs at the baccalaureate level and beyond.

The action agenda project is designed to further the improvement of educational opportunities for rural adult learners by:

a. developing a statistical data base regarding the characteristics of rural learners--University of Minnesota-Morris.

b. publishing a "Directory of Model Rural Programs"--Western Interstate Commission for Higher Education.

c. publishing a "Directory of Consultants for Rural Adult Education,"--University for Man, Kansas State University.

d. developing workshops and seminars for professional development in the area of rural postsecondary adult education, presented via state and national conferences --Consortia.

e. publishing project research findings and accomplishments.

f. providing coordination of national networking, accessing and advocacy activities--Consortia.

g. encouraging regional and national legislative efforts pertaining to programming and funding of rural education.

h. developing and presenting four national/regional conferences on Rural Adult Learners --Consortia

i. developing and presenting an International Invitational Conference on Post-secondary Rural Education--Consortia

j. developing cost-effective plans for funding rural education programs for adult learners.

ACTION AGENDA PROJECT CONSORTIA CONTACTS

Martha Butt - 612-224-9635
Northwest Area Foundation,
St. Paul, Minnesota 55101

Karen Hone and Dick Jonsen - 303-497-0205
Western Interstate Commission for
Higher Education,
Boulder, Colorado 80302

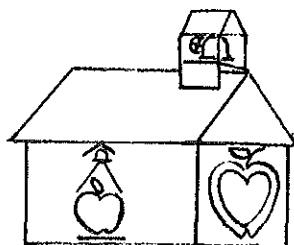
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Kansas State University,
Manhattan, Kansas 66502

Doug Treadway - 503-963-2171
Eastern Oregon State College
La Grande, Oregon 97850

From brochure - Action Agenda For Rural
Adult Postsecondary
Education
University for Man,
Manhattan, Kansas 66502



Rural Institute

The Center's 1984 summer Rural Institute, scheduled for August 5-11, will focus special attention on the 1985 farm bill. The institute is designed for farm activists, teachers, church leaders, and others who have an interest in providing leadership for social justice in agriculture. Since major farm program legislation expires in 1985 and there is likely to be a scramble among competing interests to dominate the new farm bill, we believe the policy issues involved will make an excellent backdrop for analyzing the economic and social dimensions of American farming. Cost is \$200.00, with room and board negotiable with area farm families and Center staff. Some scholarships available, too. Send for brochure and application.

Center for Rural Affairs - March, 1984
P. O. Box 405
Walthill, Nebraska 68067

Rural Librarians Can Do!

Tuesday, June 26, from 9-11 a.m. at the American Library Association Conference in Dallas will be the program "If We Can Do It So Can You...Cooperative Resources for Rural Library Service." Sponsored by the Public Library Association's Small and Medium-Sized Library Section and the Association of Specialized and Cooperative Library Agencies' Multi-Type Library Cooperation Section, a panel of three will share their successes in the field of multi-type cooperation.

Janet Stuckey, formerly Director of the Benson Memorial Library in Titusville, PA, will present a slide program on the forty odd agency cooperative effort in Titusville which featured a variety of activities at the library. She will also hand-out excerpts from a hundred page manual developed as a result of the grant-funded project. Even after funds ran out, the programs are still continuing through volunteer support.

Jana Knezek is librarian at the Olney (TX) Community Library, a school/public combined library, a model of cooperation in Texas. How one can keep the funding bodies and the citizens all happy in a small, or any size town, will be one of the messages.

Amy Owen, Utah State Library, has been a moving force in the development of a grant proposal to the Kellogg Foundation on behalf of communities and agencies in Colorado, Montana, Utah and Wyoming. The project's mission (should it be funded) would be to improve the delivery of educational and informational services to rural Americans through the effective and efficient application of telecommunications and information technologies.

For more information about the Dallas program Contact:

Linda Cullen
Texas Trans-Pecos Library System
501 N. Oregon
El Paso, Texas 79901 (915) 544-6772

Ed. Note: Linda wrote the following correction: "As a member of the Rural Library Services Committee of SMLS, I appreciate your mentioning me in the last newsletter. For the record, though, the Texas Trans-Pecos Library System covers about 35,000 square miles rather than the 3,500 mentioned in the article. When I have to drive six hours to the eastern boundary, though, it feels like 350,000."

Position Wanted

Recent library school graduate, strong in children's programming, reference services, and public relations seeks position in rural community library. Available June, 1984.

Request resume from Arlene Cohen,
47 Hialoa Street #2
Honolulu, HI 96817
(808) 537-1058

ETC....

EASY DATA SYSTEM FOR NORTH IDAHO LIBRARIES:

Four Idaho public libraries in Kootenai County (Coeur d'Alene, Hayden Lake, Kootenai County, Post Falls, plus Rathdrum, a branch of Kootenai County Library) have joined forces to automate their libraries cooperatively, primarily to make resources sharing easier.

The system will use a Datapoint minicomputer, centrally located at the nearby Panhandle Regional Library, and terminals at the five member library units.

According to John Hartung, Director of the Kootenai County Library, it wasn't easy finding systems that would handle their situation, most being for either very small or very large libraries. Only CLSI and Easy Data (Sydney Development) submitted bids, both for much the same amount. Easy Data was picked because, as a system based on cataloging rather than circulation data, it seemed to offer more options for the future.

The four libraries (five, counting the Kootenai branch of Rathdrum) got a grant of \$54,000 LSCA Title I funds, which will cover the Datapoint hardware and Easy Data software, both to be centrally located. Peripherals will be acquired by the individual member libraries as they choose, and all will share in the maintenance of the system, planned as about \$10,000 a year.

One attractive feature of the Easy Data System was its MARCIVE connection; the libraries can do their data conversion by simply inputting ISBNs or other partial record elements, and get records convertible, if ever needed, to full MARC Format--at 14¢ to 17¢ each.

The Kootenai County libraries serve some 59,770 people, have holdings of about 93,000 books, and budgets totalling less than \$500,000. Hotline, March 5, 1984

SEED CATALOGS

As the annual deluge of seed catalogs

arrives, horticulturists, botanists, and historians are reminded that those ephemeral mailings, meant to stimulate business and to be replaced each year, contain valuable research information. To help researchers find this information, the Council on Botanical and Horticultural Libraries, in cooperation with the National Agricultural Library is working toward publishing a comprehensive list of nursery and seed companies, nurserymen, historical societies, museums, and libraries to locate both old and current collections. Information gathered will eventually contribute to a computerized union catalog. If you have or know about a collection of seed or nursery catalogs and have not yet received a questionnaire from CBHL, please contact:

June Rogier, Co-Chairman
CBHL Nursery and Seed Catalog Project
P. O. Box 39
Chanhassen, MN 55317

AUTOMATION

Automation can make Small Libraries Net Lenders in Interlibrary Loan.

Library Hotline reports that in a report from the Central Ontario Regional Library System automation is given credit for changing the pattern of resource sharing. Small libraries are becoming net lenders of material, a role traditionally held by large libraries. Indeed libraries serving less than 20,000 are becoming net lenders while those serving over 100,000 are now net borrowers.

Library Hotline, December 12, 1983

\$14,137,760 WORTH OF VOLUNTEER WORK SUPPORTS SMALL PUBLIC LIBRARIES: The Center for the Study of Rural Librarianship figures that if the volunteers working in public libraries serving communities of 25,000 and under were paid \$4 an hour, it would cost \$14,137,760 to pay for a year of their services.

Library Hotline, February 20, 1984

HELP!

RURAL LIBRARY PHOTOS: Photos of rural libraries are wanted for a new collection being developed at the Center for Study of Rural Librarianship, College of Library Science,

Clarion State College, Clarion, PA 16214.

Library Journal, March 1, 1984

NEW MAIL ORDER LIBRARY: The Fremont County Library will soon be as close as the mailbox for all of the rural residents of Fremont County, Wyoming. Every rural household will receive a catalog in the mail that will list hundreds of paperback books that can be checked out of the library by mail. The only cost to the patron will be the return postage, book rate.

The catalogs will be updated every six months. Any number of titles may be requested by a patron. The new service is being made available through an arrangement with the Grand Forks Library in North Dakota.

Library Administrators Digest, February 19, 1984.

ONE-PERSON LIBRARIES: For a book on one-person librarianship, I would like to hear from anyone who is now employed or has been employed, in a one-person library. I need to know about your experiences, problems, goals, successes, failures, and interactions with management and users; in fact, I would like to know about anything you want to share with me regarding working in a one-person library. Please address your responses to: Guy St. Clair, P. O. Box 1259, Murray Hill Station, New York, New York 10156.

Library Journal, February 15, 1984

REFERENCE SERVICE IN RURAL PUBLIC LIBRARIES: is a publication which details the state of the art of reference service in rural America. This study provides a total profile of staffing, services and problems endemic to libraries serving communities of under 25,000. Based on a national sample this report is arranged nationally, regionally and by size of service area. To purchase a copy send \$4.50 (postpaid checks payable to "Special Projects-CSC" to The Center for the Study of Rural Librarianship, School of Library Science, Clarion State

College, Clarion, Pennsylvania 16214.

NEED CONTINUING EDUCATION IDEAS: Three River Regional Library System of Colorado discussed these issues at their May workshop:

Issues and Strategies in Intellectual Freedom, Is there a difference between censorship and selection?

Hi/Lo, Reluctant Readers, and Common Sense, What to look for when selecting books for kids and adults with learning disabilities, English as a second language, low vocabulary skills, or general reluctance toward reading.

Improving Your Interlibrary Loan, Improving the turnaround time as well as fill rate of your subject and author/title ILLs.

Hands on Microcomputer Workshop, A look at three microcomputer systems. Ultra-card catalog card production, Library Monitor circulation control system and Computer Catalog circulation.

Overview of ALA Young Adult Best Books, Reviews and discussion with emphasis on fiction for grades 7-12.

Motivating Children to Read, Reviews and discussions of new children's books with emphasis on grade school age novels. Tips on getting children to read.



Rural Library Service Newsletter

Editor: John M. Houlahan

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ADDRESS CORRECTION REQUESTED

