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**Libraries & Community Info—A Look Back;
A Peek at Library Engagement Models;
Civic Engagement Reading & Discussion**

SI 645 Week 4:
October 5, 2009

Next Week:

- Leslie Acevedo, Manager of Public Services and Branches, FLINT PUBLIC LIBRARY
- In preparation, please become familiar with the Flint Public Library Website

<http://www.flint.lib.mi.us/>

READING LOG 1 DUE: PUT IN "ASSIGNMENTS"
FOLDER, READING LOG 1

Origins of Community Information Services in 1970s

- White flight, urban decay (1960s→)
- Poverty, desperation, unrest
- Broad array of services arise, but fail citizens
- Agencies focused on narrow missions
- Agency ping-pong
- Research: “citizens are . . .frustrated in their attempts to get information required for everyday problem solving.” Kochen & Donohue, 1976
- “Tell me where to turn”

The basis of Maslow's theory of motivation is that human beings are motivated by unsatisfied needs, and that certain lower needs need to be satisfied before higher needs can be addressed. Per the teachings of Abraham Maslow, there are general needs (physiological, safety, love, and esteem) which have to be fulfilled before a person is able to act unselfishly. These needs were dubbed "deficiency needs." While a person is motivated to fulfill these basal desires, they continue to move toward growth, and eventually self-actualization. The satisfaction of these needs is quite healthy. while preventing their gratification makes us ill or act evilly.



Maslow's Hierarchy of Needs Chart

Director of Detroit Public Library in 1970s Recognized the Mismatch of Services & Needs

“The welfare of the public library is inextricably interwoven with the destiny of the city, the financial dilemma of libraries being one manifestation of characteristic urban ills. Although we are a predominantly urban nation, there is widespread indifference or resignation to the desperate plight of cities. . . [Libraries] can no longer depend solely on the traditional cornerstone of public library service to adults--reference work, reading guidance, and programming--to stimulate sufficient interest and satisfy a broad enough range of needs.”

Clara Jones. Director of Detroit Public Library

(Jones 1976, pp. 85-86.)

Federal Initiative: Funding for Information & Referral Services in Cities Early 1970s

Variety of organizations sought federal funds to develop I & R services or train staff for I&R

- Types of responding (competing) agencies
 - Social services agencies
 - Non-profit organizations such as United Way
 - Public libraries
 - Social work schools;
 - A few LIS programs

Information & Referral Service Components As Devised by Consultants to Feds in 70s

- Construction of a resource file
- Simple & complex information giving
- Advice about resources & resource seeking-strategy
- Referral
- Follow-up
- Advocacy
- Counseling
- Transportation or escort
- Feedback to agencies

Librarian Response to Fed Mandate Resulted in Some Lib I&R Experimentation

First Library Adopters of I&R

- Five Cities Project: First Federally Funded Lib I&R (1972)
 - Atlanta
 - Cleveland
 - **Detroit-TIP**
 - Houston
 - Queens
- Other experiments: Enoch Pratt Baltimore
- Libraries adopted Comm Info (with a range of service approaches—not just I&R) 1970s-80s

First I&R/CI Education & Training Initiatives

- Educational initiatives arose to educate, “Community Info Specialists” often w. fed \$
 - Syracuse University
 - Maryland
 - **University of Toledo**
- Rosary College (now Dominican)-1st Federal \$ Training Institute-**1971**
- Librarians formed the Community Information Section in ALA in **1979**
- Librarians joined The Alliance for Information & Referral Services (**AIRS**)

Childers' 1979 Study of PL I&R Adoption

- Information giving
 - Simple 68%
 - Complex 54%
- Develop local info files 45%
- Question negotiation re comm info 51%
- Referral (help client contact agency) 13%
- Advocacy (help overcome obstacles encountered by client) 16%
- Follow-Up (check to see if client got help) 10%
- Provide feedback to agencies 6%
- Counseling 3%

The Impetus of I&R Helped Librarians Broaden Scope & Fostered Engagement with Community

- Local information file development resulted in community connections
- Connections enabled engagement and collaboration
- When FreeNets and Community Networks developed in 1980s, some libraries became involved (developing a range of approaches)
- Librarians became increasingly involved with community with new areas of collaboration such as job and education centers (under various models & names)
- But no single model of locally focused need-based services

1980s & Library Community Info

- Expansion of provision of Community Information; what to collect; how to make it available;
- Marketing of local info & I&R by some libraries (especially DPL's TIP service)
- Experimentation with CI formats
- Professional Association activity: Community Information Section of PLA; GODORT's State & Local Documents TF
- Initiatives at local level to require state & local agencies to deposit docs in local libraries
- Faculty research: ex JCD use of local info (Chicago area study, reports, including speech at Hull House)

1990s & Library Community Info

- General & Focused Community Information
- Job Centers
- Community Networks
- Adoption of Internet & Developing Web Presence
- Major Format Changes

National Study Of Community Information in PLs—1998-2000

- Funded by Institute for Museum and Library Services (IMLS) Leadership Grant. With Karen Pettigrew, University of Washington
- Aim: To identify changes in PL community info, in light of Internet adoption
- Multi-part study design:
 - random sample of 725 libraries with 1 page survey of directors on Internet & CI, PLUS identification of key CI staff member and staff member's department)
 - Extensive survey instrument sent to key staff member
 - Site visit to 3 communities where library played a key role in a community network (interviews, observations, etc)
 - Online survey of citizens who used above networks

Response Rates for Help Seeking Surveys

Survey of Library Directors

n=505 of 725

70%

Survey of CI Librarians

n=136 of 228

60%

Most Common Types of CI Inquiries

- I & R-Social service and basic needs
- Local government
- Job and business
- Local history
- Directory
- Calendar
- Local history and genealogy

Types of Community Information Collected

Most Commonly Collected

- Local government & civic information
- Local history & genealogy
- Community organizations
- Social service agencies
- Local educational organizations

N=121

Also Collected

- Employment & business
- Community directories
- Health information
- Community events calendar
- Community statistics

Approaches Used to Organize CI

- In-house Classification Scheme (60 libraries)
- LC-MARC Bibliographic Record (N=66)
- OPAC Vendor Format (N=40)
- HTML mark-up (N=26)
- AIRS INFOLINE Taxonomy of Human Services (N=15)

Specialized CI Departments in Public Libraries in 1999

- I & R 57%
 - Literacy 48%
 - Job & Career 45%
 - Comm. Technology 8%
-
- N=58 libraries (48% of Rs in the Stage II survey)

Major CI Changes Identified By CI Staff from 1994-99

- Adding CI to the library's web site
- Internal CI moved to the OPAC
- CI database changes (change to DB compatible with Web, etc.)
- Card files moved to database
- OPAC or other DB moved to the Web (“Stop the world I want to get off--we've tried since '96”)
- Digitization of selected CI
- CI Collaboration

Changes in Use of CI Formats In Last 5 Years

Increased Use

- +Print (N=116 PLs)
- +Internet/World Wide Web (N=115)
- +OPAC (N=93)**
- +Internal Databases (N=88)
- +CD-ROM (N=53)
- +Digitized Data (N=50)
- +GIS (N=28)

Decreased Use

- Vertical Files w CI (N=106 PLs)
- CI Card Files (N=76 PLs)

Change in CI Formats In Past Five Years

Impact of CI Access Changes

Beneficiaries of Public Library CI

- Government Agencies (local dept of labor; social services dept)
- Organizations (women's health line, children's museum, hospital, fire department, crisis intervention, local church, citizen group)
- Businesses
- Professionals (ex: journalist, pastor, local author)
- Individuals (parents, students, job seekers, relative in a different state,)

Organizations PLs Most Likely to Work With in 1999

- Local government (58%)
- School (57%)
- Non-Profit Organization (49%)
- Local newspaper (46%)
- Local business (36%)
- Citizen group/Neigh Org (28%)
- Non-profit Community Network (27%)

Impact of Engagement

Impacts of Engagement with Community on the Library

Quotes from survey:

- +Organizations previously not aware now know about us; more parts of the lib working together.
- +We're included in more community projects
- +We're viewed with increased respect as a player in community activities
- +We won the Chamber of Commerce technology leadership award!; helped pass the building referendum
- Two incompatible computer systems

Impacts of Engagement on Community Organizations

Quotes from survey:

- More agencies now aware of services available to their clients
- We have provided non-profits training and resources to develop web pages.
- The small community organizations in particular benefit from our positive, neutral image, and our excellent physical facilities.
- We help non-profits reach a larger audience. Add to their visibility.

Impacts of Engagement on the Community

Quotes from survey:

- Interactions with other comm. orgs. results in great PR as well as increased community support.
- Jointly sponsored workshops have trained hundreds of community residents.
- Our work with the Asian community has brought their attention to the library and assisted us in providing materials in Asian languages.
- We don't get a lot of feedback, but those who use [our CI service] like it.

Aspects of CI Provision PLs Most Proud Of Now

- 24/7 Accessibility of CI Web Info
- CI database(s) and capabilities (scope, accuracy, ease of use, customized print-out capabilities, web available, directories, specialized DB-i.e., newspaper)
- Programs (for different groups, literacy, etc.)
- Partnerships
- Community recognition of excellence
- Digitization project (historical material)

Examples of Digitization Projects (Capturing Community Memory)

- Post Cards, Maps, Etc.-Kansas City
- Historic Photos-Example Charlotte Public Library's African-American Experience (photos belonging to community members)
- Park Ridge, IL digitized WWII armed services records (collected by VFW & deteriorating)
- Contemporary Neighborhood Festivals-Los Angeles

No Single Service Model Detected in This Study

- Model still emerging
- Focus, as Schull noted in 2004, was on provision of community information

Schull's "Civic Library" Model

More on Schull Later; Model Discussion Will Continue

- Public Space
- Community Information as a Medium for Engagement
- Public Dialogue & Problem Solving
- Citizenship Information & Education
- Public Memory
- Integrating the Newcomer

A MODEL FOR ANTICIPATING COMMUNITY NEEDS



Our Second Immense Topic & Readings: Civic engagement

- But first: Brief case study reports—2 brief examples of engagement or collaboration from your agency.
- BTW: New, interesting PDF article, full of praise for PL contributions to communities—from an unlikely source—added to CTools resources & Bib.

Senville, Wayne M. Libraries at the heart of our communities.
Planning Commissioners Journal. (No. 75, Summer 2009, pp
3-18). <www.plannersweb.com> **PDF**

Civic Engagement Definitions Changing From This Formalized Framework

THE CONTINUUM OF CIVIC ENGAGEMENT



Source: Adler and Goggin, *What is Civic Engagement?* adapted from David Crowley, *Social Capital, Inc.*, *Journal of Transformative Education*

TO MORE ENCOMPASSING (OVERLY SO?) DEF.

Working Definition of Civic Engagement

CIVIC ENGAGEMENT IS ACTING UPON A HEIGHTENED SENSE OF RESPONSIBILITY TO ONE'S COMMUNITIES. THIS INCLUDES A WIDE RANGE OF ACTIVITIES, INCLUDING DEVELOPING CIVIC SENSITIVITY, PARTICIPATION IN BUILDING CIVIL SOCIETY, AND BENEFITING THE COMMON GOOD. CIVIC ENGAGEMENT ENCOMPASSES THE NOTIONS OF GLOBAL CITIZENSHIP AND INTERDEPENDENCE. THROUGH CIVIC ENGAGEMENT, INDIVIDUALS – AS CITIZENS OF THEIR COMMUNITIES, THEIR NATIONS, AND THE WORLD – ARE EMPOWERED AS AGENTS OF POSITIVE SOCIAL CHANGE FOR A MORE DEMOCRATIC WORLD. CIVIC ENGAGEMENT INVOLVES ONE OR MORE OF THE FOLLOWING:

- **LEARNING FROM OTHERS, SELF, AND ENVIRONMENT TO DEVELOP INFORMED PERSPECTIVES ON SOCIAL ISSUES;**
- **RECOGNIZING AND APPRECIATING HUMAN DIVERSITY AND COMMONALITY;**
- **BEHAVING, AND WORKING THROUGH CONTROVERSY, WITH CIVILITY;**
- **PARTICIPATING ACTIVELY IN PUBLIC LIFE, PUBLIC PROBLEM SOLVING, AND COMMUNITY SERVICE;**
- **ASSUMING LEADERSHIP AND MEMBERSHIP ROLES IN ORGANIZATIONS;**
- **DEVELOPING EMPATHY, ETHICS, VALUES, AND SENSE OF SOCIAL RESPONSIBILITY;**
- **PROMOTING SOCIAL JUSTICE LOCALLY AND GLOBALLY.**



Source: Coalition for Civic Engagement and Leadership

University of Maryland

www.terpimpact.umd.edu

Citizen Engagement/Engaging Citizens: Increasingly Seen in Gov't, Non-Profits, etc

- From the White House:
 - <http://www.whitehouse.gov/ope/>
- From various federal agencies
 - http://www.usaservices.gov/pdf_docs/EngagingCitizensII.pdf
- From local government agencies
- From non-profit organizations
- Examples from our readings

Civic Literacy: A Prerequisite for Civic Engagement?

- IMLS: 21st Century Skills Initiative: <http://www.imls.gov/about/21stCSkills.shtm>
- Partnership for 21st Century Skills identifies *significant, emerging* content critical to success in communities/workplaces typically NOT emphasized in schools
 - Global awareness
 - Financial, economic, business and entrepreneurial literacy
 - **Civic literacy**
 - Health and wellness awareness
- <http://www.21stcenturyskills.org/>

Civic Engagement Readings

- Boyte—Reconnecting Citizens and Public Life, ch 4, 6 “citizenship as public work”; “Jane Addams school for democracy”
- Longo—”Recognizing the role of community in civic education: Hull House, Highlander, Neighborhood learning community”
- Pew 2009 (co-authored by Verba) & Verba et al (1995)—”Internet and civic engagement”; “voice & equality in democratic participation”