

**Author(s):** Joan Durrance, 2009

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# Strategies & Models: Final 645 Class

Week 11

Nov 30, 2009

Community Information  
Models:  
Job & Career Centers

# Community Information Redux

- Community Information: information that helps people cope with problems of daily living or facilitates community participation.
- Library approaches include: CI services, community networks and other specialized approaches to bringing relevant information to the community
- <http://durrance.people.si.umich.edu/>
- Job and Career Centers are key (and early) examples of specialized approaches to providing community information services.

# How Can Libraries and Librarians Increase Access to Community Information? (1)

- Know the community
- Anticipate CI inquiries; provide relevant info.
- Work with community groups--governmental agencies, non-profit organizations, businesses
- Showcase various facets of the community
- Show, tell, and teach community organizations how to be effective information providers
- “Model” linking & information sharing behavior

## How Can Libraries and Librarians Increase Access to Community Information? (2)

- Use information technologies effectively
- Raise visibility of community services
- Market community resources to various audiences
- Offer specialized CI to specific groups
- Know **who uses** CI, how it is used, and the value of CI to those who use it.
- Understand the **barriers** to information and seek to reduce them (including providing training and technical assistance)

# Components of the Kellogg-Funded Job Center Model

- Start with the need
- Provide resources
- Training/Workshops
- Reference and need/problem-centered information service
- Career counseling
- Collaboration with relevant agencies
- Making changes in the facility to better respond to the needs
- Marketing and raising awareness
- Evaluation and reporting



# Job/Career Needs Wheel



# Characteristics of Job Center Staff

- Well connected in the community
- Developed interviewing skills
- Developed the ability to sort out a variety of needs
- Helped people overcome barriers to information
- Helped people assess their skills/options
- Provided training as needed
- Knew when to refer

# WKKF Job Center Service Model



# Why Raise Awareness?

People don't realize that libraries can help them with job/career changes (etc).

- Leaders of job/career centers (and other CI services) need to change the way people think about libraries
- Marketing often done through relationships
- New uses fosters viral marketing
- Advertising
- Marketing through materials and the building

# Why Change the Facility?

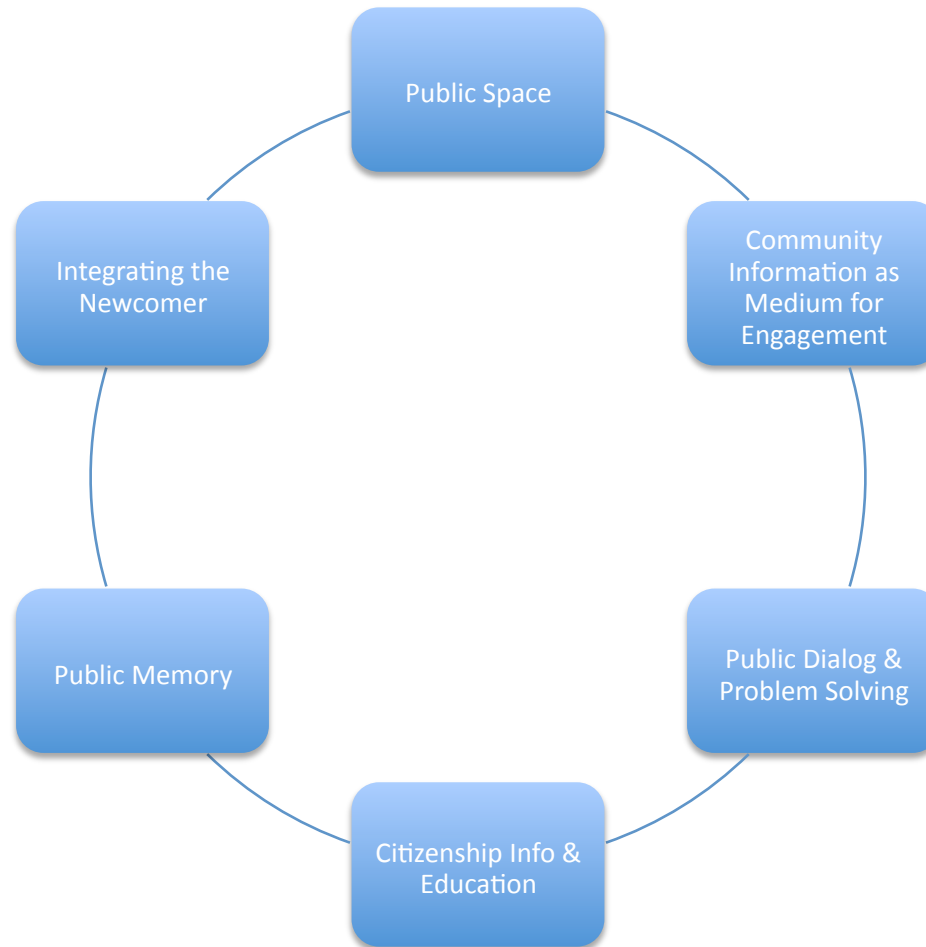
- Libraries weren't designed for these kinds of services. Changing the facility helps staff respond more effectively to needs.
- Staff rearranged the furniture
- Found places for conversations
- Found places for training
- Let the facility help market the service

# Showing How Services Help

Community networks neglected this important step.

- Numbers alone are problematic (interactions may be longer than standard transactions)
- CI staff (especially job and career staff) taught us the value of stories
- Stories form the basis for turning the evaluation mirror away from the institution and toward those who use it.
- Stories → Patterns
- Patterns → New Evaluation Tools (eventually Outcome Assessment)

# Schull's LFF Model of the Civic Library



# Other Models or Graphic Representations We've Seen: Needs



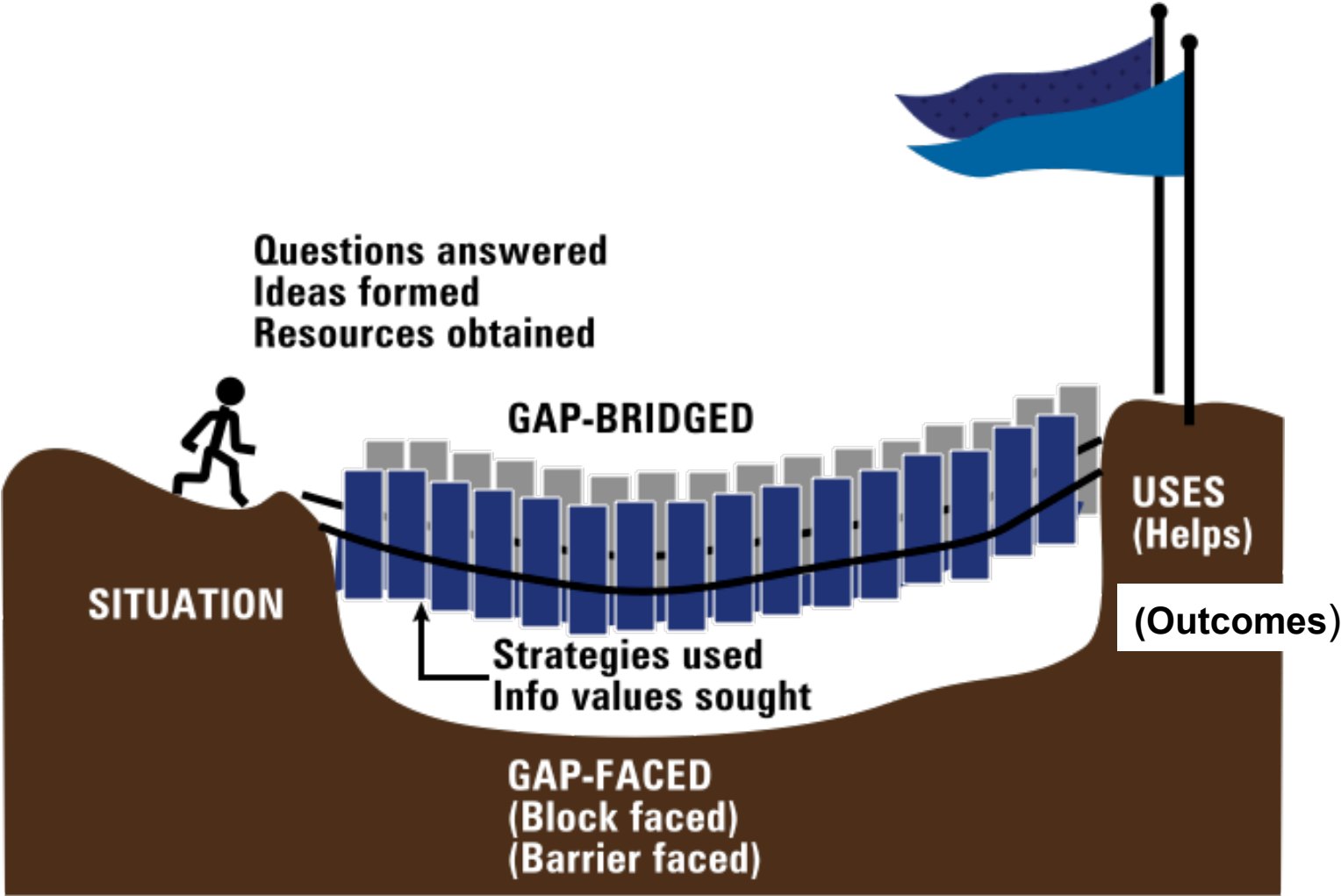
The basis of Maslow's theory of motivation is that human beings are motivated by unsatisfied needs, and that certain lower needs need to be satisfied before higher needs can be addressed. Per the teachings of Abraham Maslow, there are general needs (physiological, safety, love, and esteem) which have 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.



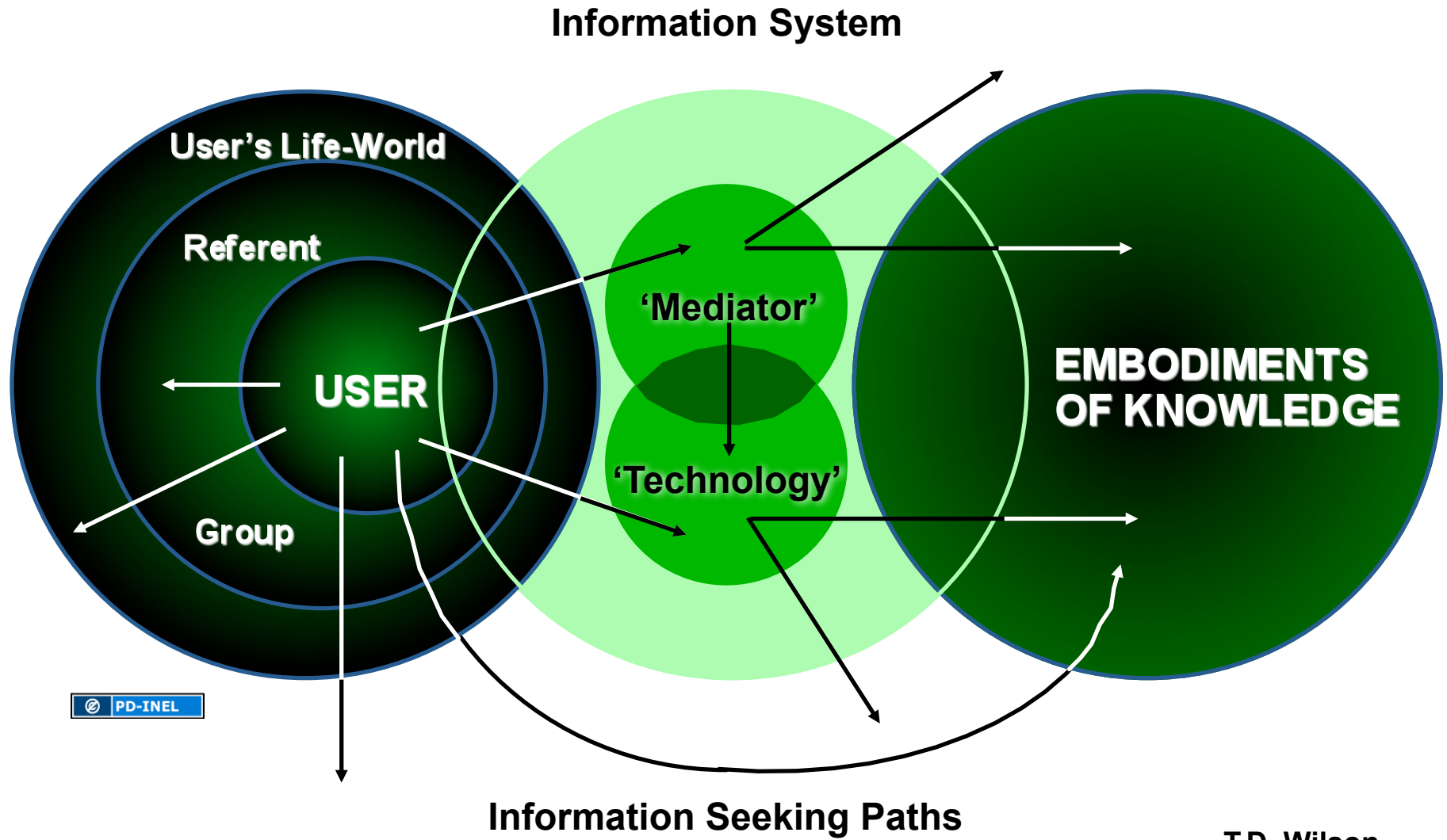
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*Maslow's Hierarchy of Needs Chart*

# Brenda Dervin' Sense-Making Metaphor 1970s-present



# Universe of Knowledge



# Harris & Dewdney: Six Principles of Info Behavior

1. Info needs arise from the help-seeker's situation
2. The decision to seek help or not is affected by many factors
3. People tend to seek info that is most accessible
4. People tend to seek help first from interpersonal sources, most often people like themselves
5. Info seekers expect emotional support
6. People follow habitual patterns in seeking info

# Other Models or Graphic Representations of Practice

**Personal Gains.  
Immigrants:**

Are able to bridge cultural  
landscapes (old and new)

Prepare to  
become citizens

Develop coping skills

Build social networks

Develop  
self-confidence

Gain technology skills

Increase their English oral  
& written communication skills

Become better prepared  
for employment

Make gains  
for their families



**Building Blocks.  
Immigrants:**

Learn to trust library staff

Are able to exploit the library

Become aware of resources  
that can benefit them

Are able to access materials in  
own language

Begin to use library &  
gain information literacy skills

Share their library experience  
with family & friends

Appreciate the library as a  
place that eases transition

Feel comfortable, welcome,  
& accommodated

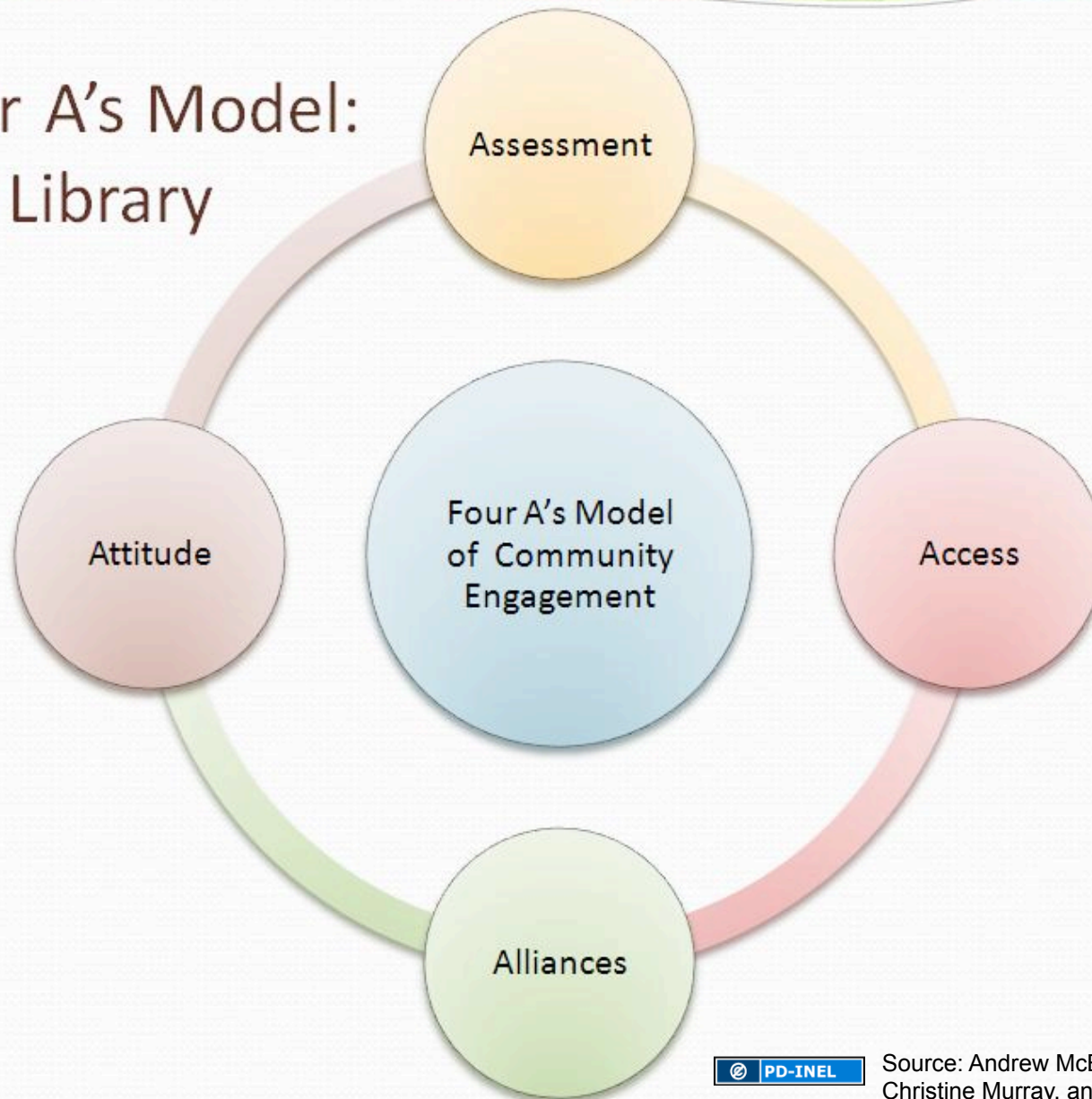
Experience a safe &  
accommodating environment

Discover the  
free public library



**Progression of outcomes found in QBPL  
New Americans and Adult Learner Programs**

# The Four A's Model: Queens Library



# The Elusive Model: What Goes Into It? What Does It Look Like?



# Relative Success & Failure of Community Services We've Examined

# Unfinished Items

# Community Memory

- [\*Documenting the American South\*](#)
- <http://docsouth.unc.edu/>
  
- “Tennessee’s Rich History Collected Online”
- <http://volunteervoices.org/>

# Deliberation Examples:

- <http://nifi-healthcare.dialoguecircles.com/>
- Intro to healthcare (incl video)
  
- <http://www.thataway.org/>
- National Coalition for Dialogue & Deliberation (incl video)

Thanks for a Great Class!