

V. USERS AND USAGE

Each library should address the question of whom it serves. This can be done by making use of the ALA publication Planning and Role Setting for Public Libraries when developing the library's mission statement. Although all residents within the library's boundaries are eligible for service, a library may decide to concentrate on particular groups of the public for the duration of a planning cycle. This is a local decision and must be made on the basis of available resources, community analysis, and role setting.

In order to make such decisions, information on current use and users needs to be collected and analyzed. Most of the following standards relate to this data collection.

1. The expiration date of registered borrower's cards shall be three years or less. This date shall appear on the borrower's card. (Expiration dates--month and year--are necessary for inter-system borrowing.)

____ ____ ____ ____ ____ ____

2. (Check appropriate option.)

a. In accordance with Illinois Revised Statutes, the library board has chosen not to offer non-resident fee cards. (Chapter 81: 4-7(12) or Chapter 81: 1004-11(12).)

_____ _____ _____ _____ _____ _____

b. The library board has chosen to extend the privilege and use of the library to non-resident non-library taxpayers, and is charging an annual fee in accordance with Illinois Revised Statutes (Chapter 81: 4-7(12) or Chapter 81: 1004-11(12).)

_____ _____ _____ _____ _____ _____

3. Non-resident library property taxpayers, if any, must be issued library cards in accordance with Illinois Statute. (Chapter 81: 4-7(12) or Chapter 81: 1004-11(12).)

_____ _____ _____ _____ _____ _____

Users & Usage: Output Measures

4. Library Visits Per Capita

Every three years Libraries shall determine the number of people who come into the library facility during a specified period of time. (The procedures outlined in the ALA/PLA Output Measures for Public Libraries should be followed when calculating this measure.) While some libraries may wish to do this every year, all libraries shall do this at least every 3 years.

Minimum 4.5. Percentile comparisons (Optional): _____ 50th _____ 75th _____ 90th

_____ _____ _____ _____ _____ _____

5. Registration as a Percentage of the Population

Once a year libraries shall determine the number of registered borrowers compared to the total population served. (The procedures outlined in the ALA/PLA Output Measures for Public Libraries should be followed when calculating this measure.)

Minimum 35%. Percentile comparisons (Optional): _____ 50th _____ 75th _____ 90th

_____ _____ _____ _____ _____ _____

6. Users as a Percentage of the Population

Every ten years libraries shall determine the percentage of the population that has used the library during the last year by means of a citizen survey. (Section III.-Administration.) Some libraries may wish to do a citizen survey in preparation for a major decision-- construction, expansion, rate increase referendum. If, however, the timing of this survey is not prescribed by a local library issue, choosing to complete it six or seven years after a federal census may not only accomplish the receipt of the citizens' perceptions of the library, but it may also serve to update some of the census demographic information.

_____ _____ _____ _____ _____ _____

7. Patrons by Age Groups or Other Specific Characteristics as a Percentage of the Population

During the year of the citizen survey libraries shall determine the percentage of the population that has used the library by age, sex, occupation, and other meaningful groupings. (Section III- Administration.) These percentages can then be compared to the census statistics in order to determine if any group in the community is underserved.

_____ _____ _____ _____ _____ _____

Specific Populations

The development of library service is entirely dependent on the make-up of each community, the priorities of the library roles, and other community agencies. (Libraries are urged to apply the Planning and Role Setting for Public Libraries in this section.) For most libraries it is no longer possible to be all things to all people. For the duration of each library's planning cycle, heavy emphasis may be placed on certain specific target groups, and less emphasis on others. Except for the basic standards designated below, libraries will be responsible for determining their own measures of performance. When current standards other than these are available for serving specific populations, they should be studied and implemented in accordance with the library's long-range plan.

Specific target groups with special needs include but are not limited to the educationally, culturally, and socioeconomically disadvantaged; the elderly; individuals who are illiterate; ethnic minorities; persons with limited English-speaking ability; persons with physical, cognitive, and emotional disabilities; and residents of state, county, and locally funded institutions.

8. At least every five years libraries shall identify specific target groups within their population.

_____ _____ _____ _____ _____ _____

9. At least every five years libraries shall identify the percent of usage by these specific target groups.

_____ _____ _____ _____ _____ _____

The Board shall determine to what extent the library can meet the needs of the special populations identified and address these needs when setting its roles and formulating its long-range plan.

10 Every librarian and trustee shall work toward accomplishing the standards established by the Illinois Library Association for public library service to youth.

_____ _____ _____ _____ _____ _____

11 Each library shall designate one staff member to be responsible for library service to individuals with disabilities. This staff member will attend meetings and workshops to become more aware of this group's needs and report to both the staff and the Board. This person will also monitor the library's efforts to integrate services to individuals with disabilities into the total library program.

_____ _____ _____ _____ _____ _____

When choosing library roles for serving specific populations the staff and Board should answer the following questions:

Is library service provided to people in institutions located in the public library's service area?

Have you surveyed the community to see what other agencies are serving the institutionalized, the individuals with physical and cognitive disabilities, the elderly, the individuals who are illiterate and those who do not speak English?

Does your collection development policy take into account the varied materials that may be needed by these specific groups?

Is the library's community resource file periodically updated to provide current referral information?

Programs

There are a number of reasons why public libraries offer programs. Some of these are:

- To attract new audiences to the library,
- To encourage patrons to use related materials,
- To inform people about a variety of subjects in a format other than the printed word,
- To entertain.

12 If offered, library programs shall be incorporated in the library roles and supported in the budget.

_____ _____ _____ _____ _____ _____

Programs Output Measure

13 Program attendance per capita (to be done annually).

_____ _____ _____ _____ _____ _____

Library Hours

User oriented hours, both in frequency and scheduling, are a key element in guaranteeing public library accessibility. Changes in library hours should not be made frequently.

- 14 Regularly scheduled library hours shall be fixed, posted and include morning, afternoon, evening, and weekend hours based on users and potential users' available time, not staff convenience.

_____ _____ _____ _____ _____ _____

- 15 During open hours all library services shall be offered to all individuals. Hours of the children's, young adult, and other special departments should be the same as the adult department.

_____ _____ _____ _____ _____ _____

- 16 Minimum days and hours of service shall be as follows:

_____ _____ _____ _____ _____ _____

Population

Not less than

Under 5,000

5 days/25 hrs.

5,000-10,000

5 days/48 hrs.

10,001-25,000

6 days/56 hrs.

25,001-50,000

6 days/67 hrs.

50,001-75,000

7 days/71 hrs.

Over 75,000

7 days/72 hrs.

USER AND USAGE BIBLIOGRAPHY

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