

VIII. SERVICES: SPECIFIC POPULATIONS

Each library, as part of its policy statement, should make provisions for meeting the information needs of the varied individuals and groups in the community. Specific groups include, but are not limited to, children, senior citizens, the disabled, homebound, institutionalized, the disadvantaged, business people, and members of service organizations. Libraries should use the data-collecting instruments outlined in The Planning Process for Public Libraries to assess local community needs. When specific populations are identified, collections and programs can be developed to serve these users. Services may take the form of materials and programs offered inside or outside the library, or of what has traditionally been called "extension services." Regardless of where services are offered, the standards under Section IV, "Community and Interagency Cooperation," should be adhered to.

It is very difficult to develop standards for serving specific populations because such services are entirely dependent on the makeup of each community and the priorities of the library and other community agencies. Libraries are urged to apply the Planning Process to its fullest 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 have to 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 other standards are available for serving specific populations, like those developed in Illinois for public library service to children, they should be studied and put into action in accordance with the library's long-range plan.

- _____ 8. Libraries should identify the various groups to be served, and to what extent the library can meet their needs.
- _____ 9. The library should include in its goals and objectives the ways in which it will serve those groups.
- _____ 10. Every librarian and trustee should read through and work towards accomplishing *Foundations of Quality*,⁶ standards established by the Illinois Library Association for public library service to children.
- _____ 11. Young adults should receive consideration for their unique needs. A clearly identified area of the library, in or near the adult's department, should be designated for young adults.
- _____ 12. There should be at least one staff member who is particularly knowledgeable about information and services for the disabled.
- _____ 13. On an annual basis, libraries should sponsor or cooperate with other agencies to provide orientation sessions for all staff to make them more aware of and sensitive to the needs of the disabled.
- _____ 14. Local public libraries should consider blind and physically handicapped patrons as "their patrons" and make every effort to integrate them into the local service program.
- _____ 15. Service should be provided to people in institutions located in the public library's vice area. This includes, but is not limited to, hospitals, nursing homes, and jails.

In reviewing the library's responsibility for serving specific populations, staff and board should answer the following questions:

- Have you surveyed the community to see what other agencies are serving the institutionalized, the disabled, the aged, the mentally retarded, the illiterate, and non-English speaking groups, etc?
- Have you initiated cooperative activities with these agencies?
- 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?

Services/Specific Populations: Bibliography

- Bayley, Linda. *Jail Library Service: A Guide for Librarians and Jail Administrators*. Chicago, ALA, 1981
- Directions for Library Service to Young Adults*. Chicago, ALA, 1977.
- Equal Access: A Manual of Procedures for Initiating a Public Library Home Service Program*, ASCLA Library Service to Shut-ins Committee and the Revision Committee. Chicago, ASCLA, 1979.
- Foundations of Quality: Guidelines for Public Library Service to Children*. Chicago, ILA, 1981.
- Library Service to Developmentally Disabled Children and Adults*, edited by Linda Lucas. ASCLA Occasional Paper No. 1. Chicago, ASCLA, 1982.
- Library Standards for Adult Correctional Institutions*, ACAJALA Joint Committee on Institution Libraries. Chicago, ASCLA, 1981.
- Library Standards for Juvenile Correctional Institutions*, ACAJALA Joint Committee on Institution Libraries. College Park, MD., ACA, 1975 (currently being updated.)
- Standards for Libraries at Institutions for the Mentally Retarded*, Standards for Library Services for the Mentally Retarded Subcommittee. Chicago, ASCLA, 1981.
- Standards of Service for the Library of Congress Network of Libraries for the Blind and Physically Handicapped*, ASCLA, Standards for Library Service to the Blind and Physically Handicapped Subcommittee. Chicago, ALA, 1979.
- "Techniques for Library Service to the Deaf and Hard of Hearing," ASCLA Standards for Library Service to the Deaf Subcommittee. ASCLA, 1981. Reprinted from *Interface*, Fall 1981.

VIII. SERVICES: 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.

Programs, if offered, should be supported in the budget. Consequently, programs will be well thought out and planned yearly. All programs should be open to the public, and, ideally, should be free.

- _____ 16. Every public library should have a statement about programs as part of its goals and objectives.

Programs: Output Measure

- _____ 17. *Program Attendance Per Capita* (OPTIONAL)
If programs are offered, the library should regularly evaluate these programs using this output measure as outlined in the *ALA/PLA Output Measures for Public Libraries* and/or other appropriate evaluative measures.

Services/Programs: Bibliography

- "Programming With a Purpose," *Library PR News*, July/August 1979.
- Robotham, John S. and Lydia Fleur. *Library Programs: How to Select, Plan and Produce Them*. Metuchen, N.J., Scarecrow, 1976.