# **Community Needs Assessment Instructions**

## **INTRODUCTION**

* Save a **copy** of this report to work on, leaving a blank copy to use again in the future. Save often!!
* Throughout the report, look for the yellow highlighted material and change it to your library’s information. Remove the highlight by selecting the yellow text, finding the “Text Highlight Color” tool in the font toolbar on the Home tab, and select “No Color.”
* In the narrative sections, first add your initial thoughts, then later, go back and enhance these sections.
* Before completing your report, **remove any sections that you did not use**.
* After you have completed your report, **adjust the page breaks** so that tables are not broken up and there are no dangling lines from sections.

## **Demographic PROFILE**

## **Population**

* Go to [www.census.gov](http://www.census.gov) . Scroll down to menu at bottom of the page. Under *Find Data*, select *American Fact Finder*.
* Choose *Advanced Search*, *Show Me All*.
* Choose *Geographies* from the left menu.
* From the *Select Geographies* box, add the areas you wish to examine to *Your Selections* box. First, add your *State* to *Your Selections*. Then add your *Place* (your city/town) or other subdivision\*, then add *county(ies)*. Close the *Select Geographies* box.

\**Other subdivisions may be Zip Code Tabulation Area, School District, Census Block Group, etc.*

* Select *Topics* from the left menu. From the *Select Topics* box, expand *People*. Expand *Basic Count/Estimate*, and select *Population Total.* Close the *Topics* box.
* From the Search Results box, select the *ACS Demographic and Housing Estimates* table*.*
* You now have a table with 2015 data for your city/town (or other subdivision), county, and state.
* Using *Total Population Estimate*, fill in *Table 1* **OR** use the fill-in-the-blank sentences, changing the wording to your needs (delete the section you do not use). Then select the 2010 version of the table, and repeat.
* Figure percent change using the formula (2015-2010)/2010.
* You can open the *Excel Tables* workbook on your flash drive to modify any of the tables in the report. Copy and paste your new table from Excel into your report.

## **Projected population in 5 years**

* Go to [www.okcommerce.gov](http://www.okcommerce.gov).
* From the top menu, choose *Data & Research*, then from the left menu select *Census 2020 & Demographics.*
* Scroll down to *Population Projections*. Open the file, *Oklahoma state and county population projections through 2075*. Find your county.
* Add the population projection for 2022 (5 years from now) to your report.
* Narrative: Does this seem accurate?

## **Age**

* In the AFF table you selected above, fill in the **percentages** for your geographies. You will have to combine some age categories.

## **Race and Ethnicity**

* In the same AFF table, scroll down to *Race*: *Race Alone or in combination with one or more other races*.
* Fill in **percentages** in tables 3 and 4.

## **Language**

* At your AFF table, click Advanced Search at the top to go back to your selections.
* Clear the *Population Total* selection.
* Type *language* in the topic search box.
* In the results list, select the *Language Spoken At Home* table.
* Use the forward and backward buttons (< >) at top right and left of table to scroll to the geographic area you need.
* Find the **percent** of those that *Speak a language other than English* for your desired areas.
* Fill in the other languages spoken besides English in Table 5.

## **Veterans**

* At your AFF table, click Advanced Search at the top to go back to your selections.
* Clear the *Language* selection.
* Type *veteran* in the topic search box.
* In the results list, select the *Veteran Status* *2015* table.
* Enter the **number** of veterans in your city/town or subdivision.

## **Households**

* At your AFF table, click Advanced Search at the top to go back to your selections.
* Clear the *Veterans* selection.
* Type *household* in the topic search box and select *Household Size*.
* In the results list, select the *Occupancy Characteristics* table.
* Fill in Table 6 for your city/town or subdivision.

## **Employment**

* Largest employers: Call your local Chamber of Commerce to find the three largest employers in your city/town.
* Top occupations: AFF Advanced Search. In the left menu, choose *Topics*, expand *People*, expand *Employment,* choose *Occupation*, close the box. Select *Occupation by Sex* table. Find the top five occupations by total number of employed.
* Unemployment rate: Go to the Oklahoma Employment Security Commission website: <https://www.ok.gov/oesc_web/>
	+ Labor Market Statistics
	+ Select County Unemployment Rates.
* Economic Systems Profiles: <http://okcommerce.gov/data/workforce-data/>

You may find data here relevant to your report.

## **Income**

* AFF Advanced Search. In the left menu, choose *Topics*, expand *People*, expand *Income & Earnings*, choose *Income/Earnings (Households),* close the box. Choose *Selected Economic Characteristics* table*.*
* Find median household income, per capita income, and percent of persons in poverty for your city/town, county, and state.
* In your report, the Health section, fill in the percentage of the civilian noninstitutionalized population without health insurance.

## **Education**

* AFF Advanced Search. In the left menu, choose *Topics*, expand *People*, expand *Education*, choose *Educational Attainment*, close the box. Choose *Educational Attainment* table*.*
* Find high school graduates, percent of persons age 25 or older.
* Find bachelor’s degree or higher, percent of persons age 25 or older.

## **Health**

### **Top Health Concerns**

* Find Oklahoma’s State of the State’s Health report on the State Department of Health’s website: <https://www.ok.gov/health/Data_and_Statistics/>
* In the Table of Contents, find *County Report Cards*, locate your county’s page, and list on your report the leading causes of death, diseases, and risk factors that **receive a D or F grade**.

### **Uninsured**

* American Fact Finder-Income-Selected Economic Characteristics
* Find the percentage of the civilian noninstitutionalized population of the city/town without health insurance.

### **Physical Activity**

* Find more information about your county’s health issues. [https://www.ok.gov/health/Community\_&\_Family\_Health/Community\_Epidemiology\_/County\_Health\_Profiles/index.html](https://www.ok.gov/health/Community_%26_Family_Health/Community_Epidemiology_/County_Health_Profiles/index.html)
* Find the section on Physical Activity and enter the data.

### **Health Care Organizations**

* List the health care organizations in your community: hospitals, clinics, rehabilitation hospitals and services, hospices, and other.

## **Community profile**

## **Libraries**

* Add the libraries that exist in your COUNTY.

## **Schools**

* List all the schools located in your city/town and/or county. For schools, you may add the school system and not individual schools (e.g., El Reno Public Schools).
* Don’t forget the dependent school districts.

## **Social Service Providers**

* List the number of social services in your area. If you have a large community, estimate these numbers.

## **Community Organizations**

* Estimate the number and types of these organizations in your community.

## **Cultural Organizations**

* List the organizations in your city/town.

## **Government Offices**

* List the government offices (city, county, state, federal, tribal) in your community.
* Examples are City Hall, County Courthouse, Natural Resources Conservation Service, Tribal headquarters, Social Security office.

## **Library profile**

**Annual Report Statistics**

Use your ODL annual report data to create your library profile.

* Use the 2016 annual report data. ODL provides annual report data on their website: <https://libraries.ok.gov/librarians/library-development/library-reporting/>
* Select the statistics you would like to include in this assessment. A list is provided--add/delete for your library.

Use Bibliostat Connect online to create graphs and tables about your library services from past annual report data.

1. Go to <http://collectconnect.baker-taylor.com/Login.aspx> and log in.
2. Under Settings, select Database *Oklahoma*. Select your library for Comparison Library. Check *Show tooltips*.
3. Choose Reports from upper right menu (next to settings).
4. On the Libraries page, your library should be listed. If not, find and select your library.
5. This screen allows you to choose other libraries to compare, but we will skip this. Next.
6. On the Data page, in the *Available Data Elements* window, under the *Statistical Data Elements* folder, open the *Internet Use* folder and check *Number of Users Annually*. Notice it appears in the *Selected Data Elements* window. Select the years you want to compare—check at least 5 in sequence or every other. Next.
7. On the Format page:
* Select Graph
* Add a title (the name of your data element), “Users of Public Internet Computers per Year,”
* Add x-axis title “Year” and y-axis title, “Number of users”
* Deselect *labels* and *show legend*.
* Next
1. On the Results page, in the toolbar at the top of the graph, select *Copy as a bitmap*. The graph will appear in another browser window. Right click on top of that image, and select *copy image*.
2. In your assessment Word document, title the section (the name of your data selection) and paste the image. Resize the image. Crop out the toolbar from the image (Format Tab-Crop).
3. To create a new graph, in Bibliostat, click the *Data* tab. UNCHECK the data used for the last graph.
4. Repeat steps 4-7 for the following. Uncheck any previous selections.
	1. Circulation folder. Select *Adult Circulation Materials*, *Juvenile Circulation Materials*, and *Circulation of Electronic Materials*.
	2. Programs folder. Select *Summer Children Program Attendance* and *Summer Teen Program attendance* (or your choice). Don’t mix attendance and programs (two different kinds of numbers). On Results page, on the graph toolbar, find *Gallery* icon and choose *Bars-Stacked*.
	3. Miscellaneous folder. Select *Library Visits*. Gallery- choose Bars Stacked side by side (if not already selected).

**SWOT Analysis [Optional]**

You may include your library’s SWOT (strengths, weakness, opportunities, threats) analysis (see the Workbook).

## **Community Survey [optional]**

A community survey is critical to your needs assessment. It is the only way to find out what your patrons and the public at large think about the library and how they use the library. The Oklahoma Department of Libraries has recently purchased the **Impact Survey** for all Oklahoma non-system libraries, and the systems have purchased their own subscriptions. Please use this wonderful tool while it is available! Impact delivers excellent reports that you can add directly to your community needs assessment.

Add the results of your community survey(s). Include a narrative that explains the results and their significance. Show that you understand the survey results and what they mean for the library.

## **Focus Groups and Stakeholder Interviews [optional]**

Focus groups and stakeholder interviews give you the opportunity to ask questions in person and receive detailed responses. This type of deeper feedback from valued library users and community partners will provide very useful information about the library. It is important to include non-library users to discover why they don’t use the library and what resources they use instead of the library.

You don’t need a transcript of these recorded interviews, but group the comments by topic (ex: facilities, programs, marketing, children’s services, computers and internet, etc.) or by strengths and weaknesses or by age group served (children, teens, adults, seniors). Under each topic give examples of comments that represent the findings.

## **Library Trend analysis**

A literature review of national library trends focusing on technology and the digital divide is included in the report, with resources.

## **NARRATIVE**

Conclude each major section of your assessment (Demographics, Community Information, Library Usage, Community Survey Results, Focus Groups, Library Trends) with a narrative of the results. Summarize each sub-section with one or two sentences (or more depending on the significance of the results). Address how each sub-section impacts the library. You aren’t detailing plans for the future here (that will go in your strategic or long-range plan), but it is appropriate to note how your findings in the assessment can impact library services and resources.

Example:

The relatively young population in Craven County (particularly those under 5 years of age) supports the need for strong children’s programs and collections in the Craven County libraries. Public libraries have an important role to play in helping young children build the skills needed to succeed in school, and this is especially true in a county that ranks 10th in the state in the percentage of its population under 5 years of age.

The population of Craven County is better educated and wealthier relative to the state as a whole, and both better educated and wealthier populations tend to be heavier library users. Consequently, demand for library services in Craven County is likely to be strong.

*Community Needs Assessment for the Public Libraries of Craven County*, 2013. RB Software & Consulting, Inc. http://newbern.cpclib.org/nbccpl/pdf/Craven\_Assessment\_2013.pdf

## **Conclusion**

Finish the assessment with a conclusion, repeating significant findings and their impacts on the library. Explain how the assessment will be used: to create a five-year long range plan? To apply for a grant?

## **Appendix**

Include Edge assessment and action plan, Impact and other survey questions and results, focus group and stakeholder interview questions and answers.

## **Extras**

Feel free to add good quality photographs of your library and library happenings in the introduction.

If the assessment is being undertaken prior to a facilities expansion, add a section on the library facilities with details about the building, the site, and the issues.