[Your Library]

[City/Town], Oklahoma

Community Needs Assessment

[Date]

# Introduction

The [library name] serves the citizens of [city/town] and [county] in [region: central, southwest, etc.] Oklahoma. [Distinctive characteristics of your community: growing, rural/urban, industries, tourism, universities, cultural, recent disasters.]

Public libraries have historically provided information, and that primary mission has not changed. What has evolved is the format and means of access to information. Libraries today are technology centers, providing access to the internet and electronic resources, and importantly, providing instruction in the use of these technologies. Through these technologies, libraries help community members build employment skills and opportunities, learn how to find reliable health information, connect with online government services, and enrich their education.

Public libraries also serve an important function as community centers with a variety of educational and life-enhancing classes and events for all ages, meeting spaces both formal and informal, and comfortable, safe places to spend time.

In order to meet future needs strategically and to best serve the citizens of [city/town], the [library] has undertaken a community needs assessment. Through this process we gain a better understanding of our community and can therefore create programs and build services and technology that most benefit our residents. The information gained from the assessment will guide the [City/Town] Library Board in developing a five-year long-range plan that will guide future library services and resource allocation.

# Methodology

The methodology of the Community Needs Assessment consisted of five components and included both quantitative (statistical and documentary data bout the library and community) and qualitative (interviews and focus groups) research techniques. These components were:

* Demographic profile.
* Community profile.
* Library profile.
* Library trend analysis.
* Community survey [add information from Impact or other survey(s)].
* Focus groups and stakeholder interviews [add later].

The demographic and community profiles draw upon data from the US Census Bureau, Oklahoma State agencies, and local organizations.

The library use profile is an analysis drawn from the library’s collection of data submitted through their annual report to the Oklahoma Department of Libraries.

The library trend analysis focuses on reports and studies from national library organizations and academic research.

[Add community survey description.]

[Add focus group and interviews description.]

# Demographic Profile

The following demographic profile provides information about the makeup of the people of our community. Understanding who exactly the library serves allows the library to tailor services to meet existing needs and plan for future growth and changes.

## Population

|  |  |  |  |
| --- | --- | --- | --- |
| Table 1: Population |   |   |   |
| **Geography** | **2010** | **2015** | **% Change 2010-2015** |
| County |   |   |   |
| City/Town |   |   |   |
| Oklahoma | 3,675,339 |  3,849,733  | 4.7 |

**Population of [city/town]** 2010: 2015:

Percent Change 2010-2015:

**Population of [county]** 2010: 2015:

Percent Change 2010-2015:

**Population of [county]** 2010: 2015:

Percent Change 2010-2015:

**Population of Oklahoma** 2010: 3,675,339 2015: 3,849,733

Percent Change 2010-2015: 4.7

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Population projection for \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ County in 2022: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Source: Oklahoma Department of Commerce-*Oklahoma state and county population projections through 2075*

[Narrative]

## Age

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Table 2: Age |  |  |  |  |
|  | **City/Town** | **County** | **Oklahoma** |
|  | **2010, %** | **2015, %** | **2010, %** | **2015, %** | **2010, %** | **2015, %** |
| Less than 5 years old |  |  |  |  | 7.0 | 6.9 |
| 5 to 14 years |  |  |  |  | 13.7 | 13.7 |
|  15 to 19 years |  |  |  |  | 7.3 | 6.7 |
|  20 to 34 years |  |  |  |  | 20.6 | 21.1 |
| 35 to 44 years |  |  |  |  | 12.7 | 12.2 |
|  45 to 64 years |  |  |  |  | 25.6 | 25.1 |
| Age 65 and older |  |  |  |  | 13.3 | 14.2 |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Race and Ethnicity

|  |
| --- |
| Table 3: Race alone or in combination with one or more other races |
|  | **City/Town, %** | **County, %** | **Oklahoma, %** |
| White |  |  | 80.2 |
| Black/African American |  |  | 9.0 |
| American Indian/Alaska Native |  |  | 13.3 |
| Asian |  |  | 2.5 |
| Native Hawaiian/Pacific Islander |  |  | 0.2 |
| Other |  |  | 3.0 |

Note: some individuals identifying as more than one race may be counted more than once.

|  |  |  |  |
| --- | --- | --- | --- |
| Table 4: Hispanic or Latino  |  |  |  |
|  | **City/Town, %** | **County, %** | **Oklahoma, %** |
| Hispanic or Latino (of any race) |  |  | 9.6 |
| Mexican |  |  | 8.0 |
| Puerto Rican |  |  | 0.4 |
| Cuban |  |  | 0.1 |
| Other Hispanic or Latino |  |  | 1.2 |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Language

Percentage of people 5 years and older in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ city/town that speak a language other than English: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

|  |  |  |
| --- | --- | --- |
| Table 5: Speak a Language Other Than English |  |  |
|  | **City/Town, %** | **County, %** | **Oklahoma, %** |
| Spanish |  |  | 6.7 |
| Other Indo-European languages |  |  | 0.9 |
| Asian and Pacific Island languages |  |  | 1.5 |
| Other languages |  |  | 0.7 |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Veterans

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ city/town has \_\_\_\_\_\_\_\_\_\_\_\_ veterans.

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Households

|  |
| --- |
| Table 6: City/Town Housing, by percentage |
| **Household Size** |
| 1-person household |  |
| 2-person household |  |
| 3-person household |  |
| 4-or-more-person household |  |
| **Household Type** |
| **Family households** |  |
| Married-couple family |  |
| Other Family |  |
| Male householder, no wife present |  |
| Female householder, no husband present |  |
| **Nonfamily households** |  |
| Householder living alone |  |
| Householder not living alone |  |
| **Presence of Children** |
| With related children of householder under 18 yrs |  |
| No related children of householder under 18 yrs |  |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Employment

The three largest employers in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ City/Town are

1st:

2nd:

3rd:

Source: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Chamber of Commerce

Top five occupations and how many employed

1.

2.

3.

4.

5.

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

Percentage of unemployed in \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ County, \_\_\_\_\_\_\_\_\_\_ 2017, not seasonally adjusted:

Percentage of unemployed in Oklahoma \_\_\_\_\_\_\_\_\_ 2017, not seasonally adjusted:

Source: Oklahoma Employment Security Commission

[Narrative]

## Income

|  |
| --- |
| Table 7: Income (in 2015 dollars) |
|  | **City** | **County** | **Oklahoma** |
| Median Household Income  |  |  |  |
| Per capita income in past 12 months  |  |  |  |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

|  |  |  |  |
| --- | --- | --- | --- |
| Table 8: Poverty |  |  |  |
|  | **City, %** | **County, %** | **Oklahoma, %** |
| Persons in poverty |  |  |  |
|  |  |  |

Source: Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Education

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Table 9: Education |  |  |  |  |  |
|  | **City** | **County** | **Oklahoma** |
| High school graduate or higher, % of persons age 25 yrs + |  |  |  |
| Bachelor's degree or higher, % of persons age 25 yrs + |  |  |  |

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

## Health

Oklahoma is ranked as one of the unhealthiest states in the nation, listed in 46th place in America’s Health Rankings by the United Health Foundation. Public libraries are positioned to increase health literacy in their communities. According to a 2015 Pew Research Study, 73% of people who visit public libraries in America go looking for answers about their health, using library computers or seeking assistance from librarians for health and wellness issues, including learning about medical conditions, finding health care providers, and assessing health insurance options.

### Top Health Concerns

According to the State Department of Health report, *Oklahoma’s State of the State of Health*, \_\_\_\_\_\_\_\_\_\_\_\_\_ County received a grade of D or F in the following:

Leading causes of death:

Disease rates:

Risk factors and behaviors:

[Narrative]

### Uninsured

Percentage of the civilian noninstitutionalized population of city/town without health insurance: \_\_\_\_\_\_\_\_

Source: U.S. Census Bureau, 2011-2015 American Community Survey 5-Year Estimates

[Narrative]

### Physical Activity

Physical inactivity was reported to be a leading contributor to almost 1 in 10 adult deaths in the U.S.\*

|  |  |  |  |
| --- | --- | --- | --- |
| Table 10: Physical Activity |  |  |  |
|  | **County** | **Oklahoma** | **United States** |
| Physically Inactive Adults, percent |  |  |  |

Source: 2017 \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ County Health Profile, Oklahoma Department of Health

\* Danaei, G., Ding, E. L., Mozaffarian, D., Taylor, B., Rehm, J., Murray, C. J., Ezzati, M., 2009.The preventable causes of death in the United States: Comparative risk assessment of dietary, lifestyle, and metabolic risk factors. PLoS Medicine 8(1)

[Narrative]

Health Care Organizations

Hospitals:

Clinics:

Rehabilitation hospitals and services:

Hospices:

Other:

[Narrative]

# Community Profile

The library partners with various organizations within the community. Resources among these community groups can be shared, recommended, and used to their best benefit.

## Libraries

The following are libraries in the county:

School:

Academic:

Tribal:

Hospital/Medical:

Legal:

Special:

## Schools

The following schools are located within our city/town and/or county:

Elementary (city/town):

Middle/Jr High (city/town):

High School (city/town):

Vocational/Technology (county):

Community College (county):

College/University (county):

## Social Service Providers

|  |  |  |
| --- | --- | --- |
| Table 11: Social Services  |  |  |
|  | Number in city/town | Number in county (excluding city) |
| Nursing homes/rest homes |  |  |
| Day care centers, adult |  |  |
| Child care service |  |  |
| Chemical dependence treatment |  |  |
| Youth organizations and centers |  |  |
| Other |  |  |

## Community Organizations

|  |
| --- |
| Table 12: Community Organizations |
|  | Number in city/town\* |
| Churches/Religious Organizations |  |
| Civic clubs |  |
| Other clubs |  |
| Fraternal organizations |  |
| Associations |  |
| Other |  |
|  | \*estimate |

## Cultural Organizations

Museums:

Theaters:

## Government Offices

City/Town:

County:

State:

Federal:

Tribal:

[Narrative]

# Library Profile

## Annual Report Statistics

The library reports annually to the Oklahoma Department of Libraries on services provided, materials purchased and circulated, program attendance and much more.

Source for the following information: library annual report data as collected by the Oklahoma Department of Libraries and compiled by Bibliostat Connect.

### 2016 Annual Report Data

Annual library visits:

Annual reference transactions:

Registered users:

Total staff (FTE):

Print materials:

e-Book collection:

Audio collection:

e-Audio collection:

Video collection:

e-Video collection:

Print serial subscriptions:

Circulation of all materials:

Yearly programs:

Yearly program attendance:

Reader seats:

ILL received:

ILL provided:

Weekly hours:

Internet computers used by general public:

Uses of public internet computers, per year:

Wireless sessions:

Annual operating revenue:

Annual total operating expenditures:

### Library usage over time

**Annual Internet Users**

[Insert chart from Bibliostat]

**Annual Circulation of All Materials**

[Insert chart from Bibliostat]

**Summer Children and Teen Program Attendance**

[Insert chart from Bibliostat]

**Annual Library Visits**

[Insert chart from Bibliostat]

[Narrative]

## SWOT Analysis [optional]

# Community Survey [optional]

# Focus Groups and Stakeholder Interviews [optional]

# Library Trend Analysis [optional]

Librarians today are often asked the question, “Aren’t libraries going to be obsolete since we have the internet and e-books now?” No, libraries are not going to be obsolete; in fact, with the internet, libraries are needed more than ever. In today’s technological world, it is virtually impossible to find success if you can’t access the Internet or if you don’t have the skills to use the Internet once you have accessed it. Many vital tasks these days can only be accomplished online, especially filling out job applications and accessing government services. In 2015, only 67% of adults had broadband at home1. Oklahoma falls in the bottom quarter of states in households that have broadband subscriptions2. Where do those that don’t have broadband access the internet? Their local public library.

 Public libraries are important to individuals, families, and communities. In the 2012 Pew Research Center’s Internet & American Life Project surveys, 76% of Americans reported that libraries are important to them and their families, while 91% reported that public libraries are important to their community as a whole3. In the previous 12 months, 59% of Americans ages 16 and older had at least one of the following interactions with a public library: 53% visited a library or bookmobile, 25% visited a library website, and 13% used a handheld device such as a smartphone or tablet computer to access a library website4. Many Americans interact with their public libraries, and almost all find these experiences to be either very positive (57%) or mostly positive (41%), while only about 1% report that their experiences were negative5.

In 2009 45% of the 169 million visitors to public libraries used a library computer or wireless network to access the Internet, even though more than three-quarters of these people had Internet access at home, work, or elsewhere6. People use public computers at the library because they do not have access elsewhere, need faster Internet speed, want technical help from a librarian, compete for access to a computer at home, or simply want to be in the library atmosphere7. Public Internet access has become an integral function of today’s libraries.

Internet is important for public libraries because it is essential for success in American life. High-speed Internet, or broadband, is a communications infrastructure network and a foundation for economic growth, job creation, global competitiveness, and a better way of life8. Access to the Internet is so important, the term “digital divide” is used to describe the gap between those who have access and those who do not. Without access the Internet, an individual’s ability to fully engage in society is significantly obstructed, especially in education, employment, government, civic participation, and socialization9. Access to the Internet has evolved from a useful resource to an essential one, and the failure to close the gap for at-risk populations will only further the divide for future10.

Availability of the Internet is not the only issue. A person needs to have “digital literacy”—the skills and abilities necessary to navigate the technology11. Digital literacy education must be provided in order to successfully close the digital divide12. “Digital inclusion” is policy developed to address the digital divide and promote digital literacy through outreach to unserved and underserved populations13. Digital inclusion means that all community members understand the benefits of information and communication technologies; have equitable and affordable access to high-speed Internet-connected devices and online content; and can take advantage of the educational, economic, and social opportunities available through these technologies14. Digital inclusion builds healthy and prosperous communities in areas of economic and workforce development, education, health care, public safety and emergency services, civic engagement, and social connections15.

Public libraries have become community technology centers, offering high-speed broadband, public internet access computers, digital resources, and importantly, training to help library patrons learn how to use the technology. The transformation into technology centers brings challenges to libraries. Keeping up with changing technology requires steady funding to purchase equipment, materials, and software and technical knowledge to know how to make it all work. Rural libraries face even more challenges as they struggle with limited funds and low staff numbers.

Resources

1. Horrigan, John B. and Maeve Duggan. 2015. *Home Broadband 2015*. Pew Research Center. <http://www.pewinternet.org/2015/12/21/2015/Home-Broadband-2015/>, 2.
2. United States Census Bureau. 2017. *The Digital Divide - Percentage of Households With Broadband Internet Subscription by State. Last modified, September 8, 2017.* <https://www.census.gov/library/visualizations/2017/comm/internet-map.html>
3. Zickuhr, Kathryn, Lee Rainie, and Kristen Purcell. 2013. *Library Services in the Digital Age.* Washington DC: Pew Research Center’s Internet & American Life Project. <http://libraries.pewinternet.org/files/legacy-pdf/PIP_Library%20services_Report.pdf>, 18-19.
4. Zickuhr, et al., 12.
5. Zickuhr, et al., 18.
6. Becker, Samantha, Michael D. Crandall, Karen E. Fisher, Bo Kinney, Carol Landry, and Anita Rocha. 2010. *Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries.* (IMLS-2010-RES-01). Washington, D.C.: Institute of Museum and Library Services. <https://www.imls.gov/assets/1/AssetManager/OpportunityForAll.pdf>, 1.
7. Becker, et al., 2.
8. Federal Communications Commission (FCC). 2010. *Connecting America: The National Broadband Plan.* Washington DC: Federal Communications Commission. <https://transition.fcc.gov/national-broadband-plan/national-broadband-plan.pdf>, 3.
9. Jaeger, Paul T., John Carlo Bertot, Kim M. Thompson, Sarah M. Katz, and Elizabeth J. DeCoster. 2012. "The Intersection of Public Policy and Public Access: Digital Divides, Digital Literacy, Digital Inclusion, and Public Libraries." *Public Library Quarterly* 31, 3.
10. Weiss, Robert J. 2012. "Libraries and the Digital Divide." *Journal of the Leadership & Management Section* 8, no. 2,26.
11. Real, Brian, John Carlo Bertot, and Paul Jaeger. 2014. "Rural Public Libraries and Digital Inclusion: Issues and Challenges." *Information Technology & Libraries* 33, no. 1, 8.
12. Institute of Museum and Library Services (IMLS), University of Washington, International City/ County Management Association. 2012. *Building Digital Communities: A framework for action*. Washington, DC: Institute of Museum and Library Services. <https://www.imls.gov/sites/default/files/publications/documents/buildingdigitalcommunitiesframework.pdf>, 56.
13. Jaeger, et al, 3.
14. IMLS, et al., 1.
15. IMLS, et al., 3.

# Conclusion

# Appendix