SERVICES OFFERED IN RURAL LIBRARIES IN NEBRASKA

by

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INTRODUCTION

Rural libraries throughout the country have been ignored by the national library associations since few rural librarians belong to national organizations and fewer still write about the work that they have done. "82% of the public libraries in the United States serve populations under 25,000. Sixty-six percent of these libraries serve populations of 10,000 or less" (Grant and Lind, 1979). The United States Census Bureau uses the figure of 2,500 to designate rural areas. The Center for the Study of Rural Librarianship considers the figure of 25,000 to determine a rural area. The figure 10,000 was chosen to be used in this research since this figure has also been used to denote the population of a rural area by the National Center for Education Statistics. This study was designed to analyze the rural libraries in Nebraska, a state with a predominately rural population, and to determine what they offer by way of circulations services to their small audiences. Since rural library circulation services have not been examined for their usage, the researcher wished to find the characteristics of a selection of circulation services offered. Because the researcher had lived in Nebraska and was familiar with its libraries, this state was chosen over a number of other states that have a large number of rural populations areas.

PROBLEM STATEMENT

The objectives of this study were to determine the five most frequently used circulation services, excluding books and periodicals, offered in or by rural public libraries in Nebraska and other characteristics of their operation.

HYPOTHESIS

The first hypothesis of this study was that the library with a budget of under \$80,000 would offer between six and ten services. The second hypothesis

was that the five most used circulation services, excluding books and periodicals, would be large print books, record player and records, books on audiocassettes, video cassettes and photocopier. The third hypothesis was that more than 50 percent of the libraries would be open less than 40 hours weekly. The fourth hypothesis was that less than ten percent of the libraries have a professional librarian on the staff. The fifth hypothesis was that 75 percent of the libraries operate without a professional librarian and with less than four nonprofessionals.

LIMITATIONS

The rural libraries in the state of Nebraska were the only ones selected for the study. Only those libraries which are listed in the American Library Directory whose population served was listed as 10,000 or less were used in the study. Due to the revision of the questionnaire, the listing of interlibrary loan as a service was accidentally omitted. The questionnaire examined only selected circulation services and reference services as such were not analyzed.

METHODOLOGY

Two hundred and twenty-two libraries serving a population of 10,000 or less within the state of Nebraska were selected as participants in this investigation. These libraries were selected on the basis of the data presented in the American Library Directory. The total population served, the total annual operation budget, the number of hours open weekly, the approximate average monthly number of patrons, the average circulation monthly, and the number of staff, professional and nonprofessional, were examined in a specially designed questionnaire. (see Appendix) The answer to the question regarding population served was compared to the figures found in the American Library Directory. Libraries indicating they now service more than 10,000 patrons were discarded.

Ten libraries were chosen out of the 222 for pretest purposes; six libraries responded. Questions were answered but comments were neither solicited nor made. The questionnaires, however, were changed extensively after this first group of questionnaires was sent out.

Two hundred and twenty-two questionnaires were sent out on May 21, 1990. Although the questionnaires were coded for potential follow-up purposes, the responses were anonymous. The coding was done by placing a number in the lower left-hand corner of the back page of the questionnaire.

July 20, 1990 was the return date. At that time the questionnaires were analyzed to determine what the libraries offered and which services were used most often.

THE RESULTS

Two hundred twelve questionnaires were sent out. One hundred and thirty-five questionnaires were returned within the designated time frame. Sine there was a high percentage of returns with the first mailing, a second mailing was deemed unnecessary. Two questionnaires were discarded because the libraries reported serving a population of more than 10,000. The net return percent was 62.74.

The first question dealt with the library's governance structure. (see Table 1) Forty-eight libraries (36.1%) are part of a regional system. Thirty-eight libraries (28.6%) are part of a city system. Twenty-six or 19.5% of the libraries are independent. Only three libraries (2.3%) reported being a part of a county system. The question gave only four possible answers with "other" not listed, however, some libraries indicated that they belong to more than one governing body.

Table 1
Library Affiliations

AFFILIATIONS	NUMBER OF LIBRARIES	PERCENTAGE OF LIBRARIES
Regional	48	36.1
City System	38	28.6
Independent	26	19.5
Independent-regional	6	4.5
County system	3	2.3
Regional-city	3	2.3
Regional-city/county	2	1.5
Regional-county	2	1.5
Township	2	1.5
No response	3	2.3

The second question asked about the size of the population served. Table 2 shows that 45 libraries (33.8%) serve a population between 1001 and 3000. Only two libraries serve a population of less than 200. One hundred and eight libraries (81.2) serve a population area of 3000 people or less, only 25 libraries (18.8) serve rural population areas larger than 3000.

Table 2
Distribution of Libraries
by Service Population

POPULATION	NUMBER OF LIBRARIES	PERCENTAGE
Up to 200	2	1.5
201 to 400	15	11.3
401 to 600	15	11.3
601 to 800	12	9.0
801 to 1000	19	14.3
1001 to 3000	45	33.8
3001 to 5000	8	6.0
5001 to 7500	9	6.8
7501 to 10000	8	6.0

The third question explored the size of each library's annual operating budget. (see Table 3) Twenty-nine libraries (21.8%) have a budget of less than \$5000. Twenty libraries (15.0%) reported having a budget in the range of \$5001 to \$10,000. Thirty-nine or 29.3% of libraries stated that their total annual operating budget range is from \$10,001 to \$20,000. Two-thirds (66.1%) of these rural libraries operate on a budget no greater than \$20,000 per annual operating year. Thirteen (10.0%) libraries out of the 133 being analyzed have a budget of over \$80,000.

Table 3
Distribution of Libraries by Total
Annual Operating Budget

BUDGET	NUMBER OF LIBRARIES	PERCENTAGE
Up to \$5,000	29	21.8
\$5001 to \$10,000	20	15.0
10,001 to \$20,000	39	29.3
\$20,001 to \$40,000	18	13.5
\$40,001 to \$60,000	8	6.0
\$60,001 to \$80,000	4	3.0
\$80,001 and over	13	9.8
No response	2	1.5

The number of hours rural libraries are open for service varies significantly. (see Table 4) One library is open only three hours a week and another is open for 60. Forty-nine libraries (36.8%) are open between 11 and 20 hours per week. More than 50% (53.4%) of the libraries are open less than 20 hours per week.

Table 4
Distribution of Libraries by
Number of Hours Open

	-	
HOURS OPEN	NUMBER OF LIBRARIES	PERCENTAGE
1 to 5	4	3.0
6 to 10	18	13.5
11 to 20	49	36.8
21 to 30	23	17.3
31 to 40	10	7.5
41 to 50	13	9.8
51 to 60	8	6.0
No response	8	6.0

The seventh question inquired about the average number of patrons visiting the library each month. These figures vary greatly.

Twenty-one libraries (15.8%) have less than 50 patrons using the library monthly. Thirty or 22.6% of the libraries did not respond to the question.

Table 5
Distribution of Libraries by Approximate
Average Number of Patrons Monthly

PATRONS	NUMBER OF LIBRARIES	PERCENTAGE
Up to 50	21	15.8
50 to 100	14	10.5
101 to 200	15	11.3
201 to 300	11	8.3
304 to 400	6	4.5
401 to 500	7	5.3
501 to 600	4	3.0
601 to 700	2	1.5
701 to 800	4	3.0
1000 to 2000	9	6.8
2000 and over	6	4.5
No response	8	6.0

The analysis of the average monthly circulation for the library was asked in Question 8. The question was broken down in four different parts: books, periodical, equipment, and audiovisual materials. Thirty-one libraries (23.3%) circulate up to 250 books monthly as shown in Table 6. Forty-two or 31.6% of the libraries have an average monthly circulation of no more than 50 periodicals, as seen in Table 7. Twenty-five libraries (18.8%) did not respond. Thirty-one libraries (59.6%) of the libraries answering the question reported that they have a monthly circulation of up to five pieces of equipment (see Table 8). Most libraries (60.1%) did not response to the question. Table 9 shows that 31 (46.2%) of the libraries that responded to the question have an average monthly circulation of audiovisual materials that is no more than 50.

Table 6
Distribution of Libraries by Average
Monthly Circulation of Books

BOOKS	NUMBER OF LIBRARIES	PERCENTAGE
Up to 250	31	23.3
251 to 500	22	16.5
501 to 1000	25	18.8
1001 to 2000	15	11.3
2001 to 3000	10	7.5
3001 and over	11	8.3
No response	11	8.3

Table 7
Distribution of Libraries by Average
Monthly Circulation of Periodicals

PERIODICALS	NUMBER OF LIBRARIES	PERCENTAGE
Up to 50	42	31.6
51 to 100	15	11.3
101 to 200	21	15.8
201 to 300	8	6.0
301 to 400	8	6.0
401 and over	7	5.3
No response	25	18.8

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Table 8
Distribution of Libraries by Average
Monthly Circulation of Equipment

EQUIPMENT	NUMBER OF LIBRARIES	PERCENTAGE
Up to 5	31	23.3
6 to 10	8	6.0
11 to 15	6	4.5
10 and over	7	5.3
No response	78	58.6

Table 9
Distribution of Libraries by Average Monthly
Circulation of Audiovisual Materials

MATERIALS	NUMBER OF LIBRARIES	PERCENTAGE
Up to 50	31	23.3
51 to 100	15	11.3
101 to 200	7	5.3
201 to 300	8	6.0
301 and over	6	4.5
No response	58	43.6

Each of the three previous sections of Question 8 had a large percentage of libraries which did not respond. This could be the result of the libraries not keeping statistics or that the materials did not circulate. Several librarians stated that the statistics were not kept and listed that some of their equipment was for in-house use only.

Seven libraries responded to the question by stating the combined monthly circulation of books, periodicals, audiovisual materials and equipment. These figures are 275, 450, 460, 1400, 3300, 3600 and 5000. One answer was unusable.

The ninth question asked how many professional librarians and nonprofessionals work in the library. Six librarians (4.5%) reported that they have a Master's degree in Library Science. Forty-nine libraries of 36.8% of the libraries serve patrons with one nonprofessional staff member. Thirty-nine libraries (29.3%) serve the patrons with two staff members (see Table 10). Two libraries (1.5%) have eight staff members to serve their patrons. These were two of the larger libraries analyzed. Two libraries stated that they have only volunteers working in the library.

Question 10 asked for the highest level of education held by the staff. Six staff members hold Master's degrees in Library Science. Nine librarians reported that the highest level of education in their library is a Bachelor's degree in Library Science. More librarians have some college education as shown on Table 11. Nine staff members reported that they had obtained a certificate by the Nebraska Library Commission. Four responded to having some "other" level of education. These are a Master's degree in English, a Master's degree plus 36 hours, a nursing degree, and a Master's degree in another area. Several reported that they are continuing their education in college or by taking course and workshops offered by the Nebraska Library Commission.

Table 10
Distribution of Libraries by Number of
Staff Members Serving Patrons

STAFF SIZE	NUMBER OF LIBRARIES	PERCENTAGE
1	49	36.8
2	39	29.3
3	23	17.3
4	7	5.3
5	5	3.8
6	5	3.8
7	1	.08
8	2	1.5
Volunteers	2	1.5

Table 11
Distribution of Highest
Level of Education Among Staff

EDUCATION LEVEL	NUMBER OF STAFF	PERCENTAGE
Professional	6	4.5
Bachelor's in Library	Science9	6.8
Bachelor's in another		20.3
Some college	49	36.8
High school diploma	33	24.8
Certification	9	6.8
Other	4	3.0
No response	2	1.5

Question 5 pertained to services offered by the library to patrons, 21 services were listed.

Fifty-four libraries (40.6%) offer six to ten services as seen on Table 12.

Table 12
Distribution of Libraries by Number of
Services Offered out of 21 Services Listed

SERVICES	NUMBER OF LIBRARIES	PERCENTAGE
Up to 5	44	33.0
6 to 10	54	40.1
11 to 15	28	21.1
16 to 21	2	1.5
No response	2	1.5

The following is a list of the services and how many libraries offer them to the public.

Table 13
Library Services Offered

	NUMBER OF LIBRARIES
SERVICES	THAT OFFER THE SERVICE
Equipment	
Audiocassette player and cassettes	80
Video cassettes	75
Photocopier	72
Record player and records	72
Filmstrip and films	69
Books on audiocassettes	66
16 mm projector and films	64
Projector screen	58
Camera	55
Conference room .	51
Video cassette recorder/player	44
Slide projector and carousel	37
Overhead projector	23
Opaque projector	9
Thermal copying machine	6
Music room	4
Video camera	2
Facsimile Machine	1
Material	*
Large print books	119
Materials for the blind	49
Program	
Bookmobile	24

The 21 services can be divided into three categories: equipment, programs and materials. There are 17 items mentioned in the equipment category. The five pieces of equipment that more libraries have are: audiocassette player and cassette: a video cassettes, record player and records tied with photocopier, filmstrip projector and films, and the 16mm projector and films. The three services that can be called materials are large print books, books on audiocassette and materials for the blind. The number of libraries that have these services tell that out of the material services, large print books are most often found in the library not only in the category of materials, but in all the services mentioned.

Bookmobiles were the only item in the program category. Only 25 libraries (18.8%) have a bookmobile program.

Question 11 dealt with any program or services that the library has had but has discontinued and why each program or service has been discontinued. Ninety-nine libraries (74.4%) did not respond to the question. The programs or services that have been discontinued and why they were discontinued are listed below.

Sewing patterns

Story hour

Bookmobile

Children's library program -Summer reading program

Thermal copying machine

Travelogue

Book discussion

, Paperback book swap

Records

Record player and records

Adult puzzles

Mail-a-book

Book reviews

Delivery of large print books to care homes and

low income housing

Lack of use

Lack of Children attending

Too expensive

Poor attendance

Too costly

Lack of interest

Lack of use

Lack of space

Lack of funds and lack of use

Lack of space, public

prefers cassettes, maintenance

Lack of use

Lack of funds

No interest

Lack of use

Music cassettes Video cassettes

Mimeograph copies

Large print magazines

Small pictures purchased
from will money (fine art)

Children's reading and crafts

Evening hours

Noon brown bag lunches with
local business people as
speakers

Not returned
Lack of need - through
local vendors
Lack of funds
Lack of use

Lack of room, extra help and small budget

Lack of interest

Lack of funds and the lack of interest seemed to be the reasons most often given for discontinutation.

Several libraries listed other services that they offer to their patrons. These include: hot-line information, microfilm reader, computer for patron use, dial-a-story, and cake pans. One library state that they offer a class in genealogy, story hour, summer reading program, loans to the rest home and loans to the hospital.

Question 6 asked for the five services that the libraries had that were used the most. Sixty-one libraries (45.9%) reported that large print books ranked in the top five most used services in their library. Five libraries stated that cake pans ranked among the top five services. The table that follows (on next page) shows what other services ranked in the top five most used services in the library.

In analyzing the results of the survey various questions were combined and analyzed. In Table 15, the various population ranges and hours open are shown. Nineteen libraries (14.3%) serve a population of 1001 to 3000 and are open 21 to 30 hours a week.

Table 14
Library TOP FIVE Services

NUMBER OF LIBRARIES
61
55
53
settes 50
22
14
12
11
9
8
8
7
7
1

Table 15
Population Served and Number of Hours Open

POPULATION SERVED	1.5	6-10	11-20	21-30	31-40	41-50	51-60	TOTAL
1 - 200	1	1						2
201 - 400	2	5	7					14
401 - 600		5	8	2				15
601 - 800	1	3	7					11
801 - 1000		1	12	2				15
1001 - 3000		1	14	19	6			40
3001 - 5000				1	1	4	2	8
5001 - 7500					3	5	1	9
7501 - 10000						4	5	9
TOTALS	4	16	48	24	10	13	8	123

In Table 16, the relationship between population served and the average number of patrons is shown. Two libraries serve a population of under 200 and have an average number of patrons monthly of under 50. Seven libraries serve a population of 201 to 400 and have an average number of patrons monthly ranging under 50. Seven libraries serve 1001 to 3000 people and have a patron count of 202 to 300 monthly.

Table 16
Population Served and Average Number of Patrons

	* •	Pulau	on se	rved a	na Av	'erage	Num	ber of	Patro	ons		
POPULATION SERVED	1 - 50	51 - 190	101- 200	201- 300	301- 400	401- 500	501- 600	601. 700	701. 800	1000	200 (- CVER	TOTAL
1 - 200												
201 - 400	5	1	2	1								0
401 - 600	3	6	2	•								9
601 - 800	4	3	2									11
801 - 1000	4	•	4	2		•	_					9
1001 - 3000	î	3	5	7	1	2	2					15
3001 - 5000	•	,	3		3	5	2	1	5	2		34
5001 - 7500				I		1				4	1	7
7501 - 10,000										2	3	5
7501-10,000										2	3	5
TOTAL	17	13	15	11	4	8	4	1	5	10	7	95

In analyzing the relationship between population and budget, it was found that two libraries have a population range under 200 and a budget under \$5000 (see Table 17). One library has a population of 401 to 600 and a budget between \$20,001 and \$40,000. One library serves 1001 to 3000 people on a total annual operating budget of less than \$5000. Twenty-two libraries serve 1001 to 3000 people with an annual operating budget of \$10,001 to \$20,000. Three libraries have a budget of \$60,001 to \$80,000 and a population of 5001 to 7500.

Table 17
Population Served and Budget

					•			
POPULATION SERVED	9 - 5 <u>999</u>	5001- 10000	10001. 20000	20001- 40000	40001. 60000	60001. 80000	OVER-	
1 - 200	2				XXXX	XXXXXX	80000	IQIA
201 - 400	12	2	1 -					2
401 - 600	8	5	2	1				15
601 - 800	2	6	9	1				16
801 - 1000	3	5	25	1				18
1001 - 3000	1	2	1	15				34
3001 - 500-		-	•	13	ı.			20
5001 - 7500				,	4		2	6
7501 - 10000				ı	2		2	5
-					J		7	8
TOTAL	28	20	38	19	8	0	11	124

Table 18 shows the relationship between the annual operating budget and hours open weekly. One library is open 21 to 30 hours a week but operates on less than \$5000 per annual operating budget. Sixteen libraries (12.0%) are

open 11 to 20 yours a week and operate on a total annual operating budget of \$10,001 to \$20,000.

Table 18

Annual Operating Budget and Hours Open

				- BUDGE	!T			
HOURS	0 -	5001-	10001-	20000-	40001-	60001	OVER	
OPEN	5000	10000	20000	40000	60000	80000	80000	IOTAL.
1 - 5	4							4
6 - 10	14	3	1					18
11 - 20	8	14	16	5				43
21 - 30	1	1	14					22
31 - 40				5	3	1		9
41 - 50					5	3	5	13
51 - 60							8	8
TOTAL .	27	18	31	16	8	4	13	113

In analyzing annual operating budget and monthly average number of patrons, it was found that one library has an average number of patrons in the 201-300 range and operates on a budget of less than \$5000. Twelve libraries (9.0%) serve less than 50 people with a budget under \$5000. Information concerning the relationship between budget and number of patrons can be found in Table 19.

Table 19
Budget and Average Number of Patrons

				BUE	GET			
AVG. NUMBER	0 -	5001-	10001-	20001-	40001-	60001-	OVER	
OF PATRONS	5000	10000	20000	40000	60000	80000	80000	TOTAL
1 - 50	12	4	3	1				20
51 - f 00	3	4	3	1				11
101 - 200	3	6	5	2				16
201 - 300	1	3	4	1	1	1		11
301 - 400			5	1				6
401 - 500			7	1				8
501 - 600			3					3
601 - 700				1				1
701 - 800			1	4				5
1000 - 2000			1	2	3	2	3	11
2001 - over				1			5	6
TOTAL	19	17	32	15	4	3	8	98

Four libraries (3.0%) are open 50 to 60 hours a week and serve over 2000 patrons monthly

Table 20 shows the relationship between number of services offered as listed in Question 5 and the population. Twenty-five or 18.8% of the libraries offer six to ten services and serve 1001 to 3000 people. Four libraries (3.0%) have a population serving area of less than 100 each and offer 11 to 16 services.

Table 20 Population and Number of Services Offered

AVE. NUMBER — OF PATRONS		NUMBER OF SERVICE	ES OFFEREN	
1 - 200	1.5	6-10	11-16	TOTAL
	1			AUG AG
201 - 400	8	5	•	1
401 - 600	11	3	1	14
601 - 800	7	-	l	15
801 - 1000	7	4	1	12
1001 - 3000	10	11	1	19
3001 - 5000	13	25	6	44
5001 - 7500		2	6	8
7501 - 10000		2	7	9
			9	9
TOTAL	47	52	32	131

Table 21 explains the relationship between the 21 services offered and the budget. Twenty-four libraries (18.0%) offer one to five services and have a budget of less than \$5000. Three libraries offer no more than five services while operating on a budget between \$20,001 to \$40,000. Twenty-four or 18.0% of the libraries offer six to ten services and have a budget of \$10,000 to \$20,000. Eleven libraries (8.3%) have a budget of less than \$40,000 annually and offer between 11 to 16 services.

Table 21
Budget and Number of Services Offered

-		NUMBER OF SERVICE	ES OFFERED-	
MUDGEI	15	6-10	11-16	TOTAL
1 - 5000	24	6		30
5001 - 10000	9	8	3	20
10001 - 20000	10	24	4	38
20001 - 40000	3	12	4	19
40001 - 600000		2	6	8
60001 - 80000			4	4
80001 - over		2	10	12
TOTAL	46	54	31	131

THE HYPOTHESIS

In examining the hypothesis and the materials received, it was found that the first hypothesis was supported. Fifty-four libraries offered between six and ten services. The second hypothesis stated that large print books, record players and records, books on audiocassettes and video cassettes and photocopier were used the most in rural libraries. This was true except for the record player and records which was overruled in numbers by the conference room as shown on Table 13. The third hypothesis stated that more than fifty percent of the libraries will be open less than forty hours weekly. The analysis showed that 104 libraries or 78.2% are open less than forty hours a week. The fourth hypothesis stated that less than 10% of the libraries will have a professional librarian. This hypothesis is supported by the results that only 4.5% of the librarians hold a master's degree in Library Science. The fifth hypothesis was that 75% of the libraries operate without a professional librarian and with less than four nonprofessionals. The results of the analysis show that the hypothesis was supported since only 20 libraries (15.0%) have more than three nonprofessionals on the staff.

Summary and Conclusion

This study was designed to examine the rural public libraries in Nebraska and the services offered to patrons. Two hundred and twelve questionnaires were sent out. The net return rate was 62.74%. The key demographics of the libraries were explored.

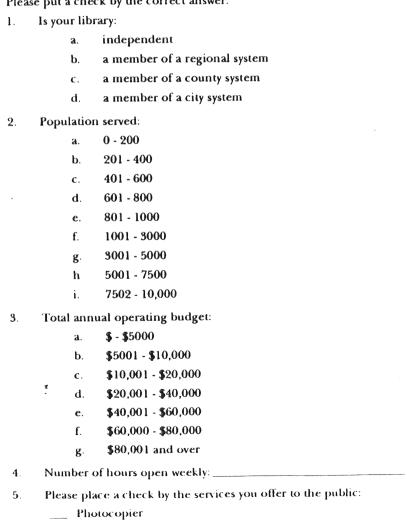
The services most used and the most offered are large print books, photocopier, video cassettes and audiocassettes. Record player and records are more often offered than are conference rooms, but conference rooms are used more frequently by patrons. The most exceptional find was that at least five libraries offer cake pans to the patrons. One final statement that was made by the librarians who work in public rural libraries in Nebraska was that they are interested in the results of this study. Eighty-eight of the 135 librarians who filled out the questionnaire indicated that they desired a copy of the results of the survey. These librarians, although they are not "professionals," are interested in the field.

RECOMMENDATIONS

All the rural libraries across the nation need to be examined, not just those in Nebraska. The rural libraries in Nebraska need closer examination and the experts need to tell how rural libraries can increase their effectiveness. The rural librarians need to take the initiative and report to the national library organizations and journals about their work and services they provide their communities. The rural librarians need to be praised and encouraged for the work they have done. The national library organizations need to realize that the rural libraries make up over 60% of the libraries in the United States. These libraries need to be considered as important. Articles and books need to be written that focus on the rural library and its services for its patrons.

Appendix

LIBRARY SERVICES QUESTIONNAIRE



Thermal copying machine

Fax machine
Audio cassette player and cassettes
Books on audio cassettes
Video cassettes
Video camera
Video cassette recorder/player
Record player and records
Filmstrip projector and films
16mm projector and films
Opaque projector
Overhead projector
Projector screen
Slide projector and carousel
Camera
Conference room
Music room
Large print books
Materials for the blind
Bookmobile
ease list in order, from the greatest to the least, the five service from the
ove list that you perceive to be used the most:
, i and to be used the most.
-
proximate averaged number of patrons monthly:
erage monthly circulation:
oks
iodicals
ripment
liovisual materials
mber of Staff:

Professional (holding a Master's degree in Library Science)

12. Please place a check in the blank if you wish to receive a copy of the research data.

Thank you for your cooperation.

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