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EXPANDING SERVICES FOR DISADVANTAGED ADULTS  
IN  
ROWAN COUNTY

SERVICE PLANS  
FOR  
ROWAN COUNTY PUBLIC LIBRARY  
MOREHEAD, KENTUCKY

Appalachian Adult Education Center  
Morehead State University  
Morehead, Kentucky 40351

March 6-7, 1975

The following service goals were developed by the Rowan County Public Library staff and friends, in cooperation with the Kentucky State Library and Archives and the Appalachian Adult Education Center (AAEC), Morehead State University, Morehead, Kentucky. The project is supported by the U. S. Office of Education, Office of Libraries and Learning Resources (HEA Title II-b, both demonstration and training grants) and through a grant from the Kentucky State Library and Archives.

The following people helped in the planning:

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Rowan County is an area of extremes in terms of both educational and economic levels. The presence of Morehead State University skews county statistics showing higher levels of education and income than Rowan County would have without the university's impact. Available statistics and knowledge disclosed that the percentage of adults with less than a high school education in the Rowan County area is 61.4 percent; the percentage of families whose income is \$3,000 or below is 8.4 percent with an unemployment rate of 3.8 percent. In view of the high rate percentage of adults with less than high school and the possibility of increasing unemployment because of national inflation-recession, the following plans were developed.

#### GOALS FOR EXPANDING SERVICES TO DISADVANTAGED ADULTS

##### OBJECTIVE ONE:

To review and expand the coping skill materials in the collection of the Rowan County Library and to consider alternative methods of housing these materials.

##### Activities:

1. The members of the planning group will solicit community advice on needed information areas using the Community Residents Survey Form. Among those who will be interviewed will be: (a) users of the bookmobile; (b) ABE students at the learning center directed by Mike Curtis and the ABE students enrolled in the ROPES Region IX home bound instruction program directed by Faye Lowe; (c) occupants of Heritage House (survey to be done by Edith Conyers and Mrs. Hill). Public library staff will also place revised survey forms at grocery stores, laundromats and other community locations to assess information needs in the community. The revised form will include a checklist of

information need areas and telephone numbers of Mike Curtis, Fay Lowe, and Frankie Calvert to help community residents wanting information about ABE or GED programs. Library staff will provide a return box at community locations to facilitate return of surveys.

Information needs which were identified at the planning session were: home nursing care, nursing home care, divorce, child care, dental health, infant health care, venereal disease, and drug abuse.

2. An assessment of existing library holdings will be done in identified important information need areas. Assessment will include the vertical file, cabinet collection of public affairs pamphlets, and the young adult nonfiction collection.
3. Identified gaps in the collection will be filled, as possible, using AAEC Kentucky State Library grant funds of \$80 and Rowan County Public Library discretionary funds. (NOTE: The Kentucky State Library will be assessing the possibility of ordering at the state level coping skill materials that are easy to read in adult information need areas as listed in AAEC coping skills categories. Ordering of these types of materials would be done on a continuous basis to develop and upgrade coping skill collections in Kentucky public libraries.) AAEC will assist the State Library in selection of materials.
4. Library staff will ask agencies and organizations participating in the planning session to give the library any free or inexpensive coping skill materials they have available. Agencies who volunteered assistance in this effort include the Cooperative Extension Agency, Health Development Association, Human Resources. It was also suggested that library staff contact Carl Perkins (State Representative) for free materials offered through his office.
5. A separate coping skill wall collection will be housed in the Rowan County Public Library community room with materials displayed face up and shelving labelled with coping skill categories. *+ in Beckman hall*
6. Coping skill materials will not be catalogued, but will be pocketed. A shelf list of materials will be maintained for ordering purposes.
7. No fines will be charged for coping skill materials.

Goal:

To make available to present and potential library users the types of current information needed for everyday problem solving.

Resources and/or Information Needed to Accomplish Objective:

1. Materials list of coping skill materials for adults (AAEC, Memphis, Georgia, New Readers Press, and Adult Performance Level lists).

2. AAEC Materials Selection Library Service Guide.
3. AAEC pamphlets Library Service Guide.
4. Rowan County library staff visitation to Lexington Public Library to look at their coping skill collection and observe methods of publicizing and delivering materials and services to disadvantaged adults.

OBJECTIVE TWO:

To develop public information and referral service to supplement existing services.

Activities:

1. Library staff will work closely with other agencies developing resource lists and offer to combine lists into a comprehensive information and referral service centered at the library. Others developing lists include: Health Development Association (Ms. Ridgely Park); Baptist Church Women's Auxiliary Group ( Mrs. Mayhall); and the Chamber of Commerce. The combining of these lists would result in a master card file (3' x 5") in the library and on the bookmobile of all services, agencies, organizations, and resources in Rowan County. The library would take the responsibility for the continuous updating of the file with the help of agencies, services and organizations whose responsibility it would be to contact library with update information.
2. Card file would include the following information: name of organization, contact person, telephone number, service offered (including limited eligibility requirements), hours open, location, and any other information deemed necessary.
3. Library director will attend the Interagency Council headed by Ms. Adrian Razor and held quarterly. She will arrange to present the developing library information and referral service to the group and to solicit the cooperation in the I & R service development and implementation.
4. There will be ongoing public information campaign concerning the cooperative information and referral services through: (a) radio, (b) cable television, (c) agency personnel, (d) notes home from school (particularly effective with elementary schools), (e) church bulletins, (f) posters, (g) an organized word of mouth campaign, (h) newspapers. In addition to an article about the planning session being in the paper, the library staff will explore the possibility of having the I & R master file reproduced as a newspaper supplement for use by all community residents. The Morehead News Editor, Betty Ashurst will be contacted by library board members in cooperation

with the Board of Education to explore the feasibility of this community service.

5. Resources for typing and duplicating the I & R card file will be explored with Winona Foster, ROPES Region IX Manpower Services, and with other community and university personnel who may have resources to lend for both the collection of I & R file information and the typing task. Mrs. Pat Greenfield has agreed to type parts of the file.
6. Library staff will follow up referrals made, as possible, based on the volume of requests for information. Follow-up will be made to ascertain whether or not the referral made was successful.
7. The information and referral services will only be available initially during library hours (which are longer than agency hours). A rule of twenty-four hours turn-around will be adhered to as nearly as possible, that is all questions will be answered within twenty-four hours.

Goal:

To develop an expectation on the part of Rowan County residents for public information services through the public library which meet their crises, other short-term and long-term information needs.

Resources and Information Needed to Accomplish Objective:

1. AAEC Library Service Guide: "The Community as an Information and Referral Center."
2. AAEC library service guide on recruiting disadvantaged adults to public service (in preparation).
3. The AAEC library service guide on making library services visible.

Supplementary Materials:

An Easter Seal Guide to the Organization and Operation of an Information and Referral and Follow-up Program. National Easter Seal Society for Crippled Children and Adults, 2023 West Ogden Avenue, Chicago, Illinois, 60612. (\$1.00)

InterStudy, Minneapolis, Minnesota. Information and Referral Services Series. Free from the Administration on Aging, Social and Rehabilitation Service, Department of Health, Education, and Welfare, Washington, DC 20201, and through ERIC: ED 051-836, ED 055-632-640.

National Standards, Information and Referral. United Way of America,  
801 Fairfax Street, Alexandria, Virginia, 22314.

Getting Together a Peoples' Yellow Pages. Vocations for Social Change,  
353 Broadway, Cambridge, MA, 02139, September 1972. (\$.50)

"The Neighborhood Information Center," RQ, Vol. 13 (Summer 1973).

OBJECTIVE THREE:

To coordinate public library services with other educational institutions serving disadvantaged adults.

Activities:

1. Rowan County Library staff will place a rotating deposit collection of coping skill materials in the Adult Learning Center at 5th and Tippet directed by Mike Curtis. Materials selected will be based on information need survey administered during in-take interview for new enrollees and individually for students already enrolled.
2. Library director will visit learning center to assess present materials collection and to become familiar with learning center activities.
3. Library staff will provide information about the learning center and home bound instructional programs (ROPES, Region IX, directed by Faye Lowe,) to library patrons requesting GED preparatory books. A flyer about both programs will be provided to library director Frankie Calvert for referral purposes.
4. Individual library tours will be conducted for learning center students. Students will be accompanied by learning center staff for initial visit or sent in pairs or groups. Tours will be arranged for home bound instruction students with the instructor bringing the student to the library as part of instructional hours as possible. Learning center and home bound instructors will orient students to library services before library tour is held.
5. Home bound paraprofessionals may use library facility for instruction if home situation does not lend itself to a learning situation. ~~This is contingent on availability of child care and transportation for student.~~
6. Library director and bookmobile librarian will speak to home bound instructors about library services and materials during ABE in-service meeting to be held in April. Faye Lowe will contact librarians to set up this meeting between librarians and ABE instructors.



7. Library staff will provide information need survey forms to Wanda Bigham Director of Morehead State University's Trio Program, and supply additional coping skill materials in the form of a deposit collection as requested. Library tours will be provided as requested.

Goal:

To widen the educational opportunities available to adults and to help disadvantaged adults apply basic skills to the solution of everyday problems through the development of problem solving techniques (coping skills).

Resources and Information Needed to Accomplish Objective:

1. AAEC guide on techniques for librarians visiting adult education program (in preparation).
2. AAEC guide on library tours for disadvantaged adults.
3. AAEC guide on deposit collection for disadvantaged adults.
4. AAEC guide on assessment of community information and service needs.
5. AAEC guide on ABE--What is it?

OBJECTIVE FOUR:

To expand existing bookmobile services to disadvantaged adults.

Activities:

1. Bookmobile services to home bound ABE students will be offered. Faye Lowe will provide a list of names and addresses of students to Clara Goodman, Bookmobile Librarian, who will leave bookmobile and knock on student's doors and offer bookmobile services. Mrs. Goodman will tell students about free service and coping skill materials and I & R services. She will offer them a library card application form and help them fill it out. Preparation for bookmobile stop will be done by home bound instructors who will explain services before bookmobile service starts. Paraprofessionals will be oriented to library services available during ABE in-service presentation by librarians.
2. Bookmobile service will be started to Meals on Wheels Program held Tuesday and Thursday at 11:30 at the Methodist Church. The bookmobile will park in front of the church on Thursday at 10:30 to offer

services to elderly participants of Meals on Wheels program. Special materials will be placed on the bookmobile for the elderly, including information on Kentucky history, religion, and aging. Meals on Wheels participants will be oriented to library bookmobile service by Mildred Wightman and Vivian Wall.

Goal:

To provide library informational service to those adults who could not otherwise use library services because of transportation and/or child care problems.

Resources and Information Needed to Accomplish Objectives:

1. AAEC guide on bookmobile service to disadvantaged adults.
2. AAEC guide on expanding library services to the Elderly.

OBJECTIVE FIVE:

To make the Rowan County Public Library services, materials, and information and referral services visible to Rowan County residents.

Activities:

1. The work plan for expanding library services to disadvantaged adults developed during the two-day planning session will be sent to all planning session participants with a brochure explaining existing library services. Included will be a questionnaire asking for information to include in the I & R card file and the community residents survey form for use with their clients.
2. A tape about library I & R services and the new coping skill collection will be made for use by local radio stations. Mike Curtis will contact WMOR to explore use of tape on SWAP SHOP or as a public service announcement.
3. Library staff will continuously send promotional materials about library services to the Morehead News, including an article and picture about planning sessions.
4. New flyers about library information services will be designed and distributed to agencies and organizations in Rowan County at least once every year. Posters will be made with the help of Pat Greenfield's girls scouts on library services and posted, hopefully, at the following locations: Court House, Comprehensive Care, Health Department, laundromats, grocery stores in Morehead and out in the county.

5. Library staff will institute "community walks" into the community of Morehead carrying coping skill materials and flyers to alert community residents to library services.
6. The bookmobile staff will explore the possibility of "setting up shop" at the IGA (West) on Friday afternoons to offer library services and to recruit community residents to library services. Staff will leave bookmobile and talk to people coming out of the grocery store. Friday afternoon was chosen because it is pay day and many people will be shopping.
7. Publicity about library services will be provided to TV stations in the area. Contacts will be made with personnel at Channel 2 (university cable stations), Channel 6 (Morehead cable TV), and Channel 10 (Kentucky Educational TV station). Library staff will contact university telecommunications staff (Don Holloway and Ron Hughes) about the best way to promote library services using media.
- ~~8. Library staff will be available as speakers for community groups.~~

Goal:

To make the Rowan County Public Library increasingly visible as an information center, interested in and able to assist community residents in everyday problem solving.

Resources and Information Needed to Accomplish Objective:

1. AAEC guide on public relations for expanding library services to the disadvantaged adult.
2. AAEC guide on making the library visible in the community.