

Identifying Special Populations

prepared for
Las Animas – Bent County Library District



**Colorado State Library
Special Populations Committee**
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Project Background & Process

The Colorado State Library Special Populations Committee encourages quality library service to ethnic minority populations, persons with physical and mental disabilities, seniors, and the underserved. As part of the committee's 'Promising Practices in Library Diversity' research project, Las Animas-Bent County Library District was selected to receive hands-on assistance in beginning the process of preparing to meet the needs of diverse populations.

This project is a first step in a library's own diversity planning process. Libraries were selected based on an application indicating their commitment to using the results of this project, of varying geographic location, size and type of library, as well as need.

Summary

Las Animas - Bent County Library District is one of three libraries selected to receive a community demographics analysis in early 2007. As part of the Special Populations Committee's work on promoting diversity planning in libraries, the analysis provides a demographic overview of the library service area and identifies potential collaborators and community resources.

Meant to be a starting point for a broader diversity planning process, the following information provides program ideas and guides libraries to resources for more in-depth analysis and planning. Gathered from online sources and with the participation of Library Director Sue Keefer, highlights of the report recommendations include:

- Much of the data presented from the 2000 Census provides a baseline for further analysis of trends influenced by the passage of time, change in economic factors in the county, and by immigration.
- Workforce development is a 'hot topic' and presents an opportunity for the library to be engaged in job or skills training through Colorado Department of Local Affairs, Colorado Workforce Centers, and/or local/state/federal funding.
- Tools for diversity planning can provide a road map for strategic planning in general.
- Planning doesn't need to take place for the library alone: building community partnerships to collectively explore and address needs of various populations can save time and make money through collaborative funding ventures.
- Gathering input on library services from the community and key informants can also be a time to celebrate new beginnings and spotlight community leaders as speakers or through 'open house' events.

Demographic Overview

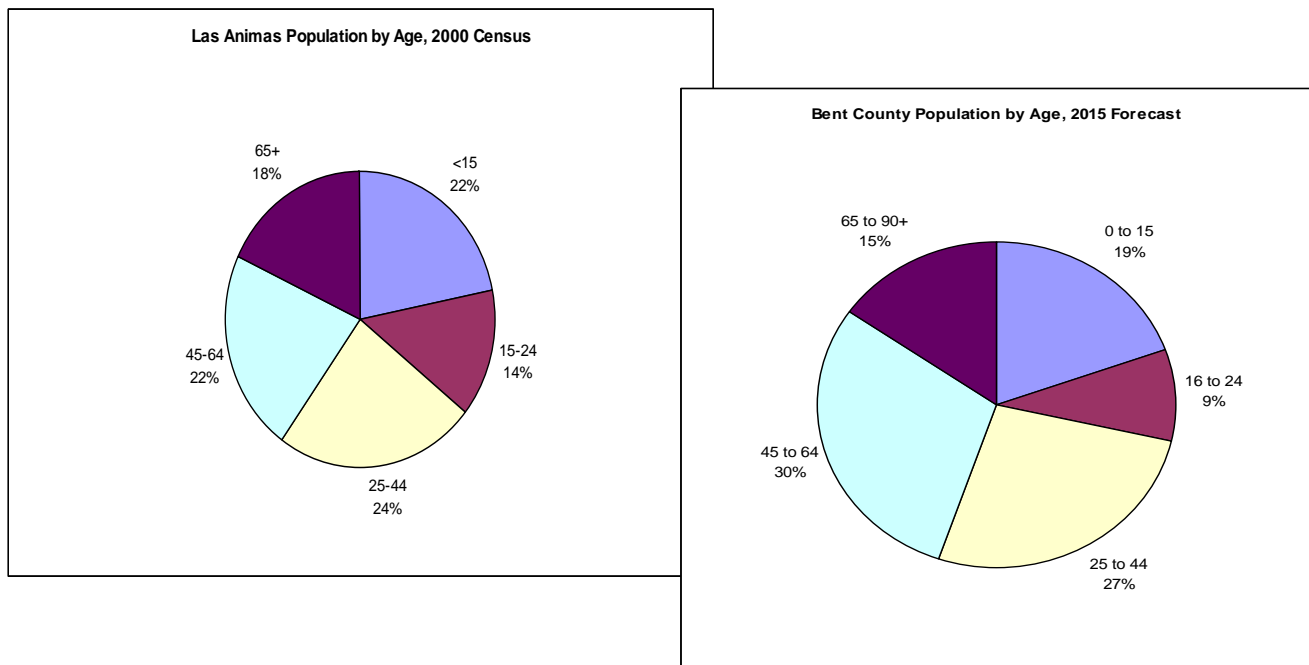
There is a wealth of fascinating information available from the U.S. Census Bureau and other statewide data providers. The following information was gathered using Library Research Services' Community Analysis Scan Form and searching for local data online. This overview is meant to initiate the process of measuring library services against community makeup and highlighting areas of collaboration and need. More in-depth data analysis could take place, including examining the external locally community. The following information is meant only to provide an initial overview of the community; see the appendix for specific data.

The U.S. Census Bureau Monitoring Board notes a lack of a clear strategy by the Census Bureau to meet the needs of linguistically isolated communities, including Hispanics, in the 2000 Census. This may impact the data collected for Bent County.

Las Animas reported a population of 2,764 and Bent County's population is only expected to grow by 1000 over the next 30 years from its 2000 Census total of 5,998. In general, whatever the county demographics show, Las Animas experiences these quantities more intensely.

Age

Nearly 30% are under age 18, and only 18% are over 65. The populations as categorized by youth, young adult, adult, mid-life and older adults are roughly proportional, and this is not predicted to change significantly.



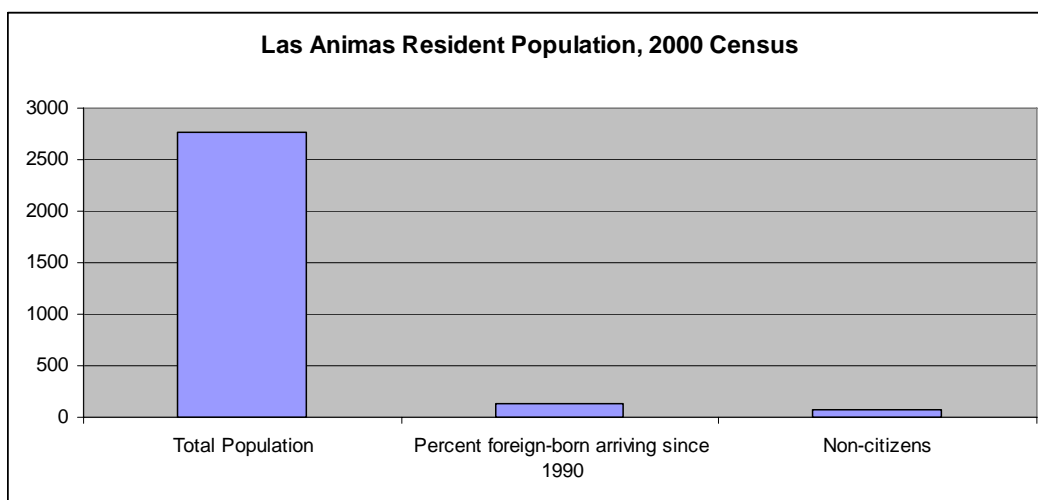
There exists a young population to serve, and other age groups maintain an equal and steady presence over time. Although high school graduates may leave the area, the age bracket of 25-44 remains at one-third of the population. Circulation, according to librarian Sue Keefer, is likely to be highest among older adults.

Do you see new opportunities for services or garnering volunteers from these numbers?

Language & Origin

- 78.2% of Las Animas residents reported speaking English only. Of those 5 and older, nearly 90% spoke English well or very well. 21.8% spoke a language other than English.
- Of those who reported not speaking English well, most were 65 and older; this group is 5.1% of Las Animas 65+ population.

Although Las Animas has a high Hispanic/Latino population base, not quite 5% of the 2000 population was born outside the United States. Of those 135 persons, 50% were U.S. citizens. The county's immigrants were mostly Latin American, nearly all from Mexico. Some of the foreign-born population who arrived before 1990 are Western European, mostly of German descent.



Colorado Department of Education 2006 enrollment data reports only 8 English-language learners, however, there are 85 special ed students out of a total population of 553—15%, 396 or 72% of whom were eligible for Title I services, indicating a disproportionate number of special services students who are low-income.

Perhaps these numbers are surprising to you—how might they have changed since the 2000 Census, or how might they not be reflective of the actual community in 2000? How might the families of the county's prison population impact these numbers? Are there other changes that might impact the services provided by the library? What opportunities do you see to serve more recent immigrants?

Disability

Bent County residents indicating a disability numbered 1186, or 25.1% of the overall county population; this is notably higher than the statewide 16.3%.

Although not unusual for those over 65, 50% of older county residents indicated some form of impairment with 37% of these home-bound. In addition, 23.2% of the working age population indicated a disability, with 399 out of these 704 residents claiming an employment disability. These percentages are even higher within Las Animas: 31.9% of population indicated a disability, including 494 of those 704 disabled county residents between the ages of 16 and

64. Only 32% of those older than 21 with a disability are employed; Colorado's statewide employment rate for disabled is 61.9%.

Economy

In addition to industrial hog farm operations, many residents are employed in the government and health care sectors as well as the service economy. There are more than 40 different local, state and federal government offices. The town has a weekly newspaper and a video rental outlet, but no booksellers, music stores, or other media outlets. Although there do not seem to be any adult day care facilities, there are 2 nursing homes and at least 5 child care centers throughout the county. Nearly 30 churches and organizations provide services to the community.

- Of all those over age 16, 50-55% were not employed in 2000.
- Nearly 23%--including 627 Las Animas residents--of both the town and county population did not hold a high school diploma or GED in 2000. Slightly more than 11% have a bachelors or graduate degree.
- 19.3% of Bent County lived below the poverty threshold, according to 2003 Census estimates.

What might this information mean for your library? Are there many home-based businesses or unmet needs? What opportunities are available to those with a GED or other education? Given the existing services in the community, how might the library be in a position to provide services or collaborate with other providers?

Education

According to Fall 2006 enrollment data, 47.38% of Las Animas RE-1 School District are minority students, the majority of whom are Hispanic. This is less true in nearby McClave School District, with 28.2% minority students. Hispanic student completion rates are less than those of white students. In addition, Las Animas schools have 71.07% free and reduced lunch eligibility.

As reported by Library Research Service in 2005, the Las Animas Elementary School library has 9700 books and 6 subscriptions; Las Animas High school has 12,100 books as well as 10 subscriptions, 140 audio and 800 video materials. Average circulation per week is 625 and 550, respectively. The elementary reports 8 total school computers for 286 students, all in the library. The high school library has 24, with a total of 84 school computers to serve 144 enrolled students.

In addition to these two schools, the Jumpstart Learning Center and A+ Distance Learning, who enrolled just 4 students in 'home study' last Fall, provide public education in Las Animas. The school district partners to operate a Youth Chamber that performs community service and offers scholarships.

What possibilities exist to partner with schools, social services, and health care providers? What challenges do you foresee in marketing to low-income residents, those with low-literacy, and different cultures?

Data provided by U.S. Census, <http://www.infospace.com>, <http://www.bentcounty.org>, Colorado Department of Local Affairs, Library Research Service, and American Library Directory.

Next Steps

In order to make this information more meaningful, libraries typically form a committee or task force to examine local diversity and include in their larger plan. Using tools such as the attached checklist as well as community surveys, cultural awareness can be implemented to improve library services.



Some things we know from our research:

- Plans are often made through collaborations and external input—community, student, and other stakeholders.
- Stakeholder surveys can be very helpful starting points in planning for diversity, but there must be in place a commitment to action that builds on the information gathered as well as planning for public disclosure.
- Diversity cannot be taken as an extra initiative; it must be embraced in the library's mission and everyday operations.

Committees undertake community research, develop a plan, and guide the library's work in outreach and services.

More information on library diversity will be available via the Special Population's promising practices & diversity research website in summer 2007. Some the innovative ideas our research has uncovered include:

- Live telephone translation services (for a fee)
- Engaging 'future librarians'--youth volunteers who are interested in the library as well as being bilingual
- Recruiting key volunteers from new immigrants and those who are leaders in the specific community of need
- Marketing to nontraditional users via churches, healthcare facilities, workplaces, entertainment venues, and social services
- Partnering to offer new services such as citizenship courses and ESL as well as Spanish classes



Relevant Resources

The Special Populations Committee research project will inform future training and outreach to assist libraries across Colorado. A website of promising practices will soon be available. Below are a select few resources relevant to your library, as well as a sample article and assessment tool.

Community Connects:

- Arkansas Valley STEPS, affiliate of the Colorado Cross Disability Coalition
<http://www.ccdconline.org/regional/steps.htm>
- Assistive Technology Partners, state funded provider of outreach, technical assistance, trainings and printed materials regarding assistive technology
<http://www.uchsc.edu/atp/services/servicesmain.htm>
- Health Care Program for Children with Special Needs, Colorado Department of Public Health, through its Otero County regional office in Rocky Ford
- BOCES, Angie Martinez, Lamar Migrant Coordinator in the English Language Acquisition Unit, martinez-a@scboces.k12.co.us
http://www.cde.state.co.us/cde_english/download/Migrant/SE%20Region.pdf
- Community Action Agencies—designees who receive federal funding—Bent County and Helping Hands
- Bent County Development Foundation, Executive Director Tandy Parrish, is conducting an ongoing assessment that includes: Tourism Development, Business Development, Water and Energy Development, Hard Infrastructure Development, and Community Development. There's nothing specific regarding diversity.

Diversity Planning:

- simple 4-point plan, from an academic library:
<http://www.lib.drake.edu/site/aboutCowles/CowlesLibraryDiversityPlanFeb2006reg.doc>
- plan for a multi-branch public library; good website with analysis of the planning process: <http://oceancounty.lib.nj.us/About/Diversity-Plan.htm>
- ALA:
http://www.ala.org/ala/diversity/diversityactionb/ALA_Diversity_Action_and_Inclusion_Plan.pdf
- Northwestern University's Asset-Based Community Development overview:
northwestern.edu/ipr/abcd.html

Spanish-speaking outreach for librarians:

- Spanish for librarians & links to Spanish language websites:
<http://www.unm.edu/%7Emmons/nmla/spanish-in-libraries.html>
- Article on Spanish-speaking youth outreach:
http://www.cbcbooks.org/cbcmagazine/perspectives/library_outreach_to_hispanic_c.html
- Checklist for serving Spanish-speakers:
<http://data.webjunction.org/wj/documents/11200.doc>
- REFORMA—website has resources as well as REFORMAnet national listserve:
<http://www.reforma.org/> & <http://lists.isber.ucsb.edu/mailman/listinfo/reformanet>
- Colorado REFORMA chapter webpage/resources:
<http://wallace.westminster.lib.co.us/reforma/resources.htm>

New Americans services:

- Library example with links:
http://www.queenslibrary.org/?page_nm=New+Americans+Program
- Report with sample public programs and resource links:
http://www.uscis.gov/files/nativedocuments/Library_Services_Report.pdf
- Citizenship webliography: <http://www.nypl.org/branch/services/citizenship.html>
- Outreach to immigrants (for municipalities, but helpful):
<http://www.mrsc.org/Subjects/Governance/Diversity/ImmOutreach.aspx#Engaging>
- Boulder library: <http://www.boulder.lib.co.us/special/multicultural/>

Recommended books:

Serving Seniors: A How-To-Do-It Manual for Librarians

Achieving Diversity: A How-To-Do-It Manual for Librarians

Serving Latino Libraries: A How-To-Do-It Manual for Librarians

Sample Spanish-language programming ideas:

- <http://leep.lis.uiuc.edu/seworkspace/hbooth/programsactivities.html>
- Family language kits: <http://www.webjunction.org/do/DisplayContent?id=2478>
- Materials for Spanish computer classes:
<http://www.webjunction.org/do/Navigation?category=7843> and instruction guide worth a look for its outreach tips:
http://www.cde.state.co.us/cdelib/technology/download/G_workbook.doc

Language:

- Spanish language signage:
<http://www.sol-plus.net/plus/home.htm>
<http://www.tsl.state.tx.us/ld/projects/bilingualsign/main.html>
- Translates phrases or entire websites (verbatim): <http://world.altavista.com/>

Spanish-language links for patrons:

- Links: <http://www.worldlingq.org/subject.asp?id=8>
- Links: <http://als.lib.wi.us/SpanishResources.htm>
- Reference: <http://www.uv.es/infosud/cas/index.html>
- Health: <http://www.pulevasalud.com>
- Youth: <http://www.leeyseras.net/>
- Reading & ESL: <http://www.colorincolorado.org/>
- Reading:
http://www.cbcbooks.org/cbcmagazine/perspectives/library_outreach_to_hispanic_c.html

Providing Library Services en Español, Para Los Usuarios Quienes Hablan Español

Buck, K., K. Millikan, C. Rider & S. Smith. "Library Services for Hispanic Patrons." Indiana Libraries v23 n 1 2004 p22-29.

The authors discuss public library services for Hispanics and the need for staff development, collection development, programming, outreach services and marketing to provide these services. They provide the following recommendations:

Train and involve the staff

- Educate staff on social and educational benefits of providing multicultural resources and services.
- As a group, review mission statement to ensure it shows library commitment to supporting cultural diversity.
- Evaluate how to best meet needs of all patrons.
- Consider how the library is perceived in the community.
- Get out there and listen to what the community is saying.

Provide accessible and useful collections

- Locate Spanish language and bilingual collections in a separate place for easier physical access.
- Catalog Spanish language and bilingual collections in both English and Spanish and avoid headings that are general (e.g. Hispanic), biased, or non-specific to topics covered in the material.
- Acquire Spanish language and bilingual newspapers, which are often overlooked in collection development and often free.
- Purchase a wide variety of formats, genres, and subjects, including Spanish reference sources.

Offer appropriate programming

- Develop programs to acquaint Spanish-speaking patrons with the collection.
- Make use of public holidays such as Día de los Niños/Día de Los Libros to promote literacy for Hispanic patrons.
- Provide services such as homework help, multicultural book clubs, computer clubs, and technology workshops in Spanish.
- Encourage entire family participation via literacy programs such as ESL/GED courses and bilingual story hours.

Outreach and marketing

- Offer library services on the "user's own turf" to overcome reluctance to go to the library.
- Use off-site locations such as churches, community centers, hospitals, day care centers, and schools for programs.
- Create a high profile in the community through word of mouth advertising and public service announcements in Spanish on local radio and television stations.
- Participate in community events and use them as an opportunity to tell potential patrons what the library has to offer and to give away bilingual items such as refrigerator magnets, bookmarks, free books, or coupons for a free book on the first visit to the library

From University of Illinois at Urbana-Champaign, Graduate School of Library and Information Science. http://clips.lis.uiuc.edu/2005_03.html#2

Equity Access Self Assessment

Use this American Library Association checklist as guide for assessing how your library is addressing equity and setting goals for improvement.

Our library. . .

Planning/Budget

- Has current demographics about our community/school/campus, including age, ethnicity, income and physical abilities.
- Has a strategic plan that addresses service for multicultural users and how to market those services to diverse groups.
- Has customer service and other policies that express its commitment to providing service and collections that are multicultural in all aspects-racial, linguistic, religious, gender, disability, political, geographic, age and socioeconomic.
- Has policies that protect the confidentiality of online users and their ability to obtain needed information.
- Allocates sufficient funds to serve all who could benefit from its services and plans for continual assessment and expansion of services.

Marketing/Outreach

- Incorporates multicultural outreach into established and emerging library services (e.g., instruction, reference, collection development, programming and digital library initiatives).
- Publishes an easy-to-use directory of public and private agencies, organizations and institutions that serve people with special needs and advocate on their behalf.
- Works in partnership with other agencies and organizations to develop and promote library resources to diverse groups such as seniors, English Language Learners and people with disabilities.
- Provides facilities and resources to groups that are addressing local equity issues such as racial equality, rights of persons with disabilities, pay equity and ending hunger in the community.
- Has established channels, such as an advisory committee, for collecting input and feedback from diverse groups.
- Assigns responsibility for outreach to people with special needs to specific staff members.
- Collaborates with teachers/faculty to develop projects and curricula that position the library as central to teaching and learning about diversity in all forms.
- Uses multicultural displays, programming and outreach to promote librarianship as a career.
- Reaches out to diverse groups by providing speakers and articles for newsletters about information literacy and library resources available to their members.
- Invites parents, religious leaders and representatives of diverse cultural groups to speak, perform or share their heritage.

Facilities/Equipment

- Is a welcoming place for all members of our community with signage and décor that reflects the multicultural make-up of our community.
- Has adequate computer terminals, high speed connections and other technology.
- Has adequate access and traffic patterns for wheel chairs and strollers.
- Has a Web page that is friendly to users of various physical and mental abilities. (You can gauge its accessibility at <http://bobby.watchfire.com/bobby/html/en/index.jsp>)
- Provides assistive and adaptive software and equipment and adds improvements as available.

Staff Development

- Has staff who are sensitive to cultural differences and skilled at communicating with library visitors in their native language.
- Educates staff in how best to serve people with deafness, blindness, mental illness, learning or other disabilities.
- Provides safe areas for internal and external assessment of library services and programs.
- Recruits, retains and develops a skilled and diverse workforce through professional development opportunities and continued learning.
- Recognizes and rewards staff efforts to provide exemplary service to diverse user groups.

Services

- Provides resources and serves as a referral source for adult learners and their families.
- Has collections and programming that promote understanding of people of varying abilities and cultures.
- Offers training for students, parents, seniors, faculty and others to help them develop technology/information literacy skills.
- Provides resource lists for children, teens and adults that educate about tolerance, equity, and the history and culture of all local populations.

Advocacy

- Maintains regular (not just at budget time) contact with key administrators, community leaders and funders to let them know about our library's services, successes and needs.
- Supports and prepares trustees, school board members, Friends and users in speaking out for funding, policies and legislation that protect public access to information at school, public and college and university libraries.
- Works to educate the public and policy makers about equity issues and the library's role.
- Promotes community dialog on ideas and issues related to equity by sponsoring bookclubs and other forums for discussion.

Library Research Service's Community Analysis Scan Form
prepared for Las Animas-Bent County Library District

	Las Animas	Bent County
1. What is the population of your community (Library Service Area - LSA)? What is the projected population in 25 years?		
Total population (2000)	2,764	5,998
Projected population (2035)		6,957
Population estimates (2005)	2,631	6,314
http://dola.colorado.gov/dlg/demog/pop_totals.html		
2. What percent of the people living in your community are:		
Pct. population under 18 years old (2000)	27.40%	23.80%
Pct. population 65 years old and over (2000)	16.90%	16%
3. How many people speak a language other than English at home in your community?		
Pct. pers. 5-17 yrs. old who speak English not well or not at all (2000)	1.60%	0.90%
Pct. pers. 18-64 yrs. old who speak English not well / not at all (2000)	1.60%	2.40%
Pct. pers. 65+ years old who speak English not well or not at all (2000)	5.10%	3.10%
4. State the number of people recently located to your community.		
Pct. foreign born population (2000)	4.90%	4.40%
Pct. foreign born population that arrived since 1990 (2000)	46.70%	41.40%
5. State the number of people in your community by race and Hispanic origin.		
Pct. non-Hispanic White alone population (2000)	52.90%	62.50%
Pct. non-Hispanic Black/African American alone population (2000)	0.60%	3.50%
Pct. non-Hisp. Asian, Hawaiian and Pacific Islander alone pop. (2000)	0.60%	1.20%
Pct. non-Hispanic American Indian/Alaska Native alone population (2000)	0.30%	0.70%
Pct. non-Hispanic other race alone population (2000)	0.00%	0.00%
Pct. non-Hispanic multiracial population (2000)	2.60%	2.10%
Pct. Hispanic/Latino population (2000)	43%	30.20%
6. What are the three largest employers in your community?		
Two prisons, commercial hog farms, nursing home, school/government		
http://www.globalindex.com/chamber/uscc.shtml		
7. What are the three major industries and how many people do they employ?		
Estimated employment (2003)	N/A	550
Pct. employment in agriculture, forestry, and mining (2003)	N/A	0.50%
Pct. employment in manufacturing (2003)	N/A	1.60%
Pct. employment in transportation, construction, and utilities (2003)	N/A	11.60%
Pct. employment in wholesale and retail trade (2003)	N/A	16.40%
Pct. employment in information, financial, and prof. services (2003)	N/A	38.50%
Pct. employment in other services (2003)	N/A	31.30%

8. What is the percentage of unemployed people in your community?		
Unemployment rate of jobseekers ages 16-65 (2006)	4%	5.7%
http://www.coworkforce.com/lmi/ali/lfp.asp		
Pct. 16 years old and over who are employed (2000) (CO: 67%)	49%	46%
9. What is the median family income in your community?		
Median household income last yr (\$) (2000)	\$26,157	\$28,125
Average household income last yr (\$) (2000)	\$34,041	\$36,518
10. What percent of the population is below the poverty line?		
http://www.colorado.edu/libraries/govpubs/colonumb/povindex.htm	932 or 19.3% in 2003	
11. Approximately how many home-based businesses are in your community?		
<i>Unknown at this time</i>		
12. Does your community experience large fluctuations in population during different seasons?		
Agriculture plus family relatives hosting others passing through.	Yes	
13. How many are there of each of the following?		
1 weekly newspaper		
no county-based radio stations		
no television stations		
no booksellers		
1 video rental		
no music outlets		
2 cable providers		
no internet providers		
14. What other libraries are in your community?		County / Nearby
Public , includes Las Animas libraries/bookmobile	0	3
School	2	3
Academic , includes Lamar and Otero	0	2
Hospital/Medical	0	0
Legal	0	0
Special , VA Healthcare Center, Fort Lyon & Bent County Correctional, Bent's Fort?	1	2
15. List the number of public and private schools in your community.		
		County/Nearby
Schools , including Jumpstart Learning Center, Las Animas A+ Distance Learning, Elementary and Middle/High School	5	7
Vocational/technical	0	0
Community colleges , includes Lamar and Otero	0	2
Colleges/universities	0	0
http://nces.ed.gov/globallocator/		

16. About how many home-schooled students are there in your community?		
<i>Includes all 'home study' students enrolled, 2006 data</i>		4
http://www.cde.state.co.us/cdereval/download/PDF/2006PM/5_Year_Trend/Homeschooled.pdf		
17. List the number of people in your community (25 and older) have at least a high school diploma or GED.		
Pct. persons 25+ yrs. old with no high school diploma or GED (2000)	22.70%	22.8 0%
Pct. pers. 25+ yrs. old with a bachelors or graduate/prof. degree (2000)	11.80%	11.5 0%
18. List the number of medical care organizations in your community.		
10 clinics		
19. List the number of social service providers in your community.		
5 child care centers county-wide		
No adult day care		
2 nursing homes: Bent County Health Care Center & Prairie View Village		
20. Estimate the number and types of the following organizations in your community.		
10 area churches		
7 youth organizations		
2 senior organizations		
approximately 5 community organizations		
2 religious organizations		
2 fraternal organizations		
21. If there are government offices in your community, list them and the type of services they provide.		
40 government offices & departments--local, state and federal		
* Library Community Analysis Scan Form provided by Library Research Service, www.lrs.org . Data provided by U.S. Census, www.dataplace.org , www.infospace.com , www.bentcounty.org , Colorado Department of Local Affairs, Library Research Service, and American Library Directory.		

Las Animas is a Place in Bent County, CO that had total population of 2,764 according to the US Census. Las Animas ranks 15th highest on Child poverty rate (21417) of any Place in Colorado. It ranks 26th highest on Poverty rate (21725), 24th highest on Unemployment rate (21732), and 8th highest on Percent Persons 16+ yrs. old employed in education, health, social services (21542). It ranks 29th highest on percent of housing units built before 1970 (21575).

Bent County is a County in Colorado that had total population of 5,998 according to the US Census. Bent County ranks 6th highest on Poverty rate (21725) of any County in Colorado. It ranks 6th highest on Child poverty rate (21417). It is second highest in Colorado only to Sedgwick County, CO on percent of housing units built before 1970 (21575). It has the 4th lowest Labor force participation rate (21430) and the lowest percentage of persons 16+ years old employed in construction (21535).