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Present and future senior services at South County Regional Library in Camden County

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PRESENT AND FUTURE SENIOR SERVICES AT SOUTH COUNTY
REGIONAL LIBRARY IN CAMDEN COUNTY

by
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ABSTRACT

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PRESENT AND FUTURE SENIOR SERVICES AT SOUTH COUNTY
REGIONAL LIBRARY IN CAMDEN COUNTY
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The purpose of this study was to survey the South County Regional Library's

present senior services and plans for future senior services. The library's manager was

interviewed for the study as was an administrator from an assisted-living facility and a

director from a health and rehabilitation center. The interview questions asked dealt

with present services for seniors and future considerations as the number of senior

citizens is expected to increase. The public library had a number of services already

available. The assisted living facility and health and rehabilitation center had some

services. Neither scheduled regular trips to the public library. The manager of the

public library felt that her staff did not need training in gerontology and that future

services would depend on the number of seniors using the library. The two

administrators said that services in the future may be possible on site with technology

and a possible on location library were two options.

ACKNOWLEDGEMENTS

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CHAPTER ONE

INTRODUCTION

A growing senior citizen population in the next 25 years could affect public

library services and change the nature of those services. The challenge for libraries will

be felt from the money budgeted to the understanding of how librarians serve these

patrons, thereby creating a need for training that is vastly different from what they

receive today.

Libraries are responding to this challenge in different ways. A survey of the

literature on this topic states that some have already met the challenge and are changing

because they already have a significant senior population in their service area, others

treating the situation with a wait-and-see attitude.

Senior citizens are a different user group than the groups traditional library has

handled. The understanding of gerontology has led to research on the physical and

emotional states that seniors are expected to pass through. Whether the library's service

area includes a significant proportion of seniors or not, the group does represent a

percentage of almost every library's population and special programs and practices

apply.

Not only do the libraries need to look at the influence of an aging population,

there needs to be some thought given on the influence of assisted living and private care

facilities located in a library's service area. There will be a growing number of these

facilities. Right now, assisted living and health care facilities do not have the knowledge or the money to handle the information needs of a patron who wishes to have the same services.

Statement of the Problem

The future role of the library's senior services will be different than present day. The handling of this service group will depend on the philosophy, money and training of employees. Some libraries have already responded to the challenge of a changing population, creating models for others to look at. Other libraries seem to regard the situation as they do any other group who uses the library. They will adopt a wait-and-see attitude that pertains to their particular service area.

Senior services have been a part of the library's services since the end of World War II. There is no one philosophy on what senior services should look like. Traditionally, the programs are tailored to fit the needs of the library's population at the time.

This study looked at the changing role of providing information services to senior citizen population as it expands in the next 25 years. Currently public libraries have handled the problem by offering services at the facility where seniors would have to come to participate. However a growing population of people living in assisted living and health care facilities could change the way that libraries handle the situation.

Purpose of the Study

The purpose of this study was to look at current public library services for seniors to see what administrators believed could be changes made as the senior citizen population grows in the next 25 years. The study group consisted of three

administrators from the South County Regional Branch library in Camden County, New Jersey, an assisted-living facility in Berlin, New Jersey and a health and rehabilitation center in Berlin, New Jersey.

Assumptions and Limitations

A program of senior services already existed at the South County Regional Library. It was assumed that this program could continue and evolve as the population of seniors who uses the library also evolves.

This study was limited to only one public library branch in a system in one county. It was also limited by the number of assisted living and health care facilities researched and the number of administrators interviewed.

Finally, an additional limitation was the possibility of researcher bias that could impact the findings of the study.

Operational Definitions

1. Assisted living facility: defined as privately-owned and operated facility for people who may need assisted living or long-term care. Spring Oaks Assisted Living facility is used in this study.

2. Gerontology: defined as the scientific study of the physiological and pathological phenomena associated with aging.

3. Health and rehabilitation center: defined as a facility where patients receive long-term health care. Virtua Health and Rehabilitation Center is used in this study.

4. Senior citizen: defined as anyone who is over 62 years of age.

5. Senior citizen services: defined as library programs offered that target the senior citizen population.

Research Questions

The following research questions guided the study:

1. What services and programs were currently offered to senior citizens at the South County Regional library, one assisted living center and one health care institution?

2. In 25 years, what services did administrators believe could be offered to senior citizens at the aforementioned facilities?

Report Organization

Chapter two reviews the literature about senior citizen services in the United States, the current programs and services for seniors around the United States and a previous research study of senior services in Camden County.

Chapter three describes how the study was conducted and includes the instrument for collecting data, a description of the study population and a discussion of the qualitative responses and observations. Also included is a description of how the data were analyzed. The interview schedule and responses (Appendix A) are included in appendices.

Chapter four discusses and summarizes the results of the study using qualitative data as appropriate.

Chapter five presents a summary of the study, a discussion of the findings, the conclusions of the study, and recommendations for further research.

CHAPTER TWO

REVIEW OF LITERATURE

Services to senior citizens was studied and implemented as a public library

program mainly in the last century. Senior services took on a prominent role in the

public library after World War II. The Cleveland Public Library was cited as one of the

pioneers in senior services. It started a club in 1946 known as the "Live Long and Like

It Library Club" that proved to be popular and lead to a grant from the American

Library Association in 1954 (McArthur, 1972).

Senior service is a general heading for a number of programs and services, some

of which are designed for the public in general. The study of gerontology has prompted

some public libraries to look more at the physical and emotional conditions of seniors,

thus creating programs that are truly for older people (Hales-Mabry, 1993).

Very little literature on library services for private-care facilities was found and

in the case of assisted-living services none could be found at the time of the study

Senior Services in Camden County

In 1972, MacArthur did a study to see what kinds of services could be made

available to senior citizens who could not travel to the county libraries. Jane Kelly, who

was the adult services librarian for Camden County at the time, wanted to develop

special services for the elderly and was interested in bringing books to the senior

citizens clubs and the nursing homes and institutions in the area.

MacArthur's study (1972) included the Camden County Home for Senior Citizens at Lakeland, an institution, and the Pine Hill Senior Citizens Club. She solicited senior citizen clubs for a trial program and only Pine Hill responded. MacArthur took books and movies to the research sites and held discussions about different genres in an attempt to see what the seniors were interested in so the county public library could provide the materials.

When she finished her study, MacArthur recommended the following:

1.   That the county should continue to bring books to the senior citizens' clubs in the county on a regular basis if the clubs were interested.

2.   A library program could be set up for the entire county institutional complex at Lakeland (at the time it included the county jail, general hospital, psychiatric hospital and home for senior citizens). It was recommended that a librarian call ahead for the sampling of books to be brought. The librarian would then make a visit. Funding for three years was available from the State Library Office for the Disadvantaged. If such a program could not be set up, MacArthur recommended that volunteers bring books to the Senior Citizens Home on a regular basis.

3.   Each year the county library should set aside a "Senior Citizens Day at the Library." Senior clubs were urged to bring two delegates to the library where a series of programs would be run ranging from films to taping seniors reminiscing.

4.   The public library should make a special effort to provide senior

        citizens clubs and nursing homes with information about the materials

        available from the New Jersey Library for the Blind and Handicapped.

In concluding her study, MacArthur found that seniors were not very interested in

using the library but enjoyed the contact with the librarian who made the visit.

She felt that most seniors were interested in someone to talk to and listen to them.

Transportation was obviously a problem for a lot of the seniors. Finally, she found

that people who were lifelong readers were the ones most interested in the reading

materials while those who did not foster a love of reading when they were

younger did not have an interest as a senior citizen.

Meeting the Personal and Information Needs of Senior Citizens

In 2000, the ratio of senior citizens to the total population was one out of

eight. Between 1990 and 2020 the population aged 65-74 is projected to grow 74

percent. Rural America was projected to be an even higher percentage because the

number of seniors living in a rural community was higher (18% compared to 17%

in urban settings) than other communities in the United States according studies

done in 1997 (Stafford, 2003).

In 1987, the American Library Association published "Guidelines for

Library Services to Older Adults" (see Appendix C). While the services in the

guidelines may not be fully utilized by public libraries due to money and staffing,

they at least help public librarians by suggesting ways to service their senior

patrons (Hales-Mabry, 1993).

Library services were varied. Suggestions ranged from volunteerism to homebound services to more senior-friendly physical environment features such as better lighting and signage and floors that were non-slip. Involving the seniors in a book discussion and other programs at the local public library was also urged. Funding for facilities is important. Residents were urged to be proactive in the pursuit of monies by writing letter and making phone calls (Stafford, 2003).

The Topeka (KS) Public Library created an interesting program for seniors by teaming senior volunteers with staff. The library's Friends group provided the volunteers who did such tasks as delivering materials to the homebound. The professional staff meanwhile became trained in providing services to seniors. This action led to librarians bringing books to retirement complexes and the establishment of a Low Vision Center. With the population of Topeka seniors at 14% in the late 1980s, the public library was forced to look at the realities of a group that was only going to grow larger as time went on (Tevis, Crawley 1988).

Training Public Librarians for Senior Services

In order for a public library to make a serious commitment to serving senior citizens, at least one person on the staff should be trained in senior services and have some background knowledge of gerontology. In addition, the staff should understand and avoid the stereotypes associated with senior patrons (Turock, 1982).

Turock made the case that specialists in senior services should have the training for the following:

1. Must have the leadership necessary to make the case for their constituents;

2. They must have the skills of community survey at their command to define the older adult population in their service community;

3. They need the skills of market segmentation to define the interests of diverse individuals in the elderly group;

4. They must have implementation skills in a wide range of services for individuals and groups in order to initiate services for older adults.

5. They must also have the ability to initiate Information and Referral, both manually and online;

6. Skill in building media collections to support older adults' life tasks and in specialized areas like genealogy and family history is equally vital, especially when budgets are limited.

Turock went on to list schools and training programs that were exemplary in the late 1970s and early 1980s. She concluded that training at that time was far below the standard of what was necessary.

<div align="center">Lifelong Access Libraries</div>

Lifelong Access Libraries was started in 2002 by the Libraries for the Future (LFF), a national non-profit organization (Schull, 2005). At the time the LFF recognized that traditional library services for seniors did not reflect new research on the coming wave of older adults seeking options for learning, work, and service. The pilot program was in Maricopa County, Arizona where it is projected that by 2020 the seniors would make up 24% of the population of the county. A commission, dubbed the Maricopa County Commission on Productive Aging, was formed. It had 71 members

and included directors of libraries, government agencies, community colleges and health and social service agencies.

The commission challenged community leaders to think about seniors as civic assets and develop creative ways to respond to their skills and interests, emphasizing partnerships between libraries and other agencies. The group's ideas included: a Connections Café with computers, cappuccino and neighbors; a job networking club for adults ready for a second or third career; a web of physical and virtual learning opportunities; a travel club, a memoir workshop, software to match talents to community needs and intergenerational programs and leadership opportunities for experienced adults (Schull, 2005).

The program has now spread to other communities throughout the country, including Pennsylvania, Massachusetts, Connecticut and New Hampshire. The program has also successfully received funding from other sources such as the William Casper Graustein Memorial Fund and the Bill and Melinda Gates Foundation and a $2.7 million grant from Atlantic Philanthropies in 2005 (Schull, 2005).

Summary of Literature Overview

Public library senior services continue to grow as the population continues to age. The programs vary from bookmobiles to assisted reading and hearing devices to programs in which seniors help youngsters do their homework after school. The public library must continue to develop into an agency that addresses the aging of the population.

It seems that communities that carefully study their demographic makeup and notice an increase in senior citizens are addressing the problem more than those communities that are adopting a wait-and-see attitude.

Developing senior services and services for the homebound has proven to be an area in which public libraries have a chance to be very creative in dealing with a problem that impacts the whole community, not just one segment. According to the literature, several outstanding examples show that some public libraries are meeting the challenge with great results.

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CHAPTER THREE

METHODOLOGY

Context of the Study

The study was conducted in three locations in Camden County: the South County Regional Branch Library, the Spring Oaks Assisted Living Facility and the Virtua Health and Rehabilitation Center of the West Jersey Virtua Health System.

The South County Regional Branch Library in Winslow Township opened in 1999. It replaced a much smaller facility that had opened in the mid 1970s. It serves the Winslow Township and Chesilhurst Borough areas. It also has an agreement with Waterford Township, which has its own library. Winslow Township has over 40,000 residents; Chesilhurst Borough has 1,756 residents according to the 2000 census (Delaware Valley Planning Commission 2005).

South County Regional Branch Library is a member of the Camden County Library System. It had approximately 60,000 books, magazines and videos. It also contains a technology lab with 15 computers. It runs various programs from children's read aloud and art time to a home schooling parent's club and a teen advisory board (N. Bennett, personal communication, March 8, 2006).

The Spring Oaks Assisted Living Facility is a private facility located in Berlin Borough. It opened in 2000 as part of a large chain of assisted living facilities. It has 115 beds of January 2006. There are several living amenities on the premises including a kitchen and recreation area (T. Kraus, personal communication, February 20, 2006).

The Virtua Health and Rehabilitation Center is located on the campus of the West Jersey-Virtua Health System's Berlin Division. It opened in 2000. It is a long-term private care facility with 120 beds (K. Schnurr, personal communication, December 20, 2006).

Participants and Sample Selection

Participants in this study were the branch manager of the South County Regional Branch Library, the marketing director for the Spring Oaks Assisted Living facility and the recreation director for the Virtua Health and Rehabilitation Center. The researcher also contacted the public relations officer of the Voorhees branch of the Camden County library. The director and assistant director of the Camden County library system declined to answer the questionnaire submitted to them by e-mail stating that they did not budget or train separately for senior patrons. They were unable to provide answers to the questionnaire (K. Bates, personal communication, March 15, 2006). The researcher also tried to reach the administrator for the Fountains Assisted-Living Community in Winslow Township but she did not respond to a request for an interview. Also, the researcher sought information from the Camden County Office of Aging, but was unable to get a response.

Instrumentation

Interview questions developed by the researcher made up the bulk of the qualitative material for this study (see Appendix A). The questions were based on information taken from the literature study. The interviews were conducted between December 2005 and March 2006. There were two interviews granted by phone and the third was done by e-mail.

Data Collection

The interviews were conducted between December 2005 and March 2006. The researcher via a phone interview wrote down the responses of the administrators from the assisted living and health and rehabilitation facilities. The branch manager of the South County Regional library responded to her questions by e-mail. She was given 10 questions to respond to while the two health care officials were given two questions each.

Also used in the study was an interview of Dr. Alan Kleiman, an expert on public library senior services from the Westfield N.J. Public Library (Appendix B). The researcher felt that Dr. Kleiman's comments on the topic would enhance the information collected. Dr. Kleiman was given five questions which he answered via e-mail.

Data Analysis

All of the research questions were developed by the researcher and their answers verified by the respondents. The responses to the questions along with the literature study were used to make up the bulk of the study.

The interview questions asked were about the present information services available for seniors who wished to use the public library or wanted to satisfy information-seeking questions. Respondents were also asked about the future of senior services as the population of this group was expected to grow. These answers, while not central to the purposes of the study, are in Appendix B for reference.

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CHAPTER FOUR

FINDINGS

Profile of the Sample

The subjects for this study were selected based on the area of growth in southern Camden County and the proximity to the closest public library, the South County Regional Branch Library. Winslow Township had 644 units of senior citizen housing either built or in the planning stages (S. Talley, personal communication, March 13, 2006). There was room for even more growth in this 52-square mile township which means there can be an increase in the next 20-25 years of development. Already within a five-mile radius of South County there was a senior citizen's center, four assisted-living facilities and one adult community. According to the 2000 census, over 3,100 people were counted in the age 65 and older group for both Winslow and Chesilhurst, the two main service areas for the South County Regional Branch Library (Delaware Valley Regional Planning Commission, 2005).

Analysis of the Data

Research Question 1: What services and programs were currently offered to senior citizens at the South County Regional Branch Library, assisted-living and rehabilitation centers?

The South County Regional Branch Library offers a number of programs that were popular with the seniors. The most popular was the tax assistance program that was provided by the American Association of Retired Persons.

Also offered were a number of computer instruction programs in the technology center, the Tired Eyes Book Club where participants discussed two books a month in a roundtable discussion, a writer's program for those interested in writing, and knitting and crocheting club. Inside of the library was a county store which offered services such as passport identification cards, information about flu shots, will preparation workshops, vision screening and nutrition and insurance counseling. There were no homebound services provided by the library (N. Bennett, personal communication, March 3, 2006).

In addition to those programs the library also had a selection of large print books. The county library Web site listed other services that were provided. These included the Aladdin Closed Circuit Television Viewer which changed the sizes of the text and changed the backgrounds for easier reading, audio books and assisted listening devices (www.camden.lib.us.nj).

South County Regional Branch Library manager Nancy Bennett pointed out that to date local senior facilities were not responsive to the outreach efforts made by the public library. She said that the Fountains, an assisted-living facility about two miles from the library, had a full-slate of activities for their residents and did provide transportation to the library. Bennett stated that an institution was able to receive a library card to use for its residents and patients if it chose to do so. She also stated that

homebound residents did have options through the mail that the library did not provide

such as renting DVDs (N. Bennett, personal communication, March 3, 2006).

Terri Kraus, marketing director of the Spring Oaks facility, said that her facility

did not offer regularly scheduled trips to the library. If residents wanted to make a trip

there, it was brought up before a committee that decided what field trips the residents

made for the month. If approved by vote, the facility staff scheduled a trip. She noted

that this did not happen often. Kraus said that the facility had two small sections of

books that the residents were free to borrow (T. Kraus, personal communication,

February 20, 2006).

Kathy Schnurr, director of activities at the Health and Rehabilitation Center at

West Jersey-Virtua, said that her facility did not have a library, only several shelves of

books. Since the patients in the facility averaged about 85 years of age, they rarely

asked to go to the library. Schnurr said that she would like to see a library of some kind

built. She would like to see a collection of audio books for the patients to borrow. The

patients enjoyed watching DVDs and occasionally got e-mails from family (K. Schnurr,

personal communication, December 20, 2005).

Research Question 2: In 25 years, what services could be offered to senior citizens and

patients at the aforementioned facilities?

Nancy Bennett of the South County Regional Branch Library said that training in

gerontology for her staff was not necessary because the staff was already trained in

handling the public at large. She did point out that she thinks in the future that public

libraries would partner more with other groups such as AARP, that helps seniors with

tax filing.

Bennett continued that there were seniors who were involved in volunteering, mostly through the Friends of the Library group. Bennett did not say what changes could be made in the future but she did say that it would probably depend on budgeting and staffing available. When asked if it was the responsibility of a public library to educate assisted-living facilities about the information needs of its residents, Bennett did not think it was the public library's responsibility (N. Bennett, personal communication, March 3, 2006).

Terri Kraus said that Spring Oaks took on the responsibility with helping residents to make decisions and find out information about concerns that they might have. She said in the future that assisted-living facilities may be more self-contained, thereby making an on-site library a reality (T. Kraus, personal communication, February 20, 2006).

Kathy Schnurr of the Virtua Health and Rehabilitation Center felt the greatest impact would be in the area of technology. People on the edge of retirement today are used to having computers as part of their daily lives. When they get older and have to enter a facility, they will expect to carry that piece of their life with them. So there will be a greater demand for computers and technology unlike the patients in the facility today who did not grow up with or use the computers (K. Schnurr, personal communication, December 20, 2005).

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CHAPTER FIVE

SUMMARY, DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

Summary of the Study

This study was designed to identify if information needs of a growing senior citizen population in southern Camden County were being met today and how those needs could be met in the next 25 years. Interviews were conducted with the manager of the South County Regional Branch Library in Winslow Township, the marketing director of the Spring Oaks Assisted Living facility and activities director of the Virtua Health and Rehabilitation Center, both located in Berlin, N.J., to determine what services were available to seniors now and how these facilities planned to handle the services in the future.

The participants in the study were interviewed between January and March. The branch manager was given a 10-question interview by e-mail while the marketing director from the Spring Oaks Assisted Living facility and the activities director from the Virtua Health and Rehabilitation Center were each given a pair of questions over the phone by the researcher. Information for this study was also taken from the review of the literature published on the subject.

Discussion of the Findings

Each person interviewed was asked about the present information services for senior citizens at their facilities and what could be offered for the anticipated increase of seniors in the next 25 years. The researcher crafted the questions based on information obtained in the literature search.

All three interviewees acknowledged that there were library information services in place now for senior citizens at their respective places, ranging from a couple of shelves of books and DVDs to tax preparation help and assisted listening and sight devices. While the South County Regional Branch Library had the greatest number of senior information services available, the residents of the Spring Oaks Assisted Living facility did have access to the public library if they voted to take a field trip there. The Virtua Health and Rehabilitation Center's patients were not able to use the facilities at the South County library because most were bedside or long-term disability. Their needs were met or not met in-house.

The South County Regional Branch Library's manager felt that the current services were adequate and gave a wide variety of choice for the patrons. She also said that budget and staffing would determine future needs. She did not feel that this group would get any more special treatment than the other patronage groups i.e. teens, children's and adult services. The administrators at the other two facilities were also unclear about future services. One suggestion was that assisted-living facilities would grow and become a self-contained community that would possibly contain a library. Another suggested that technology would play a more prominent role in the future as the people who enter the facilities in the next few years will have been exposed to

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computers, the Internet, etc. and will want the technology to be part of their lives when they move to a facility.

Conclusions

The need to handle a growing senior citizen population and its information-seeking habits will be a force to be reckoned with over the next 25 years. How the public library system, assisted living and the health facilities do this will be a matter of priority, budget and staffing. The advance of technology will also play a major role.

The South County Regional Branch Library and the Camden County Library system have taken steps to address the needs of seniors by offering programs, assisted devices for hearing and vision and county store services for health and welfare. But the lack of gerontology training of the staff is seen as a negative because older patrons have very different physical needs than other patrons. South County's partnering with the American Association of Retired Persons is an example that more of this type of partnership will have to happen in the future. The aging of the community will not only be a problem for the public library but will be an issue for the local government, businesses and community at large. The idea of a multi-group partnership as shown by the Libraries for the Future's Lifelong Access program is an excellent idea that makes use of all resources in the community.

There will also have to be training on information seeking habits of senior citizens by the assisted living and health care facilities. While it may be satisfactory now, the population of tomorrow will be vastly different because they will have lived through the information explosion of the late 20th and early 21st century. The people living in the assisted-living communities and long-term care facilities may be content to read a

book or watch TV today but tomorrow's population may want more interactive technology. The role of the public library as a partner in this situation would greatly aid both institutions. Trips to the public library in the future will not be enough to handle the information-seeking needs of tomorrow's senior.

Recommendations for Further Practice and Research

1. It is recommended that public librarians engage in the study of gerontology as part of their training either as part of their professional development or in the universities where they are learning to be librarians. Understanding the needs of an older person is key to providing services. Also Guidelines for Library Service to Older Adults, as written by the American Library Association, should be adhered to.

2. A partnership of local organizations and businesses will prevent the public library and the assisted living and health care facilities from feeling as if they are going it alone when the situation occurs. If the community focuses on the problem, then it is more effective in its solutions.

3. Grant monies and government funds set aside for the elderly need to be pursued now so that ideas can be tried and put into practice before this population becomes too large. Public and private grants for technology is one area that needs to be explored. Hardware, software and wiring are all costly and should be purchased or installed now to save costs in the future.

4. Public libraries should be at the forefront of using senior citizens as volunteers in the community. Whether it is as a homework helper, historical perspective reporter or keeping the library running smoothly by helping other patrons, this

group of people needs to be exploited for the skills and services they can bring to the community.

5. Public libraries need to be aware that private entities are exploring the possibility of providing information services that libraries have traditionally provided for. If the public library does not act soon, private care and assisted-living facilities will have the money available to pay these entrepreneurs who are willing to address the literacy and information needs of their residents. Public libraries would do well to market their senior services as if they were a business trying to lure in customers.

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APPENDIX A

INTERVIEW SCHEDULE A AND B

INTERVIEW SCHEDULE A

Nancy Bennett, manager, South County Regional Library

1. *What services are now in place for senior citizens and home bound patrons at*

   South County?

   Most popular service is the annual tax assistance provided by AARP. Also, a

   variety of services for seniors are provided by the County Store located in our branch.

   No homebound services are provided. Library programs that appeal to this group and

   others include computer classes, book discussion group, writers' group and knitting

   and crocheting club.

2. *How much of your current budget reflects programs and services for senior*

   citizens? What percentage of your budget do you feel should be dedicated to this

   item in the future?

   Not broken down by branch. All branches in our system began a large print

   standing order in January 2006.

3. *Does your staff have training to handle senior citizen needs?*

   Have customer service training to serve all of our customer groups' needs.

4. *How do you provide services to local institutions that have home bound seniors or*

   assisted-living residents?

   Institutions in a member community would be eligible to receive a library card to

   borrow materials for their residents.

5. *What standards do you feel should be in place for the increase of the population that will be termed "senior citizens"?*

As with any group, provide materials and services that meet their needs within our resources (budget and staffing).

6. *As a manager of a branch library, what training do you have to handle the needs of mobile seniors and institutionalized seniors?*

Have customer service training and 28 years experience interacting with customers of all ages.

7. *As a librarian, do you think that this population increase will tax the profession in terms of services offered and money that is available to pay for such services?*

No more than any other trend. It's best to partner to provide services to seniors.

8. *What innovative ideas would you like to try if you had the money and the manpower to help promote senior services and services to private care facilities?*

To date, local senior facilities have not been too responsive to our outreach efforts. One local facility has a full slate of activities to keep their residents busy but does provide transportation to our library. For this group, as well as those not homebound, receiving your items through the mail, such as Net Flix provides today.

9. *How would you get seniors to volunteer as part of the library's culture?*

We have seniors in our Friends of the Library as well as involved in other library activities.

10. *How do you get the private care profession to understand the information needs of its residents?*

Not a need, at least in our service area.

INTERVIEW SCHEDULE B

Terri Kraus, Market Director, Spring Oaks Assisted Living

1. *Presently, how do you meet the information-seeking needs of your residents?*

I act as a liaison for the residents. We educate ourselves then educate the residents

on the issues. Currently, we have a "books on wheels" mobile cart that includes audio

books. Books are donated and we try to keep them updated as possible. If the

residents want to go to the library, they have to bring it up as a field trip with the

Activities director Donna Pacilil. If it is voted on and approved, then they may go.

Quite a few of our residents have their own computers now. A lot of the residents are

in their 80s and their eyesight is failing so they don't do a lot of reading. Those who

can read, do.

2. *How does your facility plan to meet the information-seeking needs of your*

   residents in the future?

In this business, change occurs on an everyday basis. Assisted living facilities are

being built everywhere. It's a learning process because the business is still evolving. I

think in the future you might see things such as in-house doctors and physical

therapists. There will probably even be things like salons. Within that environment

maybe a library will be available on the campus. Right now I don't see it as a move

for the future (library on campus). I think I a lot of people will be educated through

the Internet.

Kathy Schnurr, activities director, Virtua Health and Rehabilitation Center

1. *Presently how do you meet the information-seeking needs of your patients?*

Currently we don't have a library in our facility. We have several shelves with books. Our patients average 85 years of age and rarely ask to use the library or read. They did not use a computer much, if at all, during their active years, so they don't ask to use it now. Those who do, love to get e-mails from loved ones.

2. *How does your facility plan on meeting the information-seeking needs of your patients in the future?*

Eventually I would like to see an updated library with audio books. In the future I think assisted-living and private-care facilities will have to upgrade for technology. The patients and residents of the future will be more educated, most college-educated. They will insist on the technology because computers are a big part of their life now.

APPENDIX B

KLEIMAN INTERVIEW

An interview with Dr. Alan Kleiman, Westfield (N.J.) Public Library
National expert on senior library services
February 14, 2006

1. *How prepared are New Jersey libraries, in your opinion, to meet the needs of an aging population?*

   Kleiman: New Jersey libraries have not yet discovered the need to adequately serve older adult population of the baby boomers. There are few exciting programs that I can actually point to around the state. Libraries are unaware of the Guidelines for Library Service to Older Adults developed by the ALA. Libraries do not yet understand the political, volunteer, or influence that older adults have in New Jersey. They are poorly prepared. But there have been programs in the last few years on the topic around the state so the hope is that some are thinking about it.

2. *What funding or services are in place now that library organizations can use to fund senior services?*

   Kleiman: There is very little funding available for any type of "special services" in New Jersey at the moment. LSTA monies from the N.J. State Library are used to fund database initiatives across the state as well as support the Library for the Blind and Handicapped. Libraries that want to serve older adults need to allocate funds from their own library budgets. Perhaps some small grants from Friend groups, Lions, or the Rotary Clubs might be available but nothing in great amounts. Libraries have not yet tapped the monies available through the Older Americans Act by partnering with existing aging organizations in the state on projects of mutual concern.

3. *What kind of training should a librarian have to adequately service senior citizens, especially ones who are institutionalized or in assisted living communities?*

   Kleiman: There are several basics that I would suggest. These items that I use in training and classes. Librarians need to know:
      a. Understanding of the aging process.
      b. Understanding of the aging network.
      c. Understanding the learning styles of older adults.
      d. Marketing library services to older adults.
      e. Understand integrating technology in the library service plan for older adults.
      f. Building and maintaining quality collections that meet the needs of the older adult population.
      g. Developing programs that meet the needs of in library and community seniors.

h. Understand the programs/services/materials that library need to provide to seniors with a disability (hearing loss, sight loss).

i. Prepare for the diversity of the "boomer" generation as it comes of age and ages, itself over the next generation.

4. *In the future, what kind of role do you think private companies will play in providing informational needs for seniors in private care and institutions?*

Kleiman: Well, the future is now. I cannot locate it at the moment – but I can do some more re-search for you. A library based consultant in Maryland is now providing pre-packed libraries for retirement communities. I did correspond with the person but cannot find her name. I do not think that all retirement communities are going to have the money to do this. At this point, my thought is very little. But I do see new technologies that will be introduced to seniors in the form of books online in private care and institutions.

5. *Can you describe a trait or traits of a senior who would use the library?*

There has never been a real trait or traits to describe a typical senior that uses the library. The only thing that I can point to is that more than let's say, 80% have been library users all their lives. The other 20% are drawn to the library through programming, in many forms, but may not be a reader. Seniors are loyal library users, something that we often forget in marketing our services.

APPENDIX C

RUSA GUIDELINES

Library Services to Older Adults Guidelines

Library Services to an Aging Population Committee of the Management and User Services Section of the Reference and User Services Association of the American Library Association 1987. Revised 1999, approved by RUSA Board of Directors, 1999.

Introduction

This is the third set of the guidelines developed by members of the American Library Association promoting library services to seniors. The first guidelines were prepared in the 1970's when public and institutional librarians noted the need to define library services to older adults and offer guidelines for librarians to use with them. People were living longer and with increased levels of literacy; older adults wanted to continue their enjoyment of reading and learning throughout their lives. With little in the literature addressing these issues and needs, the RASD Library Services to an Aging Population Committee developed *Library Services to Older Adults Guidelines* in 1975. The guidelines proposed and promoted the basics of library service to older adults. This was the era when many library outreach programs started with available federal and grant money. In 1987, the guidelines were revised and expanded, describing in greater detail how and what should be involved in strong programs for service to seniors.

In this edition, the guidelines address organizational functions and needs in serving this population. Since 1987, many technological advances and new technologies have been introduced to libraries and to the general public; computer use is an accepted part of life. The Americans with Disabilities Act was passed in 1992. These two factors influenced this revision of *Library Services to Older Adults Guidelines* as did the fact that libraries regularly develop and offer specialized services and programs to meet the needs and demands of their communities.

The current revision of these guidelines began in 1996. Members of both RUSA/ MOUSS/Library Services to Aging Population Committee and ASCLA/LSSPS/Library Service to the Impaired Elderly Forum contributed greatly to this project. Thanks are offered to: Caroline Blumenthal, Greg Carlson, Jean Cornn, Ann Eccles, Betty Ann Funk, Mary Harrow, Kathleen Hegarty, Susan Kaminow, Allan Kleiman, Rev. Jovian Lang, Julia Martin, Kathy Mayo, Arthur Meyers, Ann Miller, Sara Parker, Jane Pellusch, Rhea Rubin, Carolyn Schaffer, Emilie Smart, Joyce Voss, and Howard Zogott for their participation in creating the draft of this document.

Library Services to Older Adults Guidelines

1.0 Integrate library service to older adults into the overall library plan, budget and service program.

It is essential for the leaders and policy makers of the library to understand that service for

older adults is not a fad; that the need and demand for library services will only increase; that the stereotypical perceptions about older adults and libraries no longer holds; and that nothing short of a total moral and financial commitment to library services for older adults will meet the needs and demands of the present and future older library user.

1.1 Acknowledge the changing needs of older adults in the library's strategic planning and evaluation process.

1.2 Incorporate funding for materials and services for older adults in the library's operating budget.

1.3 Actively seek supplemental funding for programs and services to older adults.

2.0 Provide access to library buildings, materials, programs, and services for older adults.

That older adults may have easy access to library services, library materials, and programs is a primary need. Staff attention to the environmental needs of older adults with visual, physical, and aural acuity benefits more than just seniors. The Americans with Disabilities Act (ADA) of 1990 provides basic guidelines for access to buildings and services for people with disabilities, among which are many older adults. Knowledge of the community, attention to local populations and end-users should further guide library staff and administrators in the provision of appropriate services and programs.

2.1 Ensure easy access to library buildings by older adults.

2.2 Provide lighting, signage and furniture that is compatible with older adults' needs.

2.3 Permit older adults to access information through its provision in a variety of materials and formats.

2.4 Promote the purchase and use of assistive technology devices for older adults to easily access library materials and programs.

2.5 Provide service for older adults who are unable to visit the library easily .

3.0 Treat all older adults with respect at every service point.

All library users, regardless of age, benefit when staff emphasize customer service in their work with the public. Training opportunities which focus on cultural awareness and an avoidance of aging and cultural stereotypes will enhance staff attitudes and communication skills.

3.1 Promote better working skills and communication with older adults or people of all ages

through continuous staff education.

3.2 Integrate library services to older adults with those offered to other user populations.

3.3 Assure that services for older adults embrace cultural diversity and economic differences.

4. Utilize the experience and expertise of older adults.

Older adults have valuable and long-established connections within the community that can enhance the library's performance, its place in the community, and its ability to offer additional service programs. Proactive recruitment, development and inclusion of older adults bring the intergenerational role of library service full circle.

4.1 Recruit older adults to serve as program resources and volunteers.

4.2 Promote the employment of older adults as professional and support staff members.

4.3 Encourage older adults to serve as liaisons to the community.

4.4 Develop opportunities for intergenerational activities.

5. Provide and promote information and resources on aging.

Today's library collection extends beyond the traditional print and audio-visual materials to electronic and Internet resources on aging. The library's role extends beyond gathering resources to keeping them current and actively seeking means to publicize and promote them. Library staff and administrators should position the library as a primary access point to information on retirement planning, health issues, second career opportunities, etc. to aid caregivers, family members, professionals and older adults themselves.

5.1 Develop collections to reflect the information needs of older adults.

5.2 Act as a clearinghouse for information and resources on aging for older adults, their families, caregivers, and professionals.

5.3 Incorporate technology resources and access to online and Internet services and information into library collections.

6. Provide library services appropriate to the needs of older adults.

The explosion of accessible information and of service expectations by the public in recent years has changed the focus of library services and programs. Libraries provide a community setting for older adult programming, enabling older adults to develop new library skills, to

remain independent and skillful library users, or to enjoy traditional informational or recreational programs. Library-initiated outreach services (e.g., Transportation to the library, home delivery of materials, and remote access to collections) benefit more than just one population and help all users increase or maintain independence in using the library.

6.1 Provide programming to meet the needs and interests of older adults and family members.

6.2 Train older adults to become self-sufficient library users.

6.3 Provide older adults with access to or training in technology.

6.4 Develop programming and services to meet the needs of older adults unable to visit the library.

6.5 Publicize services and programs for older adults.

7. Collaborate with community agencies and groups serving older adults.

Library programs and services for older adults should not replicate those of other agencies, but can complement and support them. Investigate possible joint programs for older adults. Identify resources the library can provide to assist professionals who work with older adults. Contact local American Association of Retired Persons chapters, senior centers, Meals on Wheels, Area Agencies on Aging and literacy programs. Identify continuing education programs offered by area academic institutions that appeal to older adults. Day care centers and groups working with children provide opportunities for intergenerational activities. Not only can your library assist these groups but they can help to promote what is available through the library and even tap funding sources not usually open to libraries.

7.1 Identify community organizations and groups of and for older adults.

7.2 Identify roles for library and agency staff in meeting the goals of collaborative organizations.

7.3 Partner with local organizations for library programs and delivery of services.

7.4 Work with existing agencies and educational institutions to promote lifelong learning.

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