

# FIFTEEN YEARS OF IDAHO COMMUNITY REVIEWS:

## LIBRARIES IN THE BROADER ECONOMIC DEVELOPMENT PICTURE

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# Outline

- ⦿ Introduce Idaho Rural Partnership and Center for Resilient Communities
- ⦿ Community Reviews
- ⦿ Meta-analysis results – Library focus
- ⦿ Conclusions and implications for Libraries
- ⦿ Libraries in Rural Economic Development

# Background

- Communities under 10,000 population
- 34 Community Reviews between 2000 and 2015
- An ad-hoc committee is responsible for leading and developing the program
- 28 of 34 communities had surveys analyzed

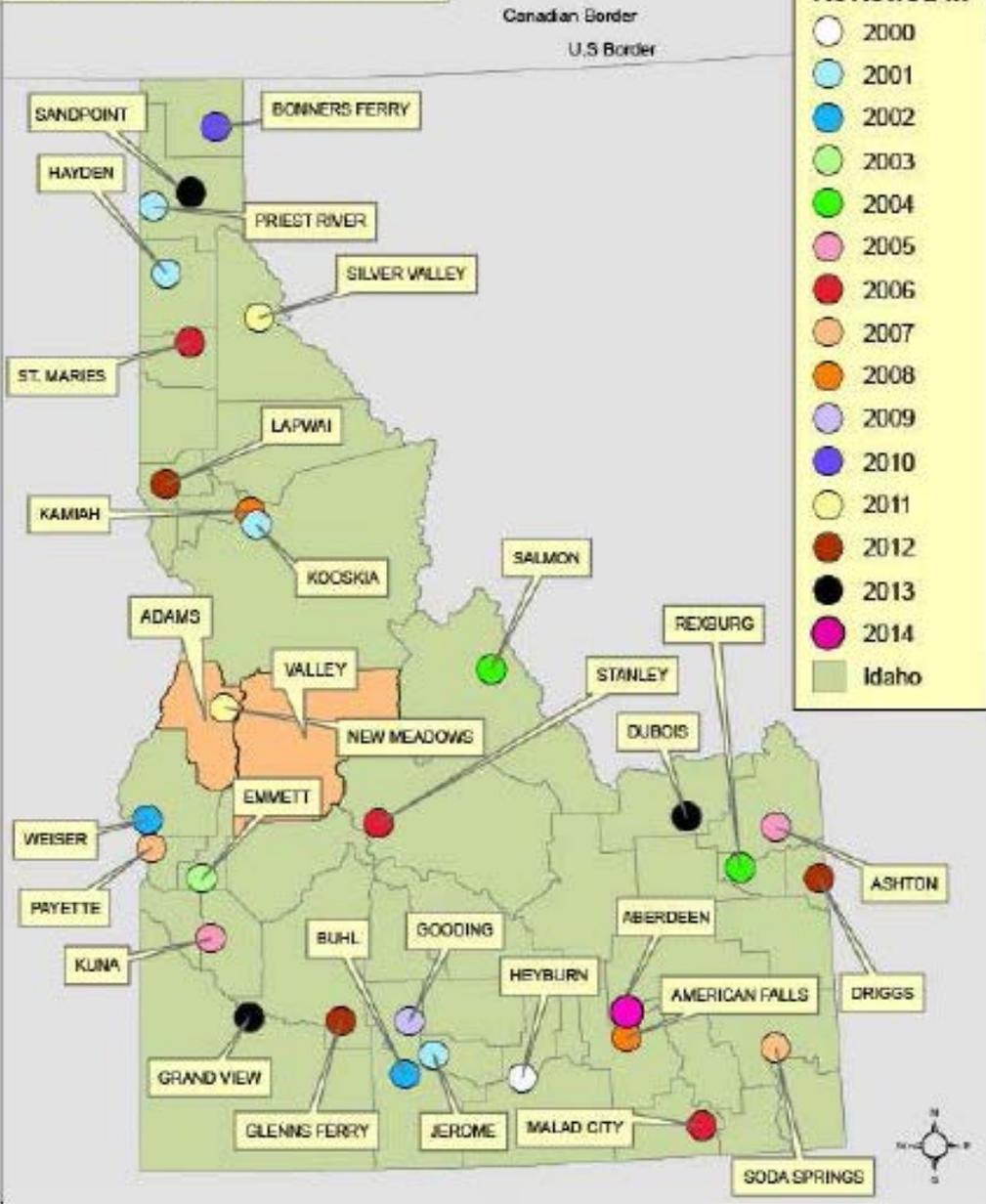


# Idaho Rural Partnership: Community Reviews

## Legend

### Reviewed in

- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- Idaho



# IRP Major Partners

Idaho Rural Partnership  
Center for Resilient Communities

**Federal Level**  
*USDA Rural Development*  
*Idaho National Laboratory*  
Department of Housing and Urban Development  
U.S. Federal Highway Administration

**State Level**  
***Idaho Commission for Libraries***  
*Idaho Department of Commerce*  
University of Idaho Extension  
Idaho Housing and Finance Association  
Association of Idaho Cities  
Idaho Transportation Department

**Local Level**  
Region IV Development Association  
Participating Communities

**Corporate Sponsors**  
Monsanto  
Elwood Staffing

# IRP Current Sponsors

## Federal Level

Department of Housing and Urban  
Development

## State Level

Idaho Housing and Finance Association  
Association of Idaho Cities  
Idaho Transportation Department

## Corporate Sponsors

Monsanto  
Elwood Staffing

## Local Level

Region IV Development Association

# Analysis Statistics

- ◎ 212 total survey questions
- ◎ Summarized to 67 general responses
  - Excluded questions with <6 communities surveyed
- ◎ 28 community responses
- ◎ Over 6000 individual responses



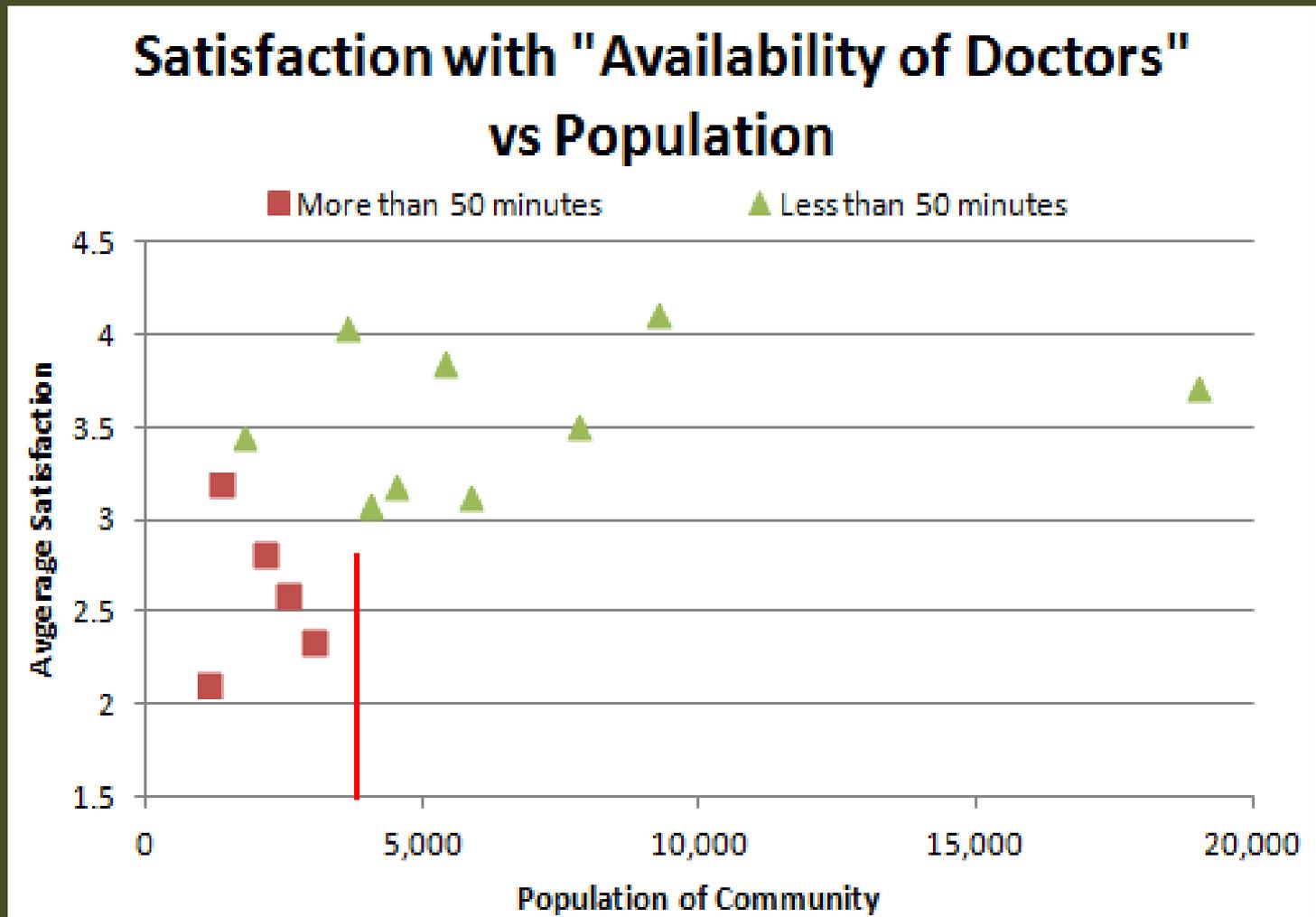
# Disclaimer: Potential Bias

- ⦿ Includes only communities with initiative to seek out the IRP for a Community Review
- ⦿ Interpretation differences?
  - What did respondents mean by “Quality of Library”  
More books? Sense of ownership? Meets expectations?
- ⦿ Response Bias
  - Age - Older
  - Race - White
  - Duration of residency - Longer Term
  - Gender - Female

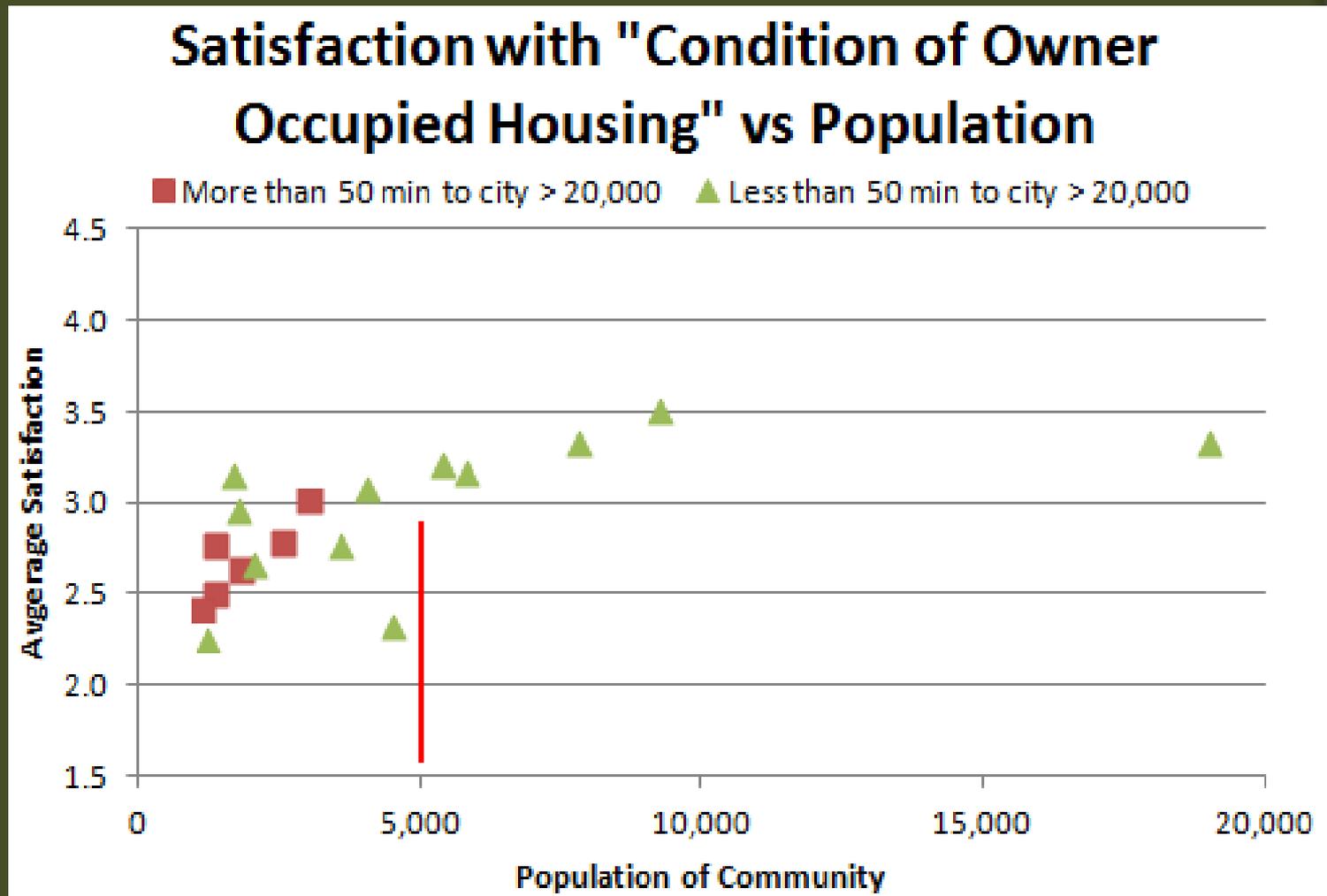
# Questions?

- Clarification on Idaho Rural Partnership?
- Details about Community Reviews?
- Details about Surveys?

# Population / Remoteness Correlations



# Population / Remoteness Correlations

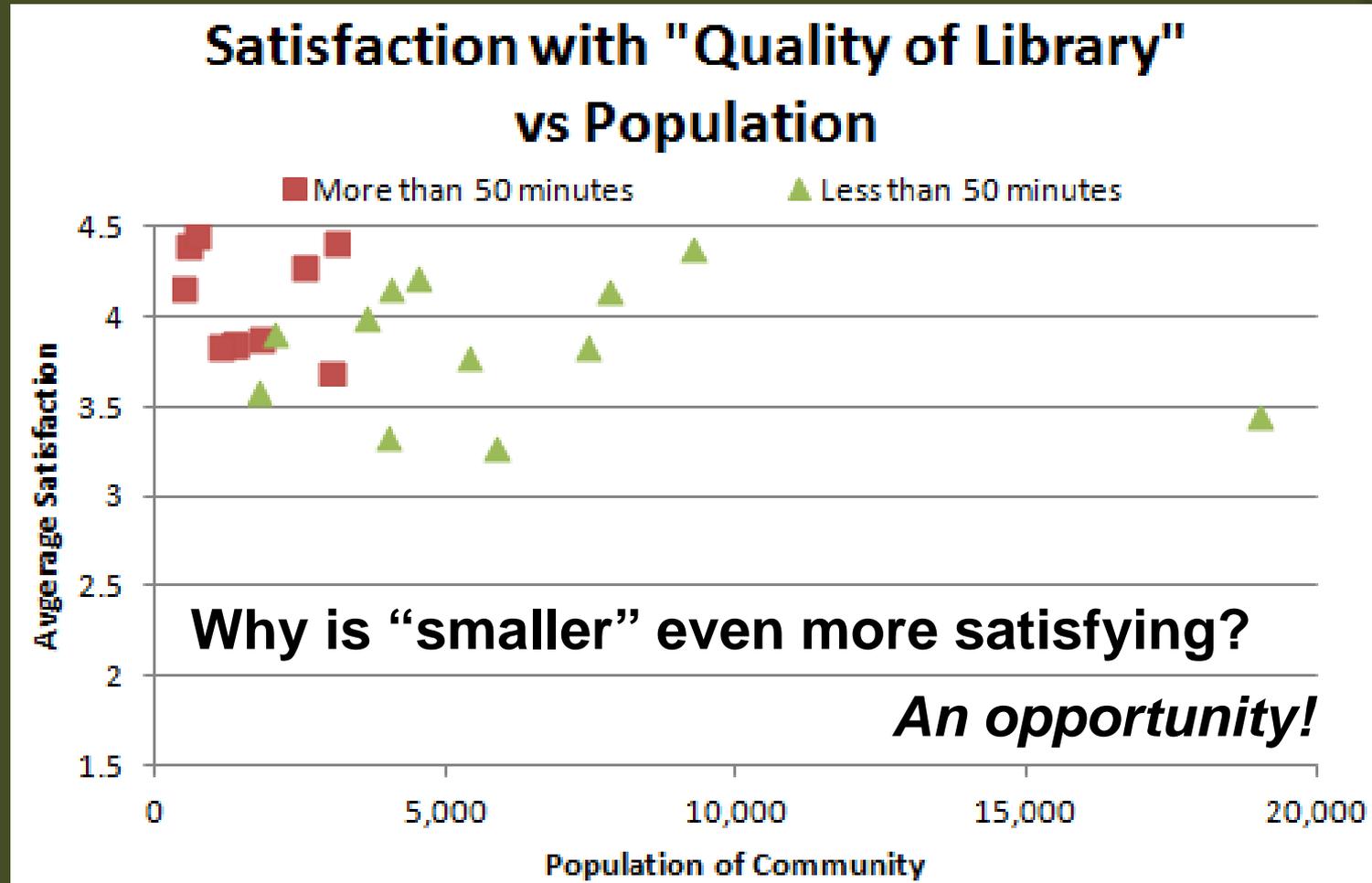


# Population Themes

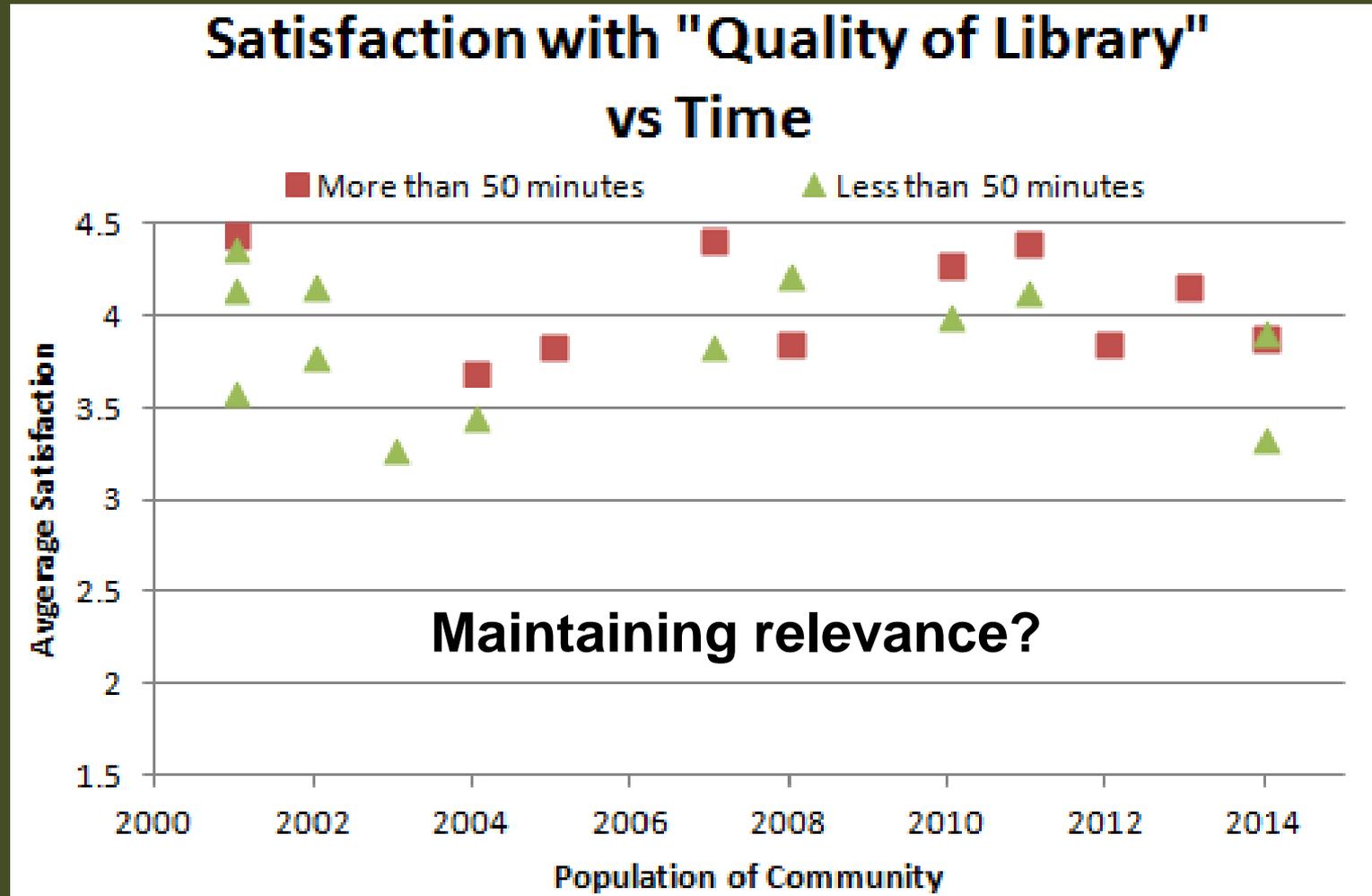
- ◎ Smaller communities lacked financial and built capital
- ◎ Smaller communities possessed greater social capital
- ◎ There were thresholds where impacts seemed to escalate



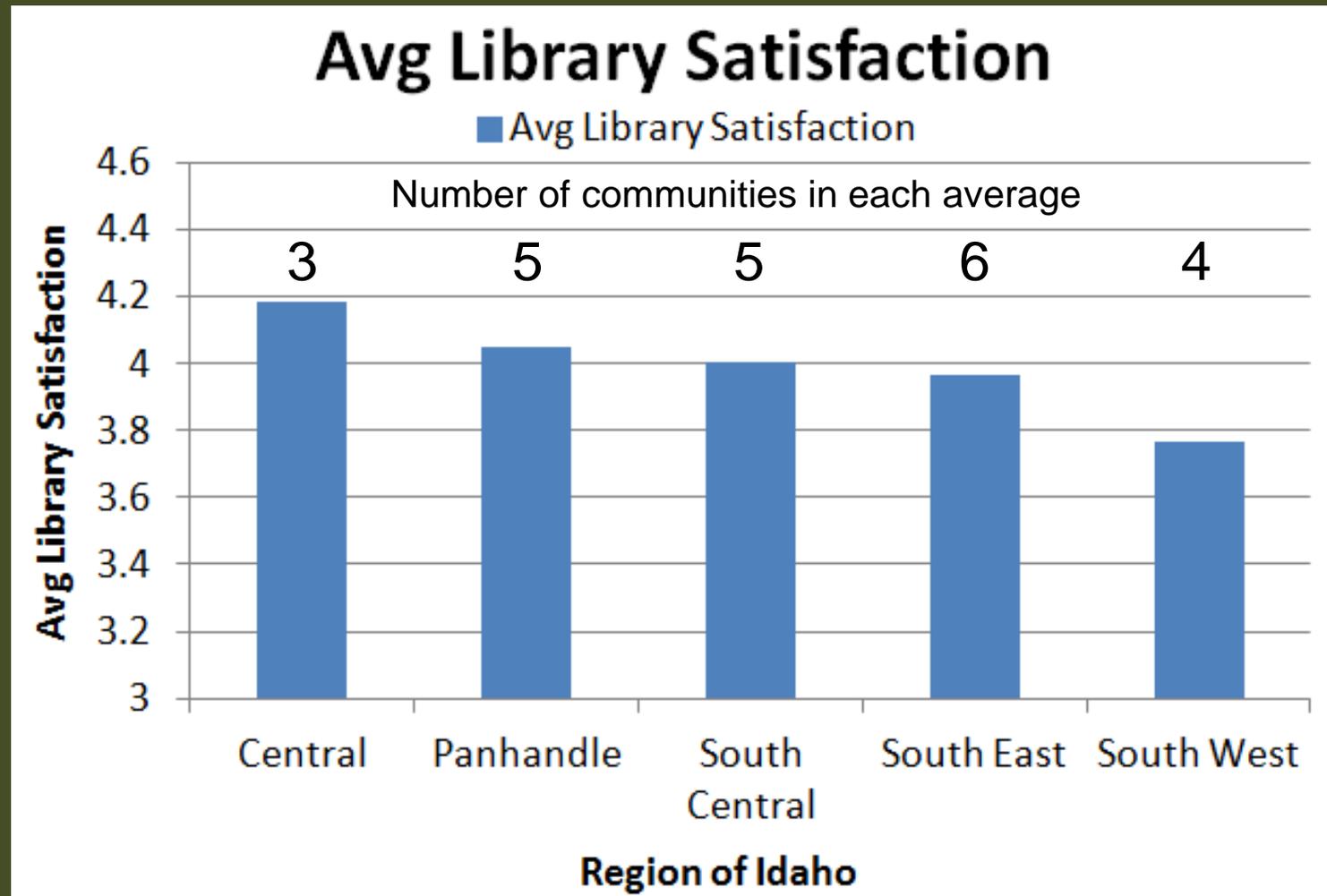
# Population / Remoteness Correlations



# No Trend Over Time



# Library Satisfaction by Region



# Areas of Dissatisfaction

	<b>Meta-Question</b>	<b>Average Score</b>
✓	67. Night Life (tracked until 2004)	<b>2.02</b>
✓	66. Recreation for teenagers	<b>2.07</b>
✓	65. Availability / quality of local jobs	<b>2.16</b>
✓	64. Variety of industry	2.26
✓	63. Number / quality of entertainment opportunities	2.29
	62. Availability of public transit (since 2004)	2.31
✓	61. Availability of vocational or workforce training programs	2.34
✓	60. Recreation for adults	2.43
	59. Availability of mental health care	2.48
	58. Condition of rental housing	2.49
✓	57. Availability of higher / adult education opportunities	2.50
	56. Long-Range Planning and Zoning	2.54

# Dissatisfaction Themes

- ◎ Recreational Opportunities
  - Teens and Adults
- ◎ Jobs variety and quality
- ◎ Vocational or post-secondary training opportunities



# Areas of Satisfaction

	Meta-Question	Average Score
✓	10. Community parks and playgrounds	3.57
	9. Access to hospitals	3.57
	8. Sewage collection and disposal	3.61
	7. Availability of emergency health care/EMS	3.64
✓	6. Friendliness / neighborliness of residents	3.77
✓	5. Involvement of churches in community	3.81
	4. Garbage collection and disposal	3.82
	3. Number / quality of banks and financial institutions	3.85
✓	2. Quality of Library	<b>3.96</b>
	1. Fire protection	<b>4.03</b>

# Strength Area Themes

## ◎ Social Capital

- Friendliness / neighborliness of residents
- Fire protection (volunteer based)
- Involvement of churches in community
- Libraries

## ◎ Health care

- Excluding Mental Health and Doctors in more remote areas



# Teens' Conundrum

- ◎ Teens lack entertainment & employment during or after high school
  - Trouble and/or apathy often result
- ◎ Teens must leave for college / vo-tech
- ◎ After college / vo-tech, young adults rarely find employment in hometowns
- ◎ "Do young people move away from your community to find better opportunities?"  
124 said "Yes" ..... 0 said "No" in Kamiah

# Where do Libraries go from here?

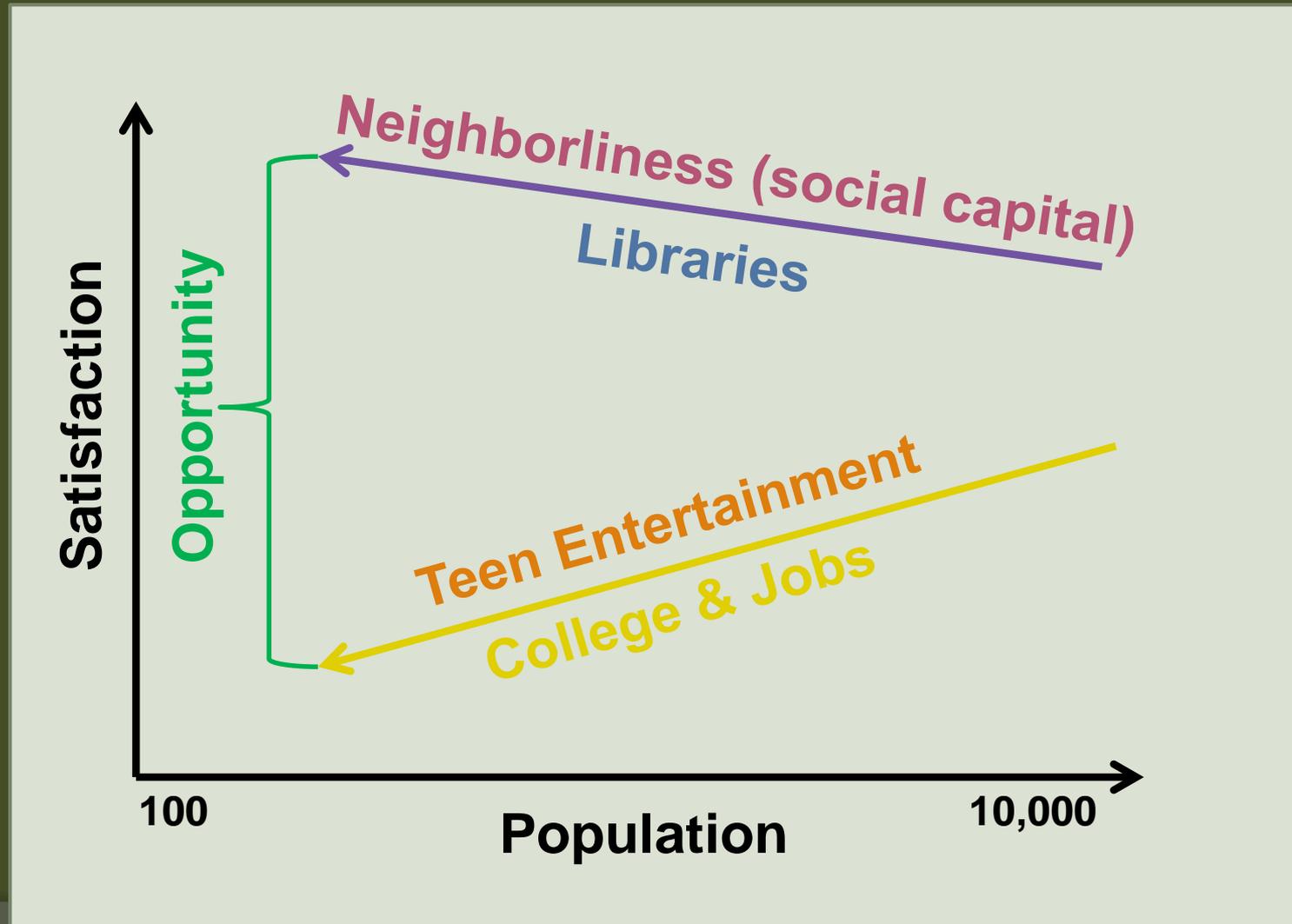


Picture from - <http://salmon.lili.org/node/16>

# Implications for Libraries

- ◎ Lower population (and \$) result in higher satisfaction...? *Understand why, then use this!*
- ◎ Lack of entertainment was the top issue, and worse in smaller communities
  - *How can Libraries fill this niche? Maker Spaces?*
- ◎ Lack of jobs and vocational training was second
  - *How can Libraries partner with local schools, post-secondary, or continuing education?*
- ◎ *Capitalize on Social Capital! Network and Partner!*

# Rural Library Strategy?



# Libraries in Rural Economic Development

## Libraries for:

- ① Information
- ① Education support
- ① Employment seeking

# Information

- ◎ Rural libraries usually offer free internet
  - Rural internet often costs more
  - Rural internet patch and slow
- ◎ “Safe” internet
  - Virus risk – especially for elderly
  - Pornography risk – especially for youth
- ◎ Current Library Programs
  - Libraries Linking Idaho Databases (LiLI-D)
  - For citizens ([citizen.lili.org](http://citizen.lili.org))



# Information - Opportunities

## ◎ Libraries partner with Internet Service Provider (ISP's) **where lacking**

- Advantages:

- Reduced user cost
- Statewide economies of scale
- NGO & Department synergies

- Disadvantages:

- Other library offerings less utilized

## ◎ Libraries **support** ISP's

- Be a tower



Elk River Library = ISP  
Service Pop. = 146

# Education Support

- ◎ Adult education in rural areas
  - Teach basic **computer skills**
  - English as a Second Language (ESL)
  - Homeschool populations
  - Microsoft Imagine Academy (fledgling initiative)
    - In partnership with Dept of Ed
- ◎ Weekend and evening hours
- ◎ LearnStorm
- ◎ Basic Vo-tech education
  - Make-it-at-the-library initiative

# Education Support - Opportunities

- What software would your local organizations like people to learn at the library?

Can it be offered free?

- On-line classes
- Deepened local school partnerships

# Employment Seeking

- ◎ Test preparation
  - LearningExpress Library (LEL)
  - GED preparation
  - ACT, SAT, Advanced Placement (AP), CLEP
- ◎ Free internet!



# Employment Seeking - Opportunities

- ◎ Entrepreneurial support
  - Enhance small business tools
    - Similar to LiLI-D
- ◎ Department of Commerce
  - Advertise online resources at library
  - Prepare tools to be used at rural libraries
- ◎ Department of labor support
  - Office closures rumored – what can be supplemented at rural libraries
  - DOL speak at community listening sessions

# Analysis Support From:

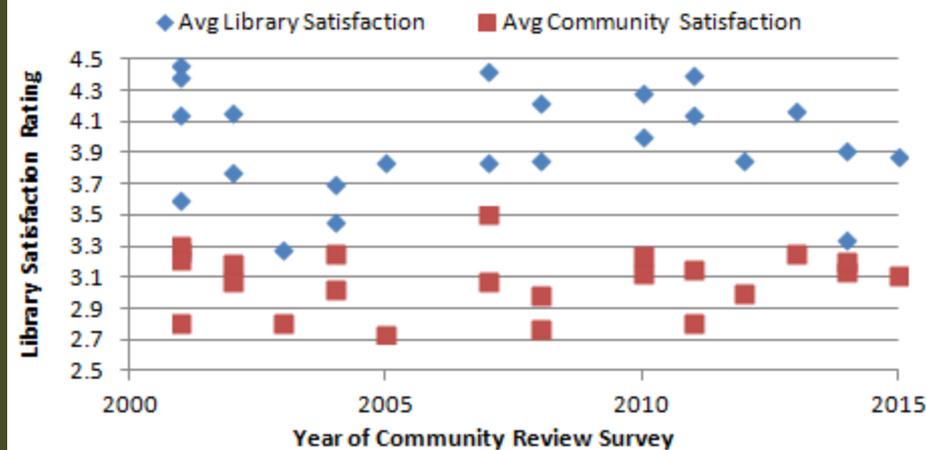
- ◎ IRP's Community Reviews
- ◎ University of Idaho
- ◎ Center for Resilient Communities
  - Grant from National Science Foundation
  
- ◎ Special thanks to:
  - Lillian Alessa and Andy Kliskey (CRC)
  - Jon Barrett (IRP Acting Executive Director)

# Printouts Available

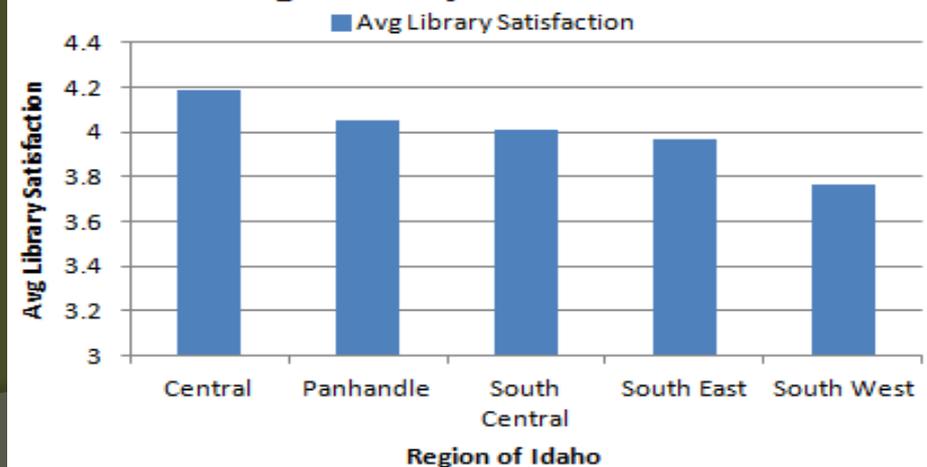
## Community Review Survey Summary for Libraries

Community	Region	Year of CR	Respondents	Avg Community Satisfaction	Avg Library Satisfaction
Kooskia	Central	2001	22	3.26	4.45
New Meadows	Central	2011	191	2.81	4.40
Salmon	Central	2004	276	3.03	3.69
Hayden	Panhandle	2001	61	3.30	4.38
Bonnars Ferry	Panhandle	2010	415	3.24	4.28
Silver Valley	Panhandle	2011	267	3.15	4.14
Kamiah	Panhandle	2008	137	2.99	3.85
Priest River	Panhandle	2001	223	2.81	3.59
Buhl	South Central	2002	184	3.07	4.16
Jerome	South Central	2001	122	3.21	4.15
Gooding	South Central	2010	145	3.13	4.00
Lost River	South Central	2015	304	3.11	3.88
Glenns Ferry	South Central	2012	239	3.00	3.86
Soda Springs	South East	2007	89	3.50	4.42
American Falls	South East	2008	97	2.77	4.22
Aberdeen	South East	2014	217	3.14	3.91
Ashton	South East	2005	78	2.73	3.84
Rexburg	South East	2004	1022	3.25	3.46
Rigby	South East	2014	150	3.20	3.34
Grand View	South West	2013	87	3.25	4.17
Payette	South West	2007	274	3.07	3.84
Weiser	South West	2002	142	3.19	3.78
Emmett	South West	2003	286	2.81	3.27

## Library Satisfaction Over Time



## Avg Library Satisfaction



# Questions?



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Picture from - <http://prices-services.com/publiclibrary>