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# You Don't Have to be Rich:

## Practical Ways Depositories Can Mine the Intangible Wealth of Community

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California State Library

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# Social Capital (1)

- Robert D. Putnam, in *Bowling Alone*, examines the evolution of the concept of *social capital* (a term coined in 1916)
  - Putnam defines *social capital* as: The sum total of advantages in productivity that derive from the social ties inherent in human networks
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## Social Capital (2)

- Social capital creates advantages for individuals (e.g., networking with colleagues can lead to career advancement)
  - Social capital also creates cumulative advantages that are external to participants in the social network
  - Expectations of reciprocity in social networks can be *quid pro quo*; or
  - Even more valuable: generalized reciprocity
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# Depository Community Assumptions

(1)

- Every depository provides service to primary target communities, as well as to the general public
  - Crucial for each depository to identify the types and levels of its communities, determining interactions, as well as intersections of interest and need
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# Depository Community Assumptions

(2)

- Effective local policies and standards of service result when the various needs of a depository's communities are satisfied to the best extent of available library resources
  - The FDLP is a partnership: depositories both contribute to—and tap into—the social capital of the depository program
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# Depository Community Concentrics

- Community of depository staff
  - Community of all library staff
  - Community of all staff plus administration
  - Community of library & primary user group(s)
  - Community of library and all area residents
  - Community of depository region, guided by a regional or state plan
  - Community of all depositories, along with the resources and staff of GPO
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# Community is Foundation of FDLP

- Reason for Congressional district designations? Geographic: to ensure local community access to government information
  - Tangible distribution > Collection mentality > Documents to the People
  - Electronic distribution > Service mentality > Information service to the People
  - Geographic awareness of community and social capital perhaps even more important for depositories in the electronic era
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# Two Propositions

- The Benton Harbor Public Library is 2006 Depository Library of the Year primarily because of its extraordinary awareness of the needs of its many communities and because it has creatively tailored its depository program to address those needs
  - In the process, Benton Harbor's depository has contributed to the social capital of southwestern Michigan
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# Benton Harbor's Physical Setting (1)

- Located on Michigan's S.W. lower peninsula
  - Town has mix of post-industrial and agricultural influences
  - The city and county are near no major population center
  - Nearest large cities are Kalamazoo (50 mi.) and South Bend (45 mi.)
  - Chicago is about 90 miles away
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# Benton Harbor's Physical Setting (2)



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# Benton Harbor City Demographics (1)

## 2000 POPULATION

- Total population: 11,182
- White population: 613
- African American population: 10,332
- “Other races” population: 237
- Median age: 25.4 years

Source: 2000 U.S. Decennial Census

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# Benton Harbor City Demographics (2)

## HOUSEHOLDS IN 2000

- Total households: 3,767
- Married couple family households: 785, with 46.1% having at least one child under 18
- Householder living alone: 1,001
- Female householder, no husband present: 1,582, with 71.4% having at least one child under 18

Source: 2000 U.S. Decennial Census

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# Benton Harbor City Demographics (3)

## EDUCATION STATUS IN 2000

- Age 25 or older with a high school diploma: 60.5%
- Age 25 or older with a BA or higher: 4.2%
- Age 16-19, not enrolled in school and not having a high school diploma: 25.3%

Source: 2000 U.S. Decennial Census

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# Benton Harbor City Demographics (4)

## UNEMPLOYMENT & INCOME IN 2000

- Total unemployment rate: 16.3%
- Per capita income: \$8,965
- Median household income: \$17,471

Source: 2000 U.S. Decennial Census

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# Benton Harbor City Demographics (5)

## POVERTY STATUS IN 2000

- Population below poverty level: 42.6%
- Families living below poverty level: 39.6%
- Families with female head of household, no husband present, living below poverty level: 59.7%

Source: 2000 U.S. Decennial Census

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# Benton Harbor PL Facts (1)

- Designated a depository in 1907
  - Selection rate: 9.18%
  - Selects 987 item numbers
  - 448 item numbers for print
  - 448 item numbers for EL
  - 39 item numbers for CD-Roms
  - 30 item numbers for microfiche
  - 22 item numbers for miscellaneous
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# Benton Harbor PL Facts (2)

- Total staff: 16
- MLS staff: 3
- Annual circulation: 75,004
- Total holdings: 100,510
- 2005-2006 total budget: \$709,893
- 2002-2003 materials expenditures: \$17,153

Sources: ALA Directory of Libraries, 2006/2007 edition

Jill Rauh, Benton Harbor depository coordinator

Documents Data Miner

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## Benton Harbor PL Facts (3)

- The Benton Harbor Public Library is not automated and uses a manual circulation system
  - They have one service location and no branches
  - They used to have a bookmobile but it wore out and there was no money to replace it
  - The library Web site is mounted on Yahoo Geocities <http://www.geocities.com/bhlibrary/>
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# Benton Harbor PL Home Page (1)

Benton Harbor Public Library Homepage

**GOVERNMENT PRINTING  
OFFICE'S 2006 FEDERAL  
DEPOSITORY LIBRARY OF  
THE YEAR!**

**YAHOO!** GEOCITIES

**BENTON HARBOR PUBLIC  
LIBRARY**  
*Your first stop for entertainment  
and information*

213 EAST WALL STREET, BENTON HARBOR, MI 49022

(269) 926-6139

[ONLINE CARD CATALOG](#)

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**ESSENTIAL GOVERNMENT  
INFORMATION**

Federal regulations, Supreme Court opinions, career and occupational information, cool stuff for kids, and more! Find it all free and online through the Federal Depository Library Program. Click on the logo below.



# Benton Harbor PL Home Page (2)

Benton Harbor Public Library Homepage

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The Benton Harbor (Mich.) Public Library is located in southwest lower Michigan, near the shores of Lake Michigan in Berrien County. It serves the City of Benton Harbor, as well as Benton Charter Township. It is a state depository library, as well as a selective federal depository library. For more about our library, click on the links in the "General Library Information" section, or please give us a call! To find statistical information about our area, [click here](#). See also "Local Stuff" on the Online Reference Page for more community information.

How to find us: We are located one block south of Main Street in downtown Benton Harbor, at the corner of Fifth and Wall streets. We are directly across the street from City Hall and the Fire Station.

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## Local newspaper index

[Click here](#)

## Cool government sites for kids



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## [KIDS' PROGRAMS](#)

We are in need of books for our teen summer reading program.  
If you would like to donate a book please visit our [Amazon Wishlist](#).

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# BH Depository History, 1989-2006

- 1989 inspection: unsatisfactory in 6 out of 7 rating categories
  - 1990 re-inspection: unsatisfactory in 2 out of 7 rating categories
  - By 1995 inspection, compliant in all categories
  - Jill Rauh became depository coordinator in 1996
  - 2006 Depository of the Year Award
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# What Did They Do to Improve?

- After 1989 inspection, developed written policies for collection development, documents processing and piece-level recordation
  - Provided better training for document processing
  - Starting in 1996, developed marketing strategies
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# Benton Harbor “Hard” Marketing (1)

- Designed a simple Web site that features links to government information sources
  - Started an e-mail based reference service
  - Sends “document of the month” current awareness announcements to the list maintained by the Southwest Michigan Library Cooperative (25-30 libraries of all types)
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## Benton Harbor “Hard” Marketing (2)

- Sends “as needed” messages to this list; e.g., I phoned Jill Rauh Nov. 8 and she had already sent out links to the Nov. 7 election results
  - Sends e-mails, with links to new government reports or statistical sources, to key people in city/county agencies and the Berrien County (MI) economic development department
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# Benton Harbor “Hard” Marketing (3)

- Tries new outreach activities, modifying them if they don't work
  - Programming didn't work for Benton Harbor community, so now they concentrate on serving users one-on-one, using a dedicated computer in the library and ample personalized help
  - Liberal use of displays
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# Dedicated FDLP Workstation



# West Nile Virus Display



# FDLP Christmas Tree with Eagles



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# Benton Harbor “Hard” Marketing (4)

- Time spent doing this?
  - Jill Rauh says: “An hour or two a week”
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# Benton Harbor “Soft” Marketing (1)

- Since 2000 has bought Marcive cataloging and loaded records into the cooperative catalog of the Southwestern Michigan system
  - Loads records for items selected
  - Also purchases the Marcive product Documents Without Shelves, so the full array of remotely-accessed government information cataloged by GPO is available
  - Cost? Minor compared to great advantages
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## Benton Harbor “Soft” Marketing (2)

- Catalog records with their holdings attached results in numerous interlibrary loan requests and some e-mail requests from out of area
  - Patrons often ask for specific documents they’ve found in the catalog; and for help with electronic publications linked to from catalog
  - Even though their physical documents collection is separate from main collection, cataloging opens access to that collection
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# Benton Harbor “Soft” Marketing (3)

- Reference service philosophy: few reference questions will not benefit from consulting government information resources
  - 75% of all Benton Harbor reference questions are answered, wholly or in part, using government information resources
  - Benton Harbor has internalized government information into reference service; it is the lens through which all questions are filtered
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# The Benton Harbor Philosophy (1)

- Think small and embody community awareness
  - Think poor, but act rich
  - Filter reference service through the lens of government information
  - Be excited about what you do because it matters in the daily lives of the residents of all of your communities, from library staff to your public to the nation
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# The Benton Harbor Philosophy (2)

**“Participation in the depository library system connects our institution to the world outside our community. Both our staff and our users benefit from this connection to the ideas that come to us from statewide and national sources”—**

**Frederick J. Kirby**

**Director**

**Benton Harbor Public Library**

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# More Promotional Resources for Depositories

- Promoting Depository Collections & Services:  
[http://www.access.gpo.gov/su\\_docs/fdlp/pr/index.html](http://www.access.gpo.gov/su_docs/fdlp/pr/index.html)
  - GODORT Handout Exchange:  
<http://www.lib.umich.edu/govdocs/godort.html>
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