

## Recruiting New Nebraska Librarians Case Overview

This case is based on a real logic model developed by a participant in Shaping Outcomes Continuing Education. For more information, please see the attribution box at the end of the logic model.

The mission of the Nebraska Library Commission is the statewide promotion, development, and coordination of library and information services. One aspect of this mission is to recruit and retain librarians who will work toward that end. Because Nebraska does not currently have a graduate library school at any of its colleges, making the profession more visible is challenging. Popular misconceptions about the nature of librarianship also make recruitment more difficult. How to get past the stereotype of bun-wearing women tersely “shushing” patrons and show students that while the service aspect of librarianship remains the same as it ever was -- to provide information to patrons -- there is much more to it than simply handing out books? Librarianship is evolving into something new and different, even if its purpose remains the same, and illuminating that evolution is a primary goal.



The Nebraska Library Commission partnered with the Nebraska Library Association and the Nebraska Department of Education to recruit high school and college students into librarianship in Nebraska and to provide continuing education opportunities to existing Nebraska librarians. The first part of this program is bringing students into the libraries as interns or volunteers. Having the students shadow librarians helps them see real day-to-day activities in a library. Students bring in their knowledge of the media they read when they shadow young adult librarians. They use their creativity in designing posters for upcoming events. They organize game nights at the library and help patrons learn how to play Guitar Hero.



Social networks are great tools for getting the word out about the many opportunities in librarianship and as a method for involving potential and current librarians. By having high school students develop MySpace and Facebook pages for the library, libraries are able to utilize their expertise while showing the students that librarianship can be hip and cool. Bringing current librarians into these endeavors, too, helps to show veteran librarians that these Web 2.0 technologies can be learned easily, and can enhance library services. It is a positive situation for all involved.

In addition to bringing youth into libraries, the program provides information on various college programs to the students, with an emphasis on distance learning programs so students can work



in Nebraska libraries while taking classes. Scholarships are offered to Nebraska high school and college students who wish to pursue an American Library Association (ALA) approved program for an Associate's Degree in Library Technical Assistance (LTA), a BA in Library Science or in Education in School Media, or a Master of Library Science, or Master of Education in School Media. In return for the scholarships, students agree to work a minimum of three years in a Nebraska library. Grants are offered to current librarians in Nebraska to encourage learning Web 2.0 technologies.

To learn more information on the Nebraska Library Commission, visit:  
<http://www.nlc.state.ne.us/>

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## Profiles of Stakeholders

*These are fictional statements typifying attitudes and illustrating needs, not actual direct quotations.*

### Nebraska Libraries

“There is no question that libraries are in a great state of change right now, and we need to be able to help our current librarians learn new technologies, as well as bring in new librarians. Being able to bring all of the amazing things that librarianship has to offer to both the old and new guard is so nice. Without this program, we would surely be facing a shortage of librarians within the next 5 to 10 years. We are very grateful.”

### Nebraska High School Students

“I had no idea what librarians really did! It turns out that librarians don’t sit around all day reading books and telling people to be quiet. They get to read stories to children, organize cool displays in the Young Adult section, rock out with kids playing Guitar Hero, and add things to the website to help people find stuff. There is so much to do in a library and my internship really helped me make up my mind to go to college so I can come back and work here. Without the scholarship, I would never be able to afford it. Thanks!”

### Nebraska College Students

“I had never considered a career in librarianship because it never struck me as being interesting. I did not understand that librarians do a lot of the things I’m already interested in, such as website design. Thanks to the scholarships, I will be able to pursue a Master’s degree once I finish my BS in Computer Science. I know I will be able to put my skills to good use and be able to help the library provide valuable services. Knowing there are great jobs waiting once I graduate is such a weight off my mind!”

### Nebraska Department of Education

“We understand that alongside our teachers, librarians really are doing the heavy lifting in educating our students. Being able to be a part of this program gives us great satisfaction that the skills our students need to be able to make it in today’s world will be made available, both to the students who will pursue degrees in librarianship, and also to the students they will be helping.”

### Nebraska Educational Media Association

“There is no question that we have turned into a Google nation. So many of today’s students believe that they can find anything they need on Google and other search engines, when the truth is, they are not always getting reliable, authoritative information. It is our hope that this partnership will bring in more media specialists who will be able to teach today’s students that there are better ways to find information. Showcasing this undervalued yet very important career is very important to us, and we are grateful for the opportunity to be a part of bringing new librarians into the fold.”

# Logic Model Worksheet

<b>I. Situation: program partners and stakeholders</b>	
What is the program's <b>name</b> ?	<b>Recruiting New Nebraska Librarians</b>
What <b>partners</b> are involved?	Nebraska Library Association Nebraska Educational Media Association Nebraska Department of Education
Who are the program's <b>stakeholders</b> ?	What does each <b>stakeholder</b> want to know?
Nebraska Library Commission	Can we interest promising students in the library profession as a career?
Nebraska libraries	Will I find qualified applicants to fill needed positions? Studies by the Institute of Museum and Library services (IMLS) have projected that as many as 59% of the nation's librarians will reach retirement age between 2005 and 2019. Participants at six regional public meetings in Nebraska emphasized the need for library staff to possess skills that go beyond traditional library education and training.
Nebraska high school & college students	Do I want to work in a library? Will I be able to get a good job in the profession?
Existing Nebraska library workers	Can I get a better position if I earn a library degree?
Nebraska Department of Education	Can we use this library-recruitment program to match students with a desirable career choice?
Nebraska Library Association	Can we recruit more students to become librarians and staff public and academic libraries in the state? Will this strengthen the organization?
Nebraska Educational Media Association	Can we recruit more students to become school media specialists? Will this strengthen the organization?

IMLS	Is this a good use of grant funds? Will this grant result in an increase in the number of well-qualified librarians serving Nebraska library patrons?
<b>II. Program planning: connecting needs, solutions, and results</b>	
Who are the <b>audiences</b> ?	Nebraska high school and college students, existing library workers in all types of Nebraska institutions.
What are the <b>needs</b> of the audience?	<p>High school students need help deciding on their best career choices, students need financial assistance to achieve their educational goals, existing library workers need a means to further their careers</p> <p>Many students and adults are unaware of educational standards in librarianship or the range of library positions and roles that exist.</p> <p>High school and college students may need paid internships in order to contribute to family finances and education expenses.</p>
What are some <b>audience considerations</b> ?	<p>There are no graduate library schools in Nebraska, so how can students pursue a library degree while still living and working in Nebraska? And if Nebraskans leave to study elsewhere, will they ever return?</p> <p>Young people have misconceptions about the library profession. Surveys of youth measuring their perception of librarians have shown that traditional stereotypes prevail despite efforts to create a more modern, culturally relevant image of library professionals.</p>

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<p>What <b>solution</b> fulfills the needs?</p>	<p>A program to recruit and develop new Nebraska librarians that consists of:</p> <ul style="list-style-type: none"><li>• Dissemination of information about and experiences with librarianship through media and work with ‘civic involvement/volunteer’ programs with schools and colleges and in libraries.</li><li>• Scholarships for individuals who decide to initiate or continue their library education.</li><li>• Providing distance learning opportunities so Nebraskans don’t have to leave the state to get a library-related degree.</li></ul>
<p>What will be the <b>desired results</b>?</p>	<p>High school students will know more and have more positive attitudes about librarianship as a career.</p> <p>Nebraskans can pursue library education without leaving the state.</p> <p>More Nebraskans become librarians (supported via scholarships and flexible learning arrangements).</p>

### III. Logic model summary: program purpose statement

<p>We <b>do</b> what?</p>	<p>Offer scholarship funds to Nebraskans wishing to pursue a Library Technical Assistant (LTA) associate degree, a BA in Library Science or in Education in School Media, a Master of Library Science or Information Science, or a Master of Education in School Media.</p> <p>Organize the creation of intern positions for promising high school and college students that allow the participants to get involved in real library work that takes advantage of their interests and experience; provide grant funds to libraries to pay salaries for these positions so they can attract students needing part-time work.</p> <p>Produce and disseminate materials in various formats (media, job fairs, and contacts with advisors) that replace the prevailing negative stereotype of librarians as prim, sober introverts, with the modern image of forward-thinking professionals who are technology-savvy information specialists.</p>
<p>For <b>whom</b>?</p>	<p>High school and college students</p> <p>Library support staff and other individuals desiring to enter the library profession, who are living in Nebraska.</p>
<p>For what <b>outcome</b>/benefit(s)?</p>	<p>Attitudes about libraries and librarians among young Nebraskans become more positive. Promising high school and college students have increased awareness of opportunities in the library field.</p> <p>Nebraskans, including current library employees, take advantage of opportunities to pursue library education.</p>

### IV. Program elements

Inputs	Outputs (or counts)
Staff time to process scholarship applications	# of staff hours

Funds for scholarships	# of scholarships granted
Media materials	
Volunteers from partner organizations	# of volunteers/volunteer hours
Omnibase, a database of libraries, librarians, library boards of trustees, and library friends groups/foundations in Nebraska.	
<b>Activities</b>	<b>Outputs (or counts)</b>
Develop a recruitment marketing campaign, including media production, recruitment kits, and professional marketing strategies  Involve FutureForce Nebraska to determine an appropriate industry “pathway” for promoting library careers in the state. (“FutureForce Nebraska partners with schools, employers and workforce resources to help our state’s young people and adults in transition understand the many excellent opportunities for employment, future growth, and career satisfaction that are available to them right here in Nebraska.”)	# of spots produced
Train partner organization staffs to recruit future librarians	# of people trained
Organize libraries as internship sites, including process for applying for internship support funds	# of sites participating/# of internship slots available
Create scholarship application information and process	# of hits, downloads, and telephone/email questions
Work with educational institutions in Nebraska, Missouri, and Iowa to develop online class offerings for library students	# of courses and places in courses (seats, credit hours) available
Produce a web page that contains information on cooperating schools with links to their library degree programs.	# of visits to web page
Use Nebraska Dept. of Education database of state high school counselors to develop an online forum on the topic of promoting library careers among secondary students.	# of forum participants



Provide school librarians in Nebraska with packaged presentations on library careers.	# of packages distributed
Request that all libraries in the state include a link to our recruitment web site on their web sites.	# of incoming links
Evaluate effectiveness; give away iTunes songs as incentive for completing surveys	
Develop a form for students authorizing release of their transcripts and enrollment records.	
<b>Services</b>	<b>Outputs (or counts)</b>
Exhibit recruitment materials at high school career fairs	# of events attended; # of students talked to
Provide internship opportunities for prospective library students	# of students completing internships, college/high school
Show library recruitment videos on YouTube	# of hits
Exhibit materials about librarianship in school and public libraries	# of exhibits
Provide scholarships to Nebraskans studying librarianship	# of students, # of credit-hours covered

## V. Outcomes

### Outcome 1: Nebraska high school and college graduates pursue library education

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of Nebraska applicants who complete coursework in out-of-state library programs using scholarship funds	Nebraska high school and college students who submit applications for scholarships	Records kept on scholarship applications and admissions / completions data received from schools (by permission of students)	Every semester	50% of applications received

# and % of Nebraska library employees who complete a degree (associate, bachelors, or masters level) using program scholarships	All Nebraska public library employee new hires	Extra question on annual public library data survey	Annual	1% first year  2% later years
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**Outcome 2: Current library employees who are well qualified decide to continue their library education.**

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of certified pre-professional library workers in Nebraska who complete at least 6 graduate hours of library coursework	All existing certified pre-professional library workers in Nebraska who apply for scholarship funds.	Enrollment records from schools, data collected from scholarship applications, library data from Omnibase	Every semester	First year: 5% of pre-professional library workers in Omnibase. Extra 5 % each year of grant

**Outcome 3: High school and college students have a positive attitude about library careers and have knowledge about library careers and educational requirements.**

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of students who have a positive attitude after viewing recruitment material as shown by choosing one of the top 2 positive attitudes on a 5 point scale.	High school & college students participating in career fairs who complete surveys	Surveys completed by students	At each career fair	50% of attendees taking survey
# and % of students who can describe in detail at least two roles in library employment with appropriate educational level	High school & college students completing at least 30 hours in internship program	Interviews with internships	end of each internship	75% of interns

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The Recruiting New Nebraska Librarians Case Study was based upon a project proposed by John Felton at the Nebraska Library Commission. For more information on the Nebraska Library Commission, visit: <http://www.nlc.state.ne.us/>