

APPENDIX B	COMMUNITY ANALYSIS AND NEEDS ASSESSMENT		
<p><i>“Cultural Diversity” or “Multiculturalism” refers to the harmonious co-existence and interaction of different cultures, where “culture should be regarded as the set of distinctive spiritual, material, intellectual and emotional features of society or a social group, and that it encompasses, in addition to art and literature; lifestyles, ways of living together, value systems, traditions and beliefs”.</i></p> <p>— IFLA/UNESCO Multicultural Library Manifesto</p>	<p>For each of the cultures served or potentially served by my library:</p> <ul style="list-style-type: none"> • What are some of the current services or information resources that are accessible? • What are some of the potential services or information resources that we could make accessible? 		
QUESTION	CULTURES	SERVICES	INFORMATION RESOURCES
<p>What are the different cultures currently served by my library?</p>			
<p>What are the different cultures present in my community that could be served by my library?</p>			
<p>What language of service or information resources would make my library accessible to these cultures?</p>			

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<p>This optional checklist can be used to compile more detailed information about cultural communities and their service needs. The checklist is adapted from <i>Multicultural Communities: Guidelines for Library Services</i>. http://www.ifla.org/publications/multicultural-communities-guidelines-for-library-services-3rd-edition</p> <p>Definitions <i>Community analysis</i> - The process of identifying the characteristics of the user community (both users and non-users) and the environment in which they live, and assessing their needs of library and information services. <i>Needs assessment</i> - The process of studying the information required and used by the community, and its availability (for both users and non-users).</p> <p>Purpose To learn what the community (both users and non-users) thinks about the library and its services. To identify the gaps that may exist between the current services and the needs of the community, and those areas filled by other services. To provide the information to effectively plan services, in the short and long term, that will meet the needs of the community.</p>		
<p>Community Analysis Data and information to be gathered about the community.</p>	<p>Needs Assessment Data and information to be gathered about users/non-users.</p>	
<p>Types of data to be collected: <input type="checkbox"/> Primary - from individuals, community groups or leaders; <input type="checkbox"/> Secondary - previously collected and recorded data from government institutions, business and industry surveys and marketing studies, local chambers of commerce and community organizations.</p>	<p>Types of data to be collected: <input type="checkbox"/> Primary - from individuals, community groups or leaders; <input type="checkbox"/> Secondary - needs assessments of comparable groups, studies of cultural and behavioural dimensions of the information seeking process of specific user groups.</p>	
<p>Demographic and socioeconomic data</p>		<p>Cultural and behavioural dimensions of the information-seeking process</p>
<p>Characteristics of the community environment within the library's catchment area</p>		<p>Information needs e.g. types, levels of complexity, formats, languages, purposes</p>
<p>Information environment of community</p>		<p>Information environment of users</p>