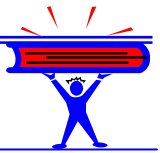




# Building Media Collections



William P. Breitsprecher's Edition

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# Community Needs Analysis Fort Atkinson, WI



Collection development is the process of making sure the information needs of the people that might use a given collection are met in a timely and economical manner, including those persons that are currently active users and everyone within the library's area of service. It is important to remember the needs of those that are currently not using a library's service.

To build useful collections, librarians must take responsibility for identifying interests and make judgments that take into account the entire community; not just the largest constituency, the loudest voices, or those with the ability to exert the most political pressure or intimidation.

The philosophical foundations of collection development includes:

- **Identification** of actual needs, not abstract standards of quality.
- **Responsiveness** to total community needs.
- **Coordination** and cooperation with programs and resources outside of the library.
- **Inclusiveness** of all information formats.
- **Subjective decisions** about allocation of scarce resources to best-fit community needs.

The process of needs analysis, then, must start by identify sources of information about a community, district, school, and curricular unit. The process starts by gathering information on the characteristics of the community and school, identifying changes that have occurred in the last 10 years, and generating ideas on how the school library media center could respond to information needs of the community.

## Needs Analysis Data

Name of Community: Fort Atkinson, Wisconsin

Population Projections: 2010 2020  
12,655 13,920

All census data from US Census, 1990 & 2000 except for Population Projection 2002 with is from Department of Administration, Fort Atkinson Municipal Government. School Data is from Wisconsin Department of Public Instruction.

	1990	2000
<b>Total Population</b>	10,227 (100%)	11,621 (100%)
Males	4,845 (49.5)	5,612 (48.3)
Females	5,382 (50.5)	6,009 (51.7)
<b>Race</b>		
White	10,071 (98.4)	11,167 (96.1)
Black or African American	13 (0.1)	40 (0.3)
American Indian and Alaskan Native	NA	34 (0.3)
Asian	67 (0.7)	70 (0.6)
Native Hawaiian * Other Pacific Isles	NA	1 (-)
Some other race	NA	4 (-)
Two or more races	NA	217 (1.9)
Hispanic or Latino (of any race)	125 (1.2)	508 (4.5)
<b>Age</b>		
Under 5	715 (7)	754 (6.5)
Age 5-17 (5-9, 10-14, 15-19 in 2000 census)	2,015 (19.7)	2,342 (19.9)
Age 18-20 (1990 census)	325 (3.2)	NA
Age 21-44 (21-24, 25-44 in 1990 census)	3,922 (38.3)	NA
Age 20-44 (20-24, 25-34, 35-44 in 2000 census)	NA	3,110 (37)
Age 45-54	1,196 (11.7)	1,573 (13.5)
Age 55-59	405 (4)	490 (4.2)
Age 60-64	463 (4.5)	472 (4.1)
Age 65-74	805 (7.9)	775 (6.7)
Age 75-84	564 (5.7)	605 (5.2)
Age 85 and over	198 (1.9)	299 (2.5)
<b>Schools</b>		
School enrollment: elementary or high school	1,822	2,076
Percent in private school	19.7%	NA
Number of teachers in district	NA	212.96
Number of aides in District	NA	90
Ratio of students per staff member	NA	12.44
Number of school level administrators	NA	9
Number of district level administrators	NA	4

## Needs Analysis Data (Continued)

Name of Community: Fort Atkinson, Wisconsin

1990                      2000

	1990	2000
<b>Education Attainment</b>		
Percentage high school graduates or higher	81.0	87.1
Percentage bachelor's degree or higher	11.4	13.2
Language Spoken at Home – Other than English	5.3	7.5
<b>Industry Where People are Employed</b>		
Construction	233 (4.5)	248 (3.9)
Mining	15 (0.3)	58 (0.9)
Manufacturing (all types)	1,549 (29.5)	1,737 (27.5)
Wholesale trade	247 (4.7)	196 (3.1)
Retail trade	925 (17.6)	906 (14.3)
Transportation	277 (5.3)	210 (3.3)
Information	135 (2.6)	191 (3)
Communication	69 (1.3)	NA
Finance, insurance, and real estate	213 (4.1)	269 (4.3)
Business and repair services	138 (2.6)	NA
Personal services	153 (2.9)	NA
Arts, entertainment, and recreation, accommodation and food services	62 (1.8)	512 (8.1)
Public administration	156 (3)	164 (2.6)
Other services (other than public administration)	254 (4.9)	228 (3.6)
<b>Income:</b>		
Per capita Income	13,514	21,008
Median household income	28,892	43,807
Median family income	35,273	51,689
Percentage of population 16 and older in the labor force	70.2	72.1
Percentage of children under 18 below poverty level	7.2	4.7
Percentage of people over 18 below poverty level	6.4	5.3

# Area Attractions Fort Atkinson

## Fireside Dinner Theatre

Broadway caliber musical theatre featuring top New York talent, sumptuous cuisine, unique shopping and welcoming hospitality.

## The Hoard Historical Museum & National Dairy Shrine

An extensively remodeled 1864 house, with over 16 exhibit rooms, ranging from period displays to modern exhibits. The Dairy Shrine offers self-guided, multi-media tours and a varied display of dairy artifacts.

## The Nasco Catalog Outlet Store

Nasco's family of catalogs includes products ranging from farm supplies to kitchen appliances and cooking tools, science and math materials, educational toys and games, recreation and fitness supplies, and arts and crafts supplies. Over 60,000 items are stocked and available. Visitors are invited to browse the outlet store for great buys!

## The Jones Dairy Farm

One of Fort's best kept secrets is located in this out-of-the-way retail store where juicy pork tenderloins and old-fashioned country hams can be purchased at discount prices.

## Fort Atkinson City Band

Since 1960, this group of local musicians has been performing every summer in the Barrie Park band shell. The upbeat music is always accompanied by an ice cream social and an appreciative audience. Anyone who plays an instrument is welcome to join, and the group will even loan an instrument if needed. Rehearsals are held at the Fort Atkinson Middle School.



Fort Atkinson Schools @  
fortschools.org



The mission of the School District of Fort Atkinson, as a community with a demonstrated commitment to educational excellence, is to educate all students to be successful, contributing members of a changing world by providing a variety of quality educational experiences in a progressive

partnership with the students, their families, and the community.