

OCEAN COUNTY LIBRARY



CONNECTING PEOPLE BUILDING COMMUNITY

SERVING OCEAN COUNTY'S RACIALLY DIVERSE POPULATIONS

AN ANALYSIS OF CENSUS 2000

Prepared and Submitted by

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On behalf of the Ocean County Library Diversity Committee

ACKNOWLEDGEMENTS

Many thanks to those who helped in the preparation of this document

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PREFACE

This report is an acknowledgement of the racial and ethnic diversity found within Ocean County. The purpose of the report is to ensure that we continue to provide library programs, services & collections of interest to the diverse populations that we serve.

Contained in this report, you will find data in the form of charts and graphs, indicating the diverse population size for library service areas. These charts reflect self-identification by people according to the diverse race, races, or origin with which they most closely identify.

It must be noted that the Census data used for the charts and graphs within this report does not coincide in the strictest sense with the Census data used by the Government to count people. There are two distinct differences between the way that we are using the data and the way that the Census collected data:

- The Census defines Hispanic origin as separate from race. A person completing the Census form could list Hispanic as their origin and list a race category as well. This report considers Hispanic origin as a diverse population. Hispanic origin (no matter what race category) has been included as a diverse population in all of the charts and graphs within this report.
- Each of the pie charts describes the number of people who claimed a diverse race and/or origin on their Census form. For example, because someone could be both Black and Hispanic they were counted in both “slices” of the pie. Because there is overlap between the race category and the Hispanic origin category, in raw numbers the pie chart would equal more than 100%. Again, the purpose of this report is to count the number of people self-identified as having “diverse” heritage. In cases like the one described above, we made the assumption that the person(s) could be interested in library programs, services & collections for all of the heritages that they were most closely self-identified as a member.

When reviewing the pie charts, we suggest that the reader look at each of the “slices” as the percent of the diverse population who could be interested in library programs, services & collections for that particular ethnic group.

We believe that we have kept the integrity of the Census data and merely applied it to the informational and recreational interests of the County's diverse population. Nevertheless, while Census 2000 was the basis for this analysis, the data within the report can only be used as illustrative of Ocean County's diverse population.

Valerie Bell

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INTRODUCTION

In addition to the incredible amount of information, Census 2000 has provided us with the opportunity to evaluate the effectiveness of our services and programs as they relate to the diverse populations that we serve. An analysis of the data also enables us to adjust, refocus, and plan for future library activities in order to meet the needs of the growing diverse population. Through the use of charts and text, we have attempted to (re)organize Census 2000 data to help guide the Diversity Committee, the Library System, and Branch Managers in our efforts to provide the best possible service.

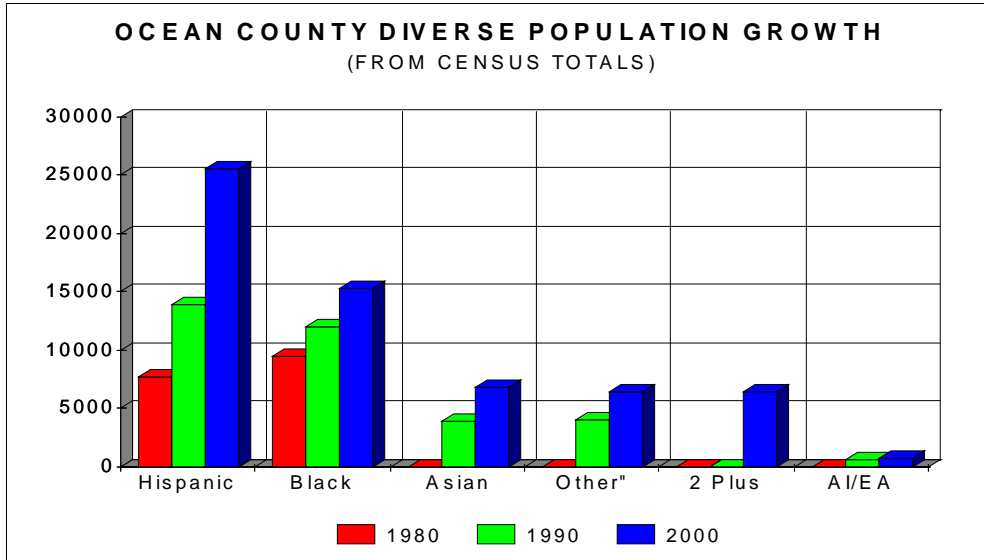
This report analyzes the racial and ethnic diversity that is found in the municipalities served by the Ocean County Library System. While the data from Census 2000 has been an invaluable tool, there is a lot that it did not tell us. Consequently, that information will not be included in this report. For instance, the data does not include all of the social nuances that are related to race in America. Nor does it attempt to evaluate or assess the myriad of differences found within each of the larger racial groups. Those differences, cultures, likes and dislikes, educational attainment, social acclimation to the United States, etc. will have an impact on library services to individuals. Since this report focuses on racial and ethnic diversity, neither religious diversity, cultural diversity, lifestyles, or abilities, will be included in the analysis.

That being said, we believe that the information contained in the report will be a valuable tool for planning OCL's current and future outreach initiatives, the development and placement of our collections, and our program planning activities. The information included in this analysis has been separated into four basic categories: Overview of racial diversity systemwide; OCL collections, programs, and outreach guidelines; racial diversity by region; and the racially diverse populations served by individual branches. Each category contains a section where recommendations for future activities are suggested.

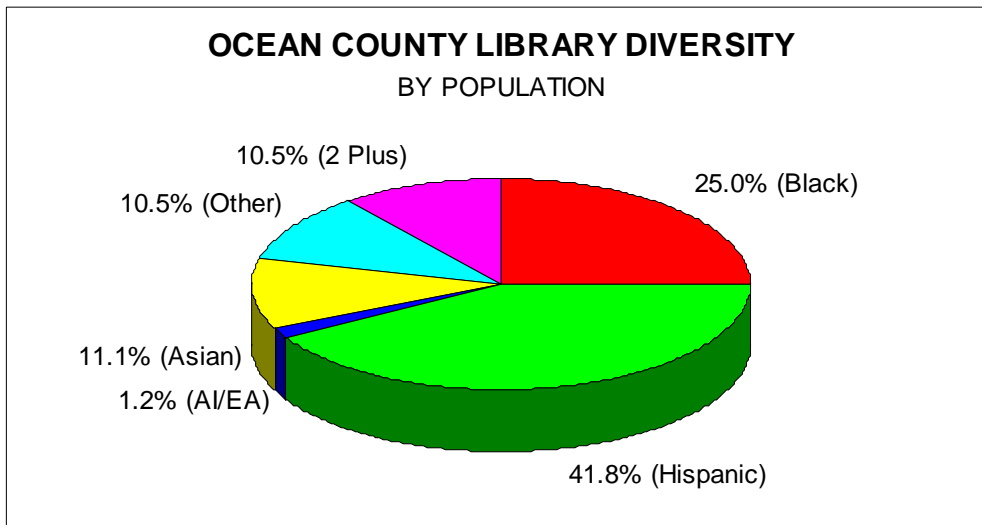
Finally, any analysis of racial diversity in Ocean County must acknowledge the fact that it is a predominately White community. White individuals still represent approximately 88% of Ocean County's total population. However, the diverse population is growing. In 1980 diversity accounted for only 5% of the County's population. In 1990 that number rose to 8%. Now, for Census 2000, 12% of Ocean County's residents have been self-identified as diverse or "minority". How well the Ocean County Library System responds to these ever-growing diverse population trends could be a future indication of our success and vitality in the community. Meeting the needs of our service population has long been a value of the library system. Recognizing the changes in our community and planning for the future is a continuation of those values. It simply makes good business sense.

OCEAN COUNTY DIVERSITY

The chart below indicates the growth in Ocean County's diverse population over the last three decades according to Census data. From this data, we can recognize the importance that the Ocean County Library's Diversity Initiative is to the future vitality of the library system. Since 1980 the Hispanic population has more than tripled, the Black population has nearly doubled, and the Asian population has increased by 70.68%. Add to that the new Census categories, "Other" and "2 or more races", and another 21% of our diverse population becomes self-identified. Charts indicating thirty years of Ocean County diversity growth for each Branch's service population can be found in the Appendix on page 23.



The diagram below represents Ocean County's diverse populations by group, according to Census 2000 figures. Diverse residents account for approximately 12% of the County's total population. The majority of Ocean County's diverse population is made up of residents of Hispanic heritage. The library system has already initiated outreach efforts to this community. The Hispanic population is also the fastest growing population in the County and the Library should continue outreach to this community. The Black community is the second largest of the County's diverse population. While we have initiated outreach to this community, continued work in the areas of community connections, programming and collection development need to be achieved to reach a comfortable level of inclusion and success. The Asian population is also growing, and we should begin outreach efforts by the middle of the decade. Investigation into the "other" and multiracial populations to discover who they are and how we can best fulfill their informational, educational, and recreational needs should also be initiated by 2005.



GUIDELINES FOR COLLECTION DEVELOPMENT, PROGRAM PLANNING, AND OUTREACH TO DIVERSE COMMUNITIES

Over the next decade, our success in creating and maintaining a connection with our diverse communities will become increasingly important. This portion of the report is meant to ensure our success in maintaining appropriate collections, planning effective programs, and developing meaningful connections with our diverse communities.

The Diversity Committee recognizes that formulas cannot be the only tool used for effective and efficient collection development and placement, program planning, and outreach activities. However, we do think that our proposal will be helpful when making decisions regarding the resource allocations that are attached to these activities. The recommendations listed below should be considered guidelines for the selection and placement of materials, the planning of library sponsored programs, and meaningful outreach to diverse communities. The chart(s) located on page 5 should be used in conjunction with these guidelines. Those charts will indicate the diverse group's population figure for each OCL location.

COLLECTION DEVELOPMENT AND PLACEMENT

It should be carefully noted that the guidelines we have created for the collection development of diverse materials do not include "crossover" bestselling authors or artists. Works by "crossover" bestselling authors and artists (ex: Toni Morrison, Terry McMillan, Amy Tan, Gabriel Marquez, Spike Lee, Denzel Washington, Jennifer Lopez etc.) should be selected and placed in branches using already established OCL collection procedures.

The following collection development guidelines are suggested minimums for branches that serve a racially diverse group whose population is between the numbers:

| 4,000 – 10,000 | 1,000 – 4,000 | 400 – 1,000 | 100 - 400 |
|---|--|--|--|
| Duplicate copies of all popular fiction & nonfiction titles of interest to the specific population. | Single copies of all popular fiction and nonfiction titles of interest to the specific population. | Selected copies of popular fiction and nonfiction titles of interest to the specific population. | *Rotating selection of popular fiction and nonfiction titles of interest to the specific population. |
| Duplicate copies of popular foreign language materials. | Single copies of popular foreign language materials. | *Rotating selection of popular foreign language materials. | ----- |
| Single copies of "esoteric" materials of interest to the specific population. | *Rotating copies of "esoteric" materials of interest to the specific population | ----- | ----- |

*** Rotating** means the permanent ownership of materials at selected branches will be decided using a rotating method of placement.

GUIDELINES FOR COLLECTION DEVELOPMENT, PROGRAM PLANNING, AND OUTREACH TO DIVERSE COMMUNITIES

(Continued)

LIBRARY SPONSORED PROGRAMS AND PROGRAM PLANNING

All Ocean County Library branches should routinely plan and sponsor diversity programs. The following are suggested minimums for branches that serve a racially diverse group whose population is between the numbers:

| 1,000 AND OVER | 400 – 1,000 | LESS THAN 400 |
|---|--|--|
| Active participation in the specified group's diversity month and cultural celebrations. This should include multiple programs across all age groups. | Participation in the specified group's diversity month and cultural celebrations. This should include a minimum of two programs and should cross all age groups. | Selected participation in the specified group's diversity month and cultural celebrations is encouraged. |

OUTREACH TO DIVERSE COMMUNITIES

"Outreach", in the form of making positive connections with our racially and ethnically diverse residents is a responsibility for all of our staff. To that end, staff participation in diversity training and cultural awareness seminars should be considered a priority in scheduling for every OCL location. How well the staff connects and communicates with the diverse populations will soon be evaluated as a standard part of the annual performance assessment review.

All Ocean County Library branches should routinely plan outreach activities to their diverse populations. The following are suggested minimums for branches that serve a diverse group whose population is between the numbers:

| 1,000 AND OVER | 400 – 1,000 | LESS THAN 400 |
|--|--|--|
| Active & continuous outreach to the specified diverse community. This includes soliciting the local organization(s) and institutions on behalf of the Library and/or branch. | Routine outreach to the specified diverse community. This includes planned and scheduled activities with local community groups and organizations. | At minimum ensure a welcoming environment. This includes outreach to local individuals to discover their needs and interests. Share this information with the region & the Library System. |
| Develop cooperative programs with community groups that represent the population. | As often as possible, develop cooperative programs with community groups that represent the population. | Branch staff participation in cultural awareness programs and Diversity Training activities. |

NB: Before initiating collection development, outreach and programming for Asian communities, a township by township analysis of the specific Asian heritage(s) needs to be reviewed. For example; most of the Ocean County residents who identified themselves as "Asian" are of Filipino decent. Consequently, Chinese New Year celebrations (while valid cultural awareness/acceptance programs) may not be the most effective method of reaching our Asian Community. This Census information can be located at: <http://factfinder.census.gov/home/en/datanotes/expsf1u.htm>.

DIVERSE POPULATIONS BY BRANCH
(RANKED IN DESCENDING ORDER)

HISPANIC POPULATION

| | |
|--------------|--------------|
| LAK | 8935 |
| TR | 4453 |
| B | 2933 |
| JA | 2474 |
| MA | 1225 |
| BKY | 981 |
| BGT | 590 |
| STF | 558 |
| LA | 545 |
| LEH | 520 |
| PX | 465 |
| BD | 438 |
| UP | 401 |
| PL | 280 |
| P | 234 |
| WA | 200 |
| LBI | 197 |
| TU | 109 |
| IH | 24 |
| BH | 16 |
| TOTAL | 25578 |

BLACK POPULATION

| | |
|--------------|--------------|
| LAK | 7270 |
| TR | 2342 |
| JA | 1670 |
| MA | 1388 |
| B | 758 |
| BKY | 539 |
| BGT | 338 |
| PL | 167 |
| STF | 167 |
| UP | 140 |
| LEH | 126 |
| BD | 101 |
| LA | 91 |
| PX | 56 |
| WA | 48 |
| P | 28 |
| LBI | 20 |
| TU | 14 |
| BH | 2 |
| IH | 2 |
| TOTAL | 15267 |

ASIAN POPULATION

| | |
|--------------|-------------|
| TR | 2265 |
| B | 916 |
| JA | 885 |
| LAK | 855 |
| MA | 412 |
| STF | 227 |
| BKY | 205 |
| LBI | 188 |
| BGT | 152 |
| LA | 141 |
| BD | 123 |
| PX | 107 |
| LEH | 97 |
| P | 55 |
| PL | 54 |
| UP | 47 |
| WA | 29 |
| TU | 19 |
| IH | 11 |
| BH | 7 |
| TOTAL | 6795 |

“OTHER” POPULATION

| | |
|--------------|-------------|
| LAK | 2783 |
| TR | 945 |
| B | 650 |
| JA | 414 |
| MA | 336 |
| BKY | 184 |
| LEH | 156 |
| LBI | 148 |
| BD | 115 |
| STF | 114 |
| BGT | 107 |
| LA | 103 |
| PL | 99 |
| PX | 96 |
| P | 78 |
| UP | 58 |
| WA | 23 |
| TU | 19 |
| BH | 6 |
| IH | 1 |
| TOTAL | 6435 |

2 PLUS POPULATION

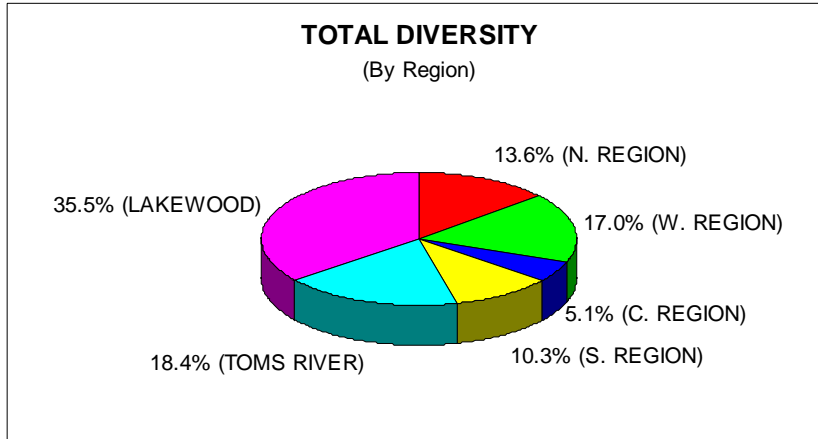
| | |
|--------------|-------------|
| LAK | 1797 |
| TR | 1120 |
| B | 794 |
| JA | 717 |
| BKY | 265 |
| LBI | 222 |
| STF | 206 |
| BGT | 191 |
| LEH | 183 |
| LA | 173 |
| UP | 141 |
| PX | 133 |
| PL | 114 |
| BD | 98 |
| TU | 66 |
| WA | 62 |
| MA | 54 |
| P | 37 |
| IH | 17 |
| BH | 9 |
| TOTAL | 6399 |

**AMERICAN INDIAN,
ESKIMO, ALEUT**

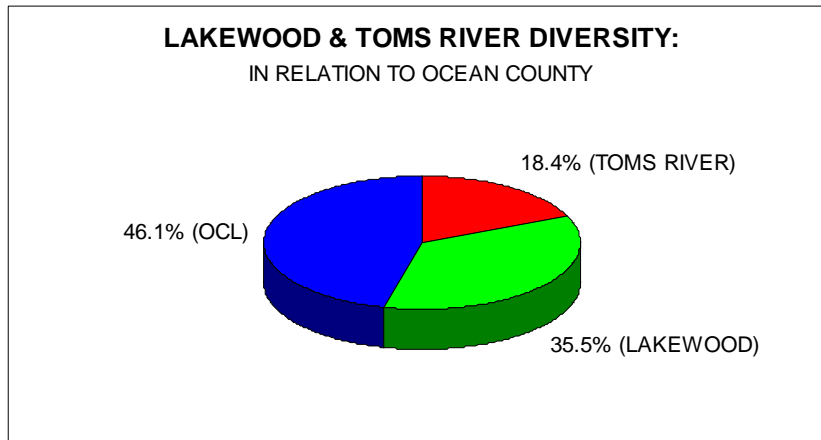
| | |
|--------------|------------|
| TR | 123 |
| LAK | 105 |
| B | 76 |
| MA | 61 |
| JA | 57 |
| LEH | 41 |
| LA | 38 |
| UP | 31 |
| LBI | 29 |
| PX | 27 |
| STF | 25 |
| BKY | 19 |
| P | 18 |
| BGT | 14 |
| BD | 13 |
| PL | 10 |
| TU | 10 |
| WA | 10 |
| IH | 8 |
| BH | 1 |
| TOTAL | 716 |

OCEAN COUNTY LIBRARY DIVERSE SERVICE POPULATION (By Region)

In this section of the report, we will attempt to analyze Ocean County's racial and ethnic diversity first by region then by branch. The chart below indicates Ocean County's total diverse population segmented by region. Almost three-quarters of the County's diverse residents live in Lakewood Township, the Toms River Branch service area, and the Western Region. Those three areas should continue to be where we focus much of our attention.



Combined, the Lakewood Branch and the Toms River Branch serve more than half of the County's diverse residents. For that reason, these two municipalities have been separated from inclusion in the regional analysis that follows. The diversity found in the Lakewood Branch and Toms River Branch service area warrants consistent and sustained focus to these communities.



Perhaps more interesting than the raw numbers that are indicated in the chart below, is the percentage of the County's diverse individuals that live in these two areas of Ocean County. For instance, 63% of the self-identified Blacks that live in Ocean County reside in either Lakewood Township or the Toms River service area.

| | Black | Hispanic | AI/EA | Asian | Other | 2 Plus |
|--------------------|--------------|--------------|--------------|--------------|--------------|--------------|
| LAK | 7270 | 8935 | 105 | 855 | 2783 | 1797 |
| TR | 2342 | 4453 | 123 | 2265 | 945 | 1120 |
| TOTALS | 9612 | 13388 | 228 | 3120 | 3728 | 2917 |
| % of County | 63.0% | 52.3% | 31.8% | 45.9% | 57.9% | 45.6% |

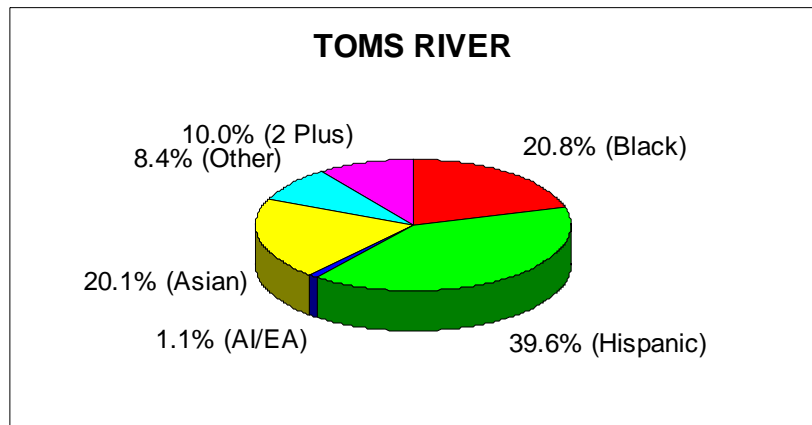
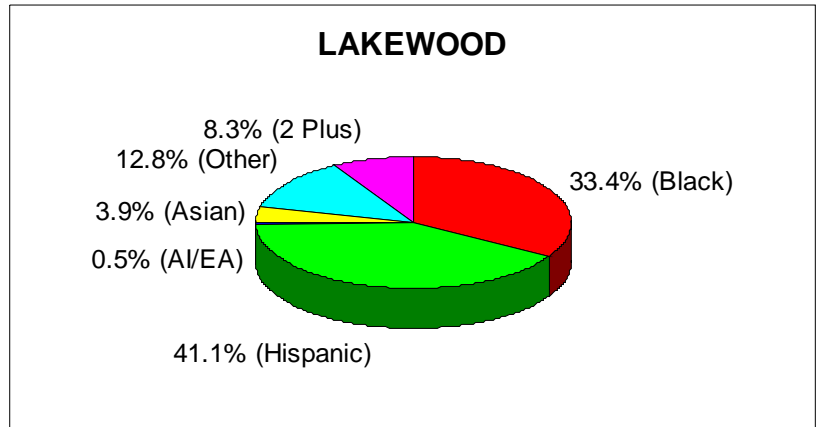
THE LAKEWOOD & TOMS RIVER BRANCHES

Lakewood is the most diverse municipality in the County. Diversity in Lakewood is almost twice the amount of Toms River (the service location which holds the second largest number of diverse residents). With the exception of the County's Asian population, this municipality has highest number of residents for each diverse group of people. In order to remain a vital part of the community the Lakewood Branch, perhaps more than any other OCL facility, must be an inclusive and welcoming place where individuals from diverse backgrounds will feel comfortable visiting. The branch staff will need to always remain cognizant of perceptions and sensitive to the cultural heritage(s) of the diverse people that they serve.

Recommendation: The Lakewood Branch should be home to the largest collection of materials of interest to the County's diverse populations. They have the largest Hispanic community and should have the largest collection of Spanish language materials. Program planning should include active participation in all of the racial and cultural heritage celebrations. A joint effort with local community organizations to offer programs that meet the educational and recreational needs of the township's residents is strongly encouraged. When doing any outreach for this township, inclusion of community groups that represent the interests of the diverse populations should be accomplished as a matter of routine. Staff participation in diversity training and cultural awareness seminars should be considered a priority in scheduling. How well the staff connects and communicates with the diverse populations should be a standard part of their annual performance assessment review.

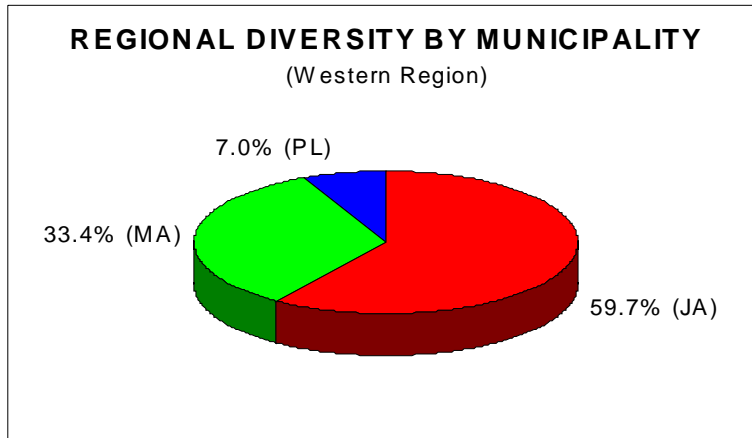
The diverse service population for this branch is about half the size of the Lakewood Branch. Still, Toms River serves almost twice the number of diverse residents as does the Jackson Branch (which has the third largest diverse community). These numbers alone indicate that increased outreach, programming, and collection development needs to be accomplished to adequately serve the diverse community.

Recommendation: The Toms River Branch should have a collection of diverse materials comparable to the Lakewood Branch. They have the second largest Hispanic community and thus should have a collection of Spanish language materials that meets the interest and needs of that group. Toms River is home to the largest Asian population in the County, and will need to initiate outreach activities to that community. Program planning for Toms River should include active participation in all of the racial and cultural heritage celebrations. Joint efforts with local community organizations to offer programs that meet the informational and recreational needs of the service population is strongly encouraged. Routine outreach to community groups that represent the interests of the diverse communities should be initiated. Staff participation in diversity training and cultural awareness seminars should be considered a priority in scheduling. How well the staff connects and communicates with the diverse populations should be a standard part of their annual performance assessment review.

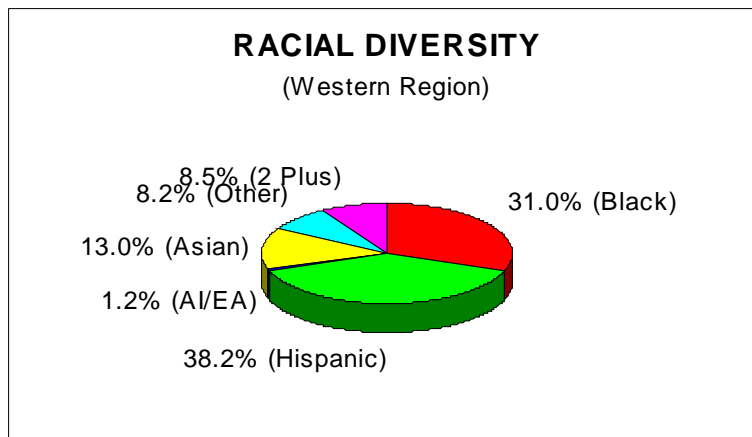


THE WESTERN REGION

For the purposes of this report, three branches were included as the “Western Region”. They are Jackson, Manchester and Plumsted. The self-identified diverse residents living in the Western Region make up approximately 17% of the County’s diverse population. Excluding Lakewood and Toms River, this region has the largest concentration of diverse residents. The racial diversity found in Jackson Township accounts for more than half of the region’s total “minority” population.



The two largest racially diverse populations in the Western Region are Hispanic & Black. These two communities represent a combined total of 69.2% of the region’s diverse population. The ratio of Hispanic and Black populations is the closest found in any region in the library system. In the Western Region the third largest diverse population is Asian.



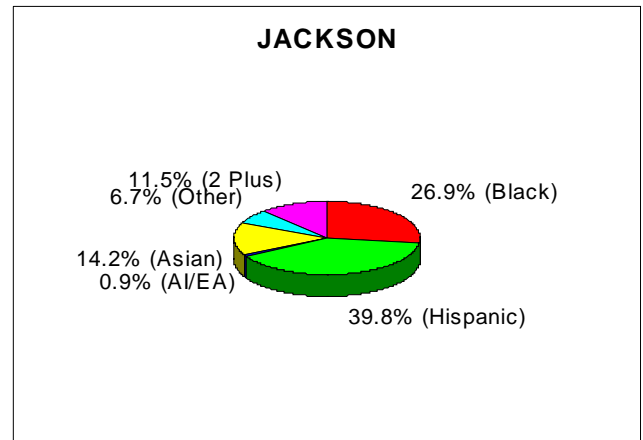
Using the 2000 Census data, it is our recommendation that increased outreach to the diverse communities in the Western Region is warranted. After Lakewood and Toms River, the Western Region has the largest concentration of Blacks in the County and the second largest concentration of Hispanics. OCL’s outreach and programming activities should reflect that fact.

| Western Region | | | | | | |
|-----------------------|--------------|-----------------|--------------|--------------|--------------|---------------|
| | Black | Hispanic | A/E/A | Asian | Other | 2 Plus |
| JA | 1670 | 2474 | 57 | 885 | 414 | 717 |
| MA | 1388 | 1225 | 61 | 412 | 336 | 54 |
| PL | 167 | 280 | 10 | 54 | 99 | 114 |
| TOTAL | 3225 | 3979 | 128 | 1351 | 849 | 885 |

THE BRANCHES OF THE WESTERN REGION

After Lakewood and Toms River, Jackson has one of the largest percent per capita of diverse residents in Ocean County. The Jackson Branch serves the third largest Black population as well as the third largest Asian population systemwide.

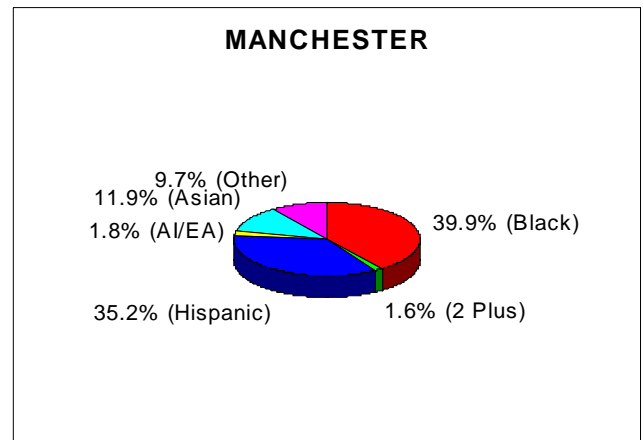
Recommendation: The Jackson Branch should continue their outreach efforts to the diverse communities that they serve. This includes program participation in all of the nationally recognized diversity month celebrations. Collection development and maintenance should also reflect the diversity found in the community.



Manchester is the only township in Ocean County where the Black population is larger than the Hispanic population. The Black population in Manchester is also the fourth largest Systemwide. The Asian community is the third largest diverse population in Manchester.

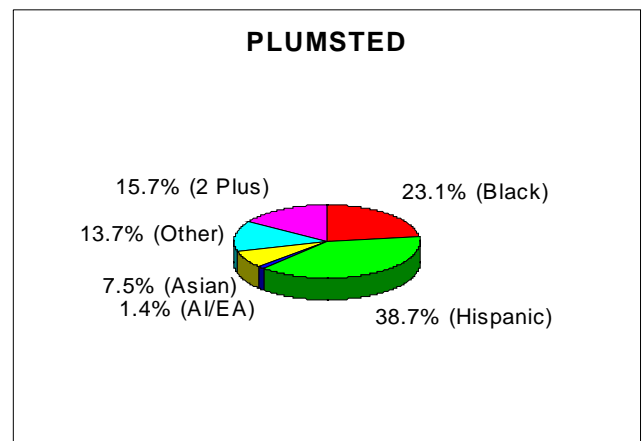
Recommendation: Increase outreach to the Black residents in Manchester. This includes program participation in Black History Month, Martin Luther King Birthday celebrations, and materials displays. Overall diversity programming should be planned throughout the year. Outreach to the Hispanic community is also warranted and should be

conducted as matter of routine. Collections of materials of interest to the Black and Hispanic communities are also warranted.



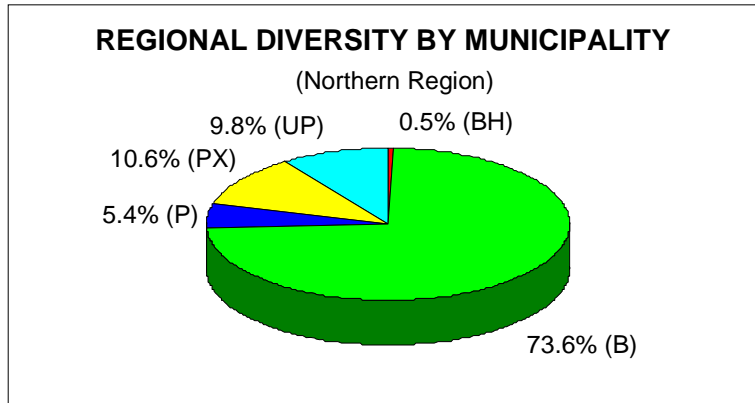
Plumsted has one of the largest per capita diversity percentages Systemwide. However, the actual number of racially & ethnically diverse people is relatively small.

Recommendation: The Plumsted Branch should continue or initiate their outreach efforts to the Hispanic and Black communities. They may find success in multicultural awareness and acceptance types of programs, rather than programs directed to a specific group of people. Investigation into the population self-identified as "Other" is an activity the branch staff may wish to pursue. Continued collection development as outlined on page 3 of this report is recommended.

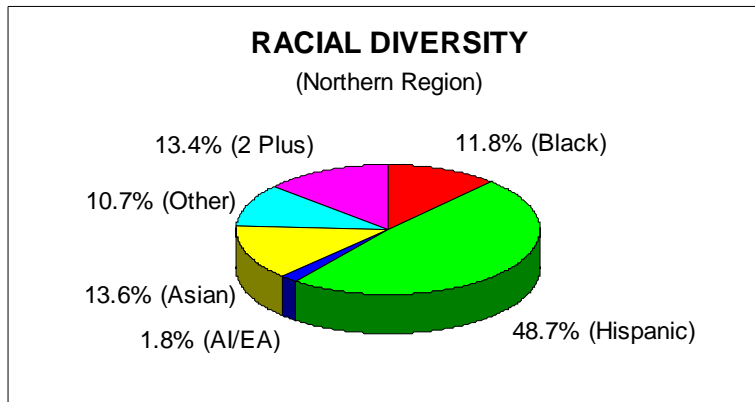


THE NORTHERN REGION

For the purposes of this report, five Branches were included as the “Northern Region”. They are Bay Head, Brick, Point Pleasant Beach, Point Pleasant Borough, and Upper Shores. Approximately 13.6% of Ocean County’s diverse residents live in the Northern Region of the County. It comes as no surprise that Brick Township has the largest concentration of racially/ethnically diverse peoples in the Northern Region.



The Hispanic population constitutes almost half of the diversity found in the Northern Region. The second largest diverse group in the Northern Region is of Asian heritage. Asians make up 13.6% of the diversity in the region. With the exception of Toms River, the Northern Region has the largest number of Asian residents. Almost all of the Regions Asian population lives in Brick Township.

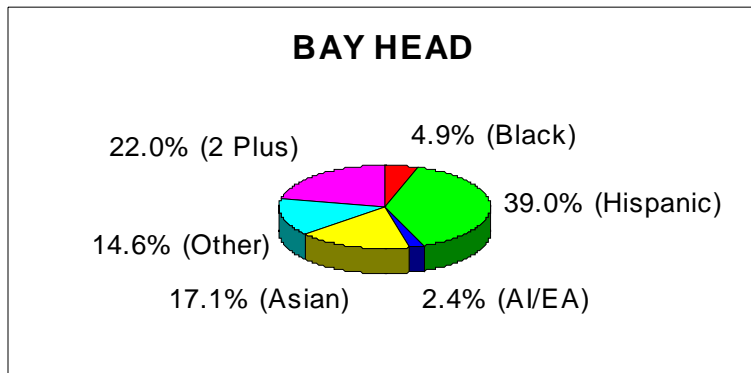


The Hispanic population in the North is about four times that of any other individual diverse group in the Region. Clearly this indicates that overall Regional outreach should be focused on the Hispanic community. After Lakewood and Toms River, the Northern Region has the largest concentration of residents of Hispanic heritage.

| Northern Region | | | | | | |
|-----------------|------------|-------------|------------|-------------|------------|-------------|
| | Black | Hispanic | AI/EA | Asian | Other | 2 Plus |
| BH | 2 | 16 | 1 | 7 | 6 | 9 |
| B | 758 | 2933 | 76 | 916 | 650 | 794 |
| P | 28 | 234 | 18 | 55 | 78 | 37 |
| PX | 56 | 465 | 27 | 107 | 96 | 133 |
| UP | 140 | 401 | 31 | 47 | 58 | 141 |
| TOTAL | 984 | 4049 | 153 | 1132 | 888 | 1114 |

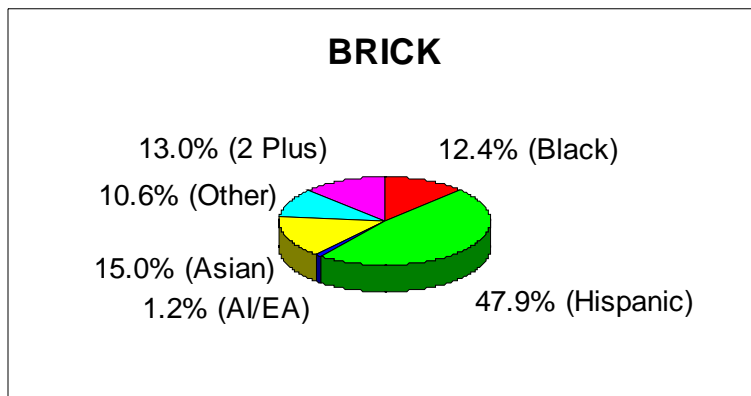
THE BRANCHES OF THE NORTHERN REGION

The diverse population of Bay Head is very small (41 total people). As a Neighborhood Reading Center, it is recommended that Bay Head post information about diversity events, activities, and collections offered at surrounding branches. It is further recommended that they routinely include diverse materials on Branch displays.



Brick Township has the largest diverse population in the Northern Region. Brick has a larger Asian population than both Lakewood and Jackson. It is the second largest Asian population in the County.

Recommendation: Brick has a diverse population large enough to warrant outreach to all groups. This includes active participation in all National diversity month celebrations and continued diversity programming throughout the year. Brick



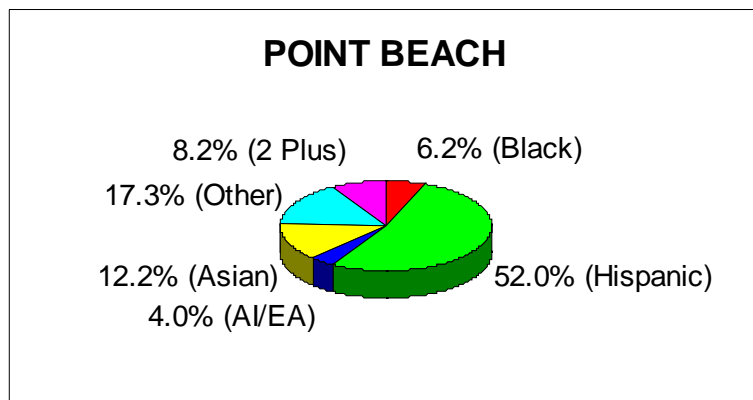
should continue or begin to initiate outreach to the Asian community residing in the Township. Collection development and maintenance should reflect the diversity found in the Brick community and should be comparable in size and scope to the collection in Jackson.

The diversity in Point Pleasant Beach is small, less than 500 people. More than half of the diverse people residing in Point Beach are of Hispanic heritage. The next largest diverse group has been self-identified as "other".

Recommendation: Continued outreach to the Hispanic population is encouraged. Investigation of the "other" diverse group category should be a future activity.

Success may be achieved by providing multicultural awareness and acceptance

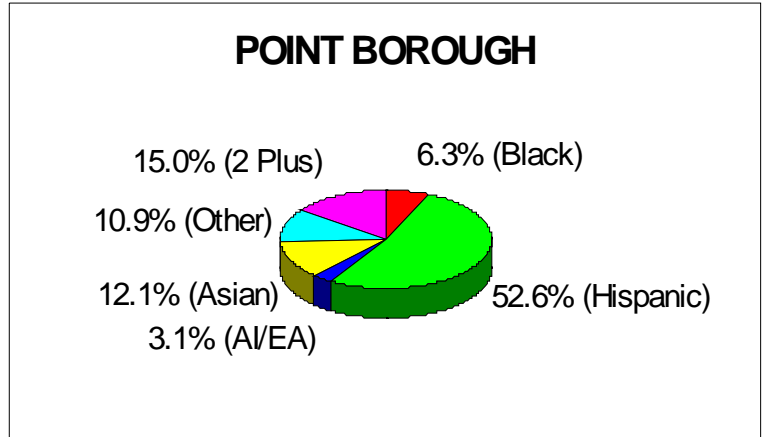
types of programs rather than programs directed to a specific racial/ethnic group. Continued collection development as outlined on page 3 of this report is recommended.



THE BRANCHES OF THE NORTHERN REGION
(Continued)

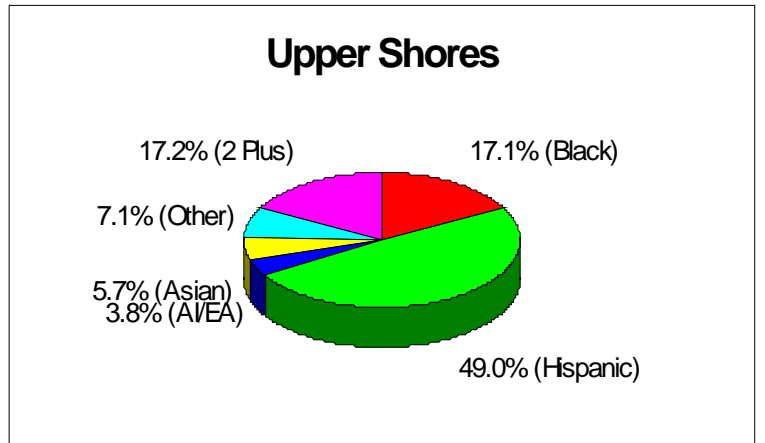
More than half of Point Borough Township's diverse population is of Hispanic heritage. The next largest diverse group in Point Borough is comprised of people self-identified as multi-racial. Point Borough has the second largest Asian population in the Region.

Recommendation: Diverse collections & programming efforts should focus on Hispanic heritage. This is one of the locations that may want to consider developing programs geared toward multiracial people. Additional programs that raise awareness and acceptance of the Asian culture may also be successful.



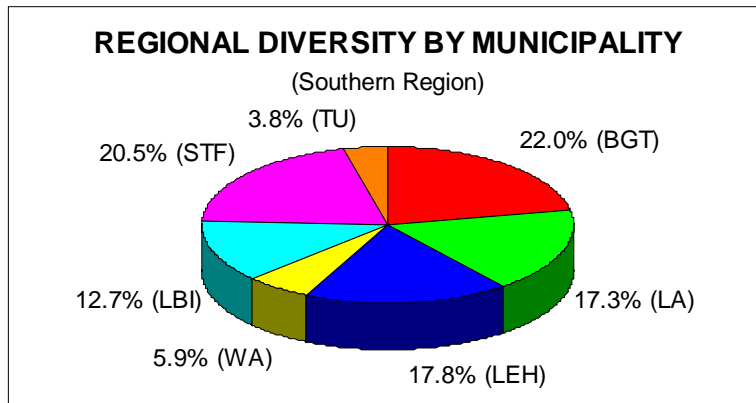
Almost half of the diversity in Upper Shores is of Hispanic heritage. Multiracial persons and Black persons represent an almost equal number of the diverse population. Upper Shores has the second largest Black community in the Region.

Recommendation: Diverse collections & programming efforts should focus on Hispanic, Black and multi-racial or "blended" heritage. This is one of the locations that may want to consider developing programs geared toward multiracial people.

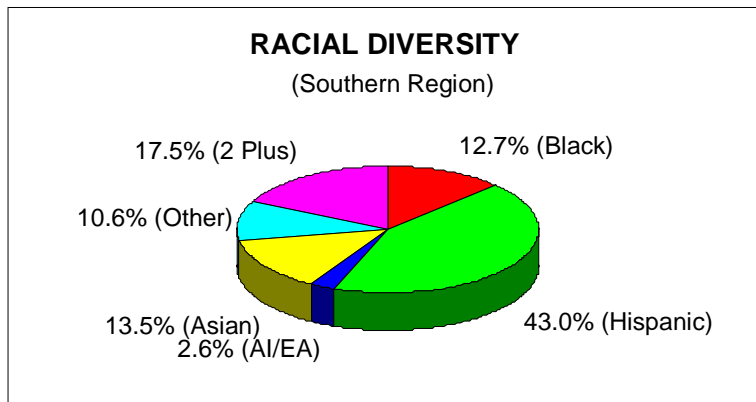


THE SOUTHERN REGION

For the purposes of this report, seven branches were included as the “Southern Region”. They are Barnegat, Lacey, Little Egg Harbor, Long Beach Island, Stafford, Tuckerton & Waretown. Approximately 10.3% of Ocean County’s diverse residents live in the Southern Region of the County. The Barnegat and Stafford Branches have the largest population of diverse residents in the Southern Region.



Hispanics make up the largest of the diverse groups in the Southern Region. This population is more than twice the size of any other diverse population. Four of the seven branches have more than 500 of their residents self-identified as being of Hispanic heritage. The second largest diverse group in this region is multiracial. Regionally, both the multiracial and the Asian populations are larger than the Black population.



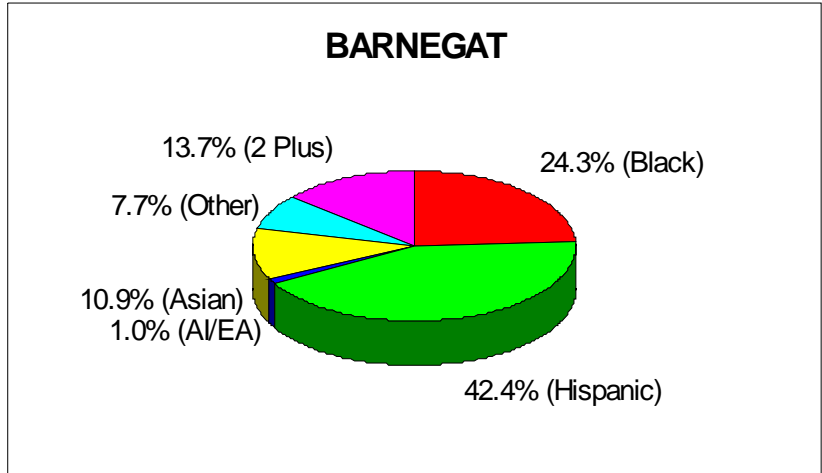
We recommend increased outreach to the Hispanic population. Though the Hispanic population is the largest diverse population, we feel that additional information about the Hispanic community will be required to effectively plan programs for this group. Program planning and collection development for multiracial residents should be considered.

| Southern Region | | | | | | |
|------------------------|--------------|-----------------|--------------|--------------|--------------|---------------|
| | Black | Hispanic | AI/EA | Asian | Other | 2 Plus |
| BGT | 338 | 590 | 14 | 152 | 107 | 191 |
| LA | 91 | 545 | 38 | 141 | 103 | 173 |
| LEH | 126 | 520 | 41 | 97 | 156 | 183 |
| LBI | 20 | 197 | 29 | 188 | 148 | 222 |
| STF | 167 | 558 | 25 | 227 | 114 | 206 |
| TU | 14 | 109 | 10 | 19 | 19 | 66 |
| WA | 48 | 200 | 10 | 29 | 23 | 62 |
| TOTAL | 804 | 2719 | 167 | 853 | 670 | 1103 |

THE BRANCHES OF THE SOUTHERN REGION

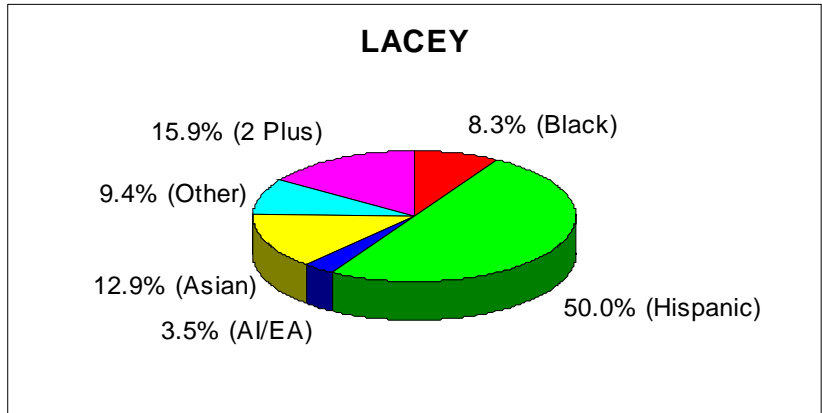
Barnegat has the largest minority population in the Southern Region. Barnegat serves a Black community that is more than twice the size of the Black communities served by the other branches in the Region. They serve the largest Hispanic community and the largest multiracial community.

Recommendation: Continue outreach and programs to the Black community. Initiate or continue outreach to the Hispanic community. Active participation in Black History Month and Hispanic Heritage Month should continue. Continued collection development as outlined on page 3 of this report is recommended.



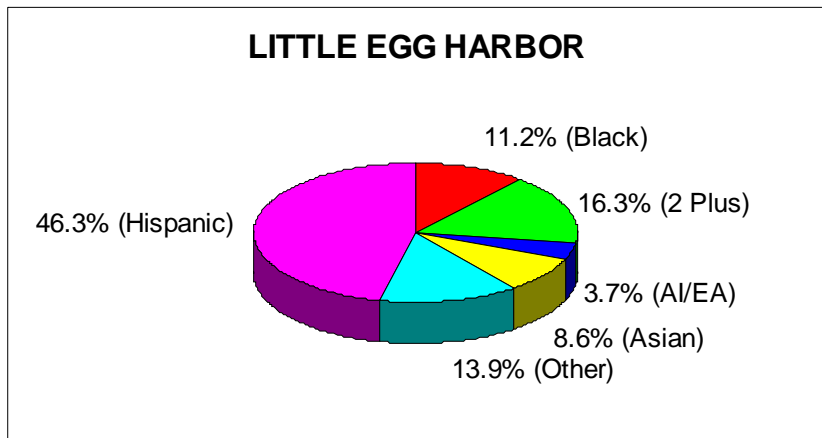
The Hispanic population in Lacey constitutes half of the township's total diversity. The Hispanic community makes up approximately 2% of the Lacey population. After Barnegat and Stafford it is the third largest Hispanic population in the Region.

Recommendation: Initiate or continue outreach to the Hispanic population to discover their interests and informational/recreational needs. Plan and sponsor multicultural awareness programs. Lacey is one of the locations that could begin to develop programs geared toward multiracial people. Continued collection development as outlined on page 3 of this report is recommended.



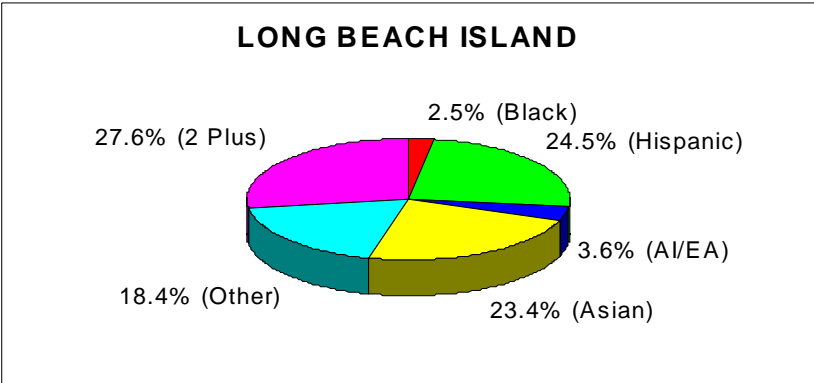
Little Egg Harbor can be considered the "mean" of the southern branches. Half of the region's branches have more diverse residents and half the region's branches have less diversity. Little Egg Harbor has the third largest Black community and the fourth largest Hispanic community in the region.

Recommendation: Initiate or continue outreach to the Hispanic and Black community. Seek information about the racially diverse "other" group. Plan and sponsor multicultural awareness programs. Little Egg Harbor is one of the locations that could begin to develop programs geared toward multiracial people. Continued collection development as outlined on page 3 of this report is recommended.



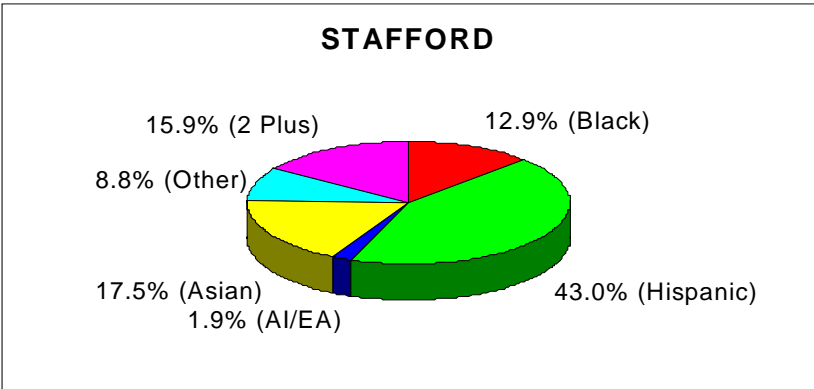
THE BRANCHES OF THE SOUTHERN REGION
(Continued)

The Long Beach Island service population represents one of the largest diversity percentages per capita Systemwide. LBI is one of only two Ocean County municipalities where Hispanics are not the largest diverse community. LBI's largest diverse population is self-identified as multiracial or "blended". This group makes up approximately 3% of LBI's population, and is the largest of this category in the Southern Region. LBI's Hispanic and Asian population is close in number. Their Asian population is the second largest in the Southern Region.



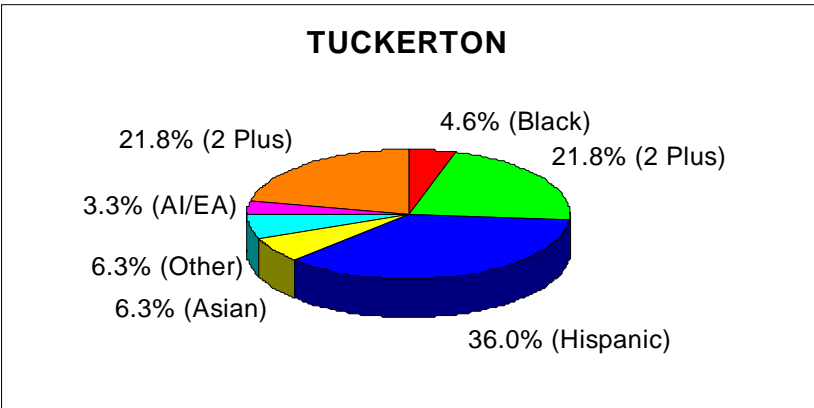
Recommendation: Initiate or continue outreach to the Asian and Hispanic community. LBI should continue or begin participation in Hispanic Heritage Month and Asian Pacific American Heritage Month. LBI is one of the locations that is encouraged to begin to develop programs geared toward multiracial people. Continued collection development as outlined on page 3 of this report is recommended.

Stafford has the second largest diverse community in the Southern Region. 43% of their diverse population is of Hispanic heritage. Their second largest diverse group is of Asian descent. Stafford has the largest Asian population in the Region.



Recommendation: Continued outreach & programs to the Hispanic and Black population. Initiate or continue outreach to the Asian population. Stafford is one of the locations that is encouraged to develop programs geared toward multiracial people. Continued collection development as outlined on page 3 of this report is recommended.

Tuckerton has the smallest number of diverse residents in the Southern Region and the third smallest in the County.

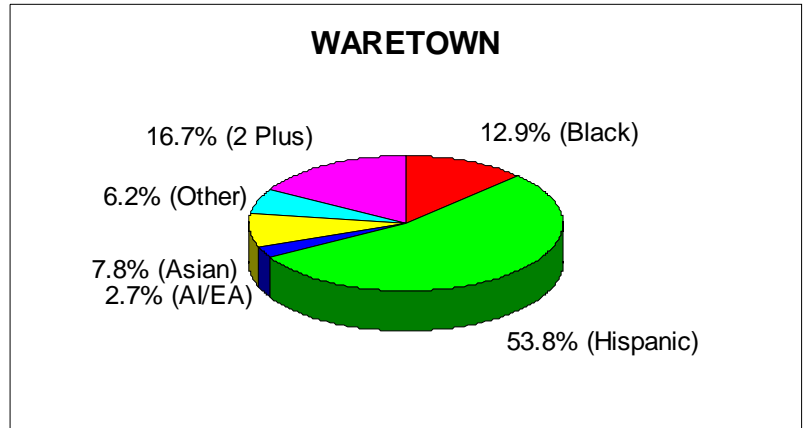


Recommendation: Tuckerton may find success in general multicultural awareness & acceptance programs, rather than programs directed to a specific group of people. They should provide posters and fliers directing patrons to diversity programs & collections offered at surrounding branches. They should routinely include diverse materials on branch displays. Continued collection development as outlined on page 3 of this report is recommended.

THE BRANCHES OF THE SOUTHERN REGION
(Continued)

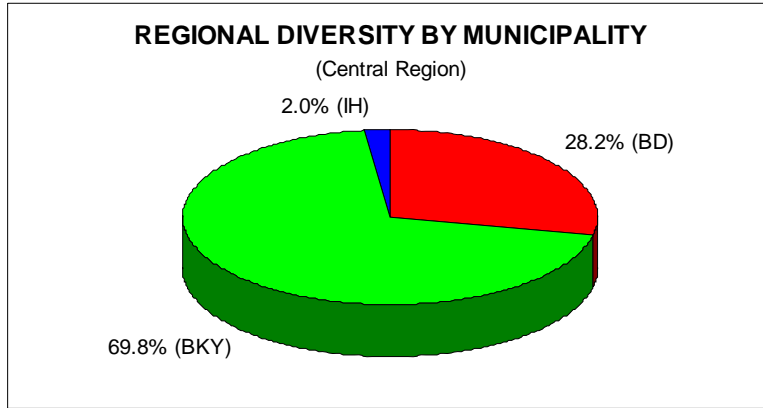
Waretown has the second smallest diverse population in the Southern Region and the fourth smallest in the County. More than half of Waretown's diversity is of Hispanic heritage.

Recommendation: Waretown may find success in general multicultural awareness and acceptance programs, rather than programs directed to a specific group of people. They should provide posters and fliers directing patrons to diversity programs & collections offered at surrounding branches. They should routinely include diverse materials on branch displays. Continued collection development as outlined on page 3 of this report is recommended.

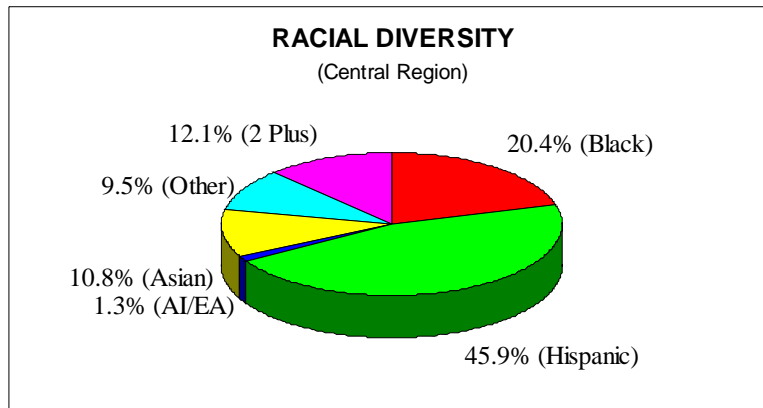


THE CENTRAL REGION

For the purposes of this report, three branches were included as the “Central Region”. They are Beachwood, Berkeley and Island Heights. Approximately 5.1% of Ocean County’s diverse residents live in the Central Region of the County. The Central Region, not including Toms River, has the smallest number of diverse residents systemwide. This is interesting since both Beachwood and Berkeley have one of the highest minority populations for branches of their size. Not surprisingly, Berkeley Township is home to the vast majority of the Central Region’s diverse population.



The Hispanic population constitutes most of the diversity found in the Central Region. The second largest diverse group in the region is Black. The Black population is about half the size of the Hispanic population in this region.



In raw numbers, there is very little diversity in this Region. Branch staff should ensure a welcoming environment. This includes outreach to local individuals. Staff participation in diversity training and cultural awareness seminars should be considered a priority in scheduling.

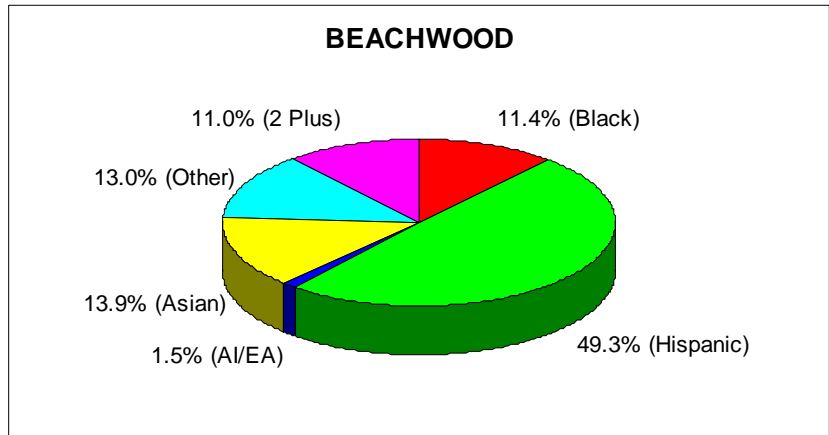
| Central Region | | | | | | |
|-----------------------|--------------|-----------------|--------------|--------------|--------------|---------------|
| | Black | Hispanic | AI/EA | Asian | Other | 2 Plus |
| BD | 101 | 438 | 13 | 123 | 115 | 98 |
| BKY | 539 | 981 | 19 | 205 | 184 | 265 |
| IH | 2 | 24 | 8 | 11 | 1 | 17 |
| TOTAL | 642 | 1443 | 40 | 339 | 300 | 380 |

THE BRANCHES OF THE CENTRAL REGION

Almost half of the diverse population found in Beachwood is of Hispanic heritage. These residents account for 49% of Beachwood's total population.

Recommendation: Diversity focuses on Hispanic programs and collections. For other racial categories, Beachwood may find success in general multicultural awareness & acceptance programs, rather than programs directed to a specific group of people. They should provide posters and fliers directing patrons to diversity programs and collections offered at surrounding branches.

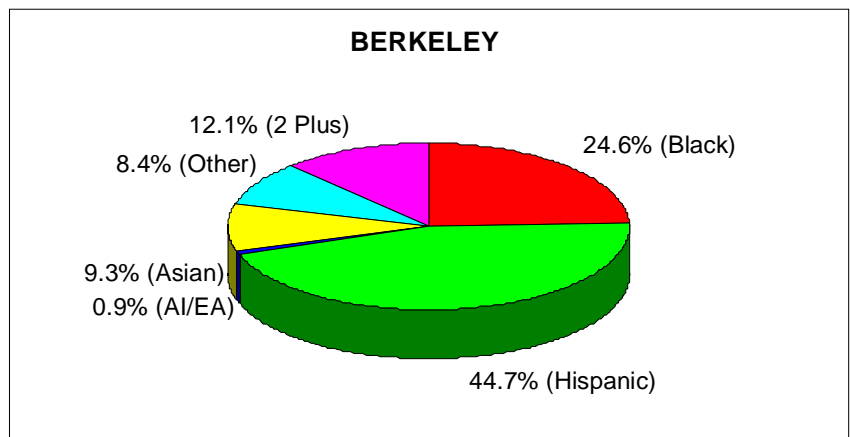
They should routinely include diverse materials on branch displays. Beachwood does have a Hispanic population of a size to warrant a small collection of Spanish language materials.



In raw numbers, Berkeley has the sixth largest diverse population in Ocean County. Like most townships in the County; Berkeley's largest minority population is Hispanic. Residents of Hispanic heritage make up about 45% of the population. The next largest minority group are Black residents.

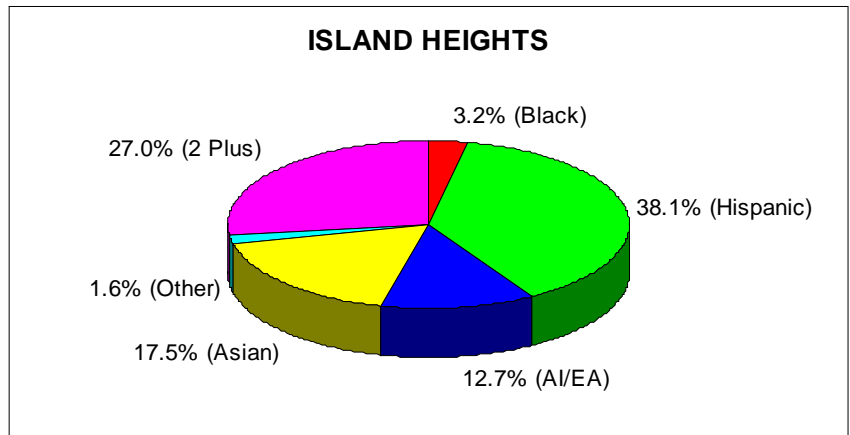
Recommendation: Berkeley has a Hispanic population large enough to warrant a medium sized Spanish language collection. We recommend Berkeley initiate or continue outreach to the Hispanic and Black populations.

This should include participation in Black History Month celebrations and Hispanic Heritage Month celebrations. Continued collection development as outlined on page 3 of this report is recommended.

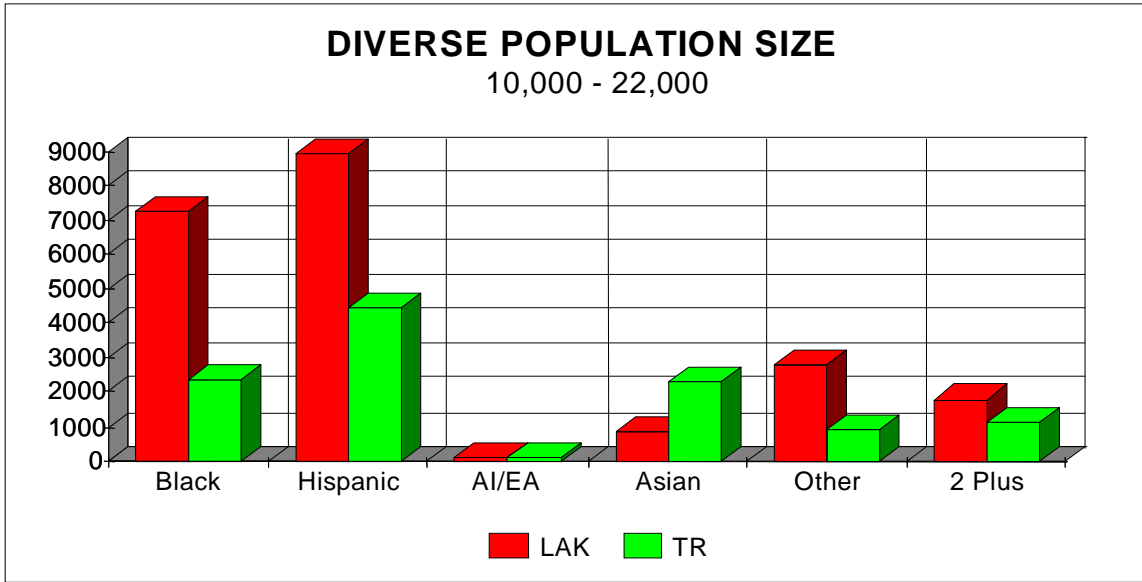


In raw numbers, the diversity that is found in this municipality is very small. It is in fact, the second *least* diverse community in Ocean County.

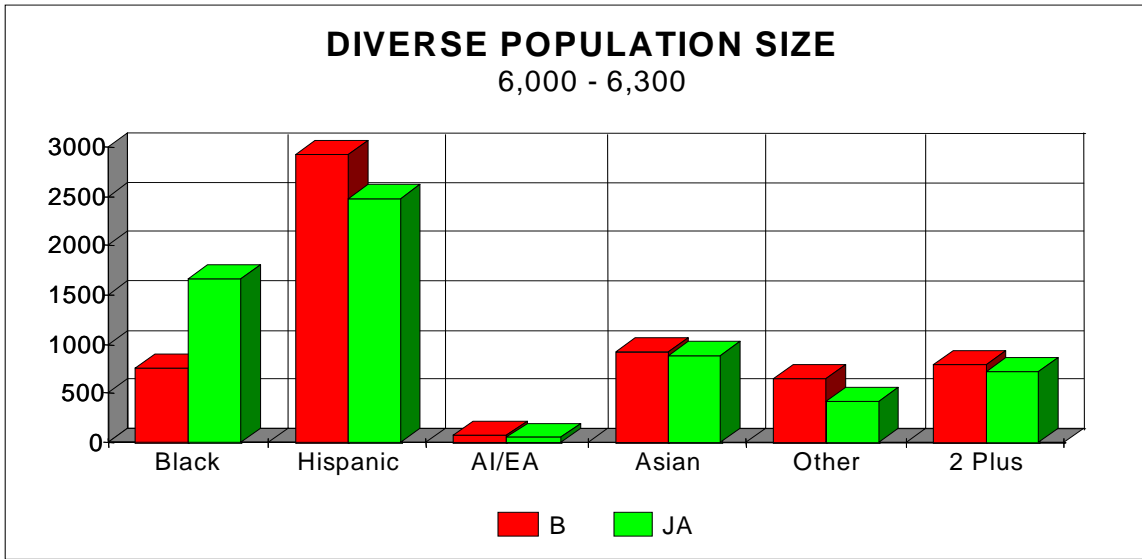
Recommendation: Island Heights may find success in general multicultural awareness and acceptance programs rather than programs directed to a specific group of people. They should provide posters and fliers directing patrons to diversity programs and collections offered at surrounding branches. Continued collection development as outlined on page 3 of this report is recommended.



APPENDIX

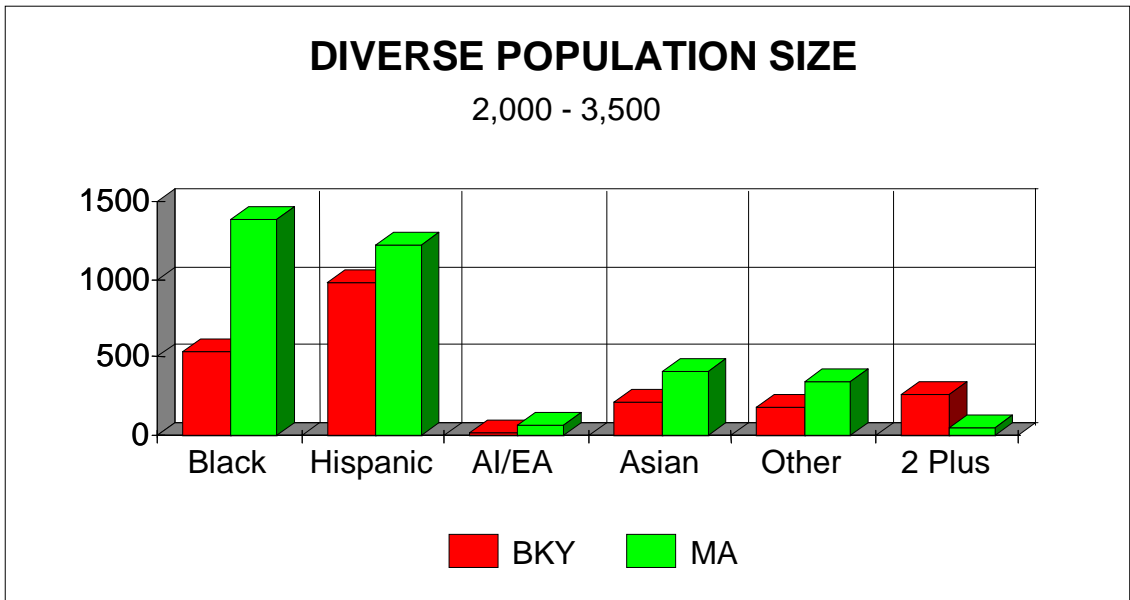


Lakewood and Toms River branches serve, by far, the largest number of diverse residents systemwide. We recommend that they have the largest collection of materials of interest or in a language that targets OCL's diverse communities. The sizes of the diverse population indicate that both branches could sustain duplicate copies of such materials. Outreach and programming should be intense for both locations.

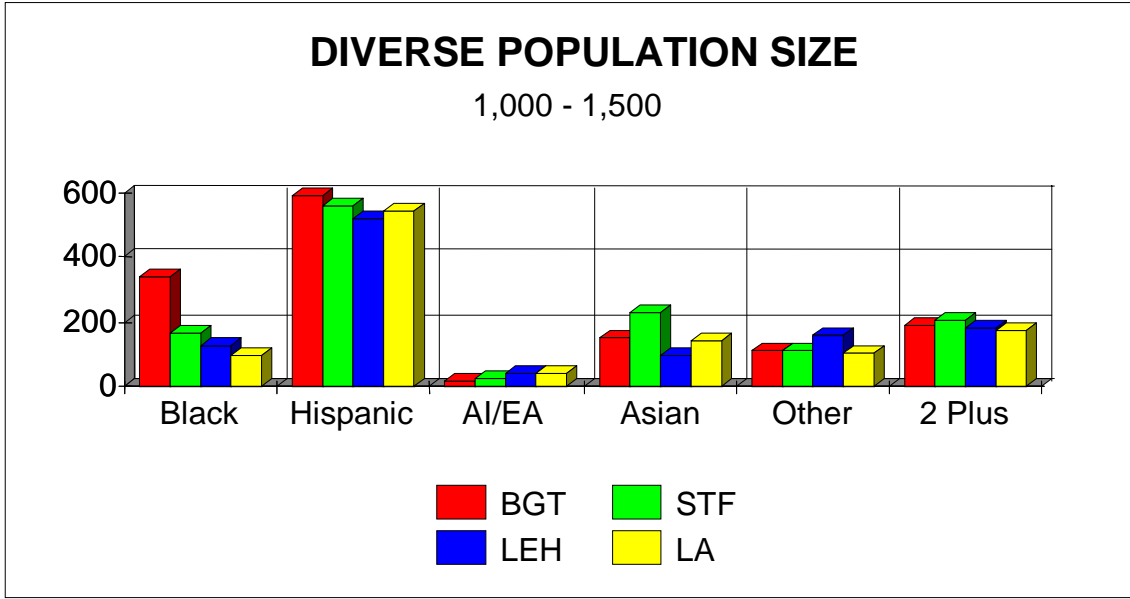


The Jackson and Brick Branches serve a significantly smaller diverse population than Lakewood or Toms River. However, their diverse population is still much higher than that of any other Ocean County municipality. Both branch's collection development practices should reflect that fact. The Jackson Branch serves a slightly larger diverse population than the Brick Branch. It is interesting to note that Jackson's Black population is more than double that of Brick's Black population.

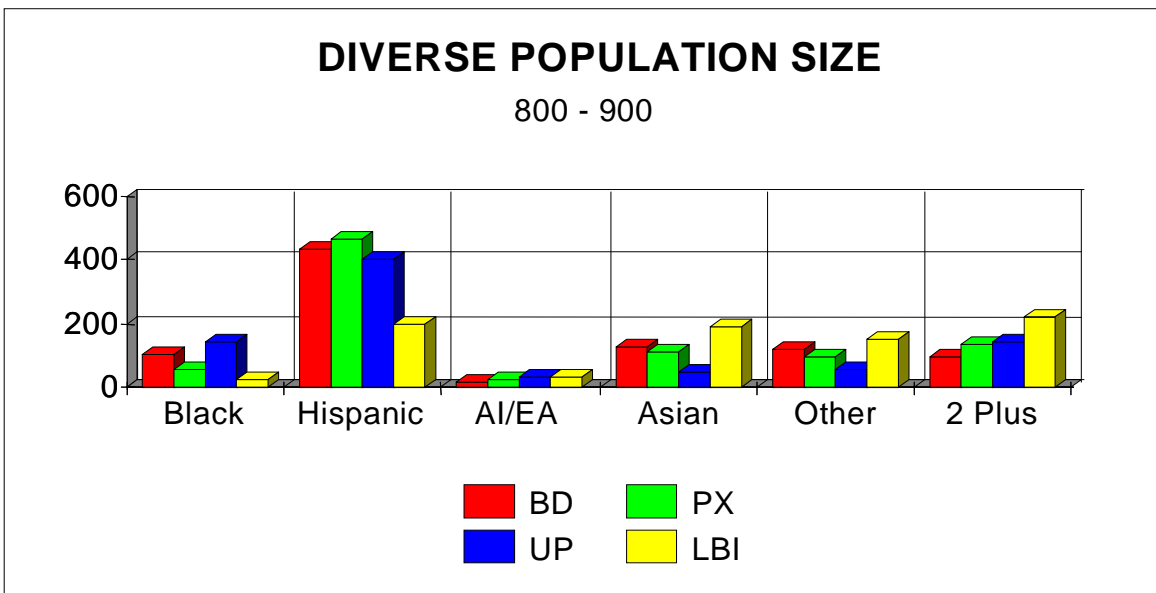
We recommend that the Lakewood, Toms River, Jackson and Brick Branches actively participate in all of the major celebrations that honor racial diversity. (i.e. Black History Month, Hispanic Heritage Month, Asian Pacific American Month, Black Family Technology Awareness Week etc.)



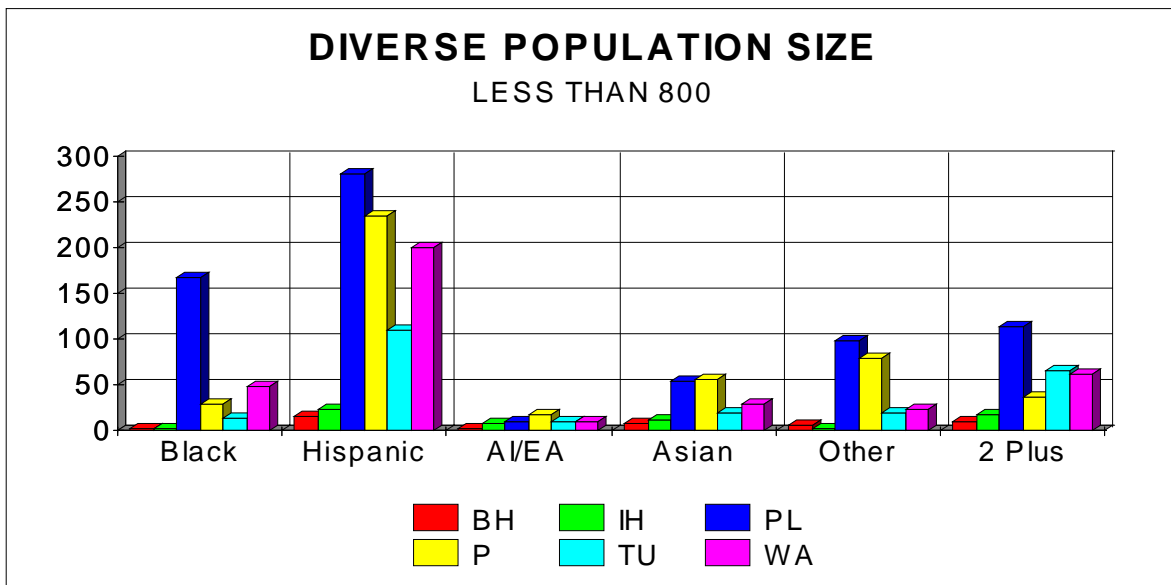
The Berkeley and Manchester Branches serve a diverse population large enough to sustain a medium sized collection of Spanish language and Black interest materials. Both branches should outreach to their Black and Hispanic populations as a matter of routine. This would include the development of programs and activities to honor Black History Month and Hispanic Heritage Month. The Manchester Branch should consider participation in the Asian Pacific American Heritage Month. It should be noted that Manchester Township has the fourth largest Black community in Ocean County – larger than Brick Township.



These locations have a rather large combined Hispanic population. We recommend they begin to develop a combined collection of diverse materials that is comparable to the collection size for Berkeley and Manchester. Little Egg Harbor & Stafford should initiate or continue active participation in Black History Month programs/activities. Barnegat, which has the largest Black population of those Branches listed, already sponsors an annual Black History event; we would recommend they expand those connections to include Black interest programs throughout the year. Barnegat, Stafford and Lacey may want to consider future participation in Asian Pacific American Heritage Month. All four branches should participate in Hispanic Heritage Month, as well as sponsoring diverse programs throughout the year.



Beachwood, Point Pleasant Borough, Upper Shores and Long Beach Island Branches all serve a Hispanic population large enough to sustain a small collection of Spanish language and Hispanic interest materials. All four locations (with the exception of Upper Shores) have a larger Asian population than Black population. Upper Shores may wish to consider participation/event planning for Black History Month. Long Beach Island may wish to consider future participation/event planning for Asian Pacific American Heritage Month. All four branches should participate in Hispanic Heritage Month.



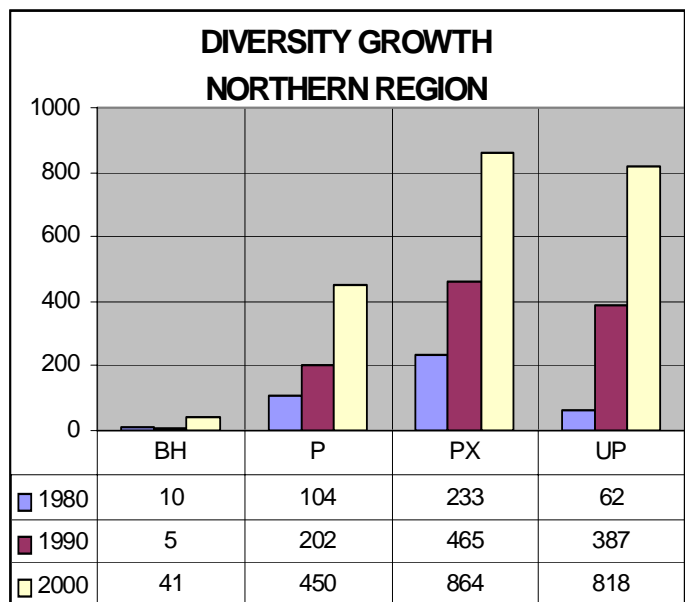
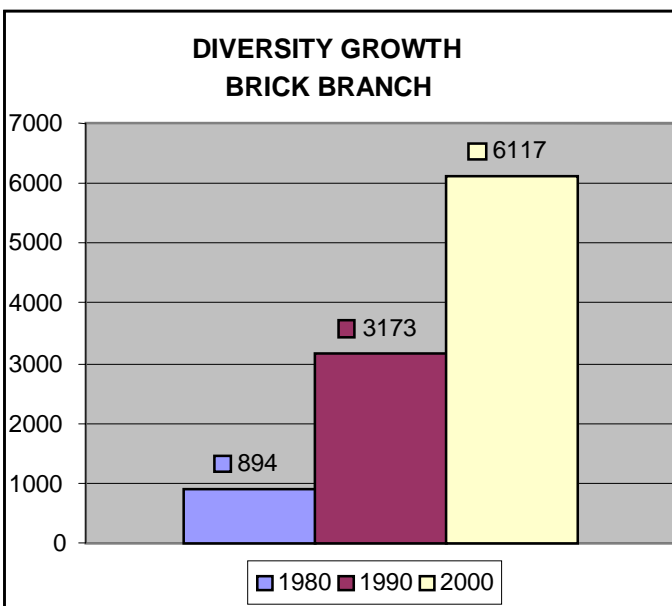
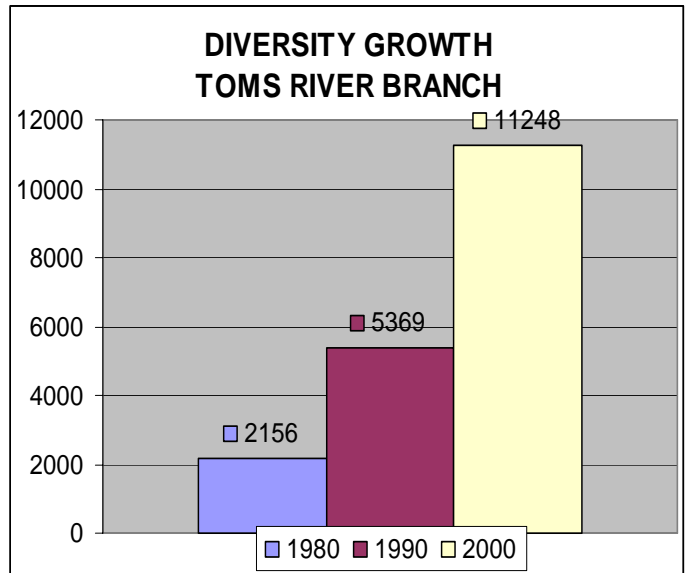
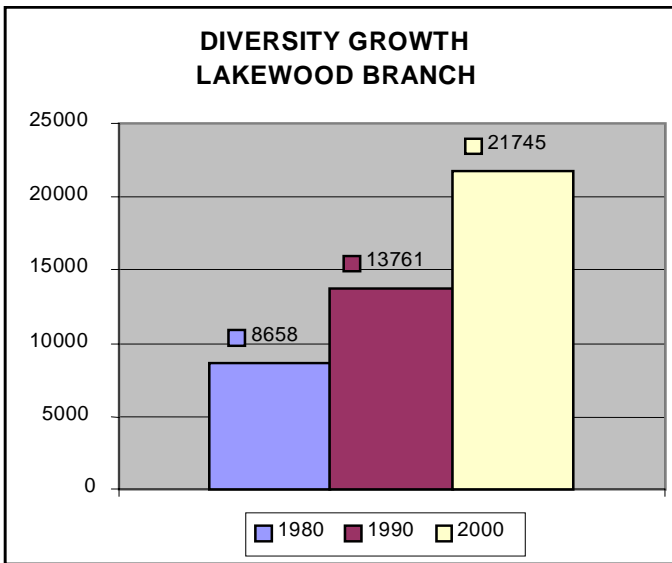
In this category, the Plumsted branch serves the largest diverse population. Coincidentally, the six branches that serve the least number of diverse residents are also the branches with the smallest overall populations. All of these locations should consider some activity to celebrate Hispanic Heritage Month. Additionally, the Plumsted branch should consider initiate or continue sponsoring programs that celebrate Black History Month.

DIVERSITY GROWTH BY REGION

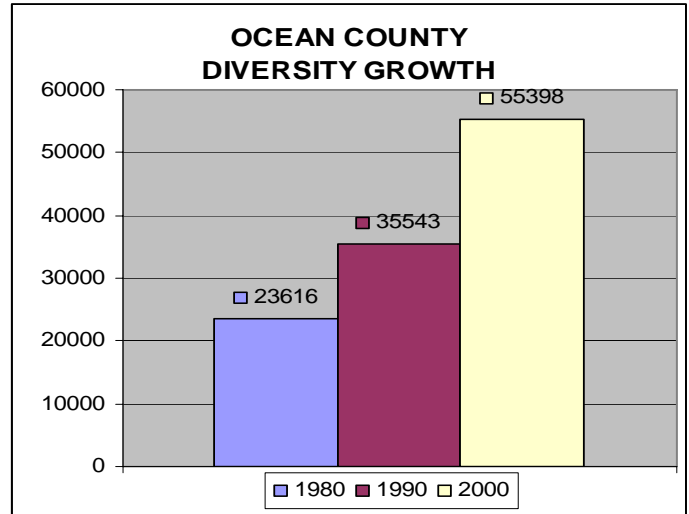
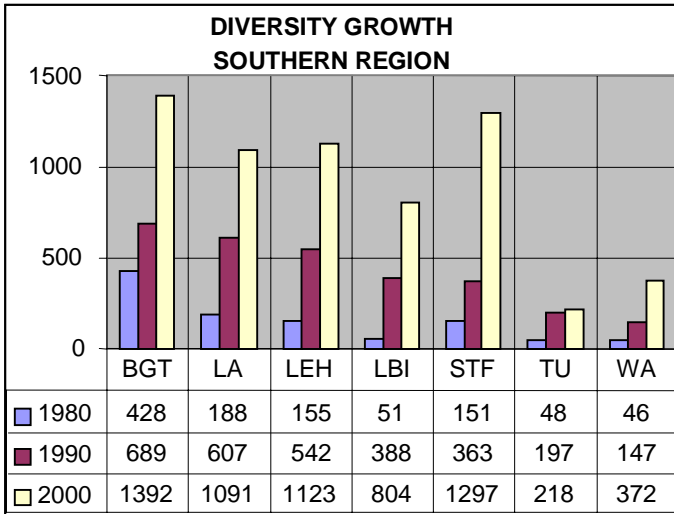
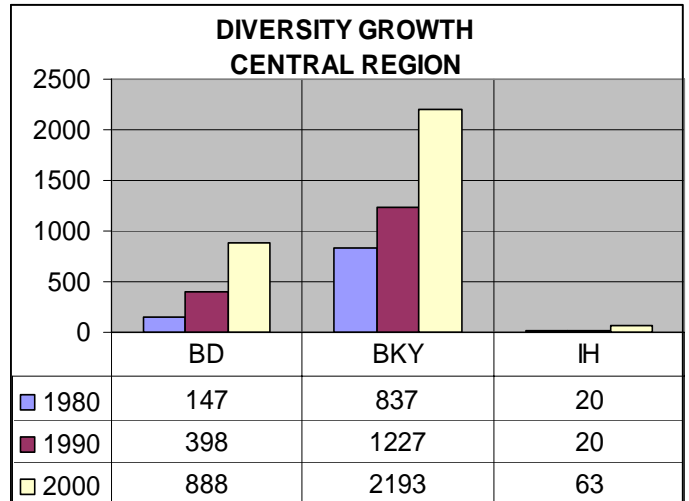
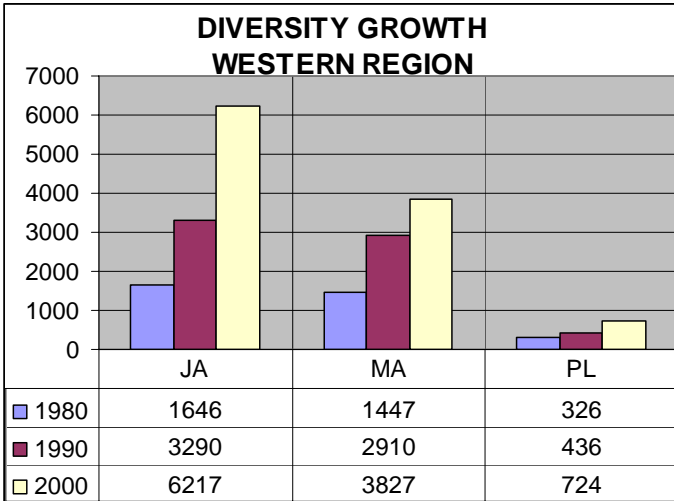
Diversity in Ocean County has grown steadily over the last thirty years. The charts below indicate three decades of diversity growth by branches within a region. Once again, due to the size of the diverse populations, the Lakewood and Toms River branches are viewed separately. Because of the diversity growth in the Brick service populations, we also created a separate chart for that municipality.

While reviewing these charts, it is interesting to note that in almost all of Ocean County Library's service areas, racial diversity has just about doubled in size over the last ten years. Even in those municipalities where the raw numbers of diverse peoples are not that high, the percentage rate of diversity growth is astounding. This is an indication that even in our smallest communities, meeting the needs of our racially and ethnically diverse residents is becoming more and more important to our future vitality. LBI, UP, STF, WA, LEH, B, BD, LA, and TR, are branches where the diverse service population has grown more than 400% over the last thirty years.

NB: Census 2000 has warned that the data on race is not directly comparable to the race data collected in previous censuses. Please consider these charts illustrative of Ocean County's diversity growth.



**DIVERSITY GROWTH
BY REGION
(CONTINUED)**



FASTEST GROWING DIVERSE POPULATIONS

| | 1980 | 1990 | 2000 |
|--------------|--------------|--------------|--------------|
| LBI | 51 | 388 | 804 |
| UP | 62 | 387 | 818 |
| STF | 151 | 363 | 1297 |
| WA | 46 | 147 | 372 |
| LEH | 155 | 542 | 1123 |
| B | 894 | 3173 | 6117 |
| BD | 147 | 398 | 888 |
| LA | 188 | 607 | 1091 |
| TR | 2156 | 5369 | 11248 |
| TU | 48 | 197 | 218 |
| P | 104 | 202 | 450 |
| BH | 10 | 5 | 41 |
| JA | 1646 | 3290 | 6217 |
| PX | 233 | 465 | 864 |
| LAK | 8658 | 13761 | 21745 |
| BGT | 428 | 689 | 1392 |
| IH | 20 | 20 | 63 |
| MA | 1447 | 2910 | 3827 |
| BKY | 837 | 1227 | 2193 |
| PL | 326 | 436 | 724 |
| TOTAL | 17607 | 34576 | 61492 |

DIVERSITY GROWTH BY BRANCH

| | 1980 | 1990 | 2000 |
|--------------|--------------|--------------|--------------|
| B | 894 | 3173 | 6117 |
| BD | 147 | 398 | 888 |
| BGT | 428 | 689 | 1392 |
| BH | 10 | 5 | 41 |
| BKY | 837 | 1227 | 2193 |
| IH | 20 | 20 | 63 |
| JA | 1646 | 3290 | 6217 |
| LA | 188 | 607 | 1091 |
| LAK | 8658 | 13761 | 21745 |
| LBI | 51 | 388 | 804 |
| LEH | 155 | 542 | 1123 |
| MA | 1447 | 2910 | 3827 |
| P | 104 | 202 | 450 |
| PL | 326 | 436 | 724 |
| PX | 233 | 465 | 864 |
| STF | 151 | 363 | 1297 |
| TR | 2156 | 5369 | 11248 |
| TU | 48 | 197 | 218 |
| UP | 62 | 387 | 818 |
| WA | 46 | 147 | 372 |
| TOTAL | 17607 | 34576 | 61492 |

METHODOLOGY

**Prepared by
Cathi Finnen**

METHODOLOGY
OCL Service Populations by Branch
2000 Census Race Demographics

| <u>BRANCH</u> | <u>SERVICE POPULATION INCLUDES</u> |
|----------------------|--|
| Barnegat | Barnegat Township |
| Bay Head | Bay Head Borough |
| Beachwood | Beachwood Borough |
| Berkeley | Berkeley Township, Ocean Gate Borough |
| Brick | Brick Township, Mantaloking Borough |
| Island Heights | Island Heights Borough |
| Jackson | Jackson Township |
| Lacey | Lacey Township |
| Lakewood | Lakewood Township |
| Little Egg Harbor | Little Egg Harbor Township |
| Long Beach Island | Barnegat Light Borough, Harvey Cedars Borough, Long Beach Township, Ship Bottom Borough, Surf City Borough |
| Manchester | Lakehurst Borough, Manchester Township |
| Plumsted | Plumsted Township |
| Point Pleasant | Point Pleasant Borough |
| Point Pleasant Beach | Point Pleasant Beach Borough |
| Stafford | Eagleswood Township, Stafford Township |
| Toms River | Dover Township, Pine Beach Borough, South Toms River |
| Tuckerton | Tuckerton Borough |
| Upper Shores | Lavallette, Seaside Heights Borough, Seaside Park Borough |
| Waretown | Ocean Township |

METHODOLOGY
OCL DIVERSITY
 BY BRANCH SERVICE POPULATIONS

| | Black | Hispanic | AI/EA | Asian | Other | 2 Plus |
|--------------|--------------|-----------------|--------------|--------------|--------------|---------------|
| BGT | 338 | 590 | 14 | 152 | 107 | 191 |
| BH | 2 | 16 | 1 | 7 | 6 | 9 |
| BD | 101 | 438 | 13 | 123 | 115 | 98 |
| BKY | 539 | 981 | 19 | 205 | 184 | 265 |
| B | 758 | 2933 | 76 | 916 | 650 | 794 |
| IH | 2 | 24 | 8 | 11 | 1 | 17 |
| JA | 1670 | 2474 | 57 | 885 | 414 | 717 |
| LA | 91 | 545 | 38 | 141 | 103 | 173 |
| LAK | 7270 | 8935 | 105 | 855 | 2783 | 1797 |
| LEH | 126 | 520 | 41 | 97 | 156 | 183 |
| LBI | 20 | 197 | 29 | 188 | 148 | 222 |
| MA | 1388 | 1225 | 61 | 412 | 336 | 54 |
| PL | 167 | 280 | 10 | 54 | 99 | 114 |
| P | 28 | 234 | 18 | 55 | 78 | 37 |
| PX | 56 | 465 | 27 | 107 | 96 | 133 |
| STF | 167 | 558 | 25 | 227 | 114 | 206 |
| TR | 2342 | 4453 | 123 | 2265 | 945 | 1120 |
| TU | 14 | 109 | 10 | 19 | 19 | 66 |
| UP | 140 | 401 | 31 | 47 | 58 | 141 |
| WA | 48 | 200 | 10 | 29 | 23 | 62 |
| TOTAL | 15267 | 25578 | 716 | 6795 | 6435 | 6399 |

(CF)

METHODOLOGY

Race & Ethnicity

Question: How does the Census Bureau define race and ethnicity?

Answer: Census Bureau complies with the Office of Management and Budget's standards for maintaining, collecting, and presenting data on race, which were revised in October 1997. They generally reflect a social definition of race recognized in this country. They do not conform to any biological, anthropological or genetic criteria.

In accordance with the Office of Management and Budget definition of ethnicity, the Census Bureau provides data for the basic categories in the OMB standards: Hispanic or Latino and Not Hispanic or Latino. In general, the Census Bureau defines ethnicity or origin as the heritage, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. People who identify their origin as Spanish, Hispanic, or Latino may be of any race.

According to the revised Office of Management and Budget standards noted above, race is considered a separate concept from Hispanic origin (ethnicity) and, wherever possible, separate questions should be asked on each concept.

<http://www.census.gov/Press-Release/www/2001/raceqandas.html>

Definitions - Race

Definition:

The concept of race as used by the Census Bureau reflects self-identification by people according to the race or races with which they most closely identify. These categories are sociopolitical constructs and should not be interpreted as being scientific or anthropological in nature. Furthermore, the race categories include both racial and national-origin groups.

The racial classifications used by the Census Bureau adhere to the October 30, 1997, Federal Register Notice entitled, "Revisions to the Standards for the Classification of Federal Data on Race and Ethnicity" issued by the Office of Management and Budget (OMB).

White. A person having origins in any of the original peoples of Europe, the Middle East, or North Africa. It includes people who indicate their race as "White" or report entries such as Irish, German, Italian, Lebanese, Near Easterner, Arab, or Polish.

Black or African American. A person having origins in any of the Black racial groups of Africa. It includes people who indicate their race as "Black, African Am., or Negro," or provide written entries such as African American, Afro American, Kenyan, Nigerian, or Haitian.

American Indian and Alaska Native. A person having origins in any of the original peoples of North and South America (including Central America) and who maintain tribal affiliation or community attachment.

Asian. A person having origins in any of the original peoples of the Far East, Southeast Asia, or the Indian subcontinent including, for example, Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. It includes "Asian Indian," "Chinese," "Filipino," "Korean," "Japanese," "Vietnamese," and "Other Asian."

Native Hawaiian and Other Pacific Islander. A person having origins in any of the original peoples of Hawaii, Guam, Samoa, or other Pacific Islands. It includes people who indicate their race as "Native Hawaiian," "Guamanian or Chamorro," "Samoan," and "Other Pacific Islander."

Race & Ethnicity (CONTINUED)

Some other race. Includes all other responses not included in the "White", "Black or African American", "American Indian and Alaska Native", "Asian" and "Native Hawaiian and Other Pacific Islander" race categories described above. Respondents providing write-in entries such as multiracial, mixed, interracial, Wesort, or a Hispanic/Latino group (for example, Mexican, Puerto Rican, or Cuban) in the "Some other race" category are included here.

Two or more races. People may have chosen to provide two or more races either by checking two or more race response check boxes, by providing multiple write-in responses, or by some combination of check boxes and write-in responses.

Hispanic Origin. People of Hispanic origin may be of any race and should answer the question on race by marking one or more race categories shown on the questionnaire, including White, Black or African American, American Indian or Alaska Native, Asian, Native Hawaiian or Other Pacific Islander, and Some Other Race. Hispanics are asked to indicate their origin in the question on Hispanic origin, not in the question on race, because in the federal statistical system ethnic origin is considered to be a separate concept from race.

Comparability. The data on race in Census 2000 are not directly comparable to those collected in previous censuses.

The concept of race is separate from the concept of Hispanic origin. Percentages for the various race categories add to 100 percent, and should not be combined with the percent Hispanic. Tallies that show race categories for Hispanics and nonHispanics separately are also available.

Scope and Methodology:

The data on race were derived from answers to the question on race that was asked of all people in Census 2000.

Source: U.S. Census Bureau, 2000 Census of Population, Public Law 94-171 Redistricting Data File. Updated every 10 years. <http://factfinder.census.gov>.
http://quickfacts.census.gov/qfd/meta/long_68172.htm (3/20/03)

Source: U.S. Census Bureau, Population Division. 4/12/00
<http://www.census.gov/population/www/socdemo/race/racefactcb.html>

NOTE: MORE INFORMATION ON CENSUS 2000 DATA CAN BE FOUND AT:

Questions and Answers for Census 2000 Data on Race
<http://www.census.gov/Press-Release/www/2001/raceqandas.html> (3/24/03)

and

Racial and Ethnic Classifications Used in Census 2000 and Beyond
March 24, 2003
<http://www.census.gov/population/www/socdemo/race/racefactcb.html> (3/24/03)

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