

Toward a Plan-of-Action for Improving Community Access to Technology & Technology-Based Resources at the Gibson Memorial Library – February, 2019

COMMUNITY VALUE

BENCHMARK 1 – PROVIDING ASSISTANCE AND TRAINING WITH THE GOAL OF INCREASING DIGITAL LITERACY WITHIN THE COMMUNITY

1.1 The library has curricula for and provides regularly scheduled digital literacy training

- Provide structured and regularly scheduled classes on basic computer skills to promote digital literacy in your community (1)
- Provide structured and regularly scheduled classes on office productivity software (e.g., word processing, spreadsheets, presentations) to promote digital literacy in your community (1)
- Provide structured and regularly scheduled classes on Internet searching skills to promote digital literacy in your community (1)
- Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons (1)
- Provide structured and regularly scheduled classes on library resources to promote digital literacy in your community (1)
- Provide structured and regularly scheduled classes on social media to promote digital literacy in your community (1)
- Provide structured and regularly scheduled classes on multi-media (e.g, photo, video, audio) to promote digital literacy in your community (1)
- Provide technology training classes in languages other than English to support the development of digital literacy skills in ESL populations within your community (3)

1.2 The library provides individual assistance for digital literacy at all locations

- Provide individual assistance through one-on-one help by appointment with library staff or volunteers for at least 30 minute sessions to promote digital literacy at the individual level (2)
- Provide individual technology assistance in languages other than English to support the development of digital literacy skills in ESL populations within your community (3)

BENCHMARK 2 – PROVIDING ACCESS TO RELEVANT DIGITAL CONTENT AND ENABLING PATRONS TO CREATE THEIR OWN DIGITAL CONTENT

2.1 The library supports the creation of digital content on public access computers

--Ensure web development software is available on at least one public computer in at least one location (3)

2.2 The library monitors its service delivery of online content

--Perform a content inventory of the library's website at least annually (3)

2.3 The library provides access to information resources through its website

--Select and organize online technology training resources (2)

--Provide real-time reference services (3)

BENCHMARK 3 – PROVIDE TECHNOLOGY RESOURCES TO HELP PATRONS MEET IMPORTANT NEEDS RELATED TO PERSONAL GOALS AND COMMUNITY PRIORITIES

3.1 The library supports use of public technology for workforce development and entrepreneurship

--Provide a collection of online resources for job seeking, employment skill-building, or professional certification to support workforce development (1)

--Provide a collection of online resources for small business development to promote entrepreneurial start-ups (1)

--Host group instruction at least quarterly on using online job-seeking, career development, and small business development resources to promote workforce development and entrepreneurship (3)

3.2 The library supports use of public technology for eGovernment or legal purposes

--Provide online guides and instructions for identifying, finding, and using online eGovernment resources to support the use of public technology for eGovernment services (1)

--Provide access to electronic legal and law-related research information and services through your website to support the use of public technology for legal purposes (2)

--Host group instruction at least quarterly for patrons on navigating online government resources to support the use of public technology for eGovernment purposes (3)

3.3 The library supports use of public technology for patrons pursuing educational opportunities

--Provide/maintain online resources about college choice and financial aid to support the use of public technology for patrons pursuing educational opportunities (2)

--Host group instruction at least quarterly on using or navigating educational resources to support the use of public technology for patrons pursuing educational opportunities (3)

3.4 The library supports use of public technology for health and wellness purposes

--Volunteer to become a designated community access point for health and human services information assistance (211 service) to promote the library as a resource for health and wellness information (3)

--Host group instruction at least quarterly on using or navigating health and wellness resources to promote the use of the library and its publicly accessible technologies for health and wellness purposes (3)

ENGAGING THE COMMUNITY

BENCHMARK 4 – LIBRARY MAKES STRATEGIC DECISIONS BASED ON COMMUNITY PRIORITIES FOR DIGITAL INCLUSION AND INNOVATION

4.1 The library has leaders who maintain on-going relationships with community leaders

--Participate in an on-going advisory body with key stakeholders that contributes to community digital inclusion and technology plans (3)

4.2 The library gathers feedback from the community about its public technology needs

--Include questions about community technology in a library-sponsored needs assessment survey to help your library determine your community's public technology needs (2)

--Include community technology-related questions in a local government survey to help your library determine your community's public technology needs (2)

--Conduct community-representative focus groups on community technology needs to help gather feedback from your community on its public technology needs (2)

--Hold advertised forums on the community's technology needs to help gather feedback from your community on its public technology needs (2)

--Conduct an assessment of community needs for technology resources in languages other than English to help gather feedback from diverse members of your community on their public technology needs (3)

--Conduct an assessment of community needs for technology resources for people with disabilities to help gather feedback from diverse members of your community on their public technology needs (3)

4.3 The library surveys its patrons about technology use in strategic purpose areas

--Survey patrons annually about public technology use and outcomes in workforce development (1)

--Survey patrons annually about public technology use and outcomes in eGovernment (1)

--Survey patrons annually about public technology use and outcomes in education (1)

--Survey patrons annually about public technology use and outcomes in Health & Wellness (1)

4.4 The library evaluates its technology programs and services

--Conduct an evaluation of the effectiveness of digital literacy programs and services annually to ensure you are meeting your community's technology needs (1)

--Conduct an evaluation of the effectiveness of outreach activities annually to ensure you are connecting with your community and reflecting their technology needs in your digital literacy programs and services (3)

--Conduct a biennial evaluation of the effectiveness of the library's partnerships to ensure partners remain fully engaged and are aware of and support the library's technology programs and services (3)

4.5 The library makes strategic decisions based on information about community needs and priorities

--Review and update technology-related goals in library's strategic plan at least annually (2)

--Align library's technology resources and services with community needs. (3)

BENCHMARK 5 – BUILDING STRATEGIC RELATIONSHIPS WITH COMMUNITY PARTNERS TO MAXIMIZE PUBLIC ACCESS TO TECHNOLOGICAL RESOURCES AND SERVICES PROVIDED TO THE COMMUNITY

5.1 The library develops and maintains partnerships that amplify the library's reach, avoid duplication of effort, aid the library in planning or advocacy, or are otherwise mutually beneficial

--Strengthen existing partnerships and develop new partnerships to amplify the library's reach and advance digital innovation goals (1)

--Develop mutually beneficial partnerships that expand your library's assets in education (2)

--Develop mutually beneficial partnerships that expand the library's assets in social services and local government (2)

- Develop mutually beneficial partnerships that expand the library's assets in healthcare (2)
- Support the technology needs of local community organizations by providing devices or spaces in the library (3)
- Bring basic computer and Internet training out into the community using mobile computer labs to link at-risk and disenfranchised customers with vital technology access and skills (3)

5.2 The library engages in technology outreach activities

- Provide and maintain a roster of community organization to help distribute materials about library technology services (1)
- Keep abreast of emerging technology trends to inform the library's technology outreach activities in the community (2)
- Develop and maintain a plan that ensures the assessment and recovery of technology services in the event of an emergency (3)

BENCHMARK 6 – LIBRARIES SUPPORT CONTINUOUS IMPROVEMENT IN PUBLIC ACCESS TECHNOLOGY SERVICES BY SHARING EXPERTISE & BEST PRACTICES WITH OTHER DIGITAL INCLUSION ORGANIZATIONS

6.1 The library participates in a community of practice and shares public access technology knowledge, resources, and other tools

- Share network management policies and practices with other libraries or community-based organizations (2)
- Deliver at least one technology-related presentation at formal professional gatherings (in-services, conferences, webinars) annually (3)
- Facilitate or participate in a technology mentorship program for library staff (3)
- Host a dedicated development environment to allow library staff to experiment with new applications and online environments (3)

6.2 The library conducts surveys to gather feedback about library technology.

--Conduct annual survey to gather feedback from the community and includes question about patron satisfaction with library technology (1)

--Conduct annual survey to gather feedback from the community and includes question about personal importance of library technology (2)

--Conduct annual survey to gather feedback from the community and includes importance of library technology to others in the community (3)

ORGANIZATIONAL MANAGEMENT

BENCHMARK 7 – LIBRARY INTEGRATES TECHNOLOGY AND PATRON DATA MANAGEMENT POLICIES

7.1 The library maintains technology and patron data management policies

--Implement an equipment replacement policy to insure that the library periodically evaluates and updates its computer equipment capabilities (1)

--Implement a software upgrade policy to ensure that the library periodically evaluates and updates its network software. (1)

--Use systems management software to simultaneously upgrade all of the library's computers to current versions of Internet browsers, web applications, and plug-ins (e.g., Java, PDF, Flash, Shockwave, Windows Media Player) (1)

BENCHMARK 8 – LIBRARY HAS SUFFICIENT STAFF WITH TECHNOLOGY EXPERTISE TO HELP PATRONS ACHIEVE THEIR GOALS

8.1 The library provides staff with work time to engage in technology related learning activities

--Provide key staff the opportunity to attend training in the creation of digital content during work time (3)

BENCHMARK 9 – LIBRARY HAS SUFFICIENT DEVICES & BANDWIDTH TO ACCOMMODATE USER DEMAND

9.2 The library meets or exceeds the minimum bandwidth capacity necessary to support public user demand.

--Increase and manage your bandwidth to optimize the speed of your connection and improve the patron's Internet experience (1)

9.3 The library assures adequate time for patrons to complete tasks

-- Provide internet-enabled devices for use outside the library (3)

9.4 The library provides peripheral equipment that enables patrons to complete tasks

- Provide headphones to patrons to ensure the privacy to complete certain tasks (1)
- Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (privacy screens for computer monitors) (1)
- Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (placing computer monitors outside the view of other patrons) (1)
- Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (having public computers in private rooms) (1)
- Provide wireless-enabled printers so patrons who connect to the public Wi-Fi have the ability to send documents to various printers within the network. (2)
- Provide presentation equipment (e.g., projector, microphone, etc.) for in-library public use (3)
- Provide multimedia production equipment (e.g. digital cameras, audio recorders, video cameras) for in-library public use (3)

BENCHMARK 10 – LIBRARY MANAGES TECHNOLOGICAL RESOURCES TO MAXIMIZE QUALITY

10.1 The library actively manages Internet connectivity

- Get information on the health of your network by establishing real time alerts about connectivity problems (1)
- Use traffic shaping to optimize or guarantee performance, improve latency and increase usable bandwidth (1)
- Monitor connectivity (up/down/ping) at the network level for all branches (2)
- Monitor your Internet traffic by packet type and volume in order to accurately determine your network bandwidth requirements (2)
- Allocate bandwidth for library staff functions and public Internet access through separate data circuits or through hardware/software mechanisms to prioritize network traffic (3)

10.2 The library minimizes out-of-service devices

- Establish a disaster recovery system to back up and restore hard drives for all public computers (1)

- Keep spares on hand to use in place of devices that become non-operational (2)
- Ensure the library has at least one staff member located onsite with sufficient IT expertise to maintain the library's network and public technology systems (3)

10.3 The library tracks key measures about public technology services for planning purposes

- Monitor patron computer use through the collection of number of hours public devices are in use by patrons (1)
- Monitor patron computer use through the collection of the number of attendees in technology classes (1)
- Monitor patron computer use through the collection of the number of wireless sessions (2)
- Monitor patron computer use through the collection of the number of requests for one-on-one technology help (3)

BENCHMARK 11 – LIBRARY ENSURES PARTICIPATION IN DIGITAL TECHNOLOGY FOR PEOPLE WITH DISABILITIES

11.1 The library accommodates users with disabilities

- Provide at least one public terminal with equipment or programs that enable use by the visually impaired (e.g., screen readers, magnification, high contrast keyboards and displays) at all locations (1)
- Provide at least one public terminal that can be converted with equipment or programs to facilitate usage by people with motor and dexterity impairments (e.g., touch screens, trackballs, switches, voice-recognition software) at all locations (1)
- Ensure the library website is compliant with World Wide Web Consortium (W3C) disability standards. (2)
- Include specific accessibility goals in the strategic plan (3)
- Provide library staff with training at least annually on how to recognize and serve patrons with disabilities. (3)