Move Past the Edge of Normal
Identifying low-cost and no-cost ways to engage with your community and improve your library’s public access technology

October 27, 2016
Today’s Presenters

Lourdes Aceves
Senior Program Manager, Edge
Urban Libraries Council

Brett Beasley
Program Manager, Edge
Urban Libraries Council
Session Overview

• Overview of Edge
• Explanation of the Edge Toolkit
• Low-Cost and No-Cost Action Planning
• Examples of Small Libraries Using Edge
• Trivia!
A management tool for public libraries to evaluate technology access and identify how it can be used to help communities.
Edge Coalition
Importance of Edge to Public Libraries

- Assess and Identify technology & how it’s used/where you are
- Strengthen technology access, services, and infrastructure
- Communicate with leaders how library technology supports community priorities
Toolkit

Assessment Tool
Online tool to assess and evaluate current services

Benchmarks
Set of national technology standards for public libraries

Training
Courses to guide libraries in using their Edge results effectively

Recommendations and Planning Tools
Peer comparison data and tools to implement recommendations

Resources
A curated set of free online materials, tools, and information to support library success

Community Engagement
Reporting and presentation templates for communicating the value of technology services to community leaders
Benchmarks (Strategic Areas)

1. Digital Literacy
2. Digital tools and resources
3. Meeting key community needs
4. Strategy and evaluation
5. Strategic partnerships
6. Sharing best practices
7. Planning and policies
8. Staff expertise
9. Devices and bandwidth
10. Technology management
11. Technology inclusiveness
## Assessment Tool

### Benchmark 2: Libraries provide access to relevant digital content and enable community members to create their own digital content.

2.1 (of 3) The library supports the creation of digital content on public access computers.

<table>
<thead>
<tr>
<th>Patrons have the ability to retrieve data from and store data to portable devices (e.g., thumb drives, external hard drives, PDAs) while using public computers at all locations</th>
<th>Yes</th>
<th>No, but plan to do so in the next year</th>
<th>No, would like to but cannot at this time</th>
<th>No, we have no plans to do so at this time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office productivity software (e.g., word processing, spreadsheets, presentations) is available at all locations</td>
<td>Yes</td>
<td>No, but plan to do so in the next year</td>
<td>No, would like to but cannot at this time</td>
<td>No, we have no plans to do so at this time</td>
</tr>
<tr>
<td>Photo editing software (e.g., Photoshop, GIMP) is available in at least 50% of locations</td>
<td>Yes</td>
<td>No, but plan to do so in the next year</td>
<td>No, would like to but cannot at this time</td>
<td>No, we have no plans to do so at this time</td>
</tr>
<tr>
<td>Video/audio recording and editing software is available in at least one location</td>
<td>Yes</td>
<td>No, but plan to do so in the next year</td>
<td>No, would like to but cannot at this time</td>
<td>No, we have no plans to do so at this time</td>
</tr>
<tr>
<td>Web development software (e.g., Dreamweaver, CoffeeCup) is available in at least one location</td>
<td>Yes</td>
<td>No, but plan to do so in the next year</td>
<td>No, would like to but cannot at this time</td>
<td>No, we have no plans to do so at this time</td>
</tr>
</tbody>
</table>
Summary Results

<table>
<thead>
<tr>
<th>Highest Scoring Benchmarks</th>
<th>Lowest Scoring Benchmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>8: Staff expertise</td>
<td>7: Planning and policies</td>
</tr>
<tr>
<td>11: Technology inclusiveness</td>
<td>9: Devices and bandwidth</td>
</tr>
<tr>
<td>4: Strategy and evaluation</td>
<td>10: Technology management</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Most Improved Benchmarks</th>
<th>Most Regressed Benchmarks</th>
</tr>
</thead>
<tbody>
<tr>
<td>8: Staff expertise</td>
<td>7: Planning and policies</td>
</tr>
<tr>
<td>11: Technology inclusiveness</td>
<td>2015</td>
</tr>
<tr>
<td>4: Strategy and evaluation</td>
<td>2015</td>
</tr>
</tbody>
</table>

Download Results
Peer Comparison Report

The Watertown Public Library recently completed the Edge Assessment to evaluate its public access technology services and resources. This peer comparison report—along with the assessment evaluation, training opportunities, and action plan feature—is a management and leadership tool for the library planning process.

This report shows the Watertown Public Library results in the context of other libraries serving populations of a similar size. Watertown Public Library belongs to the "Medium-Large" peer group, made up of libraries serving communities with a population between 55,001 and 175,000. The peer library scores are derived from the results of a random sample of public libraries across the nation. The scores below will help the library understand the assessment results in the context of possible points and the average points obtained by libraries in the Medium-Large peer group.

No library is expected to achieve 100% on the assessment. In fact, libraries are encouraged to focus on the particular service needs they have identified through community assessments, customer feedback, and community-wide initiatives. Peer scores should not be seen as competitive, but as reference points to support strategic planning. Libraries with below-average scores for a targeted benchmark may choose to review resources to that area. Libraries with above-average scores for particular benchmarks may have strategies and stories that can inspire other libraries.

<table>
<thead>
<tr>
<th>Strategic Area</th>
<th>Benchmark</th>
<th>Points Achieved</th>
<th>Peer Average</th>
<th>Possible Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Value</td>
<td>1. Digital literacy</td>
<td>70</td>
<td>41</td>
<td>75</td>
</tr>
<tr>
<td></td>
<td>2. Engagements and resources</td>
<td>90</td>
<td>73</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>3. Meeting key community needs</td>
<td>70</td>
<td>70</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>235</td>
<td>180</td>
<td>315</td>
</tr>
<tr>
<td></td>
<td>Engaging the Community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>4. Strategy and evaluation</td>
<td>75</td>
<td>70</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>5. Strategic partnerships</td>
<td>45</td>
<td>39</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>6. Sharing best practices</td>
<td>40</td>
<td>36</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>160</td>
<td>130</td>
<td>230</td>
</tr>
<tr>
<td></td>
<td>Organizational Management</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>7. Planning and policies</td>
<td>50</td>
<td>34</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>8. Staff expertise</td>
<td>65</td>
<td>50</td>
<td>80</td>
</tr>
<tr>
<td></td>
<td>9. Bandwidth</td>
<td>90</td>
<td>90</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>10. Technology management</td>
<td>90</td>
<td>90</td>
<td>90</td>
</tr>
<tr>
<td></td>
<td>11. Technology/knowledge</td>
<td>15</td>
<td>20</td>
<td>40</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>230</td>
<td>222</td>
<td>280</td>
</tr>
<tr>
<td></td>
<td>Overall Score</td>
<td>615</td>
<td>580</td>
<td>1600</td>
</tr>
</tbody>
</table>

Your score is context-based.

The overall score for Watertown Public Library is 615 of 1600 possible points.

Watertown Public Library is a member of the Medium-Large peer group (population between 55,001 and 175,000).

In a representative sample of libraries in the Medium-Large peer group scores ranged from 100-876.

The average score for libraries in the Medium-Large peer group was 520-691.
Training

The Edge Initiative
Assessing your community’s needs: Community Assessment and Planning

This session will start shortly.
Please run the Test speaker/microphone (in the Audio Conference popup) before the session begins.

The Edge Initiative was developed by a national coalition of leading library and local government organizations, funded by the Bill & Melinda Gates Foundation, and led by the Urban Libraries Council.
Recommendations

The following list of recommendations was created based on your library’s responses to the assessment. Any item not marked “yes” in the assessment appears below as a recommendation. For most libraries, the list of recommendations is quite long! It’s easy to feel overwhelmed, but remember, no library will achieve 100% on the assessment or implement all of the recommendations. In fact, in a 2014 study, the national average did not exceed 23% on any of the benchmarks. Your Action Plan should include just those recommendations that make sense in your library and community.

Here are some tips to help you get started:

1) Use the filters at the top of the recommendations form to limit your recommendations to one of the Attribute Levels, Benchmarks, and/or Strategic Areas. Level 1 recommendations are applicable to most libraries and are usually the easiest to achieve, making them a good place to start.

Read More

FILTER RECOMMENDATIONS

<table>
<thead>
<tr>
<th>Strategic Area</th>
<th>Benchmark</th>
<th>Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaging the Community</td>
<td>Any</td>
<td>1</td>
</tr>
</tbody>
</table>

Showing 6 of your 114 recommendations

Engaging the Community

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

Create a list of local media contacts to use as a resource for conducting media outreach. Update the list at least annually.

Level: 1 1 resource(s)
Resources

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

- Fabulous Free Technology Training Materials
  Article: http://techsoupforlibraries.org/blog/fabulous-free-public-technology-training-materials

- Free online learning from GCFLearnFree.org
  Tool: http://www.gcflearnfree.org/

- Positivity and Patience (TechSoup for Libraries Spotlight)
  Article: http://techsoupforlibraries.org/spotlight/positivity-and-patience

- Making Technology Training a Priority – and a Job Requirement
  Article: http://techsoupforlibraries.org/spotlight/making-technology-training-a-priority-and-a-job requirement

- Are You Ready for Microsoft Office 365?
  Article: http://www.techsoup.org/support/articles-and-how-to/are-you-ready-for-microsoft-office-365-for-nonprofits

- Microsoft Office: What Your Org Should Know
  Article: http://www.techsoup.org/support/articles-and-how-to/microsoft-office-what-your-org-should-know

Provide structured and regularly scheduled classes on Internet searching skills to promote digital literacy in your community.

Level: 1

Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons.

Level: 1
# Planning Tools

## ACTION PLAN

**WATERTOWN PUBLIC LIBRARY**  
*September 19, 2016*

### COMMUNITY VALUE

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Action Item</th>
<th>Last activity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1</td>
<td>Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons.</td>
<td>7/26/16</td>
<td>Complete</td>
</tr>
<tr>
<td>3.1</td>
<td>Provide a collection of online resources for small business development to promote entrepreneurial start-ups.</td>
<td>7/15/15</td>
<td>Not started</td>
</tr>
<tr>
<td>3.3</td>
<td>Provide and maintain online resources about college selection and financial aid to support the use of public technology for patrons pursuing educational opportunities.</td>
<td>7/25/16</td>
<td>In progress</td>
</tr>
</tbody>
</table>

### ENGAGING THE COMMUNITY

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Action Item</th>
<th>Last activity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.2</td>
<td>Hold advertised forums on the community's technology needs to help gather feedback from your community on its public technology needs.</td>
<td>7/25/16</td>
<td>Complete</td>
</tr>
<tr>
<td>4.3</td>
<td>Survey patrons annually about public technology use and outcomes in workforce development.</td>
<td>7/25/16</td>
<td>In progress</td>
</tr>
<tr>
<td>4.3</td>
<td>Survey patrons annually about public technology use and outcomes in Education.</td>
<td>5/19/16</td>
<td>Not started</td>
</tr>
</tbody>
</table>

### ORGANIZATIONAL MANAGEMENT

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Action Item</th>
<th>Last activity</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Improve patron computer access during peak demand times by increasing the number of devices and/or the number of hours your location is open.</td>
<td>7/25/16</td>
<td>Complete</td>
</tr>
<tr>
<td>10.1</td>
<td>Get information on the health of your network by establishing real-time alerts about connectivity problems.</td>
<td>8/14/15</td>
<td>Not started</td>
</tr>
</tbody>
</table>
Community Engagement Tools

Watertown Public Library

Libraries are critical community partners, working directly with local governments to achieve mutual goals.

Watertown Public Library is an important partner in pursuing and attaining our community’s goals. The library provides essential services to citizens based on community demographics and priorities, and public technology services are one of our most valued resources. Through the Edge Initiative, a national assessment program funded by the Bill and Melinda Gates Foundation, we are aligning these resources to better serve this community.

These important actions represent significant opportunities for the library to strengthen high quality technology services and make a difference for the community.

9 out of 10 Americans ages 16 and older say public libraries are important to their communities.

77% say free access to computers and the Internet is a "very important" service of libraries.

Libraries are centers for learning. They provide education resources and technology for people of all ages.

Libraries provide digital literacy training to help patrons advance their education and employment.

To support the development of digital literacy skills in the growing Latino population of Watertown, we seek funding to add one Spanish speaking staff member to offer one-on-one tech help and lead technology training classes.

People use library technology to meet their professional goals, including career development training, finding a job, and starting a business.

To encourage small business development, we seek funding to repurpose a section of the library as a Business Resource Information Center (BRIC) to include resources on creating and running a business, sample business plans, business planning classes.

To help improve test scores, we seek to procure 20 iPads for use by preschool-aged children preloaded with early literacy apps selected by the library, along with resources for parents.
Low-Cost and No-Cost Action Planning

**Attribute 8.2.a** - Job descriptions for public services staff contain technology competencies and responsibilities.

**Attribute 9.3.b** - Library staff are empowered to extend public access sessions.

**Attribute 9.4.d** - Patron needs for privacy while conducting sensitive transactions are accommodated through installing partitions between workstations.
Examples of Small Libraries Using Edge

Pottsboro Area Public Library | Pottsboro, TX | Pop.: 2,200

- 24/7 Wi-Fi access
- Increased assistive technology
- Invited to manage IT for entire city

“By using up to date technology and resources, we’ve changed our role in the community.”
- Dianne Connery, Director
Examples of Small Libraries Using Edge

Tonkawa Public Library | Tonkawa, OK | Pop.: 3,200

- Expanded high-speed internet capacity
- Increased technology assistance to include groups
- More than 10% improvement in second assessment

“It’s gratifying to see Oklahoma’s smallest libraries benefit from Edge. The benchmarks were designed to provide guidance and recommendations for all public libraries, regardless of their size or assessment score.”

- Susan McVey, Director, Oklahoma Department of Libraries
Edge Facts at a Glance

2,350+
Growing number of libraries that have used Edge across the U.S.

Eight states have had statewide subscriptions – allowing each public library in their state to use Edge.

More than 50% of all Edge users are small libraries.

There have been 1,189 small libraries that have completed the Edge Assessment.
Where is Edge?

U.S. Public Libraries that have Completed the Edge Assessment

libraryedge.org
urbanlibraries.org
Value of Edge to the Field

Library leaders are working with their local governments to:

• **Assess and strengthen technology** using Edge (Assessment)

• **Measure access to technology services** provided by the public library (Assessment and Peer Comparison Reports)

• **Create a road map** for improving and enhancing services to better meet community needs (Action Plan)

• **Support community-based decisions** about investing in public technology infrastructure and services (Executive Tool)
Move Past the Edge of Normal: 
Small Libraries vs. Large Libraries

Trivia Game
Small vs. Large Libraries

Which library provides better access to multimedia production equipment (e.g. digital cameras, audio recorders, video cameras) for public use?
True or False

Small libraries have a higher rate of facilitating a technology mentorship program.

True

False
Small vs. Large Libraries

Which library scored higher when asked if all public services staff are able to answer basic technology questions?

Small

Large
True or False

Large libraries have a higher rate of providing video conferencing equipment for public use.

True

False
Small vs. Large Libraries

Which library has a higher rate of offering wireless enabled printers that can be used to print from patron-owned devices?
True or False

In small libraries, 25% of public services staff in each location are able to answer intermediate patron technology questions.

True

False
Small vs. Large Libraries

Which library has a higher response rate to placing computer monitors so they can’t be viewed by other patrons, enabling better privacy?
Edge at ARSL and Beyond

- Press Room | Today at 4:30-5:00pm
- Exhibitor Area | Table #12
- California State Library Conference | Nov. 3-5
- Getting an Edge Webinar | Nov. 17 (3pm EST)
Contact the Edge Team

Kristi Zappie-Ferradino
Program Director
kzappieferradino@urbanlibraries.org

Lourdes Aceves
Senior Program Manager
laceves@urbanlibraries.org

Brett Beasley
Program Manager
bbeasley@urbanlibraries.org

Tansy Matthews
Program Coordinator
tmatthews@urbanlibraries.org

www.support.libraryedge.org
www.facebook.com/LibraryEdge
www.twitter.com/LibraryEdge
www.libraryedge.org
support@libraryedge.org