DigitalLead: Hotspot Lending at Your Library

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Leighann Wood, MSLIS  
Program Manager  
Public Library Association  

Liz Rapp  
Reference & Serials Librarian  
Jefferson-Madison Regional Library (VA)  

Suzanne Wulf  
Head of Digital Services  
Niles-Maine District Library (IL)
PLA advances public libraries’ transformation from a library focus to a community focus, to meet the specific needs of people and communities.
DigitalLead: Rural Libraries Creating New Possibilities
## Making Your Case

### What Is a Hotspot?

<table>
<thead>
<tr>
<th>Device</th>
<th>Description</th>
<th>Price</th>
<th>Specifications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coolpad Surf</strong></td>
<td>A portable, wireless hotspot.</td>
<td><strong>$62</strong></td>
<td>Access for: On-the-Go</td>
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<td></td>
<td></td>
<td></td>
<td>Connects: up to 10 Wi-Fi enabled devices</td>
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<td></td>
<td></td>
<td></td>
<td>Service Fee*: $10/month</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Data Plan*: Unlimited 4G LTE</td>
</tr>
<tr>
<td><strong>Franklin R850</strong></td>
<td>A portable, wireless hotspot.</td>
<td><strong>UNAVAILABLE</strong></td>
<td>Access for: On-the-Go</td>
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<td>Data Plan*: Unlimited 4G LTE</td>
</tr>
<tr>
<td><strong>Franklin R910</strong></td>
<td>A portable, wireless hotspot.</td>
<td><strong>$120</strong></td>
<td>Access for: On-the-Go</td>
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**mobilebeacon**
4G Internet Access, 4 Nonprofits, 4 Less.

**techoSoup**

**Public Library Association**
When Libraries Use Mobile Beacon’s Service Most

- 55%: As a loaned device to patrons lacking home access
- 34%: During community outreach events
- 8%: During administrative meetings outside of the library
- 3%: For travel purposes
ISSUES & ADVOCACY

BROADBAND ACCESS

• 98% of public libraries offer free Wi-Fi and no-fee access to computers
• 33 million households do not use internet at home
• Nearly 66 million people have low levels of digital readiness
• Digital opportunity gaps disproportionately impact low-income families, rural residents and tribal communities, African Americans, Latinos, and people with disabilities.
ISSUES & ADVOCACY

BROADBAND ACCESS & DIGITAL READINESS

More access = more practice
...MAKING YOUR CASE

WHY HOTSPOTS?

• How many households are without high-speed internet access?

During 2013-17, 8.6% of this tract's households had either no home internet subscription or dial-up only, according to the latest American Community Survey estimates. 7.0% of households had a cellular data plan only (which may be costly to use for non-essential services).

In 2020 for the first time, the Census Bureau will be urging most households to submit their census responses online. See this FAQ about technology issues & different ways to participate in the 2020 Census.

Census supporters can use the HTC map to identify areas where households may have difficulty filling out the 2020 census questionnaire online. Click here to display the internet access slider. In tracts where a large share of households have no internet subscription, public libraries and others may be able to provide online access.
...MAKING YOUR CASE

HEALTH NEEDS

• What is the relationship between internet connectivity and health?
...MAKING YOUR CASE

HEALTH NEEDS
...MAKING YOUR CASE

YES, HOTSPOTS!

Consider the following:

• How many devices would meet the needs of my community?

• What providers cover my service area?

• What are the immediate costs? What are the continued costs?

• Who are likely community partners that can support this project?
Policies and Procedures

• How long should the lending period be for the device? Do we need a waitlist?
• Will patrons need to sign user agreement?
• Will there need to be internet usage policies in place so as not to exceed data limits? (e.g. no streaming)
• Who will troubleshoot the device when needed? Should there be dedicated staff?
• How will the library keep track of the devices?
• How do we prevent patrons taking the device out of the country?
• How do you anticipate or prevent theft or loss? Barriers to patrons having to pay.
• How will the library define success of the program? How will success be measured?
Use a post-lending survey to measure and analyze outcomes.

- Zip code (to determine areas of connectivity)
- How would you rate your experience with the hotspot? You can ask about the ease of use, length of loan period, and quality of connection.
- Do you have regular and reliable internet access at home?
- Do you have a cellphone data plan?
- During the week, how often did you use the hotspot to access the internet?
- How many people made use of the hotspot connection during the week?
- You feel more knowledgeable about using digital resources
- Which activities did the hotspot help you accomplish?
- You feel more confident when using digital resources
- You intend to apply what you just learned
- You are more aware of resources and services provided by the library
- What did you like most about the program?
- What could the library do to improve your learning?
- How did you hear about the hotspot lending program?
Hot Spot Lenders

- Verizon Wireless
- AT&T
- Sprint
- T-Mobile
- Boost Mobile
- Metro by T-Mobile
- US Cellular

- NetZero
- Net10 Wireless
- Straight Talk Wireless
- FreedomPop
- Karma
- Cricket Wireless
- Mobile Beacon
PARTNERSHIPS & ADVOCACY

www.coalitions.digitalinclusion.org  www.publiclibraryadvocacy.org
Ask a question!

Resources

1) DigitalLead: Rural Libraries Creating New Possibilities
   www.ala.org/pla/initiatives/digitallead


3) Hard to Count Maps: www.censushardtcountmaps2020.us

4) Mapping Broadband Health in America – Connect2Health
   https://www.fcc.gov/health/maps

5) Mobile Beacon: https://www.mobilebeacon.org

6) TechSoup: techsoup.org

7) Public libraries and 21st Century digital equity goals by Sharon Strover:
   https://www.tandfonline.com/eprint/A9HZwYFunPdnaW3WhMSm/full?target=10.1080%2F22041451.2019.1601487

8) National Digital Inclusion Alliance – Digital Inclusion Coalition Guidebook:
   https://www.coalitions.digitalinclusion.org/

9) Public Library Advocacy: https://www.publiclibraryadvocacy.org/
PLA 75TH ANNIVERSARY

GIVEAWAY TIME!

Share a photo of Summer Learning in your library & tag #PLA75 for a chance to win $25 to the ALA Store!