Virtual Platform Possibilities - Providing Digital Skilling Resources for Patrons

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Today’s Presenters

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Reality of COVID-19

“The Internet is not a luxury, it is a necessity”

- President Obama
What We Can Not Do

• Not re-create our robust in-person sessions but rather provide temporary access to instruction and support materials in a manner that is easy, quick and reliable during this pandemic.
3rd Party Online Options

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Criteria To Think About

- **Ease of Use for staff and for patrons** – Can they just click a link or will they need to understand how to download something, do they need to understand audio or video settings?

- **Audience** – Are you trying to reach beginner level, patrons that were already coming, new patrons?

- **Audience Size** – What is the maximum capacity you think your staff can handle at once – will they have someone co-facilitating to help out with questions?

- **Duration** – 45 min, 60 min, 90 min or 120. For each topic how long do you think you can keep patrons focused and do you have material to keep them focused – will it be visually showing them by doing or a presentation with screenshots or will you be showing videos? Do you need to give people time to type in a chat box?

- **Staffing** – how many staff do you have, do staff need to be trained, do they already know how to use certain types of technology, do they have the technology readily accessible such as laptops with cameras, speakers etc.

- **Patron Tech** – What type of tech are your patrons using? Laptops, chromebooks, tablets, phones? Matters in terms of topics and downloading of materials or apps. (ex. Iphone classes, chromebook classes)
Criteria To Think About cont.

- **Privacy** – What is your libraries privacy policy? Are you able to refer back to disclaimer of software? Understand that with free products, you and your audience are the actual product (i.e. data, behavior, search history - aggregated or actual). For the type of information being shared, how easy/important to encrypt, record, limit/restrict bad actors, Ex. People’s names being shown and someone decides to name themselves/computer *sshole Johnson, Something sexual, I Hate* and then a race/gender, etc.

- **Accessibility** – transcription/captioning?

- **Session Type** - Live Video? Pre-recorded? Archiving?

- **Interaction or Passive Viewing** – Do you want people to be able to raise hand, speak during the session, type in a chat to speak, be able to chat with others outside of presenter, controlling audio feedback, complete polling or assessments?

- **Open to the public w/ registration or not?** – What is the intake for registrations, Drupal? Google Form?

- **Testing/Pilot** – Have you access a trial version and testing the software out amongst the staff who are gonna use it, have you reached out to a group of patrons that you can test the software out with?
Criteria To Think About cont.

- **Languages** – Do you have the ability to offer the classes in other languages

- **Promotion** – Can you library advertise on their social media, create an interest form so you understand what patrons want, possibly an eNewsletter and on the home website, is there anyway to get word to tv stations to possibly mention during your local news

- **Communication** – Be sure to create clear communication for staff in terms of next steps, if possible create videos for staff, but provide all info needed,

- **Cost** – Do you have the funding to use a free software or can you purchase a license for paid software? If you can pitch the benefits to your library heads of why you can continue to use going forward, or explain why it should be spent in this time of crisis you might get temporary funding

- **What does success look like** – don’t just go by attendance numbers because that will be based on how much you can get the word out there. Also be sure to conduct a survey afterwards – put the survey in the chat area as well as emailing people the link after. Types of questions – would they recommend your virtual classes, how was the ease of use, how did they hear about the class
Potential Platform Options

- Zoom
- Microsoft Teams
- Google Hangouts Meet
- Remo
- Adobe Connect
- Webex Meetings
- GoToMeeting
- screenleap
- Google Classroom
- GoToTraining
- vimeo
- JoinMe

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Platform Option Matrix

Example Use Cases: Live Storytime, Author Readings, events where audience interaction not a focal point.
# Platform Option Matrix

## Virtual Meeting Applications

<table>
<thead>
<tr>
<th>Platform/Service</th>
<th>Barriers for Entry</th>
<th>Can users see each other's names by default?</th>
<th>Can you limit the number of attendees?</th>
<th>Time duration limit for free tier:</th>
<th>Time duration limit for paid tier:</th>
<th>Active captioning for accessibility?</th>
</tr>
</thead>
<tbody>
<tr>
<td>GoToMeeting</td>
<td>Initiates automatic download for first-time users can be a bit sophisticated for some.</td>
<td>Yes</td>
<td>Yes</td>
<td>N/A</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Hangouts Meet</td>
<td>No privacy (names displayed by default) and users can take control over the presentation or mute others without restraint.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Zoom</td>
<td>Initiates automatic download for first-time users and weak privacy settings.</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>24 hours</td>
<td>No</td>
</tr>
</tbody>
</table>

**Example Use Cases:** Tech training, Book Discussions and events where audience interaction is a focal point.

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### Platform Option Matrix

**Webinar/Conference Software**

<table>
<thead>
<tr>
<th>Platform/Service</th>
<th>Can users see each other’s names by default?</th>
<th>Can you limit the number of attendees?</th>
<th>Time duration limit for paid tier:</th>
<th>Active captioning for accessibility?</th>
<th>Breakout rooms?</th>
<th>Unique Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Webex Meetings</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>None</td>
</tr>
<tr>
<td>Adobe Connect</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Third-Party Only</td>
<td>Yes</td>
<td>None</td>
</tr>
<tr>
<td>UberConference By Dialpad</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Yes</td>
<td>Gamification</td>
</tr>
</tbody>
</table>

**Example Use Cases:** Large scale conferences where breakout rooms are needed. Can integrate w/other 3rd party software.
## Platform Option Matrix

### Other Considerations

<table>
<thead>
<tr>
<th>Platform/Service</th>
<th>Use(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft Teams</td>
<td>Collaboration between teams working together on shared projects and tasks with meeting functionality and live broadcasting.</td>
</tr>
<tr>
<td>Google Classroom</td>
<td>Managing course materials such as videos, handouts, tests and quizzes.</td>
</tr>
<tr>
<td>Remo</td>
<td>Gamifies “virtual conferencing” similar to Uberconference but with enhanced visual navigation.</td>
</tr>
</tbody>
</table>

**Example Use Cases:** Virtual conferences and document sharing. When team collaboration is the focal point.
All Platforms Have Drawbacks

• What would you like to avoid?
  — Redundancies with other tools that come packaged in a software suite.
  — Complexity for staff and patrons using the tool(s) available.

• What you absolutely need?
  — Is broadcasting your primary focus? Is collaboration in shared docs? What about screen sharing and multiple presenters?

• What are you willing to sacrifice?
  — What features don’t you need or can live without?
  — If only one presenter is needed for an event, do you really need webinar capabilities?
Our Survey Results after Pilot Week

• Held classes relevant to the times – Getting Groceries Delivered, Using Social Media to Connect While Social Distancing, How to Navigate Zoom, Learning w/LinkedIn Learning, Starting a Podcast, Building a Website, How to TikTok
• 90% - It was easy to sign up for the virtual classes
• 100% - It was easy to log into the virtual classes
• 90% - It was easy asking questions through chat
• 63.7% - Enjoyed the online format
• 63.7% - Would sign up for another virtual class
• 36% - Heard about the classes through our website, 36.4% - Word of mouth and 27.3% NYPL newsletter
• 100% would recommend NYPL virtual classes to others
  45% female, 63% age 45-55, all races were split, 66% were from boro Bx.
Things to Remember

- Nothing should go back to normal
- Normal doesn’t work
- If we go back to the way things were, we will have lost the lesson
- Continue to implement even if on a reduced scale once we are physically back in branches.
Thank You.