Tools for Building Digital Skills with Your Patrons & Staff

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Education & Training
The New York Public Library
DigitalLead
Rural Libraries Creating New Possibilities

- Hotspot lending
- Digital Skills training
- Advocacy & Partnerships

ala.org/pla/initiatives/digitallead
Digital Literacy and Training

- 90% of libraries help patrons with basic internet skills
- 84% of libraries offer technology training in computer and software use

DIGITALLEARN.ORG
Tools and Resources for Trainers
1. Use a Technology Reference Interview
Learning objectives: Apply the reference interview to technology-related questions, and gain confidence in answering those questions.

2. Proficiency with Technology
Learning objectives: Assess current level of technology knowledge, and use a list of proficiencies as a plan for learning.

3. Find Answers
Learning objectives: Become familiar with effective technology resources and tutorials, and create your own resources for common questions.

4. Tech Training Tips
Learning objectives: Use effective training techniques when working with patrons, in both impromptu and scheduled situations.

5. Dealing with Sticky Situations
Learning objectives: Use a three-step process for dealing with challenging patron situations in a positive way.

6. Evaluating Information
Learning Objectives: Consider authority, accuracy, objectivity, and currency when critically evaluating information.

7. How Adults Learn
Learning Objectives: Adjust training techniques to accommodate the

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**All Staff Technology Competencies Checklist**

<table>
<thead>
<tr>
<th>EMAIL</th>
<th>Yes</th>
<th>No</th>
<th>N/A</th>
<th>Initials</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Is proficient with basic functions of assigned email application</em></td>
<td></td>
<td></td>
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<tr>
<td>Accesses and is able to log in to Library's Email provider</td>
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<tr>
<td>Receives, opens, forwards, and deletes email messages</td>
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<tr>
<td>Composes, replies to, addresses, and sends email messages</td>
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<tr>
<td>Sends, receives, and saves attachments</td>
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<tr>
<td>Adds, deletes, and manages contacts and contact information</td>
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<td></td>
<td></td>
<td></td>
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<tr>
<td>Creates folders and files messages for retrieval as needed</td>
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<tr>
<td>Follows proper email etiquette standards</td>
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<tr>
<td><em>Is proficient with basic functions of assigned calendar application</em></td>
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<tr>
<td>Can locate and view department calendar</td>
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</tbody>
</table>

**Resources from Digitallearn.org for learning email basics**
PARTNERSHIPS & ADVOCACY

www.coalitions.digitalinclusion.org

www.publiclibraryadvocacy.org

www.ProjectOutcome.org
<table>
<thead>
<tr>
<th>Category</th>
<th>Example 1</th>
<th>Example 2</th>
<th>Example 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Type of Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partnership Activity</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Target Audience(s)</td>
<td>Young adults</td>
<td>Employees of local manufacturing plant</td>
<td></td>
</tr>
<tr>
<td>1 point per audience</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Community Need(s)</td>
<td>Largest graduating class in town’s history, lack of career readiness skills in high school</td>
<td>Increase economic development of local workforce</td>
<td></td>
</tr>
<tr>
<td>1 point per need</td>
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</tr>
<tr>
<td>Library Goal(s)</td>
<td>Strategic goal: Young Adults will have access to opportunities to explore through classes, access to specialized equipment, and/or special programs</td>
<td>Increase access to resources that address 21st century literacies (technology, finances, health, ESL, and adult literacy).</td>
<td></td>
</tr>
<tr>
<td>1 point per goal</td>
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<tr>
<td>Existing Relationship (Y/N)</td>
<td>Wife of High school Principal sits on library Board</td>
<td>none</td>
<td></td>
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<tr>
<td>1 point if “Yes”</td>
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</tbody>
</table>

**Prioritization & Why?**

1. Is there a community need?
2. Is there a strategic priority?
3. Do you know someone?

**Total Score**

<table>
<thead>
<tr>
<th>Example 1</th>
<th>Example 2</th>
<th>Example 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>3</td>
<td>None</td>
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WHY COLLABORATIVE PARTNERSHIPS?

<table>
<thead>
<tr>
<th>Debrief</th>
<th>Additional Resources</th>
<th>Case Studies</th>
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</tbody>
</table>

### Working with Partners
- Framework and Tools for Planning and Evaluating Community Participation, Collaborative Partnerships and Equity in Health Promotion, South Australian Community Health Research Unit
- Communication and Partnerships - Tools, WebJunction (March 2012)
- Effectively Collaborating with Other Libraries and Partners, WebJunction (March 2012)
- Maximize the Potential of Your Public Library, International City/County Management Association (January 2011)
- Partners for the Future: Public Libraries and Local Governments Creating Sustainable Communities, Urban Libraries Council
- Partnerships Frameworks for Working Together, Strengthening Nonprofits, Asset-Based Community Development Institute, Depaul University
- A Step-By-Step Guide to 'Turning Outward' to Your Community, The Harwood Institute for Public Innovation

### Using Project Outcome with Business Development and Job Skills Programs to Deepen Partnerships, Improve Services, and Increase Library Circulation, Project Outcome
- Using Project Outcome with Digital Literacy Programs and Online Training Services to Improve Programming, Inform Resource Investment, and Sustain Partnerships, Project Outcome
- Using Project Outcome with Summer Reading and Digital Literacy Programs to Support Partnership Development and Expand Services at a Small Library, Project Outcome
- Measuring Impact Using School Data, Columbus Metropolitan Library, Ohio, Urban Libraries Council
- Building Partnerships Together: Greenville County (SC) Library System, TechSoup for Libraries
- Summer Slide Partnership: Title I Schools, Virginia Beach Public Library, Virginia
Turning Small Data into Smart Data

Project Outcome helps Burnsville Public Library:
- Understand impact
- Develop new partnerships
- Design new programs
- Increase funding
Turning Small Data into Smart Data

Develop new partnerships

- Summer Reading survey results show desire for tutoring & homework help for children
- Library partners with local school to have 2 teachers offer tutoring at the library the following summer

“[The children] work on reading, math, they get on the computer... It’s really benefitting them. And some of the kids are here because they need the extra help, and some of them are here just to try to beat the summer slide. It's working very well.” – Library Staff
Turning Small Data into Smart Data

Design new programs based on community input

- Library started new after-school programming based on survey results
- New program includes hands-on STEAM classes

“The reason we do it is we are trying to find out the interests of the community so we can serve the community better. Any library can use it.”

- BPL Board Member
Increase funding

- Digital Learning survey results showed increase confidence and behavior change
- Desire for more access to better technology
- Shared results in funding request & received technology grant from West Virginia Library Commission
- Upgraded & expanded computer lab
New Partnerships

- Outcome data in quarterly reports to county leaders
- Increased championship of the library – county leaders refer local career center to library
- New partnership to provide youth programming for work experience, college & career readiness

Library Name: Pima County Public Library
Library Location: Pima County, Arizona (Tucson and surrounding areas)
Library Size: Very large
(26 branches, service area: more than 1 million)
Immediate Surveys Used: Job Skills, Economic Development, Digital Learning
Ask a question!

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