PLA 2023 TECHNOLOGY SURVEY INFORMATION SESSION

PLA webinar

October 12, 2023

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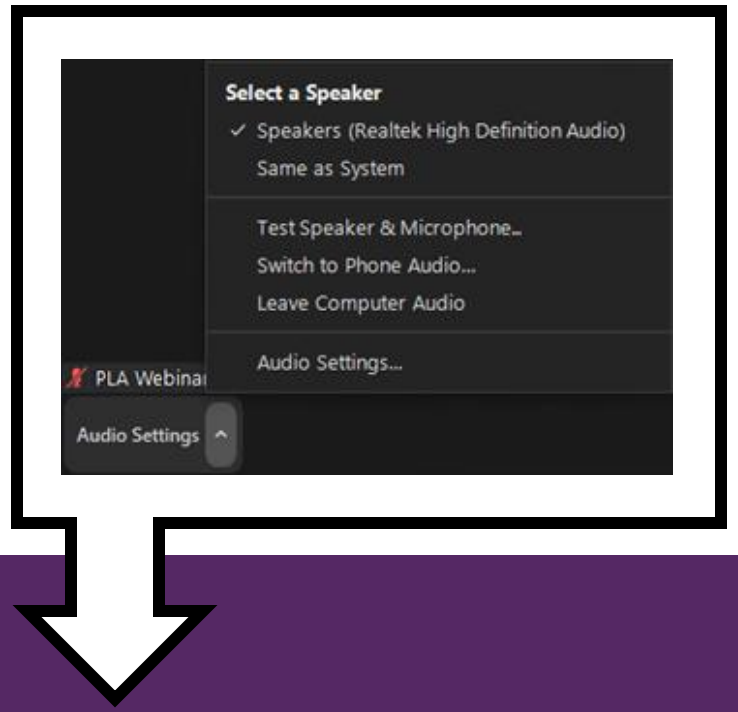

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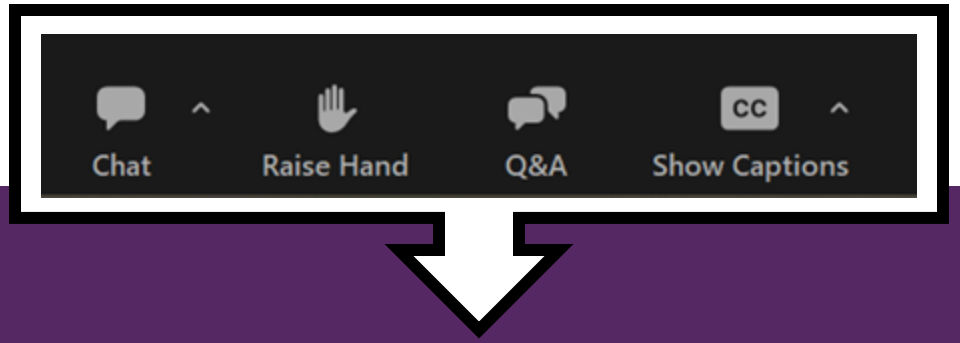

Public Library Association

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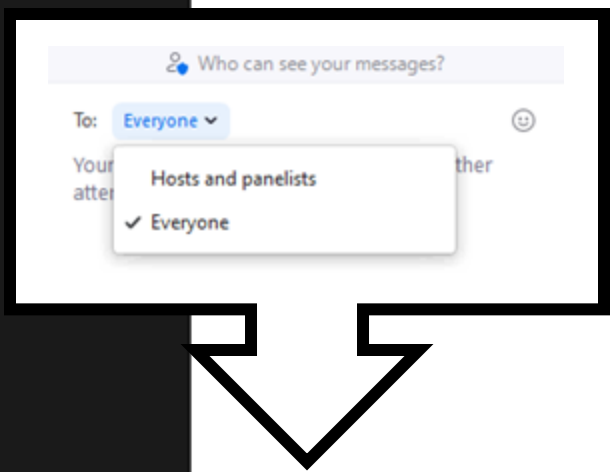
Chat



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To: Everyone

Your text can be seen by panelists and other attendees

A Webinars

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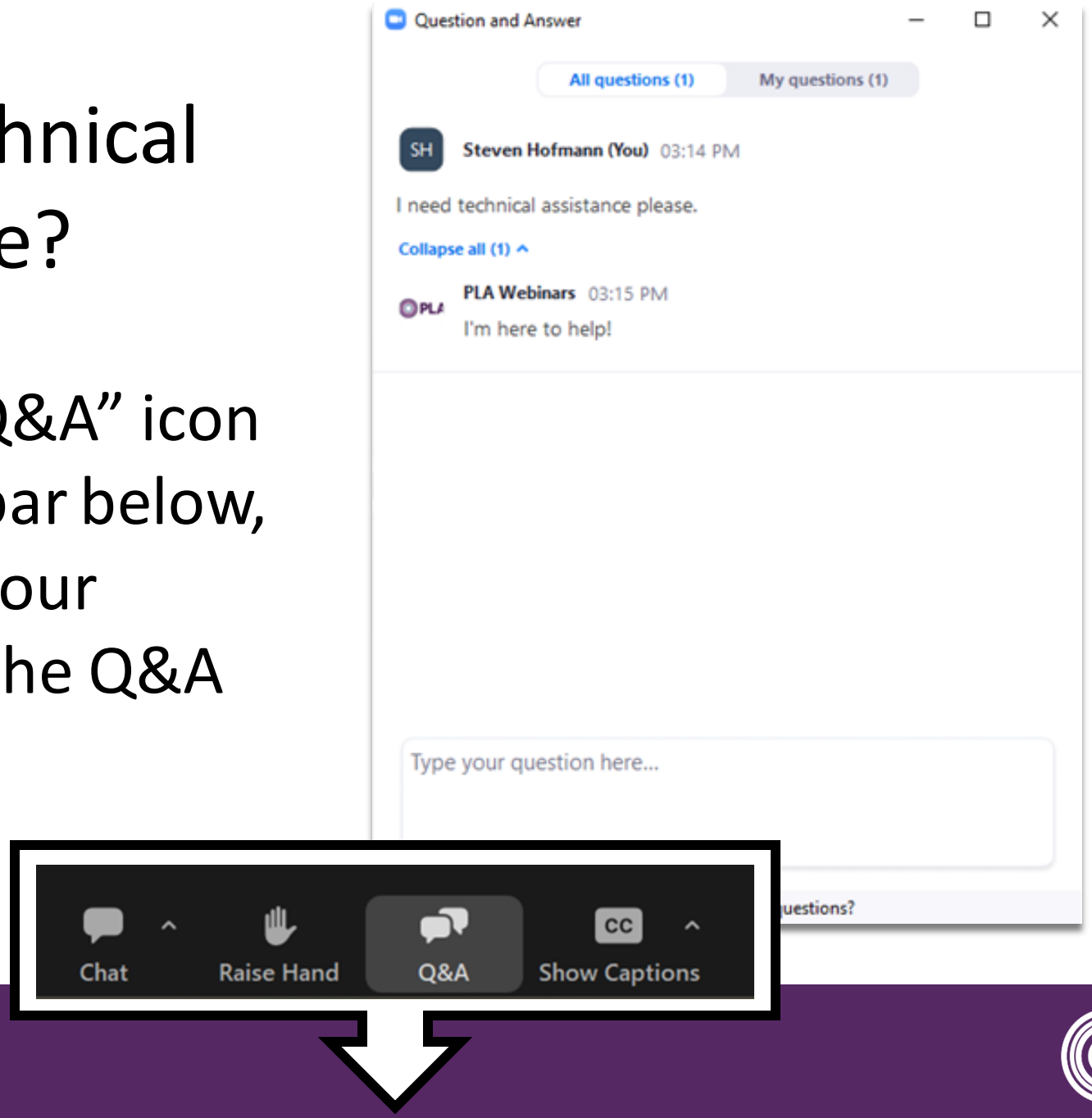

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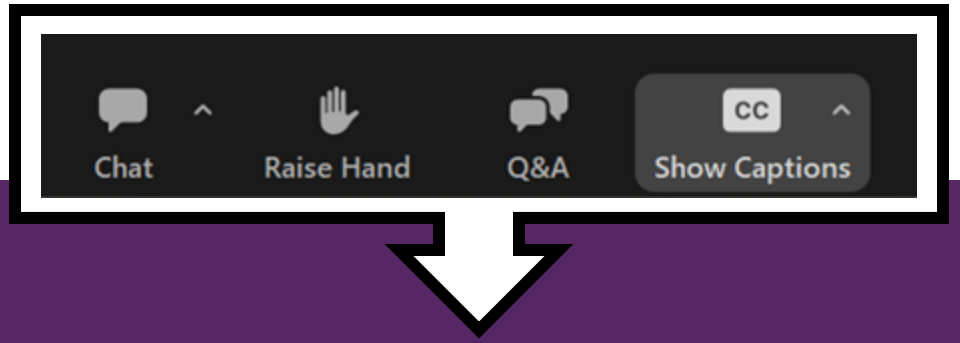

Public Library Association

PLA 2023 TECHNOLOGY SURVEY INFORMATION SESSION

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October 12, 2023

Presenters

David Lee King

Chair, PLA Technology Committee

Digital Services Director, Topeka & Shawnee County Public Library

Julie Walker

President, Chief Officers of State Library Agencies (COSLA)

State Librarian, Georgia

Katina Jones

Program Manager, Evaluation and Assessment

Public Library Association

Larra Clark

Deputy Director, Policy

Public Library Association

Agenda

- About the 2023 Technology Survey
- Using Survey Data for Advocacy & Planning
  - National Perspective
  - State Perspective
  - Local Perspective
- Completing the Survey
- Q&A

2023 TECHNOLOGY SURVEY

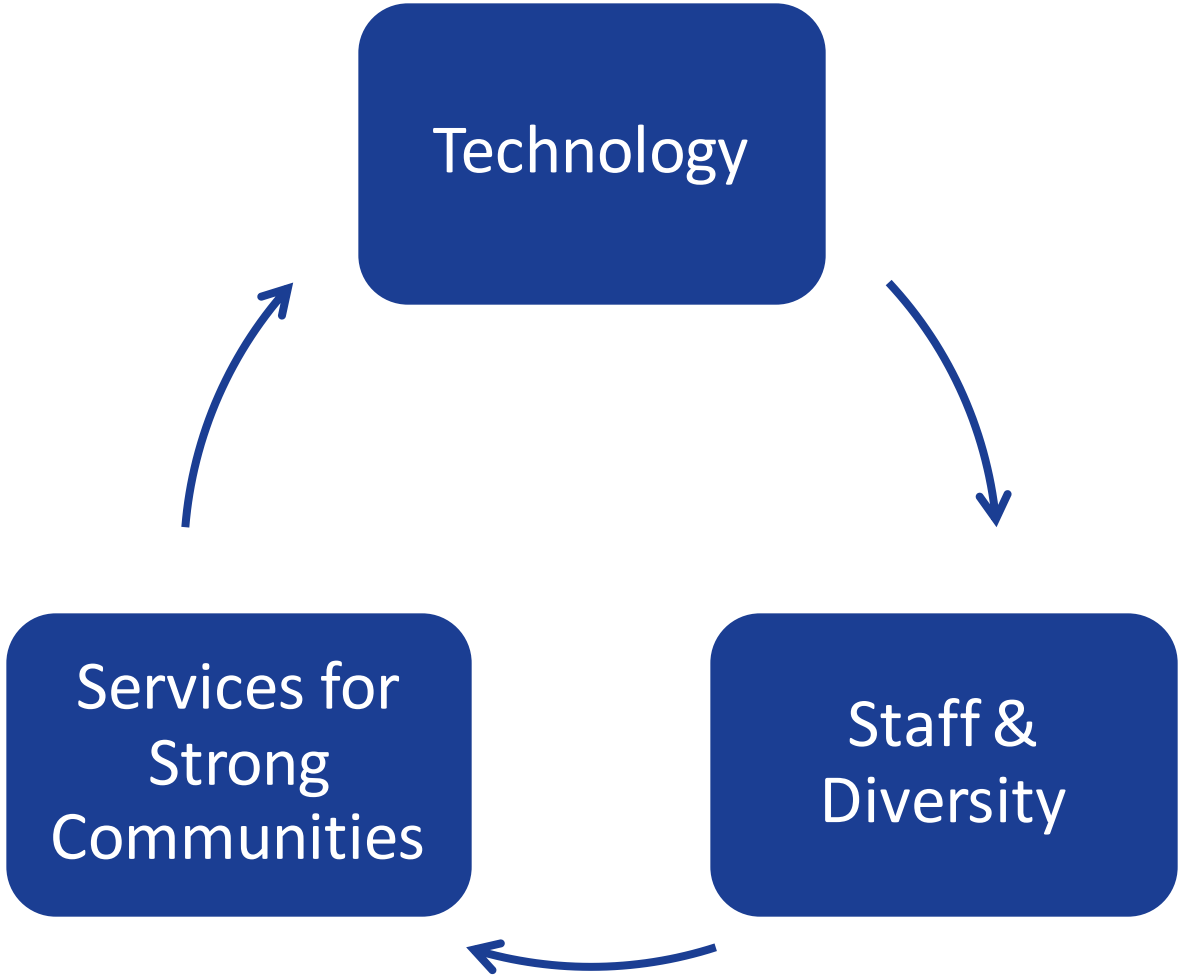
Larra Clark

PublicLibrary ASSOCIATION

Benchmark

PLA Annual Topical Surveys

Rotation of three surveys that complement other existing data collection efforts in the library field



2020 report available from: https://www.ala.org/pla/data/plasurveys

2023 Technology Survey

- Open through **December 16th**
- All U.S. public libraries (administrative entities) are invited to participate via librarybenchmark.org

NATIONAL PERSPECTIVE

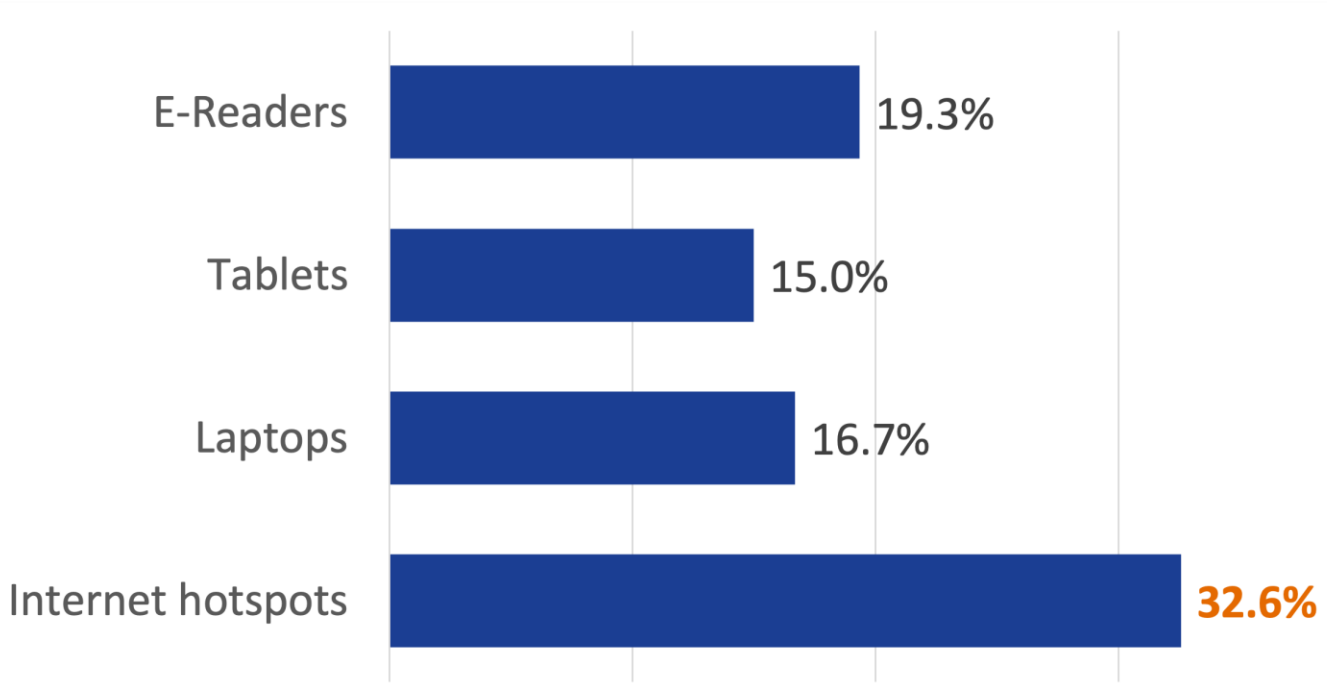
Larra Clark

Public Library Association

Benchmark

Technology Lending

Almost one-third of public libraries offered **internet hotspots** for checkout in 2020.



How data aided advocacy & planning

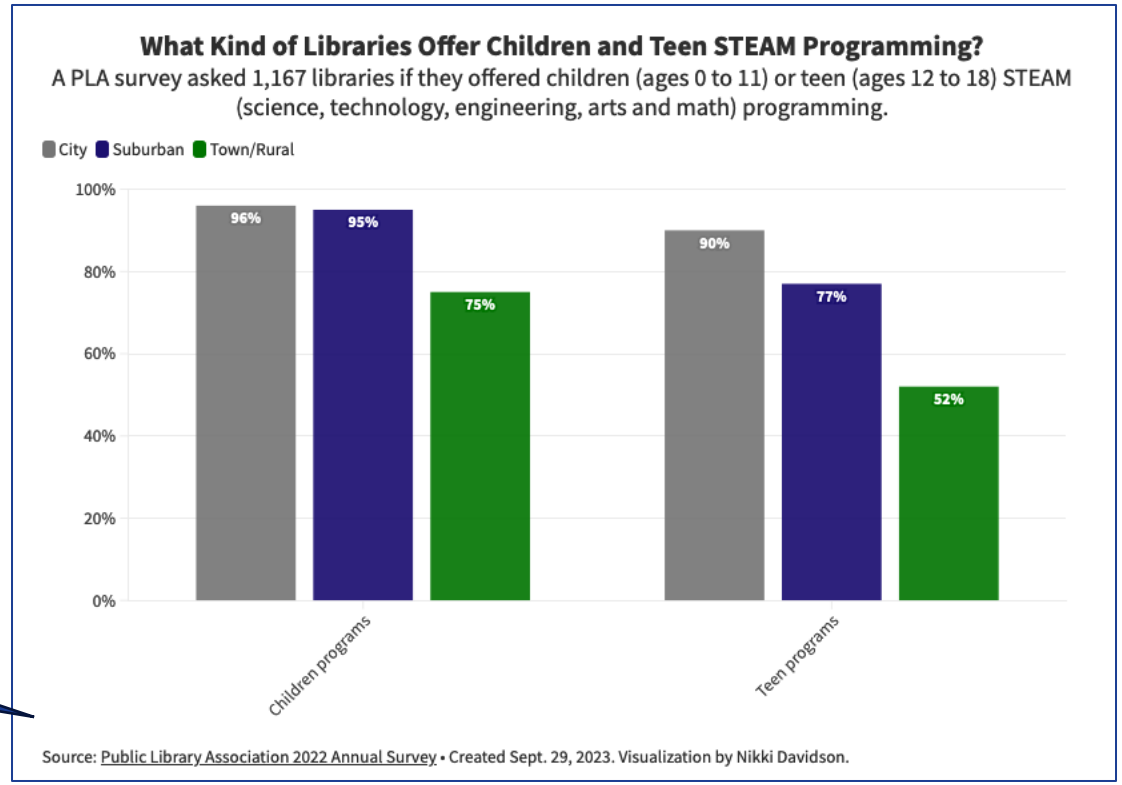
- Pandemic relief and recovery funding
  - Congress
  - Emergency Connectivity Fund
- Federal Communications Commission (FCC) rulemakings
- National Telecommunications & Information Administration (NTIA) advocacy
- Overall, ALA advocacy with policymakers and the media regarding innovation by public libraries to close the digital divide

Why tech data is important for 2024

- Show impact of pandemic investments
- Learning without Limits proposal by FCC Chairwoman Rosenworcel
- Digital Equity Act funding from NTIA
- Overall, ALA advocacy with policymakers and the media regarding innovation by public libraries to close the digital divide

PLA data in the news

"Library professionals and educators know firsthand of the power and importance of hands-on **experiential learning** for learners of all ages to gain essential skills for college and career… From astronomy backpacks and virtual reality, to makerspaces and digital media labs, libraries help **bridge the access and skills gaps** that exist in our smallest towns to biggest cities. All youth should have access to these tools, regardless of what ZIP code they live in."



- PLA President Sonia Alcántara-Antoine

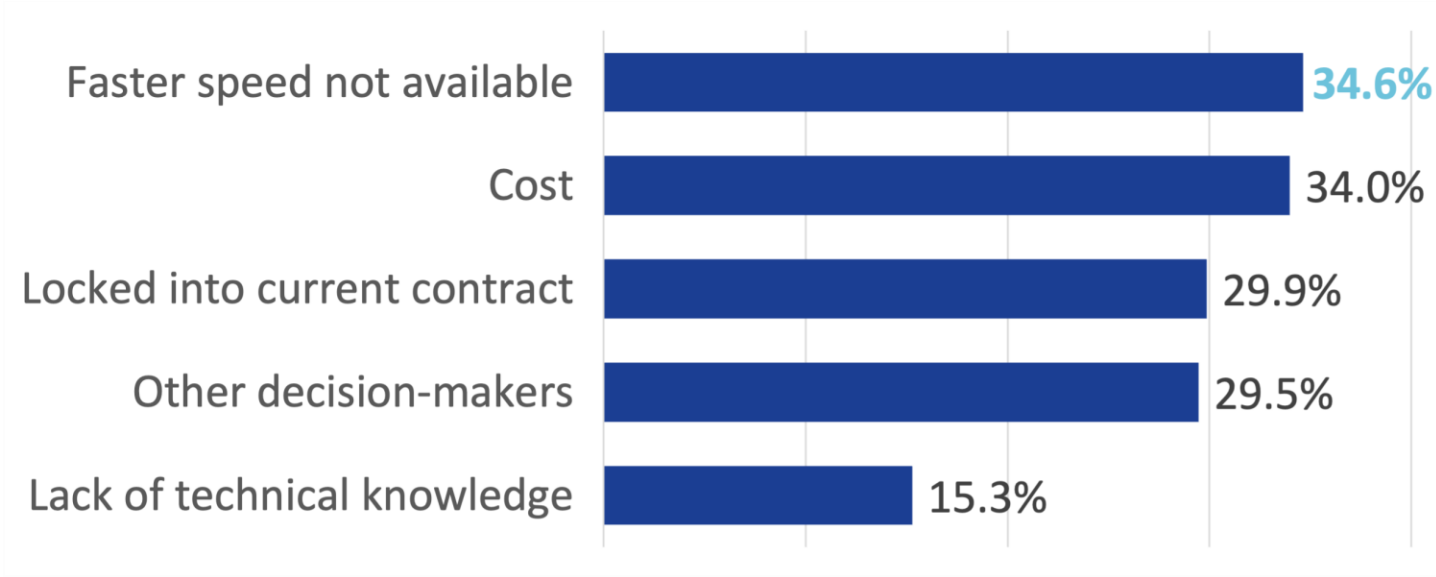
"How Small-Town Libraries Are Working to Close the STEAM Gap," Oct. 2, 2023, govtech.com

STATE PERSPECTIVE

Julie Walker

Bandwidth

In 2020, less than half of public libraries (43.7%) had increased their bandwidth in the prior 2 years. Factors affecting libraries' ability to increase broadband connectivity:



How data has aided advocacy & planning

- Benchmarking Georgia libraries (rural/town, suburban, and city) with national data
- Input to state broadband planning conversations
- Inform state library planning and professional development

Why tech data is important for 2024

- Show progress (or continued deficits) over time for libraries in Georgia relative to the nation
- Inform state leaders and funders where strategic investments are needed for libraries and our communities

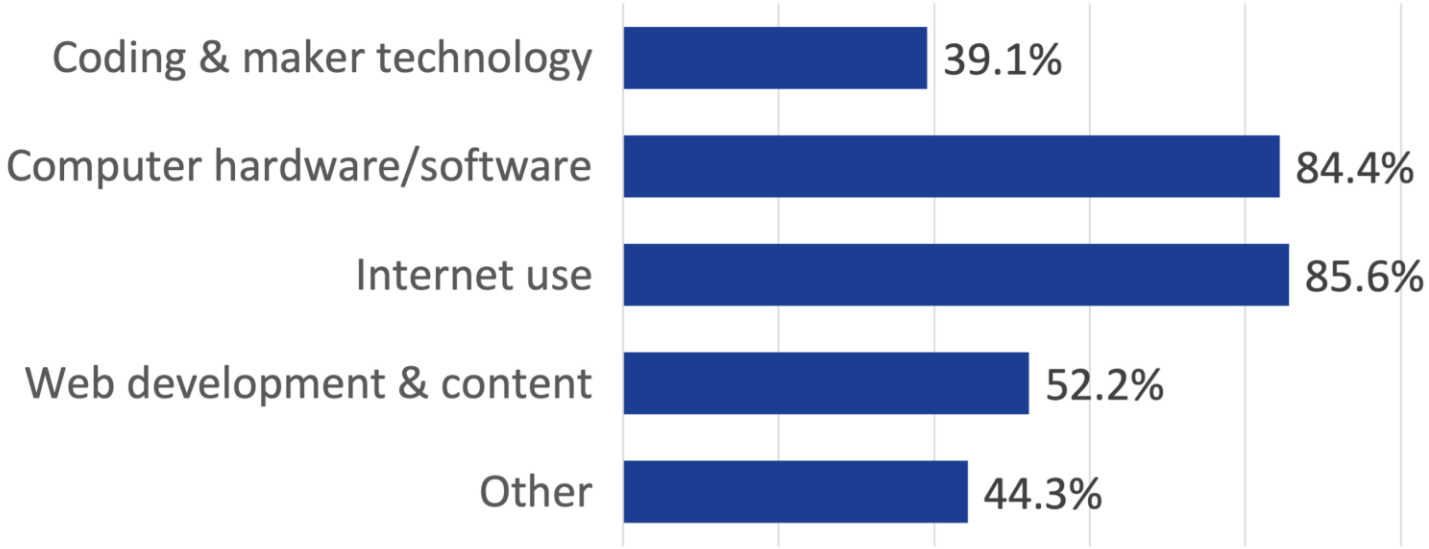
LOCAL PERSPECTIVE

David Lee King

PublicLibrary ASSOCIATION
Benchmark

Digital Literacy

Over **88%** of all public libraries offered some form of **digital literacy programming or training** in 2020.



How data has aided advocacy & planning

- Benchmarking Topeka-Shawnee County Public Library with national data
- Makerspaces, hotspots, & strategic plans!

Why tech data is important for 2024

- Updating local stakeholders the key role public libraries play in addressing digital equity
- Staying up-to-date

Why participate?

- Library leaders need **up-to-date and accurate information** for planning and decision-making
- Contribute to **powerful and actionable results** that will inform elected officials, the media, and other stakeholders about the valuable services libraries provide
- Help the field understand **current and emerging trends**, and what has changed since 2020

COMPLETING THE SURVEY

Katina Jones

Public Library Association

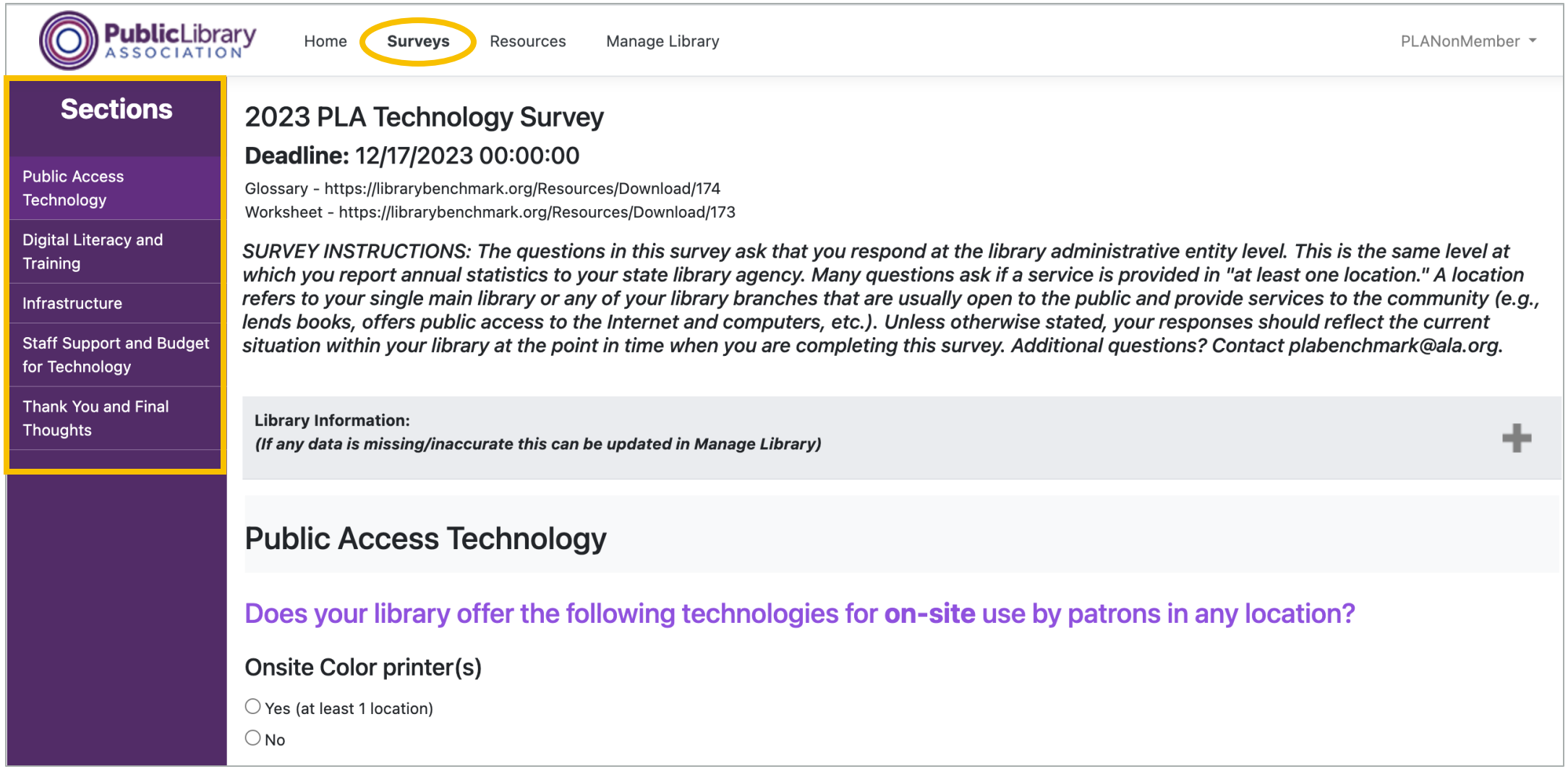
Benchmark

2023 Technology Survey

- Survey is **open through December 16th**
- Find it on the "Surveys" page in your library's Benchmark account at librarybenchmark.org
- Need help? Email plabenchmark@ala.org

Complete the survey and your library is entered in a drawing to **win a free group registration for a PLA webinar**! We'll select 1 winning library per locale type (city, suburban, town, and rural).

librarybenchmark.org



2023 Technology Survey

Main sections:

- Public Access Technology
- Digital Literacy and Training
- Infrastructure
- Staff Support and Budget for Technology

Public Access Technology

- On-site technologies
- Off-site (circulating) technologies
- Technology services and online resources

Digital Literacy and Training

- Digital literacy training topics
- Online programs and services
- Digital Navigators
- Digital equity planning
- New or emerging technologies and challenges

Infrastructure

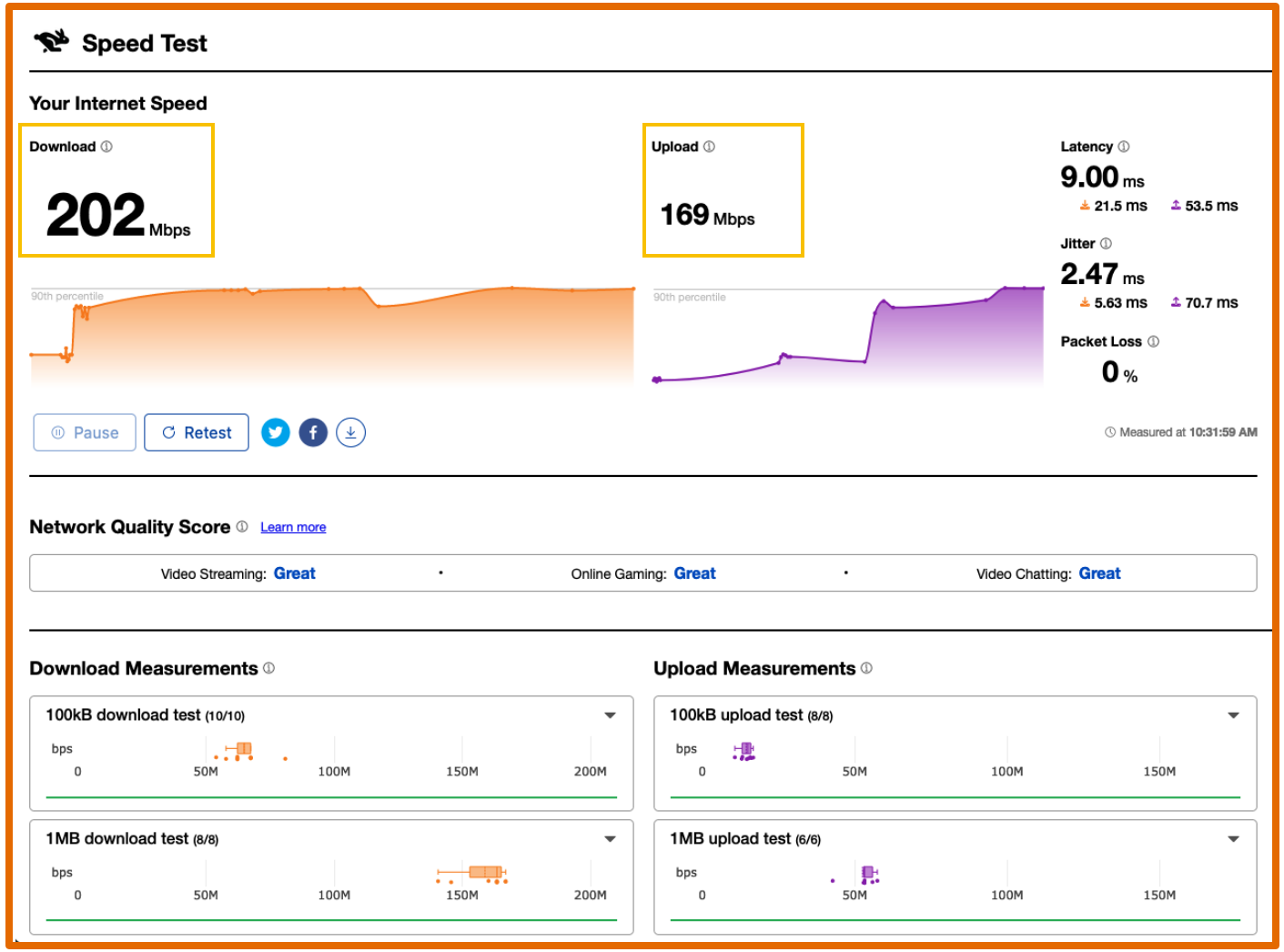
- Wired and Wi-Fi connection speeds
- Factors affecting connectivity
- Recent technology additions, replacements, and upgrades

Internet speeds

Survey asks about:

- Contracted speeds
- Typical speeds (Wired and Wi-Fi)

speed.cloudflare.com



Staff Support & Budget for Technology

- IT support staff
- Staff dedicated to technology-related activities
- Technology training for library staff
- Factors influencing digital content subscriptions
- How the library pays for technology needs
- E-rate

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Benchmark 101

FREE webinar on the additional features and benefits of Benchmark

Monday, November 13 at 1 PM Central Time

https://www.ala.org/pla/education/onlinelearning/webinars/benchmark101

Survey participants receive **10% off** Benchmark subscriptions!

THANK YOU!

Questions? Email plabenchmark@ala.org