



PLA Digital Literacy Workshop Incentive

PHASE 3 Cohort Onboarding



Welcome to the Cohort!

Agenda

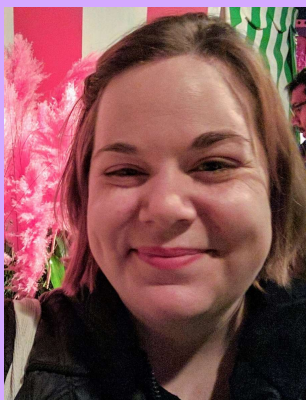


- ↘ Incentive Program Step by Step
Mary-Clare Bietila,
Program Manager, Programming Initiatives, PLA
 - Payment Timeline
 - Planning
 - Delivering
 - Reporting

- ↘ Questions from you!



Contacts



MARY-CLARE BIETILA (she/her)
Program Manager,
Programming Initiatives



CARYA HAAS (she/her)
Program Coordinator,
Continuing Education

DigitalLearnHelp@ala.org

Paperwork to Payment



✓ Submit Signed MOU

Deadline: November 22



✓ Submit Signed W9

Deadline: November 22



✓ Submit Electronic Payment Form

Save time and resources by receiving your funds electronically!

Access & Submit all Documents on **ALAAppl**
(where you submitted your application)

Payment Term 30 Days

When to Expect Payment?



Electronic Payment
by end of year

Payment Term 30 Days

Incomplete paperwork
will delay payment



Check Payment by
mid-January

Small Mail adds 10+ Days

Role of AT&T and PLA



The Public Library Association (PLA) is a division of the [American Library Association](#) (ALA)

- Funder/Partner
- Collaborator in Creating Content
- Promotional Supporter
- Direct Volunteer Support to libraries (infrequent)

- AT&T Grant Recipient
- Re-granter
- Program manager for pass-through grants
- Digital Literacy Content Creator
- DigitalLearn owner & operator
- Advocate for Public Libraries' role in eliminating the digital divide

Common AT&T Questions

- AT&T Can Not Sell Or Promote Products Or Services At Libraries.
- Public Libraries Cannot Promote Any Product Or Service Over Another.
- AT&T's service is not in all states.

Q Should I expect direct help from AT&T?

A No, due to the conflict of interest above.

Q How do I get an AT&T volunteer? What can they do?

A If available, AT&T will contact PLA, & we will make an introduction. Volunteers can assist the instructor & help learners. They cannot sell or teach.

Q Can I get my local AT&T rep to teach my workshop?

A No. The local reps are not trained to teach. You can ask to post flyers at your local store.

Timeline



Friday, November 22, 2024

Deadline to accept and submit all paperwork

December 9, 2024–Jan 2025

Estimated payment window

December 2–December 13, 2024

Onboarding Webinars

December 16, 2024–May 30, 2025

Libraries Conduct Workshops

Monday, June 16, 2025

Final Report Due

Requirements & Goals

Goals

Engage a Minimum of

- Small Libraries: 30
- Large Libraries: 75



Requirements

Use Training.DigitalLearn.org Materials

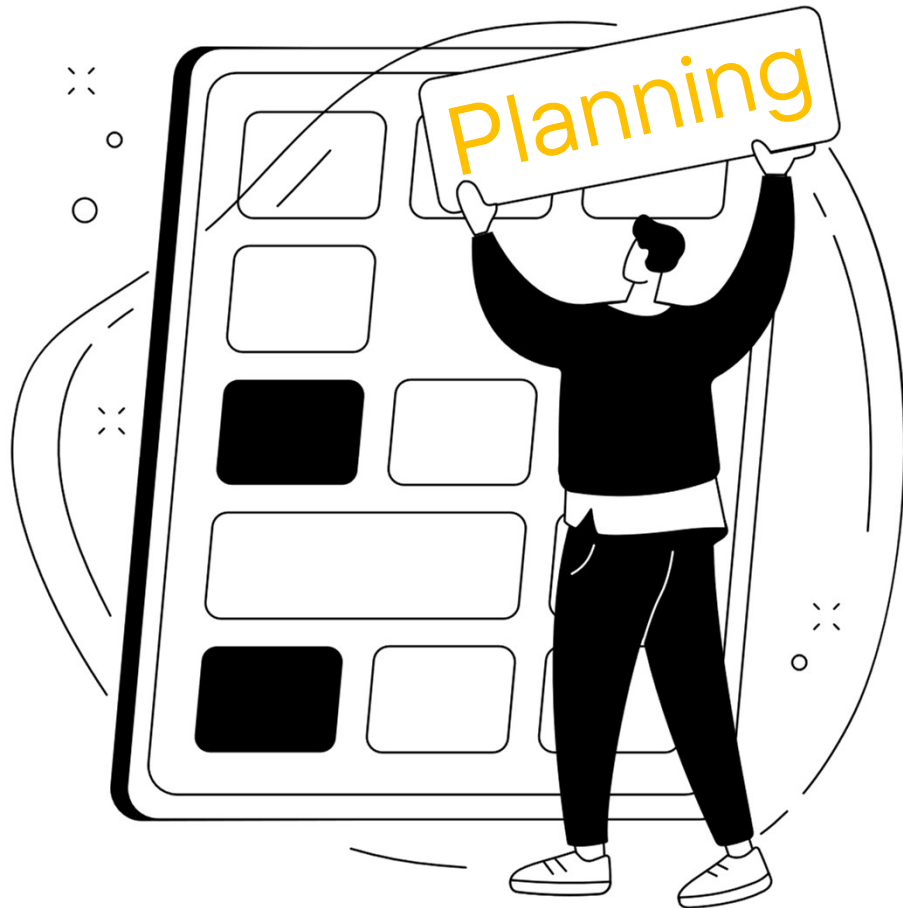
- Use **ONLY** Training Materials
- Use **ONLY** AT&T co-created materials

What is

 DIGITALEARN.ORG ?

<https://vimeo.com/989134941>





Approved Workshop Materials Can Be Found On [Training.Digitallearn.Org](https://www.digitallearn.org/training)

- Internet Basics
- Cybersecurity Basics
- Email Basics
- Computer Basics (Win. 10)
- Computer Basics (Mac OS 11)
- Video Conferencing (Zoom)
- Tablet Basics (Android)
- Tablet Basics (iOS)

Video Conferencing Basics

Computer Basics >> Video Conferencing Basics (New)

 **10 files and 0 images**










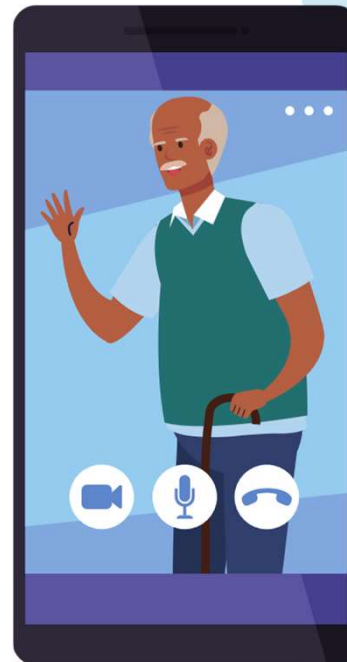
Have something to contribute?
[Get in touch](#)

Contributed by: AT&T, Learning Alchemy LLC, Michelle Frisque Consulting Group LLC, and the Public Library Association.
Topics: Computer Basics

In this workshop, attendees will learn how to create an account on a popular video conferencing platform (Zoom) and build confidence when using features of the platform in an online meeting.

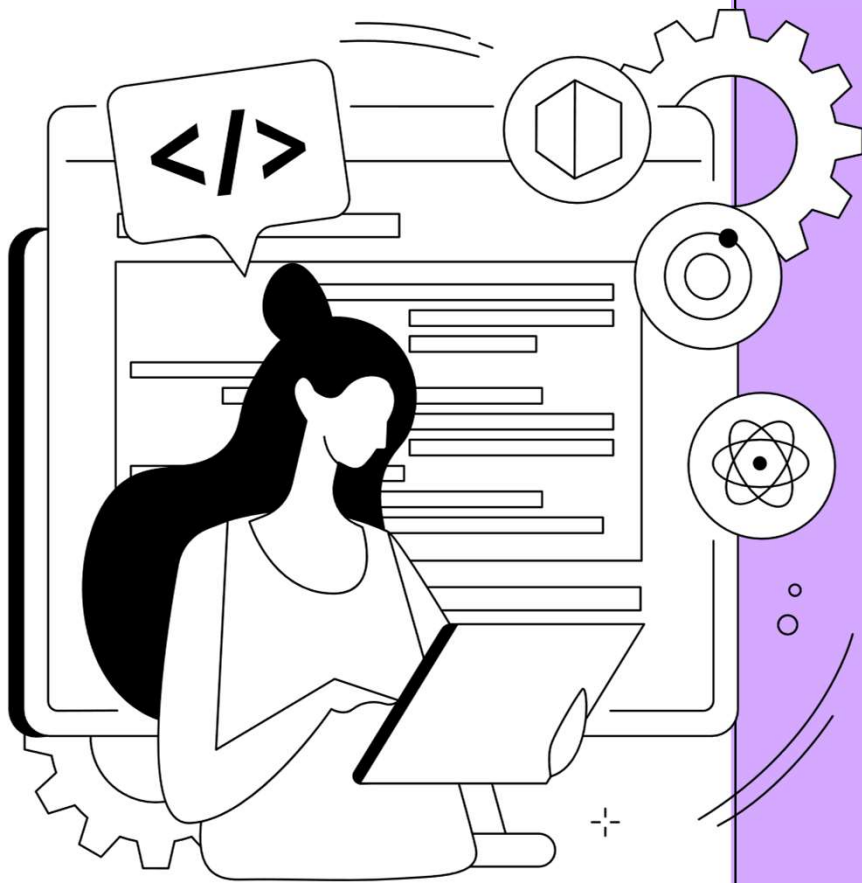
Class Files

 Learner_Han... PDF File	 Learner_Han... Microsoft Word	 Learner_Act... PDF File
 Learner_Act... Microsoft Word	 Instructor_G... PDF File	 Instructor_G... Microsoft Word
 Instructor_... Microsoft PowerPoint	 Volunteer_P... Microsoft Word	 To_Do_List_... Microsoft Word



Each workshop includes:

- PowerPoint presentation
- Learner Handout
- Activity Sheet
- Instructor Guide
- Certificate of Completion



Some Examples of Eligible Uses of Incentive Funds

- Hire trainers to conduct the workshops
- Food for attendees at in-person trainings
- Promotional materials
- Advertisements, digital ads
- Non-capital equipment (computer and or a projector)
- Print handouts, certificates & other materials
- Translate online course or training materials (not Spanish)
- Rent a space for training
- Project supplies (e.g., paper, post-its, printing, etc.)

Resources on the Portal

www.ala.org/pla/initiatives/digitalliteracy/incentive/lit-cohort

bit.ly/PLAphase3

The screenshot shows the ALA Public Library Association website. The top navigation bar includes links for About ALA, ALA Connect, ALA Websites, Job Board, Join | Renew, Donate, My Account, and ALA Menu. Below this is a secondary navigation bar with categories like About PLA, Advocacy, Conferences & Continuing Education, Data-Driven Librarianship, Initiatives & Projects, Leadership Development, Member Center, and Publications & Resources. A toolbar with options like View, Edit, Component Layout, Delete, Restores, and Clone is visible. The main content area features a breadcrumb trail: ALA > PLA > PLA INITIATIVES & PROJECTS > DIGITAL LITERACY > PLA DIGITAL LITERACY WORKSHOP INCENTIVES, SUPPORTED BY AT&T. The central focus is a large banner for the 'Digital Literacy Workshop Incentive: Phase III RESOURCES PORTAL'. The banner includes a photo of a woman holding a book and logos for the Public Library Association and AT&T.

Questions? DigitalLearnerHelp@ala.org

Need to change or add an email or staff member? Use this [Contact Change Form](#)



OVERVIEW
PHASE III



ACCESSIBILITY
PHASE III



WEBINARS
PHASE III



INSTRUCTOR
REFLECTION
PHASE III



FACILITATION
PHASE III



WORKSHOP
SCHEDULE
FORM
PHASE III



TIMELINE
PHASE III



MARKETING &
PROMOTIONS
PHASE III



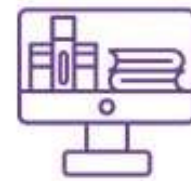
REPORTING
PHASE III



ALA CONNECT
GROUP
PHASE III



SURVEYS
PHASE III



ADDITIONAL
RESOURCES
PHASE III

Digital Literacy
Workshop Incentive:
Phase III

RESOURCES
PORTAL

Public Library
ASSOCIATION

AT&T

ALA Connect Community



↘ [Connect.ALA.org](https://connect.ala.org)

ALA Connect is an online platform for discussion and collaboration (think Slack or Facebook).

↘ Cohort Specific Space

Place to find support, resources and share their wins (big or little) with each other.

Phase 3: PLA Digital Literacy Workshop Incentive Cohort

COMMUNITY HOME

DISCUSSION 0

LIBRARY 0

EVENTS 0

MEMBERS 1



PLAHomepage

LATEST DISCUSSION POSTS

Post to this Discussion This Discussion has no recent posts. Your new post to this Discussion will display here and be sent via email to subscribed Community members.

Post to this Discussion

- Login to Connect or set up a new account
- Follow this direct link:
<https://connect.ala.org/pla/communities/community-home?CommunityKey=598e0030-485d-47cc-aa0f-019387af68b4>
- Or Search for “Phase 3: PLA Digital Literacy Workshop Incentive Cohort”
- Click JOIN
- You do not need to be a member of PLA or ALA to use Connect

Promotional Plan



Recruit an underserved population

- Seniors
- Refugees
- Low-income Families
- Unhoused



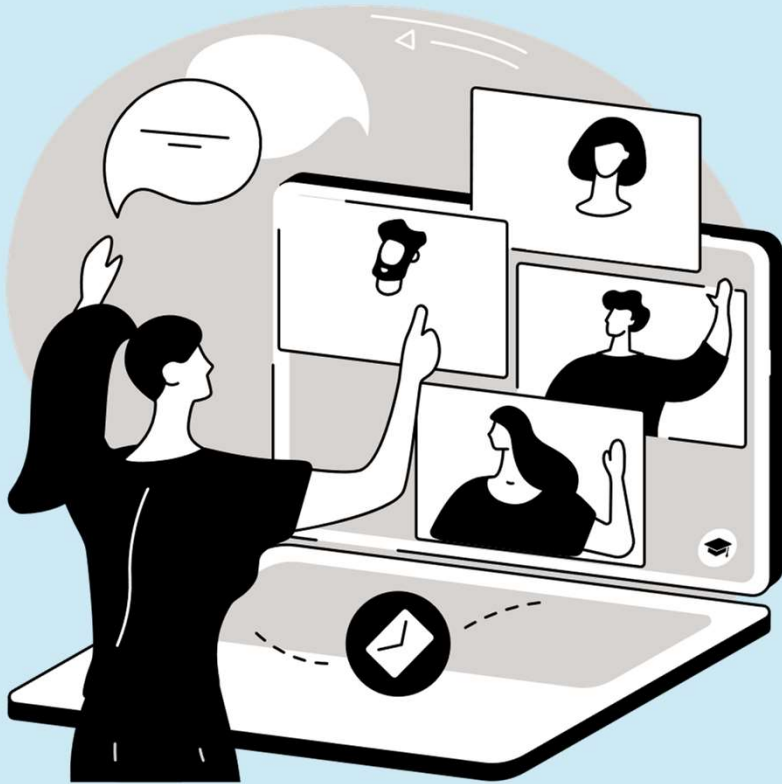
Consider a Community Partner

Data Collection & Reporting

- Workshop Schedule Form: Coming Soon
- Post Workshop User Survey
 - Project-Outcome based
- Final Library Report to PLA, due June 16, 2025
 - Reporting will be submitted through Survey Monkey
 - Link on Portal



Evaluation



The Workshop Incentive will engage more than 5000 learners throughout the US.

This is an invaluable opportunity for PLA to collect data about DigitalLearn, its use and impact.

Our goal is to assess DigitalLearn, from multiple perspectives, and take what we learn to grow, improve, and adjust our site to better serve libraries and communities. We value your opinions and those of your patrons!

PLA has engaged an independent evaluator as part of this program. They will be gathering qualitative and quantitative data from many sources including:

- Reports from participating libraries
- Interviews with librarians and facilitators
- Google Analytics
- User Surveys through DigitalLearn (using Project Outcome)



Project Outcome

- **What is it?**
- **How to set up**
- **Survey Links & paper option**

Next Onboarding Webinar

Project Outcome: User Surveys

Tues 12/3, 1pm Central

Review: Resources

PLA Digital Literacy Workshop Incentive

DigitalLearn Workshop Materials

<https://training.digitallearn.org>



Portal: bit.ly/PLAphase3

- Marketing Materials
- Link to workshop Schedule Form
- Schedule of Webinars
- Webinar Recordings
- Links to Final Report Survey

Project Outcome Post Workshop
Learner Surveys

<https://www.projectoutcome.org/>

ALA Connect Cohort Forum

<https://connect.ala.org/home>

PLA Contacts

DigitalLearnHelp@ALA.org

Review: Checklist

PLA Digital Literacy Workshop Incentive

1) Explore DigitalLearn Workshop Materials

<https://training.digitallearn.org>

2) Select from Approved Topics and Content (bit.ly/PLAphase3 under Curriculum)

3) Promote and market your workshops using provided marketing materials

4) Submit workshop details into the Google Form via Portal (BEFORE the WORKSHOP)

5) Host Workshop

6) Use the Reflection form to take notes (Optional)

7) Submit Workshop attendance numbers into the Google Form via Portal

8) Attend Monthly Cohort meetings (Optional)

9) Connect with your cohort members on ALA Connect (Optional)

10) Rinse and repeat until you meet user goal

11) Fill out and submit Final Report (Survey Monkey)

Contact Us



DigitalLearnHelp@ALA.org

Central Time in Chicago

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