Enhancing Public Libraries’ Function as Community Anchor Institutions in Today’s Digital Age

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e-BEAT Overview

- NTIA State Broadband Initiative Grant
- Project Duration: 2011-2014
- Mission: Improve the lives of people and the vitality of Mississippi communities through delivery of broadband education, information, and planning assistance
# Household Survey

## Reasons for not using Internet @ home

<table>
<thead>
<tr>
<th>Reason</th>
<th>2011</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Not available</td>
<td>15.3%</td>
<td>21.9%</td>
</tr>
<tr>
<td>Too expensive</td>
<td>56.8%</td>
<td>72.5%</td>
</tr>
<tr>
<td>Don’t know how to get</td>
<td>37.3%</td>
<td>33.3%</td>
</tr>
<tr>
<td>Don’t know how to use</td>
<td>57.4%</td>
<td>56.7%</td>
</tr>
<tr>
<td>Too busy / no time</td>
<td>34.5%</td>
<td>43.7%</td>
</tr>
<tr>
<td>n</td>
<td>487</td>
<td>366</td>
</tr>
</tbody>
</table>

Note: includes strongly agree and somewhat agree
Brainstormed Concept
Surveyed Librarians for Input
Defined Partnership Terms
Developed Materials
Defined Session Specifics
Partnership Goals

Increase library staff ability to assist local patrons with technology-related issues

Better utilize technology to improve their standard of living

Utilize public library facilities as training locations
Librarian Survey

n = 209
## Librarian Survey

<table>
<thead>
<tr>
<th>Patron Requests</th>
<th>Avg. Score</th>
<th>Knowledge Level</th>
<th>Avg. Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applying/Hunting for Jobs</td>
<td>2.74</td>
<td>Internet Basics</td>
<td>2.78</td>
</tr>
<tr>
<td>Email</td>
<td>2.65</td>
<td>Email</td>
<td>2.75</td>
</tr>
<tr>
<td>Computer Basics</td>
<td>2.64</td>
<td>Finding Resources Online</td>
<td>2.70</td>
</tr>
<tr>
<td>Internet Basics</td>
<td>2.52</td>
<td>Computer Basics</td>
<td>2.70</td>
</tr>
<tr>
<td>Finding Resources Online</td>
<td>2.45</td>
<td>Applying/Hunting for Jobs</td>
<td>2.51</td>
</tr>
<tr>
<td>Facebook</td>
<td>1.97</td>
<td>Facebook</td>
<td>2.31</td>
</tr>
<tr>
<td>e-Government Services</td>
<td>1.74</td>
<td>Digital Maps</td>
<td>1.96</td>
</tr>
<tr>
<td>Digital Maps</td>
<td>1.60</td>
<td>Internet Security</td>
<td>1.84</td>
</tr>
<tr>
<td>e-Readers</td>
<td>1.52</td>
<td>e-Government Services</td>
<td>1.81</td>
</tr>
<tr>
<td>Internet Security</td>
<td>1.18</td>
<td>e-Readers</td>
<td>1.64</td>
</tr>
<tr>
<td>Mobile (smartphone) apps</td>
<td>1.17</td>
<td>Mobile (smartphone) apps</td>
<td>1.32</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.86</td>
<td>Cyber-Bullying</td>
<td>1.29</td>
</tr>
<tr>
<td>Cloud Services</td>
<td>0.56</td>
<td>Twitter</td>
<td>0.95</td>
</tr>
<tr>
<td>Cyber-Bullying</td>
<td>0.53</td>
<td>Cloud Services</td>
<td>0.84</td>
</tr>
</tbody>
</table>

n=208

Often=3; Some=2; Rarely=1; Never=0

High=3; Some=2; Little=1; None=0
Selection Process

1. Promoted to library systems by the MLC
2. Application completed by participant
3. Submitted and nominated by library director
4. Reviewed by MLC and e-BEAT project staff
5. Cohort participants selected
# Promotion & Recruitment

<table>
<thead>
<tr>
<th>Criteria</th>
<th>High (4-5 points)</th>
<th>Medium (2-3 points)</th>
<th>Low (1 point)</th>
<th>Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need to Increase Technology Skills</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Service Ethic</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interest &amp; Willingness to Learn</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Potential to Apply Knowledge Learned</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subtotal</td>
<td></td>
<td></td>
<td></td>
<td>(TOTAL)</td>
</tr>
</tbody>
</table>
Technology Academy

Technology Academy is an intensive six-month training opportunity for library staff with basic computer skills designed to substantially increase computer skills and enable staff to more confidently and successfully assist library patrons using computers. Participation in the Technology Academy will be limited to fifteen (15) individuals who will be selected in a competitive application process. Participants will be required to attend all six (6) workshops in Jackson at the Mississippi Library Commission.

Who Should Be Nominated

+ Individuals employed full-time or part-time in a Mississippi public library for a minimum of one calendar year prior to October 1, 2012;
+ Individuals with demonstrated commitment to the provision of quality public library service;
+ Individuals with basic computer skills including how to use a mouse to point, click, double-click, and drag; how to open and close software files and browsers; and how to conduct a very basic search on the Internet or library catalog.

Lodging will be provided on the evening prior to the workshop for those participants residing more than one-hundred (100) miles from the training facility.

WORKSHOPS

Computer & Internet Basics
When: October 22

Internet Resources & Microsoft Word
When: November 26

Microsoft PowerPoint & Excel
When: December 17

MAGNOLIA, Learn-A-Test, & Searching the Library Catalog
When: January 14

Collaborative Tools and the Cloud
When: February 11

Social Media
When: March 11
Evaluation Strategy

• Participants
  – Pre/post Knowledge
  – Homework Assignment
  – Final Presentation

• Presenters
  – Topics
  – Materials
  – Facilities
Evaluation Strategy

1. What was your knowledge before and after attending today’s session? (circle two responses)

<table>
<thead>
<tr>
<th>Knowledge before session</th>
<th>Knowledge before and after?</th>
<th>Knowledge after session</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Poor</td>
<td>Very Poor</td>
<td>Very Poor</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Very Good</td>
<td>Very Good</td>
<td>Very Good</td>
</tr>
<tr>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>4</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Components of a computer</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Difference between hardware/software</td>
<td></td>
</tr>
<tr>
<td></td>
<td>What is an operating system?</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Saving and Attaching Files</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Key Internet-related terms (Server, URL)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Type of Internet connections</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Internet Safety Terms (Malware, Virus)</td>
<td></td>
</tr>
</tbody>
</table>

2. Name one tip learned today that you are likely to use soon.

3. How do you rate each of the following, relative to today’s session:

<table>
<thead>
<tr>
<th></th>
<th>Low</th>
<th></th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quality of the Instructor(s)</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Quality of the Materials given to you</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Quality of the Facility</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Content of the workshop was</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Overall, the quality of the workshop was</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
In Action!
In Action!
## Results

<table>
<thead>
<tr>
<th>3 Academies</th>
<th>90 Training Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td></td>
</tr>
<tr>
<td>2013-2014</td>
<td></td>
</tr>
<tr>
<td>2014-2015</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>18 Sessions</th>
<th>43 Graduates</th>
</tr>
</thead>
</table>
## Results

<table>
<thead>
<tr>
<th>Percentage Increase</th>
<th>‘12–’13</th>
<th>‘13–’14</th>
<th>‘14–’15</th>
</tr>
</thead>
<tbody>
<tr>
<td>Session 1: Computer &amp; Internet Basics</td>
<td>40.7</td>
<td>32.6</td>
<td>51.5</td>
</tr>
<tr>
<td>Session 2: Internet Resources &amp; Word</td>
<td>42.2</td>
<td>38.5</td>
<td>63.4</td>
</tr>
<tr>
<td>Session 3: Excel &amp; PowerPoint</td>
<td>65.4</td>
<td>77.3</td>
<td>90.7</td>
</tr>
<tr>
<td>Session 4: Databases &amp; Library Catalogs</td>
<td>40.6</td>
<td>61.1</td>
<td>85.5</td>
</tr>
<tr>
<td>Session 5: Cloud Applications</td>
<td>121.9</td>
<td>90.4</td>
<td>133.9</td>
</tr>
<tr>
<td>Session 6: Social Media</td>
<td>48.2</td>
<td>105.4</td>
<td>82.8</td>
</tr>
</tbody>
</table>
Results

• “We help people on a daily basis in so many ways and so many things we learned we will be able to pass on.” — Brenda

• “The class was very beneficial to me because it helped me to do my job better ... helps library workers to become more efficient in their jobs.” — Tracy
“Pay It Forward”

Over 950 documented instances where graduates helped library patrons
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