



# Welcome!

**The webinar will begin at  
1:00 Eastern/10:00 Pacific**



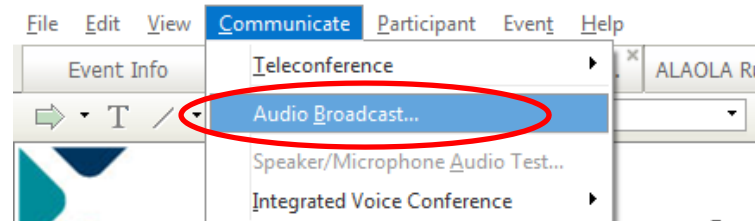
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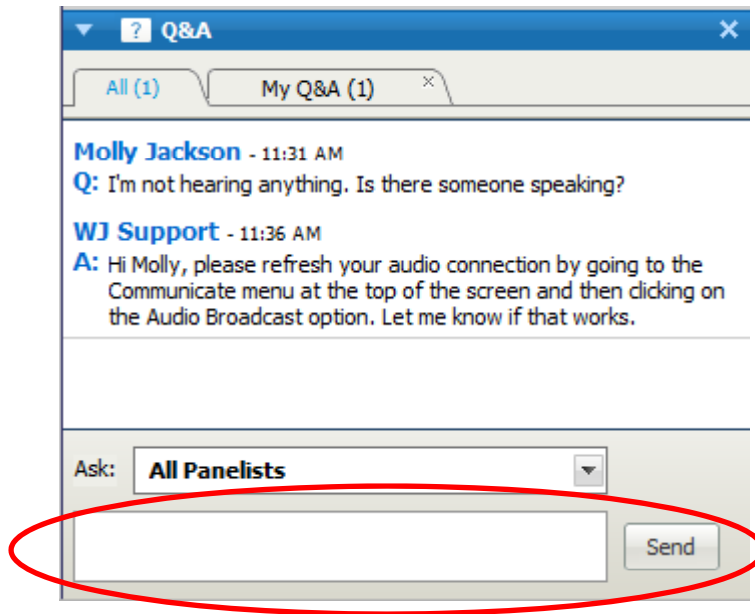
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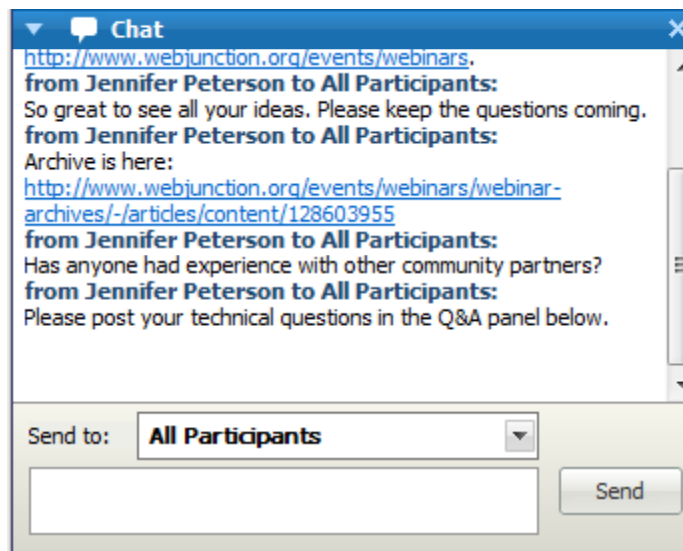
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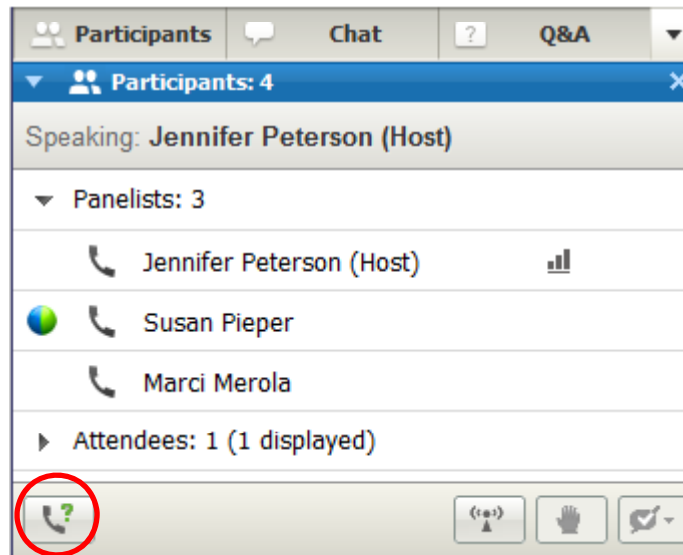


The screenshot displays a webinar interface with two main panels. The top panel is titled "Participants: 4" and shows a list of participants: Jennifer Peterson (Host), Susan Pieper, and Marci Merola. Below this is a "Chat" panel with a message from "WJ Support to All Participants" and a "Send" button. A red circle highlights the close button (X) on the Participants panel header, and a red arrow points to it from above. Another red arrow points to the right edge of the Chat panel from the text "Hover over edge of panels to drag and resize."



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Program Consultant





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**Texas** State Library & Archives Commission

Library of **Virginia**

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# Library Services in the Digital Age

New report from the Pew Internet & American Life Project

**Lee Rainie**  
**Larra Clark**  
**Julie Hildebrand**

February 13, 2013



BILL & MELINDA  
GATES *foundation*

# Welcome

# Objectives



- Provide briefing on new report: “Library Services in the Digital Age”



- Discuss how librarians are using this research to inform their work

- Investigate opportunities to leverage research to educate and advocate



- Invite your feedback and whet your appetite for more!



# Resource for librarians

## Communicating findings with local decision makers

- **A one-pager with messages and supporting facts from the latest Pew Internet report, Library Services in the Digital Age Digital, to effectively communicate with local decision makers**
- **Localize and customize**
- **Share your stories and start the conversation—  
#LibFuture**

# Speakers



**Lee Rainie, Director, Pew Research Center's Internet & American Life Project**  
**@lrainie**



**Julie Hildebrand, Director, Independence Public Library (KS)**  
**@juliereads**



**Larra Clark, Program Director, ALA Office for Information Technology**  
**@OITP**



**Karen Perry, Senior Program Officer, Bill & Melinda Gates Foundation**  
**@KarenAPerry**

# **Presentation from Lee Rainie**

## **Chief Presenter**

# About Pew Internet's libraries research

- **Goal: To study the changing role of public libraries and library users in the digital age**
- **Funded by a three-year grant from the Bill & Melinda Gates Foundation**
- **Three Phases: 1) e-content; 2) library services; 3) library user segmentation**



## Phase 2: Library services

- “Survey Finds Rising Reliance on Libraries as a Gateway to the Web” – **New York Times**
- “Not dead yet: Libraries still vital, Pew report finds” – **Los Angeles Times**
- “Libraries remain important to communities, report finds” – **Columbus Dispatch**
- “Books rule, but library users like innovations, poll says” – **St. Louis Post Dispatch**
- “Libraries are still vibrant, say Americans” – **Christian Science Monitor**
- “Are Search Engines Driving Libraries to Extinction?” – **Search Engine Land**
- “Pew Study Suggests Libraries (And Print) Still Have A Future In An E-Book World” – **TechCrunch**
- “More than just books: Pew study details how technology has changed libraries” – **GeekWire**

# Mega Takeaway 1.a: People love their libraries even more for what they say about their communities than for how libraries meet personal needs



- **91% say libraries are important to their communities**
- **76% say libraries are important to them and their families**

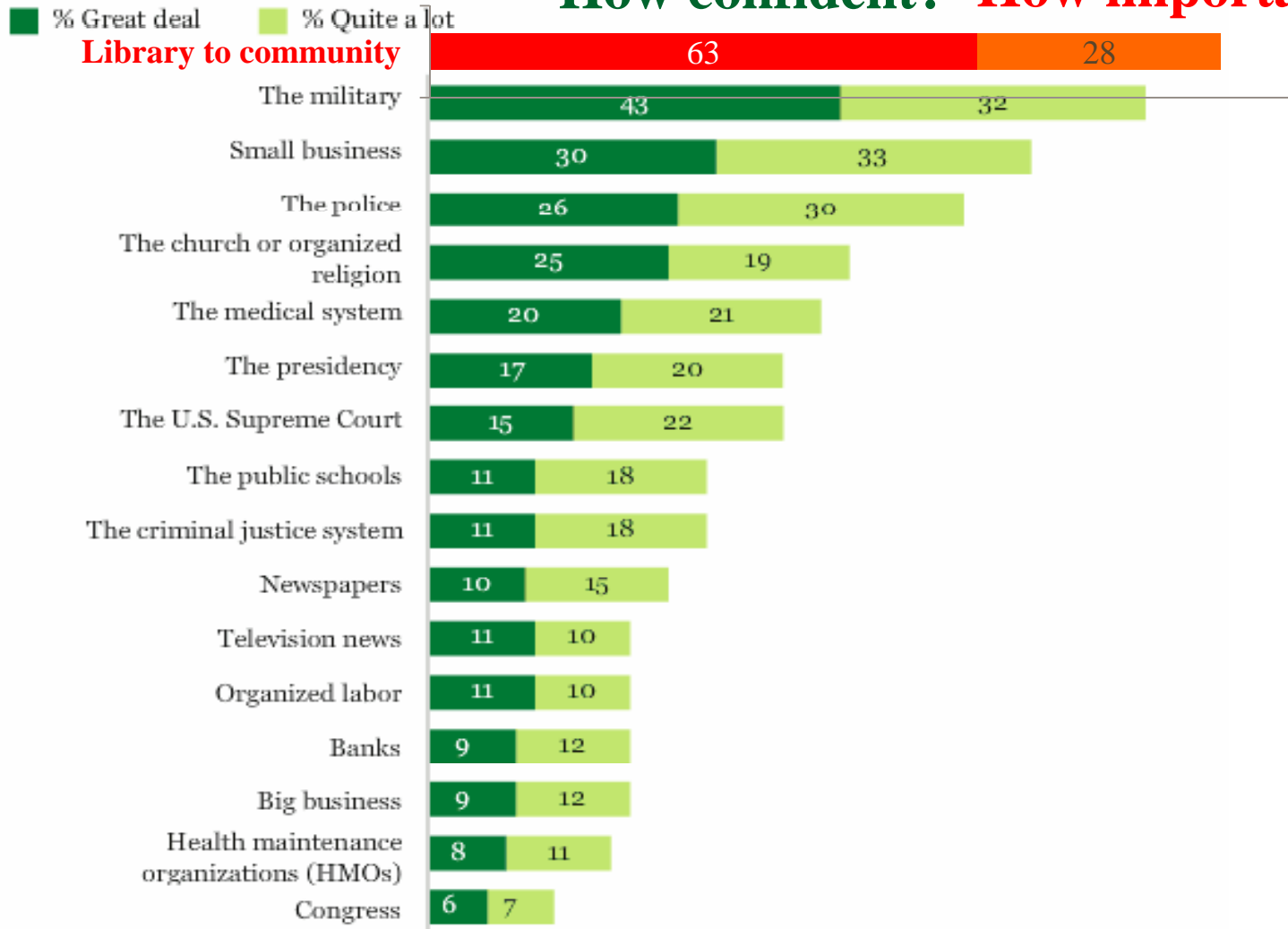
Robert Dawson photography - Library Road Trip

<http://www.robertdawson.com/pages/1/Public%20Library%3a%20An%20American%20Commons/Public%20Library%3a%20An%20American%20Commons/>

# Mega Takeaway 1.b: Libraries stack up well vs. others

June 7-10, 2012

**How confident? How important?**



GALLUP®

# Mega Takeaway 1.c: People appreciate their librarians



- 98% of “ever” library visitors say interactions are “very positive”
- 81% of library visitors say librarians are “very helpful”
- 50% of “last year” visitors got help from a librarian

## Mega Takeaway 2.a: Libraries have rebranded themselves as tech hubs



- 80% of Americans say borrowing books is a “very important” service libraries provide
- 80% say reference librarians are a “very important” service
- **77% say free access to computers and the internet is a “very important” service**

## **Mega Takeaway 2.b: Tech use at libraries is varied and instrumental**

**26% of those ages 16 and older had connected to the internet at the library in past year .... Of them ...**

- **66% did research for school or work.**
- **63% browsed the internet for fun or to pass the time.**
- **54% used email.**
- **47% got health information.**
- **41% visited govt. websites or got info about gov't services.**
- **36% looked for jobs or applied for jobs online.**
- **35% visited social networking sites.**
- **26% downloaded or watched online video. .**
- **16% bought a product online.**

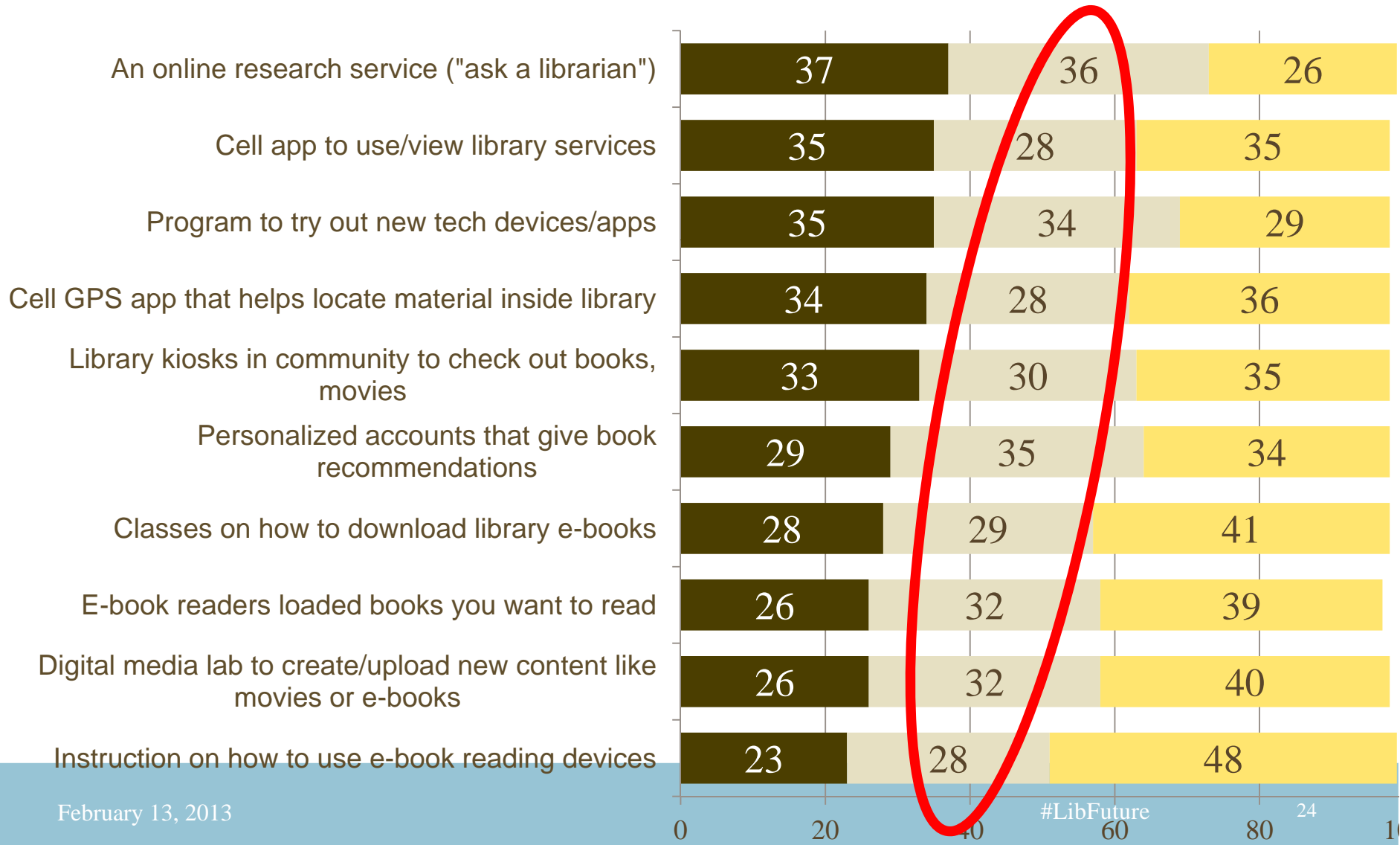
## Mega Takeaway 2.c: The library is virtual

**25% of those ages 16 and older used a library website in past year ... Of them ...**

- 82% searched the library catalog for books, CDs, DVDs.
- 72% got basic library information (hours/location).
- 62% reserved books, CDs, and DVDs.
- 51% renewed a book, DVD, or CD.
- 51% used an online database.
- 48% looked for info about library programs or events.
- 44% got research or homework help.
- 30% read book reviews or got book recommendations.
- 30% checked/paid fines.
- 27% signed up for library programs and events.
- 22% borrowed or downloaded an e-book.
- 6% reserved a meeting room.

# Mega Takeaway 3: The public wants everything equally, so library leadership will matter in setting priorities

Very likely    
  Somewhat likely    
  Not too likely or not at all likely



February 13, 2013

#LibFuture

24

0 20 40 60 80 100



## **Mega takeaway 4: Libraries are valued as community meeting places**

- **74% say “very important” to have children’s/teens’ programs**
- **63% say “very important” for library to host free programs**
- **49% say “very important” for library to have free meeting places**
- **41% say they visit to attend or bring a younger person to a class, program, or event designed for children or teens.**
- **23% say they visit to attend a meeting of a group to which they belong.**
- **21% say they visit to attend a class, program, or lecture for adults.**
- **Cited as very important in our focus groups, which emphasized the library’s role as a community meeting space, especially in smaller communities that lacked other areas for groups to meet.**

## Mega Takeaway 5: Libraries have a PR problem / opportunity



- 22% say that they know all or most of the services their libraries offer
- 46% say they know some of what their libraries offer
- 31% said they know not much or nothing at all of what their libraries offer

# Mega Takeaway 6: There is churn in library use that restocks the user base

## Reasons library use **INCREASED** (26%)

Enjoy taking their children, grandchildren	26%
Do research and use reference materials	14%
Borrow books more	12%
Student	10%
Use library computers and internet	8%
Have more time to read now, retired	6%
To save money	6%
Good selection and variety	5%
E-books, audio books, media are available	5%
Convenient	5%
Reading more now	5%
Library events and activities	4%
Good library and helpful staff	3%
Quiet, relaxing time, social locale	2%
Use for my job	2%

## Reasons library use **DECREASED** (22%)

Can get books, do research online and the internet is more convenient	40%
Library is not as useful because my children have grown, I'm retired, I'm no longer a student	16%
Too busy, no time	12%
Can't get to library, moved, don't know where library is	9%
Prefer e-books	6%
Prefer to buy books or get books from friends	5%
Not interested	4%
Health issues	3%
Don't read much these days	3%
Don't like local library or staff	3%
Children are too young	2%

# How you can help us?

- **Sign up to participate in our research (and encourage your friends!):**

<http://libraries.pewinternet.org/participate/>

- **Write us: What Pew Internet should study next**

# Libraries.pewinternet.org

**Lee Rainie**

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Twitter: @Lrainie

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Twitter: @kzickuhr

**Kristen Purcell**

Email: [@kpurcell@pewinternet.org](mailto:@kpurcell@pewinternet.org)

Twitter: @kristenpurcell

# Participant Questions

# **Presentation from Julie Hildebrand**

## **Planning and Strategy**

# How people want to use our library

- **Borrowing Books**
  - **All Formats**
    - **In print, eBooks, Audio books, CDs**
      - **PlayAways are not circulating, but PlayAway Views are**
      - **eBooks easily accessible**
      - **Online access to catalog/readers' advisory**
- **Movies**
  - **DVDs, online resources**
- **Music**
  - **Online resources**





# What is important to our community?



- **Reference**
  - **Help with finding/applying for employment**
  - **Help with finding health related information**
  - **Help with online tax forms**
  - **Help with academic research**
  - **Online access/resources**
- **Reference materials**
  - **Reduced**
  - **Moved to circulating collection**



## Level access to technology

- Free Internet
  - More public computers
  - Fast Internet
  - Reliable WiFi
  - **Comfortable outdoor seating for WiFi access**
- eReaders/Tablets/Laptops
  - To use in the library
  - **To checkout**
- **Training**
  - Resources to keep up with new technologies
  - Resources to learn in-depth technologies
  - **21<sup>st</sup> Century Skills**

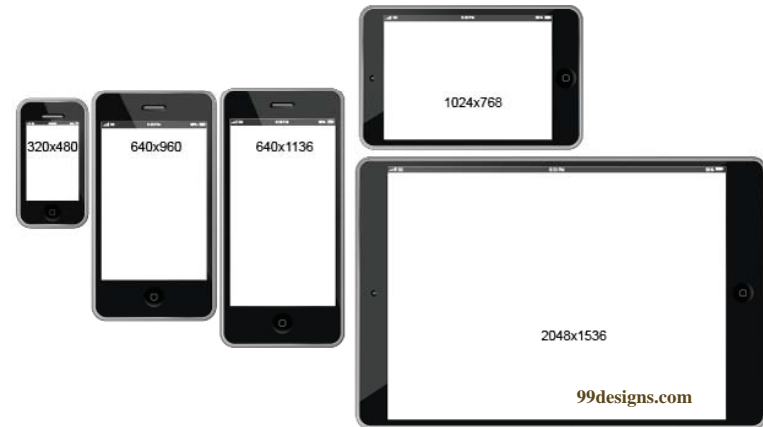
# Facility redesign

- **Browse Friendly Collection**
  - **Book Store Model**
  - Nonfiction, fiction, DVDs
- **Comfortable Seating/Atmosphere**
  - New seating area in old Carnegie library
  - New Flooring/Coffee
- **Interactive Learning Opportunities**
  - **Makerspace/Maker Tables**
  - The Science of Origami
  - Kits – Solar/Wind/Physics/Electronics



# Rethink online resources

- Redesign Website
- **Responsive Website Design**
- Offer as many of our services online as possible
  - Early Literacy
  - Lifelong Learning
  - Research
  - Books/Movies/Music
  - Sign up for programs
  - Attend/Participate in programs
  - Tutorials
  - Live Help



## Revise & reduce

- Programming
  - Redesign strategy
  - Community is copying our example
    - Community overload-programs & marketing
    - **Direct Marketing vs. Mass Marketing**
  - Focus on pertinent community need each year
    - STEAM
    - Families
    - History
    - Health
    - Economics
- **Coordinating closely with schools**



# **Presentation from Larra Clark**

## **Advocacy & Talking with Local Decision Makers**

# Strategic asset

- **Pew** brand
- **Nationally representative data of library users AND non-users**
- **Timely, broad-ranging, rich**

# Leveraging the asset

- **Who is your target audience?**
- **What is your key message to this audience?**
- **What are the most impactful communications channels?**



# Leveraging the asset

- **Library** (and **librarian**) brand: consistent theme
  
- **Connection to community priorities: tailored message**
  - **Education/research**
  - **Digital divide**
  - **Health**
  - **Government Services**
  - **Jobs**
  
- **Show & Tell: Make It Local**

# Local impact

**ST. LOUIS POST-DISPATCH** ST. LOUIS' #1 SOURCE FOR NEWS | PRINT EDITION | E EDITION | APPS  
News Business Sports High Schools Entertainment Life  
**Books rule, but library users like innovations, poll says**  
January 21, 2013 11:00 pm • By Jane Henderson jhenderson@post-d

**Los Angeles Times** | BOOKS  
LOCAL U.S. WORLD BUSINESS SPORTS ENTERTAINMENT HEALTH LIVING  
**Jacket Copy**  
BOOKS, AUTHORS AND ALL THINGS BOOKISH  
**Not dead yet: Libraries still vital, Pew report finds**  
Email Share 5K Tweet 362 Like 4.9k

**The New York Times** HOME PAGE TODAY'S PAPER VIDEO MOST POPULAR U.S. Edition  
**Media Decoder**  
Behind the Screens. Between the Lines  
January 22, 2013, 12:01 am | 2 Comments  
**Survey Finds Rising Reliance on Libraries as a Gateway to the Web**  
By LESLIE KAUFMAN

**NPR** Listen Live ON AIR NOW NPR's All Things Considered  
**News for Seattle and the Northwest** Playlist Schedule Podcasts Calendar Jazz24  
**PEW report: Reinventing libraries**  
By Monica Spain

check-out check-in

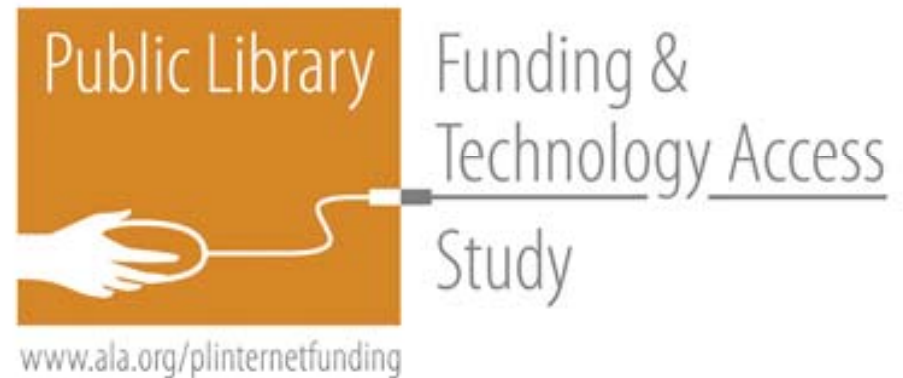
## Additional related resources



[www.ala.org/ebooktoolkit](http://www.ala.org/ebooktoolkit)



[www.ala.org/wo](http://www.ala.org/wo)



## Larra Clark

**ALA Office for Information Technology Policy**  
**lclark@alawash.org**

**[www.ala.org/oitp](http://www.ala.org/oitp)**

**[americanlibrariesmagazine.org/e-content](http://americanlibrariesmagazine.org/e-content)**

**[www.districtdispatch.org](http://www.districtdispatch.org)**

# Participant Questions

## Next steps



- Read the “Library Services in the Digital Age” and check out the other reports in the Pew library research series!
- Review brief on “Communicating with Local Decision Makers”
- Combine this research with your work to advance local discussions with your board, friends, staff, mayor, council, schools, government officials...
- Tweet #LibFuture
- Join us again for another WebJunction webinar to dig into more national research

# Thank You