



Welcome!

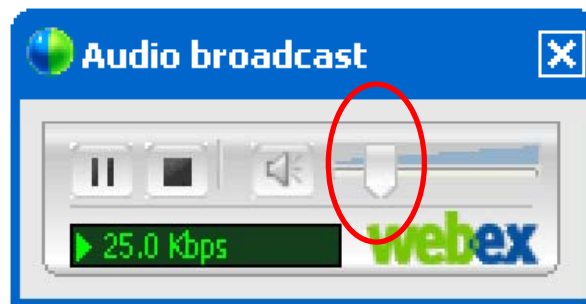
**The webinar will begin at
2:00 Eastern/11:00 Pacific**



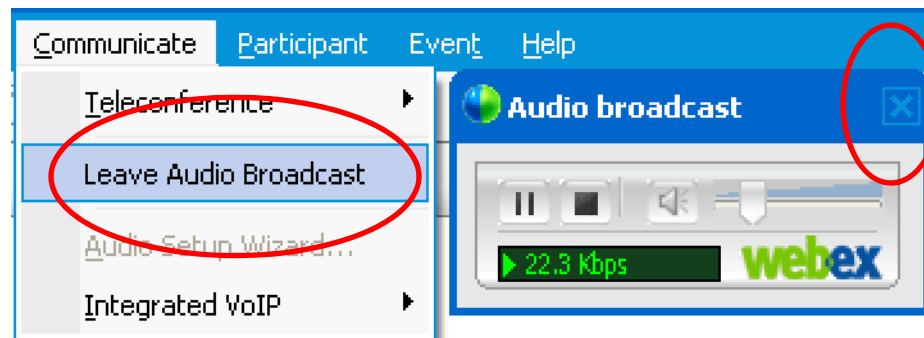
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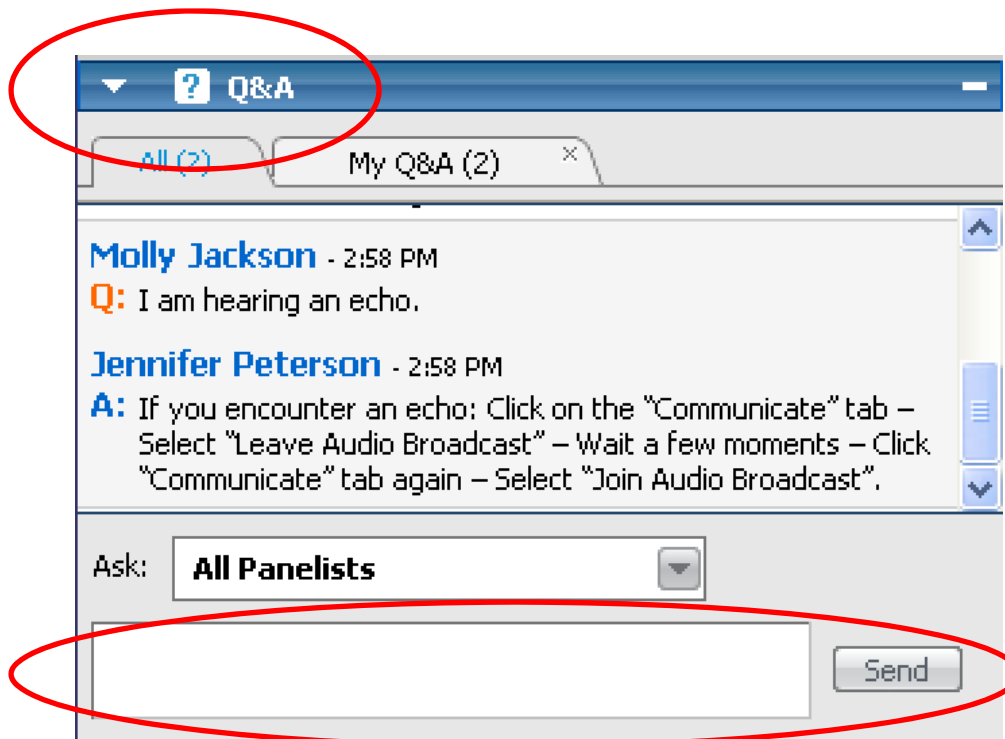




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Please post **technical support questions** into the **Q&A Panel**.



Step 1: Type problem in the dialog box.

Step 2: Click **Send**.

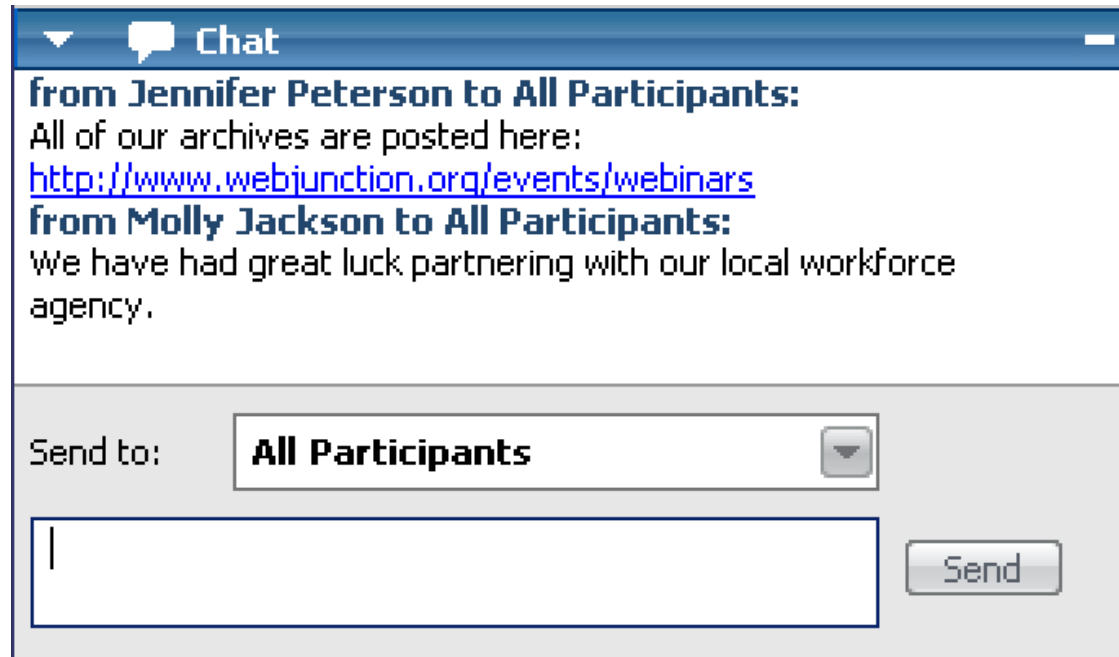


Chat Etiquette



Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

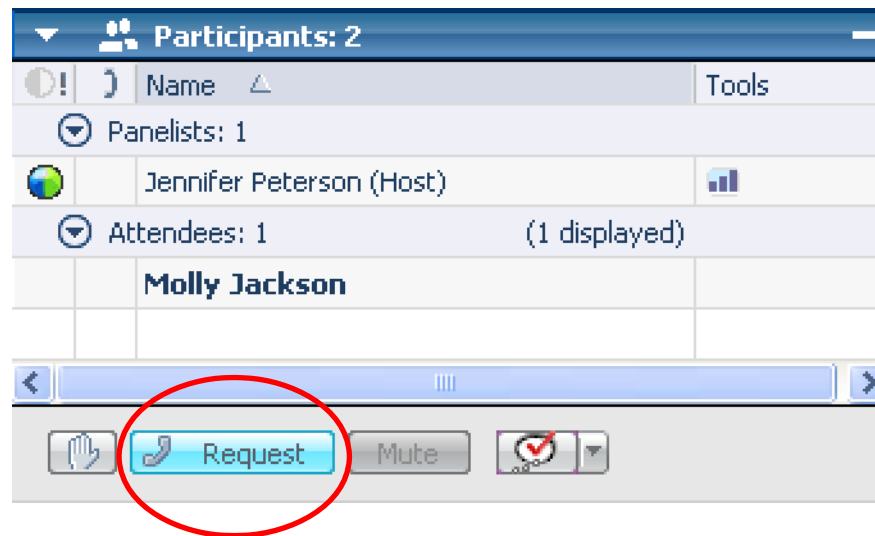


And if you're tweeting, use this hashtag: **#plftas**



Telephone Access

If you not able to listen via your computer, you may join by phone.



Step 1: Click on **Request** under the participants list.

Step 2: Call the toll-free number provided.

Step 3: Enter “#” following **Access Code** and **Attendee ID**.



Customize your experience

Panels can be minimized or expanded

Participants Chat Q&A

Participants: 2

Name Tools

Panelists: 1

Jennifer Peterson (Host)

Attendees: 1 (1 displayed)

Molly Jackson

Request Mute

Chat

from Jennifer Peterson to All Participants:
All of our archives are posted here:
<http://www.webjunction.org/events/webinars>

from Molly Jackson to All Participants:
We have had great luck partnering with our local workforce agency.

Hover over edge of panels to drag and resize



Remember to post to Q&A panel if you need technical assistance.



Other Technical problems?

Contact WebEx support

Event Number: 710 477 519

Phone: 1-866-229-3239



Jennifer Peterson
WebJunction
Community Manager

Sharon Streams

WebJunction
Senior Manager
Community Services





Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

Arizona State Library, Archives and Public Records
Connecticut State Library
Florida Department of State's Division of Library and Information Services
Georgia Public Library Service
Idaho Commission for Libraries
Illinois State Library
Indiana State Library
State Library of **Kansas**

Maine State Library
Minnesota State Library Agency & Minitex
Missouri State Library
State Library of **North Carolina**
State Library of **Ohio**
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Texas State Library & Archives Commission
Library of **Virginia**
Washington State Library



Save 20%!

The Transforming Public Library Technology Infrastructure

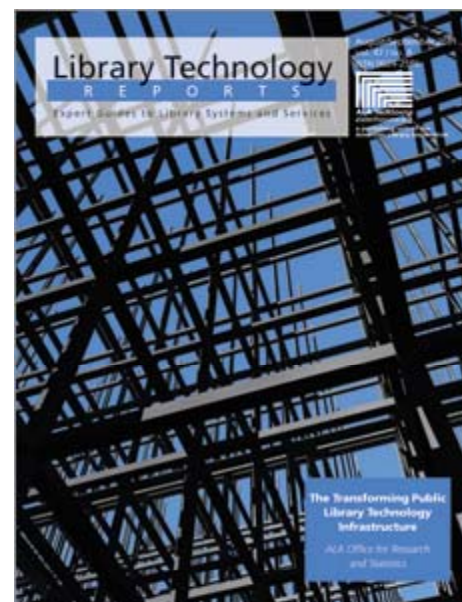
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Offer expires November 11th, 2011





Today's Presenters

Judy Hoffman

Project Manager, ALA,
Office for Research and
Statistics



John Bertot

Co-Director, Information
Policy & Access Center,
University of Maryland



Peggy Rudd

Director,
Texas State Library &
Archives Commission





Overview & Key Messages

Judy Hoffman
American Library Association

PUBLIC LIBRARY FUNDING & TECHNOLOGY ACCESS STUDY

2011

Webinar goals

- Share high-level findings and trends from 2010-2011 report
- Share online resources for using the data to support planning and advocacy
- Learn how to make your case using the data at the national, state, and local levels

Study background

- The *Public Library Funding & Technology Access Study* assesses public access to computers, the Internet and Internet-related services in U.S. public libraries, and the funding that enables free public access to these resources.
- The project, building on work begun in 1994 by John Carlo Bertot and Charles R. McClure, is the largest and longest-running study of Internet connectivity in U.S. public libraries.

Study background

- Three components to Study:
 - Data collected from public libraries of all sizes through national online survey
 - Annual questionnaire to State Library Agencies on key technology and funding issues
 - Interviews with library directors and staff involved with public access computers and related services

Key messages

- With free access to high-speed Internet and expert assistance to aid those working with technology resources, public libraries serve as a *toll-free bridge* over the digital divide.
- As many Americans cope with job loss and changed economic circumstances, libraries serve as a *safety net* for job-seekers, providing computer training, online job resources, and expert support.
- Increasingly, as government agencies close satellite offices and eliminate print forms, public libraries are the *front lines*, connecting people with essential e-government resources.

Key messages

- There is a pervasive “new normal” of increased demand for library technology resources that is paired with decreased funding at state and local levels – all of which impacts service to millions of Americans.
- Regardless of fluctuating budget levels, libraries still strive to fulfill the needs of their communities.
- We want patrons and policymakers to understand the dynamic resources available at today’s library and keep those resources funded. Let’s make sure that our investment in libraries yields its full potential.



KEY FINDINGS FUNDING & ACCESS

State Library Agencies - Funding

- 19 states report cuts in state funding for public libraries; 10 states decreases greater than 10%
- 14 states report no change in funding; 7 states and D.C. do not provide aid
- 4 states report increased funding, but two states note one-time supplemental funding offset state funding cuts. One state increase less than FY10 decrease.

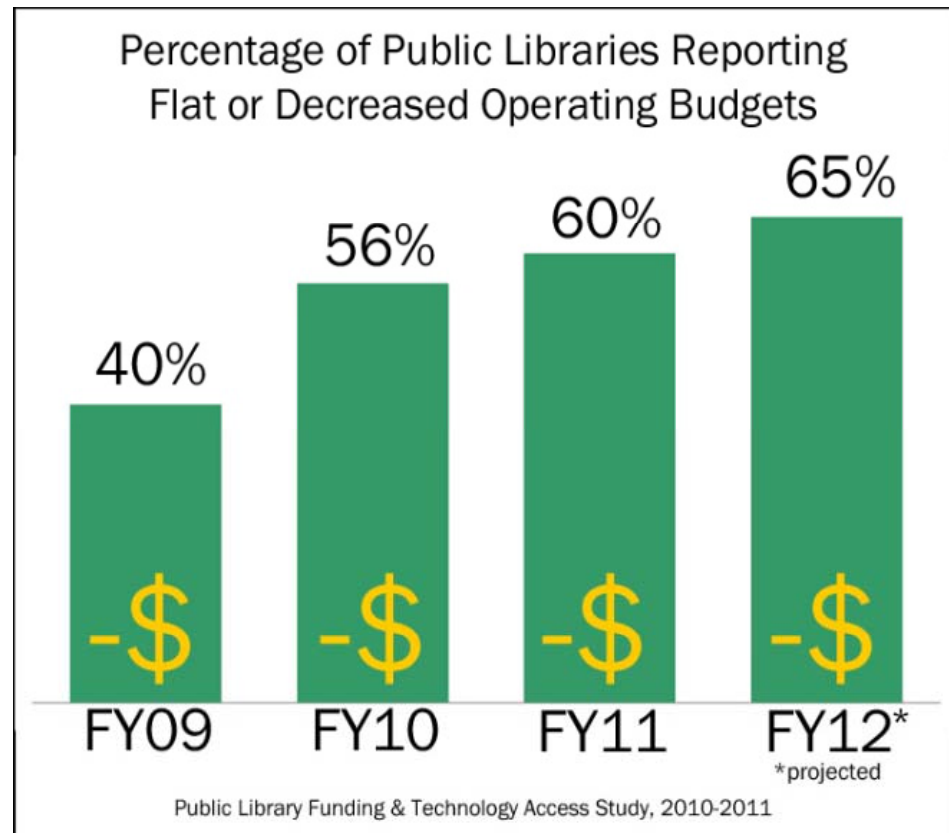
CHANGES IN STATE FUNDING TO PUBLIC LIBRARIES, FY2011

Census Region	<i>Decreased = 19</i>						<i>Increased = 4</i>				Total
	1-2%	3-4%	5-10%	Greater than 10%	No State Aid	No Change	1-2%	3-4%	5-10%	Greater than 10%	
Midwest	1	1	1	2	1	2		1		1	10
Northeast		1		3	2	1					7
South	1		3	4	1	5	1				15
West			1	1	4	6				1	13
Total	2	2	5	10	8	14	1	1	0	2	45

Public Libraries - Funding

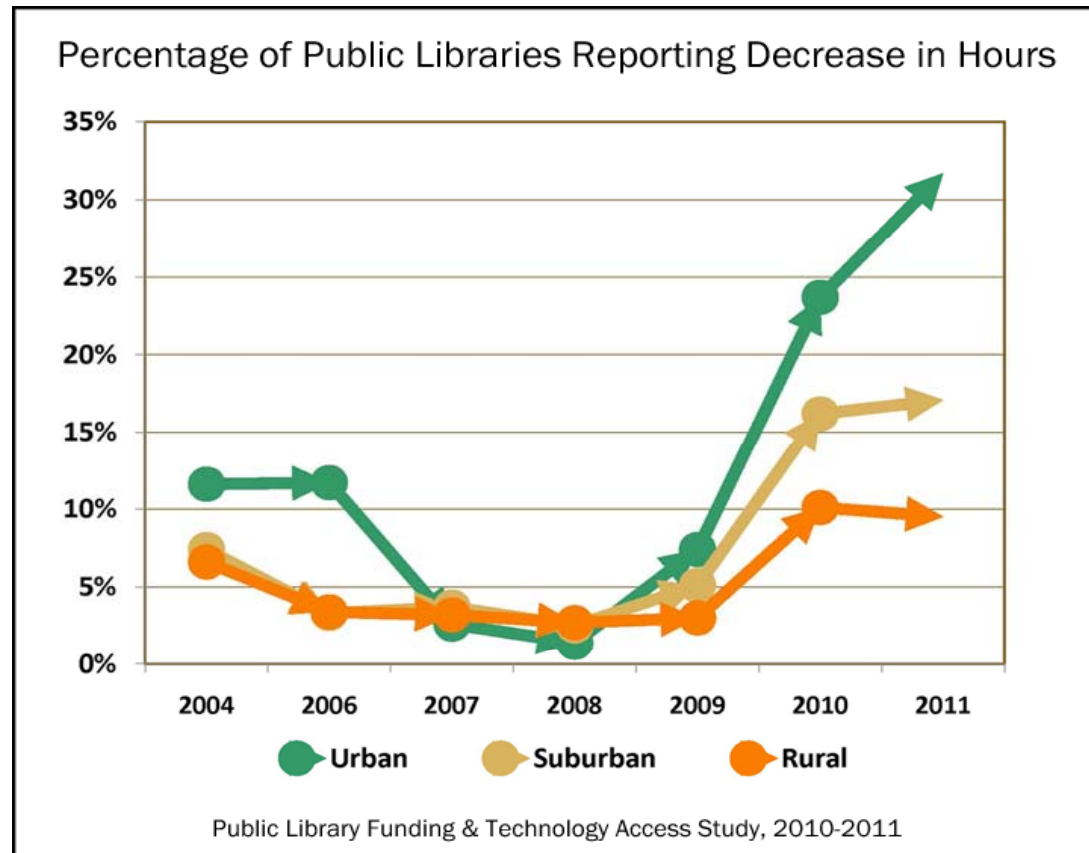
Data collected includes:

- Operating expenditures for the current FY and anticipated expenditures (operating budget) for the upcoming FY
- Detailed by source of funding and category of expenditure
- Salaries (incl. benefits), collections, and other expenditures
- Technology-related expenditures



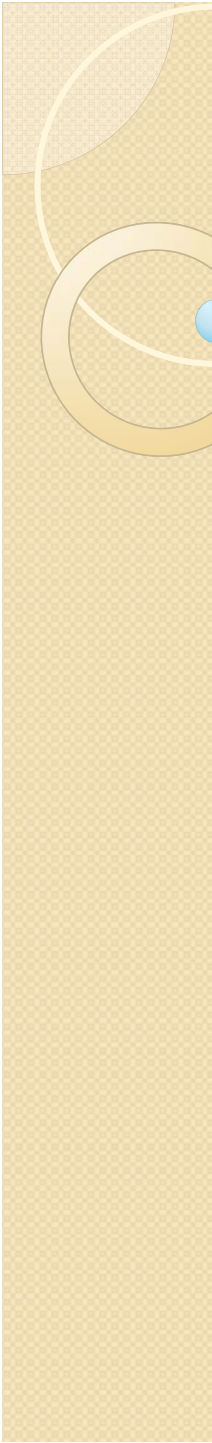
Public Libraries - Access

- Overall, 16% of libraries report decreased hours of operation – a jump from 4.5% in 2009.
- Decrease translates to lost hours at more than 2,600 branches.
- 32% of urban libraries report decreased hours in FY2011



Resources @ ALA

- PR templates (press release, op-ed)
- Issues briefs (job-seekers, e-government)
- Key Findings
- Graphics
- National services maps (homework help, tech training, job resources, etc.)
- Available at www.ala.org/plinternetfunding (click on “Data in Action”)



Public Library Funding and Technology Access Survey: Selected Findings from the National Survey

John Carlo Bertot

Information Policy & Access Center
College of Information Studies
University of Maryland

jbortot@umd.edu

www.plinternetsurvey.org (survey materials)

ipac.umd.edu (research center)



Why the Survey?

- Longitudinal data collection since 1994
- Provides snapshot of what libraries offer their communities:

 - Library public access technology infrastructure
 - Capacity
 - Internet-enabled services
 - Challenges and issues
 - Funding



Why the Survey?

- Informs policymakers about what libraries do in their communities in key areas of
 - Access to the Internet
 - Access to increasingly digital-only content and services
 - Employment
 - E-government
 - Databases
 - More
 - Digital literacy
 - Digital inclusion



Methodology

- To generate both national and state data, the surveys use
 - Proportionate sample based on MSA and state with replacement
 - Weighted analysis
 - the newest IMLS public library datasets available at the time (currently 2009) as the universe file
- Typically receive response rates that range from 70.0% to 84.3% (numbers of responses range from 5,500 to over 8,400)
- Data are collected at both the branch (outlet) and system (administrative entity) levels

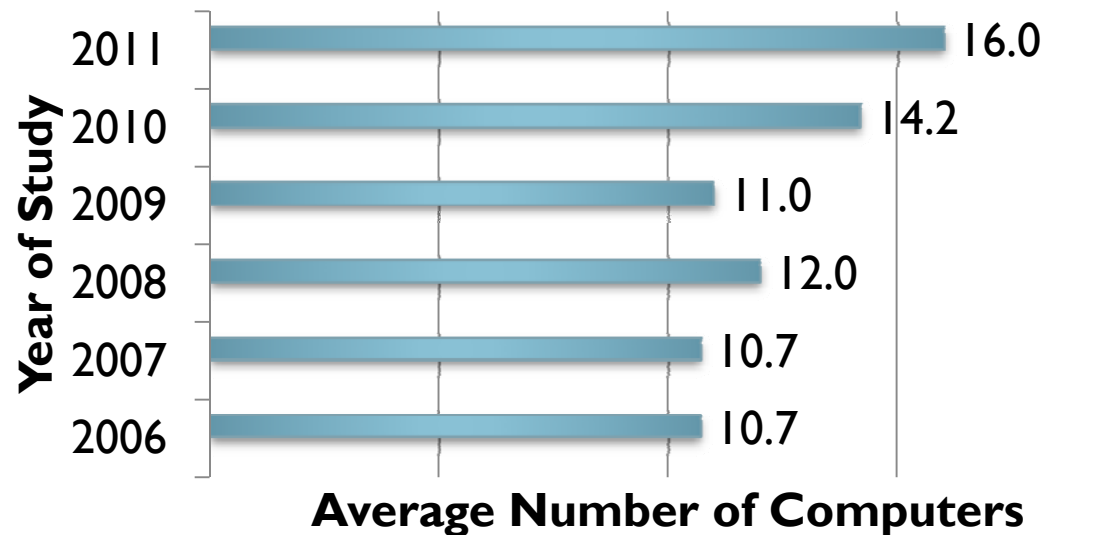


Key Findings and Issues

Community Access Points

- 64.5 percent of library branches report that they are the only provider of free public computer and Internet access in their
- Overall, public library branches report an average of 16.0 public access workstations, up from 10.7 in 2006

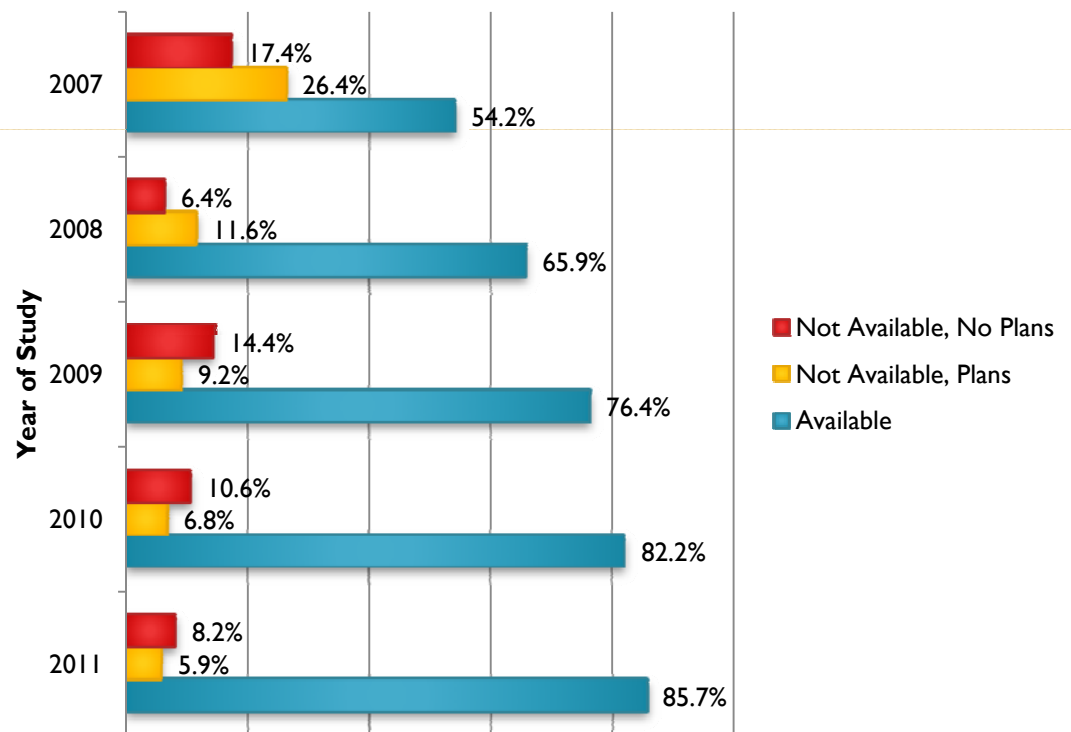
Average Number of Public Access Computers 2006-2011



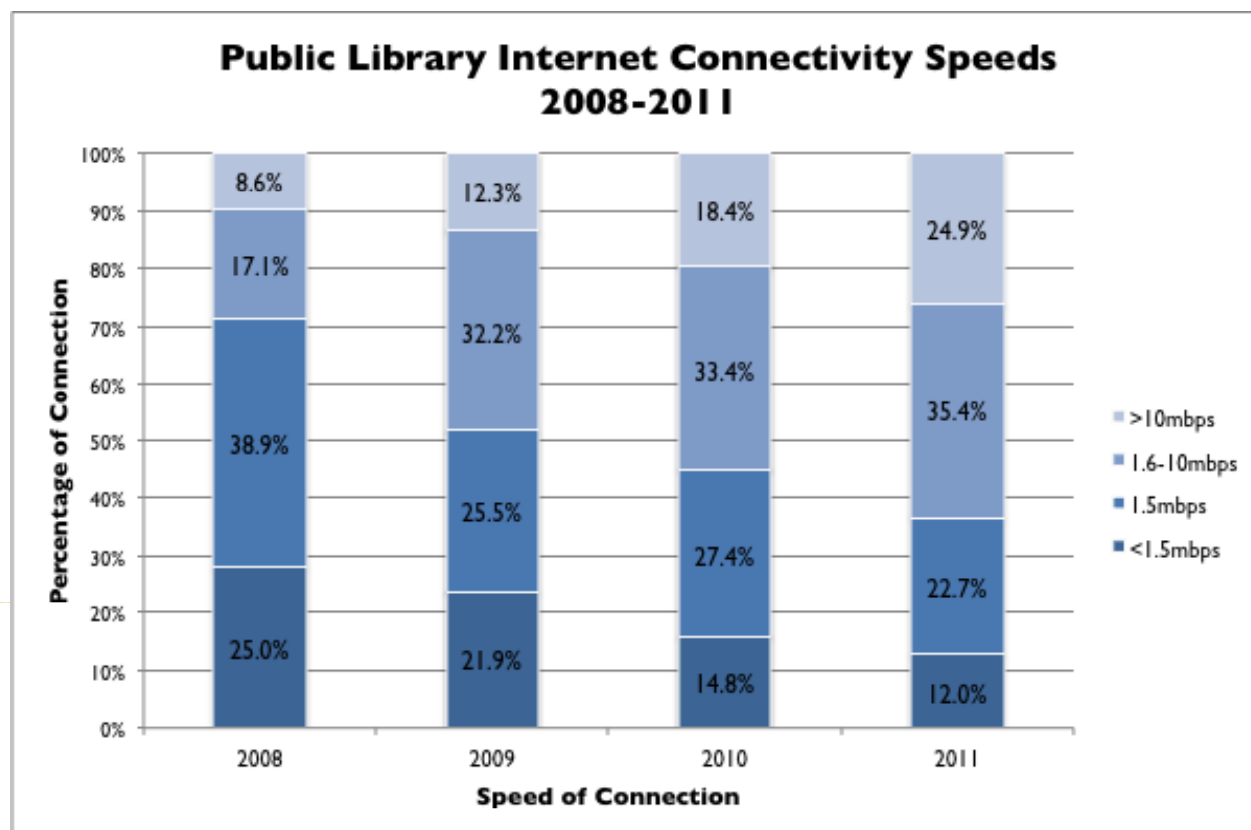
Community Access Points

- 85.7% of public library branches offer wireless Internet access, up from 54.2% in 2007
- Libraries offer a range of technology and information literacy classes
- Library usage is up across the board

Wireless Internet Connectivity Availability 2007-2011



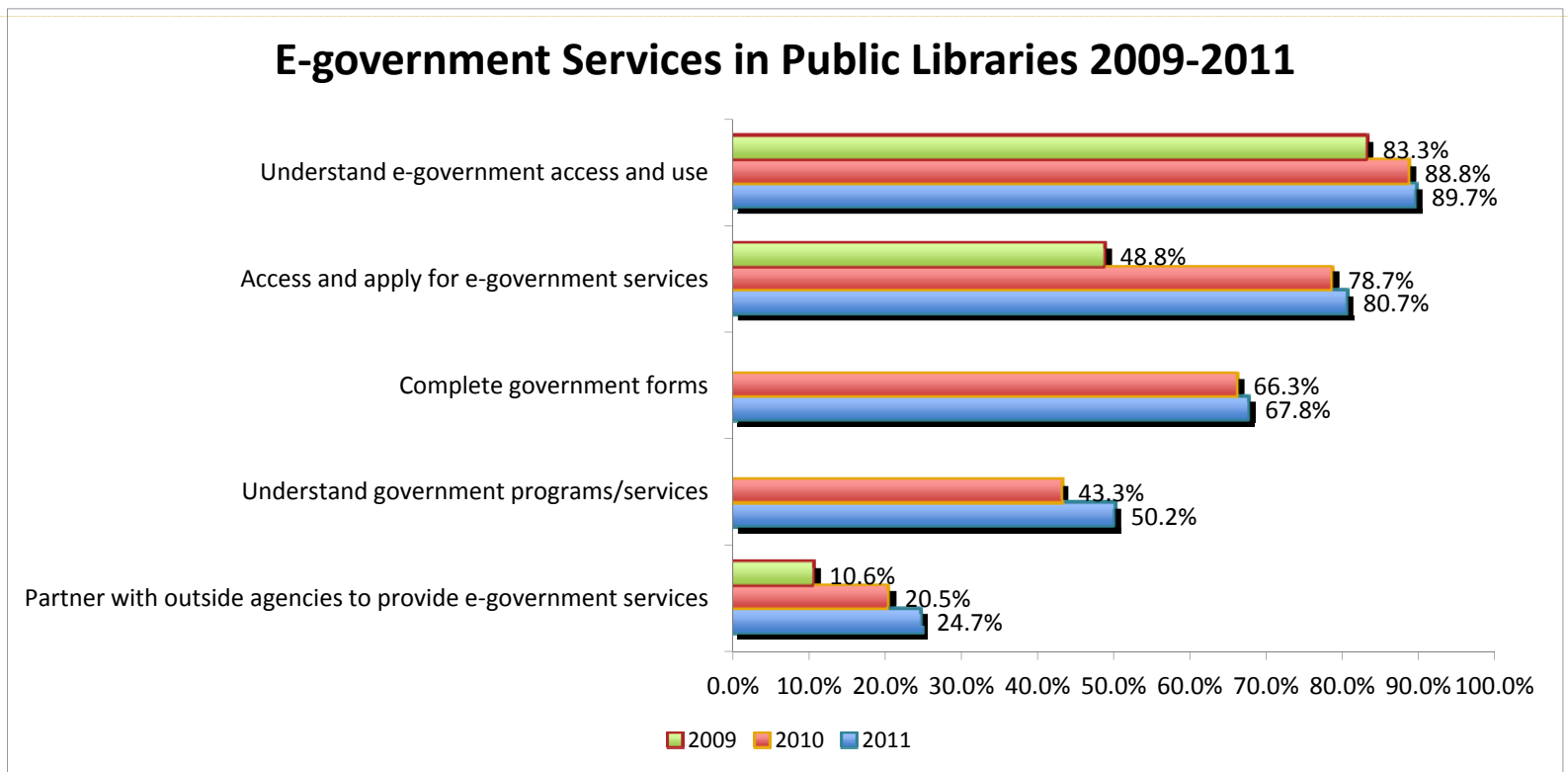
Broadband



- Libraries continue to increase their public access connection speeds:
 - 12.0% libraries report public access connection speeds of less than 1.5mbps
 - 22.7% 1.5mbps
 - 35.4% 1.6mbps-10mbps
 - 24.9 greater than 10mbps
- 43.0% of rural libraries report public access speeds of 1.5mbps or less (down from 53.0% in 2010)
- 86.3% (up from 77.2% in 2010) of urban libraries and 65.1% (up from 55.4%) of suburban libraries report public access speeds of greater than 1.5mbps

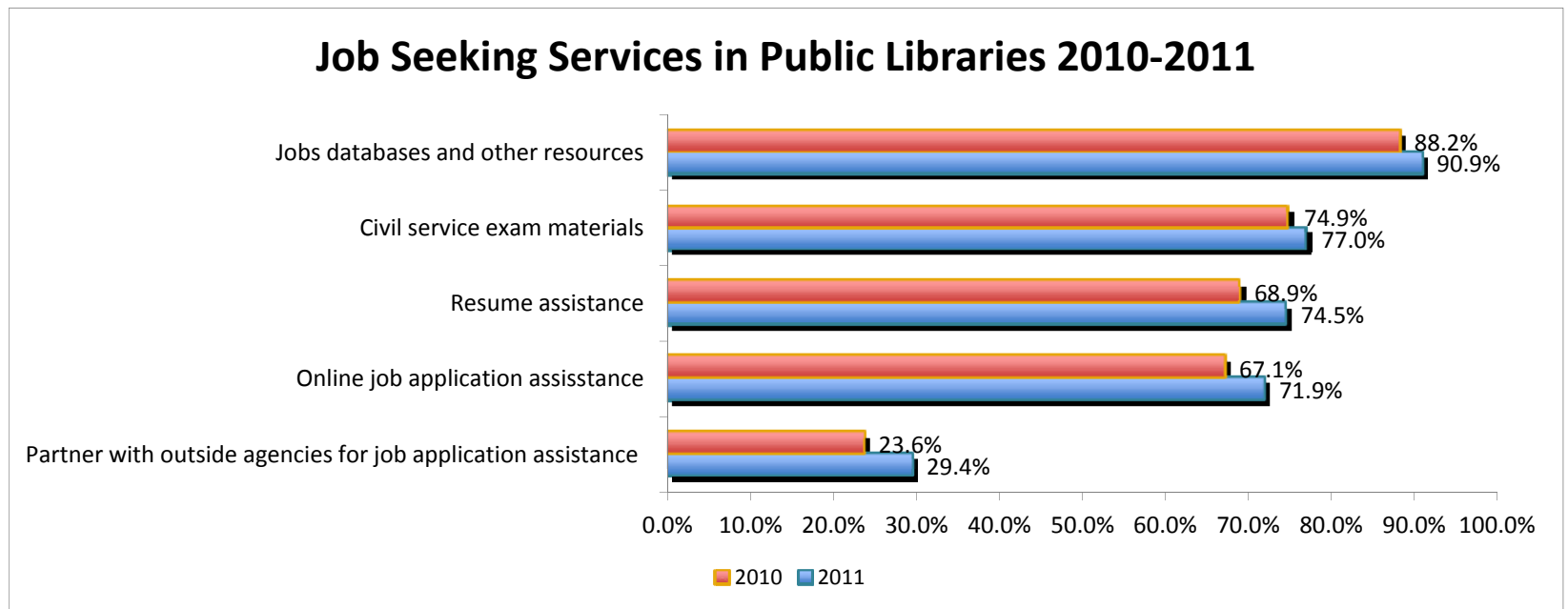
E-government

- 89.7% help people understand and use government websites
- 80.7% help people apply for E-government services
- 67.8% help people complete E-government forms



Employment

- 90.9% provide job databases and resources
- 77.0% provide civil service examination materials
- 74.5% offer software and resources for resume creation
- 71.9% help people complete online applications



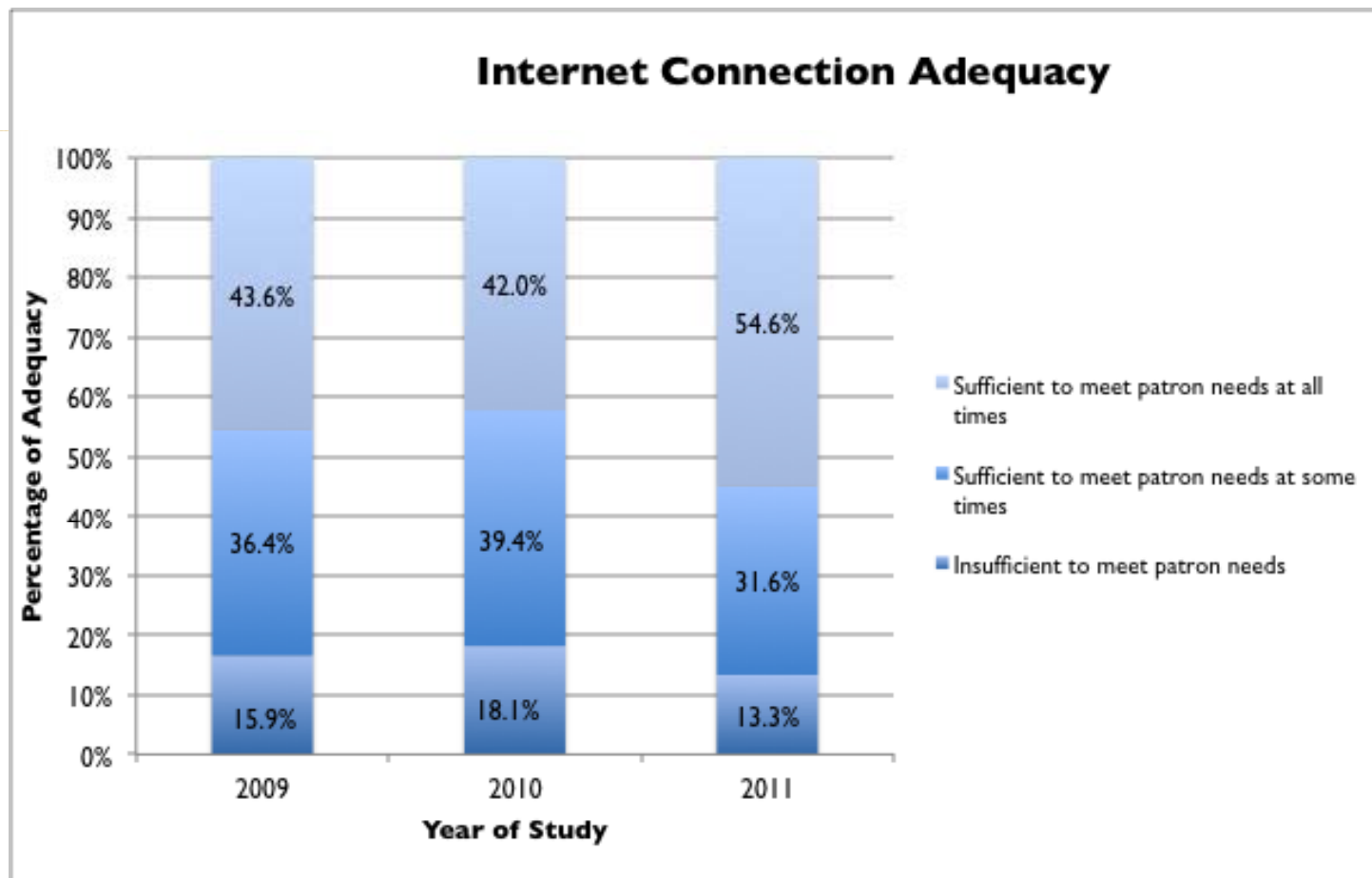


Key Issues and Challenges

- **Costs**
 - Staff
 - Technology – upgrades, replacement, maintenance
- **Buildings**
 - Space
 - Cabling/wiring
- **Staff**
 - Number
 - Expertise
- **Increased usage**
 - Library in general and
 - Public access technology in particular

Key Issues and Challenges

- Adequacy of infrastructure





Key Issues and Challenges

- E-services and overall usage on the rise
 - E-government
 - Employment
 - E-books
 - Wi-fi
 - Public access computer
- While budgets are by and large stagnating or decreasing



Key Issues and Challenges

- Impact of BTOP unclear at this time
 - Could facilitate increases/enhancements in
 - Public access computers
 - Broadband
 - Training/digital literacy
-



Trends and Implications

- Investment in basic technology infrastructure (i.e., broadband, workstations, wi-fi)
 - But not library's
 - Capacity
 - Staffing
 - Hours available
 - Building
- Increasingly services are shifting to user devices such as smart phones, e-readers, tablets
 - This will require additional development and investment



Some Concluding Comments

- Increased usage does not translate into increased budget
 - Nice to have, not essential service
- BTOP impacts will emerge in the next year
 - Not across the board
- FCC National Broadband Plan
- NTIA National Broadband MAP
- Digital Inclusion
 - Significant opportunities, some substantial challenges, and market entrants

Some Concluding Comments

- Comcast Internet Essentials
 - <http://www.internetessentials.com/>

In Person Training

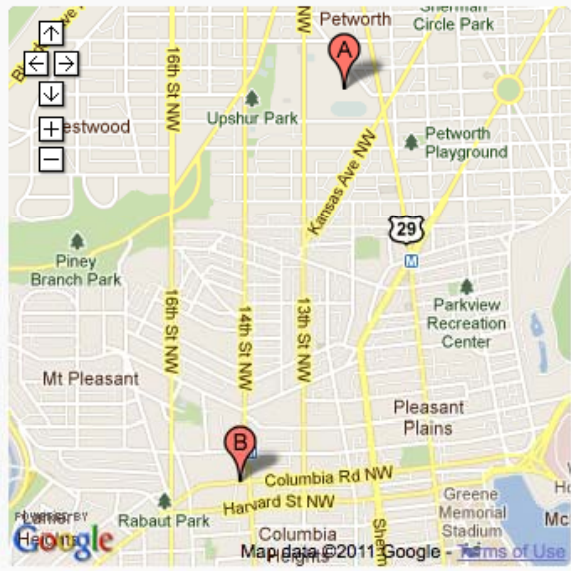
FIND A TRAINING SESSION NEAR YOU

20910

Locations within 20 miles of Silver Spring, MD [Print all locations](#)

A Hospitality High Public Charter School [Print this location](#)
Map
Student Computer Lab
4301 13TH STREET, NW
WASHINGTON, DC 20011
Approx. distance: 4 mile(s)
Language(s): English
Wed 11/16/2011 6:00PM (202) 737-4150
[Send a reminder](#)

B Latin American Youth Center [Print this location](#)
Map
1419 COLUMBIA ROAD NW
WASHINGTON, DC 20009
Approx. distance: 5 mile(s)
Language(s): English
Thu 10/27/2011 4:00PM (202) 319-2225
[Send a reminder](#)



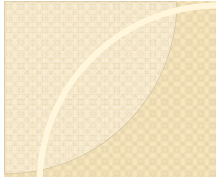
The map displays a street grid in Silver Spring, MD, with two red location markers labeled 'A' and 'B'. Marker 'A' is located near Petworth Circle Park and Petworth Playground. Marker 'B' is located near Columbia Rd NW and Harvard St NW. The map includes street names such as 16th St NW, 14th St NW, 13th St NW, and Columbia Ave NW. A search bar at the top left of the map area contains the zip code '20910' and a 'GO' button. The map also shows a search bar with '20910' and a 'GO' button, and a list of training sessions with details for 'Hospitality High Public Charter School' and 'Latin American Youth Center'.



Additional Resources

- Issue briefs in key areas of:
 - Libraries and Broadband
 - Libraries and Community Access
 - Libraries and E-government
 - Libraries and Employment
 - Libraries and Digital Inclusion
- State one-page summaries
 - E-government
 - Employment
- State library summaries
 - PLFTAS + IMLS (for Leg Day)
- More coming

Available at www.plinternetsurvey.org

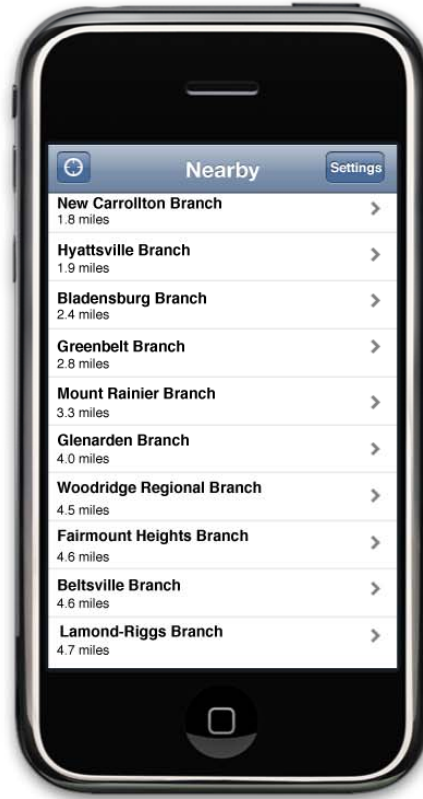


Library Look-up Mobile App

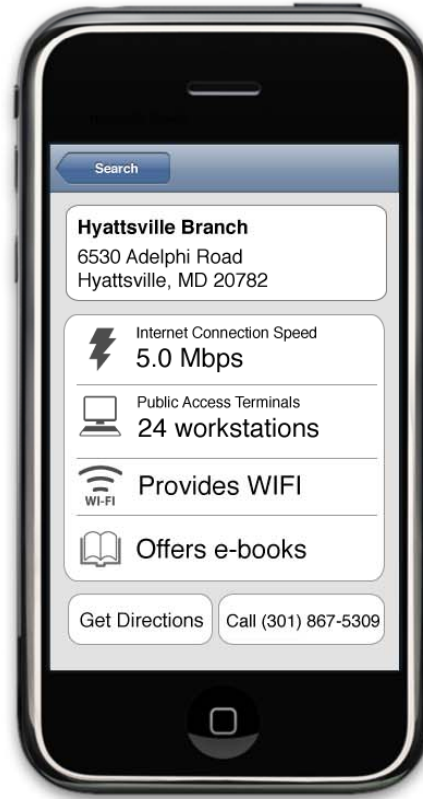
Coming Soon (HTML 5 Web App, iPhone, Android)



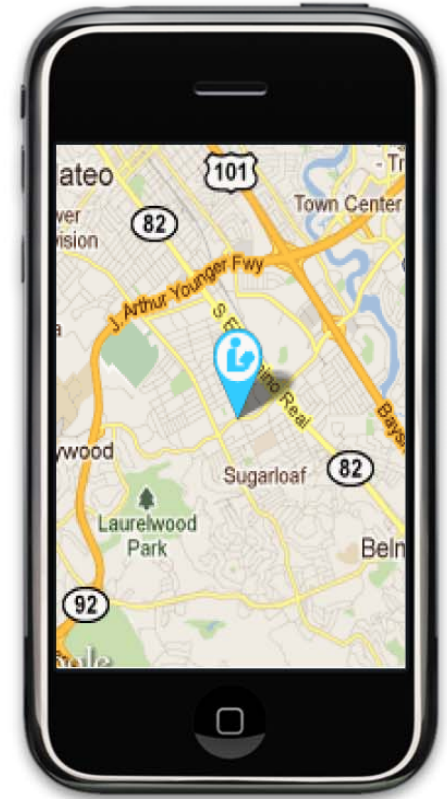
Initial loading screen



After geo-lookup, displays 10 closest libraries in x mile radius



Displays page for a particular library



Displays map & directions to library





Public Library Funding and Technology Access Study: Amplifying Library Value Through Data Use

***Presented by Peggy D. Rudd, Director and Librarian
Texas State Library and Archives Commission***

November 1, 2011



PLFTAS Data Use

- **Strategic Planning**
- **Policy making**
- **Budgeting**
- **Grant writing**
- **Amplifying value (advocating)**

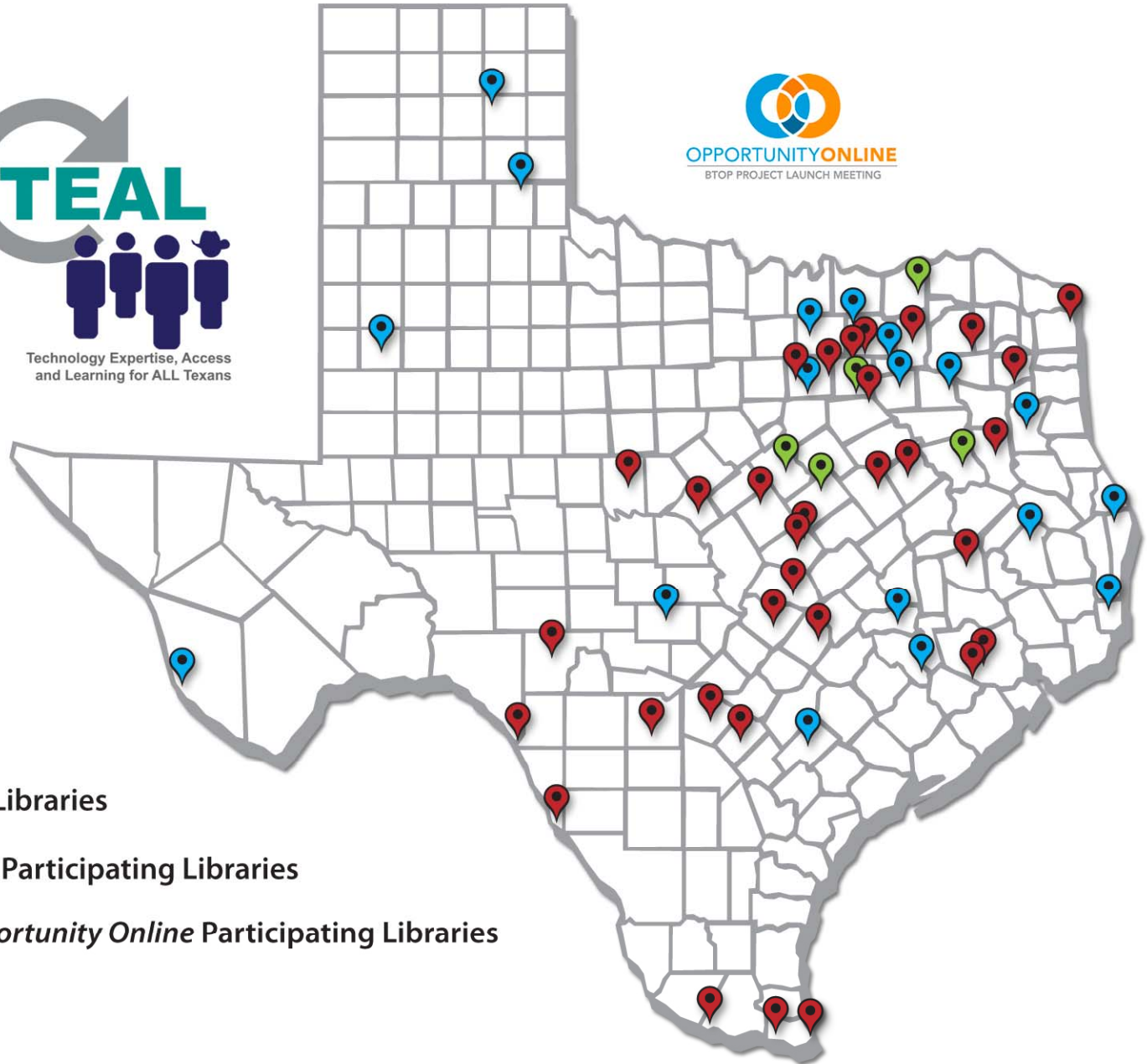





Detail of Texas Connectivity



	CONNECTIVITY		
	State 2009-2010	State 2010-2011	National 2010-2011
Libraries which offer the only free access to computers/Internet in their communities	39.3%	60.0%	64.5%
Average number of Internet Workstations	19.4	20.7	16.0
Always sufficient Internet Workstation	29.3%	30.6%	23.8%
Use of public Internet workstations increased since last year	73.6%	66.4%	69.8%
Maximum Internet connection speed			
Less than 1.5Mbps	18.0%	10.1%	22.7%
1.5Mbps	20.5%	18.1%	12.0%
1.6-10Mbps	35.1%	40.8%	35.4%
10.1-30Mbps	8.9%	16.0%	12.8%
Greater than 30Mbps	8.2%	8.8%	12.1%
Always adequate connection speed	50.0%	52.9%	54.6%
Wireless availability	75.8%	83.2%	85.7%





-  **TEAL Participating Libraries**
-  **Opportunity Online Participating Libraries**
-  **Both TEAL and Opportunity Online Participating Libraries**



Detail of Texas Internet Services



INTERNET SERVICES library outlet/branch data	State 2009-2010	State 2010-2011	National 2010-2011
Licensed databases	94.4%	99.6%	99.8%
Homework resources	81.6%	82.9%	87.0%
Digital/virtual reference	60.6%	59.0%	66.9%
e-books	66.6%	61.2%	67.2%
Audio content	80.5%	77.8%	82.8%
Library social networking	53.2%	55.6%	60.1%
Libraries which offer IT training to patrons	86.4%	88.1%	87.3%





Detail of E-Government in Texas



	E-GOVERNMENT		
	State	State	National
	2009-2010	2010-2011	2010-2011
	Staff provide assistance to patrons		
For understanding how to access and use e-government Web sites	69.9%	85.5%	89.7%
Applying for or accessing e-government services	55.4%	72.6%	80.7%
For completing government forms	52.5%	67.9%	67.8%



Detail of Jobs Services in Texas



	JOB SERVICES Library	State 2009-2010	State 2010-2011	National 2010-2011
Provides access to jobs databases and other job opportunity resources		79.8%	87.2%	90.9%
Provides access to civil service exam materials		70.0%	69.6%	77.0%
Helps patrons complete online job applications		72.6%	78.9%	71.9%
Offers software and other resources to help patrons create resumes and other employment materials		69.5%	78.0%	74.5%

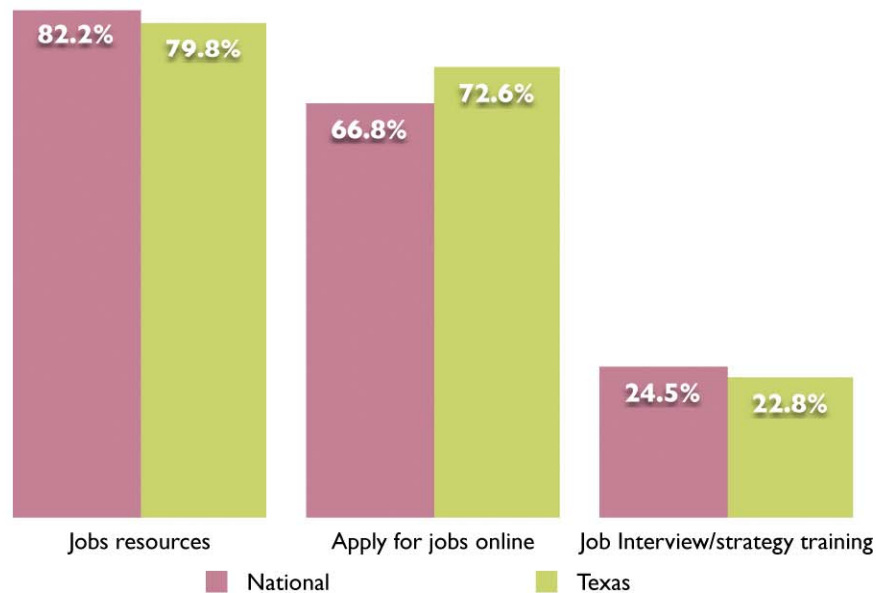


Funding &
Technology Access
Study

www.plinternetsurvey.org

Public Libraries and Employment

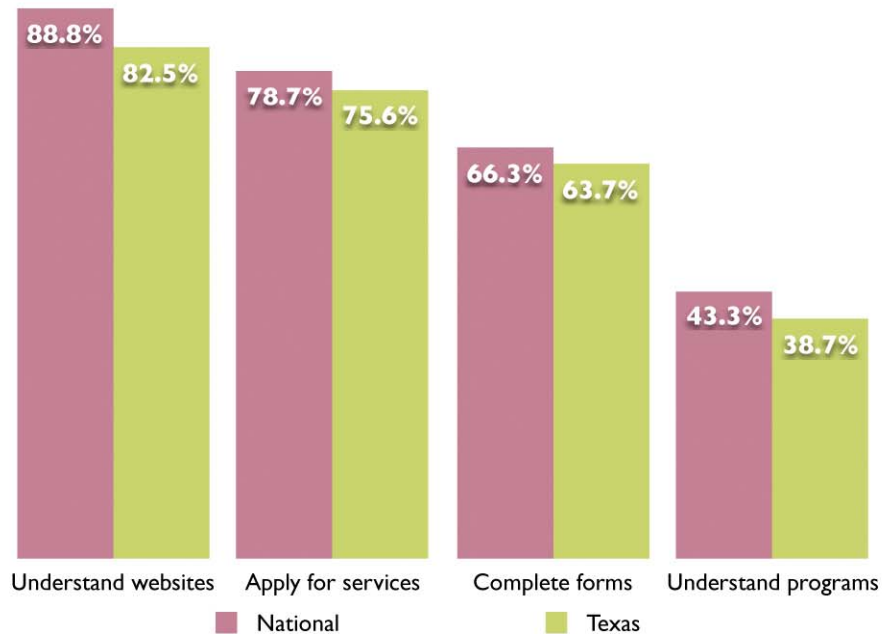
Libraries help people seek jobs



The employment services that public libraries provide are particularly important for those who do not have high speed Internet or computer access in the home or lack technology skills and expertise. Public libraries are also open evenings and weekends, better meeting the needs of those who cannot access other employment services only available during the work day.

Public Libraries and E-Government

Libraries help people with E-Government



The E-government roles public libraries play are particularly important for those who do not have high speed Internet or computer access in the home, lack the technology skills or expertise, or have difficulty understanding and using E-government services.



Delaware Voices – Job Center @Delaware Libraries (Excerpt)

In many communities in Delaware, the public library is the only provider of free internet access available to residents, and now employers require job applications to be submitted online. Perhaps surprisingly, in a 2010 survey of Delaware library computer users, 88% reported having regular access to a computer and the Internet somewhere other than a public library. The reasons they were using library computers included lack of high speed access at home, household competition over a single computer, and to receive technology training and assistance from librarians.



Pennsylvania Public Libraries Assist Job Seekers

Pennsylvania's public libraries aided 303,000 job seekers

82% of libraries offer job databases

70% of libraries provide assistance with online job applications

60% of libraries help prepare resumes and provide employment materials

100% of libraries provide access to computers and the Internet



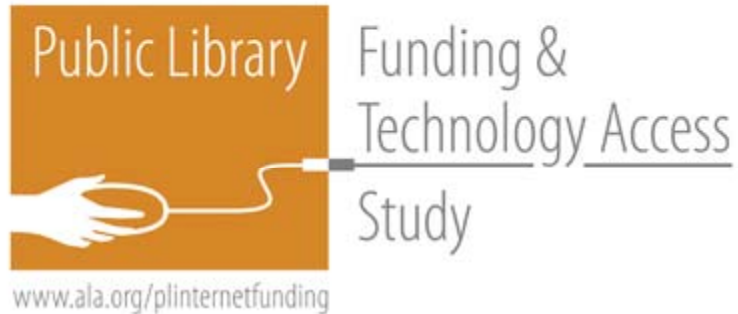
Excerpt from *ex parte* comments from the Bill & Melinda Gates Foundation in response to the Federal Communications Commission Notice of Proposed Rulemaking regarding reform of the high-cost program within the federal Universal Service Fund and creation of the connect America Fund:

“In 64.5% of communities, the library is the only source of no-fee public Internet access available.”

Wrap-up

- TAKE THE SURVEY! @ www.plinternetsurvey.org
- Find links to study results and resources at:
 - www.ala.org/plinternetfunding
 - www.plinternetsurvey.org
- Stay connected
 - Twitter: ala_ors & iPAC_UMD
 - Blog: ors.ala.org/libconnect

Thank you!



John Bertot

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jhoffman@ala.org

Peggy Rudd

prudd@tsl.state.tx.us

Questions



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ALA TechSource

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On WebJunction

webjunction.org/public-access

Crossroads (monthly newsletter)

webjunction.org/crossroads

Upcoming Events and Archives

webjunction.org/events/webinars