

# Rural Library Sustainability

		0	1	2	3	4	5
		Awareness Stage	Early Stage	Preparing Stage	Developing Stage	Advanced Stage	Performing Stage
Library Connections	Discovering ways to stay connected to others	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> Library feels isolated and alone much of the time.	<input type="checkbox"/> Library knows that there are places to turn to for support/assistance/ideas (i.e.-State Library, other libraries, Listservs, WebJunction, web sites, etc.), <input type="checkbox"/> and it occasionally reaches out to at least one of these.	<input type="checkbox"/> Library regularly reaches out to several places for support/assistance/ideas (i.e.-State Library, other libraries, Listservs, WebJunction, websites, etc.), <input type="checkbox"/> and it feels well-supported by this approach.	<input type="checkbox"/> Library actively reaches out to several places for support/assistance/ideas, <input type="checkbox"/> and it occasionally shares ideas and experiences to help another library.	<input type="checkbox"/> Library actively reaches out to several places for support/assistance/ideas, <input type="checkbox"/> and it regularly shares ideas and experiences with a broad audience to help other libraries.
	In-house Technical Support	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library gets technical support for technology from staff members and patrons on an ad hoc basis.	<input type="checkbox"/> The library has some local community contacts that provide technical support for the library's computers when the staff cannot solve the problem.	<input type="checkbox"/> The library has regular technical support from staff, volunteers, and/or local consultants. <input type="checkbox"/> Staff participate in library/technology listserv(s); <input type="checkbox"/> have visited WebJunction.	<input type="checkbox"/> The library has strong technical support from staff, volunteers, and local consultants <input type="checkbox"/> and belongs to regional and state organizations that offer support and educational opportunities.	<input type="checkbox"/> The library has strong technical support, <input type="checkbox"/> belongs to regional and state organizations that offer support and educational opportunities, <input type="checkbox"/> and provides technology support for other organizations in the community and the region.

<b>Technology Connections</b>	Outside Technical Support	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library staff does not know whom to call beyond local connections when there is a question relating to technology.	<input type="checkbox"/> The library staff communicates occasionally with regional library system or state library consultants via phone, <input type="checkbox"/> reads email, <input type="checkbox"/> and searches the web to find answers to technology questions.	<input type="checkbox"/> The library staff communicates regularly with regional library system, state library consultants, and/or other librarians via <input type="checkbox"/> phone, <input type="checkbox"/> e-mail, <input type="checkbox"/> listserv, <input type="checkbox"/> and Internet, including <input type="checkbox"/> WebJunction, to find answers to technology questions and research possibilities.	<input type="checkbox"/> The library staff communicate frequently with regional library system, state library consultants, and/or other librarians via phone, e-mail, listserv, and Internet, <input type="checkbox"/> and post questions / responses on WebJunction or other listservs or discussion forums.	<input type="checkbox"/> The library staff communicate frequently using a variety of channels <input type="checkbox"/> and are known as technology leaders who regularly contribute answers and suggestions to listservs and on WebJunction discussion forums and encourage others.
			<input type="checkbox"/> Library staff are unsure what software and hardware is on the computer.	<input type="checkbox"/> The library informally inventories computer hardware and software.	<input type="checkbox"/> The library uses TechAtlas and/or some other instrument to maintain annual inventories of computer hardware and software.	<input type="checkbox"/> The library updates its inventories of computer hardware and software every time it performs a software update or purchases new equipment.	<input type="checkbox"/> The library updates its inventories every time it performs a software update or purchases new equipment <input type="checkbox"/> and uses the inventories to identify gaps and opportunities for improvement.
			<input type="checkbox"/> The library is unsure what regular software/hardware maintenance needs to be done.	<input type="checkbox"/> The library occasionally performs basic computer software and hardware maintenance tasks , <input type="checkbox"/> and occasionally retains a local consultant to fix technology.	<input type="checkbox"/> The library conducts regularly scheduled hardware/software maintenance, <input type="checkbox"/> and regularly retains a consultant for tasks beyond staff capabilities.	<input type="checkbox"/> The library conducts regularly scheduled hardware/software maintenance, <input type="checkbox"/> and contracts with a consultant for consistent support for regular tasks and/or occasional special needs.	<input type="checkbox"/> The library conducts regularly scheduled hardware/software maintenance, <input type="checkbox"/> consistently manages regular tasks/ special needs, <input type="checkbox"/> and anticipates future maintenance needs.
			<input type="checkbox"/> The library is not sure about next step for upgrading hardware or software.	<input type="checkbox"/> The library has informal plans for upgrading hardware and software.	<input type="checkbox"/> The library has a plan to regularly upgrade computers as funds allow.	<input type="checkbox"/> The library has a functional plan for regular technology upgrades and replacements <input type="checkbox"/> that is linked to its budget.	<input type="checkbox"/> The library has a technology plan that is linked to its strategic plan, budget, <input type="checkbox"/> and capital projects fund.
<b>Upgrade and Maintenance</b>	Hardware/Software Inventory	<input type="checkbox"/> The library has not focused on this area.					
	Hardware/Software Maintenance	<input type="checkbox"/> The library has not focused on this area.					
	Hardware/Software Upgrade	<input type="checkbox"/> The library has not focused on this area.					

Staff and Patron Training							
	Staff Training	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> Some staff learn computer skills on their own or have come to the library with skills already in place.	<input type="checkbox"/> Some staff have computer skills gained through self-initiated learning. <input type="checkbox"/> Staff occasionally participate in workshops or complete online courses.	<input type="checkbox"/> Most staff are comfortable with basic technology in the library. <input type="checkbox"/> Staff regularly participate in in-person or online learning. <input type="checkbox"/> Learning about technology is supported and built into staff schedules.	<input type="checkbox"/> All staff are competent technology users. <input type="checkbox"/> The library has a staff training plan in place that ensures that all staff have opportunities to learn built into their schedules.	<input type="checkbox"/> All staff are competent technology users; <input type="checkbox"/> some act as coaches within the library and/or are asked to teach in other organizational contexts, locally and at the regional and state level.
	Staff Training Resources		<input type="checkbox"/> Staff use Gates Publications and other print resources to get answers as needed.	<input type="checkbox"/> Staff occasionally use print resources, as well as online tutorials for self-paced learning.	<input type="checkbox"/> Staff regularly learn via print publications, workshops, courses, and online courses/tutorials as needed. <input type="checkbox"/> Staff has access to and time to attend training if they desire.	<input type="checkbox"/> All staff are learning using print and online resources, attending and presenting workshops. <input type="checkbox"/> They have coaching and/or time to practice in the library to support their learning.	<input type="checkbox"/> All staff are learning using a variety of resources, with coaching and/or time to practice. <input type="checkbox"/> Staff share their expertise with other libraries by contributing to development of online and in-person courses.
	Patron Training		<input type="checkbox"/> A few staff help individual patrons when they have technology questions, usually by directing them to the appropriate resource(s).	<input type="checkbox"/> Some staff help patrons when they have technology questions and are comfortable in a one-on-one setting. <input type="checkbox"/> The library occasionally offers basic computer classes.	<input type="checkbox"/> Most staff are comfortable offering one-on-one computer instruction with patrons. <input type="checkbox"/> The library offers regular computer classes for patrons.	<input type="checkbox"/> All staff respond to patron questions about using technology. <input type="checkbox"/> The library is a leader in providing computer training for patrons.	<input type="checkbox"/> The library is recognized by the community as a leader in providing computer training for patrons <input type="checkbox"/> and shares its expertise with other organizations in the community and with other libraries.

Funding	Sources of Funding for PA Computing	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library relies entirely on external funding to support computing.	<input type="checkbox"/> The library budget includes a small amount for technology repair and maintenance. <input type="checkbox"/> Upgrade of hardware and software is largely reliant on external funding.	<input type="checkbox"/> The library budget includes adequate funding for technology repair and maintenance. <input type="checkbox"/> The library is beginning to plan for regular replacement/upgrade of hardware and software.	<input type="checkbox"/> The library budget includes adequate funding for technology repair/maintenance. <input type="checkbox"/> The library plans to include regular replacement/upgrade of hardware and software in its capital projects fund.	<input type="checkbox"/> The library's annual operating fund covers repair, maintenance, and staff. <input type="checkbox"/> Hardware and software replacement/upgrade are included in the capital projects fund.
	Gifts/Donations	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has received some unexpected gifts in the past.	<input type="checkbox"/> The library occasionally seeks and receives donations from the community to support technology.	<input type="checkbox"/> The library regularly seeks and receives donations of services, volunteers, and other resources from individuals and businesses to support technology.	<input type="checkbox"/> The library actively seeks donations, <input type="checkbox"/> has a wish list of needs connected to its technology plan, <input type="checkbox"/> and communicates these needs to the community.	<input type="checkbox"/> The library's wish list is widely publicized. <input type="checkbox"/> The community offers new funding opportunities to the library because they understand its contribution to providing public access computing.
	Grants	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library's limited staff keeps it from applying for technology grants.	<input type="checkbox"/> The library occasionally applies for and receives grants to support technology when they are alerted to do so.	<input type="checkbox"/> On average, the library applies for and receives at least 2 grants per year to support technology from several sources.	<input type="checkbox"/> The library actively pursues grants and consistently garners support from a variety of sources (grants, partnerships, state resources, donations of funds/services/ supplies from local community/businesses	<input type="checkbox"/> The library is valued as a partner by other organizations seeking grants from local, state, and national sources. <input type="checkbox"/> The library is able to find funding and shares potential funding sources with other libraries.
	Fund Raising	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library's Friends group does not contribute to technology funding (or there is no Friends group).	<input type="checkbox"/> The library's Friends group raises funds to support technology through book sales and an occasional event.	<input type="checkbox"/> The library's Friends group raises funds for technology through regular book sales and fundraising events.	<input type="checkbox"/> The library has an active Friends group that works to raise money through special campaigns that target the library's "technology wish list."	<input type="checkbox"/> The library has an active Friends group, <input type="checkbox"/> special annual campaigns, <input type="checkbox"/> and opportunities to contribute to its technology endowment.

<b>Outreach: Communicating and working with those who benefit from your services</b>							
		Needs Assessment					
		Awareness/Promotion					
		Community Partners					
		<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.
		<input type="checkbox"/> The library works with other community groups on a one-time basis to address specific public access computing needs.	<input type="checkbox"/> Regular library patrons are aware of library location and hours, as well as general offerings via information posted in the library and/or on its website.	<input type="checkbox"/> The library assesses needs by communicating informally with patrons.	<input type="checkbox"/> Some library patrons are aware of the library's public access computing services. <input type="checkbox"/> The library promotes its services and activities <input type="checkbox"/> inside the library, <input type="checkbox"/> on its website, <input type="checkbox"/> and occasionally outside of the library via print and media channels.	<input type="checkbox"/> The library occasionally assesses general patron needs to meet local or state requirements.	<input type="checkbox"/> The library regularly assesses the needs of various target audiences, <input type="checkbox"/> and actively identifies emerging trends and new audiences and opportunities to expand public access computing.
		<input type="checkbox"/> The library is a valued partner in the community <input type="checkbox"/> and is often invited to participate in partnerships to address public access computing needs.	<input type="checkbox"/> The library takes the lead in forming partnerships with community groups to meet public access computing needs.	<input type="checkbox"/> The library regularly cooperates with other community groups to meet public access computing needs.	<input type="checkbox"/> Most current library patrons are aware of the library's public access computing services. <input type="checkbox"/> The library regularly promotes its programs and services <input type="checkbox"/> inside the library, <input type="checkbox"/> on its website, <input type="checkbox"/> and through community-wide print and media channels.	<input type="checkbox"/> The library regularly assesses community needs through general surveys, focus groups or another formal planning method.	<input type="checkbox"/> The library is recognized as a leader in reaching a variety of audiences for its public access computing programs and services <input type="checkbox"/> and it is continually attempting to reach new audiences.
		<input type="checkbox"/> The library takes the lead in forming partnerships with community groups to meet public access computing needs.	<input type="checkbox"/> The library uses a mix of formal and word-of-mouth strategies to target its promotion of public access computing programs and services to <input type="checkbox"/> a variety of specific, targeted audiences.	<input type="checkbox"/> The library regularly assesses the needs of particular target audiences in the community using a variety of market research techniques.	<input type="checkbox"/> The library regularly assesses the needs of particular target audiences in the community using a variety of market research techniques.	<input type="checkbox"/> The library regularly assesses the needs of particular target audiences in the community using a variety of market research techniques.	<input type="checkbox"/> The library regularly assesses the needs of particular target audiences in the community using a variety of market research techniques.

## Advocacy: Convincing decision makers of your value

Communication with Community Leaders	Data on Impact	Community Leader Advocates
<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.	<input type="checkbox"/> The library has not focused on this area.
<input type="checkbox"/> The library director rarely communicates about public access computing individually with community leaders.	<input type="checkbox"/> Library tracks traditional statistics like circulation and program attendance.	<input type="checkbox"/> Community leaders and decision makers are unaware of the library's needs and the challenges of supporting public access computing.
<input type="checkbox"/> The library director occasionally communicates about public access computing—often informally—with community leaders.	<input type="checkbox"/> The library tracks traditional statistics and reports them to the board and State Library, <input type="checkbox"/> as well as any output statistics for technology-related services it provides (web hits, technology training attendance, etc.).	<input type="checkbox"/> A few community leaders are aware of the library's public access computing services and the challenges the library faces in carrying out this emerging role.
<input type="checkbox"/> The library director regularly communicates about public access computing—formally and informally—with community leaders and decision makers. <input type="checkbox"/> This sometimes includes anecdotal data that demonstrates the library's impact.	<input type="checkbox"/> The library tracks traditional and technology-related output statistics and collects anecdotal evidence of impact and reports them to <input type="checkbox"/> the board, <input type="checkbox"/> the State Library, <input type="checkbox"/> and community leaders and decision makers.	<input type="checkbox"/> Many community leaders are aware of the library's important role in supporting public access computing and its challenges <input type="checkbox"/> and generally support this role.
<input type="checkbox"/> The library director and staff work closely with the board (if available) to communicate about public access computing—formally and informally—with community leaders and decision makers, <input type="checkbox"/> using carefully developed, key messages, including detailed data about the library's impact.	<input type="checkbox"/> The library tracks output statistics and evidence of impact; reports them to the board, State Library, and community leaders; <input type="checkbox"/> and uses them to make improvements in the library's services, including public access computing.	<input type="checkbox"/> Most community leaders are aware that the library's public access computing services are critically important <input type="checkbox"/> and they actively support the library's requests for resources.
<input type="checkbox"/> All representatives of the library—board, director, staff, volunteers—communicate key messages about public access computing regularly with community leaders and decision makers <input type="checkbox"/> and incorporate leaders' responses in their planning.	<input type="checkbox"/> The library is known in the community as a leader in demonstrating the value and impact of its services. <input type="checkbox"/> It uses abundant, detailed data to make regular improvements in its own services <input type="checkbox"/> and to identify opportunities for improvement beyond the library.	<input type="checkbox"/> Community leaders and decision makers are advocates for the library's public access computing role <input type="checkbox"/> and they offer additional resources to expand its programs and services.