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

Today’s audio is streaming to your computer’s speakers or headphones.

Too loud or soft? Adjust volume level in the Audio broadcast box:

![Volume Control](image)

Lost all sound? Hear an echo? Click on the small radio tower icon (above chat box) OR go to the Communicate menu (at the top of the screen) and select Audio Broadcast to refresh your connection.

![Small Radio Tower Icon](image)

![Communicate Menu](image)
Need Help?

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

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

Do not post technical questions to Chat.

And if you’re tweeting, use these hashtags: #wjwebinar #digitalinclusion
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- Open Media Viewer from Panel options.
- Adjust font.
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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**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

**Mississippi** Library Commission
**Missouri** State Library
**Montana** State Library
State Library of **North Carolina**
State Library of **Ohio**
Access **Pennsylvania**
**Texas** State Library & Archives Commission
Library of **Virginia**
**Washington** State Library

And to the **Bill & Melinda Gates Foundation** for their continued support of WebJunction.
Today’s Panel

Angela Siefer
Digital Inclusion Program Manager, OCLC

Lindsey Keck
Program Manager, Office of Innovation & Technology, City of Philadelphia

Laura Breeden
Team Leader, BTOP Program at the U.S. Department of Commerce, NTIA

Laura Marlene
Director, Providence Community Library

John Horrigan
VP and Director, Media Technology Institute at the Joint Center for Political and Economic Studies

Ann Blasberg
Technology Manager, Free Library of Philadelphia
Laura Breeden
Team Leader, BTOP Program
U.S. Department of Commerce, NTIA

Made Possible by the Broadband Technology Opportunities Program
Funded by the American Recovery and Reinvestment Act of 2009
Why this Toolkit?

“We want to share the expert knowledge and experience of the broadband adoption and computer training projects with a broader base of anchor institutions, government agencies, non-profits and others engaged in this effort. . .we hope that as the grant program winds down, this toolkit will serve as a legacy and foundation for others to build on as they continue this vital digital inclusion effort.”
Broadband Adoption is…

Using broadband Internet in a confident and effective way to achieve personal and work goals and to participate in civic life.
Intended Audience of the Toolkit

Non-profit, government, and library organizations currently operating or in process of developing programs intended to increase information technology access and use.
Broadband Adoption Data

John Horrigan
Vice President & Director,
Media and Technology Institute
Joint Center for Political and Economic Studies
Overview of tech usage trends  
(among individuals)

<table>
<thead>
<tr>
<th>Year</th>
<th>Cell Phone</th>
<th>Internet Use</th>
<th>Broadband at home</th>
<th>Smartphone</th>
</tr>
</thead>
<tbody>
<tr>
<td>1998</td>
<td>37%</td>
<td>36%</td>
<td>n/a</td>
<td>n/a</td>
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<tr>
<td>2000</td>
<td>53</td>
<td>50</td>
<td>3</td>
<td>n/a</td>
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<td>2003</td>
<td>65</td>
<td>61</td>
<td>16</td>
<td>n/a</td>
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<td>2006</td>
<td>73</td>
<td>70</td>
<td>42</td>
<td>n/a</td>
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<tr>
<td>2009</td>
<td>82</td>
<td>74</td>
<td>63</td>
<td>17</td>
</tr>
<tr>
<td>2012</td>
<td>88</td>
<td>81</td>
<td>66</td>
<td>45</td>
</tr>
</tbody>
</table>
Internet Use & Home Broadband Adoption
(Pew April 2012 Data)

- 82% of all Americans are Internet users
- 66% of all Americans have broadband at home
- Those with lower adoption rates are:

<table>
<thead>
<tr>
<th>Group</th>
<th>% who use the Internet</th>
<th>% with broadband at home</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seniors (65+)</td>
<td>53%</td>
<td>39%</td>
</tr>
<tr>
<td>Household income under $30K annually</td>
<td>71</td>
<td>46</td>
</tr>
<tr>
<td>Less than HS education</td>
<td>68</td>
<td>49</td>
</tr>
<tr>
<td>Hispanics</td>
<td>75</td>
<td>51</td>
</tr>
<tr>
<td>Blacks</td>
<td>77</td>
<td>54</td>
</tr>
</tbody>
</table>
Internet use at libraries
(Pew Internet 2012 Data)

• 26% of all Americans used the Internet at a library in the past year
  – 24% of whites had done this
  – 31% of blacks
  – 27% of Latinos

• 77% of all Americans say it is very important that libraries offer free access to computers & the Internet
  – 72% of whites say this
  – 92% of blacks say this
  – 86% of Hispanics say this
Main reasons people do not adopt broadband at home (FCC 2010)

• **Cost** – 36% cite a reason pertaining to this:
  – 15% specifically point to monthly fee for service
  – 10% say they cannot afford a computer
  – 9% activation fee/reluctance to enter into long-term contract

• **Digital literacy** – 22% of non-adopters:
  – 12% say lack of comfort with computers
  – 10% cite hazards of online life (e.g., worries of “bad things that can happen” online)

• **Relevance** – 19% of non-adopters:
  – Content with current dial-up service/don’t need more speed (5%)
  – Believe internet is a waste of time (5%)
  – Nothing they want to see online (4%)
  – Don’t use internet much (4%)

• Remaining reasons:
  – 15% -- other or combination of several reasons
  – 5% -- not available where they live
  – 3% -- can use the internet all they want at work
## Barriers to adoption
(when respondent can choose more than one, FCC 2010)

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monthly cost too expensive</td>
<td>51%</td>
</tr>
<tr>
<td>Activation/installation too much</td>
<td>44%</td>
</tr>
<tr>
<td>Worried about bad things online</td>
<td>35%</td>
</tr>
<tr>
<td>Not comfortable with computer</td>
<td>32%</td>
</tr>
<tr>
<td>Cannot afford computer</td>
<td>32%</td>
</tr>
<tr>
<td>Nothing online I want to see</td>
<td>25%</td>
</tr>
<tr>
<td>Internet is waste of time</td>
<td>24%</td>
</tr>
<tr>
<td>Not available where I live</td>
<td>16%</td>
</tr>
<tr>
<td>Uses internet at work</td>
<td>9%</td>
</tr>
</tbody>
</table>
Using data to design or improve programs
Find a friendly social scientist!

• Get data on clients at the in-take stage
  – Emphasize to them that their participation helps improve the program

• Measure impacts & outcomes:
  – How did the program help them become confident broadband users?
  – Did it help them find jobs, manage health care, etc.?
  – Track client through time \(\rightarrow\) longitudinal design
  – Try to understand costs vs. benefits
Questions?
What’s in the Toolkit? Chapters on...

- Program Design
- Awareness and Outreach
- Affordability
- Training: Curriculum & Content
- Training: Planning & Delivery
Organized by:

- Population targeted
- Barrier(s) addressed
- Strategy utilized
- With links to additional resources
- And special how-to’s and checklists to address important topics
Questions?
Elements of Broadband Adoption

- Awareness and Outreach
- Affordability
- Training: Curriculum & Content
- Training: Planning & Delivery
Awareness and Outreach

Lindsey Keck
Program Manager, Office of Innovation & Technology, City of Philadelphia
Overview:

- 16 Managing Partner agencies
- 50 participating KEYSPOT organizations
- 80 KEYSPOT locations across the city
KEYSPOT Finder

- Display KEYSPOT locations using a Google map
- Filter locations by zip code and participating Managing Partner.
Training Display

- Displays current classes inputted by partner organizations.

- Visitors can filter by zip code, date, and knowledge level.

- Advanced filters are also available.
Partner Portal

Partners control their own content

Includes updates to:
- Organization information
- KEYSPOt locations
- Training Events
Awareness

• City wide awareness through public transit ad campaign

• Localized outreach efforts through grass roots community events

• 311 as central source for city-wide information and services
311 Information Hotline: Best Practices

• Simple, easy to remember, central hub for location and training inquiries
• Communicate frequently in order to update and train new 311 agents
• Conduct periodic quality control calls to 311 and ask relevant questions and gauge responses
• Adjust marketing/outreach efforts and messaging based on caller inquiries
311 Information Hotline: Challenges

• Analyzing 311 caller data
• No way of tracking information gaps when clients call 311
• High turnover among 311 agents fielding phone inquiries
Home Computer and Broadband Service

Laura Marlane
Director,
Providence
Community Library
Broadband Adoption Rates in RI

• Rhode Island has a household broadband adoption rate of 71%, which is slightly higher than the national average of 68%.

• Providence, the community that PCL serves, is one of the four core cities in the state in which more than 25% of the children live in poverty.

• The three key demographic factors that effect broadband adoption are ethnicity, income and education.

• We are addressing these issues with the provision of computer classes in Spanish and English, and by offering wi-fi hotspots for patrons to take home so they can practice the skills they learn in class.
Stop at the Mt Pleasant branch of the Providence Community Library and... take the Internet home with you!

Check out a pocket-size wifi device that will allow you to use the Internet on your computer or other wireless device for free!
Providence Community Library
Circulation of Hotspot Devices

• 3 devices in circulation at one of our libraries.
• Over the past six months (26 weeks) they have circulated a total of 38 times.
Providence Community Library
Hotspot Device Future Plans

• Adding approximately 25 devices (thanks to free devices Mobile Beacon is currently offering on Tech Soup).
• Expanding circulation of hotspots to another library in our system and to the mobile technology van we will be putting on the road soon.
• The van will provide training, resources, and services.
Take home the Internet...but you better not break it!
If you haven’t watched this episode of the IT Crowd, you can find it on YouTube. Just don’t type Google into Google.
Training

Ann Blasberg
Mobile & Digital Resources Supervisor
Free Library of Philadelphia – The Office of Public Service Support
Hot Spot at IDAAY
Philadelphia: A Case Study on the Importance of Internet Access in Public Spaces

“One of the things that emerged was that a sense of comfort was really, really important...The data really spoke to me by saying no, actually, it’s the gateway to all of it: to access to technology, to gaining skills, to having opportunities, to building a sense of community.” -Colin Rhinesmith
Free Library Techmobile
Resource Dashboard
Welcome to Career Cruising!

"Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to love what you do." - Steve Jobs

Focus on Careers

Focus on careers for car fanatics

If you like repairing or customizing cars, reading about the latest models, or just being around cars, one of these careers may be right for you:

Related Careers
- Autobody Repairer
- Automobile Assembler
- Automotive Service Technician
- Automobile Salesperson
- Diesel Technician
- Auto Detailer
- Automotive Painter
- Automotive Recycler
- Partsperson
- Race Car Driver
- Race Car Technician
- Transportation Inspector
# Mercy Hot Spot Calendar

## Mercy Calendar 2013: May 2013

**Free Library Hot Spot at Mercy Neighborhood Ministries**

1930 W. VonNEGERS ST., Philadelphia, PA 19141

## May 2013

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<th>Sunday</th>
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**NOTES:**

Questions? Contact Chaka Moore: moorec@frellibrary.org or call 215.227.4393 ext. 113

[www.frellibrary.org/hotspots](http://www.frellibrary.org/hotspots)
Questions?