OCLC WebJunction

Welcome!

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

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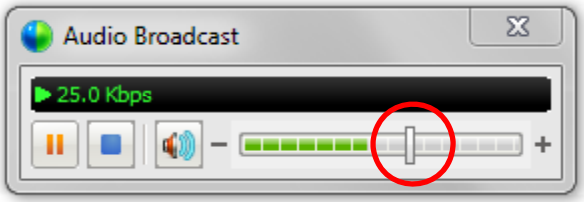
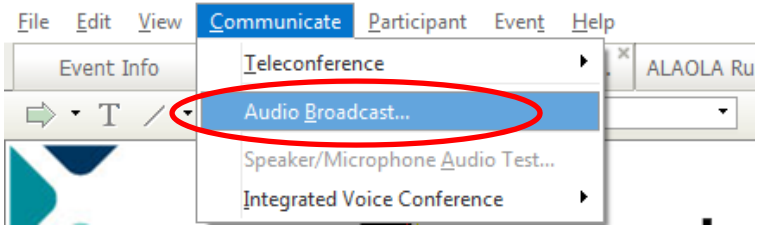
Today's audio is streaming to your computer's speakers or headphones.

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



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.



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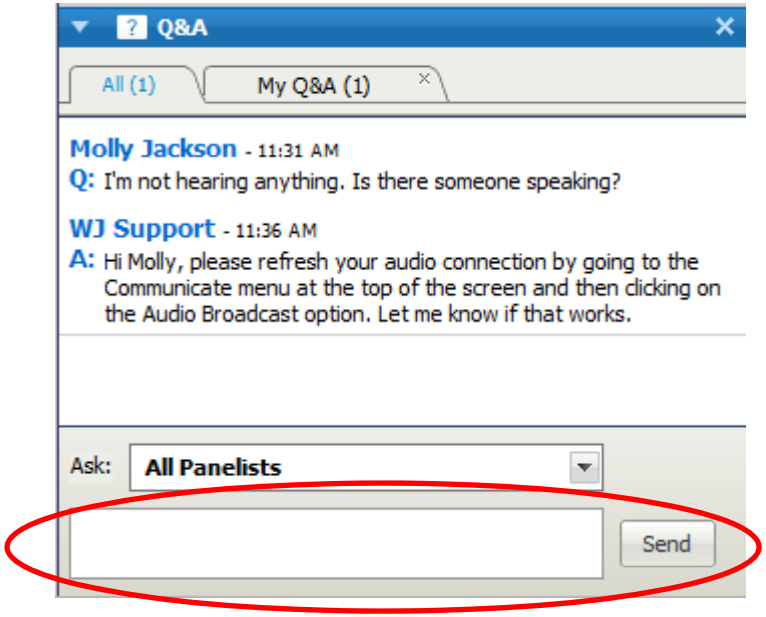
Please post **technical support questions** into the **Q&A Panel**.



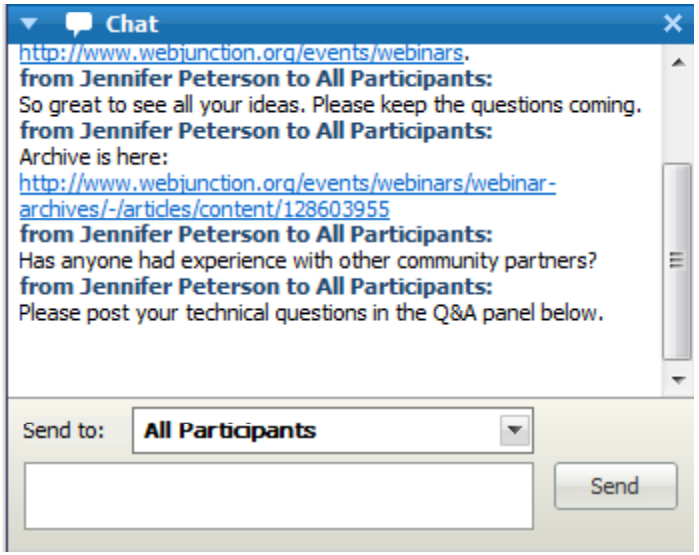
Step 1: Type the problem in the **dialog box.**

Step 2: Click **Send**.

Chat Etiquette

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

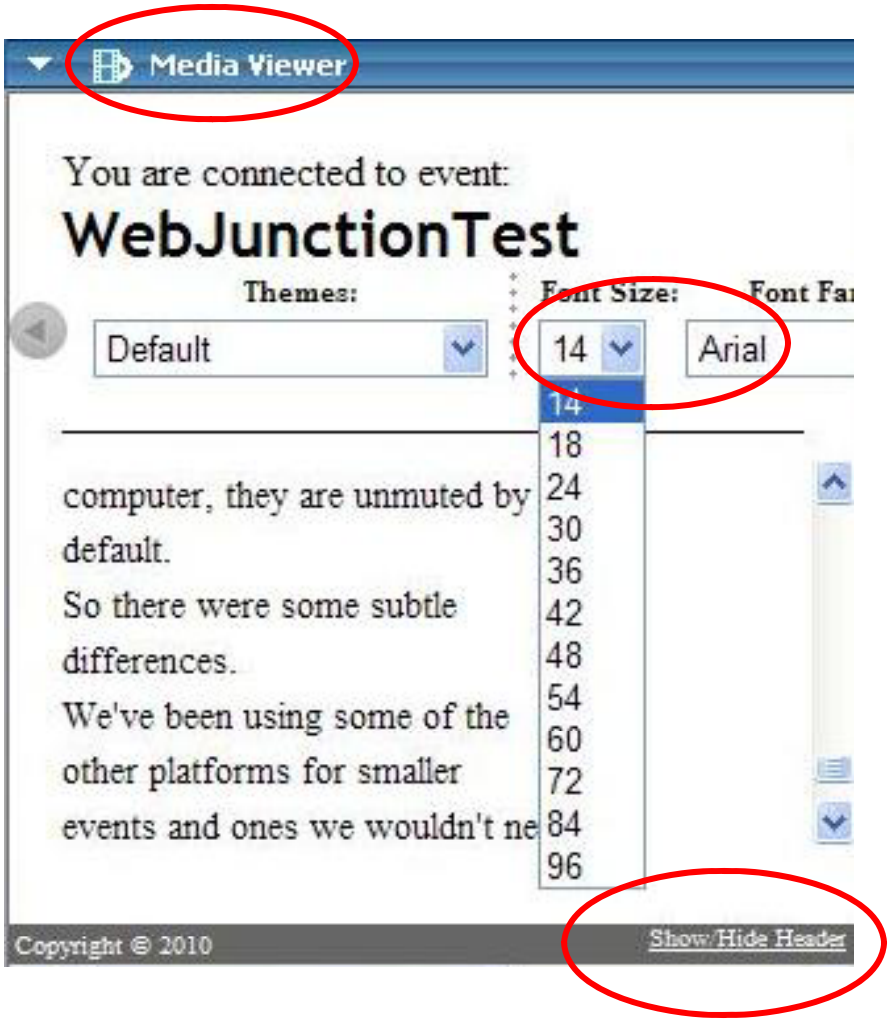
Do not post technical questions to Chat.



And if you're tweeting, use these hashtags: **#wjwebinar #digitalinclusion**

Closed Captioning is available

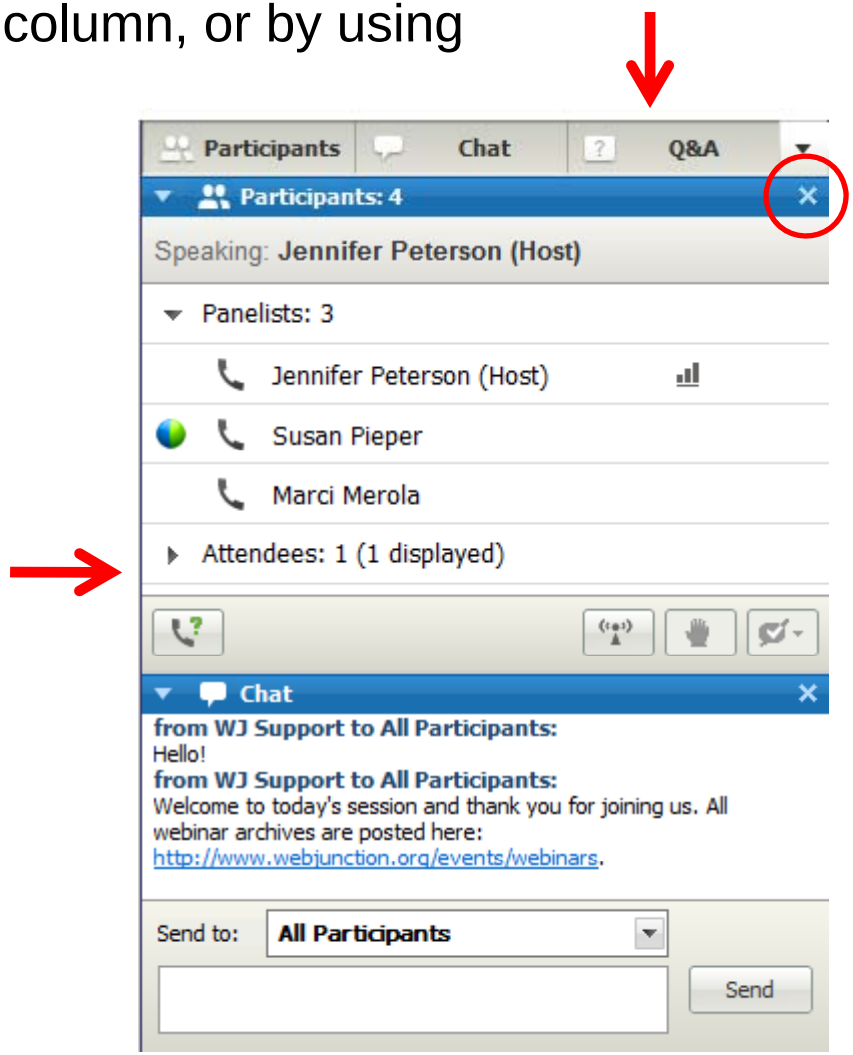
- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.



Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.



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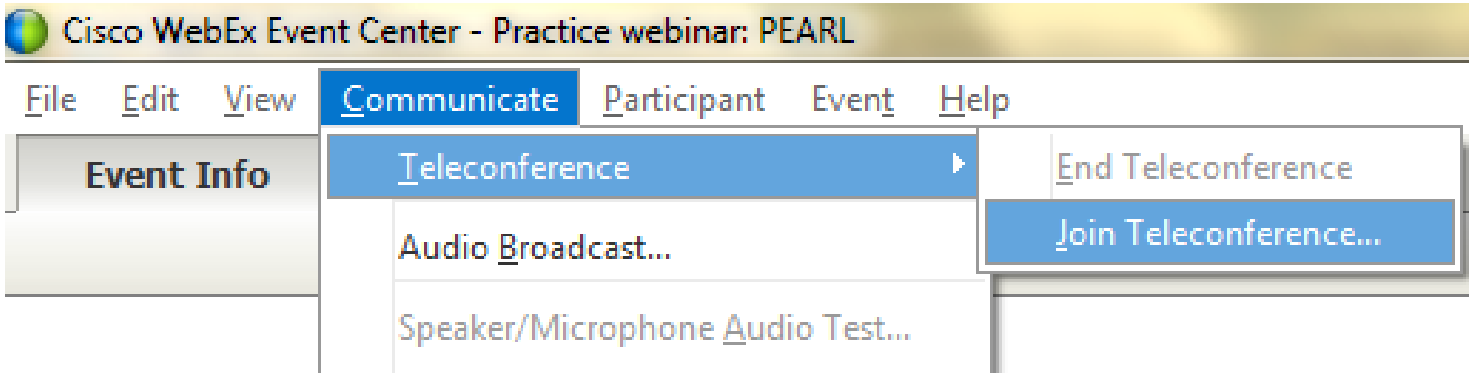
If you not able to listen via your computer, you may join by phone.



Step 1: At top left corner, select

Communicate > Teleconference >Join Teleconference.

Step 2: Call the toll-free number provided.

Step 3: Enter the **Access Code** provided.

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Contact WebEx support

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Co-Produced by:

Jennifer Peterson

WebJunction
Community Manager

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Betha Gutsche

WebJunction
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Georgia Public Library Service
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Mississippi Library Commission
Missouri State Library
Montana State Library
State Library of **North Carolina**
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Texas State Library & Archives Commission
Library of **Virginia**
Washington State Library

INSTITUTE of Museum and Library SERVICES

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

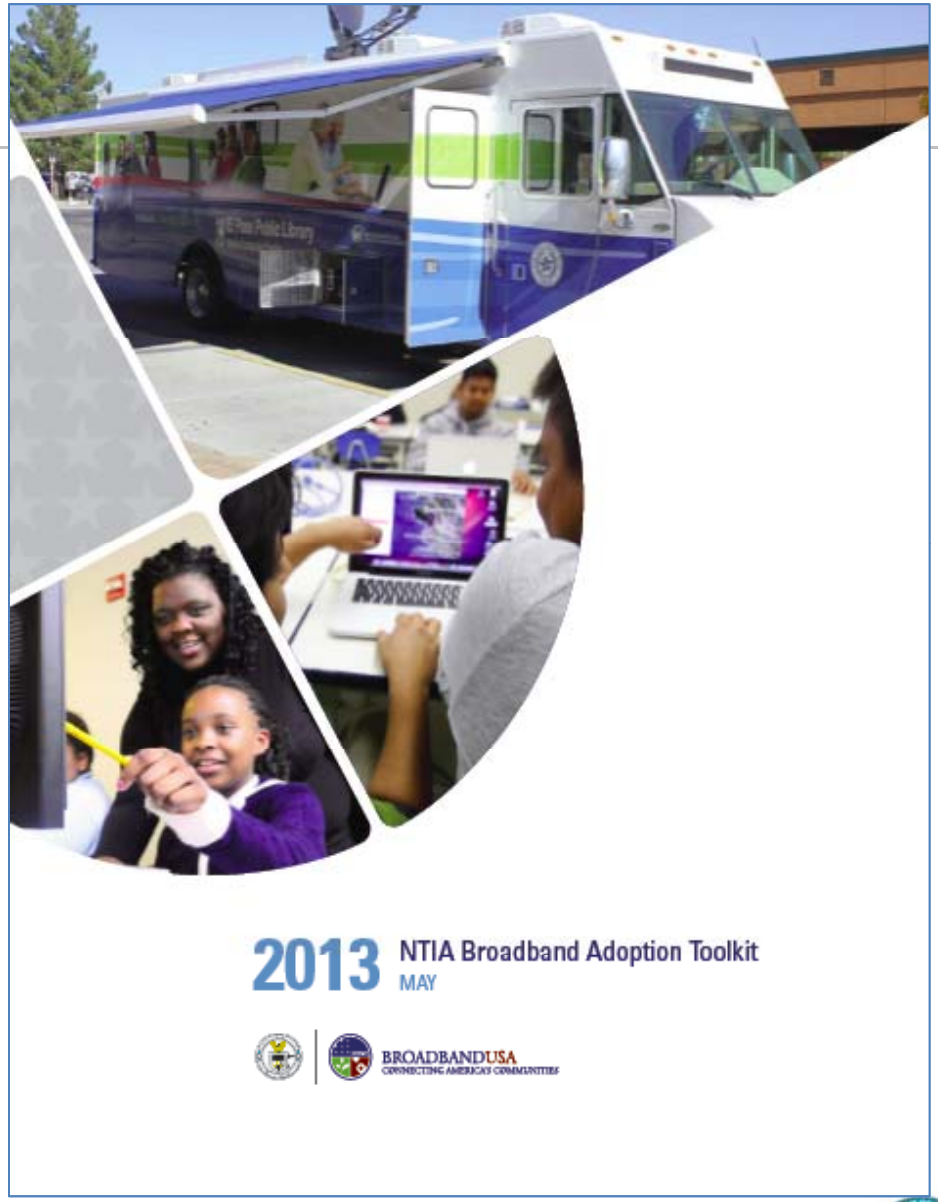
Laura Marlane
Director,
Providence Community Library

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

BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

NTIA Broadband Adoption Toolkit



Made Possible by the Broadband Technology Opportunities Program

Funded by the American Recovery and Reinvestment Act of 2009

BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

Laura Breeden

Team Leader, BTOP Program

U.S. Department of Commerce, NTIA

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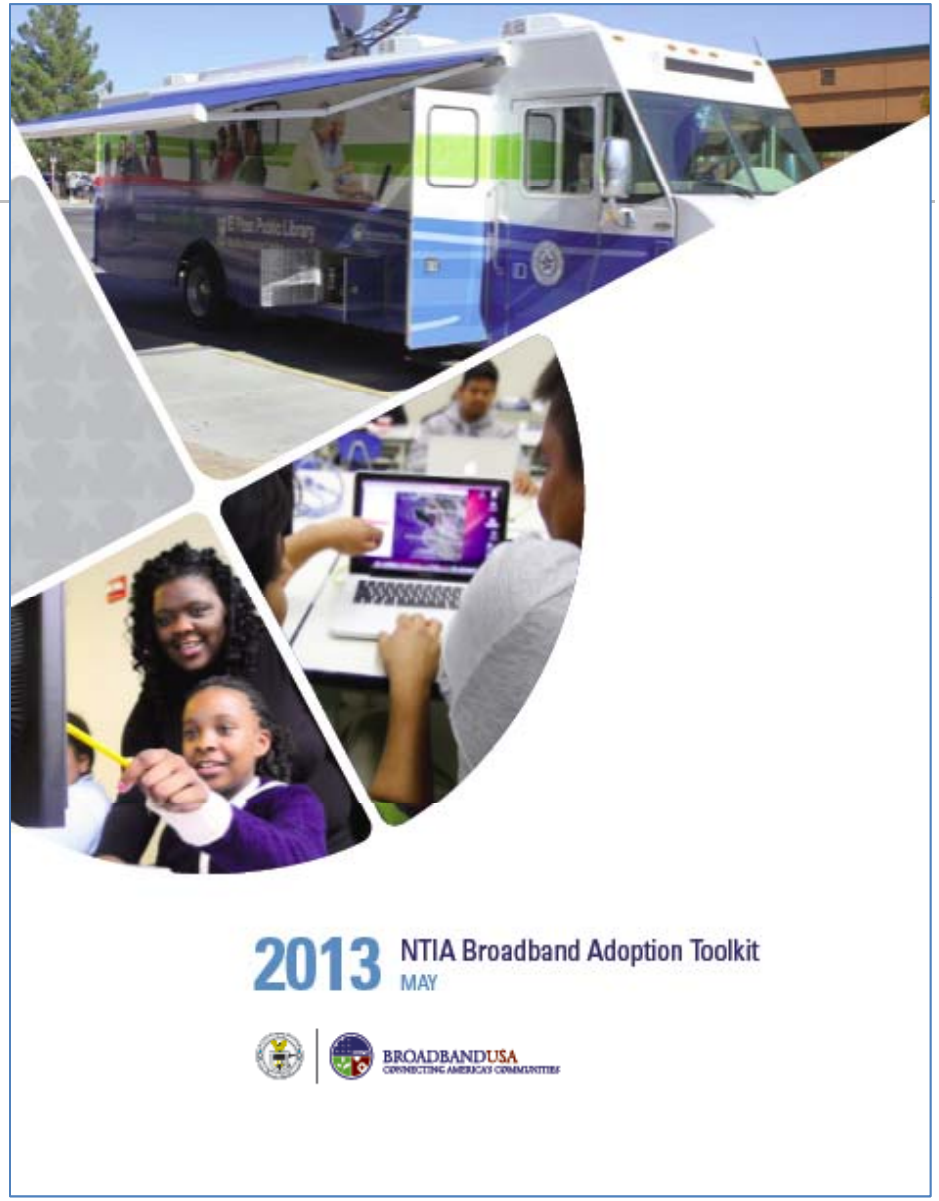
Why this Toolkit?

"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

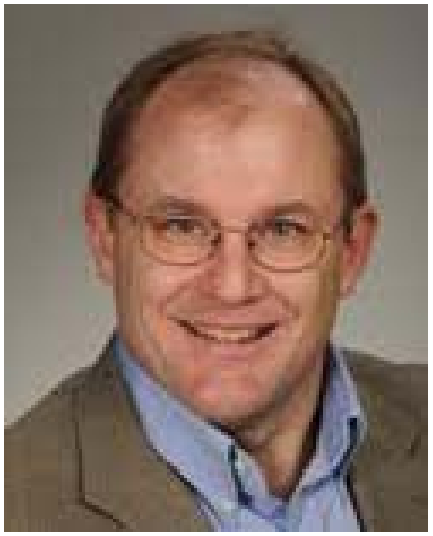
Non-profit, government, and library organizations currently operating or in process of developing programs intended to increase information technology access and use.

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)

	Cell Phone	Internet Use	Broadband at home	Smartphone
1998	37%	36%	n/a	n/a
2000	53	50	3	n/a
2003	65	61	16	n/a
2006	73	70	42	n/a
2009	82	74	63	17
2012	88	81	66	45

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:

Group	% who use the Internet	% with broadband at home
Seniors (65+)	53%	39%
Household income under $30K annually	71	46
Less than HS education	68	49
Hispanics	75	51
Blacks	77	54

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)

Monthly cost too expensive	51%
Activation/installation too much	44%
Worried about bad things online	35%
Not comfortable with computer	32%
Cannot afford computer	32%
Nothing online I want to see	25%
Internet is waste of time	24%
Not available where I live	16%
Uses internet at work	9%

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 → longitudinal design
  - Try to understand costs vs. benefits

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Questions?

Made Possible by the Broadband Technology Opportunities Program

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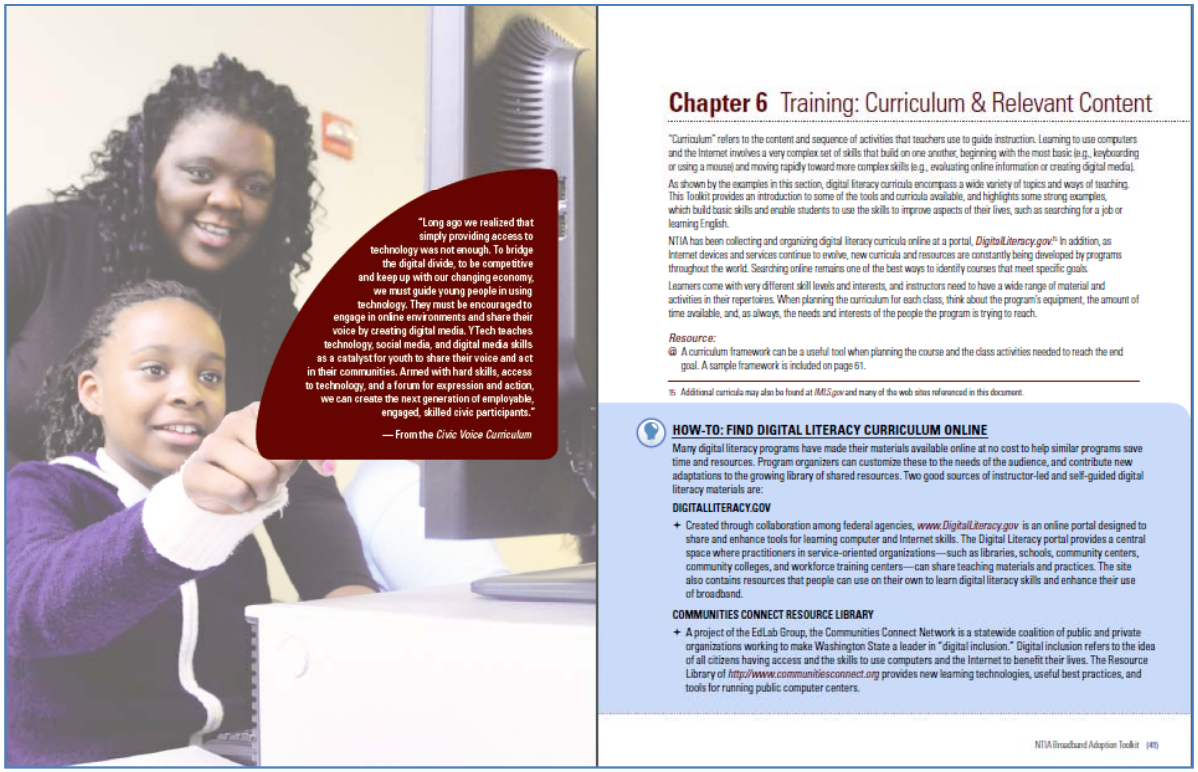
What's in the Toolkit? Chapters on…



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

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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

POPULATION Migrant workers

BARRIER Skills

STRATEGY Schedule classes around seasons and field hours

Community Information Center, a subrecipient of the *Monterey County Office of Education's* BTOP project, designed its training programs to fit the schedules of migrant workers in its service area in California. Community Information Center determined that the best time to hold class during harvest season was during the evenings from 6:30–8 p.m. because it gave the workers time to eat a quick dinner before attending class. During the off-season, from late November through March, Community Information Center held classes earlier in the day and offered more Spanish-language classes to accommodate the increased availability of migrant workers.

RESOURCES

- Online class schedule: *http://www.connectionmonterey.org/pages/class-schedule*
- Workshop flyers: *http://www.connectionmonterey.org/galleries/6/images*
- TechMobile information and flyers: *http://www.connectionmonterey.org/pages/techmobile*

POPULATION Rural community residents

BARRIER Skills

STRATEGY Hold classes at partner organizations using a mobile lab

The La Conner Regional Library, an *EdLab Group* subrecipient, serves rural Skagit County in Washington. The library building was not large enough to hold a computer lab, and its constituents were dispersed across a large area. To address these issues and meet the needs of the community, La Conner Regional Library provided computer classes using a mobile lab. The library received requests from various groups to teach classes at their centers, with some of the most popular teaching locations being senior housing complexes. The mobile lab equipment included 10 PCs, a projector, and two Wi-Fi hotspots, all transported in a large container (a "suitcase"). The librarian who taught the computer classes brought an assistant to help set up and repack the equipment.

RESOURCES

- Guide to organizing a mobile lab: *http://techsoupforlibraries.org/blog/edge-benchmarks-mobile-computer-labs*

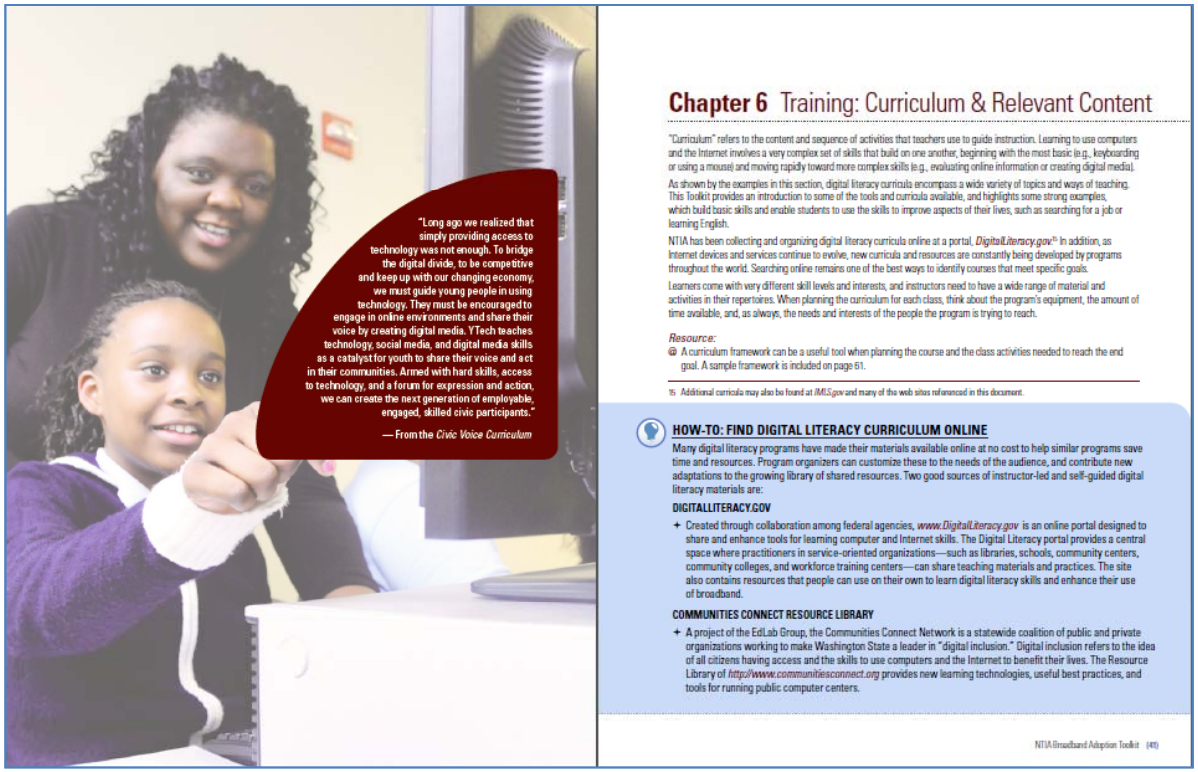
HOW-TO: ESTABLISH ACCESSIBILITY AND USE ASSISTIVE TECHNOLOGY

For people with disabilities, using a computer can pose a multitude of unique barriers, from hard-to-manipulate keyboards to hard-to-read screen text. "Accessibility" refers to making equipment and software easier to use by modifying the physical environment and computer software and hardware. "Assistive technology" refers to the devices, software, and specialized equipment that are used to modify the environment. Seattle's STAR (Special Technology Access Resource) is an accessible computer lab that also provides accessibility training to instructors and volunteers from other computer labs. STAR's mission is to empower people of widely varying abilities and disabilities to build community using computers, the Internet, and assistive technology.

Additional Information on accessibility strategies and techniques can be found at: *http://www.starofseattle.org/pages/AssistiveTechnology.aspx*

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

THE INTERNET. TURN IT ON.
KEYSPOT
Powered by Freedom Rings Partnership

KEYSPOT:
Powered by Freedom Rings Partnership

Overview:

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

THE INTERNET. TURN IT ON.
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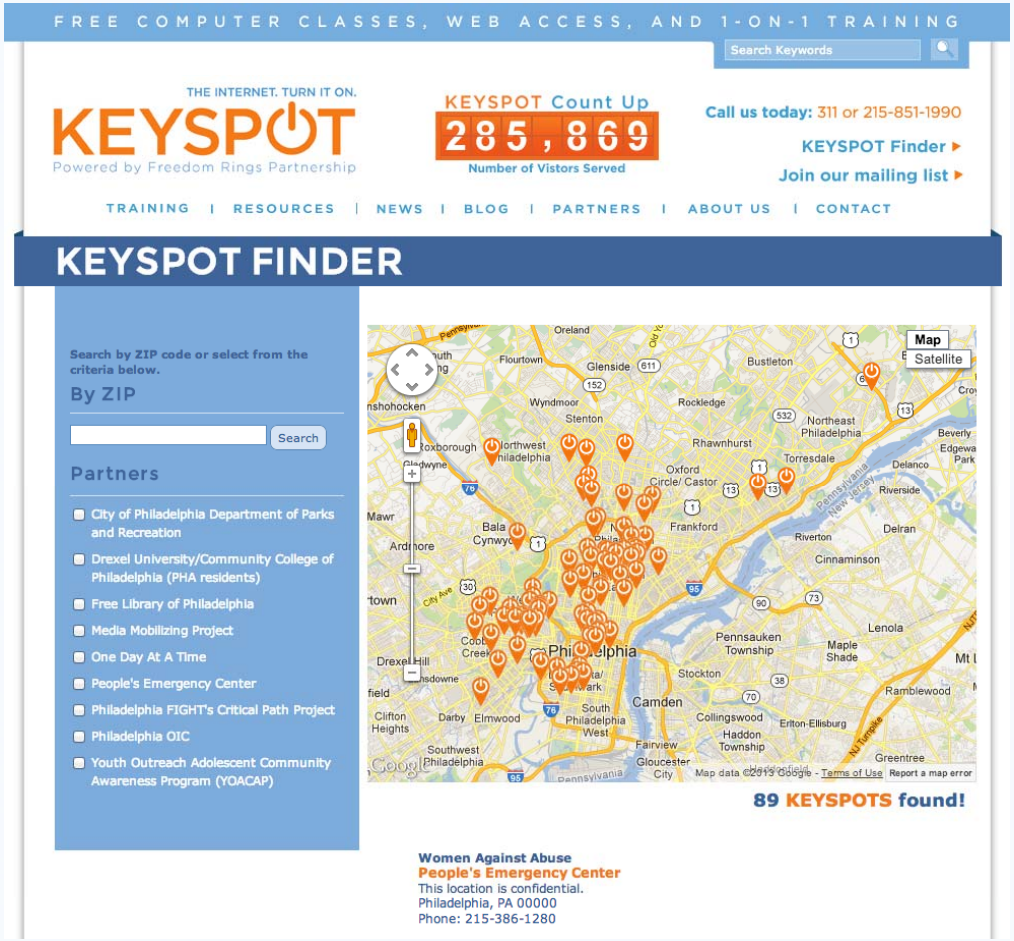
KEYSPOT Finder

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



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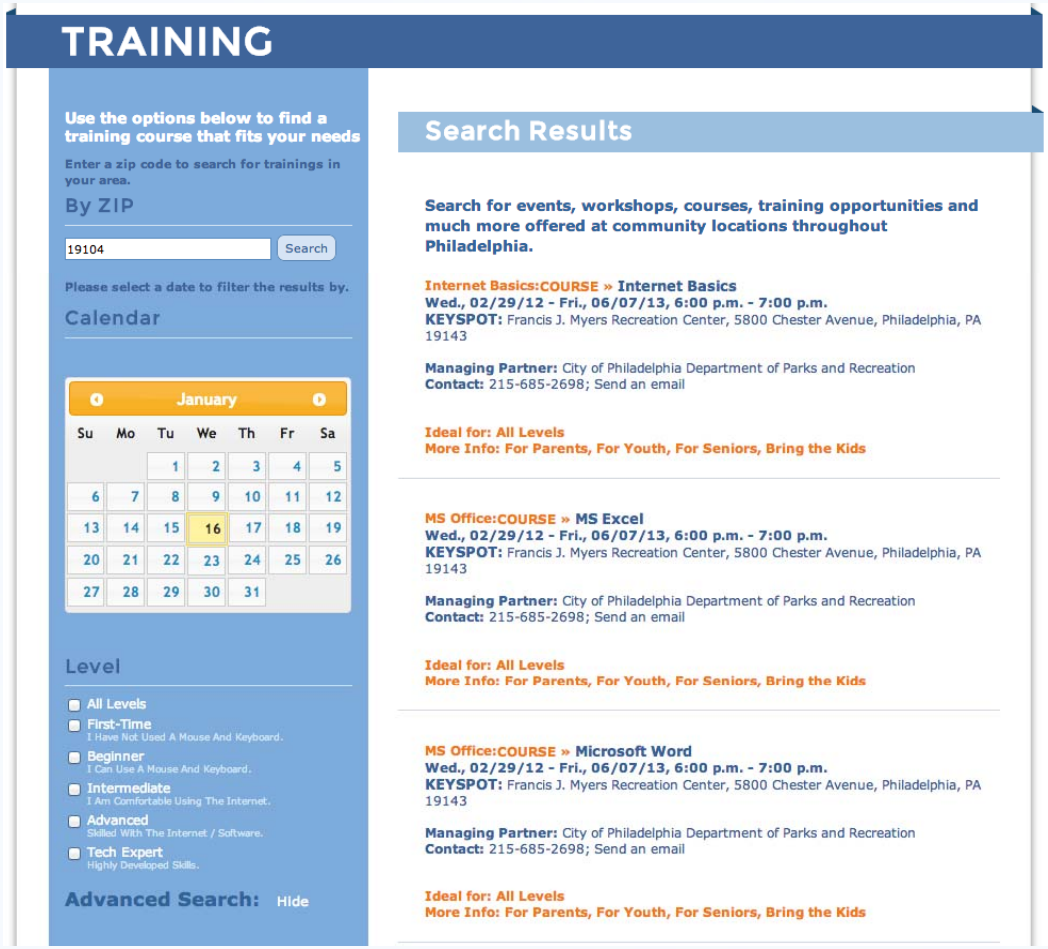
Training Display

- Displays current classes inputted by partner organizations.
- Visitors can filter by zip code, date, and knowledge level.
- Advanced filters are also available.



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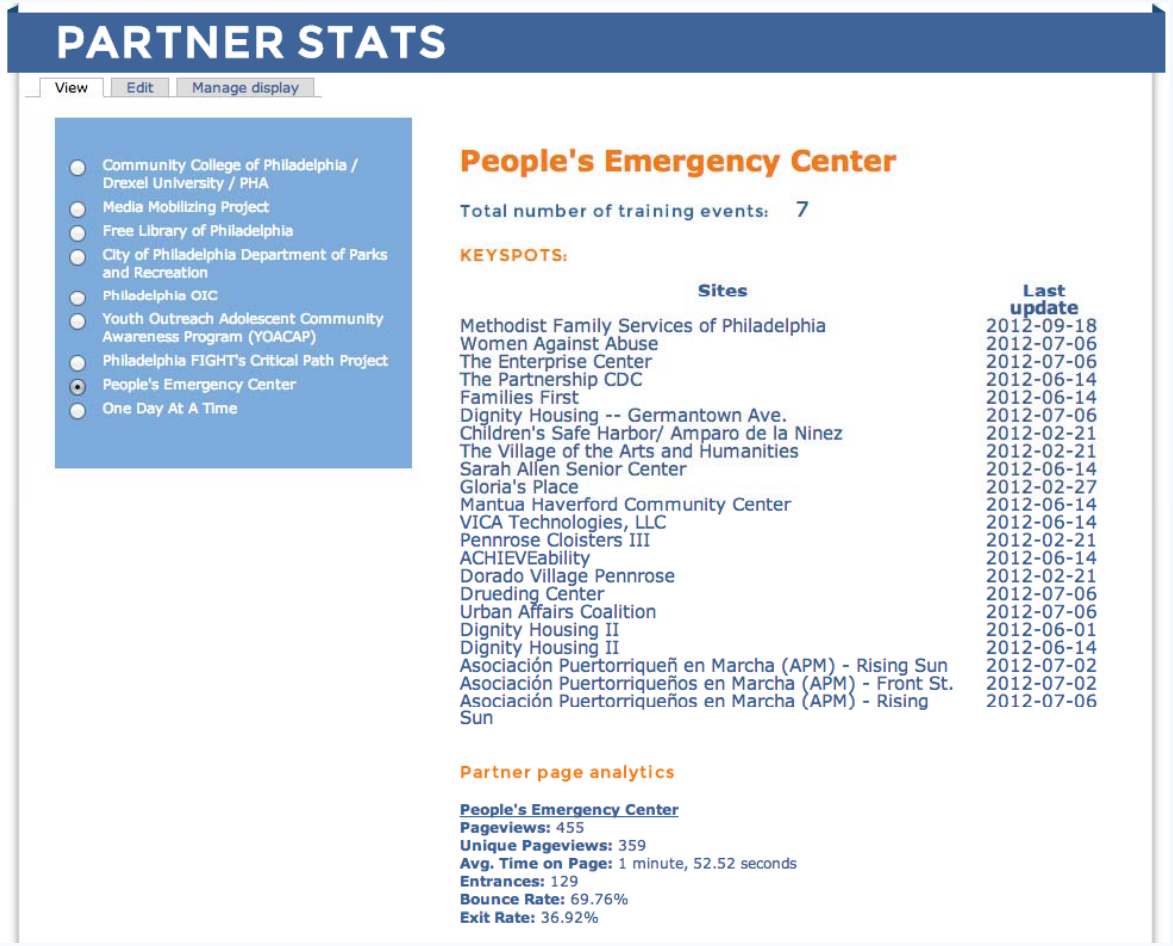
Partner Portal

Partners control their own content

Includes updates to:

- Organization information
- KEYSPOT locations
- Training Events



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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

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311 Information Hotline: Challenges

- Analyzing 311 caller data
- No way of tracking information gaps when clients call 311
- High turn over among 311 agents fielding phone inquiries

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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

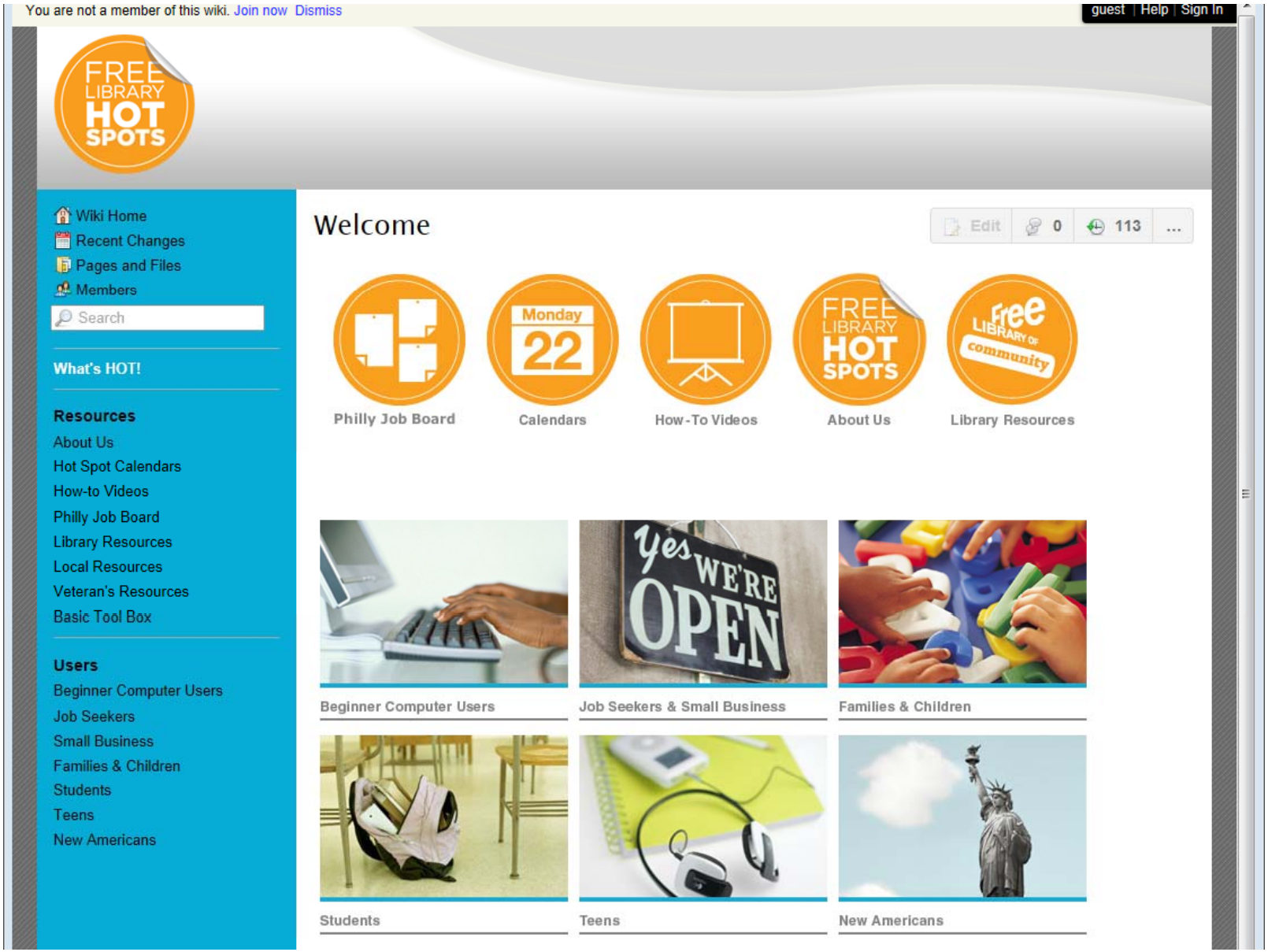
Free Library of Philadelphia – The Office of Public Service Support

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

https://www2.careercruising.com/mair | FLP - Advanced Search | Dashboard

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- Explore Education Options
- Find Jobs

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:

Show me another

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

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Families & Children
Students
Teens
New Americans

Mercy Hot Spot Calendar

Edit 0 22

Mercy Calendar 2013 : May 2013

May 2013

Free Library Hot Spot at Mercy Neighborhood Ministries
1939 W. Venango Street, Philadelphia, PA 19140

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Research & Resources **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	2 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	3 Open Access **1 to 5 PM**	4
5	6 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	7 Adult Open Lab **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	8 Research & Resources **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	9 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	10 Open Access **1 to 5 PM**	11
12	13 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	14 Adult Open Lab **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	15 Research & Resources **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	16 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	17 Open Access **1 to 5 PM**	18
19	20 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	21 Adult Open Lab **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	22 Research & Resources **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	23 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	24 Open Access **1 to 5 PM**	25
26	27 **CLOSED** **Memorial Day**	28 Adult Open Lab **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	29 Research & Resources **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	30 Job Search/ Email **1 to 4PM** Kids &Teens/ Open **4 to 5PM**	31 Open Access **1 to 5 PM**	
		NOTES: *Questions? Contact Chaka Moore: moorec@freelibrary.org, or call 215.227.4393 ext.113* www.freelibrary.org/hotspots				

Questions?