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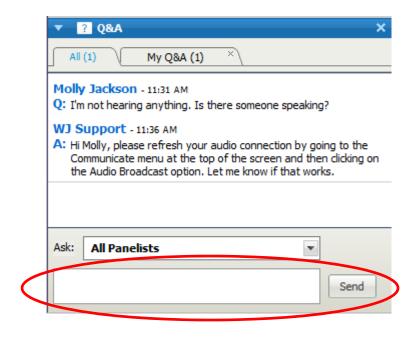
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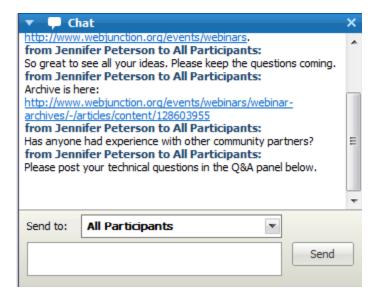
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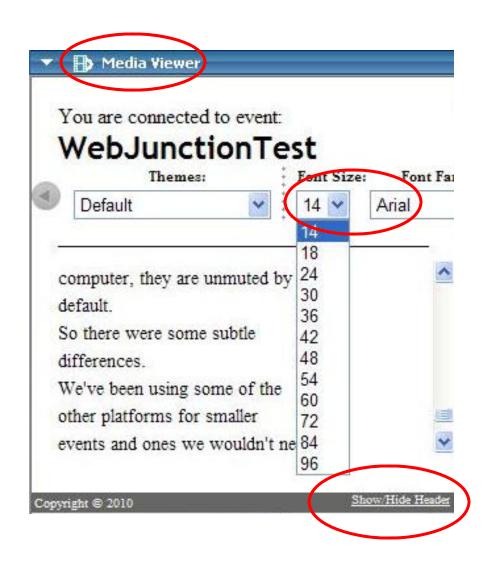
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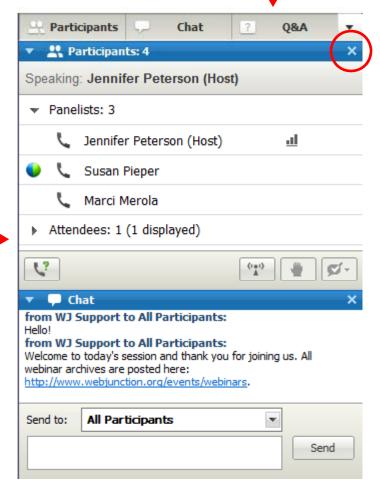
- Open Media Viewer from Panel options.
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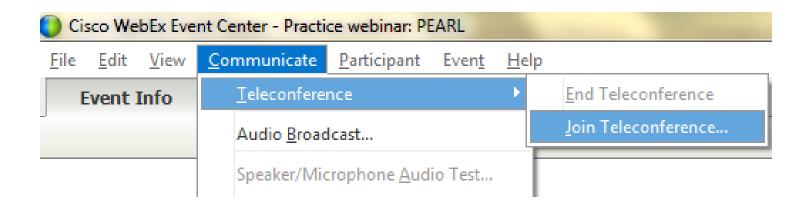
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Co-Produced by:

Jennifer Peterson

WebJunction
Community Manager

Co-Produced by: **Betha Gutsche**WebJunction

Programs Manager





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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 MarlaneDirector,
Providence Community
Library



John Horrigan

VP and Director,

Media Technology Institute
at the Joint Center for

Political and Economic

Studies



Ann BlasbergTechnology Manager,
Free Library of Philadelphia



NTIA Broadband Adoption Toolkit



2013 NTIA Broadband Adoption Toolkit













Laura Breeden Team Leader, BTOP Program Department of Commerce NTLA

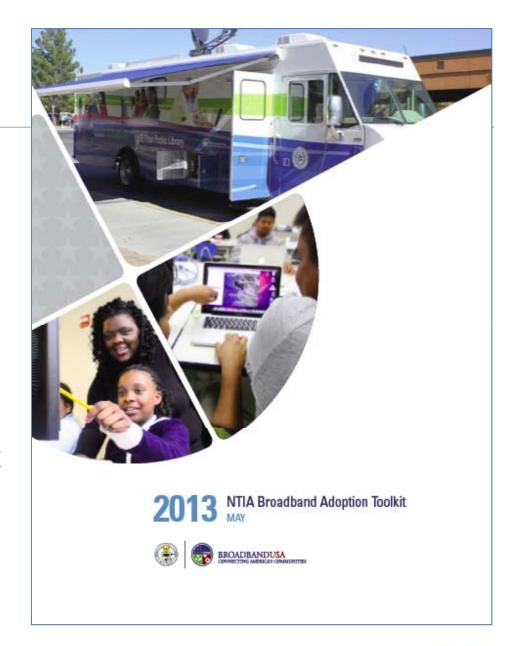
U.S. Department of Commerce, NTIA





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.

Funded by the American Recovery and Reinvestment Act of 2009

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
- <u>Digital literacy</u> 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)
- <u>Relevance</u> 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









Questions?





What's in the Toolkit? Chapters on...



Chapter 6 Training: Curriculum & Relevant Content

Turnicular refers to the content and sequence of achieties that teachers use to guide instruction. Learning to use computers and the Internet involves a very complex or classifies that bids once another, beginning with the most basic lay, is explaining or esting a measure and moving capitally toward more complex skills lay, evaluating online information or creating deglar medial. As shown by the examples in this section, digital interval control senormass a wide variety of topics and ways of teaching. This Tooking produce an introduction to some of the tooks and controls evaluation, and highlights some strong examples, which bull basic skills and enable students to use the skills to improve expects of their lives, such as searching for a job or learning Enables.

NTIA has been collecting and organizing digital literacy curricula online at a portal, Digital Literacy gov.¹⁶ in addition, as Internet devices and services continue to evolve, new curricula and resources are constantly being developed by programs throughout the work. Searching orline remains one of the best ways to identify courses that meet specific goles.

Learners come with very different skill levels and interests, and instructors need to have a wide range of material and activities in their repertories. When planning the curriculum for each class, think about the programs equipment, the amount of time evaluable, and a always, the needs and interests of the pose of the prosum in striyed to reach.

Resource:

 A curriculum framework can be a useful tool when planning the course and the class activities needed to reach the end goal. A sample framework is included on page 61.

15 Additional curricula may also be found at IMIS gov and many of the web sites referenced in this document.

HOW-TO: FIND DIGITAL LITERACY CURRICULUM ONLINE

Many digital literacy programs have made their materials available online at no cost to help similar programs save time and resources. Program organizers can customize these to the needs of the audience, and contribute new adaptations to the growing library of shared resources. Two good sources of instructor-led and self-guided digital literacy materials are:

DIGITALLITERACY.GOV

+ Created through collaboration among federal agencies, www.Digital.teracy.gov is an online portal designed to share and enhance tools for learning computer and internet skills. The Digital Literacy portal provides a central space where practitioners in service-oriented organizations—such as literaries, schools, community centers, community colleges, and workforce training centers—can share teaching materials and practices. The site also contains resources that people can use on their own to learn digital literacy skills and enhance their use of broadband.

COMMUNITIES CONNECT RESOURCE LIBRARY

A project of the EdiLab Group, the Communities Connect Network is a statewide coalition of public and private organizations working to make Washingson State a leader in "digital inclusion." Digital inclusion refer and of all citizens having access and the skills to use computers and the Internet to benefit their lives. The Resource Library of IntigiOwww.communities.commect.org provides new learning technologies, useful best practices, and tools for running public computer centers.

NTIA Broadband Adoption Toolkit (41)

- 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



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 switch 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-benchmarksmobile-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-tomanipulate 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 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



Chapter 6 Training: Curriculum & Relevant Content

"Curriculum" refers to the content and sequence of activities that teachers use to guide instruction. Learning to use computers and the Internet involves a very complex set of skills that build on one another, beginning with the most basic (e.g., keyboarding or using a mouse) and moving rapidly toward more complex skills (e.g., evaluating online information or creating digital media). As shown by the examples in this section, digital literacy curricula encompass a wide variety of topics and ways of teaching. This Toolkit provides an introduction to some of the tools and curricula available, and highlights some strong examples, which build basic skills and enable students to use the skills to improve aspects of their lives, such as searching for a job or

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NTIA Broadband Adoption Tookit (48)

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



Awareness and Outreach

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





KEYSPOT:Powered by Freedom Rings Partnership

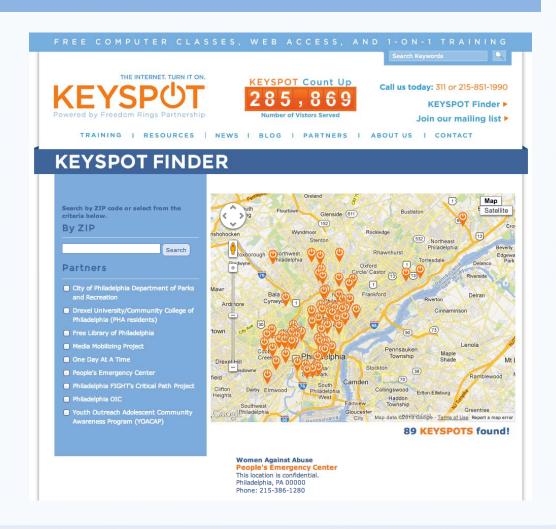
Overview:

- 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.

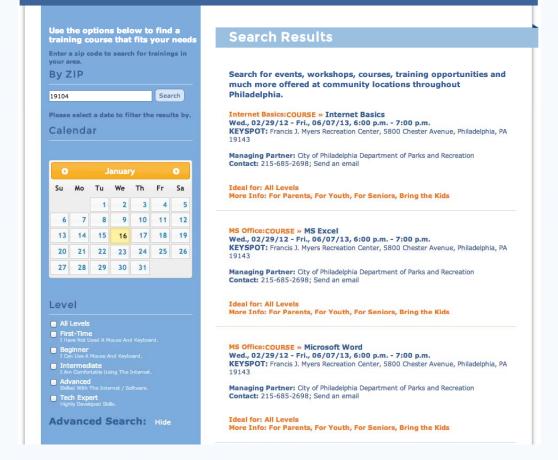




Training Display

TRAINING

- 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

PARTNER STATS



View Edit Manage display

- Community College of Philadelphia / Drexel University / PHA
- Media Mobilizing Project
- Free Library of Philadelphia
- City of Philadelphia Department of Parks and Recreation
- Philadelphia OIC
- Youth Outreach Adolescent Community Awareness Program (YOACAP)
- Philadelphia FIGHT's Critical Path Project
- People's Emergency Center
- One Day At A Time

People's Emergency Center

Citor

Total number of training events: 7

KEYSPOTS:

Methodist Family Services of Philadelphia 2012-09-18 Women Against Abuse 2012-07-06 The Enterprise Center 2012-07-06 The Partnership CDC 2012-06-14
Families First 2012-06-14 Dignity Housing Germantown Ave. 2012-07-06 Children's Safe Harbor/ Amparo de la Ninez 2012-02-21 The Village of the Arts and Humanities 2012-02-21 Sarah Allen Senior Center 2012-06-14 Gloria's Place 2012-02-27 Mantua Haverford Community Center 2012-06-14 VICA Technologies, LLC 2012-06-14 Pennrose Cloisters III 2012-06-14 Dorado Village Pennrose 2012-06-14 Drueding Center 2012-07-06 Urban Affairs Coalition 2012-07-06 Dignity Housing II 2012-06-01 Dignity Housing II 2012-06-14 Asociación Puertorriqueñ en Marcha (APM) - Rising Sun 2012-07-02 Asociación Puertorriqueños en Marcha (APM) - Front St. 2012-07-06 Asociación Puertorriqueños en Marcha (APM) - Rising 2012-07-06
Sun

Lact

Partner page analytics

People's Emergency Center Pageviews: 455 Unique Pageviews: 359

Avg. Time on Page: 1 minute, 52.52 seconds

Entrances: 129 Bounce Rate: 69.76% Exit Rate: 36.92%



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 turn over 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





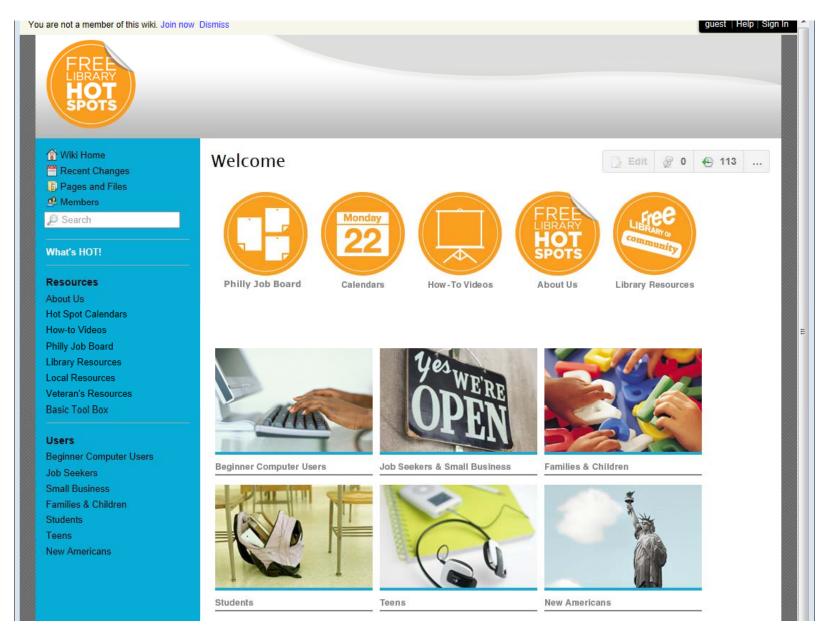
Hot Spot at IDAAY

Philadelphia: A Case Study on the Importance of Internet Access in Public Spaces

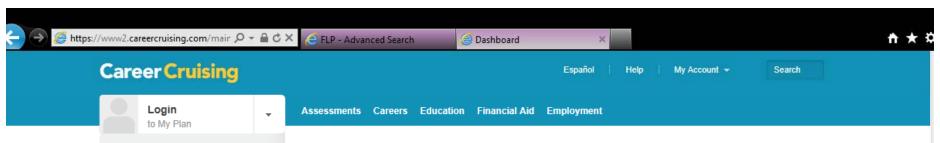
"One of the things that emerged was that a sense of comfort was really, really important...The data really spoke to me by saying no, actually, it's the gateway to all of it: to access to technology, to gaining skills, to having opportunities, to building a sense of community." -Colin Rhinesmith

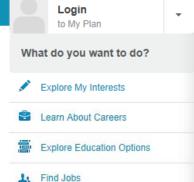


Free Library Techmobile



Resource Dashboard





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"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:

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- · Automobile Assembler
- · Automotive Service Technician
- · Automobile Salesperson
- · Diesel Technician
- Auto Detailer
- Automotive Painter
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- Partsperson

Contact Us

- · Race Car Driver
- · Race Car Technician
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Basic Tool Box

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Beginner Computer Users Job Seekers Small Business Families & Children Students

Teens

New Americans

Mercy Hot Spot Calendar

Mercy Calendar 2013 : May 2013

May 2013

Free Library Hot Spot at Mercy Neighborhood Ministries

1939 W. Venango Street, Philadelphia, PA 19140

		1939 W. Venango Street, Philadelphia, PA 19140					
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday		Saturday
			1	2	3	4	
			Research & Resources	Job Search/ Email	Open Access		
			1 to 4PM	1 to 4PM	1 to 5 PM		
			Kids &Teens/ Open	Kids &Teens/ Open			
			4 to 5PM	4 to 5PM			
5	6	7	8	9	10	-11	
	Job Search/ Email	Adult Open Lab	Research & Resources	Job Search/ Email	Open Access		
	1 to 4PM	1 to 4PM	1 to 4PM	1 to 4PM	1 to 5 PM		
	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open			
	4 to 5PM	4 to 5PM	4 to 5PM	4 to 5PM			
12	13	14	15	16	17	18	
	Job Search/ Email	Adult Open Lab	Research & Resources	Job Search/ Email	Open Access		
	1 to 4PM	1 to 4PM	1 to 4PM	1 to 4PM	1 to 5 PM		
	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open			
	4 to 5PM	4 to 5PM	4 to 5PM	4 to 5PM			
19	20	21	22	23	24	25	
	Job Search/ Email	Adult Open Lab	Research & Resources	Job Search/ Email	Open Access		
	1 to 4PM	1 to 4PM	1 to 4PM	1 to 4PM	1 to 5 PM		
	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open			
	4 to 5PM	4 to 5PM	4 to 5PM	4 to 5PM			
26	27	28	29	30	31		
	CLOSED	Adult Open Lab	Research & Resources	Job Search/ Email	Open Access		
	Memorial Day	1 to 4PM	1 to 4PM	1 to 4PM	1 to 5 PM		
		Kids &Teens/ Open	Kids &Teens/ Open	Kids &Teens/ Open			
		4 to 5PM	4 to 5PM	4 to 5PM			
		NOTES:					
		Questions? Contact Cha	aka Moore: moorec@freeli	brary.org, or call 215.227.	.4393 ext.113		
		www.freelibrary.org/hots	spots				

Questions?

