Welcome!
The webinar will begin at 2:00 Eastern/11:00 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 Adjuster](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.

![Radio Tower Icon](image)  ![Communicate Menu](image)
Need Help?

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 this hashtag: **#wjwebinar**
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.
Telephone Access

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

Other Technical problems?
Contact WebEx support
Event Number: 711 591 064
Phone: 1-866-229-3239

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WebJunction
Community Manager

Co-Produced by:
Betha Gutsche
WebJunction
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State Library of Ohio
Access Pennsylvania
Texas State Library & Archives Commission
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Washington State Library

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

**Samantha Becker**
Research Manager, U.S. Impact Study,
University of Washington Information School

**Maggie Buckholz**
Library Director, Burlington Public Library,
Washington
Impact Survey
A Tool for Public Libraries

impactsurvey.org

Samantha Becker
srbecker@uw.edu
(206) 616 2841
Why is it important to survey communities about their technology use at libraries?

- Public libraries are at the forefront of bridging the digital divide. They provide technology services, digital information, and training, that patrons use to improve their lives.
- But digital and online demands are growing and changing, and libraries are being asked to do more while public support declines.
- Focusing on what communities need most, and making a compelling case for the resources to support those needs has never been more important.
What is the Impact Survey?

- A customizable survey tool that helps libraries:
  - Gather information about how patrons use their technology services
  - Analyze collected data to inform internal planning and benchmarking
  - Present findings to key stakeholders to advocate for technology services
How and Why Was the Impact Survey Developed?
It’s based on the University of Washington’s seminal research study about the use of public access technology

- Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries


Research showed that community use of technology at libraries improved people’s lives

- 2.5 million users were accepted into a college degree or certificate program after using a library computer to apply
- 3.7 million got hired after using library computers to submit applications
- 11.4 million people changed their exercise habits after using library computers to learn about fitness

Source: 2009 U.S. IMPACT Study telephone and web survey Asked of all public library computer and wireless users
And, librarians make a difference

- **67%** of users received one-on-one help from library staff or volunteers.
- **14%** of users attended a computer-related training at the library.

“At home, if you run into a problem, who are you going to turn to?” – Patron feedback
Using the data helped libraries tell their story

Library commissioners have been devouring this data... They had to advocate pretty hard this year for the supplemental funding that the city provides for additional hours of operation. It was a hard sell this year and they were successful. (Librarian feedback)

I think that [the data] is why we did get the level of funding from the city because they realized how strongly we are needed. (Librarian feedback)
How does Impact Survey work?:

It’s an efficient approach to surveying patrons and a new way to advocate for communities’ technology needs.
Structured around an evaluation framework that connects the survey to library and community goals.

- Run the Impact Survey at your library
- Learn about your library patrons’ unique digital needs
- Make smart decisions about internal strategies and resource allocation
- Effectively advocate for support and funding for your library’s technology services
- Provide high-quality technology services to patrons and improve digital inclusion in your community
The Impact Survey is based on what real librarians need and want

- Use well designed, tested, and validated survey questions focused on high-value outcomes
- Save money for subscriptions to online survey tools and time programming them
- Save staff time analyzing results and creating reports
- Get helpful ideas for presenting data to decision makers and funders
The survey asks about use and activities in core outcome areas:

- Civic engagement
- eGovernment
- eBusiness
- Employment
- eCommerce
- Health & wellness
- Education
- Social inclusion
Simple setup to professional-looking reports in just a few steps

1. Create an account
2. Install the survey link on your website
3. Run the survey and invite the community to respond

Get results in professional, color full-formatted reports

ImpactSurvey.org
Creating links is easy

Many different types of links are available to fit your webpage

1. CTRL + C
2. CTRL + V into index.html

Our technicians are available to help libraries with any level of technical capacity or type of website configuration
Selector map is automatically generated for libraries with multiple locations.

- Branches are searchable for users
- Users can select branches from list or map
- Libraries are able to add or close branches during registration.
Reports are ready the next day

- Comprehensive report
- PowerPoint presentation for City Council, Rotary Club, Chamber of Commerce...
- 1-page advocacy flier
- Op-ed for your local newspaper
- 2-page leave-behind for meetings and presentations
- More being added!

All reports are populated with your library’s survey results!
Reports customized with your library’s logo and photo.

Macondo County Library
Survey Results

Full color reports ready for distribution.
Additional features

- Hot-linking to survey links and images
- Real-time count of completed surveys
- Extend survey fielding period up to 6 weeks
- Add or close branches
- Download complete data set for additional analysis
- State library portal for aggregate and individual library results
- Impact Survey and Edge Initiative working together
How do Impact Survey and Edge work together?

- Create an action plan to deliver the right services
  - Measure the change in patron outcomes as a result

- Find out how patrons are using technology resources and what they get out of them.
  - Gather information from the community about policy areas of strategic importance

- Use advocacy tools to communicate the value of public access to the community and gain support.
  - Use executive tools to show city managers that the library is accountable for results

Advancing communities through high quality and sustainable digital inclusion resources

impactsurvey.org

libraryedge.org
Putting the Results to Use

Maggie Buckholz,
Burlington Public Library Director,
Burlington, WA
Burlington Public Library (Washington)
- Municipal Library Serving 8,400 Residents
- 13,300 Registered Cardholders
- 18 Public Access Internet Stations + 12 Laptops
- 22,000 Internet Sessions in 2012
- Staff FTE 8.84
Just a tiny bit of code, supplied by Impact Survey, to make this light box.

Customized signs are available to download.

ImpactSurvey.org

ImpactSurvey.org

How do you use the library's computers and Internet access?

Take our survey and help your library evaluate its technology services!
The survey made us all more aware of our role to teach computers skills to the public.

-Karen Prasse, Reference Librarian, Burlington Public Library
Lunch & Learn Sessions for Local Business
Social Media Training
Technology Tuesdays@ the Burlington Library –

Bring your new devices or laptops to learn to download ebooks and audiobooks or try out a new software program or Internet application. Staff will be available for extended instruction Tuesdays from 11 - 2 on a drop in basis to help you with computer and internet basics. We also can coach you in word processing skills for your resume, upload/download photos, cut/copy/paste, test taking, career research, email, general troubleshooting, etc. Other times, Info desk staff is available to help with any questions (technology or otherwise) as time permits, please ASK. There is no charge for these services, drop by or contact us : 360-755-0760 blibrary@ci.burlington.wa.us

Contact us by email at blibrary@ci.burlington.wa.us or call 360-755-0760 if you have questions. Meanwhile, the links below will help you get started. If you are frustrated with basic internet problems, try the “Using a Mouse” programs listed below anytime - they help with basic navigation of an internet browser.

Introducing the Mouse [en espanol](http://www.bbc.co.uk/learning/media/absolute-beginners-guide)

BBC Absolute Beginners’ Guide to using your computer
Burlington Public Library Survey Results

Table 2: Employment activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>% of Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applied for job/sent out resume</td>
<td>24%</td>
</tr>
<tr>
<td>Got interview</td>
<td>21%</td>
</tr>
<tr>
<td>Got job</td>
<td>12%</td>
</tr>
<tr>
<td>Work on resume</td>
<td>10%</td>
</tr>
<tr>
<td>Receive skill-based training</td>
<td>18%</td>
</tr>
<tr>
<td>Research/find info related to job/profession</td>
<td>10%</td>
</tr>
<tr>
<td>Do work for current job</td>
<td>19%</td>
</tr>
</tbody>
</table>

Help and training

The U.S. IMPACT study showed that a major draw to public access technology in libraries is the help and training available there. At Burlington Public Library, 31% of users reported having received one-on-one technology help from library staff or volunteers over the past 12 months. Figure 4 shows the types of help these users received from library staff or volunteers.

Figure 4 - Type of help received from library staff or volunteers

Additionally, 4% of users attended computer-related training or classes at the library during the past 12 months. Note that this question was not asked of non-users; Burlington Public Library may have avenues for connecting.

impactsurvey
Advancing libraries through community insight
200 Longshore workers demand orderly arrests

By M. K. AESCHER
Associated Press

KELLOGG — About 200 Longshore workers gathered in a parking lot Friday, challenging the sheriff to forcibly clear anyone in the crowd who started throwing objects at police cars and blocking traffic.

"We're here if you want us to come and get you," shouted ILWU Local 21 chief Don Coffman, looking up at the building. "We're here to clear this area quickly in two minutes flat.

No law enforcement officers approached the crowd, and nobody was arrested during the demonstration. About noon, Coffman led the group away and said he hoped they could have their marches without disruption.

BURLINGTON, Vt. — A judge ruled Friday he would get more time to review a complaint that the largest school district in Vermont violated the constitutional rights of students.

They have until Sept. 27 to get a head start, and if the case would be issued later. Phase County Superior Court Judge Bob Benham said the hearing schedule would be submitted to the court later.

Teachers walked out Thursday after working the first week and a half of school without a contract.

Chittenden Regional School District officials said they were working to complete a contract agreement with the teachers but were not sure when it would be finalized.

Benham said he was not sure when the contract would be signed, but he encouraged the parties to keep working.

Judge: No sanctions in teacher strike

The Associated Press

TAOCONA — A judge ruled Friday he would get more time to review a complaint that the largest school district in Vermont violated the constitutional rights of students.

The school district agreed to sign a new contract with the teachers by the end of the school year, but the case would be issued later. Phase County Superior Court Judge Bob Benham said the hearing schedule would be submitted to the court later.

More than just books

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Survey says libraries make impact on economy, education
Thank you!