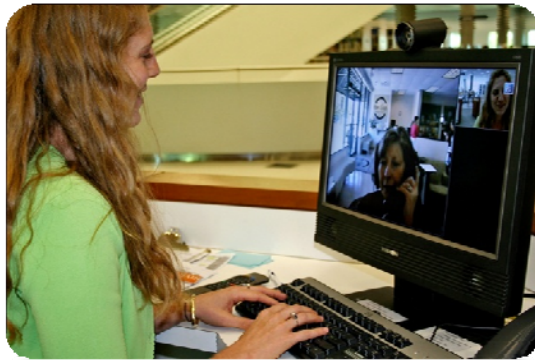


Assessment Workbook

Spring 2013



Where People Connect,
Communities Achieve



COMMUNITY VALUE

Specific programs, services, and support
that enable people to get value
from their use of technology

SECTION 1: COMMUNITY VALUE

In this section you will find 3 benchmarks with 2-4 indicators each:

Benchmark 1: Digital literacy

- 1.1: Digital literacy training (9 questions)
- 1.2: Individual technology assistance for patrons (4 questions)

Benchmark 2: Digital tools and resources

- 2.1: Support for digital content creation (5 questions)
- 2.2: Monitoring delivery of online content (4 questions)
- 2.3: Resources on the library website (5 questions)

Benchmark 3: Meeting key community needs

- 3.1: Support for workforce development (4 questions)
- 3.2: Support for eGovernment & legal purposes (4 questions)
- 3.3: Support for education (6 questions)
- 3.4: Support for health & wellness (4 questions)

All of the indicators contain activities, programs, or services which are **provided to patrons**. Other sections of the assessment will ask about a library's activities, programs, or services provided to staff or community partners.

To complete this section, you will need to gather information from staff involved in the following types of activities:

- Planning or carrying out public programs for digital literacy
- Digital content managers
- Website managers
- Location/outlet managers

Terms that appear with a dotted underline can be found in the Edge Glossary.

Benchmark 1

Libraries provide assistance and training with the goal of increasing the level of digital literacy in the community

1.1 The library has curricula for and provides regularly scheduled digital literacy training.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Curricula and in-person classes are available in at least one library location in the following topics:				
• Basic computer skills				
• Office productivity software				
• Internet searching				
• Privacy and security				
• Library resources				
• Social media				
• Multi-media (e.g., photo, video, audio)				
In-person training classes are available for patron-owned devices (e.g., eReaders, iPods, tablets, smartphones) in at least one library location				
In-person technology classes are available in languages other than English in at least one library location				

1.2. The library provides individual assistance for digital literacy at all locations.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
One-on-one technology help for patrons is available on-demand for at least 10 minute sessions at all library locations				
One-on-one technology help is available for patrons on-demand or by appointment for at least 30 minute sessions at all library locations				
One-on-one help is available on-demand or by appointment for patron-owned devices (e.g., eReaders, tablets, iPods, smartphones) in at least one library location				
One-on-one technology help is available in languages other than English in at least one library location				

Benchmark 2

Libraries provide access to relevant digital content and enable community members to create their own digital content

2.1. The library supports the creation of digital content on public access computers.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Patrons have the ability to retrieve data from and store data to <u>portable devices</u> (e.g., thumb drives, external hard drives, PDAs) while using public computers at all library locations				
<u>Office productivity software</u> (e.g., word processing, spreadsheets, presentations) is available at all library locations				
<u>Photo editing software</u> (e.g., Photoshop, GIMP) is available in at least 50% of library locations				
Video/audio recording and editing software is available in at least one library location				
Web development software (e.g. Dreamweaver, CoffeeCup) is available in at least one library location				

2.2. The library monitors its service delivery of online content.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Website links are checked and content is updated at least monthly				
Library <u>website analytics</u> (number of website visitors, traffic types, popular pages) are reviewed at least quarterly				
<u>Subscription content</u> (e.g., Ebsco databases, Freegal, Learning Express, Lynda) usage reports are reviewed at least quarterly				
A <u>content inventory</u> of the library's website is performed at least annually				

2.3. The library provides access to information resources through its website.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
eBooks can be downloaded through the library's website				
Audio books can be downloaded through the library's website				
The library <u>selects and organizes</u> online resources to help patrons learn digital literacy skills (e.g., how-to-guides and videos, tutorials, practice activities)				
The library offers access to online interactive language learning tools through its website (e.g. Mango, Livemocha) and/or language learning software (e.g. Rosetta Stone, Auralog)				
The library provides real-time reference services (through short message services, instant messaging, Skype, Twitter, texting, or other interactive applications)				

Benchmark 3

Libraries provide technology resources to help patrons meet important needs related to personal goals and community priorities

3.1. The library supports use of public technology for workforce development and entrepreneurship.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library selects and organizes online resources for job seeking, employment skill-building, or professional certification				
The library selects and organizes online resources for small business development				
The library offers access to online career testing preparation tools through its website and/or through career testing software				
A library-organized or -hosted class for patrons on using online job-seeking, career development, and small business development resources is held at least quarterly				

3.2. The library supports use of public technology for eGovernment or legal purposes.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library selects and organizes online links to local, state, and federal eGovernment resources				
The library selects and organizes online guides and instructions for identifying, finding, and using online eGovernment resources				
The library offers access to electronic legal and law-related research information and services through its website				
A library-organized or -hosted class for patrons on navigating online government resources is held at least quarterly				

3.3 The library supports use of public technology for patrons pursuing educational opportunities.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Early literacy games, web-based read-along programs, and/or electronic toys or tablets are available at the library and through the library website				
The library selects, organizes, and maintains online resources related to homework help, research, and information literacy for students				
The library selects, organizes, and maintains online resources about college selection and financial aid				
The library offers access to education testing preparation (e.g., SAT, GRE, GMAT, TOEFL) through its website and/or educational testing software				
The library provides <u>proctoring of exams</u> for online learners				
A library-organized or -hosted class for patrons on using or navigating educational resources is held at least quarterly				

3.4 The library supports use of public technology for health and wellness purposes.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library selects and organizes online resources for learning about medical conditions, procedures, prescription drugs, and healthcare providers				
The library offers access to medical databases through its website				
The library is a designated community access point for health and human services information assistance (<u>211 service</u>)				
A library-organized or -hosted class for patrons on using or navigating health and wellness resources is held at least quarterly				



ENGAGING THE COMMUNITY & DECISION MAKERS

External practices that connect the
library to the community

SECTION 2: ENGAGING THE COMMUNITY & DECISION MAKERS

In this section you will find 3 benchmarks with 2-5 indicators each:

Benchmark 4: Strategy and evaluation

- 4.1: Relationships with community leaders (8 questions)
- 4.2: Gathering community feedback (7 questions)
- 4.3: Surveying patrons (4 questions)
- 4.4: Evaluation of programs and services (4 questions)
- 4.5: Information based strategic decisions (4 questions)

Benchmark 5: Strategic partnerships

- 5.1: Partnerships (8 questions)
- 5.2: Outreach activities (4 questions)

Benchmark 6: Sharing best practices

- 6.1: Participation in a community of practice (8 questions)
- 6.2: Gathering feedback (3 questions)

All of the indicators contain library activities which are **designed to help the library better understand the needs of its community, build supportive relationships, and make strategic decisions**. Most of the activities enumerated in the indicators are going to fall within the responsibility of library directors, managers, board/foundation members.

To complete this section, you will need to gather information from library staff or other library leaders who are involved in the following types of activities:

- Meeting with local community decision makers and elected officials
- Making presentations to community groups
- Organizing staff technology training
- Evaluating programs
- Developing and monitoring partnerships

Terms that appear with a dotted underline can be found in the Edge Glossary.

Benchmark 4

Libraries make strategic decisions based on community priorities for digital inclusion and innovation

4.1 The library has leaders who maintain ongoing relationships with community leaders.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Library leaders attend meetings of local elected governing bodies (e.g., city council, county board of supervisors, town council) that exist within their legal service area at least annually				
A list of local media contacts is maintained and updated at least annually				
Outreach to local media is conducted at least quarterly through one-on-one meetings, press releases, op-eds, or media events at the library				
A presentation about library technology is made to a community group at least annually (e.g., Kiwanis, Chamber of Commerce)				
At least one leader from a community-based organization serves on a library committee or governing board				
At least one library representative sits on a key community board (e.g., community planning)				
The library places information about library technology and/or digital inclusion in local media outlets at least quarterly (e.g., news or feature story, blog post, radio or TV interview)				
The library maintains its own or participates in an ongoing community advisory body whose responsibilities include helping to develop community digital inclusion and technology plans				

4.2. The library gathers feedback from the community about its public technology needs.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
An analysis of the social and economic conditions of the community is conducted as part of information gathering for strategic planning and decision making				
Questions about community technology are included in a library-sponsored needs assessment survey				
Community technology-related questions are included in a local government survey survey				
The library conducts community-representative focus groups focus groups on the community's technology needs				
The library holds advertised forums forums on the community's technology needs				
The library conducts a community needs assessment community needs assessment for technology resources in languages other than English				
The library conducts a community needs assessment community needs assessment for technology resources for people with disabilities				

4.3. The library surveys its patrons about technology use in strategic purpose areas.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library surveys patrons annually about public technology use and outcomes in the following purpose areas:				
• Workforce development				
• eGovernment				
• Education				
• Health & wellness				

4.4. The library evaluates its technology programs and services.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The effectiveness of digital literacy programs and services is evaluated annually				
Web analytics are used to evaluate the use of online library resources annually				
The effectiveness of outreach activities is evaluated annually				
The effectiveness of partnerships is evaluated biennially				

4.5. The library makes strategic decisions based on information about community needs and priorities.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Digital inclusion and technology innovation goals are included in the strategic plan				
Technology-related goals in the strategic plan are reviewed and updated annually				
Staffing plans reflect community needs related to digital inclusion				
Technology resources and services are aligned with community needs				

Benchmark 5

Libraries build strategic relationships with community partners to maximize public access technology resources and services provided to the community

5.1. The library develops and maintains partnerships that amplify the library’s reach, avoid duplication of effort, aid the library in planning or advocacy, or are otherwise mutually beneficial.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library has strategies for strengthening existing partnerships and developing new partnerships to advance digital inclusion and innovation goals				
The library engages in resource-sharing partnerships benefitting the library (with expertise, in-kind contributions, programming, or workspace) with some/all of the following:				
• A workforce development organization				
• A local government or social service organization				
• An educational organization (K-12, community college, university)				
• A local health & wellness organization, hospital, or other healthcare provider				
Devices or space are loaned to community organizations for technology-related training classes in the library				
Mobile training equipment is maintained to support library-sponsored technology training located in partner facilities				
The library collaborates on grant or other funding opportunities with a community organization				

5.2. The library engages in technology outreach activities.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
A list of community organizations is maintained to help distribute materials about library technology services				
A list of community organizations that offer technology services and resources is maintained to easily refer community members in the event additional services are needed				
The library tracks emerging technology trends and applications in the community (e.g., new eGovernment portals, community technology centers, technology programs, etc.)				
The library maintains a plan to provide technology services to the community in the event of a disaster or other emergency				

Benchmark 6

Libraries support continuous improvement in public access technology services by sharing expertise & best practices with other digital inclusion organizations

6.1. The library participates in a community of practice and shares public access technology knowledge, resources, and other tools.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Existing resources are used to help improve library technology management and public services (e.g., TechSoup, WebJunction, Edge)				
The library participates in peer learning through technology programs sponsored by a state library, consortium, library association, or other organization				
Training resources and curricula are shared with other libraries or community-based organizations				
Network management policies and practices are shared with other libraries or community-based organizations				
At least one technology-related presentation is made by library staff at formal professional gatherings (in-services, conferences, webinars) annually				
The library participates in or facilitates a technology mentorship program that pairs library staff with more experienced or knowledgeable mentors involved in managing library technology and public technology access				
The library has a collection of technology devices that it loans out for staff development and programming purposes				
The library hosts a dedicated development environment to allow library staff to experiment with new applications and online environments				

6.2. The library conducts surveys to gather feedback about library technology.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The following questions are included in an annual survey:				
• Patron satisfaction with library technology				
• Personal importance of library technology				
• Importance of library technology to others in the community				



ORGANIZATIONAL MANAGEMENT

Internal management and infrastructure

SECTION 3: ORGANIZATIONAL MANAGEMENT

In this section you will find 5 benchmarks with 1-4 indicators each:

Benchmark 7: Planning and policies

- 7.1: Technology management policies (6 questions)

Benchmark 8: Staff expertise

- 8.1: Staff training (6 questions)
- 8.2: Staff performance evaluation (3 questions)
- 8.3: Staff technology expertise (3 questions)

Benchmark 9: Devices and bandwidth

- 9.1: Device hours per capita (1 question)
- 9.2: Bandwidth capacity (1 question)
- 9.3: Time limits (6 questions)
- 9.4: Peripheral equipment (10 questions)

Benchmark 10: Technology management

- 10.1: Managing connectivity (7 questions)
- 10.2: Minimizing out-of-service devices (6 questions)
- 10.3: Tracking technology use (5 questions)

Benchmark 11: Technology inclusiveness

- 11.1: Accommodating users with disabilities (6 questions)

Most of these indicators concern internal activities, equipment, processes, and policies which the library engages in to provide technology services to patrons.

To complete this section, you will need to gather information from staff involved in the following types of activities:

- Managing networks and public computers
- Supervising and managing library staff
- Coordinating training for library staff

Terms that appear with a dotted underline can be found in the Edge Glossary.

Benchmark 7

Libraries integrate public access technology into planning and policies

7.1. The library maintains technology and patron data management policies.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library has a hardware replacement plan with a 3-5 year refresh cycle				
The library has a software upgrade plan with a 3-5 year refresh cycle				
Practices for updating to current versions of Internet browsers, web applications, and plug-ins (e.g., Java, PDF, Flash, Shockwave, Windows Media Player) are included in a technology management plan				
Practices to ensure the security of patron data, including at least clearing online session data from public computers and procedures for handling sensitive information, are included in a patron privacy plan				
Network security practices for timely application of updates and patches are included in a technology management plan				
Processes for system recovery are included in a technology management plan to ensure continuity of services in the event of catastrophic technology failure				

Benchmark 8

Libraries have sufficient staff with technology expertise to help patrons achieve their goals

8.1. The library provides staff with work time to engage in technology related learning activities.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
All public services staff are allowed work time to engage in technology-related learning activities such as webinars, online tutorials, or classes				
All public services staff are allowed work time for hands-on learning with new devices, software, or other technology				
All staff are provided the opportunity to attend annual training during work time from experts in the following areas:				
• Workforce development				
• eGovernment				
• Education				
• Health & wellness				
Key staff are cross-trained to perform technology-related duties				
Key staff are provided the opportunity to attend training in the creation of digital content during work time				
Key staff are provided the opportunity to attend training in instructional design and techniques during work time				

8.2. Library staff assigned to assist patrons are responsible for maintaining technology competencies.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Job descriptions for public services staff contain technology competencies and responsibilities				
Annual evaluations for public services staff include review of technology related performance				
Annual goal setting for public services staff includes expectations for technology performance				

8.3 Staff assigned to assist patrons are able to answer patrons' technology questions.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
100% of public services staff are able to answer basic patron technology questions				
25% of public services staff in each location are able to answer intermediate patron technology questions				
10% of public services staff in each location are able to assist patrons with advanced technology questions				

Benchmark 9

Libraries have sufficient devices and bandwidth to accommodate user demand

Benchmark indicators 9.1 and 9.2 address the issues of devices per hour and bandwidth speeds at the library. The Edge online tool will automatically calculate these figures for you based on how you complete your library profile in step one of the online assessment process. Details you will need to complete your library profile in this step include bandwidth speeds, the number of public computers available, and the hours that the library is open.

Below is a worksheet that will help you collect this information. By completing this worksheet for each of your locations, you will have all of the information you need for step one of the online tool. This worksheet is also available for download at <http://www.libraryedge.org/benchmarksv1/launch-resources>

Library Location Worksheet

- Hours open per week - Weekdays** Enter the total hours this location is open to the public in an average week (Monday - Friday). Don't adjust for holidays or "special" schedules.
- Hours open per week - Weekend** Enter the total hours this location is open to the public in an average weekend (Saturday - Sunday). Don't adjust for holidays or "special" schedules.
- Public Computers Available** The total number of desktop computers that are available to the public at this location. Only include those public computers that enable patrons to access the Internet. Do not include computers that only serve as OPACs. If none, enter 0.
- Public Laptops/Tablets Available** The total number of laptops and tablet computers the library provides for patron use within the library. If none, enter 0.
- Is Wireless Available?** If wireless Internet for the public is available, enter Yes. If not, enter No.
- Download Speed (ISP)** This number may be found on your contract for internet service and is likely expressed in megabits per second (mbps). You may need to call your ISP to obtain this number.
- Upload Speed (ISP)** This number may be found on your contract for internet service and is likely expressed in megabits per second (mbps). You may need to call your ISP to obtain this number.
- Download Speed (Speedtest)** The result of running a bandwidth Speedtest on a public computer in the location.
- Upload Speed (Speedtest)** The result of running a bandwidth Speedtest on a public computer in the location.

Location Name	Hours/Week Weekdays	Hours/Week Weekend	Public Access Computers	Public Laptops	Is Wireless Available?	Download Speed (ISP)	Upload Speed (ISP)	Download Speed (Speedtest)	Upload Speed (Speedtest)

9.3. The library assures adequate time for patrons to complete tasks.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Library has session management software				
Library staff are empowered to extend public access sessions				
The wireless network signal extends to all public areas of the library at all locations				
Some public access terminals are designated with extended session periods				
Internet-enabled devices with extended session periods are loaned within the library				
Internet-enabled devices are loaned for use outside the library				

9.4. The library provides peripheral equipment that enables patrons to complete tasks.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Headphones are available to loan to patrons				
Patron needs for privacy while conducting sensitive transactions are accommodated through at least one of the following:				
• Installing privacy screens for computer monitors				
• Placing computer monitors so they can't be viewed by other patrons				
• Installing partitions between workstations				
• Having public computers in private rooms				
Patrons are able to scan documents into digital formats				
Wireless-enabled printers are available for patron-owned devices				
Video conferencing equipment is available for public use				
Presentation equipment (e.g., projector, microphone, etc.) is available for public use				
Multimedia production equipment (e.g. digital cameras, audio recorders, video cameras) is available for public use				

Benchmark 10

Libraries manage their technology resources to maximize quality

10.1. The library actively manages Internet connectivity.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The library knows the <u>maximum available bandwidth</u> speed available at each location				
<u>Speed tests</u> are performed on public computers to compare advertised and actual bandwidth speed				
Alerts about <u>connectivity</u> problems are received in real time				
<u>Connectivity</u> (up/down/ping) is continuously monitored at the network level for all locations				
<u>Network traffic</u> is monitored by <u>packet type and volume</u>				
Library allocates bandwidth for library staff functions and public Internet access through separate data circuits or through hardware/software mechanisms to prioritize network traffic				
Network <u>bandwidth</u> is shaped for quality of service				

10.2. The library minimizes out-of-service devices.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
Library staff have access to a troubleshooting guide for network devices and peripherals, including call numbers and service provider information				
A <u>lockdown software</u> program (e.g. Deepfreeze) is installed on public computers				
The library uses a <u>master image deployment</u> and recovery (e.g. Clonezilla, Ghost) system for public computers				
<u>Cold spares</u> are available to switch out downed devices with fresh hardware within a business day				
The library has access to personnel with <u>sufficient IT expertise</u> to maintain the library's network and public technology systems				
The library has at least one staff member located onsite with <u>sufficient IT expertise</u> to maintain the library's network and public technology systems				

10.3. The library tracks key measures about public technology services for planning purposes.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
The following metrics are tracked on an ongoing basis:				
• Number of hours public devices are in use by patrons				
• Number of attendees in technology classes				
• Average wait times for public devices				
• Number of wireless sessions				
• Number of requests for one-on-one technology help				

Benchmark 11

Libraries ensure participation in digital technology for people with disabilities

11.1. The library accommodates users with disabilities.

	Yes	No, but plan to do so in the next year	No, would like to but cannot at this time	No, we have no plans to do so at this time
At least one public terminal with assistive technology that enable use by the visually impaired (e.g., screen readers, magnification, high contrast keyboards and displays) is available at all locations				
At least one public terminal that can be converted with assistive technology to facilitate usage by people with motor and dexterity impairments (e.g., touch screens, trackballs, switches, voice-recognition software) is available at all locations				
The library has at least one workstation in each location that can accommodate a wheelchair or mobility vehicle.				
The library website is compliant with World Wide Web Consortium (W3C) disability standards as evidenced by the use of an online validation service				
Specific accessibility goals are included in the strategic plan				
Staff are provided with training at least annually for recognizing and serving patrons with disabilities				

Congratulations, you have completed the assessment!