

Chelsea Public Library

Three Year Technology Plan DRAFT

2015-2018

INTRODUCTION

In June 2014 a team of five people was selected to serve on the Chelsea Public Library's *Technology Committee*. This team was chosen because everyone was connected to the library in different ways and each person brought a unique perspective to the table. Team members were Library Director Virgil Fuller; Jennie Martin, who was part of CPL's Friends group for several years; former Chelsea school teacher and current library trustee, Susan Morse; Lynn Amber, a former library trustee who works at Dartmouth's Baker Berry Library; and Heidi Allen Goodrich, who served on CPL's Strategic Planning Team.

See Page 8 of this document for more information about the planning meetings and ideas that were generated from these meetings.

SURVEYS

Three different surveys were used to assist the director and the committee in the development of this plan. The *Impact Survey*, the *Edge Initiative*, and the *Digital Inclusion Survey* each served a different purpose and together they produced a wide range of data.

- **The Impact Survey** is “an online survey tool designed specifically for public libraries that want to understand their communities and how people use their public technology resources and services.” This survey was conducted in September 2014 and 29 patrons responded.

Some highlights from this survey include: 45% of respondents had used a computer in the library to access the Internet in the past year. 19% of our public computer users fell below the poverty line. 95% have Internet access somewhere besides the library. 52% of respondents used the library Internet to get assistance in a broad range of areas. The 3 main reasons patrons gave for using the library’s Internet were; employment, civic engagement, and social inclusion.

- **The Edge Initiative** “was created with the vision that all people should have opportunities to enrich and improve their lives through open access to information, communication, and technology services provided by public libraries...

Edge supports libraries in making strategic decisions and identifying areas for improvement. The Edge Toolkit gives libraries a look into their local data, from operations to partnerships and programming, to assess how their community is using the technology and how best practices can be put into place to align future growth and services with community priorities. It also provides useful resources to package and showcase the data to other community leaders.”

This survey was filled out by the Library Director. The three main strategic areas that the *Edge Initiative* scores libraries on are:

- **Community Value¹**
- **Engaging the Community**
- ²

1

Attributes are considered fundamental for all library types. These resources, activities, or programs are generally simple and low cost to implement.

2

Attributes are generally applicable to most library commutes, though a community needs assessment may reveal that some of these resources and services may not create as much value to the community as others.

– Organizational Management³

- **The Digital Inclusion Survey** “documents the extent to which libraries have met the challenges posed by digital technology. While libraries have done much to adapt to both the vast technological and social changes ushered in by the Internet over the past two decades, much more work remains for the future.”

The respondent to this survey was the Library Director and one of the key takeaways from this survey was that, while the library does an excellent job of one-on-one informal help, it does not offer much in the regard of formal help, such as offering classes in the use of technology.

MISSION STATEMENT

The Chelsea Public Library is committed to providing information, resources and services that meet the educational, cultural, technological and recreational needs of the community.

TECHNOLOGY VISION STATEMENT

Keeping current with new technology as it develops allows the Chelsea Public Library to provide patrons and staff with increased access to information and resources in many different ways. Every year we see innovative developments and new opportunities for digital literacy, and with a limited budget it is difficult to keep up with technological advances.

The Chelsea Public Library will achieve its objective of being the primary information center for the Chelsea community by making available a wide range of technological resources, including new devices and access to online classes. In addition we will provide regular workshops at the library to help patrons learn to use new technologies, thereby increasing digital literacy in our community.

TECHNOLOGY INVENTORY

Resource	Type/address	Year Purchased or Contracted
Computers (6)		
Public Computers (3)	Dell Desktop	2012, refurbished
Director Computer	One Lenovo Laptop	2014, new
Assistant Computer	HP Desktop	2012, refurbished
Catalog Computer	Samsung Chrome book	2014, used
E-Readers (3)		
	Barnes and Noble Nook	2012, new
	Amazon Kindle Touch	2012, new
	Sony Reader	2012, new
Printers (4)		
Receipt Printer	Epson TM-T20	2012
Laser Jet Public Printer (3 in 1)	Brother MFC-7860DW	2012
Laser Staff Printer	HP 4100 N	Unknown
Ink Jet Color Printer (3 in 1)	Brother MFC- J475 DW	2014

3

Attributes are generally more costly or difficult to implement but are at the forefront of innovative activities, resources, and services that will help put the library at the center of digital inclusion in the community.

Web presence		
Website	www.chelsealibrary.com	2013
Mango	http://tinyurl.com/asg8jhh	2011
Facebook	http://tinyurl.com/nffrofV	2010
VT Online Library	http://tinyurl.com/pbhkct4	
Listen Up! VT	http://www.listenupvermont.org	2011
Vertical File	http://tinyurl.com/pm5j4op	2014
Universal Class	http://tinyurl.com/lqztjw	
Library Extension for Chrome	http://tinyurl.com/o4joamf	2013
VOKAL/ Koha	http://staff.kohavt.org/ and http://chelsealibrary.kohavt.org/	2012
Internet		
Cable	Charter Business	2010
Software on Public Access Computers		
Microsoft Office Suite 2010: Includes Word and Excel	Purchased through TechSoup	
Mozilla Firefox	http://tinyurl.com/7bakrh8	2012 (updated regularly)
Google Chrome	http://tinyurl.com/6otjsk	2012 (updated regularly)
iTunes	http://tinyurl.com/cmgnntz	2012 (updated regularly)
Avast Free Anti Virus	https://www.avast.com/index	2015 (updated regularly)
Adobe Reader	http://tinyurl.com/4gndbop	2012 (updated regularly)
Overdrive Media Console	http://app.overdrive.com/	2012 (updated regularly)
VLC Media Player	http://tinyurl.com/qg4epjg	2012 (updated regularly)

ASSESSMENT

What We Are Doing Well

- **Providing one-on-one tech help on request** (assuming immediate desk activity does not prevent)
- **Supplying digital content on public access computers.** For example, patrons can access information located on

thumb-drives and have access to Office 2010.

- **Delivering online content**- this includes our website and Facebook page as well our subscription to VT Online Library, Mango Languages, and *Listen Up! VT*.
- **Supporting use of public technology** for patrons pursuing educational opportunities. This includes kids coming in after school to work on homework, as well as access to Universal Class, which also can be accessed from home.
- **Surveying community needs**. We sent out the Impact Survey in late 2014 to gather patron feedback on our current tech offerings and asking where we can do better.
- **Providing staff with work time to engage in tech related learning activities**. All staff are encouraged to participate in (and paid for time spent at) workshops, webinars, and conferences that enhance their tech abilities. This in turn allows us to offer better service to patrons who may need tech assistance.
- **Giving patrons access to the equipment they need**. This includes access to headphones, scanning documents, and a projector (loan agreement is in place).
- **Troubleshooting** for when the Internet goes down (we have a procedure in place).

Where We Could Use Improvement

- Provide faster Internet with increased bandwidth
- Offer regular classes in digital literacy
- Have a plan that specifies a timeline of hardware and software updates
- Provide one-on-one classes for individuals by appointment
- Consider more community-driven technology acquisitions

GOALS AND OBJECTIVES

- Continue (and strive to improve) what we do well
- Offer the following within 3 years of adopting the plan:
 - **Update 1 computer annually or as budget allows**. Director computer was replaced in 2014. Assistant's computer should be replaced in 2015, followed by 3 patron computers. When computers are replaced they will be replaced by laptops instead of desktops. The reason for doing so is twofold- more technology goes into laptops and they take up less space. Having laptops for staff use also allows for the possibility of roving reference, which would not be possible with desktops. Cycle will be done as needed and as budget allows.

Timeline: *Throughout duration of CPL Technology Plan*

Responsibility: *Library Director will oversee*

- **Purchase CD/DVD Cleaner/Scratch Remover**. More and more audiobooks and DVDs have been coming back to the library with patrons unable to play or watch them. To combat this, and increase disc life, the Chelsea Public Library will purchase the VMI 2500 which retails at \$899. Other libraries have purchased these machines and have found their use to be well worth the purchase price. More machines like this can be found at: <http://www.venmill.com>. If area libraries: Chelsea, Tunbridge, Strafford, Royalton and Sharon each contributed \$160 we could purchase this machine (this is not an exclusive list of area libraries.)

Timeline: *2015-2016*

Responsibility: *Library Director will oversee in cooperation with area libraries*

- **Offer Multi-level Classes in Technology Use**. These classes may include (but not be limited to): basic computer use (using a mouse and keyboard), using the Internet, applying for a job online, setting up an email account, gadget specific help (i.e. how to use an iPad), using MS Office applications (Word, Excel, etc.). **NOTE:** This was recommended by the committee as well as the *Edge Initiative*.

Timeline: 2017

Responsibility: *Library Director will oversee the advertising this need*

- **Add More Outlets.** These outlets would be put closer to the main table, as our current outlets near there could cause a tripping hazard when folks are plugged in. Options include putting outlets in the floor, hanging outlets from ceiling, or perhaps invest in a charging station.

Timeline: 2015-2016

Responsibility: *Library Director will oversee bid process from electricians. If a charging station is deemed a better solution, Director will order one.*

- **Update** current technology offerings as necessary. Given CPL's small Technology Budget (\$670 for FY 2015) this may seem daunting. However, it can be achieved by buying through sources such as Tiger Direct, Wincycle, TechSoup, or by asking community members to donate devices they no longer use. Once products are purchased or donated, the lifespan can be extended by regularly updating them.

Timeline: *Throughout duration of CPL Technology Plan*

Responsibility: *Library Director will oversee*

- **Bring in More Devices.** This might include a tech table (a good model is currently displayed at the Howe Library in Hanover, NH) to encourage patrons to explore new technologies. Another option would be to have devices available to check out for in-house use. These devices may include laptops, tablets etc.

Timeline: *By 2018*

Responsibility: *Library Director will oversee*

- **Enhance Internet.** We currently use Charter Business (\$55/month, \$659/yr). Our Internet speed is 100 Mbps with a test download speed of 54.73 Mbps and upload speed of 3.26 Mbps. Virgil will check to see if Charter offers a faster cable service and whether eRate will help lower the cost. The second option would be to look at fiber to replace the cable, which is offered locally by EC Fiber.

Timeline: 2016-2017

Responsibility: *Library Director will oversee*

- **Advertise Tech Offerings at the Library:** Places to advertise include Randolph Herald, Times Argus, Valley News, Front Porch Forum, Facebook, CPS Website, email newsletter, and our low-tech sandwich board! In addition the town's bulletin boards are an important opportunity: the Library, Post Office, Will's Store, Quick Stop, Flanders, and Brookside Bakery.

Another option that the committee discussed was setting up cartoon *talk balloons* throughout the library where patrons would write what they had learned by using the library's resources.

Timeline: *Throughout duration of CPL Technology Plan*

Responsibility: *Library Director will oversee*

- **Provide magazines on an iPad:** If the library were to provide iPads for patron use, one of the many apps that may be of interest is the *Next Issue* app (<http://www.nextissue.com>). At a cost to the library of just \$14.99 a month, patrons could access over 140 magazines. Local newspapers can also be read on the iPad.

Timeline: *By 2018*

Responsibility: *Library Director will oversee*

PROFESSIONAL DEVELOPMENT STRATEGY

Staff will be encouraged and supported in attending statewide professional development offerings; *Vermont Department of Libraries* workshops, *Vermont Library Association* workshops, webinars, and other opportunities to learn about emerging

technologies. In cases where only one staff member can attend these trainings, the Library Director will attend and train other staff as needed.

BUDGET

For fiscal year 2015 our *Computers and Technology Budget* is \$670.00, while in past years it has been \$1,000.00. In order for us to fully realize the goals in this plan, the ideal situation would be for us to gain back the 33% loss.

However, with the average price of a Windows laptop being \$484 (\$653 when including Macs) we could replace one computer a year with our \$670 budget and have a small surplus to purchase other items, which could include a charging station. The director should also pursue grants, in order to increase the technology opportunities at the library.

The committee also recommends including some of the following items in our annual appeal, so that donors may choose to sponsor the purchase of a specific item.

- Computers: \$500 each (4 = \$2,000)
- DVD Cleaner: \$200 + supplies (if purchased in collaboration w/ other libraries)
- Outlets/Charging Station: Cost of outlets unknown, but charging stations that have received good reviews retail for around \$50
- Internet \$659 (current annual budget)
- Magazines on iPad \$14.99/ year

EVALUATION PROCESS

This plan should be evaluated by the Library Director in cooperation with the Library Board of Trustees on a yearly basis upon its initial approval. It can be measured with the following guidelines:

- Timeliness of implementation
- Patron interviews or surveys
- Staff interviews or surveys
- Reaching a specific target
- Usage reports – how often is a service/product being used.
- Return on investment – anecdotal or clear evidence that a service/product is saving staff time and resources or is making library services more accessible to patrons.
- The Board and the Librarian can also come up with a different set of guidelines at its own discretion.

Appendix 1: MEETINGS AND IDEAS

June 2014: At the first meeting of the Technology Committee, invited guest Jessamyn West spoke to the committee about technology planning. She had prepared handouts comparing Chelsea Public Library (CPL) to similar libraries in Vermont, based on operating budgets and the number of computers owned by each library. Jessamyn walked the committee through ways in which they might use these statistics for planning and invited discussion.

September 2014: Some of the ideas that came out of the initial discussion were; the possibility of offering tech classes at the library, adding more outlets, adding a bigger printer with WiFi capabilities, offering laptops for classes (and having a volunteer teach these classes), and adding a box to CPL's web page showing folks the library's technology offerings, to name just a few.

As the meeting drew to a close committee members asked Virgil what they should do to prepare for the next meeting. They were ask to come up with 5 technology related issues that the library currently does well and to give thought to some new technology that we could offer.

The full list of ideas generated from this meeting follows on page 8 of this document.

November 2014: The majority of the discussion at this meeting concerned ways in which we could help community members learn to use (and keep up to date with) new technology. This included how to advertise the library's offerings and classes that could be taught, as well devices that could be purchased. At the end of the meeting, each committee member was given a specific task to look into for the next meeting.

January 2015: The committee was given the results of the surveys and an updated draft of the plan. They each provided feedback from the task to which they were assigned.

March 2015: The team discussed the draft plan that Virgil had sent out by email and offered suggestions for revisions and additions. There was also much discussion of the results of the surveys and how the results could fit into the technology plan.

Appendix 2: SUGGESTIONS FROM TECHNOLOGY MEETING, SEPTEMBER 29, 2014

What the Library Currently Does Well, with Regards to Technology:

1. Provides free WiFi 24/7
2. Has computers available to patrons
3. Provides online access to the collection
4. Can access database via VT Online
5. Encourages afterschool space for young/students to use computers
6. Has a selection of good up-to-date audio books
7. Has an updated website with useful information and links
8. Has a librarian who is current and well-versed in technology
9. Has a librarian who offers tech support to patrons during library hours
10. Has E-readers to loan
11. Provides faxing, scanning, and printing
12. Has e-book and audio book downloads via *Listen Up Vermont*

What the Library Could Do Better:

1. Have presentation plasma screen for meetings/presentations
2. Upgrade to digital projection equipment
3. Provide mobile computer lab for teaching classes
4. Add technology and educational classes
 - Create a website/ blog - Word Press, etc.
 - Write a resume
 - Sign up for unemployment
 - Online investing
 - Digital/virtual referencing
 - Consumer information online
 - Online job seeking sites/resources
 - Online government sites/resources
 - Genealogy tutorials
 - Consumer health and wellness- online resources/sites
 - Software instruction - Excel, Productivity, Photoshop, QuickBooks
 - How to set up technology to support small business start-ups
5. Loan a variety of equipment- laptop, iPads, GPS devices, etc.
6. Digitize special collections/historical material
7. Improve Internet capacity
8. Promote what is already available at the library
 - Hold a (small) "Techie Expo" in the library
 - Inform public of what is already available in the library - and how to use it!
9. Use computer lab at school library for computer lessons
10. Identify a team of volunteers who would be available at specific times to help w/ tech assistance
 - Put sandwich board out whenever tech assistant is available
 - Hold workshops such as, *Learn to Use Your Kindle!*