Good afternoon! And welcome to Small and Rural Libraries, Creating the Future (with Edge)

My name is Lourdes Aceves, and I'm the Senior Program Manager for Edge. Edge is led by the Urban Libraries Council, which is based in Washington, DC.

I'm excited and grateful that you've taken the time to join us today, to learn more about Edge and how it can help small and rural libraries improve their technology services and programs.
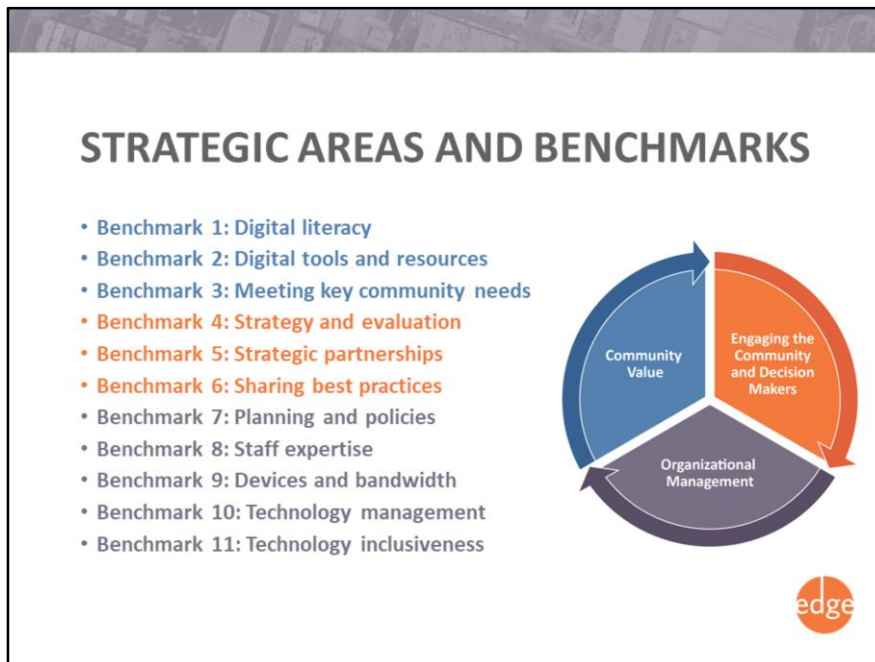
Libraries use Edge to create a roadmap for strengthening and developing technology services to meet the specific priorities of their communities.

The best way to describe the process of Edge is to break it down into four easy steps. Libraries use these steps as a guide when working towards improved outcomes that benefit the communities they serve.
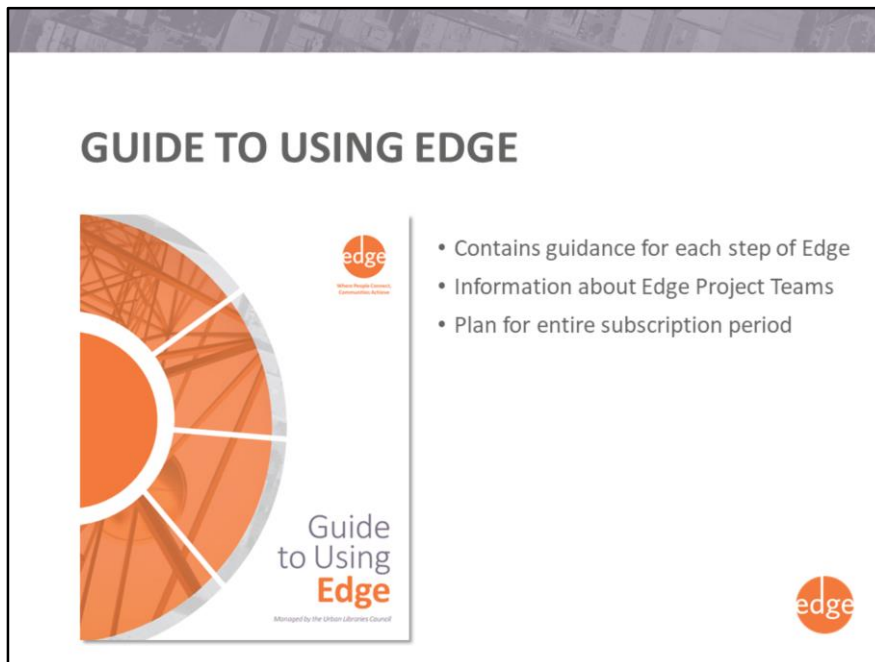
To get libraries through each step of Edge, we are launching our new Guide to Using Edge at this OLA Conference. It's available at the Edge booth today so please stop by if you'd like to take a copy home. This manual provides in-depth information and instructions for each step, including a full list of the tools, resources, and learning opportunities you would have access to during each step.

Depending on the size of your library, we suggest building an Edge Project Team. These teams typically consist of two to four people that have in-depth knowledge of the library's technology, programs, services, partnerships, and operations. For smaller libraries, we suggest engaging volunteers for your team to help with the gathering of the data.

STRATEGIC AREAS AND BENCHMARKS

- Benchmark 1: Digital literacy
- Benchmark 2: Digital tools and resources
- Benchmark 3: Meeting key community needs
- Benchmark 4: Strategy and evaluation
- Benchmark 5: Strategic partnerships
- Benchmark 6: Sharing best practices
- Benchmark 7: Planning and policies
- Benchmark 8: Staff expertise
- Benchmark 9: Devices and bandwidth
- Benchmark 10: Technology management
- Benchmark 11: Technology inclusiveness

Community Value

Engaging the Community and Decision Makers

Organizational Management

Lourdes

The Edge framework is based on three strategic areas: Community Value, Engaging the Community and Decision Makers, and Organizational Management.

Each Strategic Area focuses on a set of benchmarks and related questions. Our 11 benchmarks were developed to measure success in these areas. As the first set of national technology benchmarks for the library field, we're proud to say they serve as reference points for each of the tools in this toolkit. You can find a complete overview of the benchmarks on our website – www.libraryedge.org.

The Community Value strategic area covers Benchmarks 1 to 3.
These Benchmarks assess the resources and services your library offers patrons to help them use technology to reach their goals.

Benchmarks 4 to 6 fall under the Engaging the Community and Decision Makers Strategic Area.
These Benchmarks measure the library's engagement with the community, its partners, and its funders in an effort to meet community priorities.

Our final Strategic Area is the Organizational Management Strategic Area.
The Benchmarks for Organizational Management evaluate areas more traditionally associated with technology management, such as bandwidth, devices, staff technology

competencies, and assistive technology.

Lourdes

We refer to Edge as a toolkit because it provides a complete set of tools for libraries to assess their technology services, identify ways to strengthen those services, and engage with community leaders and other stakeholders to effect positive change within their communities.

The toolkit includes the benchmarks, an assessment tool, a training curriculum, recommendations and planning tools, resources, and community engagement tools.

Importantly, each piece of the Toolkit has been designed to be used by all libraries, regardless of size or location.

MILTON-FREEWATER PUBLIC LIBRARY, MILTON-FREEWATER, OR

MILTON-FREEWATER PUBLIC LIBRARY
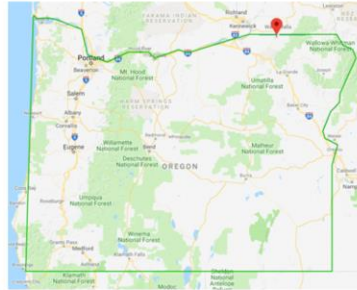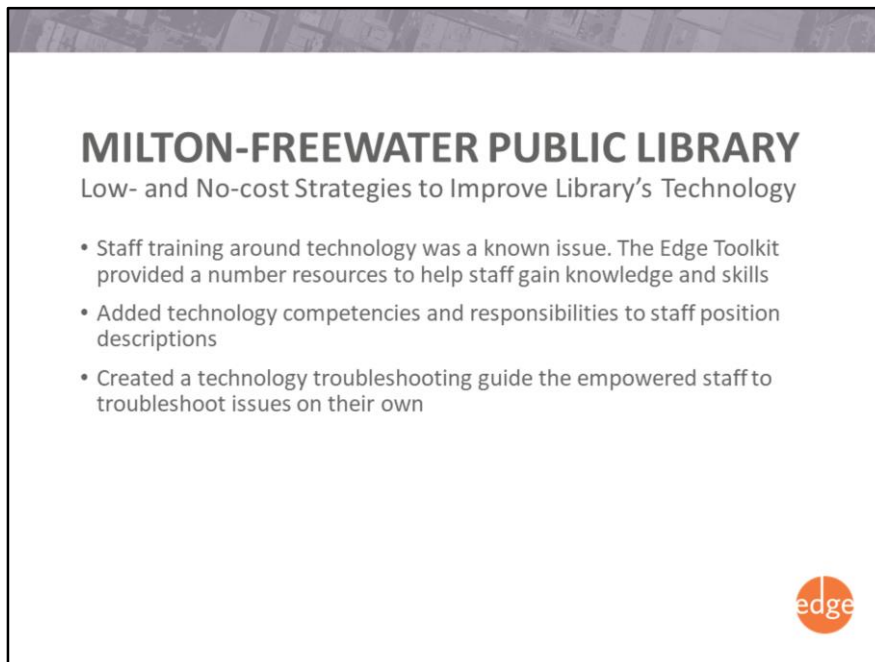
Milton-Freewater, OR | p. 10,091

Photo by Willamette Valley Vineyards

MILTON-FREEWATER PUBLIC LIBRARY
Low- and No-cost Strategies to Improve Library's Technology

- Staff training around technology was a known issue. The Edge Toolkit provided a number resources to help staff gain knowledge and skills
- Added technology competencies and responsibilities to staff position descriptions
- Created a technology troubleshooting guide the empowered staff to troubleshoot issues on their own

Low and no-cost strategies to improve our library's technology:

1. The assessment helped us to identify the areas we needed improving. Technology training for staff was one area we knew we could improve by using the training resources identified in the Edge Toolkit

2. Until Edge we had very little on our staff job descriptions in regards to technology. This helped us interview recently, because we were able to include many questions about technology in our interviewing.

3. Troubleshooting Guide - Edge helped me create a Troubleshooting guide for staff, so that they are able to troubleshoot technology issues on their own. This guide also encouraged me to ensure all staff have contact information for all of our IT staff who are offsite.

1. Peer Comparison Report: helped us to compare our library with peers across the country. We were able to see the kinds of things they were doing and adapt those to our needs.
2. The Assessment Results Report provides a lot of information. It was overwhelming at first until we were able to identify areas that we could tackle.
3. The Action Plan is where we found the resources we needed to helps us accomplish specific ways to improve our library's technology services. There are ways to filter possible action steps (such as by benchmarks or by easiest to implement).

MILTON-FREEWATER PUBLIC LIBRARY
Next Steps

- As we begin to wrap up our action plan, we will be sharing our successes with our local leaders
- Edge should not be a one time thing, and we plan to evaluate our services at least once a year and continue to improve

edge

"BEING ABLE TO COMPARE OURSELVES TO OTHER SMALL LIBRARIES, AND SEEING WHAT THEY ARE DOING GAVE ME THE PUSH TO KNOW THAT THIS IS SOMETHING WE CAN ACCOMPLISH."

- ERIN WELLS, DIRECTOR

Full quote for context: *For many of us in small and rural libraries it is difficult for us to make big changes, or finish big projects because we have such a small staff. Being able to compare ourselves to other small libraries, and seeing what they are doing gave me the push to know that this is something we can accomplish*

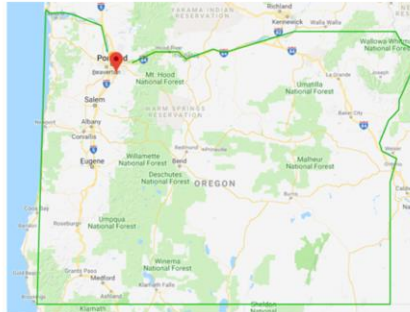OREGON CITY PUBLIC LIBRARY, OREGON CITY, OR

PRESENTER:

AARON NOVINGER, TECHNOLOGY
AND PROMOTION LIBRARIAN

OREGON CITY PUBLIC LIBRARY
Oregon City, OR | p. 38,286

- Oregon City
  - The End of the Oregon Trail,
  - Seat of Clackamas County
  - Population = 34,240 (2017)
- Library Service Area = 58,000
- Recent Expansion = 15,000 sq. ft. added in 2016.
- Library Foundation + Friends

Oregon City is the seat of Clackamas County and the first incorporated city in the West. It sits near the End of the Oregon Trail. A community proud of its heritage and history.

Population is 34k, yet unincorporated library service areas include another 24k bringing total service area to 58k.

1913 Carnegie building expanded upon w/a 15k sq. ft. addition – Grand Opening October 2016.

Library Foundation still in place; Friends Used Bookstore two blocks away
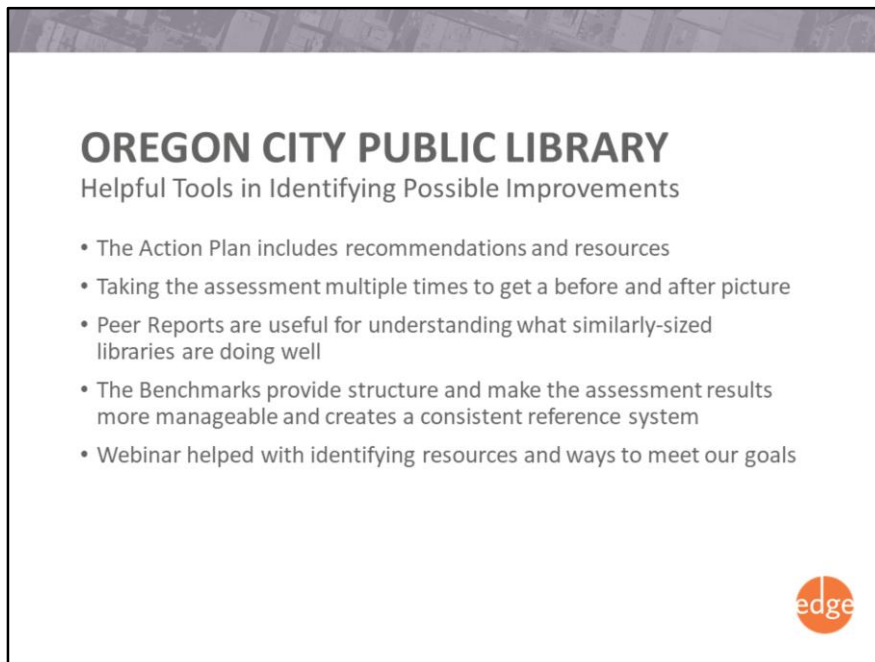
OREGON CITY PUBLIC LIBRARY
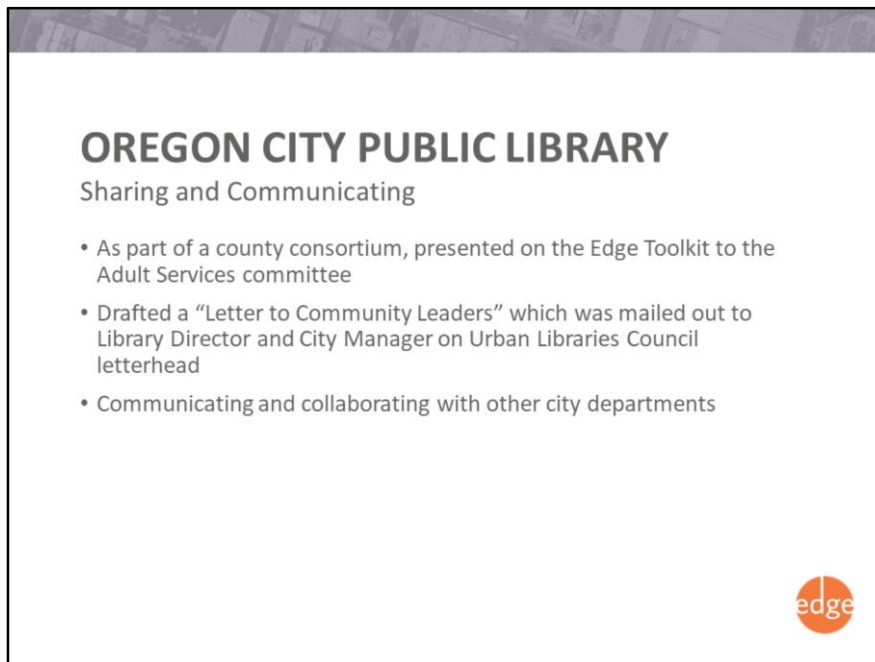Low- and No-cost Strategies to Improve Library's Technology

- Updated website with resources to better serve library's community
- Edge recommendations helped to identify ADA technology needs, library purchased a $35 high-contrast keyboard to assist patrons with low-vision
- Building expansion included a new community meeting room which has provided the opportunity to create partnerships with various county, city, and non-profit organizations with a focus on health and wellness topics
  - Conference and Everything Room provide spaces with wall monitor for group meetings
- Received recent donation for electronic magnifier

1. Edge recommendations for topics and resources was helpful in evaluating and updating the resources on the library's website. Migrated from a legacy site around time of expansion, so opportunity exists to update.
    1. Worked with consortium's IT team to default all public access computer browsers to library website (orcity.org whitelisted on the catalog computers), which we didn't have before. Further promote programs and services.
2. Addressing ADA needs; City working with AHA consulting to do so for website. Rearranged computer workstations to accommodate wheelchair.
3. Received donation from OC Woman's Club to purchase Maggie for vision impaired patrons – regular magnifiers weren't always helpful, especially for backs of Playaways. Same company has offered a demo for USB magnifier for computer use.

OREGON CITY PUBLIC LIBRARY
Helpful Tools in Identifying Possible Improvements

- The Action Plan includes recommendations and resources
- Taking the assessment multiple times to get a before and after picture
- Peer Reports are useful for understanding what similarly-sized libraries are doing well
- The Benchmarks provide structure and make the assessment results more manageable and creates a consistent reference system
- Webinar helped with identifying resources and ways to meet our goals

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- The resources in particular provide examples from other libraries in addition to articles, videos, and webinars to assist with meeting goals

- Comparing the results from two assessments is great for understanding what improvements have been made and in identifying what to improve next

- Very helpful in webinars to hear examples of what other libraries are doing with their EDGE results. When you hear their doing similar things, such as building partnerships with other city depts. (EcDev) it affirms that you're on the right track with your library.
    - Also, libraries are great resource sharers. For example, you get to see what other libraries use for staffing resources, how they organize job fairs, and how they determine which online tutoring services best fit their community needs. It's a shortcut to research, makes you less dependent on Google, and helps prevent on overspending for a service if you know other libraries have utilized them.
    - Webinars are not just trainings; they're also forums for discussion and sharing.

OREGON CITY PUBLIC LIBRARY
Sharing and Communicating

- As part of a county consortium, presented on the Edge Toolkit to the Adult Services committee
- Drafted a "Letter to Community Leaders" which was mailed out to Library Director and City Manager on Urban Libraries Council letterhead
- Communicating and collaborating with other city departments

Shared how important it is to assess their libraries technology-related services and programs, emphasizing they self-assess their own libraries - no judgment! While we in the public library world are not mandated by states to follow standards, the EDGE Initiative helps to be able to create our own. In addition, the more libraries there are using EDGE, the more helpful of a tool it can be in that it provides each library reports to compare/contrast with their services with similarly sized libraries.

Letter outline how participating in the Edge Initiative helped shaped library's services and programs for the community

Upcoming laptop cart/Wireless printing – Working with county IT team and school district on configurations of Chromebooks (Summer 2018?)

Oregon City is looking at an enormous amount of economic development in its near future; therefore, I have scheduled meetings with EcDev staff to brainstorm how the Library can partner with them to prepare for such growth. We have already partnered with the County's Worksource of Oregon division for programming. Now, I'd like to beef up our website's resources for job skills that will align job seekers with the employer's needs for the area.

"EDGE HAS HELPED US STRUCTURE THE WAY WE OFFER SERVICES AND PROGRAMS TO THE COMMUNITY. THERE ARE SO MANY TECHNOLOGY OPTIONS FOR LIBRARIES TO OFFER, WE WANT THEM TO BE RELEVANT TO OUR COMMUNITY'S NEEDS."
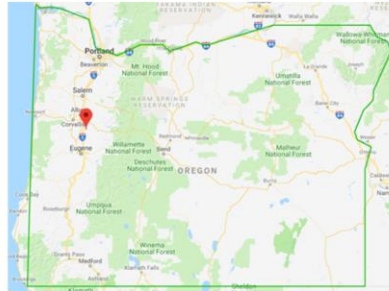
- AARON NOVINGER, LIBRARIAN

BROWNSVILLE COMMUNITY LIBRARY, BROWNSVILLE, OR

The Brownsville Community Library is the "social hub" of this community of 1,700 residents.

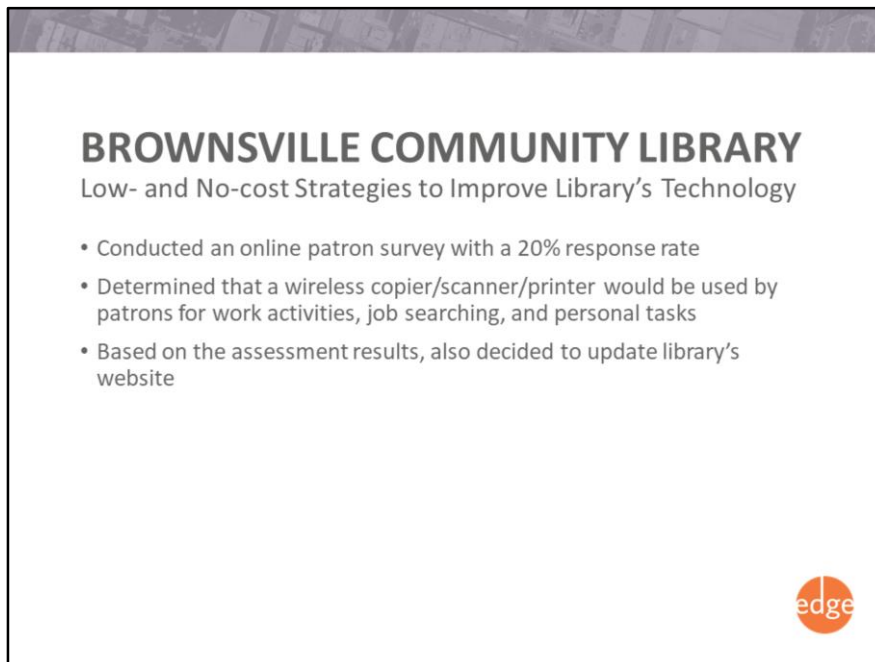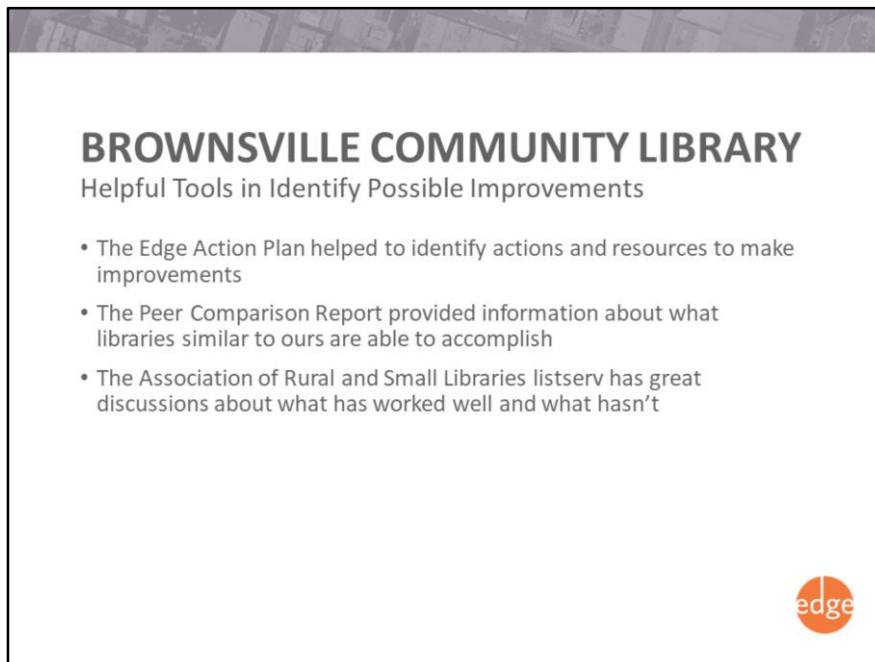We strive to maintain and improve the quality of life for all citizens of our community. We do this by collecting and providing books, materials and resources that enhance and contribute to individual knowledge, enlightenment and enjoyment. Our library is an efficient, friendly and pleasant environment for all.

Our City motto is "Brownsville Welcomes You Home". I always think we should add "where would you like to Volunteer?"!

BROWNSVILLE COMMUNITY LIBRARY
Low- and No-cost Strategies to Improve Library's Technology

- Conducted an online patron survey with a 20% response rate
- Determined that a wireless copier/scanner/printer would be used by patrons for work activities, job searching, and personal tasks
- Based on the assessment results, also decided to update library's website

1. Received assistance from the Edge team on the survey. From the survey we learned that…

2. Have submitted grant application to help fund the wireless copier/scanner/printer.

3. Library website had a number of broken links and links to dated sites. Found new content to add for: medical, legal, job search, college selection and financial aid.

BROWNSVILLE COMMUNITY LIBRARY
Helpful Tools in Identify Possible Improvements

- The Edge Action Plan helped to identify actions and resources to make improvements
- The Peer Comparison Report provided information about what libraries similar to ours are able to accomplish
- The Association of Rural and Small Libraries listserv has great discussions about what has worked well and what hasn't

1. Each possible action has 1 to 5 resources in the form of articles, archived webinars or other resources to provide ideas how to implement identified improvements.

2. Peer Comparison report gave ideas of what our library could do as well.

3. For example, attendance at computer / technology programs is dropping and libraries have learned that one-on-one sessions are more effective in meeting with patrons who have busy schedules.

BROWNSVILLE COMMUNITY LIBRARY
Next Steps

- Have been reporting regularly on:
    - conducting the survey,
    - updating the website,
    - and the need for an all-in-one printer for patrons
- Updating the website has meant that patrons have access to better content and new topics
- Purchasing an all-in-one printer for wireless scanning/copying/printing means that patrons will be able to complete work activities, job applications, and personal tasks
- City Council Reports can be most entertaining!

https://www.youtube.com/watch?v=LM8qgkV9F5w

"EDGE HELPED ME EVALUATE THE STRENGTHS AND WEAKNESSES OF MY LIBRARY. USING THIS FACTUAL DATA, I AM PRIORITIZING AND PLANNING IMPROVEMENTS."

- SHERRI LEMHOUSE, LIBRARIAN

BEST PRACTICES
How to Succeed with Edge

- Take the Assessment – learn where you are so you can figure out where you want to go!

- Use the Assessment Results, the Peer Comparison Report, and the Action Plan to prioritize activities and gather resources to make it happen.

- Attend the webinars and visit the support site – they will help you with the tools and help you to move forward.

- Ask for help! The Edge team is available. The State Library is available We want you to succeed!

- Keep your stakeholders informed as you make progress. Don't be shy, share your successes!

Don't get overwhelmed, the Edge Toolkit will provide you with a lot "to do" based on your assessment results. Pick and choose two or three to get the ball rolling.

Take a look at the resources provided to see what makes the most sense for your library.

Make time for the webinars – you'll get a lot of great information!

Getting stuck? Need help?

Definitely let your community know how you're doing! Keep your stakeholders up to date.

WE WANT TO HEAR FROM YOU!

- What would help get you started?
- If you've started but haven't made as much progress as you'd like, what are the barriers? What would help get you unstuck?
- The Edge team can help!

Please feel free to reach out to any of us at any time.

Here is our contact information.