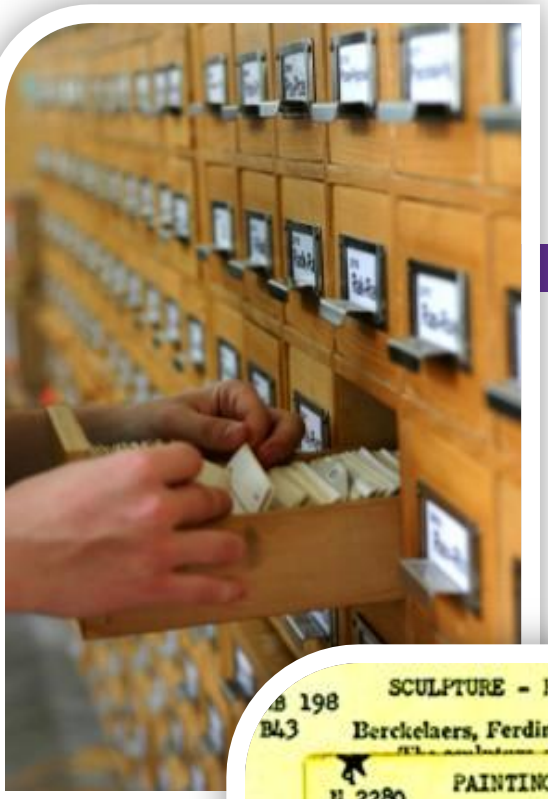
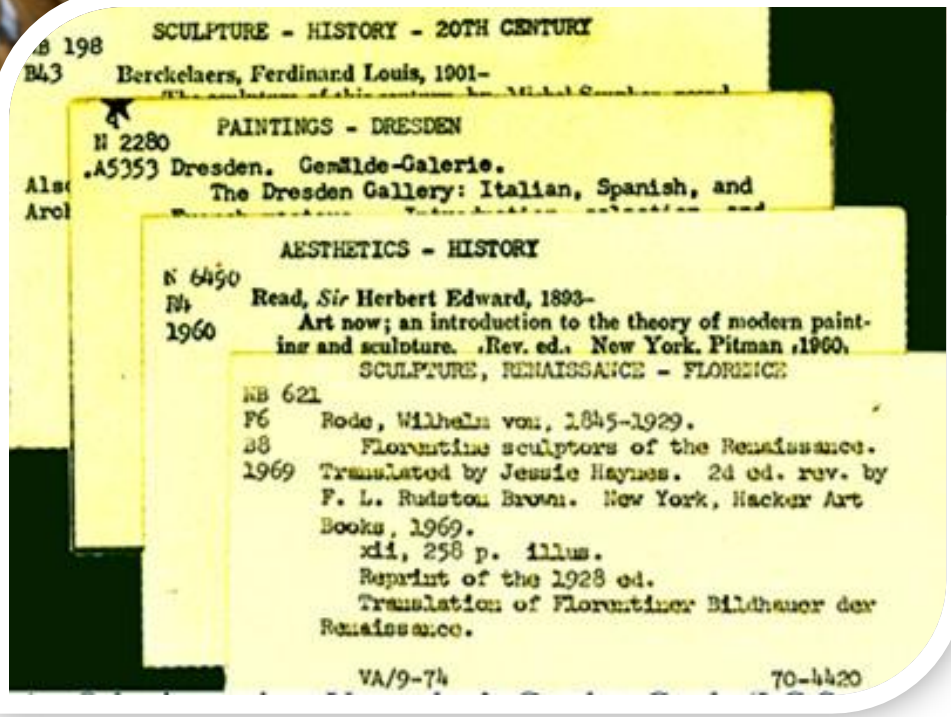
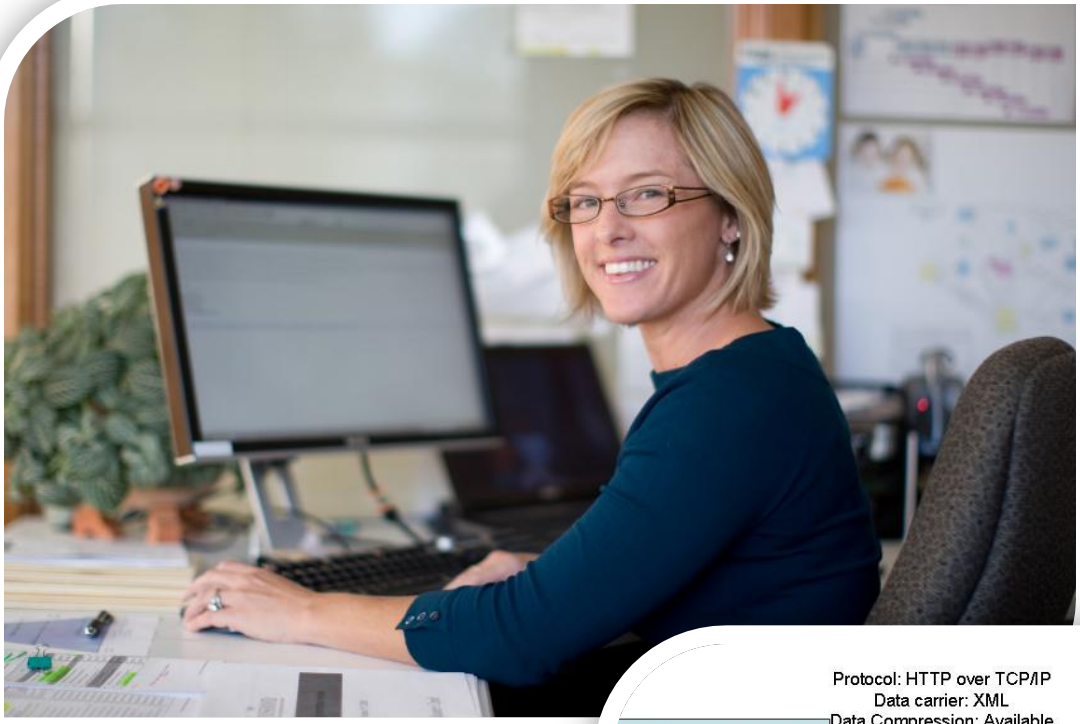
# INNOVATIVE SERVICES OF THE PUBLIC LIBRARY IN THE DIGITAL AGE

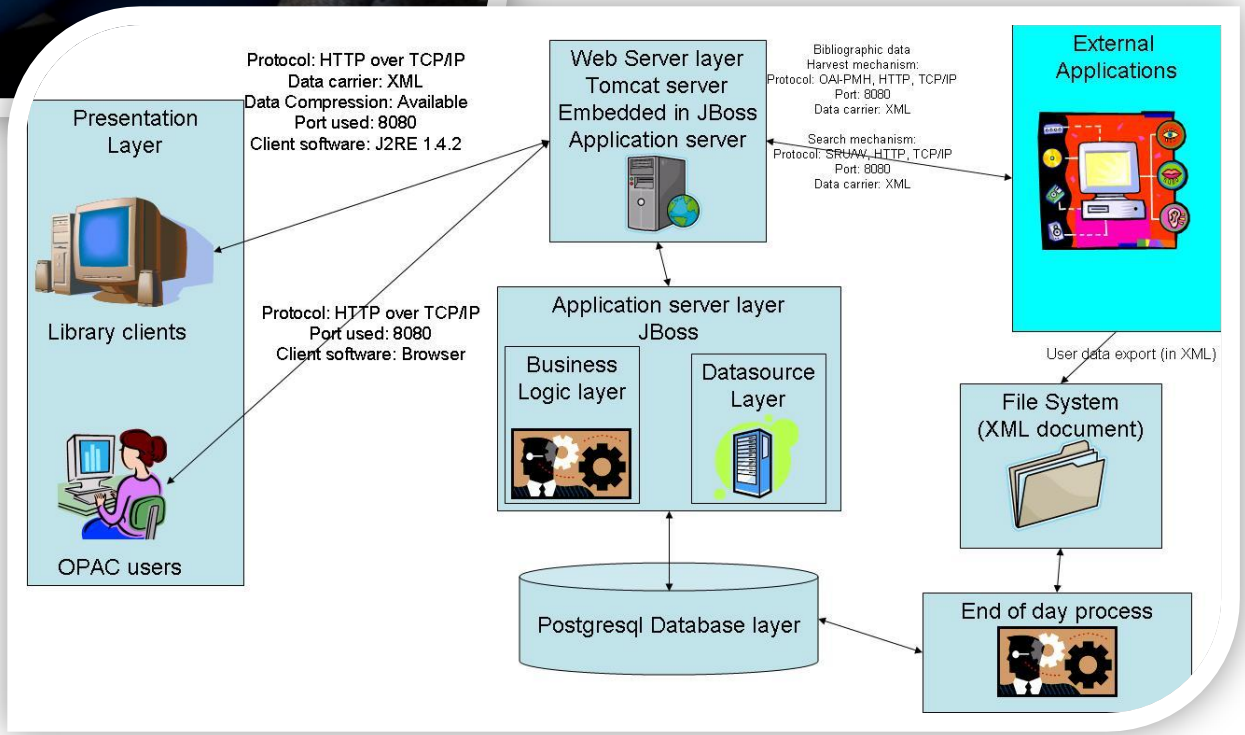
Eva Poole, PLA President, Chief of Staff,
District of Columbia Public Library



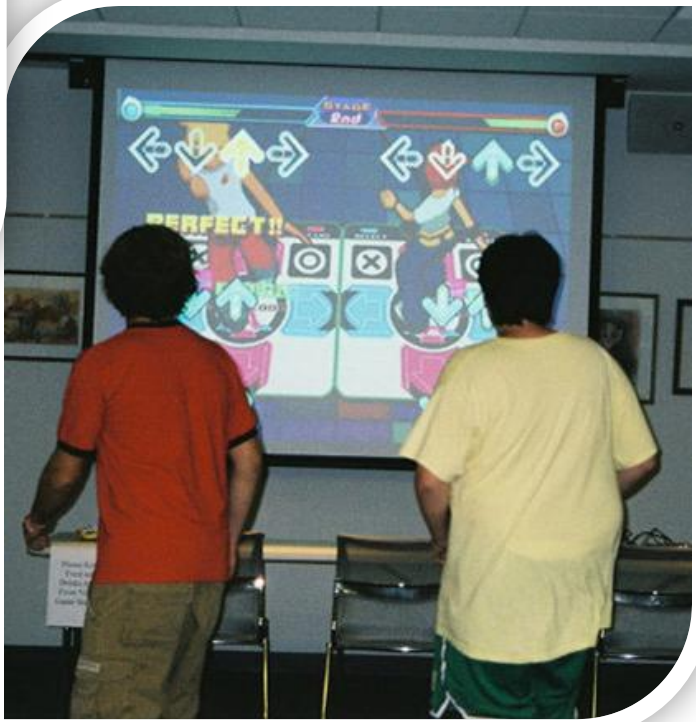

SCULPTURE - HISTORY - 20TH CENTURY
B43
Berckelaers, Ferdinand Louis, 1901-
PAINTINGS - DRESDEN
N 2280
.A5353 Dresden. Gemälde-Galerie.
The Dresden Gallery: Italian, Spanish, and
AESTHETICS - HISTORY
N 6490
N4
1960
Read, Sir Herbert Edward, 1893-
Art now; an introduction to the theory of modern paint-
ing and sculpture. Rev. ed. New York. Pitman, 1960.
SCULPTURE, RENAISSANCE - FLORENCE
NB 621
F6
Rode, Wilhelm von, 1845-1929.
38
Florentine sculptors of the Renaissance.
1969
Translated by Jessie Haynes. 2d ed. rev. by
F. L. Rudston Brown. New York, Hacker Art
Books, 1969.
xii, 258 p. illus.
Reprint of the 1928 ed.
Translation of Florentiner Bildhauer der
Renaissance.
VA/9-74
70-4420

thejoyof




Protocol: HTTP over TCP/IP
Data carrier: XML
Data Compression: Available
Port used: 8080
Client software: J2RE 1.4.2
Web Server layer
Tomcat server
Embedded in JBoss
Application server
Bibliographic data
Harvest mechanism:
Protocol: OAI-PMH, HTTP, TCP/IP
Port: 8080
Data carrier: XML
Search mechanism:
Protocol: SRUAV, HTTP, TCP/IP
Port: 8080
Data carrier: XML
External Applications
Presentation Layer
Library clients
Protocol: HTTP over TCP/IP
Port used: 8080
Client software: Browser
Application server layer
JBoss
Business Logic layer
Datasource Layer
User data export (in XML)
File System (XML document)
OPAC users
Postgresql Database layer
End of day process

Maker Faire
MakerBot


PERFECT!!

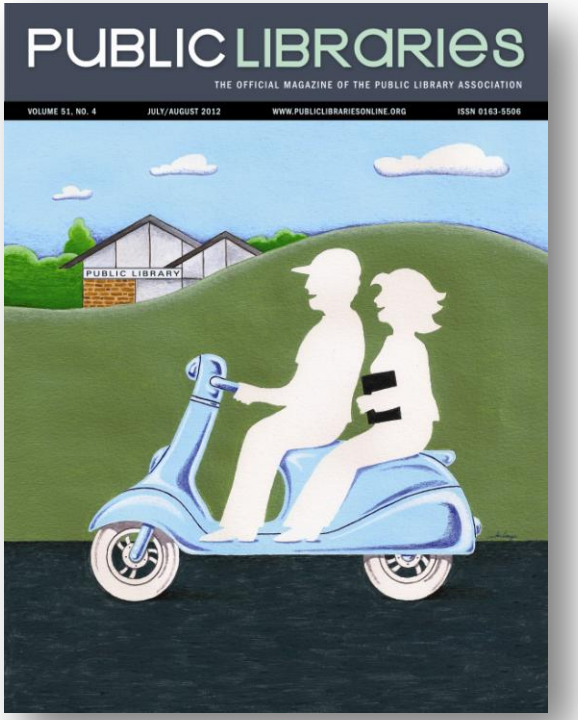
# DATA AND CASE STUDIES

PLA 2012

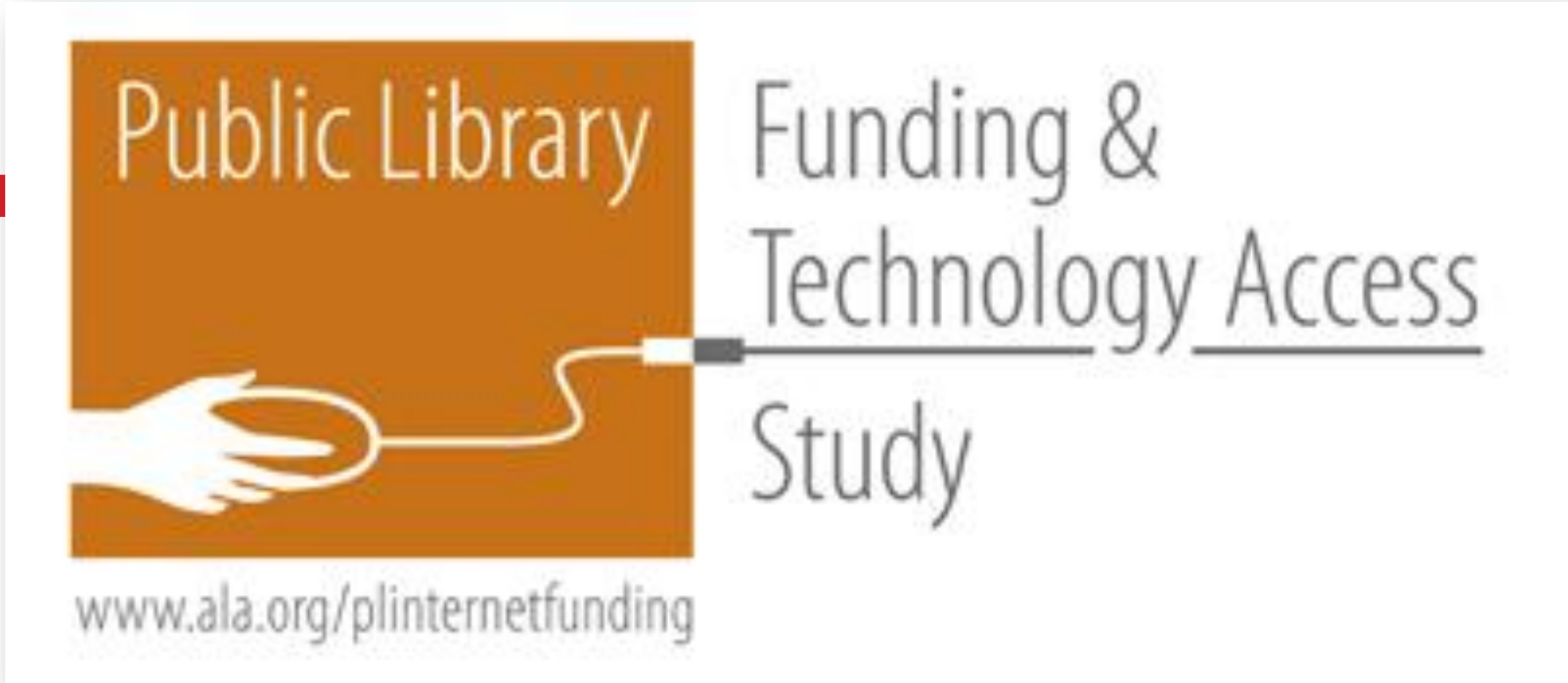
PHILADELPHIA
PENNSYLVANIA
MARCH 13-17, 2012

PLA @ ALA

Don't miss programs sponsored by the Public Library Association at the ALA Annual Conference




# PLA Public Libraries at Work
## Webinar Series




**Internet Access · Digital Literacy Skills · Social Media · Access to E-Books · Online Resources**

Hoffman, Judy, John Carlo Bertot, and Denise M. Davis. Libraries Connect Communities: Public Library Funding & Technology Access Study 2011-2012. Digital supplement of American Libraries magazine, June 2012.

# INTERNET ACCESS

**62%**
of libraries are the only source of free public access to computers and the Internet in their communities.

**91%**
of public libraries provide free Wi-Fi.

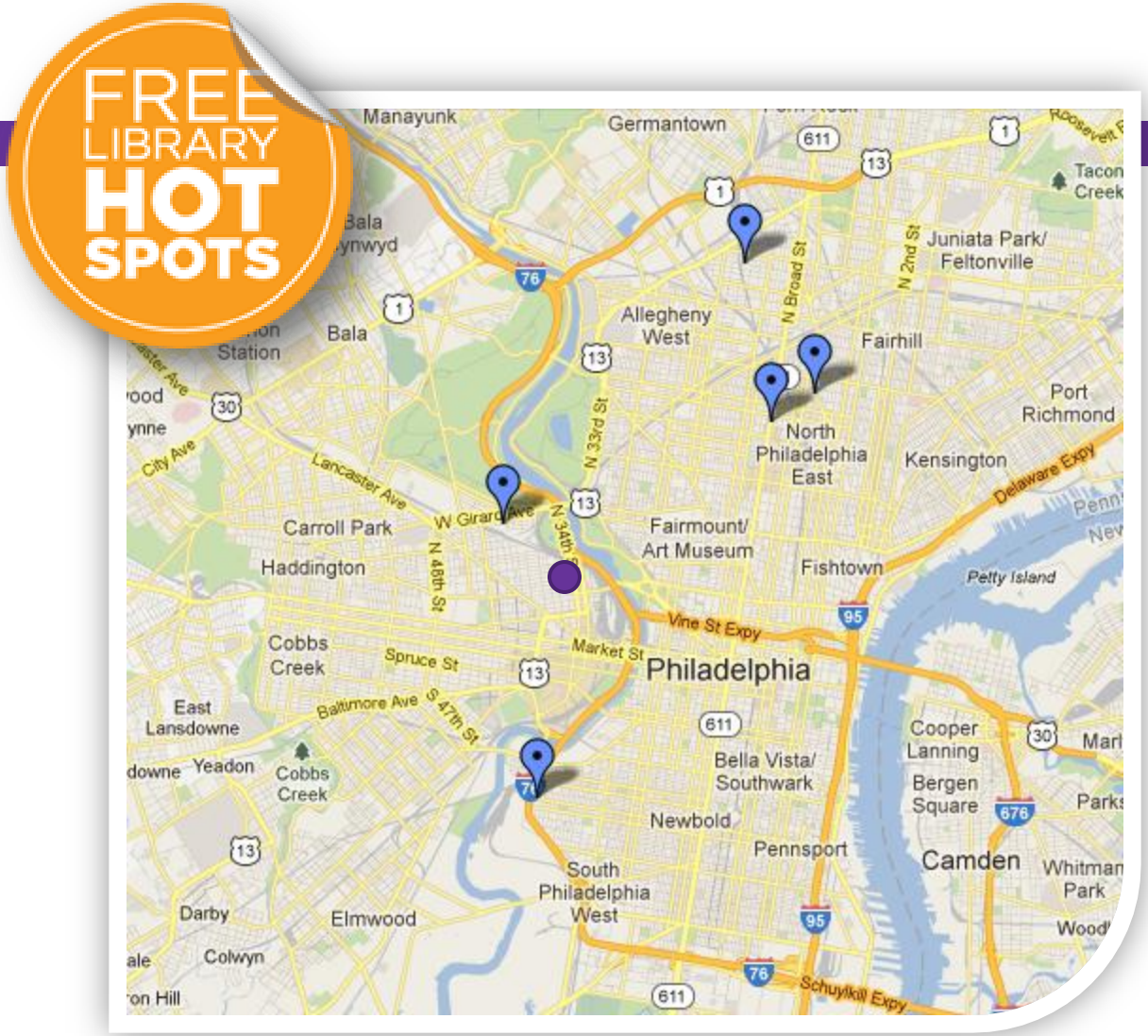
**100%**
of public library branches offer public Internet access.

Public library branches report an average of **16.4** public access computers.

# Digital Inclusion: Libraries Transform Communities

PLA @ ALA Annual Conference, June 25, 2012

*Presenters: Khaleef Aye, Free Library of Philadelphia Foundation, Penn.; Jennifer Donsky, Free Library of Philadelphia; Jamie Hollier, Colorado Public Computer Centers, Colorado State Library; Erin Kirchoefer, Public Computer Center, High Plains (Colo.) Library District; Joel Nichols, Techmobile, Free Library of Philadelphia; Elizabeth Orsburn, Free Library of Philadelphia; Paul Paladino, Montrose (Colo.) Library District; Crystal Schimpf, Public Computer Center, Colorado State Library*




**Free Library of Philadelphia**
**Philadelphia, Pennsylvania**

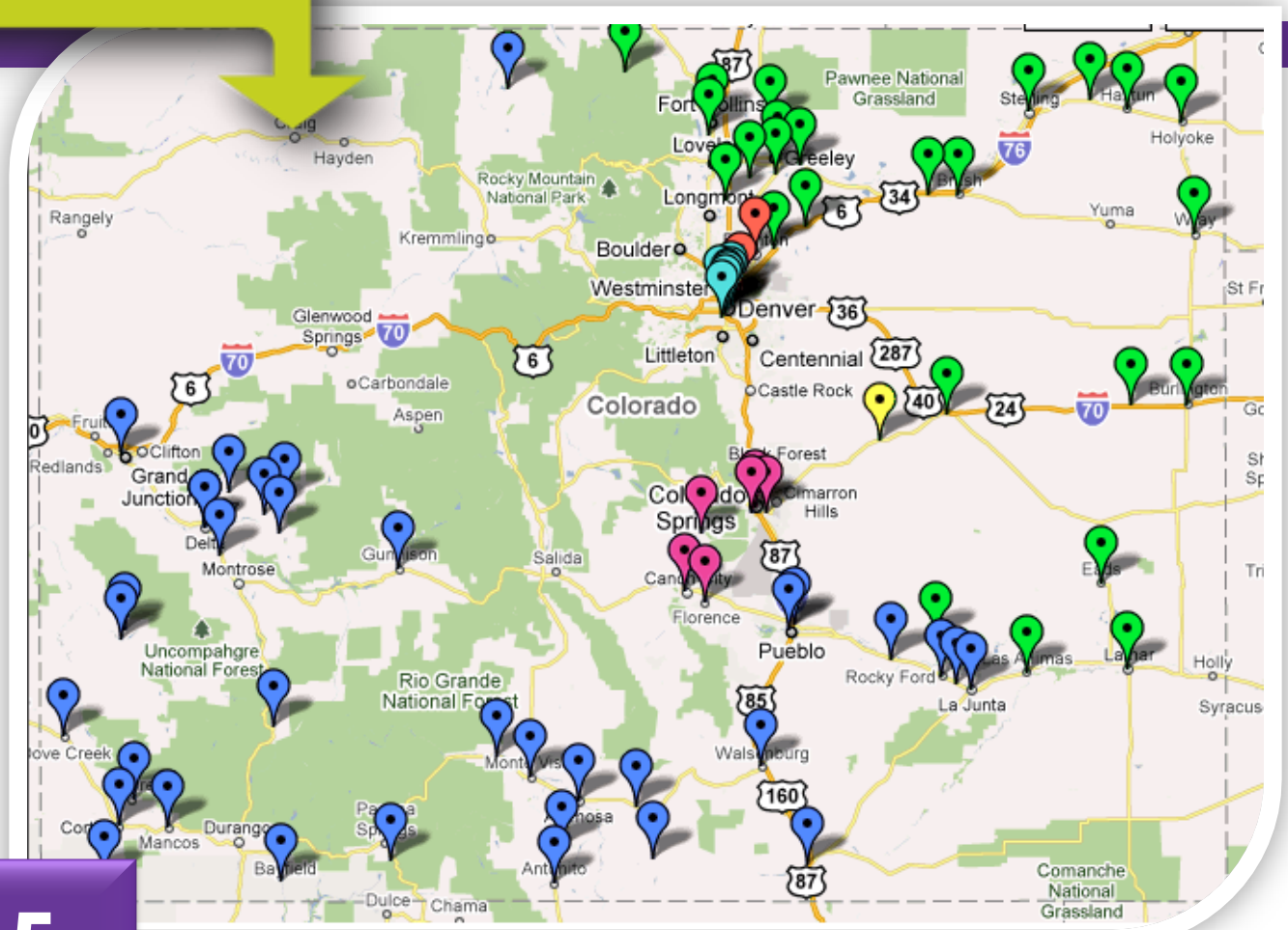
Transform your life!
Internet access, computers,
and one-on-one help.
All inside and all for free.
FREE
LIBRARY
HOT
SPOT

# COLORADO PUBLIC COMPUTER CENTERS

**88**
**Locations**

**1154**
**Computers Installed**

**2,185,245**
**Computer Users**



SU BIBLIOTECA
EXCELENTES COMPUTADORAS
AYUDA CORDIAL
TODOS SON BIENVENIDOS
CONÉCTESE CON SU FAMILIA
Visite su biblioteca para obtener más información.
Nombre de la biblioteca
Dirección, ciudad, estado 00000
000-000-0000
YOUR LIBRARY
GREAT COMPUTERS
FRIENDLY HELP
EVERYONE'S WELCOME
Visit your library to find out more.
CONNECT TO EMAIL
CONNECT WITH FRIENDS
CONNECT TO GOVERNMENT SERVICES

# Edge: Public Access Technology Benchmarks

A PLA Initiative – Funded by the Bill and Melinda Gates Foundation

The Edge Coalition has developed a rating system comprised of benchmarks and indicators designed to work as an assessment tool.

They identify what practices, policies, equipment, and staffing libraries need to have in place to provide robust computer and Internet services to their patrons.

www.libraryedge.org

# Sample Benchmark

Libraries have sufficient devices and bandwidth to accommodate user demand.

**Indicator:** *The library has a sufficient number of device hours available on a per capita basis.*

**Indicator:** *The library has sufficient bandwidth capacity to support user demand. See the* ***Bandwidth Planner/Calculator*** *for an approximation of how this calculation will be performed.*

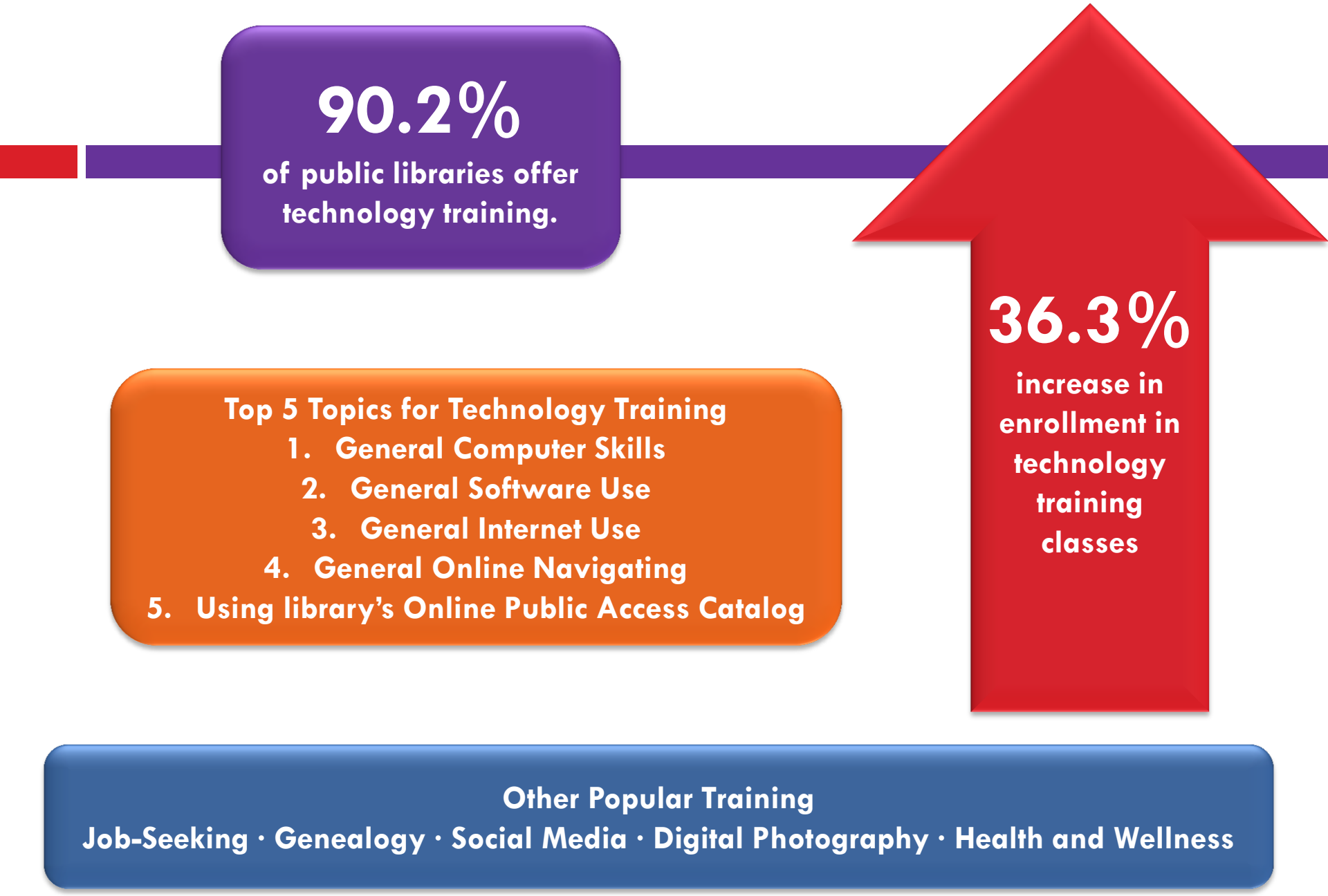
# Sample Benchmark

Libraries manage their technology resources to maximize quality.

**Indicator:** *The library manages internet connectivity by tracking some/all of the following:*

- Knows maximum available bandwidth speed available at each branch
- Monitors connectivity (up/down) continuously at the network level for all branches
- Monitors traffic by packet type and volume
- Receives alerts about connectivity problems in real time
- Optimizes network bandwidth to provide stable service by splitting bandwidth between library staff functions and public Internet access

# DIGITAL LITERACY SKILLS


90.2%
of public libraries offer technology training.
36.3%
increase in enrollment in technology training classes
Top 5 Topics for Technology Training
1. General Computer Skills
2. General Software Use
3. General Internet Use
4. General Online Navigating
5. Using library's Online Public Access Catalog
Other Popular Training
Job-Seeking · Genealogy · Social Media · Digital Photography · Health and Wellness

# Creating a Digital Media Lab At Your Library

Public Libraries at Work Webinar, January 25, 2012

*Presenters: Toby Greenwalt and Mick Jacobsen, Skokie Valley (Ill.) Public Library*

Digital Media Lab
YOU CAN MAKE VIDEOS WITH VARIOUS BACKDROPS
RECORD FROM A MICROPHONE
PLAY AND EDIT MUSIC
WOW! THIS IS AMAZING!
HOW DO I USE THE LAB?

Canon

# Technology Petting Zoos in Public Libraries

PLA Conference, March 15

*Presenters: Cindy Church, continuing education consultant, Library of Virginia, Richmond, Va.; Lisa Varga. executive director, Virginia Library Association, Virginia Beach, Va.*

- Library staff training
- Seven regional training centers
- Two petting zoos per quarter

# What's Inside the Zoo?

- Kindle
- Kindle DX
- Nook
- Nook Color
- Nook Simple Touch
- Sony Reader Touch
- iPad
- iPad2
- Sony Tablet
- kobo reader
- iPod Touch 4
- Wii
- Educational games
- PanDigital reader
- Tablet

# Digital Learning Center

PLA Initiative – Funded by the Institute of Museum and Library Services

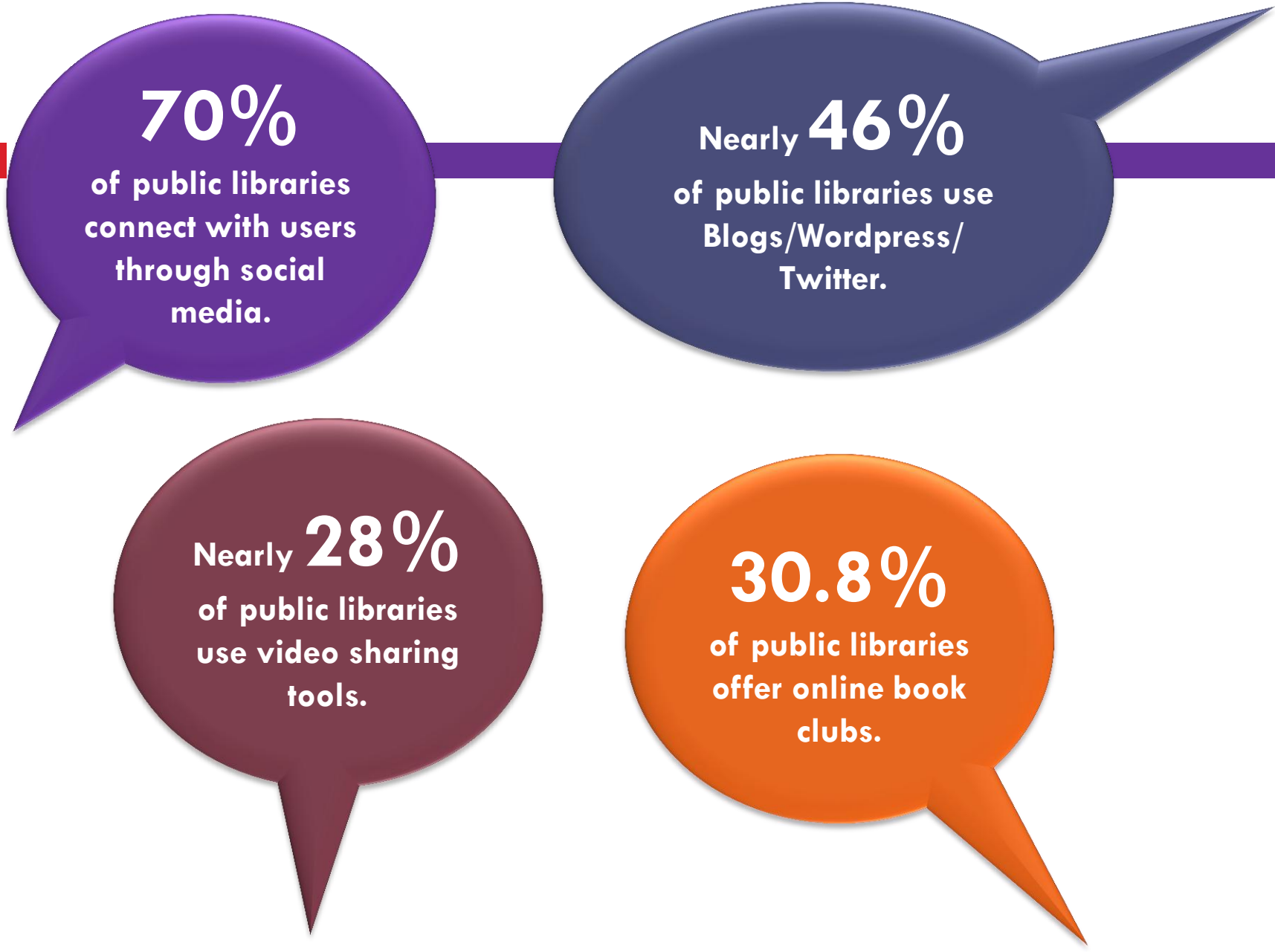
"We know that more than 100 million people do not have broadband access at home. One of the most significant barriers to adoption is the need for digital literacy skills."

IMLS Director Susan H. Hildreth

# Goals of the Grant

- Develop an online collection of digital literacy resources that will be accessible to libraries, patrons, and other community-based organizations
- Create training curricula in English and Spanish
- Promote user/library participation and contribution
- Outline a plan for sustainability

# SOCIAL MEDIA


70%
of public libraries connect with users through social media.
Nearly 46%
of public libraries use Blogs/Wordpress/ Twitter.
Nearly 28%
of public libraries use video sharing tools.
30.8%
of public libraries offer online book clubs.

# Social Networking, Gaming, and Summerreading.org

PLA Conference, March 16

*Presenters: Vikki Terrile, coordinator of young adult services, Queens (N.Y.) Library; Andrea Vaughn, coordinator of Central Library youth services, Brooklyn (N.Y.) Public Library; Andrew Wilson, project manager, New York (N.Y.) Public Library*

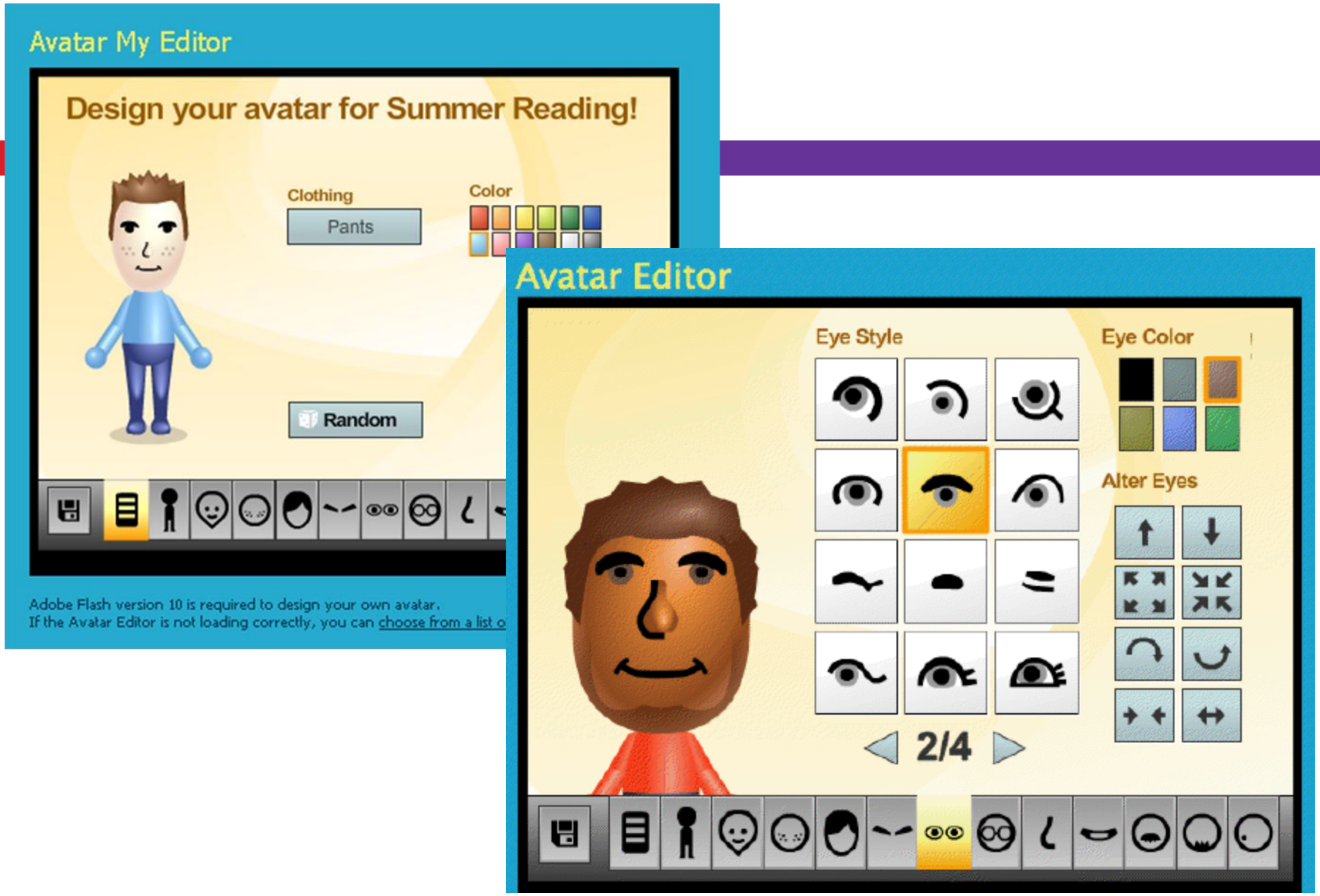
# Summerreading.org

New York Public Library

Brooklyn Public Library

Queens Library

*Enrich your life™*


Avatar My Editor
Design your avatar for Summer Reading!
Clothing
Pants
Color
Random
Adobe Flash version 10 is required to design your own avatar.
If the Avatar Editor is not loading correctly, you can choose from a list o
Avatar Editor
Eye Style
Eye Color
Alter Eyes
2/4

# My Profile Page

Your reading time so far this summer:
**7 hours and 45 minutes**

- Search Books & Media
- Enter Reading Time
- Enter Badge Code
- Edit My Profile
- Edit My Avatar
- Print Page  Print Avatar

## Enter Badge Code

Code: *

Enter the secret badge code.

SUBMIT

TIPTOPBLACKDOG'S BADGES

Edit User Profile

Give this user a badge:

-- Please select --

Award Badge

## REVIEWS

**GreatGlitteryCheetah**
i love this book!!! harry makes such good friends
Report this review

LIKE THIS REVIEW

**StrongRedRaven3**
The beginning of the saga of Harry Potter begins with this book. When Harry Potter fins out his parents were wizards, the whole action begins. So don't hesitate into reading the book.
Report this review

1 person liked this review

LIKE THIS REVIEW

**OddBubblegumGoldfish**
love this!
Report this review

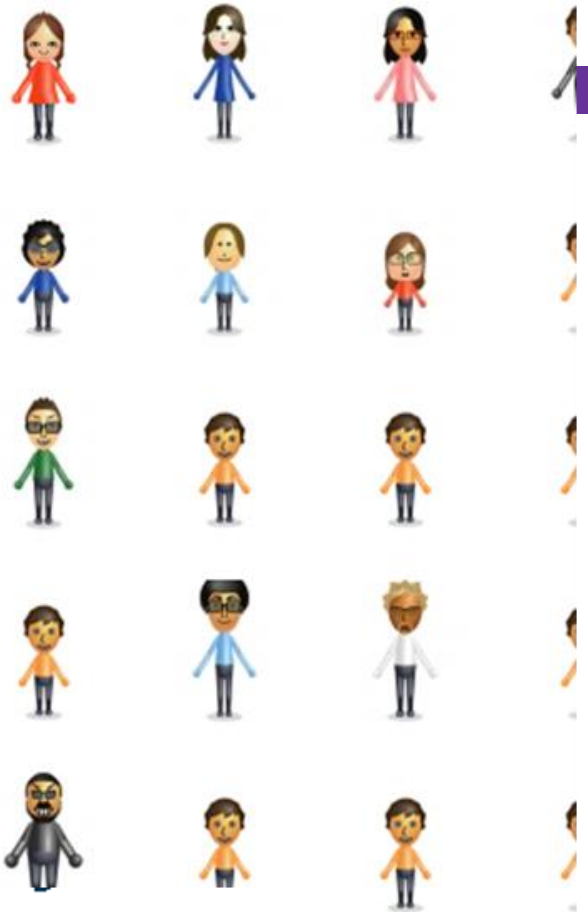
LIKE THIS REVIEW

**HappyFuzzyStingra**
I know everyone read
try it out because of a
interesting especially a
I might read the other
Report this review

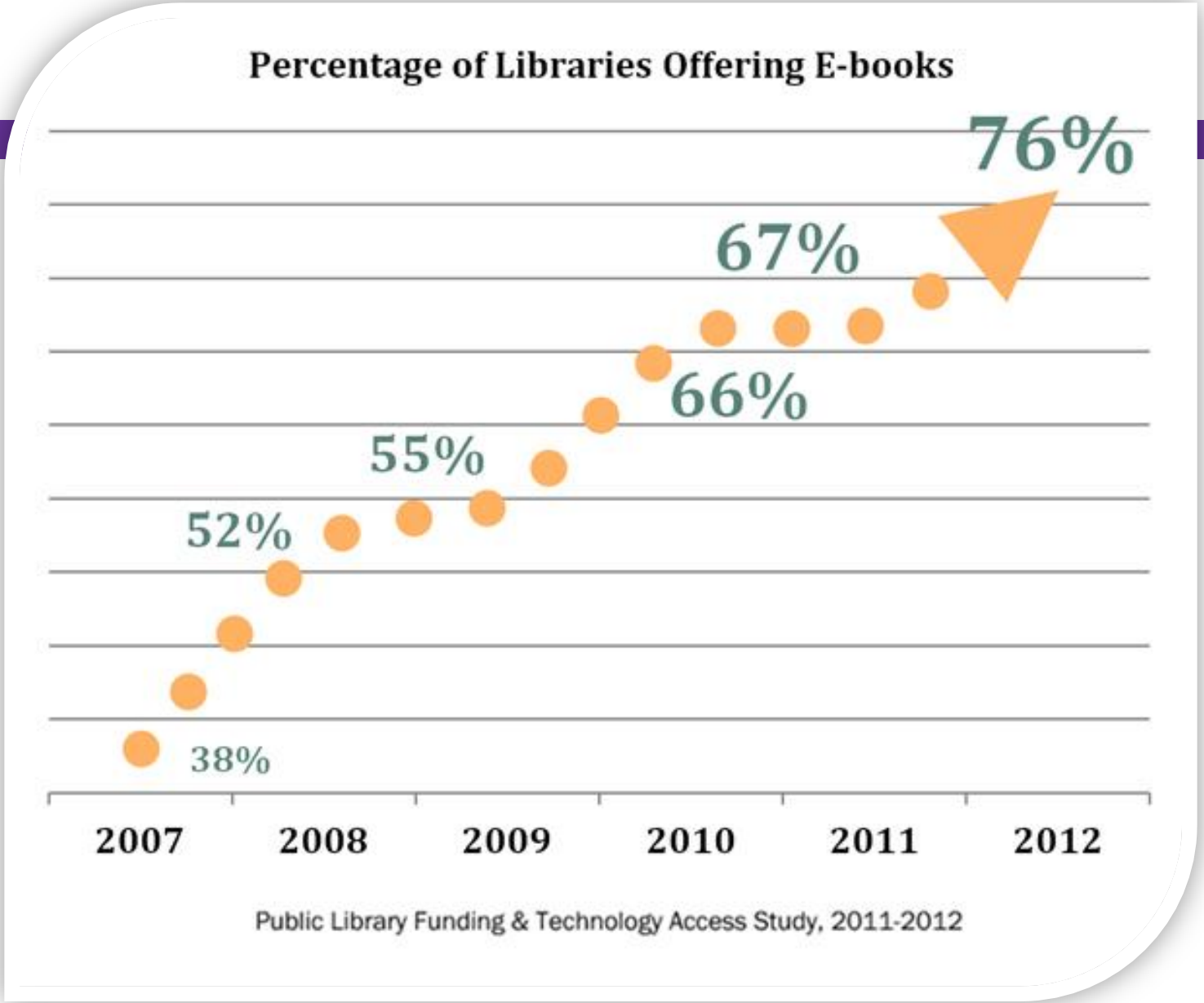
Report this review

2 people liked this review (including you)

## PEOPLE WHO LOGGED IT



# ACCESS TO E-BOOKS


Percentage of Libraries Offering E-books
76%
67%
66%
55%
52%
38%
2007
2008
2009
2010
2011
2012
Public Library Funding & Technology Access Study, 2011-2012

# The Last One Standing/ The E-Book Experiment

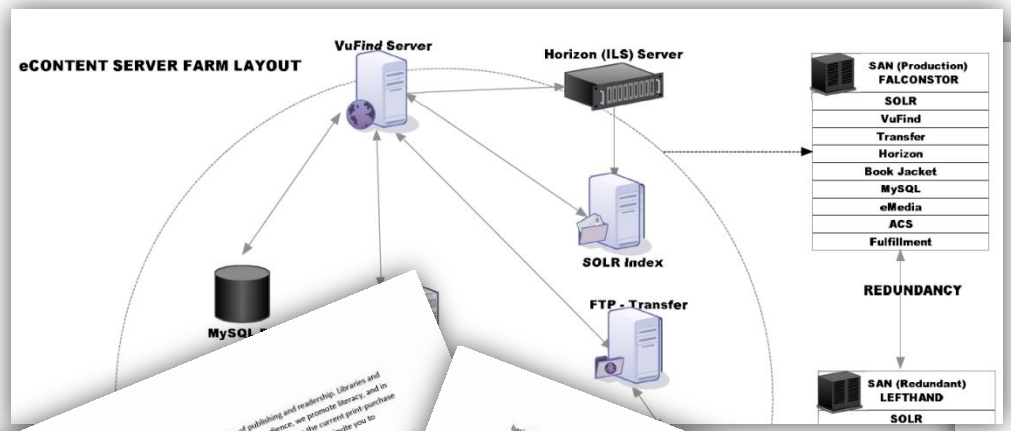
*Public Libraries*, January/February 2012 Issue

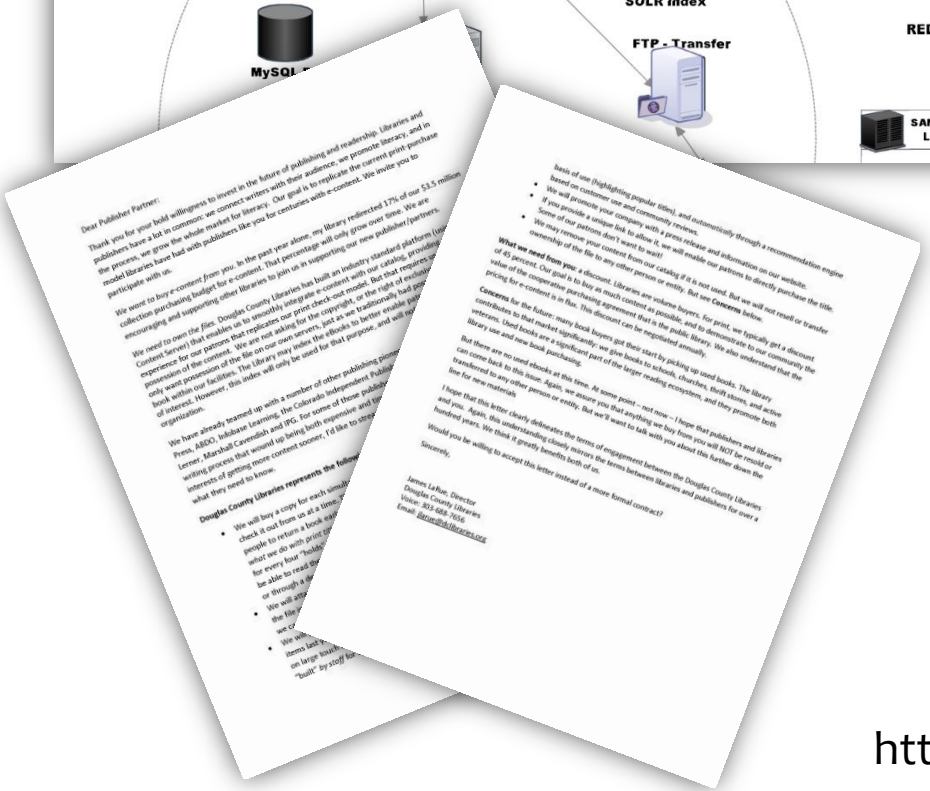
*Authors: James LaRue and Monique Sendze*

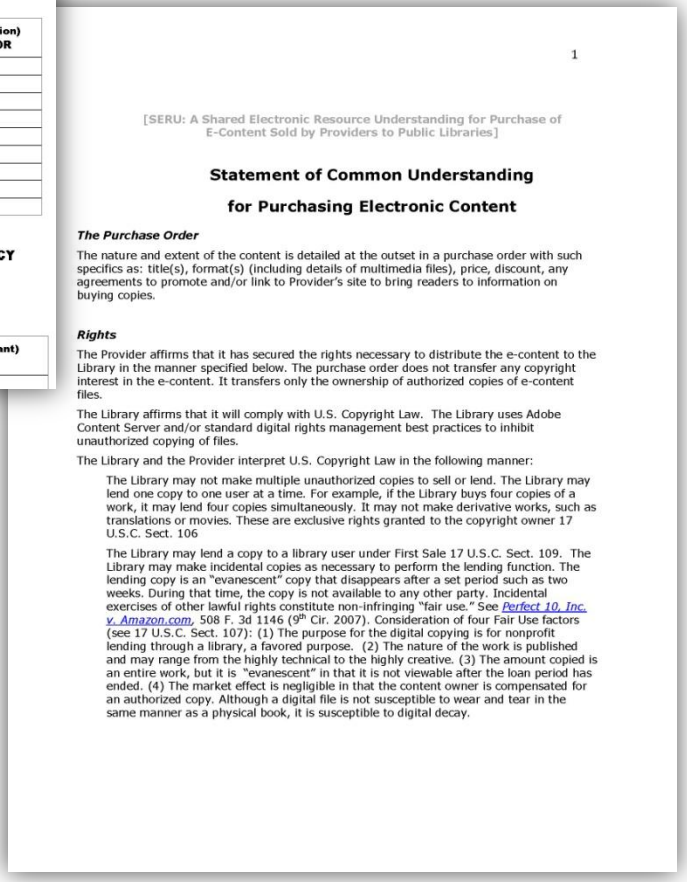
# Increasing Library-Owned Content

- Purchased over 7,000 e-book titles from 12 groups of publishers
- Focus on independent publishers and self-published books
- The library has its own server on which it hosts the files and manages the digital rights.

# Sharing Progress





1

[SERU: A Shared Electronic Resource Understanding for Purchase of E-Content Sold by Providers to Public Libraries]

**Statement of Common Understanding**

**for Purchasing Electronic Content**

***The Purchase Order***

The nature and extent of the content is detailed at the outset in a purchase order with such specifics as: title(s), format(s) (including details of multimedia files), price, discount, any agreements to promote and/or link to Provider's site to bring readers to information on buying copies.

***Rights***

The Provider affirms that it has secured the rights necessary to distribute the e-content to the Library in the manner specified below. The purchase order does not transfer any copyright interest in the e-content. It transfers only the ownership of authorized copies of e-content files.

The Library affirms that it will comply with U.S. Copyright Law. The Library uses Adobe Content Server and/or standard digital rights management best practices to inhibit unauthorized copying of files.

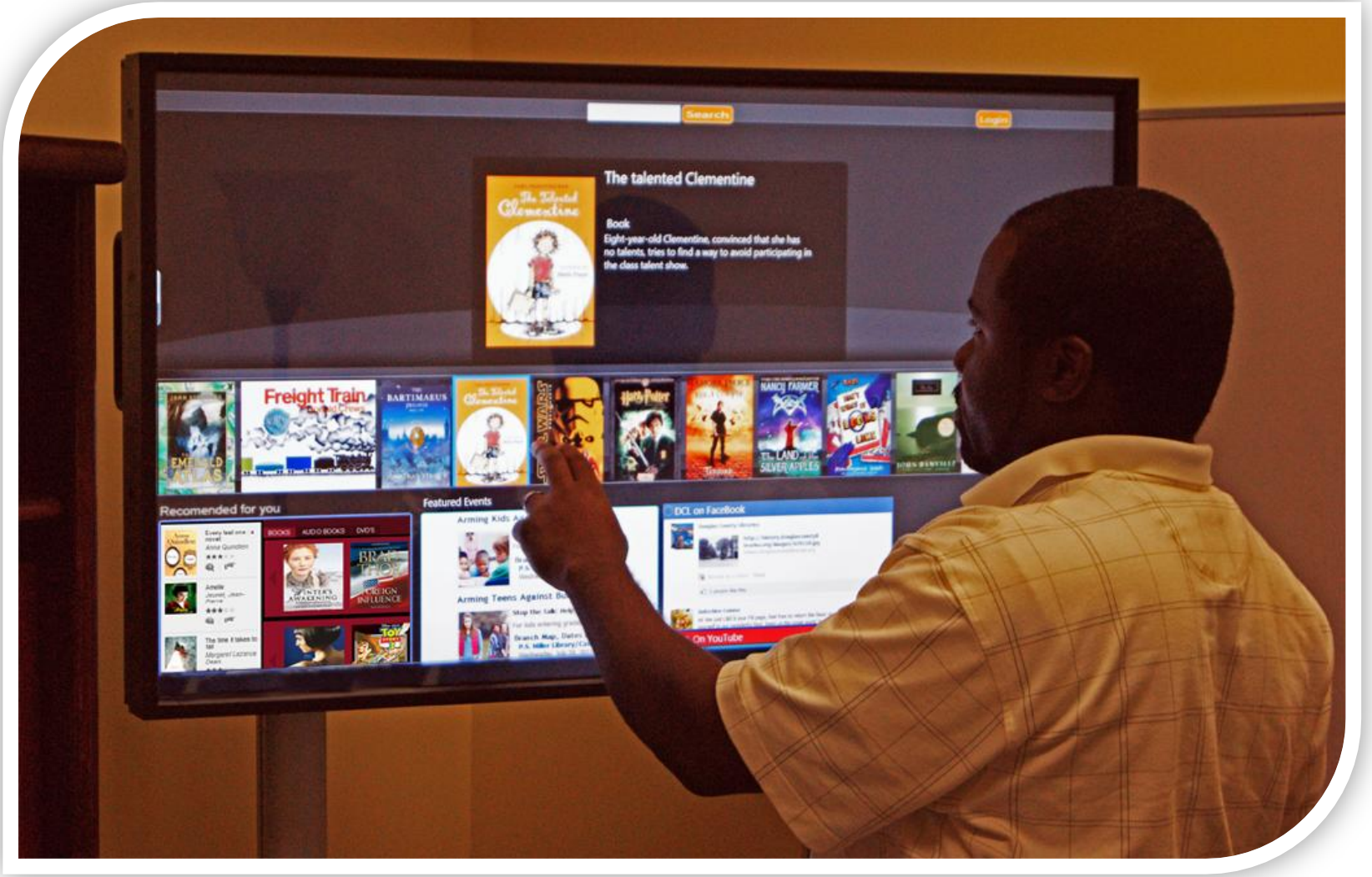
The Library and the Provider interpret U.S. Copyright Law in the following manner:

The Library may not make multiple unauthorized copies to sell or lend. The Library may lend one copy to one user at a time. For example, if the Library buys four copies of a work, it may lend four copies simultaneously. It may not make derivative works, such as translations or movies. These are exclusive rights granted to the copyright owner 17 U.S.C. Sect. 106

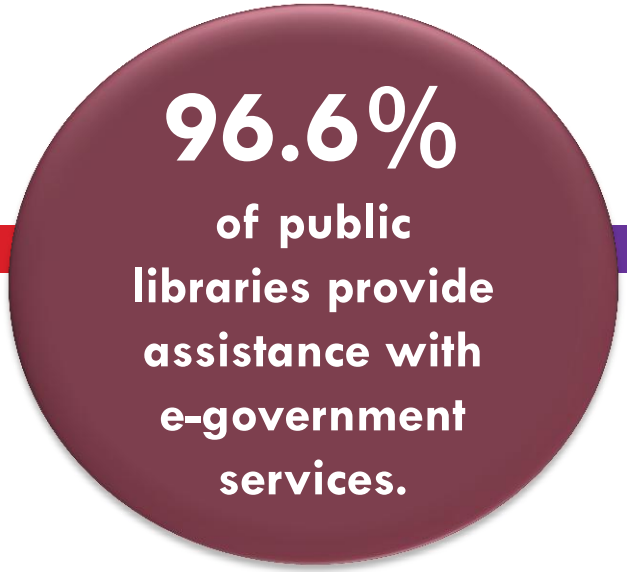
The Library may lend a copy to a library user under First Sale 17 U.S.C. Sect. 109. The Library may make incidental copies as necessary to perform the lending function. The lending copy is an "evanescent" copy that disappears after a set period such as two weeks. During that time, the copy is not available to any other party. Incidental exercises of other lawful rights constitute non-infringing "fair use." See *Perfect 10, Inc. v. Amazon.com*, 508 F. 3d 1146 (9th Cir. 2007). Consideration of four Fair Use factors (see 17 U.S.C. Sect. 107): (1) The purpose for the digital copying is for nonprofit lending through a library, a favored purpose. (2) The nature of the work is published and may range from the highly technical to the highly creative. (3) The amount copied is an entire work, but it is "evanescent" in that it is not viewable after the loan period has ended. (4) The market effect is negligible in that the content owner is compensated for an authorized copy. Although a digital file is not susceptible to wear and tear in the same manner as a physical book, it is susceptible to digital decay.

http://evoke.cvlsites.org

# The Power Wall



# ONLINE RESOURCES


96.6%
of public libraries provide assistance with e-government services.

77.5%
of public libraries provide software and other resources to help patrons create resumes.

82.9%
of public libraries offer access to audio content, such as podcasts and audiobooks

81.8 %
of public libraries offer online homework assistance.

92.2%
of public libraries provide access to jobs databases.

# The Right Service at the Right Time: E-Gov & More Made Easy

PLA Conference, March 16

*Presenters: Donna Bachowski, head of reference, Orange County (Fl.) Library System; Josh Fox, reference librarian, Orange County (Fl.) Library System*

« Back | Your county is **Orange**

Username: * Password: * Log in Create new account Request new password Print

THE RIGHT SERVICE AT THE RIGHT TIME

Home

English
Ayisyen Kreyòl
Español
Tiếng Việt

Tell your story »

Home

View all services

## Daily Needs

I need assistance with daily needs (food, diapers, clothing).

## Family Assistance

I need family services (improving parenting skills, getting help for troubled teens).

## Healthcare

I need healthcare assistance (finding health care coverage for you or your children, finding services for the elderly).

## Housing

I need housing assistance (rent, shelter, utilities).

## Immigration

I need immigration assistance.

## Jobs

I need job assistance (unemployment benefits, job seeker services).

« Back | Your county is **Orange**

Username: * Password: * Log in Create new account Request new passwor Print

THE RIGHT SERVICE AT THE RIGHT TIME

Home » Service Search

**You are searching for** **Housing Services**

English
Ayisyen Kreyòl
Español
Tiếng Việt

Tell your story »

## About Me

- [ ] I speak English.
- [ ] I am a U.S. citizen.
- [ ] I am a U.S. resident.
- [ ] I am over 18 years old.
- [ ] I am a Florida resident.
- [ ] I have health insurance.
- [ ] I have a Social Security number.
- [ ] I have a driver's license or state ID.
- [ ] Select all

1 2 next › last »

*11 services found.*

### Emergency Financial Assistance for Housing Program (EFAHP)

EFAHP provides a one-time payment of up to $400 to families who are totally without shelter or face the loss of shelter because of non-payment of rent or mortgage. It also helps those families who have had household disasters such as fire, flood, or other accidents.

You may qualify for this service.
Click "Next Step" to find out.

Go to form | Add to basket | Ignore

### Emergency Services/Family Stabilization Services

Emergency financial help for utilities and rent is

**1 million**
page views in six months

**25**
minutes is the average amount of time spent on the site.

**4**
languages, including English, Spanish, Haitian Creole, Vietnamese

**2,200**
service providers available

# CONCLUSION

PLAYSTATION.3
誠品

# Thank You!