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# Get Started with the Edge!

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**Texas State Library and Archives Commission**  
October 17, 2016

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# Webinar Overview

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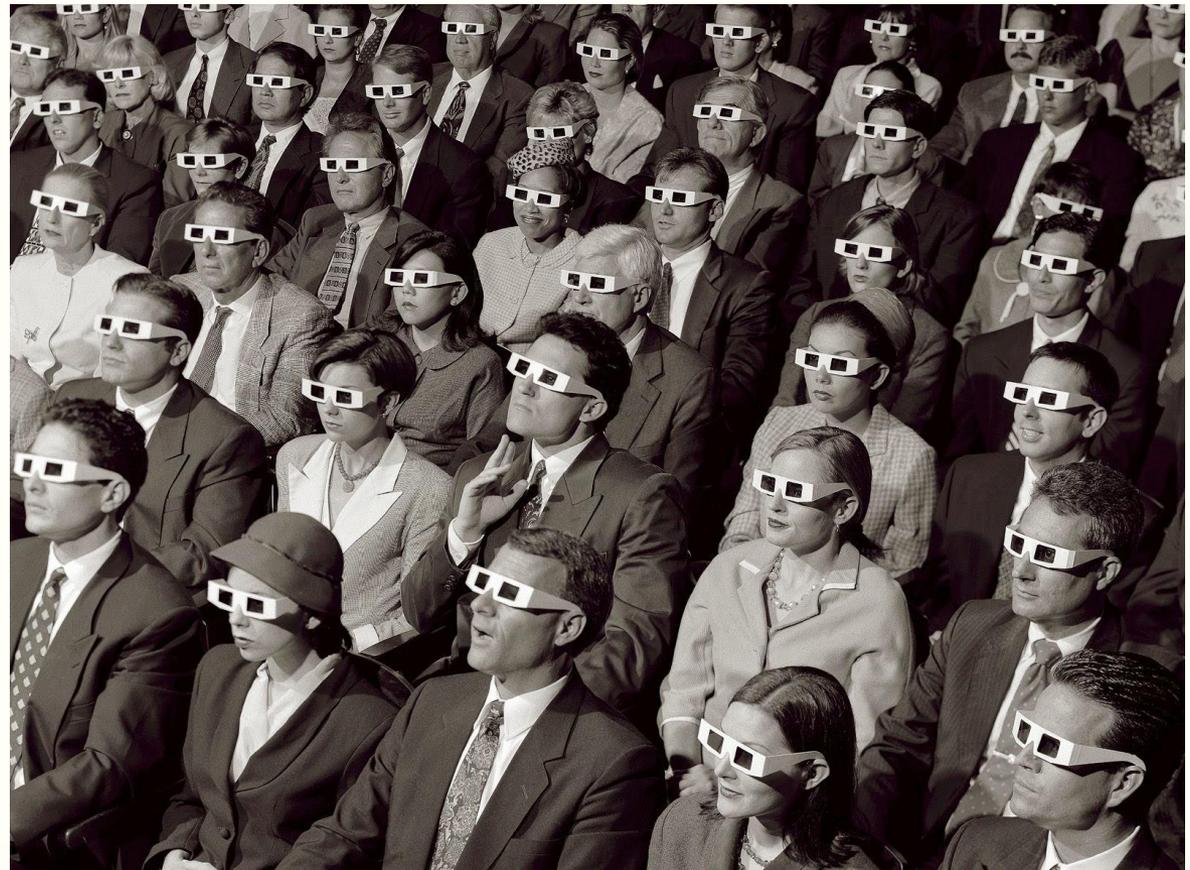


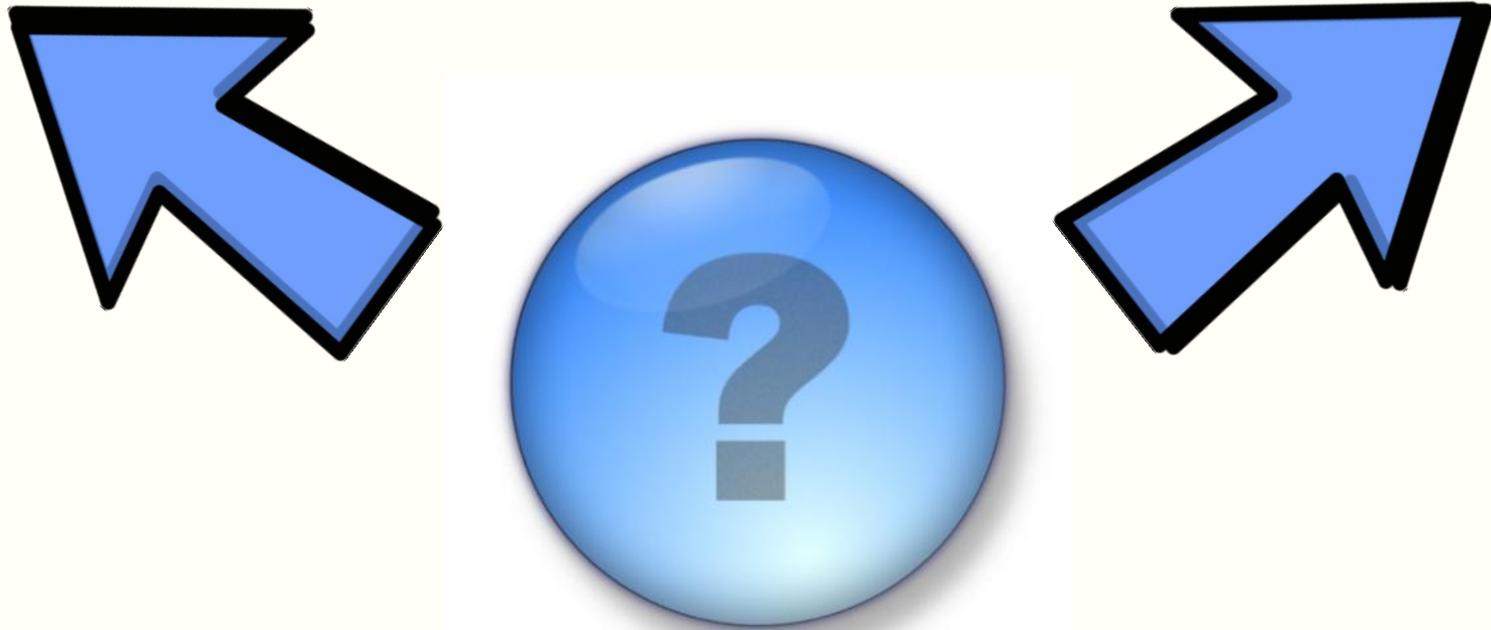
- Who We Are
- Overview of Edge
- Explanation of the Edge Toolkit
- One Library's Story
- Edge Facts at a Glance
- Questions



# Who's Watching?

What do  
you know  
about  
Edge?





What's the Relationship?



# What is Edge?

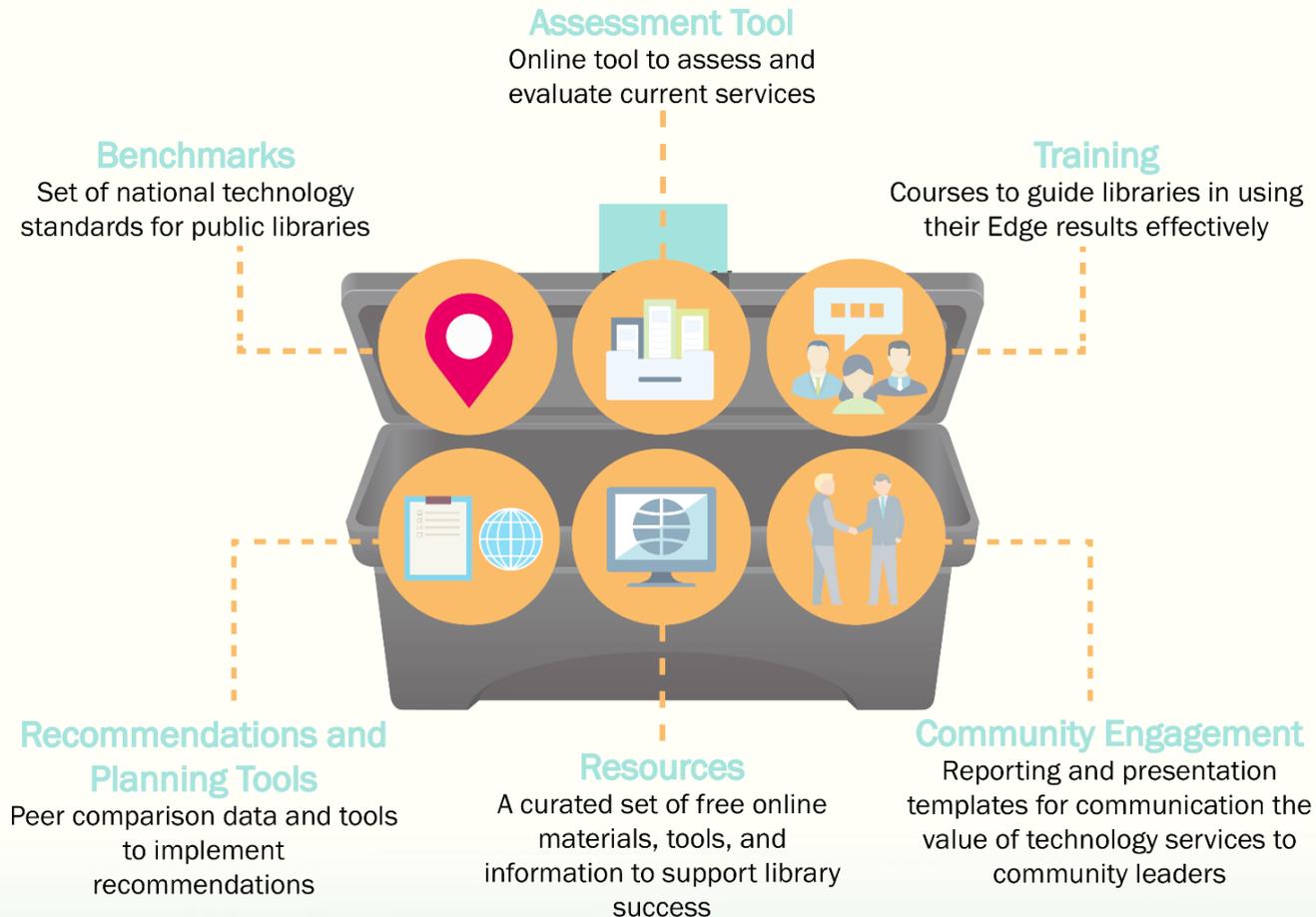
A management and leadership tool for public libraries to evaluate their public access technology and identify how it can be improved to better serve their communities.





# Toolkit

## What is Edge?





# Benchmarks

COMMUNITY VALUE



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

1. Digital Literacy
2. Digital tools and resources
3. Meeting key community needs

ENGAGING THE COMMUNITY & DECISION MAKERS



External practices that connect the library to the community

4. Strategy and evaluation
5. Strategic partnerships
6. Sharing best practices

ORGANIZATIONAL MANAGEMENT



Internal management and infrastructure

7. Planning and policies
8. Staff expertise
9. Devices and bandwidth
10. Technology management
11. Technology inclusiveness



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# Assessment

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**Assessment** – online tool to assess and evaluate current services

- Based on **11 benchmarks**
- Benchmarks grouped into **30 topics (indicators)**
- Topics measured by **156 questions (attributes)**

Once you answer the questions, you get **instant results!**



# Let's Take a Look

The screenshot shows a web browser window with the URL [www.libraryedge.org](http://www.libraryedge.org). The browser's address bar and tabs are visible. Below the browser, the website's navigation menu includes the 'edge' logo and links for 'ABOUT EDGE', 'BENCHMARKS', 'TOOLKIT', 'KNOWLEDGE', and 'NEWS & EVENTS'. Three blue arrows point to the 'Support Center', 'Sign in', and 'Sign up' links in the top right corner. The main content area features a featured article titled 'Community Engagement @ Your Local Library' with a teal background. The article includes a photo of a man with puppets and the text 'Plano City of Excellence' and 'COMMUNITY ENGAGEMENT @ YOUR LOCAL PUBLIC LIBRARY'. Below the article, the text 'EDGE STRENGTHENS LIBRARIES' is displayed.



# Your Dashboard



## DASHBOARD



The new assessment window has opened. It will close on 10/31/16.

START NEW ASSESSMENT

1

Prepare for Edge

2

Take Assessment

3

Review Results

4

Take Action

### Thank you for participating in Edge!

Welcome to the Edge Toolkit. This unique set of tools will help you assess your library's public access technology services and provide recommendations and resources to help you implement changes. The Toolkit also includes the Executive Tool to help you showcase the value of your library to local leaders and encourage community engagement.

To access the complete Toolkit, you will first need to complete the Edge Assessment.

#### Here are a few things to help you get started:

1. Download and review the [Assessment Workbook](#).
2. Identify staff members who will assist with the Edge assessment process for your library. For guidance on which staff members to include, refer to pages 2, 7, and 12 of the [Assessment Workbook](#).
3. Add identified staff members as secondary contacts in your [Account Settings](#).
4. Distribute the [Assessment Workbook](#) to library staff to begin gathering data for the online assessment.



# Sample Questions

## Community Value

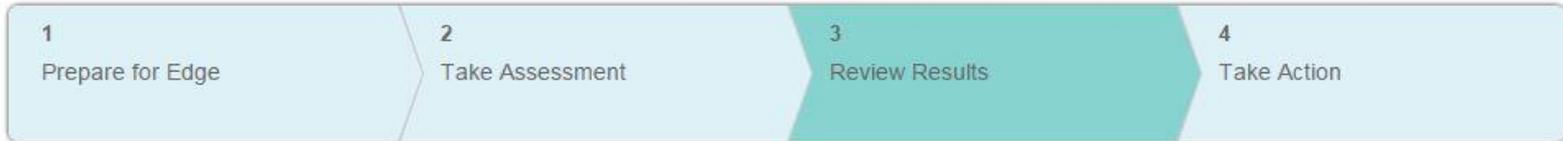


**Benchmark 2: Libraries provide access to relevant digital content and enable community members to create their own digital content.**

**2.1 (of 3) 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 portable devices (e.g., thumb drives, external hard drives, PDAs) while using public computers at all locations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Office productivity software (e.g., word processing, spreadsheets, presentations) is available at all locations	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Photo editing software (e.g., Photoshop, GIMP) is available in at least 50% of locations	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video/audio recording and editing software is available in at least one location	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>
Web development software (e.g., Dreamweaver, CoffeeCup) is available in at least one location	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

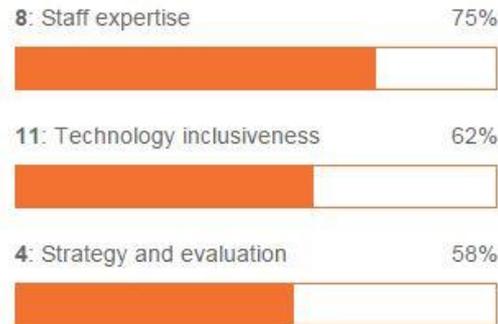
# DASHBOARD



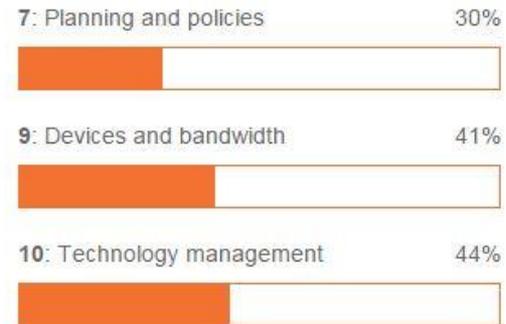
- Summary
- Overview
- Community Value
- Engaging the Community
- Organizational Management
- Download Results

## Summary

### Highest Scoring Benchmarks



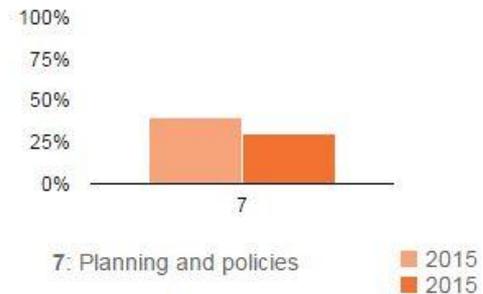
### Lowest Scoring Benchmarks



### Most Improved Benchmarks



### Most Regressed Benchmarks





## Edge Assessment Report for

# Pleasantville Public Library

**Your assessment has been completed!** Congratulations on taking this exciting step toward strengthening your library's public access technology and contributing to your community's goals!

The results you find in this report, coupled with the Edge tools and training, will help you strengthen your library as well as shape your story and share the value your library offers to the community.

**About this report:** The following pages showcase your library's responses and results to the Edge assessment. As you review the results, remember that Edge is designed to help you set a path for continuous improvement. No matter what opportunities or challenges your library faces, Edge is a tool to use for making strategic, informed decisions about your resources and planning.

**Understanding results:** Results for your library are presented by three areas, and eleven benchmarks. Your results report outlines how many points your library achieved in each area based on your responses, along with a total number of points possible.

**Understanding the overall score:** The Edge benchmarks represent a comprehensive set of best practices from leading libraries around the country, of all sizes, related to public access technology. They are aspirational in nature, and are designed to encourage libraries to reach new levels of service. These assessment results are provided so that you can set priorities for your library that will improve the technology services you provide to your patrons. Priorities are individual to each library, and so while the maximum number of points available on the assessment is 1,000 no library is expected to achieve this score. We expect to see a wide range of scores. Whether your library scored 250 or 650, use these results to identify improvement opportunities for your library that are anchored in your library's and your community's strategic goals, a framework which may not require achievement in every benchmark.

## Results for Pleasantville Public Library

Strategic Area	Benchmark	Current Feb 2016
Community Value	1. Digital literacy	50/75
	2. Digital tools and resources	65/105
	3. Meeting key community needs	55/130
	<b>Total</b>	<b>170/310</b>
Engaging the Community	4. Strategy and evaluation	50/155
	5. Strategic partnerships	30/75
	6. Sharing best practices	45/65
	<b>Total</b>	<b>125/295</b>
Organizational Management	7. Planning and policies	40/50
	8. Staff expertise	40/80
	9. Devices and bandwidth	50/135
	10. Technology management	60/90
	11. Technology inclusiveness	10/40
	<b>Total</b>	<b>200/395</b>

Level 1 attributes are considered foundational for all library types. These resources, activities, or programs are generally simple and low cost to implement.

Level 2 attributes are generally applicable in most library communities, 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.

Level 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.

### Your Library Achieved

	Current Feb 2016
Level 1 Attributes	37%
Level 2 Attributes	20%
Level 3 Attributes	3%

1.2

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

		Current Feb 2016	
Level	Attribute	Library response	Points achieved
1	One-on-one technology help for patrons is available on-demand for at least 10 minute sessions at all library locations	Yes	20/20
2	One-on-one technology help is available for patrons on-demand or by appointment for at least 30 minute sessions at all library locations	Yes	15/15
2	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	Yes	10/10
3	One-on-one help is available in languages other than English in at least one library location	No, we have no plans to do so at this time	0/5
<b>Total</b>			<b>45/50</b>

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

		Current Feb 2016	
Level	Attribute	Library response	Points achieved
1	Website links are checked and content is updated at least monthly	No, would like to but cannot at this time	0/10
2	Library website analytics (number of website visitors, traffic types, popular pages) are reviewed at least quarterly	No, but plan to do so in the next year	0/10
2	Subscription content (e.g., Ebsco databases, Freegal, Learning Express, Lynda) usage reports are reviewed at least quarterly	Yes	5/5
3	A content inventory of the library's website is performed at least annually	No, but plan to do so in the next year	0/5
<b>Total</b>			<b>5/30</b>

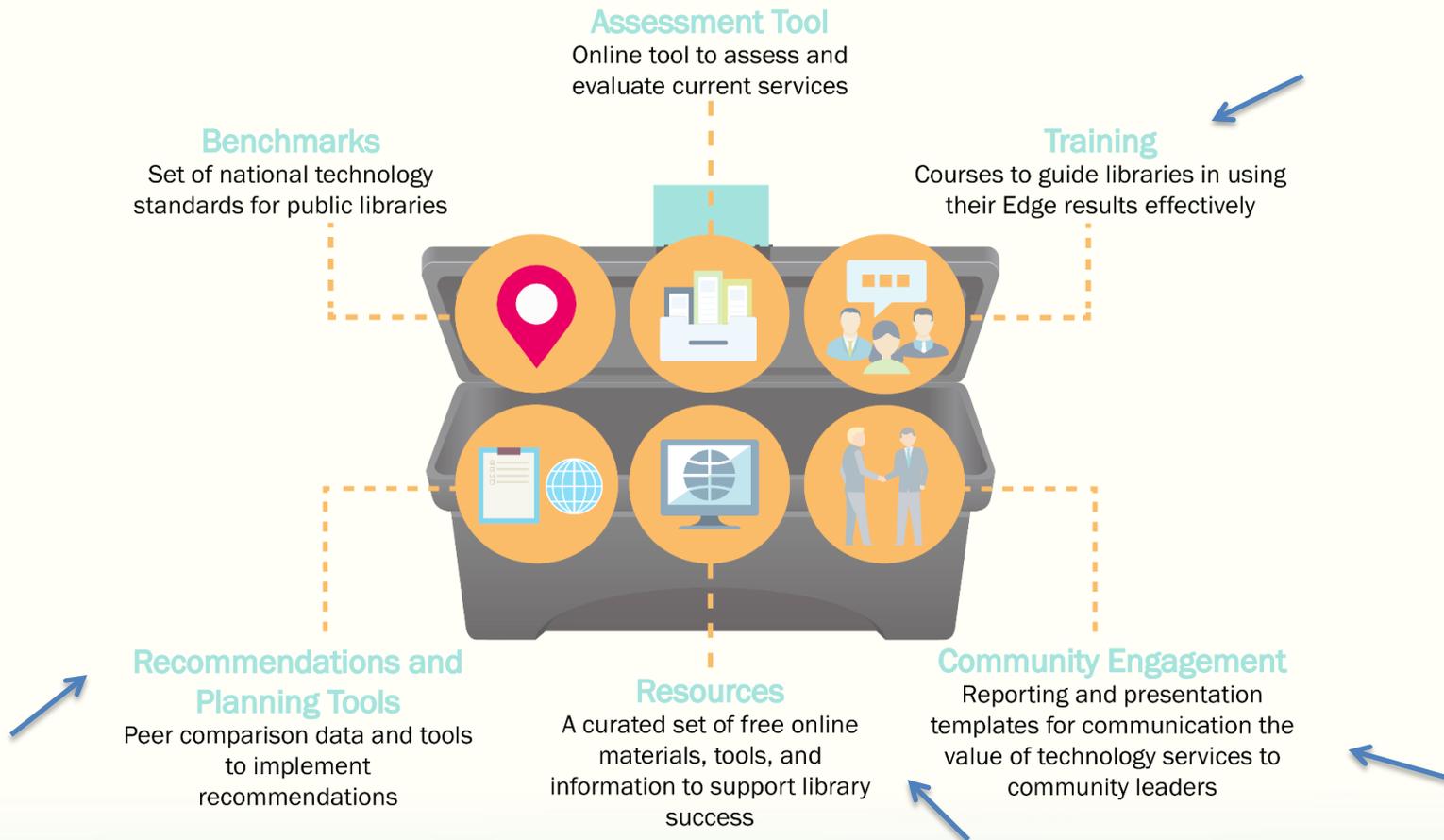
**2.3** The library provides access to information resources through its website.

		Current Feb 2016	
Level	Attribute	Library response	Points achieved
1	eBooks can be downloaded through the library's website	Yes	10/10
1	Audio books can be downloaded through the library's website	Yes	10/10
2	The library selects and organizes online resources to help patrons learn digital literacy skills (e.g., how-to-guides and videos, tutorials, practice activities)	No, would like to but cannot at this time	0/5
2	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)	Yes	5/5
3	The library provides real-time reference services (through short message services, instant messaging, Skype, Twitter, texting, or other interactive applications)	Yes	5/5
<b>Total</b>			<b>30/35</b>



# Now What?

## What is Edge?





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# Training

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**Training** – courses to guide libraries in using their Edge Results effectively

- Assessing Your Community's Needs
- Building Public Access Technology Services
- Strengthening Your Library Partnerships
- Fostering Your Library Leadership



# Recommendations and Planning Tools



**Recommendations and Planning Tools** – peer comparison data and tools to implement recommendations

- Recommendations
- Action Plan
- Peer Comparison Report
- National Peer Attribute Report



# Recommendations

1 Prepare for Edge    2 Take Assessment    3 Review Results    4 Take Action

Overview

**Recommendations**

Action Plan

Training Opportunities

Executive Tools

## Recommendations

The following list of recommendations was created based on your library's responses to the assessment; any item not marked "yes" in the assessment appears below as a recommendation. For most libraries, the list of recommendations is quite long! It's easy to feel overwhelmed, but remember, no library will achieve 100% on the assessment or implement all of the recommendations. In fact, in a 2014 study, the national average did not exceed 230 on any of the benchmarks. Your Action Plan should include just those recommendations that make sense in your library and community.

Here are some tips to help you get started:

1) Use the filters at the top of the recommendations form to limit your recommendations to one of the Attribute Levels, Benchmarks, and/or Strategic Area. Level 1 recommendations are applicable to most libraries and are usually the easiest to achieve, making them a good place to start.

[Read More](#)

**FILTER RECOMMENDATIONS**

Strategic Area: Engaging the Community    Benchmark: - Any -    Level: 1    [i](#)    **FILTER**

Showing 6 of your 114 recommendations    **DOWNLOAD**

**Engaging the Community**    **Benchmark 4**  
Libraries make strategic decisions based on community priorities for digital inclusion and innovation. [Learn more](#)

**4.1**    **The library has leaders who maintain on-going relationships with community leaders.**

Create a list of local media contacts to use as a resource for conducting media outreach. Update the list at least annually.

Level: 1    1 resource(s)    **+ ADD TO ACTION PLAN**



# Action Plan



## ACTION PLAN

WATERTOWN PUBLIC LIBRARY

September 19, 2016

### COMMUNITY VALUE

Indicator	Action Item	Last activity	Status
1.1	Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons.	7/26/16	Complete
3.1	Provide a collection of online resources for small business development to promote entrepreneurial start-ups.	7/16/15	Not started
3.3	Provide and maintain online resources about college selection and financial aid to support the use of public technology for patrons pursuing educational opportunities.	7/26/16	In progress

### ENGAGING THE COMMUNITY

Indicator	Action Item	Last activity	Status
4.2	Hold advertised forums on the community's technology needs to help gather feedback from your community on its public technology needs.	7/26/16	Complete
4.3	Survey patrons annually about public technology use and outcomes in workforce development	7/26/16	In progress
4.3	Survey patrons annually about public technology use and outcomes in Education	9/19/16	Not started

### ORGANIZATIONAL MANAGEMENT

Indicator	Action Item	Last activity	Status
9.1	Improve patron computer access during peak demand times by increasing the number of devices and/or the number of hours your location is open.	7/26/16	Complete
10.1	Get information on the health of your network by establishing real time alerts about connectivity problems.	8/14/15	Not started



# Peer Comparison Report



PEER COMPARISON REPORT  
WATERTOWN PUBLIC LIBRARY  
JULY 16, 2015

The Watertown Public Library recently completed the Edge Assessment to evaluate its public access technology services and resources. This peer comparison report—along with the assessment evaluation, training opportunities, and action plan feature—is a management and leadership tool to aid the library planning process.

This report shows the Watertown Public Library results in the context of other libraries serving populations of a similar size. Watertown Public Library belongs to the "Medium-Large" peer group, made up of libraries serving communities with a population between 65,001 and 175,000. The peer library scores are derived from the results of a random sample of public libraries across the nation. The scores below will help the library understand the assessment results in the context of possible points and the average points attained by libraries in the Medium-Large peer group.

No library is expected to achieve 100% on the assessment. In fact, libraries are encouraged to focus on the particular service needs they have identified through community assessments, customer feedback, and community-wide initiatives. Peer scores should not be seen as competitive, but as reference points to support strategic planning. Libraries with below average scores for a targeted benchmark may choose to move resources to that area. Libraries with above average scores for particular benchmarks may have strategies and stories that can inspire other libraries.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy	70	47	75
	2. Digital tools and resources	90	73	105
	3. Meeting key community needs	75	78	130
	<b>Total</b>	<b>235</b>	<b>198</b>	<b>310</b>
Engaging the Community	4. Strategy and evaluation	75	76	155
	5. Strategic partnerships	45	39	75
	6. Sharing best practices	40	35	65
<b>Total</b>	<b>160</b>	<b>150</b>	<b>295</b>	
Organizational Management	7. Planning and policies	50	34	50
	8. Staff expertise	45	56	80
	9. Devices and bandwidth	60	56	135
	10. Technology management	60	66	90
	11. Technology inclusiveness	15	20	40
<b>Total</b>	<b>230</b>	<b>232</b>	<b>395</b>	
<b>Overall Score</b>		<b>625</b>	<b>580</b>	<b>1000</b>

Your score in context:

The overall score for Watertown Public Library is 625 of 1000 possible points.

Watertown Public Library is a member of the Medium-Large peer group (population between 65,001 and 175,000).

In a representative sample of libraries in the Medium-Large peer group scores ranged from 150-875.

The average score for libraries in the Medium-Large peer group was 520-651.

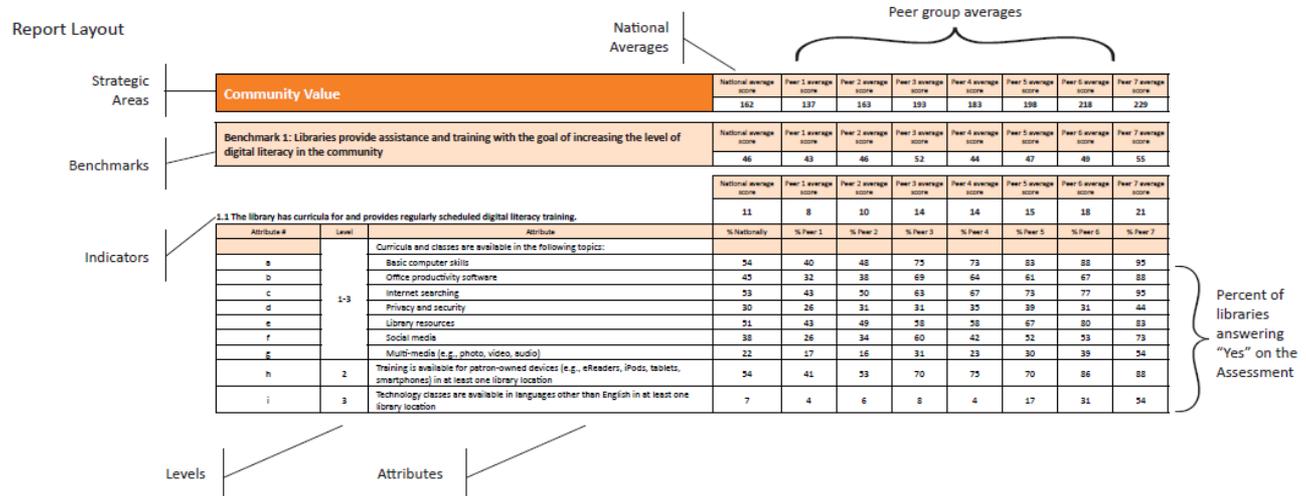


# National Peer Attribute Report

For the purposes of Edge, peer groups were established through a process of cluster analysis that took into account the population of library service areas, number of locations, and other factors that are more similar within groups. The result of this analysis was seven distinct peer groups defined as follows:

Peer Group	Peer Group Definition	Peer Group Legal Service Area Population
Peer 1	Very Small	population of less than 5,000
Peer 2	Small	population of 5,000-15,000
Peer 3	Medium Single Outlet	population of 15,001-65,000
Peer 4	Medium Multiple Outlet	population of 15,001-65,000
Peer 5	Medium-Large	population of 65,001-175,000
Peer 6	Large	population of 175,001-300,000
Peer 7	Very Large	population of greater than 300,000

Comparing a library's Edge Assessment Report with the peer group results in this report can help identify attributes that other similar libraries commonly engage in and may help in developing an action plan. The peer group results can also be used to identify areas of strength which can be used when sharing the library's contributions to achieving community goals.





# National Peer Attribute Report

Community Value	National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
		162	137	163	193	183	198	218

Benchmark 1: Libraries provide assistance and training with the goal of increasing the level of digital literacy in the community	National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
		46	43	46	52	44	47	49

1.1 The library has curricula for and provides regularly scheduled digital literacy training.	National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
		11	8	10	14	14	15	18

Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
		Curricula and classes are available in the following topics:								
a	1-3	Basic computer skills	54	40	48	75	73	83	88	95
b		Office productivity software	45	32	38	69	64	61	67	88
c		Internet searching	53	43	50	63	67	73	77	95
d		Privacy and security	30	26	31	31	35	39	31	44
e		Library resources	51	43	49	58	58	67	80	83
f		Social media	38	26	34	60	42	52	53	73
g		Multi-media (e.g., photo, video, audio)	22	17	16	31	23	30	39	54
h	2	Training is available for patron-owned devices (e.g., eReaders, iPods, tablets, smartphones) in at least one library location	54	41	53	70	75	70	86	88
i	3	Technology classes are available in languages other than English in at least one library location	7	4	6	8	4	17	31	54

1.2. The library provides individual assistance for digital literacy at all locations.	National average score	Peer 1 average score	Peer 2 average score	Peer 3 average score	Peer 4 average score	Peer 5 average score	Peer 6 average score	Peer 7 average score
		35	35	36	37	30	32	31

Attribute #	Level	Attribute	% Nationally	% Peer 1	% Peer 2	% Peer 3	% Peer 4	% Peer 5	% Peer 6	% Peer 7
a	1	One-on-one help is available on-demand for at least 10 minute sessions at all library locations	87	90	91	87	77	73	73	78
b	2	One-on-one help is available by appointment for at least 30 minute sessions at all library locations	61	61	64	72	42	52	41	42
c	2	One-on-one help is available for patron-owned devices (e.g., eReaders, tablets, iPods, smartphones) in at least one library location	80	75	81	85	81	83	88	93
d	3	One-on-one help is available in languages other than English in at least one library location	8	0	10	13	10	17	39	66



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# Resources

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**Resources** – a curated set of free online materials, tools, and information to support library success

- How-to Articles
- Library Examples
- Tools, Downloads, and Useful Websites
- Webinar Archives and Instructional Videos



# Resources Example

**Community Value** **Benchmark 1**  
Libraries provide assistance and training with the goal of increasing the level of digital literacy in the community [Learn more](#)

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

Provide structured and regularly scheduled classes on office productivity software (e.g., word processing, spreadsheets, presentations) to promote digital literacy in your community. [+ ADD TO ACTION PLAN](#)

Level: 1 [6 resource\(s\)](#)

- [Fabulous Free Technology Training Materials](#)  
Article - <http://techsoupforlibraries.org/blog/fabulous-free-public-technology-training-materials>
- [Free online learning from GCFLearnFree.org](#)  
Tool - <http://www.gcflearnfree.org/>
- [Positivity and Patience \(TechSoup for Libraries Spotlight\)](#)  
Article - <http://techsoupforlibraries.org/spotlight/positivity-and-patience>
- [Making Technology Training a Priority – and a Job Requirement](#)  
Article - <http://techsoupforlibraries.org/spotlight/making-technology-training-a-priority%E2%80%94and-a-job-requirement>
- [Are You Ready for Microsoft Office 365?](#)  
Article - <http://www.techsoup.org/support/articles-and-how-tos/are-you-ready-for-microsoft-office-365-for-nonprofits>
- [Microsoft Office: What Your Org Should Know](#)  
Article - <http://www.techsoup.org/support/articles-and-how-tos/microsoft-office-what-your-org-should-know>

Provide structured and regularly scheduled classes on Internet searching skills to promote digital literacy in your community. [+ ADD TO ACTION PLAN](#)

Level: 1 [5 resource\(s\)](#)

Provide structured and regularly scheduled classes on digital privacy and security to encourage good digital safety practices among your patrons. [+ ADD TO ACTION PLAN](#)

Level: 1 [4 resource\(s\)](#)



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# Community Engagement

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**Community Engagement** – reporting and presentation templates for communicating value of technology services to community leaders

- Designed to help libraries talk about their Edge Results and tell their story
- Showcases the value of the library to local leaders
- Helps libraries “make the ask”



# Community Engagement Example



## Watertown Public Library

**Libraries are critical community partners, working directly with local governments to achieve mutual goals.**

Watertown Public Library is an important partner in pursuing and attaining our community's goals. The library provides essential services to citizens based on community demographics and priorities, and public technology services are one of our most valued resources. Through the Edge Initiative, a national assessment program funded by the Bill and Melinda Gates Foundation, we are aligning these resources to better serve this community.

These important actions represent significant opportunities for the library to strengthen high quality technology services and make a difference for the community:

**9 out of 10**  
Americans ages  
16 and older say  
public libraries are  
important to their  
communities.



Pew, 2013

**77%** say free  
access to  
computers and  
the internet is a  
"very important"  
service of libraries



Pew, 2013

**Libraries provide digital literacy training to help patrons advance their education and employment.**

*To support the development of digital literacy skills in the growing Latino population of Watertown, we seek funding to add one Spanish speaking staff member to offer one-on-one tech help and lead technology training classes.*

**People use library technology to meet their professional goals, including career development training, finding a job, and starting a business.**

*To encourage small business development, we seek funding to repurpose a section of the library as a Business Resource Information Center (BRIC) to include resources on creating and running a business, sample business plans, business planning classes.*

**Libraries are centers for learning. They provide education resources and technology for people of all ages.**

*To help improve test scores, we seek to procure 20 iPads for use by preschool-aged children preloaded with early literacy apps selected by the library, along with resources for parents.*



# New Braunfels Public Library



- Were not serving disabled patrons adequately
  - Created handicap accessible work station
  - Trained staff on serving handicapped/disabled
  - Provided more assistive technology
- Needed more bandwidth
  - Doubled bandwidth thanks to Benchmark 9
- Required more IT support
  - Used Edge Results to show IT needs
  - City IT and Finance Departments helped write job description
  - First city department to have a devoted IT person



## Edge Facts at a Glance

2,350+

Growing number of libraries that have used Edge across the U.S. and Canada

Mifflin County used Edge to increase media coverage and engage local radio and newspapers using the **Executive Tools**

Offers more than **150 Recommendations** to address Benchmark Indicators

Based on a groundbreaking set of **Benchmarks**, created by the library field for the library field.

Currently, seven states have statewide subscriptions – allowing each public library in their state to use **Edge**

More than 500 **Edge Resources** available to subscribers

San Antonio Public Library **used Edge** to secure \$1m in funding

Offers a live **Action Plan** that allows you to track and update your library's progress



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# Questions?

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[www.libraryedge.org](http://www.libraryedge.org)

Contact [jpeters@tsl.texas.gov](mailto:jpeters@tsl.texas.gov) or  
512-463-2214 with questions