

To: MSL Network Advisory Council

From: Donci Bardash, MSL BTOP Project Director

Date: October 26, 2011

Re: MSL Broadband Technology Opportunities Program (BTOP) Public Computing Center Grant (PCC) Update

a. Broadband: Broadband upgrades have begun at seventeen (17) public libraries. Miles City Public Library was the first to upgrade with BTOP assistance. The remaining libraries are currently collecting quotes and following internal procurement procedures in order to maintain compliance with E-rate.

Though MSL had originally projected that 29 libraries would need financial assistance upgrading services, this number decreased significantly, primarily due to market conditions. Broadband service providers have rolled out new fiber, faster speeds, and reduced costs in many communities. A handful of libraries were automatically upgraded by their vendor from 1.5 mbps (download speeds) up to 6 mbps (download speeds) without any additional costs to libraries. Others have upgraded with nominal increased monthly fees.

Measure	Baseline	Current	Goal (6/30/2013)
% With Download Speeds > 1.5 mbps	76%	93%	86%
Average Statewide Download Speed	3.5 mbps	10.14 mbps	21 mbps

b. BTOP Technology Training: Libraries completed an on-line survey relating to technology training needs. The survey results will assist the BTOP technology trainer in developing a training plan. Based on results of nearly 150 library staff members, priority training topics include:

- Trouble-shooting hardware performance
- Understanding key components of a LAN/WAN
- Trouble-shooting network performance and wireless networks, including speed/performance
- Security threats & automated security maintenance
- Mobile devices & E-readers
- Video-conferencing
- Community partner resources on self-litigation and census statistics
- Assisting patrons with special needs, including visual and audio impairments
- Resources offered by MSL

BTOP has formed a technology training advisory group, comprised of trainers at local public libraries and coordinated by the BTOP Technology Trainer, to advise on training topics, training targets for public computer center management, and to provide peer-to-peer training.

c. Patron Survey: Results of the [patron survey](#) have been posted online. This information has been useful to libraries and community partners in prioritizing patron services and training workshops.

- d. **WoW Bus:** Missoula Public Library completed renovations of their mobile computer center, hired two library staff for the bus, and began promoting services. The [bus](#) was featured at the fall workshop on September 24th and is testing connectivity in various rural communities.
- e. **Directory Statistics:** In conjunction with Statewide Library Resources, data fields have been added to the statewide directory, giving library directors an opportunity to highlight: public wireless access, number of computer stations, laptops, children's computers, teen computers, adjustable-height desks, low-vision computer stations, blind-patron computer stations, and social media sites (such as a library Facebook page). This data will connect with an application on the campaign website.
- f. **Performance Measure Highlights:** We have exceeded our project goal by installing 644 new public computers statewide. More than 26,000 patrons have received technology assistance or training, including one-on-one training and workshops. Library staff spent nearly 7,000 assisting patrons one-on-one. Popular topics include computer basics, genealogy, career development and job searching.
- g. **Outreach:** The BTOP Outreach Committee has met twice and enthusiastically approved the comprehensive outreach plan. The plan includes 18 months of television and radio ads, newspaper ads, a website and print materials. The theme is "Library.Next", which positions public libraries as cutting-edge community anchors, tapped into new technology and responsive to community needs. The tag line is "Tame the Wild, Wild Web." The campaign is a "social marketing" campaign, rather than a product-specific campaign. The production company filmed at the Carnegie Public Library in Anaconda using local patrons and staff. The campaign will launch October 31st. Tool kits, including all print materials, will be mailed to BTOP libraries; electronic copies of all materials will be available to any public library for reproduction. Bookmarks will be direct mailed to public schools for distribution among 3rd and 10th graders. We encourage libraries to promote services with open houses during the fall.
- h. **Responding to Changing Needs:** MSL continues to give libraries the opportunity to request additional hardware, software, and services to support their computer centers. As funds are available, items within the scope of the grant are approved. In the next month, MSL will purchase reservation, time and print management systems for nine libraries. This will assist with cost recovery, as well computer assignments.

