

Stories of Library Impact

Montana public libraries offer access to digital literacy training and technology, with helpful assistance from librarians. Montanans across the state are improving their lives, achieving their life-long learning goals, convening for community projects, and reconnecting with friends through public libraries.

The Montana State Library (MSL), with funding through the Broadband Technologies Opportunities Program (BTOP), has launched a series of videos to tell these local stories of how public libraries impact people's lives and their communities. These videos feature stories from patrons and community members, ranging from getting assistance with social media to promote a new business - to helping parents compliment homeschooling curricula with technology workshops, learning games, and books.

Footage was taken at the following libraries:

- Bitterroot Public Library (Hamilton)
- Hearst Free Library (Anaconda)
- Lewis & Clark Library (Helena)
- North Lake County Public Library (Polson)
- Sidney-Richland County Library (Sidney)
- WoW (Missoula Public Library Web on Wheels)

The videos can be found on the MTLibraryNext You Tube channel, or at the following hyperlinks:

Bringing Technology to Montanans:

<http://www.youtube.com/watch?v=mS-l4p7-iU>

Providing a Foundation for Businesses and Families:

<http://www.youtube.com/watch?v=oCngmQtqCR0>

Supporting our Communities through Change and Challenge:

<http://www.youtube.com/watch?v=eCtM6z6Gtno>

Themes

- Public Libraries are community hubs. Montana libraries are community centers and centers of the community. Libraries are community anchors.
- Libraries are resources for everything from employment to medical information. Resources are provided through traditional books, but also through the Internet or other people.
- Libraries are for everyone and any stage of life, from children to seniors.

Launch Date

On January 17th, 2013, MSL will issue a press release announcing the videos and highlighting BTOP in Montana. MSL and invites all libraries and partners to help us create a social media blast! Follow us on Facebook and Twitter to participate.

Talking Points

About BTOP

The Broadband Technologies Opportunities Program (BTOP) is a federally-funded (American Recovery and Reinvestment Act) project administered by the State Library. Matching support is provided by the Bill & Melinda Gates Foundation, the Montana State Library, and some participating public libraries.

The program has provided a combination of computers, software, assistive devices, network hardware, staff funding, broadband upgrades, and digital literacy training to 43 public libraries with the goal of improving access to the Internet at public libraries.

In its first two years, the program:

- Provided Internet access to over 700,000 patrons annually;
- Delivered over 400 new computers, including children's computers;
- Installed ADA-compliant software and peripherals;
- Provided over 1,300 hours of digital literacy training to 900 librarians;
- Provided over 10,000 hours of digital literacy training to 55,000 patrons;
- Increased average broadband download speeds in participating libraries from 3 mbps to 15 mbps;
- Funded the Web On Wheels, which provides Internet access and training to rural patrons in Missoula County;
- Ensured all participating libraries have high-performing public wireless access.

Libraries change lives and help people thrive.

Libraries are equipped with all the resources needed for people to accomplish their life goals - whether it's developing job skills for a career change, learning a new language, connecting with new friends in a new community after relocating, finding that perfect recipe for Thanksgiving, planning a travel adventure, or exploring the world through books. Sometimes, libraries connect people with books; other times, they connect people with community resources, the Internet, or other people.

In Polson, that means connecting a mother who is homeschooling her children with educational resources both on-line and in books, complimenting at-home learning with library workshops on technology, and getting referrals to community resources for hands-on experience. It means helping a retired restaurant owner launch and promote her new cosmetics line by embracing the opportunities the Internet provides.

In Sidney, that means helping the community navigate the boom and bust created by the Bakken oil business. Sometimes, that's providing space for playing and learning that is warm to families living in RVs while they look for a home due to a shortage of housing, or Internet access for business professionals who are placing equipment orders after visiting their oil field clients.

In rural Missoula County, that means helping seniors without computers and Internet reconnect with their children and grandchildren on-line, and teaching them how to view photos and videos from social media sites.

Montana libraries are community centers and centers of the community. Libraries are community anchors.

We are where people meet – whether it’s for a book discussion group or to share a cup of coffee or to hear a speaker or to register to vote or to learn how to apply for a job on-line. Montana’s libraries are where Montanans come together. Libraries bring people and ideas together; they are the living room of every community. Libraries anchor communities during times of celebration and misfortune – whether it’s to get updates on local forest fires or to gather donations for the local food bank.

Montana libraries foster learning at every stage of life.

From pre-school story hour to estate planning, Montana’s libraries have the resources to help you learn where ever you are in life. With yourself as your teacher and your librarian as coach, libraries are a place of lifelong learning. Investing in libraries is an investment in education and lifelong learning.

Montana libraries are high-tech and high-touch.

Computer databases, Internet access, even computer classes, Montana’s libraries have it all. And, we have the librarian to help you sort through it. Libraries are unique. Where else can you have access to nearly anything on the Web or in print – as well as personal service and assistance in finding it?

Libraries are for everyone, everywhere.

Libraries are part of the American Dream. Because they offer free access to all, they bring opportunity to all. Democracies need libraries. Libraries ensure the freedom to read, to view, to speak and to participate. Only free countries have free libraries. In a world where knowledge is power, libraries make everyone more powerful.

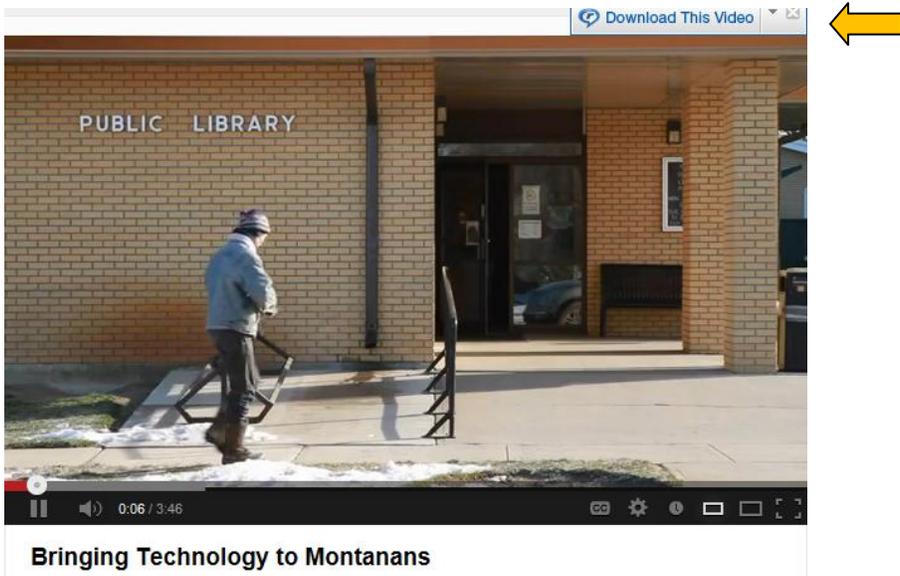
Screening the Videos

The videos provide many opportunities for you to share the value of your library with your local community. We encourage you to use them as an education and advocacy tool. Once a relationship is established, you may also want to use them as a fundraising tool.

Possible audiences:

- Library friends group or foundation
- Board of trustees
- Library open house
- Civic organizations: Kiwanis, Rotary, Soropomist
- City council and county commission
- Community partners

Tip: If you plan to show one or more of the videos, we strongly encourage that you download the video from YouTube, rather than streaming the video. If you stream the video, the quality can be greatly impacted by the broadband connection. You may download the video by clicking the “download this video” link at the top right corner of the video:

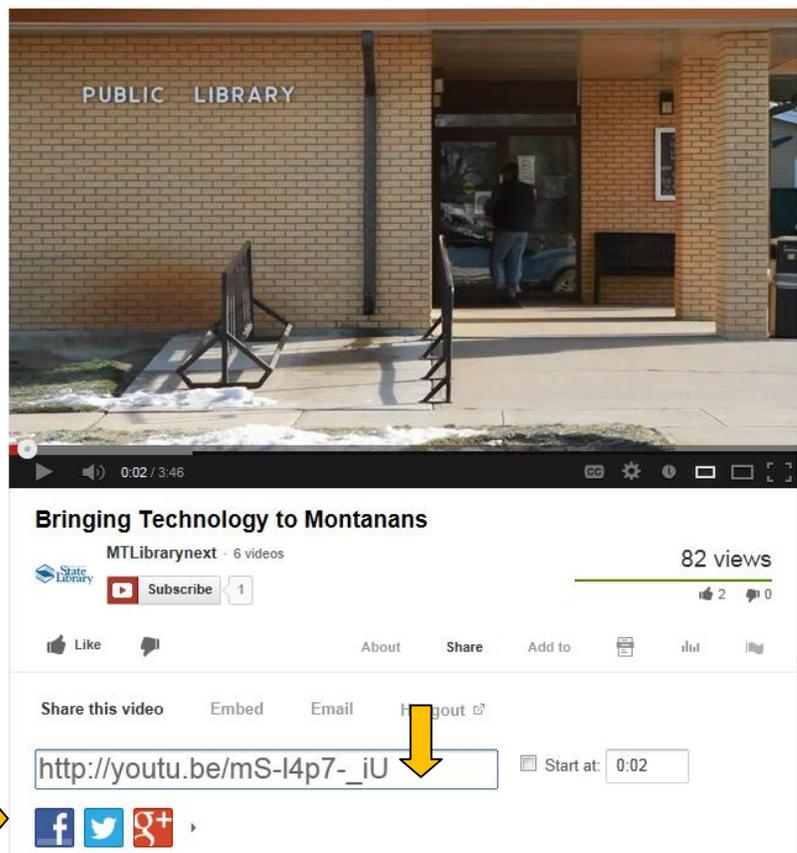


Promoting Videos via Social Media

If your library uses social media such as Facebook, Twitter or Google+, consider sharing the videos and encouraging your staff, patrons, friends and supporters to do the same.

You can do this directly from YouTube by:

1. Clicking on the "share" button below the video.
2. Select the social media platform you would like to use.



Using Twitter



The URL for the video will automatically populate, but you can change the message before and after the hyperlink.

Here are some sample tweets:

See how Montana libraries are changing lives and supporting communities:
<http://youtu.be/d4KdfJD9Fkk>

Username or email 46 [Sign in and Tweet](#)

If your library, a library patron, or staff was featured in a video, consider a more personal message:

Share a link with your followers

Check out our director Susan Gregory in the latest video on how Montana libraries are changing lives! <http://youtu.be/eCtM6z6Gtno> @BozemanLibrary

Username or email 1 [Sign in and Tweet](#)

Password

After composing your message, enter your Username and password in the boxes provided, then click the button labeled "sign in and tweet":

Share a link with your followers

Check out this great video about Montana libraries, featuring Sidney, MT!
<http://youtu.be/d4KdfJD9Fkk>

Username or email 45 [Sign in and Tweet](#)

Password

Remember me · [Forgot password?](#)





Using Facebook

Facebook will look a little different. You will be asked to log-in first, then a pop-up will appear with the video thumbnail and description. You may enter a wall post in your own words. You may have to scroll to see the share button at the bottom.

Post to Your Wall



Check out this great video of Missoula Public Library bringing technology training to seniors in rural communities!



WOW Bus in the Bitterroot

 via YouTube

 **Share** **Cancel**



Using Google+

Google+ will also ask you to log-in before sharing:



Don't have a Google Account? **SIGN UP**

Sign in to Google+

Sign in Google

Email

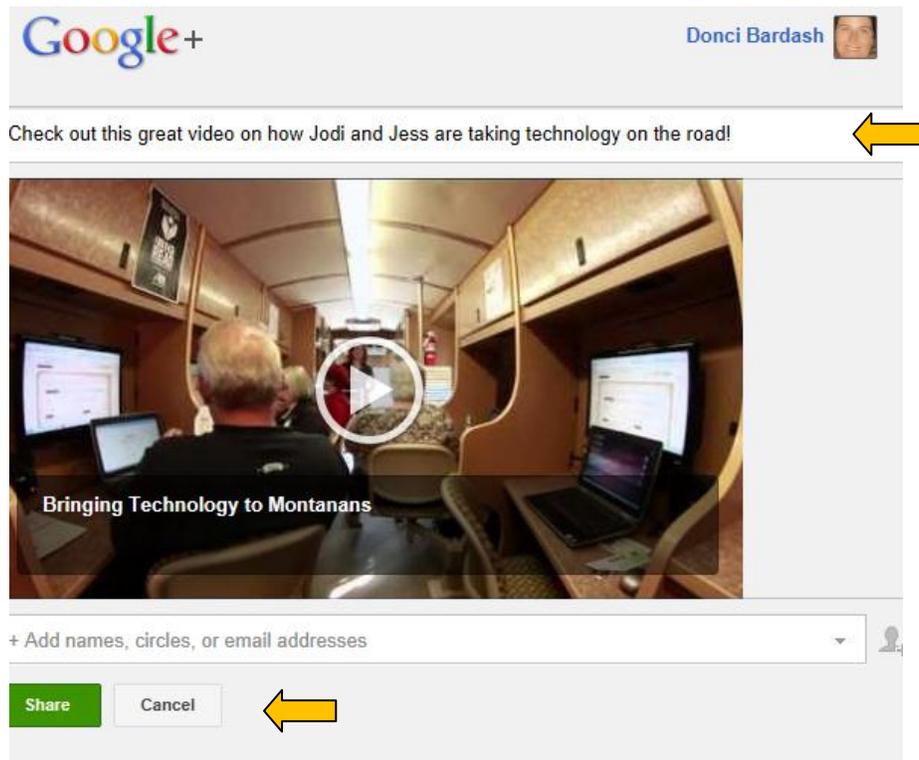


Password

Sign in Stay signed in

[Can't access your account?](#)

You can then enter a message and select the groups you would like to share with (family, public, etc...). Once finished, click "share."



Collecting Local Stories

If you have local resources, consider using the momentum from the statewide videos to hold a local event or campaign to collect local stories. Based on your local community, you may want to collect stories on a wall board, on post cards, via online surveys, or on video.

Sample Promotion

Share your story! How has the library helped you thrive?

Occasionally, a patron will come by the circulation desk to tell us that she got that job she applied for on-line with help from a librarian, or that she found a long-lost Army friend during the social media workshop the library offered. We all know in our hearts that amazing things are happening, but we don't often hear about them directly from you. Share your stories with us! How has the library impacted your life? What would it be like without the library? What's next on your life list? Let us help you succeed!

(Library Name) will be recording interviews of patrons telling their stories about what they accomplished in the library. Join us on (Date) at (Time) at (Place) to record your story. For more information, contact (name, phone number, email).

Mini-grants

Applications due: January 18, 2013!

StoryCorps @ your library (SCL), is a two-year program created by the [American Library Association](#) (ALA) in partnership with [StoryCorps](#), funded by a grant from the [Institute of Museum and Library Services](#), designed to encourage multi-format public programming on broad themes of oral narrative, and local and family history that may be tailored to specific locales, holidays, or heritage months. This project will serve public libraries as they seek to expand their influence and capital in their communities by connecting them with the powerful resources and branding available through a StoryCorps partnership.

<http://www.programminglibrarian.org/storycorps/>

Resources for Making Videos

Before you start filming

1. How to create a video outline - http://www.ehow.com/how_12188222_create-informative-video-outline.html
2. Storyboarding basics - <https://vimeo.com/videoschool/lesson/4/storyboarding-basics>
3. How to story board - http://www.ehow.com/how_2271664_storyboard-video-shoot.html
4. Sample of a story board - <http://www.videomaker.com/article/7975>

The Whole Process

1. Video Production 101 – This online tutorial is a basic walkthrough of the necessary steps to create a video. <http://www.sotherden.com/video101/overview.htm>
2. How to make professional digital video – This 14 part video series offers great tips for creating digital videos. You may have to simplify some of these steps to meet your budget, but these are great ideas. http://www.ehow.com/videos-on_5662_make-professional-digital-video.html

Editing Videos

You will gather lots of film clips in the filming process. These clips will need to be combined into a final product. There are many types of software available to edit video. You can spend lots of money, but there are also great free resources for film editing.

1. Windows users will want to use Microsoft Movie Maker. It is a very easy to use tool with many features and is available as a free download. <http://windows.microsoft.com/en-US/windows-live/movie-maker-get-started>
2. Apple users will want to use iMovie. This is usually preloaded on mac computers. <http://www.apple.com/ilife/imovie/>
3. For a review of video editing software that is available for purchase check out this article. <http://video-editing-software-review.toptenreviews.com/>

Testing Video

How to create a Video in Beta

http://www.ehow.com/how_12189485_create-video-beta.html

Applicable MMP Guidelines

For those participating in the Montana Memory Project and anticipate collecting patron stories that may become a part of the MMP collection, refer to the guidelines at:

http://msl.mt.gov/For_Librarians/For_All_Librarians/Digitization/Montana_Memory_Project/AudioVideoguidelines.pdf.