

Memo

To: Kris Schmitz
Central Services Manager

To: Montana State Library Commission

From: Donci Bardash, Project Director
Broadband Technology
Opportunities Program

From: Kris Schmitz
Central Services Manager

Date: March 22, 2012

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

I. Significant Accomplishments

a. Broadband: Phillips County, Preston Hot Springs, Red Lodge Carnegie, Judith Basin, Ronan, Thompson-Hickman, Hearst Free, Butte, Livingston-Park County, Parmly Billings, and Carnegie libraries upgraded their broadband speeds with BTOP funding this last quarter. The most significant upgrade was Parmly Billings, which increased to a burstable download speed of 100 mbps. They also received customer premises and network equipment to improve performance. Several libraries have upgraded their broadband speeds bringing the statewide project average up to 14 mbps from 3.5 mbps. This brings the grand total of improved connectivity to 33 out of 42 BTOP libraries. All libraries have speeds of 3.0 mbps download or higher, which exceeds our grant goal of 83% at 1.5 mbps or higher. Three additional libraries are in the process of upgrading their broadband, timing their upgrades after their recent E-rate filing.

b. Outreach: The Library.Next campaign has been very popular and seen a 5,000% return on investment (ROI). Due to the campaign's success and Western-feel, Idaho will be recycling our material to create a



television campaign of their own. We are currently coordinating with their BTOP project. MSL has reviewed the analytics from the first 3 months of the www.mtlibrarynext.org launch page. Approximately 2,100 people have viewed the site. A new flight of television commercials is scheduled for April-June.

- c. **E-rate:** 21 libraries are receiving assistance with E-rate filing and general guidance through a contract with E-rate Central and MSL BTOP. 28 libraries are requesting assistance with broadband costs, exceeding the milestone established in our Gates Foundation grant award of 21.
- d. **Training:** The BTOP Technology trainer has offered 12 technology-related webinars in the last three months. The webinars were viewed by 214 people, 53 of which viewed archived recordings. In addition, a live workshop on Freedom Scientific blind patron software was provided to 13 librarians. The BTOP technology trainer also presented to 16 people at the Teton County Extension Agency on digital media. She facilitated a session on Twitter and Blogs at the Offline conference.
- e. **Web 2.0 Technologies:** Mid-November, BTOP launched a training [blog](#) as a means to communicate technology training resources to libraries. Archived webinars are also posted to the blog. The site has seen roughly 1,000 visitors, with increased hits after webinars.

Views By Month	
November 2011	237
December	157
January	154
February	418

The BTOP Technology Trainer also launched a Twitter account, @mtlibrarynext. She has posted 70+ tweets, has followed 105 other twitter accounts, and is followed by 29 accounts. This account is a pilot account to model how Twitter can be used by libraries. We expect to see more libraries with Twitter accounts after workshops are provided on Twitter.

- f. **Performance Measure Highlights:** There are currently 755 public workstations at 44 library locations. To-date, 97,746 patrons received either one-to-one technical assistance from a librarian or participated in a class or workshop, for a total of 31,068 hours of training. 618 public library staff received technical training to-date.

II. Planned Activities

a. **Public Library Reservation, Time and Print Management System for Public**

Computers: Envisionware hardware and software will be installed at ten public libraries by May. Envisionware will assist with computer reservations and print management, as well as track performance data such as usage. Libraries will also receive on-site training.

b. Upcoming Technology Training: The technology trainer will present two workshops at the Montana Library Association conference (*Teaching with E's and Now That You Have Public Computers, What Do You Do With Them?*). Upcoming training will include public use laptops, nook Tablets, Kindle/Kindle Fire, iPads, on-line law resources, web 2.0, WebJunction, and Envisionware.

c. Technology Funding Feasibility Study: The scoring conference (Sarah McHugh, Kathy Mora, Colet Bartow, Donci Bardash) on the limited solicitation resulted in a recommended interagency agreement with Dr. Gilpin and Dr. Bekkerman at Montana State University. Research will begin in April. A draft report will be available in July, with a presentation to the Commission in the August meeting.

d. WebJunction Montana: WebJunction Montana will go live in April, beginning with a pre-registration process for BTOP libraries. Open registration will begin May 1st, with two webinars on the website and services scheduled the first week of May. WebJunction is an on-line learning community. The training materials will focus on library technology during the 2-year pilot period.

e. Partners: MSL BTOP staff is working with several legal partners to roll-out training on self-help law issues throughout the month of May. The BTOP project director will also present, in conjunction with AARP, at the Governor's Conference on Aging in May.

f. Assistive Devices and Personal Devices Training and Demo Sets: MSL BTOP will provide each BTOP library with a training and demonstration set comprised of a Kindle, Kindle Fire, iPad, and nook tablet. Library staff will be trained on these new technologies so they may better assist patrons. Additionally, MSL BTOP has worked

with Montech to identify assistive devices that would increase patron access to the Internet and participation in library-hosted workshops. Each library will receive a package of assistive devices, as well as training on these devices. We are exploring the possibility of on-site regional training that can be offered during the summer months.