AGENDA REVIEW

Setting Up the Day

- Edge Toolkit Overview
- Reviewing Results and Preparing for Action Planning
- Strategies for Success
- State Library Technology Resources
- Edge Users Group

SHARE YOUR THOUGHTS

Index Card Exercise

Side 1: What do you want to get out of this workshop?

Side 2: Give an example of a positive outcome that you were able to achieve through using Edge.

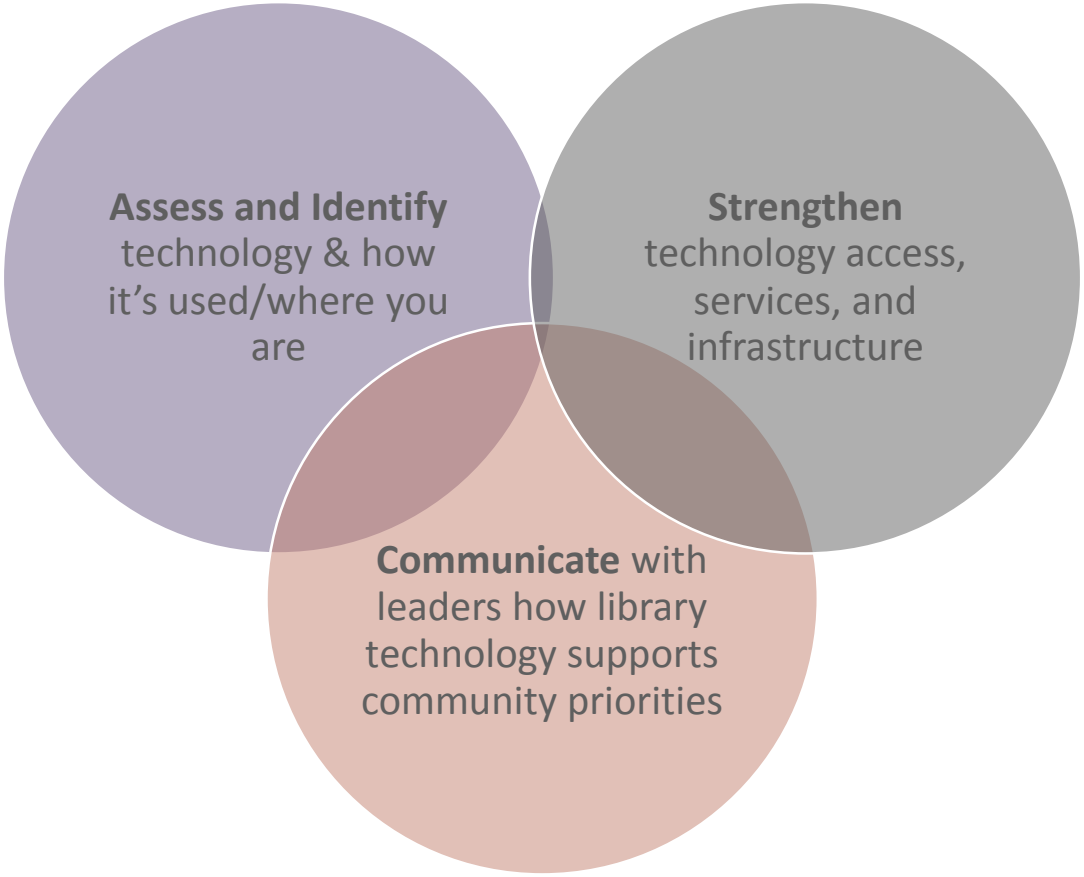
EDGE TOOLKIT OVERVIEW

edge

Where People Connect, Communites Achieve

URBAN LIBRARIES COUNCIL

IMPORTANCE OF EDGE



TOOLS WITHIN THE EDGE TOOLKIT

- Benchmarks
- Assessment Tool
- Training
- Recommendations & Planning Tools
- Resources
- Community Engagement

STRATEGIC AREAS

Core Performance Areas

BENCHMARKS: COMMUNITY VALUE

- Benchmark 1: Digital Literacy
- Benchmark 2: Digital tools and resources
- Benchmark 3: Meeting key community needs

BENCHMARKS: ENGAGING THE COMMUNITY & DECISION MAKERS

- Benchmark 4: Strategy and evaluation
- Benchmark 5: Strategic partnerships
- Benchmark 6: Sharing best practices

BENCHMARKS: ORGANIZATIONAL MANAGEMENT

- Benchmark 7: Planning and policies
- Benchmark 8: Staff expertise
- Benchmark 9: Devices and bandwidth
- Benchmark 10: Technology management
- Benchmark 11: Technology inclusiveness

ASSESSMENT TOOL

Online Assessment

Community Value

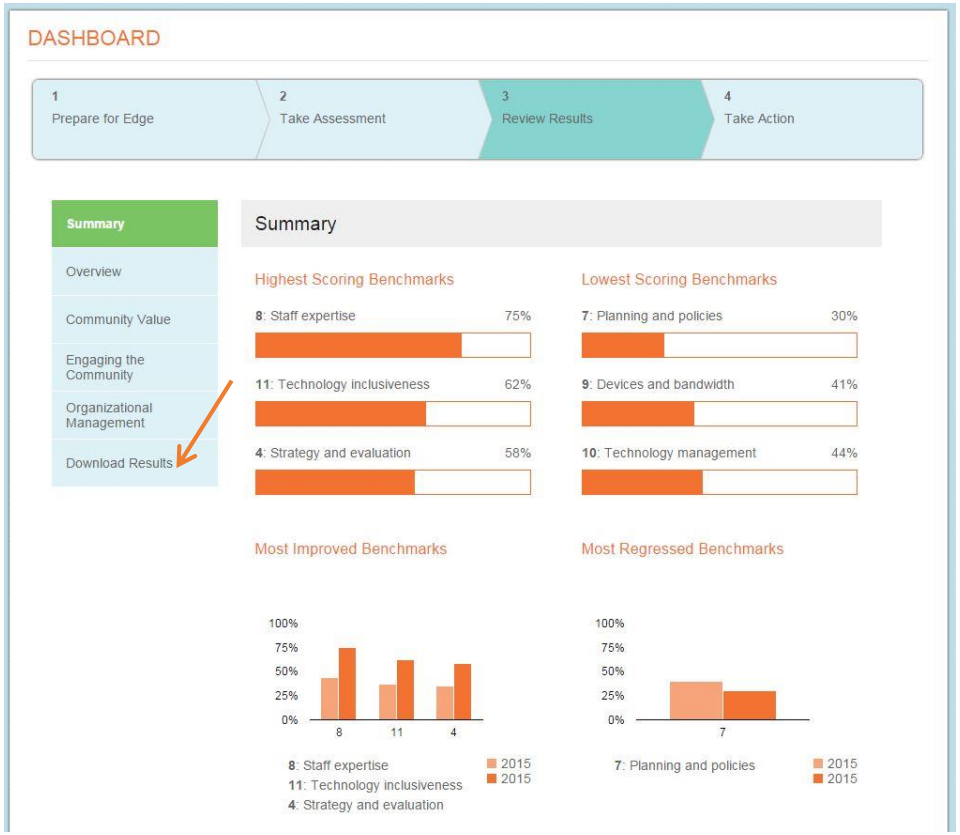
Benchmark 2: Libraries provide access to relevant digital content and enable community members to create their own digital content.

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	◉	○	○	○
Office productivity software (e.g., word processing, spreadsheets, presentations) is available at all locations	◉	○	○	○
Photo editing software (e.g., Photoshop, GIMP) is available in at least 50% of locations	○	◉	○	○
Video/audio recording and editing software is available in at least one location	○	○	◉	○
Web development software (e.g., Dreamweaver, CoffeeCup) is available in at least one location	◉	○	○	○

ASSESSMENT TOOL

Summary Results



TRAINING

Edge Curriculum

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

RECOMMENDATIONS & PLANNING TOOLS

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
	Total	235	198	310
Engaging the Community	4. Strategy and evaluation	75	76	155
	5. Strategic partnerships	45	39	75
	6. Sharing best practices	40	35	65
	Total	160	150	295
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
	Total	230	232	395
	Overall Score	625	580	1000

Your score in context:

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

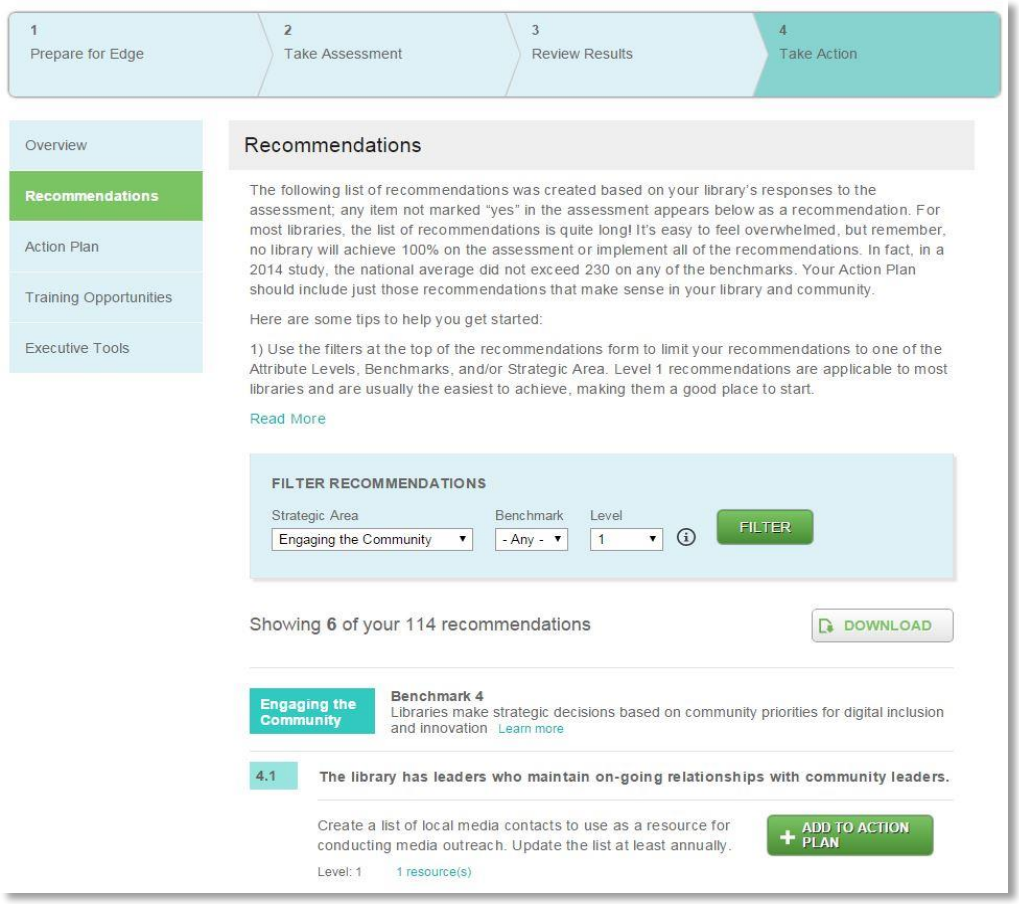
Watertown Public Library is a member of the Medium-Large peer group (population between 65,001 and 175,000).

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.

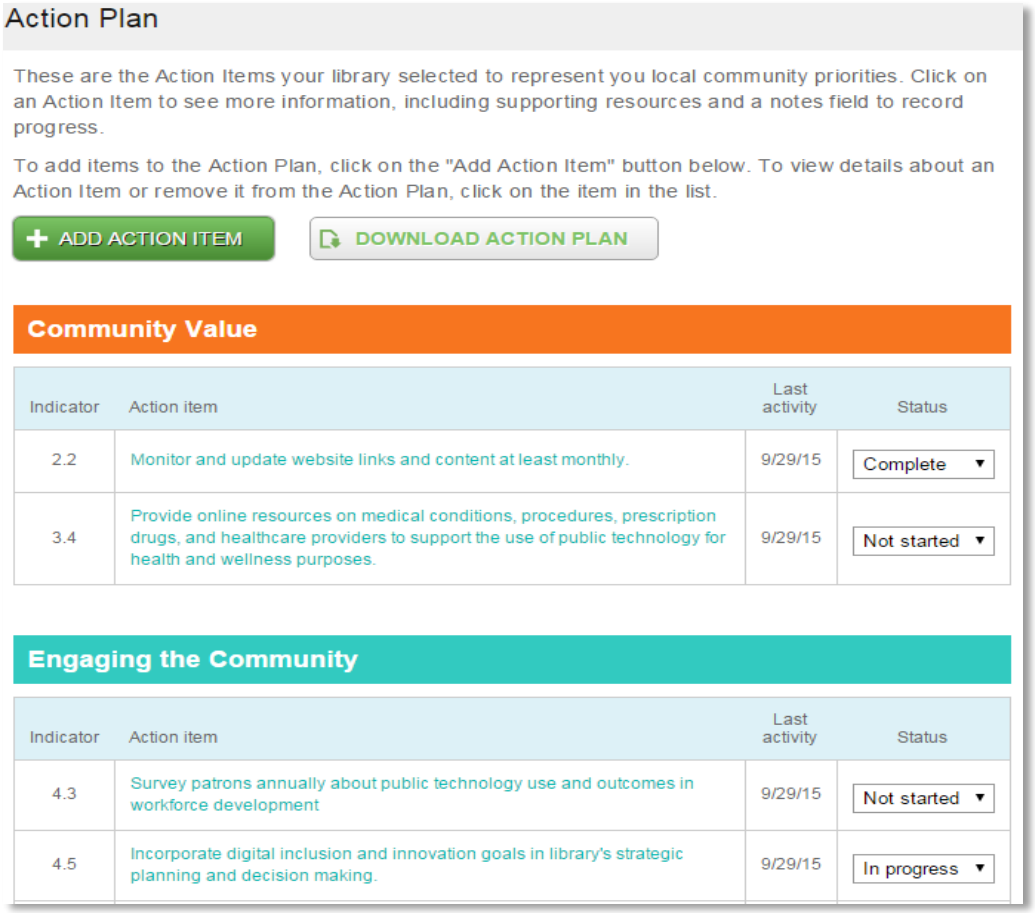
RECOMMENDATIONS & PLANNING TOOLS

Recommendations



RECOMMENDATIONS & PLANNING TOOLS

Action Plan



Action Plan

These are the Action Items your library selected to represent you local community priorities. Click on an Action Item to see more information, including supporting resources and a notes field to record progress.

To add items to the Action Plan, click on the "Add Action Item" button below. To view details about an Action Item or remove it from the Action Plan, click on the item in the list.

+ ADD ACTION ITEM DOWNLOAD ACTION PLAN

Community Value

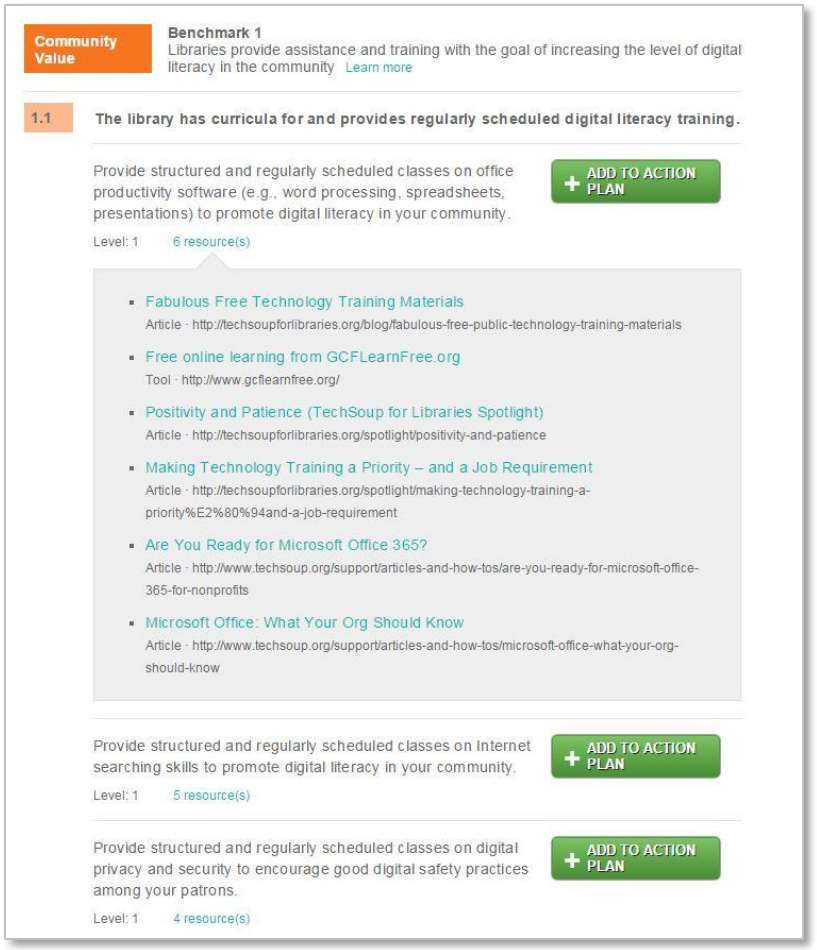
Indicator	Action item	Last activity	Status
2.2	Monitor and update website links and content at least monthly.	9/29/15	Complete
3.4	Provide online resources on medical conditions, procedures, prescription drugs, and healthcare providers to support the use of public technology for health and wellness purposes.	9/29/15	Not started

Engaging the Community

Indicator	Action item	Last activity	Status
4.3	Survey patrons annually about public technology use and outcomes in workforce development	9/29/15	Not started
4.5	Incorporate digital inclusion and innovation goals in library's strategic planning and decision making.	9/29/15	In progress

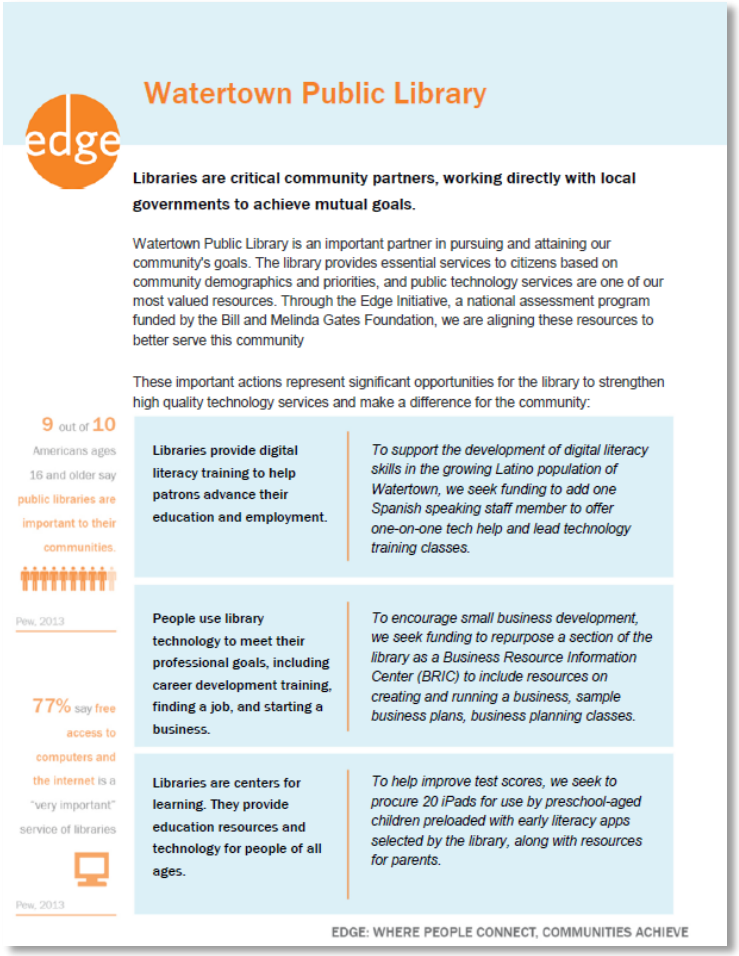
RESOURCES

500+ Resources



COMMUNITY ENGAGEMENT TOOLS

Executive Tool



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.*

EDGE: WHERE PEOPLE CONNECT, COMMUNITIES ACHIEVE

VALUE OF EDGE TO THE FIELD

Highlights the role of the library in providing technology services

Affirms that libraries are measuring performance on meeting community priorities

Educates local government on the strategic value of public libraries