

IT Strategic Plan

for the Santa Cruz Public Libraries

July 2017-June 2021



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Library Strategic Technology Plan: Digital Inclusion

Statement of IT Strategy: Building on the SCPL mission to “Connect, Inspire, Inform”, Library Information Technology will lead multiple efforts to improve the democratic, social and economic vitality of our community through the use of information technologies, and to foster inclusive, sustainable, free access to technology.

State of Information Technology 2013- 2016

- Number of wireless users served: 1400/day, 500K/year average
- Number of hours used on Public PC's/year: 100K
- Number of Public PC's: 150
- Average Wired Bandwidth: 1GB
- Average Wireless Bandwidth: 65 Mbps
- Number of technology classes given: 20
- Number of Patron check out devices: 20
- Number of technology grants written & won: 5, with a value of \$68,400
- Percentage of IT service requests being met: 97%

Core Objectives

1. Increase Bandwidth
2. Expand Access to Technology Tools & Resources
3. Increase Digital Literacy
4. Improve the Digital User Experience
5. Capitalize on Innovations

Underlying Beliefs and Assumptions

1. Revenues will decrease in FY 18-19
2. A portion of the Budget surplus may be spent on technology
3. Facilities will require new/upgraded technology

IT Strategic Plan: Vision

“The Library will lead multiple efforts to improve the democratic, social and economic vitality of our community and to foster inclusive, sustainable and free access to technology”.

The implementation of the Information Technology Strategic Plan will prepare the Santa Cruz Public Libraries and its communities to achieve the maximum benefit from information technology innovations, increasing technical capability, enhancing digital resources and learning, and delivering efficiencies in support of administrative functions

It puts in place infrastructure to enable all community members to communicate effectively, share and procure information securely, and collaborate locally and globally. With a continuing focus on patron and staff training, the strategy aims to empower the Library to innovate, staff to use IT systems effectively, and patrons to develop their digital literacy for discovering, evaluating, and creating information using digital technologies.

The IT Strategic Planning Process

In October of 2016, Library IT completed the Edge Toolkit Assessment. The Edge is a groundbreaking, first-of-its-kind management and leadership tool, helping libraries create a path for the continuous growth and development of their public technology services.¹ The Edge Toolkit provides libraries an overview of current public services and community engagement.² From operations to partnerships and programming, the toolkit generates recommendations for implementing best practices to align with future growth and community priorities.³ It also provides useful resources to demonstrate the library’s community service to community leaders. Edge was created with the vision that all people should have opportunities to enrich and improve their lives through open access to information, communication, and technology services provided by public libraries. Edge results and analysis can be found in Appendix A.

Senior management identified the American Libraries Association’s Future of Libraries Trends as a way to pinpoint emerging trends relevant to libraries and the communities they serve. Created by the Center for the Future of Libraries, this list of trends is available to help libraries and librarians understand how trends are developing and why they matter.

Beginning in October and ending in November, we ran a successful online survey, which was accessed via Public PC’s within the branches, as well as to all visitors of the SCPL website. There were 654 respondents. Known as the Impact Survey, it empowers us to ask our community directly about the technology services they use and need. Specifically, the Impact Survey asks patrons about how they use library technology services like public computers, wireless networks, online resources, and digital literacy training, and helps gather information about how to improve those services to enable better patron outcomes. Impact survey results analysis can be found at Appendix B.

Next, we enlisted the assistance of LOCO (the Learning Organization, Communications & Operations), whose charter is to support the mission of the Santa Cruz Public Library System using Learning Organization principles to foster a culture of trust and open dialog throughout SCPL. LOCO is comprised of one representative from each division and job function within the Library. We created an advisory commission with the LOCO members, and named it ITSPAC, (the IT Strategic Planning Committee). ITSPAC met four times over a two-month period, and the relevant trends were researched, discussed and measured for their potential effectiveness within our Library system. ITSPAC also analyzed the Edge Assessment results as well as the Impact Survey results.

For each section within the plan, there is a set of objectives. Given the pace of advancements in information technologies, it is not possible to predict everything we might need to achieve within a four-year period and accordingly, the objectives are intentionally set at a high level. The activities have no order of prioritization.

We will examine progress against our objectives using key performance indicators, benchmarks, and targets. These measurements will ensure we maintain focus on the plan, so that it continues to meet community needs, allows us to react to the external environment, and is updated appropriately.

IT Strategic Plan: Principles and Assumptions

Digital Inclusion is a guiding principle of the Santa Cruz Public Libraries and is represented within this IT Strategic Plan. The federated nature of the Library System offers benefits, and at the same time can inject complexity and disorganization. To develop an IT Strategic Plan for the Libraries, a set of principles is required that can support the proper balance across the organization and support a common direction and alignment.

The following principles establish a shared approach to providing IT services.

Delivery of the Plan assumes:

Partnership and Collaboration

1. Library IT staff work in partnership with IT providers to ensure that IT delivery works as a strategic partner for the community. This is accomplished through a broad understanding of the ways in which the community might benefit from technology, and consequently, it requires the continued feedback from patrons, staff, management and Library IT.
2. Library IT takes responsibility to deliver IT services to the Library System and community members, enabled by a shared end-to-end support process that begins with strategic objectives and ends with patron engagement.
3. Supporting the digital inclusion strategy of the Library System is a shared desire of all primary services delivered.
4. The strategy also includes ways to improve the user experience of IT services. This is accomplished by integrating IT into building plans, delivering faster, more reliable digital access, and providing support and training for staff and community members using Library technology.
5. The IT Strategic Plan aligns with and supports divisional as well as regional needs-to allow adoption of digital technologies in teaching and outreach.
6. Partnership in IT goes beyond the boundaries of the Library and includes external vendors, the JPA, regional branches and local entities.

Efficiency and Effectiveness

7. The advantages and economies of maintaining a common infrastructure are made clear to promote adoption and show the value for money spent within the Library System.
8. IT services are delivered in a way that maximizes value to the community, taking into account total cost of ownership, fit within the current IT architecture, and benefits that can be realized.
9. IT services – whether created locally or centrally – that gain acceptance, have wide applicability and use, with clear benefits to staff and/or patrons, should be sustained.
10. Library information and patron data are treated as assets and governed appropriately; with the processes around them appropriately supported, including access, storage and curation. Data governance is not the function of any one group, but requires a shared responsibility throughout the Library System.

IT Strategic Plan: Objectives and Activities

Increase Bandwidth

The current IT infrastructure contains 150 public access computers, 20 laptops for patron checkout, 150 Staff computers and an average of 1400/day wirelessly connected patron devices (i.e., laptops, handheld mobile devices). All of these connections are con-currently made on a 1Gb broadband connection. As patrons continue to access more broadband-intensive content, our current broadband connection is impacted and bottlenecks occur. This strain on our broadband pipe will continue to increase as the community comes to expect access to new interactive, multimedia and high-resolution applications and programs. To that end, we must improve our broadband speeds and ensure that it is “future-proof”- meaning expandable beyond our current needs- in recognition that demand for speed will continue to grow.

CENIC is a world-class network on the California Research and Education Network (CalREN), a high-capacity network that meets the needs of 20 million users including the California K-12 system, California Community Colleges, the California State University System, California Public Libraries, the University of California System, Stanford, Caltech and USC. In addition, CENIC provides economies of scale that decreases connection costs significantly, while increasing connection speeds ten-fold, and is fully scalable up to 100Gb.

Objectives:

- Create a high-speed network infrastructure that will allow patrons to browse the Internet up to 10 times faster than current speeds and increase wireless reliability.
- Deploy the CENIC Network Operations Center (NOC) to monitor the network 24 hours a day, 7 days a week, 365 days a year.

Activities:

- 1.1. Create a redundant pipeline to the Internet.
- 1.2. Develop an infrastructure that supports the requirements of large-scale, secure data storage, preservation and discovery.
- 1.3. Provide appropriate infrastructure, tools and training to underpin the full cycle of Library data, including discovery, analysis, and curation.
- 1.4. Provide robust security to support system activities and network infrastructure.
- 1.5. Continue to collaborate with CENIC to further develop shared services, such as VOIP, and realize savings through economies of scale.
- 1.6. Replace Wireless Access Points (WAPs) with more reliable high-speed units.

Expand Access to Technology Tools & Resources

Digital Inclusion is defined as the “ability of individuals and groups to access and use information and communication technologies (ICTs).⁴ Digital inclusion encompasses not only access to the Internet but also the availability of hardware and software; relevant content and services; and training for the digital literacy skills required for effective use of information and communication technologies”.⁵

Objectives:

- Provide free public access to technology (hardware, software and high-speed connectivity).
- Provide equitable access to Internet-connected devices and online content.
- Ensure that community members can take advantage of the educational, economic and social opportunities available through these technologies.

Activities:

- 1.7. Increase the number of Public PC’s available in all branches and deploy new computers.
- 1.8. Deploy laptop check-outs at all branches.
- 1.9. Create computing spaces that are flexible, with adequate power outlets and charging options for patrons, with furniture that affords patrons the space and comfortable seating they require to work comfortably with technology.
- 1.10. Institute wireless printing from any patron device.
- 1.11. Increase digital literacy classes and on-demand technology support for patrons of all ages and abilities.
- 1.12. Provide digital literacy services around key community need areas such as education, employment, workforce development and civic engagement.

^{4,5} Building Digital Communities: A Framework for Action,
from https://www.ims.gov/assets/1/AssetManager/BuildingDigitalCommunities_Framework.pdf

Increase Digital Literacy

Digital literacy is the ability to locate, evaluate, and use digital information. The digitally literate can efficiently find the information they seek, evaluate that information, and use that information effectively.⁶ The ability to recognize what information is needed and when to use it are additional components of digital literacy.⁷ Digital literacy also includes the ability to effectively use a range of technologies (e.g., computers, mobile devices) and Internet-enabled services (e.g., Blogs, Twitter, Facebook, YouTube).⁸ These different components of digital literacy are of equal significance. Without access, people cannot develop digital literacy; without digital literacy, they cannot gain maximum benefit from online resources.

Objectives:

- Provide free digital literacy support and training to the community

Activities:

- 1.13. Build a digitally literate staff, which in turn, builds a digitally literate community.
- 1.14. Hold regular “drop-in” tech help hours at every branch.
- 1.15. Hold regularly scheduled classes for patrons at each branch.
- 1.16. Partner with Senior centers and retirement homes to teach digital literacy.
- 1.17. Supply digital media lab technology that supports production and creation.
- 1.18. Develop Library-based digital literacy course content with self-guided tutorials accessible from anywhere, on any device.
- 1.19. Partner with schools to offer Cybersecurity and Digital Life classes for K-12.

^{6,7,8} American Library Association. *Presidential Committee on Information Literacy. Final Report.* (Chicago: American Library Association, 1989).

Improve the Digital User Experience

*“The user experience is the measure of your end-user’s interaction with your library: its brand, its product and its services”.*⁹ User Experience (UX) is an increasingly important area of focus across libraries, with rising consumer demand for usable, useful, and desirable technologies. With digital and virtual library services becoming commonplace, libraries are not immune to these developments and are challenged to not just provide services to their users but to do so in a way that is both engaging and satisfying.

Objectives:

- Improve and enhance the user experience in the following tech-related areas:
 - Spaces
 - Website
 - Catalog Discovery Layer

Activities:

- 1.20. Incorporate linked data into the catalog.
- 1.21. Adopt the BibFrame data model.
- 1.22. Create “technology rich” spaces at every branch.
- 1.23. Add charging stations at every branch.
- 1.24. On demand - on time laptop and PC resources at every branch.
- 1.25. Plan for incorporating a discovery layer within the catalog.
- 1.26. Continue expansion of the Django framework onto the SCPL website.

⁹ Michael Schofield and Amanda L. Goodman, “Using User Experience (UX) Design to Improve Library Services from the Web to the Circulation Desk,” online course (ALA Editions, 2015) accessed May 15, 2015.

Capitalize on Innovations

In the last 15 years, Libraries have undergone significant changes due to technological advances, and the ways in which patrons use Library services has changed with this progress. However, public libraries function in an environment where budget uncertainties and realignment of core services are a reality. Therefore, a balance between continuing to provide essential services and the need to continually update technology in order to meet the escalating digital information needs of our users is necessary. Library information technology must pursue strategic and innovative ways to deliver the technology required by users with fiscal agility and careful stewardship of funds. To that end, innovations that are both responsive and carefully devised are required to maintain expansion in our market.

Objectives:

- Increase curation infrastructure
- Facilitate makers' spaces
- Empower Digital Natives
- Support Connected Learning
- Increase broadband access to underserved communities
- Partner with technology innovators

Activities:

- 1.27. Increase the capabilities of our Storage Attached Network to support increased digital curation.
- 1.28. Grow the in-house Minecraft server and install on all youth computers in the system.
- 1.29. Expand the 3D printing program with more offerings at each branch.
- 1.30. Create makers' spaces that blend new technology with more traditional maker tools.
- 1.31. Implement TV Whitespaces (TVWS) broadband in underserved areas.
- 1.32. Partner with the San Jose State University School of Information (iJSU) and the Institute of Museum and Library Services (IMLS) and local/regional authorities to design and deploy TVWS emergency communications channels.

Appendix A: Edge Assessment



PEER COMPARISON REPORT
SANTA CRUZ PUBLIC LIBRARIES
SEPTEMBER 15, 2016

The Santa Cruz Public Libraries 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 Santa Cruz Public Libraries results in the context of other libraries serving populations of a similar size. Santa Cruz Public Libraries belongs to the "Large" peer group, made up of libraries serving communities with a population between 175,001 and 300,000. 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 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	5	49	75
	2. Digital tools and resources	85	80	105
	3. Meeting key community needs	105	89	130
	Total	195	218	310
Engaging the Community	4. Strategy and evaluation	80	85	155
	5. Strategic partnerships	65	45	75
	6. Sharing best practices	30	40	65
	Total	175	170	295
Organizational Management	7. Planning and policies	50	35	50
	8. Staff expertise	60	60	80
	9. Devices and bandwidth	75	60	135
	10. Technology management	80	65	90
	11. Technology inclusiveness	40	20	40
	Total	305	240	395
Overall Score		675	628	1000

Your score in context:

The overall score for Santa Cruz Public Libraries is 675 of 1000 possible points.

Santa Cruz Public Libraries is a member of the Large peer group (population between 175,001 and 300,000).

In a representative sample of libraries in the Large peer group scores ranged from 245-890.

The average score for libraries in the Large peer group was 559-701.

The table below shows your library's assessment results in the context of possible points and the average attained by libraries in the Large peer group. The results are shown at the indicator level to help identify areas where your library excels and to diagnose areas where additional activity might enhance patron outcomes.

Strategic Area	Benchmark	Points Achieved	Peer Average	Points Possible
Community Value	1. Digital literacy			
	1.1 Digital literacy group training	5	18	25
	1.2 Digital literacy individual training	0	31	50
	2. Digital tools and resources			
	2.1 Digital content creation	20	24	40
	2.2 Website content monitoring	30	26	30
	2.3 Website information resources	35	30	35
	3. Meeting key community needs			
	3.1 Workforce development	25	23	30
	3.2 eGovernment and legal	25	18	30
	3.3 Educational opportunities	35	30	40
	3.4 Health and wellness	20	18	30
Engaging the Community	4. Strategy and evaluation			
	4.1 Maintaining community relationships	40	36	45
	4.2 Community analysis and assessment	10	15	40
	4.3 Patron surveys	0	2	20
	4.4 Technology services evaluation	25	15	25
	4.5 Strategic planning	5	18	25
	5. Strategic partnerships			
	5.1 Partnership development	40	31	45
	5.2 Technology outreach	25	14	30
	6. Sharing best practices			
	6.1 Community of practice	30	35	45
	6.2 Annual survey	0	5	20
Organizational Management	7. Planning and policies			
	7.1 Data management policies	50	35	50
	8. Staff expertise			
	8.1 Staff technology training	40	34	40
	8.2 Staff technology competencies	0	13	20
	8.3 Patron technology support	20	13	20
	9. Devices and bandwidth			
	9.1 Device availability	0	2	30
	9.2 Bandwidth capacity	20	14	30
	9.3 Device session periods	30	28	35
	9.4 Peripheral technology equipment	25	18	40
	10. Technology management			
	10.1 Internet connectivity	35	25	35
	10.2 Out-of-service devices	30	24	30
	10.3 Technology service metrics	15	16	25
11. Technology inclusiveness				
11.1 Assistive technology	40	20	40	



Edge Recommendations Report

Santa Cruz Public Libraries
Sep 15, 2016

Recommendations

Filtered By:

Strategic Area: All

Benchmark: All

Level: All

Showing **all** of your 57 recommendations

Community
Value

Benchmark 1

Libraries provide assistance and training with the goal of increasing the level of digital literacy in the community

1.1

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

Provide structured and regularly scheduled classes on basic computer skills to promote digital literacy in your community.

Level: 1

Provide structured and regularly scheduled classes on office productivity software (e.g., word processing, spreadsheets, presentations) to promote digital literacy in your community.

Level: 1

Provide structured and regularly scheduled classes on Internet searching skills to promote digital literacy in your community.

Level: 1

Provide structured and regularly scheduled classes on social media to promote digital literacy in your community.

Level: 1

Provide structured and regularly scheduled classes on multi-media (e.g. photo, video, audio) to promote digital literacy in your community.

Level: 1

Provide assistance to patrons on using their personal devices (e.g. eReaders, iPods, tablets) either through one-on-one training support or through group sessions.

Level: 2

Provide technology training classes in languages other than English to support the development of digital literacy skills in ESL populations within your community.

Level: 3

1.2

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

Provide individual assistance through one-on-one help available on-demand with library staff or volunteers for at least 10 minute sessions to promote digital literacy at the individual level.

Level: 1

Provide individual assistance through one-on-one help by appointment with library staff or volunteers for at least 30 minute sessions to promote digital literacy at the individual level.

Level: 2

Provide individual assistance through one-on-one training support for patrons on their personal devices (e.g. eReaders, iPods, tablets) to promote digital literacy at the individual level.

Level: 2

Provide individual technology assistance in languages other than English to support the development of digital literacy skills in ESL populations within your community.

Level: 3

Benchmark 2

Libraries provide access to relevant digital content and enable community members to create their own digital content

2.1 The library supports the creation of digital content on public access computers.

Ensure photo editing software is available in at least 50% of locations.

Level: 2

Ensure video/audio recording and editing software is available in at least one location.

Level: 3

Ensure web development software is available on at least one public computer in at least one location.

Level: 3

Benchmark 3

Libraries provide technology resources to help patrons meet important needs related to personal goals and community priorities

3.1 The library supports use of public technology for workforce development and entrepreneurship.

Host group instruction at least quarterly on using online job-seeking, career development, and small business development resources to promote workforce development and entrepreneurship.

Level: 3

3.2 The library supports use of public technology for eGovernment or legal purposes.

Host group instruction at least quarterly for patrons on navigating online government resources to support the use of public technology for eGovernment purposes.

Level: 3

3.3 The library supports use of public technology for patrons pursuing educational opportunities.

Host group instruction at least quarterly on using or navigating educational resources to support the use of public technology for patrons pursuing educational opportunities.

Level: 3

3.4 The library supports use of public technology for health and wellness purposes.

Volunteer to become a designated community access point for health and human services information assistance (211 service) to promote the library as a resource for health and wellness information.

Level: 3

Host group instruction at least quarterly on using or navigating health and wellness resources to promote the use of the library and its publicly accessible technologies for health and wellness purposes.

Level: 3

Engaging the Community

Benchmark 4

Libraries make strategic decisions based on community priorities for digital inclusion and innovation

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

Deliver a presentation about library technology to community group(s) at least annually.

Level: 2

4.2 The library gathers feedback from the community about its public technology needs.

Include questions about community technology in a library-sponsored needs assessment survey to help your library determine your community's public technology needs.

Level: 2

Include community technology-related questions in a local government survey to help your library determine your community's public technology needs.

Level: 2

Conduct community-representative focus groups on the community's technology needs to help gather feedback from your community on its public technology needs.

Level: 2

Hold advertised forums on the community's technology needs to help gather feedback from your community on its public technology needs.

Level: 2

Conduct an assessment of community needs for technology resources in languages other than English to help gather feedback from diverse members of your community on their public technology needs.

Level: 3

Conduct an assessment of community needs for technology resources for people with disabilities to help gather feedback from diverse members of your community on their public technology needs.

Level: 3

4.3 The library surveys its patrons about technology use in strategic purpose areas.

Survey patrons annually about public technology use and outcomes in workforce development

Level: 1

Survey patrons annually about public technology use and outcomes in eGovernment

Level: 1

Survey patrons annually about public technology use and outcomes in Education

Level: 1

Survey patrons annually about public technology use and outcomes in Health & Wellness

Level: 1

4.5 The library makes strategic decisions based on information about community needs and priorities.

Incorporate digital inclusion and innovation goals in library's strategic planning and decision making.

Level: 1

Review and update technology-related goals in library's strategic plan at least annually.

Level: 2

Align library's technology resources and services with community needs.

Level: 3

Benchmark 5

Libraries build strategic relationships with community partners to maximize public access technology resources and services provided to the community

5.1 The library develops and maintains partnerships that amplify the library's reach, avoid duplication of effort, aid the library in planning or advocacy, or are otherwise mutually beneficial.

Bring basic computer and Internet training out into the community using mobile computer labs to link at-risk and disenfranchised customers with vital technology access and skills.

Level: 3

5.2 The library engages in technology outreach activities.

Develop and maintain a plan that ensures the assessment and recovery of technology services in the event of an emergency.

Level: 3

Benchmark 6

Libraries support continuous improvement in public access technology services by sharing expertise & best practices with other digital inclusion organizations

6.1 The library participates in a community of practice and shares public access technology knowledge, resources, and other tools.

Share technology training and curricula with other libraries or community-based organizations.

Level: 2

Share network management policies and practices with other libraries or community-based organizations.

Level: 2

Deliver at least one technology-related presentation at formal professional gatherings (in-services, conferences, webinars) annually.

Level: 3

6.2 The library conducts surveys to gather feedback about library technology.

Conduct annual survey to gather feedback from the community and includes question about patron satisfaction with library technology

Level: 1

Conduct annual survey to gather feedback from the community and includes question about personal importance of library technology

Level: 2

Conduct annual survey to gather feedback from the community and includes importance of library technology to others in the community

Level: 3

**Organizational
Management**

Benchmark 8

Libraries have sufficient staff with technology expertise to help patrons achieve their goals

8.2 Library staff assigned to assist patrons are responsible for maintaining technology competencies.

Add technology competencies and responsibilities to job descriptions for public services staff.

Level: 1

Review technology related performance as part of annual employee evaluations.

Level: 2

Include expectations for technology performance in annual goal setting for public services staff.

Level: 3

**Organizational
Management**

Benchmark 9

Libraries have sufficient devices and bandwidth to accommodate user demand

9.1 The library has a sufficient number of device hours available on a per capita basis.

Improve patron computer access during peak demand times by increasing the number of devices and/or the number of hours your location is open.

Level: 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.

Level: 2

Improve patron computer access during peak demand times by increasing the number of devices and/or the number of hours your location is open.

Level: 3

9.2 The library meets or exceeds the minimum bandwidth capacity necessary to support public user demand.

Increase and manage your bandwidth to optimize the speed of your connection and improve the patron's Internet experience.

Level: 3

9.3 The library assures adequate time for patrons to complete tasks.

Provide internet-enabled devices for use outside the library.

Level: 3

9.4 The library provides peripheral equipment that enables patrons to complete tasks.

Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (privacy screens for computer monitors)

Level: 1

Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (placing computer monitors so they can't be viewed by other patrons)

Level: 1

Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (installing partitions between workstations)

Level: 1

Provide equipment that ensures privacy and allow patrons to conduct sensitive transactions (having public computers in private rooms)

Level: 1

Provide wireless-enabled printers so patrons who connect to the public Wi-Fi have the ability to send documents to various printers within the network.

Level: 2

Provide multimedia production equipment (e.g. digital cameras, audio recorders, video cameras) for in-library public use.

Level: 3

Benchmark 10

Libraries manage their technology resources to maximize quality

10.3

The library tracks key measures about public technology services for planning purposes.

Monitor patron computer use through the collection of average wait times for public devices.

Level: 1

Monitor patron computer use through the collection of the number of requests for one-on-one technology help.

Level: 3

Appendix B: Impact Survey

Public access to the Internet improves the quality of life in our community

Public libraries are key providers of public access in our community

As using computers and the Internet has become a necessity across many facets of daily life, libraries serve as an important site for free access to computers and the Internet:

- According to Pew, 4 in 10 American adults do not have high-speed broadband at home.¹
- Library computer use is widespread: A third of Americans ages 14 and older (77 million people) use library computers and the Internet.²
- More than three-quarters of those who accessed the Internet at a public library had access elsewhere. These patrons used public access when they needed a faster connection, during gaps in access, while running errands or during lunch breaks, and to reduce isolation.²

Your library's public access at work

- At Santa Cruz Public Libraries there are 150 public access terminals and 55 wireless hotspots within the library system.
- Of the respondents, 316 (48%) used a computer in the library to access the Internet during the past 12 months, with frequencies as follows:
 - 73 (23%) did so once a week or more frequently;
 - 42 (13%) did so about 1-3 times a month;
 - 201 (64%) did so less than once a month.
- 50% (326) of respondents say that public access to computers and the Internet is important or very important to them, personally. 91% (592) say it is important or very important to have these resources available for others in our community.
- The beneficiaries of library Internet access often extend beyond the individual users; 37% (151) of users found information or performed tasks for other people using the library's computers or Internet connection.

LIBRARIANS MAKE A DIFFERENCE

Of survey respondents who use the library's public access technology, 54% got help from a librarian, library staff, or volunteer to use the library's computers and Internet.

Who uses Santa Cruz Public Libraries' public access?

- 90% (367) of Santa Cruz Public Libraries' public access technology users have alternative Internet access somewhere other than the library. Of those, 51% received help when they visited the library.
- Of the 430 respondents with alternative access who received help, 19% were 65 years and older.
- 24% of Santa Cruz Public Libraries' public access technology users are low income (below 200% of the poverty line).
- Of public technology users with no alternative access, 57% are low income.

Major uses for library computers in our community

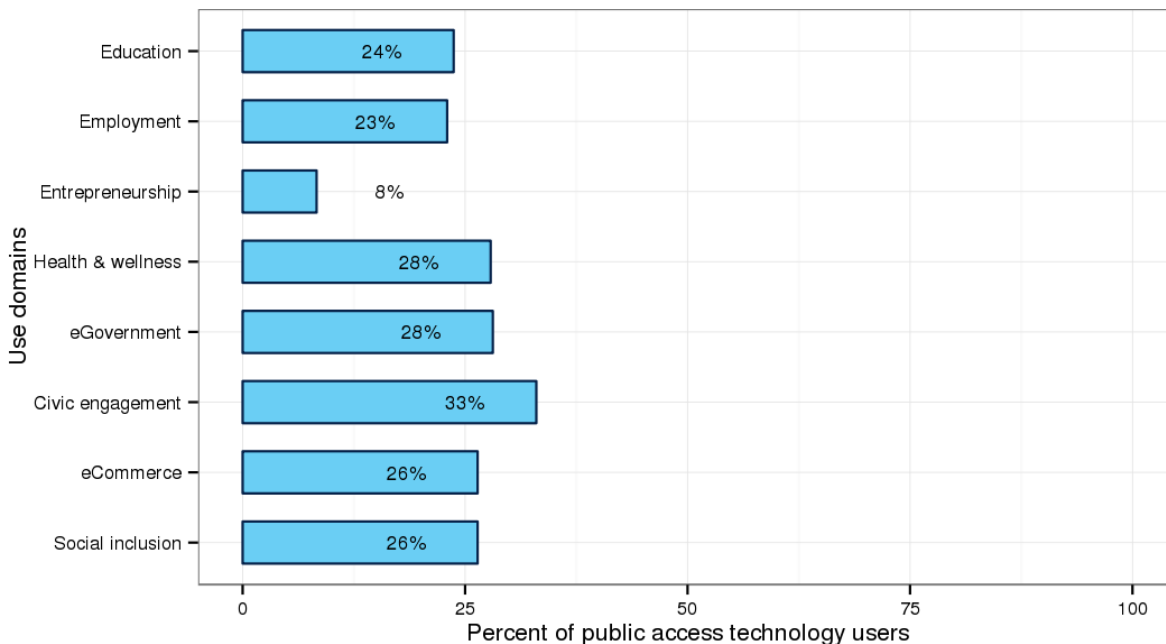
Employment

- 23% of public technology users at Santa Cruz Public Libraries used the library's public computers or wireless connection for employment purposes.
- 11% of users used the library's technology resources to apply for a job. 6% were granted an interview, and 4% were hired for a new position.

Education

- Of public technology respondents, 24% used library technology for educational purposes.
- Of those that used public technology for educational purposes, 69% took an online class, did research or did homework for a class.

How Do Patrons Use Public Technology?



This report features results on how Santa Cruz Public Libraries patrons use public access technology. The survey ran from October 24, 2016 to November 21, 2016 and 654 patrons completed the survey.

¹ Zickuhr, Kathryn, Lee Rainie, Kristen Purcell. (2013). Library services in the digital age. Pew Research Center's Internet & American Life Project. Washington, D.C. <http://libraries.pewinternet.org/2013/01/22/Library-services/>

² Becker, Samantha, Michael D. Crandall, Karen E. Fisher, Bo Kinney, Carol Landry, and Anita Rocha. (2010). Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries. (IMLS-2010-RES-01). Institute of Museum and Library Services. Washington, D.C. <http://impact.ischool.washington.edu/us-public-library-study.html>



How your community benefits from Internet access at Santa Cruz Public Libraries

November 2016

Key findings and highlights from surveys completed at Santa Cruz Public Libraries.

Public libraries are important to Americans

- 91% of Americans agree that libraries are important to their communities.
- 63% of Americans have a library card.
- 76% say their local library is important to them and their family.
- 77% of Americans say free access to computers and the Internet is a very important library service.

Your library's public access at work

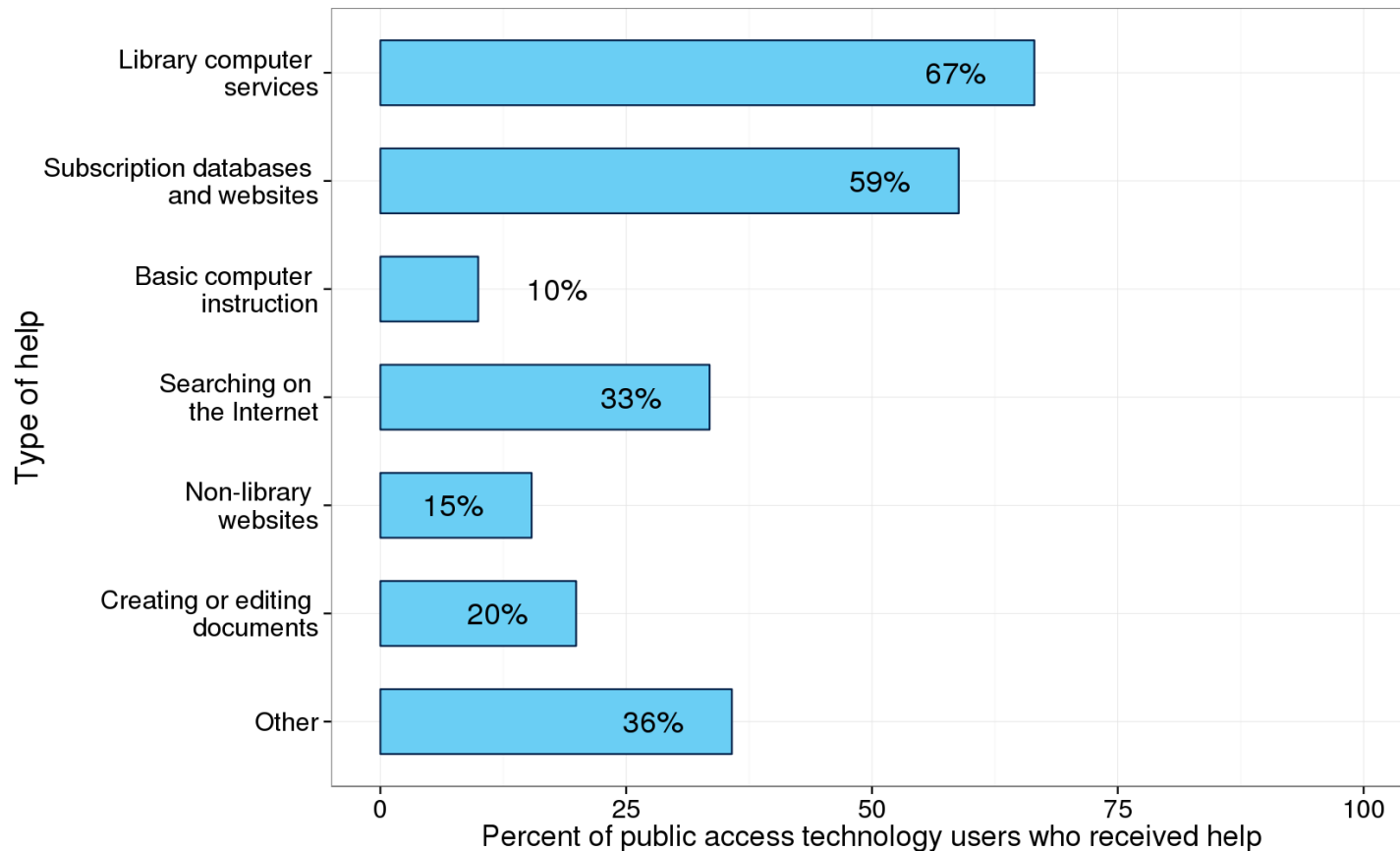
- 63% of Santa Cruz Public Libraries's survey respondents use the public access computers or wireless connection at the library.

Who uses Santa Cruz Public Libraries's public access?

- 24% of Santa Cruz Public Libraries's public technology users are low income (below 200% of the poverty line).
- 90% of users have regular access to the Internet somewhere other than the library.

Types of help users received from librarians

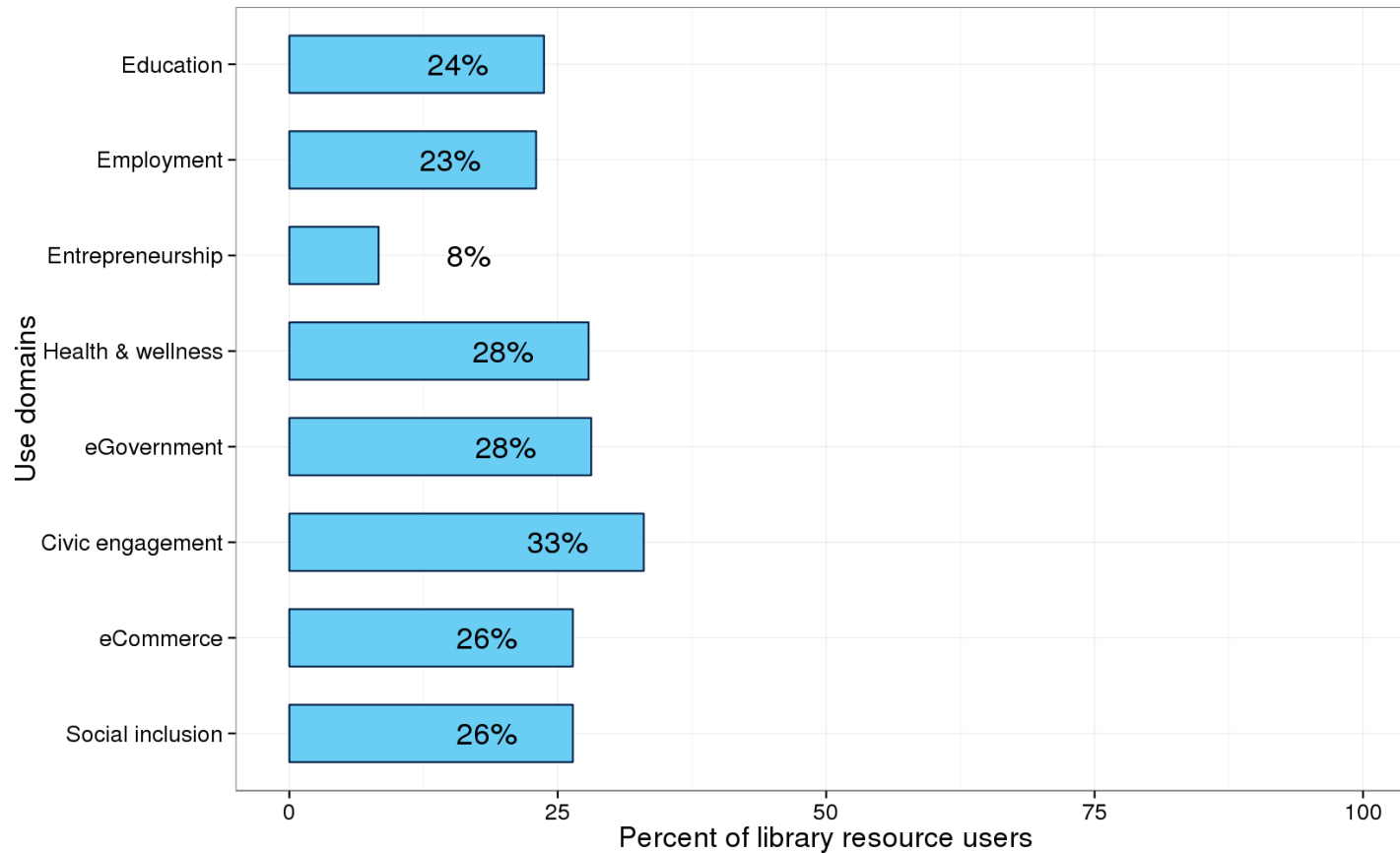
54% of users received help from library staff or volunteers when using a library computer or wireless network.



The library provides valuable help and resources

- 90% of Santa Cruz Public Libraries's public access technology users have alternative Internet access somewhere other than the library.
- 51% of public technology users who have computer access elsewhere received help when they visited the library.

How do people use library Internet connections?



Public access technology uses by activity area - Employment

- 23% of respondents who used the library's public technology did so for employment activities.
- **11%** of users used the library's technology resources to apply for a job.
- **6%** were granted an interview, and **4%** were hired for a new position.



Public access technology uses by activity area - Education

- 24% of public technology users conducted educational activities using library computers or Internet.
- Of those that used public technology for educational purposes, **69%** took an online class, did research or did homework for a class.



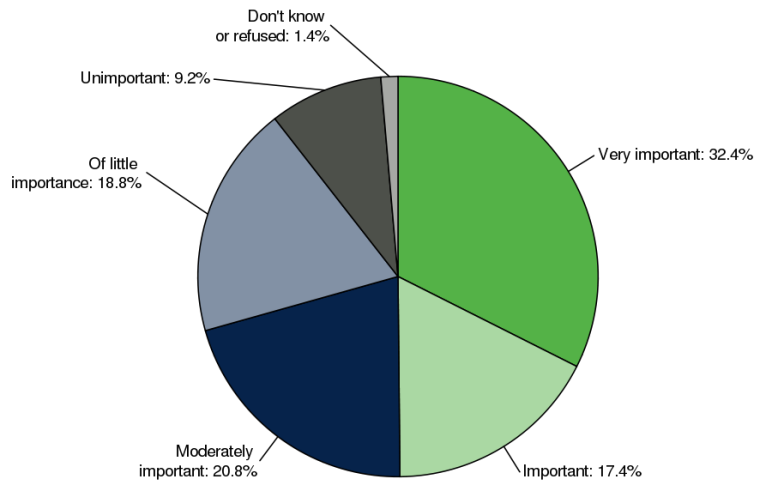
Public access technology uses by activity area - Health and wellness

- At Santa Cruz Public Libraries, 28% of public access technology users reported using library technology for health purposes.
- **16%** of users reported learning about diet or nutrition; of those, 15% made a change to their diet.
- **14%** of users reported learning about exercise or fitness; of those, 13% made a change in their exercise habits.

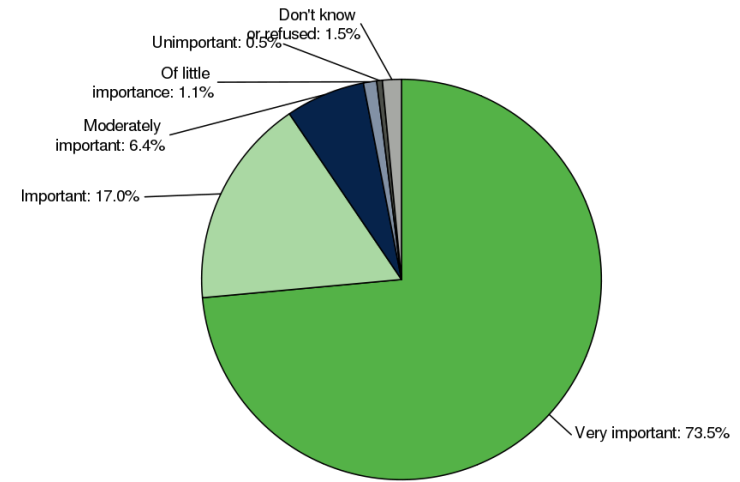


Importance of public library Internet access

Personally important



Important to the community



Thank you!

We hope this information has helped you to understand the critical role our library's computers and Internet access play in our community.

