

# THE Envoy

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## BTOP Update

As the Idaho Commission for Libraries (ICfL) wraps up the Broadband Technology Opportunities Program (BTOP) grant project, we continue to get the word out about online resources, evaluate the project’s impact, and support libraries’ efforts to bridge the digital divide.

Two recently added resources for libraries are the do-it-yourself Social Media Kit and the three-minute “Libraries and Economic Development” video:

- The Social Media Kit, at [http://libraries.idaho.gov/files/Social-Media-Kit\\_final.pdf](http://libraries.idaho.gov/files/Social-Media-Kit_final.pdf), is a foundation for libraries to author their policies regarding

social media. It offers best practices, hints, and information on successfully using Facebook and Pinterist as marketing/ media tools.

- The “Libraries and Economic Development” video was developed as part of a collection of resources for library staff and trustees to promote libraries as anchor institutions and can be found at [www.youtube.com/watch?v=NdOCj9P7D\\_E](http://www.youtube.com/watch?v=NdOCj9P7D_E).

A DVD of the video is gradually being distributed to public libraries at various trainings.

As broadband connectivity libraries reflect on the BTOP project, some note that faster computers and Internet have given patrons an opportunity to further their education, helped library users find jobs, and encouraged more people of all ages to use computers for a variety of activities.

Many public libraries say training on the E-Rate application process enabled them to obtain funding that helps ensure the sustainability

of their public access computing. They note that people have become more aware of the valuable services that public libraries provide.

Idaho’s libraries are vital in bridging the digital divide. Moving forward, we will continue to look for ways to leverage the benefits and resources gained from the BTOP project to strengthen libraries’ ability to meet this challenge.

See some highlights of Idaho’s BTOP project in the American Library Association (ALA) Office for Information Technology Policy report, “U.S. Public Libraries and Broadband Technology Opportunities Program” at [www.scribd.com/doc/138899219/U-S-Public-Libraries-and-the-Broadband-Technology-Opportunities-Program-May-2013](http://www.scribd.com/doc/138899219/U-S-Public-Libraries-and-the-Broadband-Technology-Opportunities-Program-May-2013).

See more about the BTOP project at <http://libraries.idaho.gov/> online.

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**Idaho Commission for Libraries**

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**Mission:**

The Idaho Commission for Libraries assists libraries to build the capacity to better serve their clientele.

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The Envoy is mailed quarterly to all public library directors and trustees listed in the ICfL Library Directory. PDFs available at: <http://libraries.idaho.gov/publications/trustee-news>.

**Broadband Adoption/Digital Literacy Toolkits**

**Broadband Adoption Toolkit:**

The U.S. Commerce Department’s National Telecommunications and Information Administration (NTIA) recently released its Broadband Adoption Toolkit, a document aimed at sharing best practices developed from broadband adoption and digital literacy projects funded by the Broadband Technology Opportunities Program (BTOP). The Toolkit gives practical ideas and tools for overcoming barriers to getting more Americans online access. Find the toolkit (23 MB) at [www2.ntia.doc.gov/files/toolkit\\_042913.pdf](http://www2.ntia.doc.gov/files/toolkit_042913.pdf).

**EveryoneOn Toolkit:**

The EveryoneOn campaign toolkit is also available at [everyoneon.adcouncil.org](http://everyoneon.adcouncil.org), with resources describing the importance of promoting digital literacy in local communities. The EveryoneOn campaign, which launched on March 21, promotes digital literacy skills and consists of PSAs and a website connecting consumers to information about Internet access and training opportunities, as well

as Internet discounts and low-cost computers. At [everyoneon.org](http://everyoneon.org), consumers can plug in a zip code to locate free digital literacy training and Internet access in their area. At [www.connect2compete.org](http://www.connect2compete.org), consumers can plug in their zip code and find out if they qualify for Connect2Compete’s low-cost computers and discounted high-speed Internet.

Libraries can verify that their information is correct at the EveryoneOn.org digital literacy site, which serves as a tool to promote the training, Internet access, and public access computers libraries offer. Basic information about public libraries (name, address, etc.) is already in the database. If you plug in your zip code and find that some information needs to be updated, you can find instructions for adding and updating information in the training site database at [everyoneon.adcouncil.org/tools-and-resources](http://everyoneon.adcouncil.org/tools-and-resources). Click on “Instructions for Training Locator Tool.”

**Save the Dates: PNLA and ILA Conferences**

This year’s Pacific Northwest Library Association Conference (PNLA) will be held in Boise August 14-16. This is a great opportunity to attend a regional library conference. They have excellent sessions, and you can meet colleagues from neighboring states and Canada. See details at [www.pnla.org/conference](http://www.pnla.org/conference).

The 2013 Idaho Library Association (ILA) Annual Conference will be held October 2–4, 2013 at the Nampa Civic Center in Nampa, Idaho. The conference is a great way to attend relevant workshops and network with your peers. More information will be coming soon to [www.idaholibraries.org/node/968](http://www.idaholibraries.org/node/968).



## Idaho Library Snapshot Day 2013

In April 2013, during National Library Week, 30 libraries from around the state participated in Idaho Library Snapshot Day, tracking their activities with statistics and photos, creating a snapshot of a day in the life of Idaho libraries, and capturing

the impact they have on their communities. They also collected library-user comments. Libraries will share the information gathered with Boards, Friends groups, local officials, library users, and in newsletters.

See a 3-minute video of Idaho Library Snapshot Day 2013 at [www.youtube.com/watch?v=vc\\_LNn\\_Hw98](http://www.youtube.com/watch?v=vc_LNn_Hw98).

See complete results at <http://libraries.idaho.gov/IdahoSnapshot>.

## LiLI.org Site Redesign

By Gina Persichini, networking consultant

Over the past few years, the resources available through [www.LiLI.org](http://www.LiLI.org) have grown. We have seen the addition of tools such as LearningExpress Library, Scout Video Collections, DayByDayID.org storytimes online, guides for digital literacy, and more. All the activity has resulted in an increased number of visitors to the LiLI Portal.

Feedback from users both inside and outside of the library community indicates a need to improve the interface at [LiLI.org](http://LiLI.org). While all those tools are helpful

for meeting the needs of Idahoans, we are challenged to keep it easy to navigate—especially for new users.

This year the Idaho Commission for Libraries will introduce significant improvements to [LiLI.org](http://LiLI.org). New features include resources linked to targeted groups of users, quick access to the most popular tools, and a return of subject guides to help steer users to resources pertinent to their research topic. Plus, new users will have the option of letting LiLI, our helpful avatar

and spokesperson, guide them to resources using an online wizard right on the site.

You can expect to see a preview of the site in the next several months. Most changes will be introduced in July, with a target of full implementation before the 2013-14 school year begins. Questions about the upcoming changes should be directed to [lili@libraries.idaho.gov](mailto:lili@libraries.idaho.gov).

For updates, be sure to “like” the LiLI Facebook page at [www.facebook.com/LiLIorg](http://www.facebook.com/LiLIorg) or follow us on Twitter at [@LiLIorg](https://twitter.com/LiLIorg).

## Keeping Up With Library News

There are several ways to keep up with news and activities in the Idaho library community.

**Library listserv:** LibIdaho is an email discussion list for people interested in all aspects of libraries in the state. Email posts represent the opinions of the poster and are on topics relevant to Idaho libraries. LibIdaho is provided by the Idaho Library Association (ILA), which welcomes diversity of opinions and respectful discussion. You do not need to be a member of ILA or the

American Library Association (ALA) to join this distribution list. To learn more about or to subscribe to LibIdaho, go to [www.idaholibraries.org/libidaho](http://www.idaholibraries.org/libidaho).

**Websites:** Check out the Idaho Commission for Libraries (ICfL) website at <http://libraries.idaho.gov/> and the ILA website at [www.idaholibraries.org/](http://www.idaholibraries.org/) for library-related updates.

**Publications:** ICfL publications include the library law manual,

annual public library statistics, the Envoy trustee newsletter, and the following newsletters, which can be accessed at <http://libraries.idaho.gov/publications>:

- *The Nexus*, for the Idaho library community
- *The Messenger*, for librarians serving mid-life adults
- *The Scoop*, for librarians providing youth services
- *Connections: Talking Book Service News*, for Talking Book Service users and librarians

## Learning is lifelong by Kevin Tomlinson, ICfL library consultant

Lifelong learning is an ongoing, voluntary, and self-motivated pursuit of knowledge for personal and/or professional reasons that may involve social inclusion, active citizenship (including an informed electorate), personal development, recreational reading, and an improved ability to compete in the workforce.

A community's public library has long been the place where people of all income levels and ages can come to connect with ideas, information, and each other. The library has always been more than just a building full of books. It was a second home to those of us who grew up there. In these days of rapidly expanding technology and rapidly shrinking budgets, communities of all sizes are continuing to recognize the importance of the public library as uniquely equipped centers for lifelong learning. For a small investment from its shareholders, the public library can still connect the smallest of communities with a world of ideas and information.

Providing library directors, staff, and trustees with professional development and continuing education opportunities is integral to the library's mission of promoting education and lifelong learning for the community. Library staff members must continue to expand their knowledge and technological skills in order to keep up with this rate of change, which makes continuing education more important than ever before.

Lifelong learning and continuing education are equally important for library trustees, who must be familiar with technology trends in order to make informed policy and budget decisions for the library. Succeeding in this environment of lifelong learning means not only knowing how to access information, but also how to analyze and use it efficiently and effectively in making decisions that are in the best interest of the community.

Learning never ends. Keeping in mind the importance of lifelong learning, the public library can plan programs and services for all ages, from lapsit sessions for the youngest library users and their parents to services and programs for the growing number of well-seasoned Americans who may or may not be actively employed. At all stages of human development, lifelong learning is an integral component of longer, healthier, more satisfying and productive lives.

### What Can Public Library Trustees Do to Promote Lifelong Learning?

1. Make professional education and continuous learning a high priority for all library staff members and trustees. Formal courses, conferences, workshops, and local professional organizations all count as work time and qualify for mileage reimbursement.
2. Take advantage of professional development opportunities offered by the American Library

Association and the Idaho Library Association. Volunteer for committees that focus on education and continuous learning.

3. Investigate new opportunities for continuous learning at your library. Meet with your community members to determine what types of educational programs they would most like to see at the library. Hold a meeting where library users can share their ideas. You can also ask library users to fill out a survey to learn what your community wants from the library.

4. Collaborate with other organizations offering continuing education courses and programs for the public. Partnerships with other organizations can increase the effectiveness of both organizations.

5. Ensure that the staff members of your library have the proper training and skills to assist library patrons and encourage them to stay current with emerging technologies.

6. Strengthen the role of new technology and information literacy as teaching tools in your library. Develop programs that show how new technology can provide all age groups with continuous learning opportunities.

7. Determine if additional funds are needed to expand and promote programs and provide technical resources and training at your library. Work to ensure that library funding is not reduced. Budget for continuing education for staff and trustees.



## Health Records Online by Gina Persichini, ICfL networking consultant

The Idaho Commission for Libraries (ICfL) and our partners at the Idaho Department of Health and Welfare and the Idaho Primary Care Association have been working together to share information about health records online.

### Health Records Online

Part of the American Recovery and Reinvestment Act (ARRA) of 2009 included opportunities for making health records available to patients through online means. Individuals without a computer or broadband connectivity at home might go to the library to access their health records online. ICfL and our partners printed “Get Connected” bookmarks for distribution to patients through their healthcare providers. The bookmarks were funded through the Broadband Technology Opportunities Program (BTOP) “online @ your library” project and encourage consumers to “Find free Internet access with trained and friendly staff who will help you get online @ your library.” They also include information about NextAvenue and the health databases at LiLI.org.

### Helping Users Keep Private Information Private

With the possibility of more users taking advantage of public access technology for health information, it’s a good time to remind them of a few tips to keep their personal information safe. In early July ICfL will send to public libraries a sample of the bookmark and samples of an “Internet Safety Quick Reference Guide” for library users, a HIPAA fact sheet, and a “Making Computing More Private” tip sheet for librarians.

PDFs of these documents are also available at <http://libraries.idaho.gov/health-records-online>.

Here are a few things libraries can do to promote computer privacy:

- Encourage secure passwords using numbers, symbols, and both upper- and lowercase letters.
- Set web browsers security options to never save passwords on the computer.
- Remind users to never save personal documents on the library computer. It is best to use one’s own portable storage device, like a USB flash drive.
- Encourage users to pick up printed documents immediately if they are printed in a public area.
- Remind users to log out of a computer before leaving it for any length of time, particularly when sensitive information is viewable.
- Erase web browsing history and cache files after every user if possible and always at the end of the day.

### Researching Health Topics

With easy access to one’s medical records, more individuals may want to look up information about health conditions, treatments, or medical terminology. These are a few resources available to all Idahoans at no charge through [www.LiLI.org](http://www.LiLI.org):

- NextAvenue – Provided in partnership with Idaho Public Television, NextAvenue provides informative articles on health & well-being, living &

learning, care-giving, and more for mid-life adults.

- Consumer Health Complete – A comprehensive resource for fact sheets, research, and articles on health topics for consumers. Consumer Health Complete includes content for individuals with or without medical education.
- MedicLatina – Health and medical information database with Spanish-language resources.

### *Lifelong Learning cont’d from pg 4*

8. Advocate for continued support of libraries as educational institutions. Advocacy is one of the most effective ways to cope with budget limitations.

9. Work with media and elected officials at all levels of government. Educating others about the library as a center for lifelong learning in the community is another aspect of library advocacy.

10. Make use of the resources of the Idaho Commission for Libraries (ICfL). If you are not certain where to start, contact your area library consultant for help.

- For more information on continuing education opportunities (CE) at ICfL, see our CE page: <http://libraries.idaho.gov/ContinuingEducation>
- For more resources for Idaho citizens, visit <http://lili.org/citizen>.
- For more information on library advocacy, visit United for Libraries at [www.ala.org/united/](http://www.ala.org/united/).



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## Turning the Page 2.0—Libraries Building Communities

### Registration opened June 1, 2013

The Public Library Association’s successful Turning the Page program is coming to Idaho. Starting in September, members of the Idaho library community will join members of the Washington library community to participate in the online workshop series, which takes participants through the steps of developing a plan for promoting libraries as anchor institutions. In addition, we will share how

Idaho libraries can get involved with the OCLC Geek the Library program, which provides assistance in various areas for libraries to implement their action plan.

Learn how to be an effective advocate for your library. Topics include:

- Public perceptions
- Telling your story
- You as a leader
- Building relationships
- The “Big Ask”
- Assembling your Advocacy Work Plan

View the *Getting Started* video (15 minute introduction to the program) at [www.turningthepageonline.org/getstarted/player.html](http://www.turningthepageonline.org/getstarted/player.html).

Turning the Page Online is open to interested library supporters in Idaho, including librarians, directors, friends, and trustees.

Register online at <http://libraries.idaho.gov/turning-page>.

### Do You Doodle?

Doodle is a free online scheduling tool that can be used easily to find a date and time to meet with multiple people. First you suggest dates and times for your event participants to

choose from, then Doodle creates a polling calendar that can be sent to participants for feedback. As participants select the dates and times from the polling calendar that they are free, Doodle aggregates

the responses and tells you which options work best for everyone. Doodle can be a valuable tool for coordinating meetings and other events. Check it out at [www.doodle.com](http://www.doodle.com).