



The Library 'Triple Play' – Why It Matters for Alaska Communities

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Overview

- * Seismic shift in communications and information access demands new infrastructure
- * Unique roles public libraries play as community anchors
- * Broadband adoption, digital literacy and relevancy
- * What's possible?
- * What's next?

ALA Office for Information Technology Policy

- * Program on Networks
 - * Includes broadband policy, e-rate, and network neutrality
- * Program on Public Access to Information
 - * Includes copyright and intellectual property
- * Program on America's Libraries for the 21st Century
 - * Includes mobile and cutting-edge technology services

Essential Infrastructure

- * Alaska has made critical investments to ensure access to communications and information infrastructure:
 - * State regulatory mandate for telephone service
 - * LearnAlaska
 - * Statewide public radio network
 - * Alaska OWL

Public Library 'Triple Play'

- * Physical locations with technology infrastructure
- * Staffed by information professionals
- * Robust and diverse electronic content



Physical Locations

- * More public libraries than McDonalds in U.S.
 - * 16,698 public library buildings
- * 62% of libraries report they offer the only free access to computers/Internet in their communities
- * Nearly one-third of Americans age 14 or older – or roughly 77 million people – used a public library computer or wireless network in 2009

Technology Infrastructure

	Alaska	U.S.
Average number of public access computers	7.7	16.4
Bandwidth greater than 1.5Mbps	64%	86%
Wireless access available to the public	84%	91%



In short, other community anchor institutions use broadband as infrastructure (to improve the quality and efficiency of their services) whereas public libraries provide broadband as a service, ***as well as*** infrastructure for increasingly bandwidth-intensive applications.

-- Dr. John Bertot
Information Policy & Access Center
University of Maryland-College Park
Public Libraries & The National Broadband Map (May 2012)

Information Professionals

- * 144,000 people working in U.S. public libraries
- * 90% of U.S. public libraries offer IT training to patrons (80% in Alaska)
- * 67% of all library computer users received one-on-one help from library staff or volunteers in 2009

Robust Content

Electronic Content	Alaska	U.S.
Licensed databases	100%	98.7%
Jobs databases and other job opportunity resources	89.7%	92.2%
Homework resources	90.5%	81.9%
E-books	41.1%	76.3%

Broadband Adoption

- * BTOP

- * 110 SBA and PCC grants, focused on expanding access to computers and supporting broadband adoption

- * Lifeline Reform

- * Pilots to identify best ways to increase broadband adoption among low-income Americans. \$25M available total; 24 applications submitted. Awards to be announced before year-end.

Broadband Adoption

- * “Digital Literacy Corps”
 - * February 2012 FCC notice seeking comments on the best way to advance digital literacy, with particular questions related to libraries. No current action.
- * [Comcast Internet Essentials](#)
- * [Connect2Compete](#)
 - * Two national efforts that provide low-cost computers, low-cost Internet access and digital literacy training to families eligible for the National School Lunch Program.

Libraries & Digital Literacy

Digital Literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information.

*It requires both cognitive and technical skills

(ALA Digital Literacy Taskforce, 2011)

Digital Literacy Key Learnings

- * There is a place for formal classes and informal (one-on-one) support
- * Digital literacy training is most effective in context (e.g., related to job-seeking, or access to government forms)
- * Staffing, staff expertise, and enough public computers are the biggest obstacles to libraries providing training
- * But... libraries are dedicated to their communities and this makes them an ideal partner for digital literacy and broadband adoption efforts

Digital Literacy Resources

- * Colorado State Library
 - * <http://www.coloradovirtuallibrary.org/techtraining/>
- * New York Library Association
 - * <http://www.digitny.org/>
- * North Star Digital Literacy Standards
 - * <http://spclc.org/programs/digital-literacy-standards>
- * Draft report for ALA Digital Literacy Taskforce
 - * <http://connect.ala.org/node/187923>

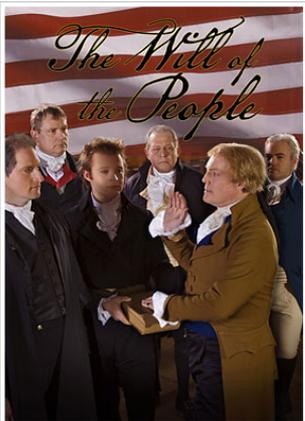
What's Possible?

- * Distance and Online Learning
 - * 40 states have state virtual schools or state-led initiatives; there were more than 1.8 million enrollments in K-12 distance-education courses in 2009-10 (International Assn for K-12 Online Learning)
 - * Over 6.1 million students were taking at least one online course during the fall 2010 term; 31% of all higher education students now take at least one course online (Babson Survey Research Group)

What's Possible?

Colonial Williamsburg's
GIFT to THE NATION

Home | EFT FAQ | Help | Login



The Will of the People

Complimentary Access from
September 1 through September 30, 2012.

The Will of the People

from the Electronic Field Trip Series

One of the most bitter presidential campaigns in U. S. history is part of a surprising lesson for a 21st-century student. Thomas Jefferson explains how negative campaigning, partisan politics, and contested elections have been part of our political system since the earliest days of the republic. [Read more](#)

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USER LOGIN

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Electronic Field Trip:

- On-demand video streaming over the Web
- Interactive online games
- Downloadable resources, such as program script (PDF)
- Comprehensive lesson plans

What's Possible

- * Telework

- * Telecommuting grew by 61% between 2005 and 2009. About half of US workforce holds a job compatible with at least part-time telework (Telework Research Network)

- * Web-based businesses and/or business marketing

What's Possible?

- * “Things are changing. I needed to learn about social media; evaluate and see if these are tools I want to use.”
- * “We are in a rural area a little bit off the beaten path. Things are slower to change in southwestern New Mexico, and having the chance to learn to work with state-of-the-art Internet tools is a great opportunity.”

--entrepreneur participants in

New Mexico BTOP [“Small Business Success” classes](#)

What's Next?

- * Elections!
- * BTOP analysis and reports
- * Digital Literacy Ad Council Campaign launching in early 2013
- * Continued growth in high-bandwidth applications, mobile and social networking
- * Aggregation, collaboration and cooperation

Thanks!

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