

Broadbandexpress@yourlibrary

Expanding Workforce Development & Digital Literacy Services in New York State Public Libraries

A Project Impact Report



New
York State
Library



Sponsored by:

National Telecommunications and Information Administration, U.S. Department of Commerce
New York State Library, The New York State Education Department
The University of the State of New York

New York State Library's *Broadbandexpress@yourlibrary* website:
<http://www.nysl.nysed.gov/libdev/nybbexpress/index.html>



THE UNIVERSITY OF THE STATE OF NEW YORK

Regents of The University

MERRYL H. TISCH, <i>Chancellor</i> , B.A., M.A., Ed.D.	New York
ANTHONY S. BOTTAR, <i>Vice Chancellor</i> , B.A., J.D.	Syracuse
ROBERT M. BENNETT, <i>Chancellor Emeritus</i> , B.A., M.S.	Tonawanda
JAMES C. DAWSON, A.A., B.A., M.S., Ph.D.	Plattsburgh
GERALDINE D. CHAPEY, B.A., M.A., Ed.D.	Belle Harbor
HARRY PHILLIPS, 3rd, B.A., M.S.F.S.	Hartsdale
JAMES R. TALLON, JR., B.A., M.A.	Binghamton
ROGER TILLES, B.A., J.D.	Great Neck
CHARLES R. BENDIT, B.A.	Manhattan
BETTY A. ROSA, B.A., M.S. in Ed., M.S. in Ed., M.Ed., Ed.D.....	Bronx
LESTER W. YOUNG, JR., B.S., M.S., Ed. D.	Oakland Gardens
CHRISTINE D. CEA, B.A., M.A., Ph.D.	Staten Island
WADE S. NORWOOD, B.A.	Rochester
JAMES O. JACKSON, B.S., M.A., Ph.D.	Albany
KATHLEEN M. CASHIN, B.S., M.S., Ed.D.	Brooklyn
JAMES E. COTTRELL, B.S., M.D.	New York
T. ANDREW BROWN, B.A., J.D.	Rochester

PRESIDENT OF THE UNIVERSITY AND COMMISSIONER OF EDUCATION

JOHN B. KING, JR.

EXECUTIVE DEPUTY COMMISSIONER

ELIZABETH R. BERLIN

DEPUTY COMMISSIONER FOR CULTURAL EDUCATION

JEFFREY W. CANNELL

ASSISTANT COMMISSIONER FOR LIBRARIES AND STATE LIBRARIAN

BERNARD A. MARGOLIS

The State Education Department does not discriminate on the basis of age, color, religion, creed, disability, marital status, veteran status, national origin, race, gender, genetic predisposition or carrier status, or sexual orientation in its educational programs, services and activities. Portions of this publication can be made available in a variety of formats, including Braille, large print or audio tape, upon request. Inquiries concerning this policy of nondiscrimination should be directed to the Department's Office for Diversity, Ethics and Access, Room 530, Education Building, Albany, NY 12234. Requests for additional copies of this publication may be made by contacting the Publications Sales Desk, Room 144, Education Building, Albany, NY 12234.

All photos in this report were used with permission and were taken at the participating libraries.

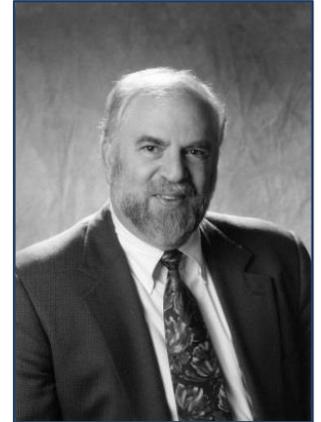
Public Computer Center depicted on the cover: Western Sullivan Public Library

Table of Contents

Introduction	2	Haverstraw King’s Daughters Public Library	27
PCC and E-Mobile Locations	3	James Prendergast Free Library	28
Project Overview	4	Jefferson Community College	29
Lessons Learned	5	Lockport Public Library	30
Partnerships for Success	8	Mahopac Public Library	31
Impact	11	Mid York Library System	32
The Future	13	Moore Memorial Library	33
Evaluation	14	New Rochelle Public Library	34
Project Profiles	15	New York State Library	35
Albany Public Library	15	Nioga Library System	36
Alfred Box of Books Library	16	North Country Library System	37
Amsterdam Free Library	17	Olean Public Library	38
Baldwinsville Public Library	18	Oswego School District Public Library	39
Carthage Free Library	19	Plattsburgh Public Library	40
Cheektowaga Public Library, Julia Boyer Reinstein Branch	20	Port Jervis Free Library	41
Clinton-Essex-Franklin Library System	21	Potsdam Public Library	42
Cortland Free Library	22	Poughkeepsie Public Library District	43
Crandall Public Library	23	Southeast Steuben County Library	44
Dunkirk Free Library	24	Southern Tier Library System	45
Geneva Public Library	25	Utica Public Library	46
George F. Johnson Memorial Library	26	Wayland Free Library	47
		Western Sullivan Public Library	48

Introduction

In 2010, the New York State Library embarked upon an ambitious plan to help public libraries expand their capacity to deliver workforce development and digital literacy services through a grant award of \$9.5 million from the National Telecommunications and Information Administration (NTIA). This program, titled ***Broadbandexpress@yourlibrary***, provided funds to public libraries serving 41 economically distressed upstate New York counties that had high levels of unemployment and significant poverty indicators. This three-year grant program provided for the creation of Public Computer Centers (PCCs) in thirty public libraries and five E-Mobile computer training units, made additional computers available for workforce development and digital literacy training activities, in addition to providing highly skilled staff to assist the public. The project also required dedicated time and financial resources provided by the libraries' trustees and directors through a monitored and enforced match requirement, bringing the project cost total to \$14,939,520.



Access to public libraries that have adequate facilities, leading-edge technology and highly skilled staff are the basis for workforce readiness, education opportunities and full community engagement—attributes that are central to community economic development. Through this grant project, more than 700 additional public access computers were made available for public use, over 770,000 hours of instruction were provided to more than 715,000 people and, most importantly, more than 585 people who used the PCC services were documented as having found employment.

The timing of this grant could not have been better. During the years of grant activities, the library landscape changed dramatically: people increasingly came to rely on library services for employment, education, health and community connections. Presently, in almost any library, public computers are in use almost constantly, often by individuals searching for jobs or working on their resumes, but also by people looking for information or entertainment. It is ironic that, when library services are in greatest demand, funding is in short supply. It is grant programs such as ***Broadbandexpress@yourlibrary*** that have helped libraries continue to meet the needs of their patrons and communities.

I invite you to read this report—***Broadbandexpress@yourlibrary: Expanding Workforce Development & Digital Literacy Services in Public Libraries***—that shows how the NTIA, in partnership with the New York State Library, has assisted libraries in making a significant difference in communities throughout New York State. Now, more than ever, it is critical that communities commit the local resources necessary to ensure all people have opportunities to benefit from the diverse range of important services at their public libraries.

Sincerely,

A handwritten signature in dark ink, appearing to read "Bernard A. Margolis". The signature is fluid and cursive, written in a professional style.

Bernard A. Margolis
New York State Librarian

Acknowledgements: The following people, through their hard work, dedication and support, provided leadership for the statewide program and produced this report: Jeffrey W. Cannell, Deputy Commissioner for Cultural Education; Bernard A. Margolis, New York State Librarian; Carol A. Desch, Coordinator of Statewide Library Services; Mary Linda Todd, Grant Project Manager; Mary Ann Stiefvater, Grant Project Coordinator; Elizabeth Carrature; Lorraine Deitz; Andrew Mace; and Amanda R. Latreille, AmaLat Consulting.

PCC and E-Mobile Locations



✓ PROJECT OVERVIEW

The New York State Library, a unit of the Office of Cultural Education within the New York State Education Department, received a federal American Recovery and Reinvestment Act (ARRA) Broadband Technology Opportunity Program (BTOP) award in the PCC category as part of Round One funding from the NTIA. Federal stimulus funding of \$9,521,150 and \$5,418,370 in matching funds were used to create public computer centers in 30 public libraries and five E-Mobile computer training units. This project enabled public libraries to extend hours, upgrade connectivity, add more than 700 new public computer workstations and provide access to 24/7 job search resources in 41 economically distressed upstate New York counties. The grant award period spanned from February 1, 2010 to January 31, 2013.



Mahopac Public Library PCC

The project goals and desired outcomes were to:

- ✓ Increase public access to high-speed broadband and teleconferencing services in high-need communities;
- ✓ Serve vulnerable populations (unemployed, underemployed or other vulnerable populations, such as non-English speakers, seniors, people with disabilities, etc.);
- ✓ Provide technical support and other resources to support job search and career advancement through community anchor institutions such as libraries;
- ✓ Advance the use of E-services for training, employment, digital literacy and education; and
- ✓ Stimulate employment and provide job opportunities.

Fast Facts

The project website, Broadbandexpress@yourlibrary, contains best practices, curriculum materials, PR materials, evaluation plans and a webinar about delivering work force development services.

60 percent of the PCC libraries increased broadband speeds. **75 percent** now have over 10 Mbps.

750 public access computers were made available for workforce development and digital literacy activities.

770,771 hours of instruction were provided to more than **715,170** people.

The five E-Mobiles traveled in excess of **2,500 miles per week**, providing services in **14** rural counties.

More than **585** people receiving PCC and E-Mobile services were documented as finding employment.

95 percent of all PCCs and E-Mobiles offered teleconferencing capabilities that enabled activities involving remote job interviews, job-specific training and distance learning courses.

100 percent of the PCCs and E-Mobiles found the means to sustain some or all of their services beyond the grant funding period.

✔ LESSONS LEARNED

Throughout the *Broadbandexpress@yourlibrary* project there has been a conscious effort to fine-tune methods, and to collect, organize and share experiences, successes and tribulations. This generous sharing of experience and advice created the following ideas and teaching practices for establishing patron-centered PCCs. They encourage all in the exploration of digital learning and the mastery of skills necessary for the 21st century workforce.

People learn best when they have the opportunity to model and practice what has been taught.

“Patrons generally prefer classes with a great deal of hands-on practice and demonstration. Upon completing the class, they have already successfully used the program or device and are more likely to feel comfortable trying on their own.”

-Jennifer Recht, Trainer, Mid York Library System



Geneva Public Library PCC Instructors

- ✔ Do not overload the learner—be realistic when defining the number of skills to be taught in a single class session.
- ✔ Appreciate the value of individualized, one-on-one instruction.
- ✔ Provide open access lab services so people can practice newly acquired skills.

Skilled instructors are important; kindness is essential.

“Most people have real problems: job loss, lost confidence, financial concerns and so forth. They also come because they just want someone to listen to them.”

-Patricia Kaufman, Director, Mahopac Public Library

- ✔ Instructors well-versed in computer skills and various programs, including social networking, are essential.
- ✔ Instructors with a positive attitude and a large dose of patience are crucial.
- ✔ Instructors must be able to tailor their classes to older adults.
- ✔ Instructors must be supportive of their students.

Handouts, printed reference materials and worksheets improve participant progress.

“You have actually opened up a whole new world for me with this Google class. How wonderful to have this extremely informative work book, so I can take it home for future reference. I’m thrilled. Thank you!”

-Patron, Moore Memorial Library

- ✔ Enforce teaching with *take-aways* or handouts whenever possible, both in hard copy and electronically (CDs, flashdrives, website postings, etc.).



Dunkirk Free Library PCC

Advertise your services heavily using a variety of mediums.

“We have learned that extensive advertising is a key component in PCC success. We advertised on TV, radio, library signs and in the newspaper.”

-Staff, Cortland Free Library

- ☑ There is no such thing as too much advertising.
- ☑ Use a variety of mediums.
- ☑ Advertise class schedules so people can plan ahead.
- ☑ Use social media such as Facebook, Pinterest, Twitter and Tumblr.

Be realistic in your expectations and plan to grow.

“Developing successful classes can take some trial and error. Don’t be afraid to try something new or offer different classes, but also don’t be afraid to stop holding a class that no one is interested in. In the beginning, we offered several types of classes that we thought everyone *should* take. This year, we scaled back the variety of classes...to meet patron needs. By listening to your patrons, you will be able to have a schedule that works for everyone.”

-Guin Forshey, Project Coordinator, Crandall Public Library

- ☑ Develop a plan for course offerings; define target audiences.
- ☑ Develop a staff training plan.
- ☑ Do periodic evaluations to identify if trainers and course offerings should be changed.
- ☑ Develop class evaluation forms.
- ☑ Develop a method to track successes and failures.
- ☑ Do periodic needs assessments to identify what classes are needed.
- ☑ Be realistic in your training goals—success does not come overnight.
- ☑ Plan to add more public access computers and to increase broadband speed over time.



George F. Johnson Memorial Library PCC

Consistency, flexibility and accessibility are essential attributes to public programming.

“Be willing to go to where the customers are. For several months, we [Utica PCC] worked with Mid York Library System to offer classes at Utica Municipal Housing Authority sites. These participants were eager to learn (although there were language barriers), but they never would have been willing to come to the Library.”

-Darby O’Brien, Director, Utica Public Library

- ☑ Try to provide classes at times and locations that best serve the community, not the library staff.
- ☑ Consistency, flexibility and availability have been identified as the most important elements of offering digital literacy and workforce development programs.

- ☑ Timely access to both public computers and instructors is crucial in an on-demand world.
- ☑ Consider geography, travel time and community demographics when scheduling classes.

Celebrate the successes of your patrons, your instructors and your PCC/E-Mobile services as a whole.

“That confidence [gained through obvious success], we found was essential and we turned all of our attention towards encouraging it in our patrons. Be it basic computer use, a new eReader, applying for work online or Facebook—as long as we could instill a level of confidence in our patrons through instruction and the successes that came along with it, we would continue to thrive in our work, just as our patrons did.”

-April Stedman, PCC Director, George F. Johnson Memorial Library

- ☑ Students who move out of their comfort zone to learn new skills deserve to have their achievements highlighted.
- ☑ Built-in reward programs encourage students.
- ☑ Hold a *kick off* event to advertise services and invite local and statewide officials, as well as local media.

Plan to regularly revise and adjust course offerings, content, materials and instructional methods.

“When you are making evaluations for the end of each class/workshop (and we have people fill out PAPER evaluations before they leave the class), ask people what other offerings they want. We read these and keep a running list of requests to generate ideas for upcoming classes.”

-Nancy Howe, PCC Director, Baldwinsville Public Library

- ☑ Be prepared to accommodate repeat class participants with classes that continually increase their skills.
- ☑ Try to find out why people are not attending library classes.
- ☑ Do periodic needs assessments.
- ☑ Design online training modules so they can be accessed through hand-held devices.
- ☑ Advertise classes at existing annual community events.
- ☑ Use the current, most up-to-date software version in training sessions, especially when teaching the Microsoft Office Suite.
- ☑ Present skills in a relevant manner (for example, grandparents wanting to communicate with their grandchildren using Facebook, e-mail and Skype).
- ☑ Break skills to be learned into manageable parts, so class participants are not overwhelmed.
- ☑ Allow a time for one-on-one instruction with the instructor at each class session.
- ☑ Allow class activities, so all participants can experience some immediate results.
- ☑ If possible, smaller class sizes work best.

✓ PARTNERSHIPS FOR SUCCESS

Community outreach and the development of meaningful partnerships between project participants and appropriate community institutions are considered crucial components of successful PCC and E-Mobile projects. The common ground between partner institutions is that both parties are engaged in providing services to underserved or underserved members of the community.

Libraries and Colleges

The following are some examples of significant cooperative partnerships which were created as PCCs and E-Mobile services were defined and developed. Such relationships generally have been continued, often in a way that has helped sustain PCC or E-Mobile services beyond the BTOP funding period.

Albany Public Library PCC: The Library developed meaningful community partnerships with the School of Education and the School of Social Welfare at the State University of New York (SUNY) at Albany. Both these Schools have classes which require students to engage in community service activities for credit. By working with the University, Albany Public Library's digital literacy classes now include classes conducted by students, thereby increasing class availability without unreasonable expenditures for staff. This lasting partnership with SUNY Albany is strengthened by the mutual goal of community service. Likewise, the other partnerships built through the BTOP project have their foundation in community service. For example, within an agreement with the PCC, an AmeriCorps VISTA fellow will act in an administrative role to manage the PCC post federal funding, thereby solidifying the BTOP legacy of offering enhanced and expanded digital and workforce development services to patrons.

Lockport Public Library PCC: The PCC partnered with their local community college to take advantage of the college's state-accredited curriculum and professional instructors. The decision to partner with Niagara County Community College (NCCC) paved the way for permanent sustainability of the classes, freed up BTOP staff to conduct other training and activities, added a higher level of credibility to the PCC's programming and increased the marketability of the grant project. The Lockport PCC paid a small fee to NCCC, and, in return, instructors taught non-credit courses. This arrangement will be sustained beyond the end of the BTOP grant and has already had a positive impact on the community. Patrons can attend free, college-certified courses in the City of Lockport and can add those courses to their resumes upon successful completion.



Amsterdam Free Library PCC



New Rochelle Public Library PCC



Lockport Public Library PCC

Port Jervis Free Library PCC—*The Hub*: The Library’s relationship with SUNY Orange has resulted in many mutual benefits. The Port Jervis PCC has provided five 100-hour General Equivalency Diploma (GED) Preparatory classes to date, with more scheduled. The GED Prep classes are held in *The Hub*, and the PCC trainers are compensated by SUNY Orange as class instructors. In addition to GED classes, the partnership has expanded to include a Workplace Essential Skills course, with additional classes planned for the future. Another facet of this partnership is the potential use of *The Hub*’s videoconferencing equipment, which would allow students to take some of their college freshman courses in the Library.

Libraries, BOCES and Community Organizations

Baldwinsville Public Library PCC: As a result of a partnership with the Baldwinsville chapter of PEACE, Inc. (People’s Equal Action and Community Effort, Inc.), the Library has significantly increased their community relevance. Prior to the development of the PCC, PEACE had offered its own job application, cover letter and resume assistance service. Upon learning that Baldwinsville Public Library would offer this service, PEACE discontinued the service, thereby using their resources elsewhere. Referrals from PEACE bring community members to the Library for assistance in searching for jobs. In turn, the PCC refers patrons to PEACE for a wide range of services including the food pantry, the Head Start Program and the Neighborhood Advisor Program (for isolated senior citizens).

Haverstraw King’s Daughters Public Library PCC: The Haverstraw King’s Daughters Public Library (HKDPL) PCC developed partnerships with many organizations, but the strongest ones were with the Rockland Board of Cooperative Educational Services (BOCES) and Literacy Volunteers of Westchester. Opting to serve the sizeable Village of Haverstraw population of non-native English language speakers, the PCC worked to meet the demand for beginning-level English as a Second Language (ESL) instruction.

The PCC contracted with Rockland BOCES for ESL instructors and was able to offer two years of lower-level ESL classes. The success of these classes (and the waiting lists) demonstrated a continuing need for lower-level instruction of this nature. Consequently, HKDPL and BOCES are working together to determine possible resources to further support this activity and continue this worthwhile partnership.

Literacy Volunteers of Westchester is an organization with which the Library was familiar, as their tutors and students use library facilities regularly, but generally they did not work together on an organizational level. Through this grant, a relationship was developed around the goal of providing citizenship examination preparatory courses for residents. This has led to HKDPL co-partnering with this Literacy Volunteers office on a grant to provide adult literacy courses at the HKDPL locations. Each organization’s strengths complement those of the other, and it is hoped the working relationship will be maintained, thereby benefiting all patrons and clients with increased services.

Mahopac Public Library PCC: Partnerships were developed with Putnam Community Action Program, Literacy Volunteers of Putnam and the Putnam/Northern Westchester Women’s Resource Center, all of which will continue beyond the grant. The Mahopac PCC was approached by another organization, Abilities Beyond Disabilities, to provide computer skills workshops to their clients and this relationship will be ongoing. The Library also partnered with the Putnam/Northern Westchester BOCES, providing classroom space for their ESL students. The BOCES needed space and the Library recognized an opportunity to provide complimentary services—a classroom setting for those who did not need more individualized help, plus staffing for one-on-one tutoring for those who did. Also, Westchester Community College will work with the Library to provide teleconferencing services to the residents of Putnam County for heretofore unavailable educational and professional enhancement opportunities.

Utica Public Library PCC: Among the partnerships developed during this project, the Utica Public Library identified their partnership with the Mohawk Valley Resource Center for Refugees as the most successful. The partnership enabled the Refugee Center staff to appreciate the Library as an institution that could provide services to help with the integration of the newcomers into the community. Consequently, the Refugee Center not only refers its clients, but also provides expertise and assistance to the Library. Through newly developed contacts with the Refugee Center, the Library has

found solutions to the language barriers that have challenged its ability to provide assistance to the Utica area immigrant communities.

Western Sullivan Public Library PCC: The Western Sullivan Public Library PCC was unique in that services were consistently offered at three locations in three different communities: Narrowsburg, Callicoon and Jeffersonville. This meant that initially the PCC partnered with three different groups of Library staff and volunteers to maximize the value of both Library and PCC resources. Partnerships and collaborations within each of these communities were also developed. For example, the Sullivan County BOCES provided an instructor for GED classes in exchange for use of the Jeffersonville PCC space and resources.

Libraries and the New York State Department of Labor

Geneva Public Library PCC: The Geneva Public Library (GPL) continues to maintain a relationship with the local office of the Department of Labor (DOL) and Workforce Development. The Library will continue to run classes and in turn, the DOL office will continue to market and register patrons for the Library's group classes. This partnership enables GPL to extend its reach outside of its walls and to better connect with unemployed and underemployed patrons in the area. DOL benefits from this partnership because they currently do not have the resources to provide training on computer basics and Microsoft Word. By having the classes in their building, they maintain their brand identity as a one-stop location. The efficacy of the programs with the DOL and Workforce Development enabled the Geneva PCC to leverage this one strong partnership into eight strong partnerships. There now are seven additional institutions (SSA BOND—Social Security Administration, Benefit Offset National Demonstration—Project, Geneva Community Center, Hobart and William Smith, the Salvation Army, Geneva Reads, Unity Employment, and the City of Geneva) that are aware of and contribute to workforce development and digital literacy services provided by the Library.

Jefferson Community College E-Mobile—*The Jefferson Express*: *The Jefferson Express* was conceived in partnership with the DOL Workplace and this collaboration engendered additional partnerships with sites across the two-county region. At the conclusion of the grant, Jefferson Community College (JCC) staff had worked with 43 sites/organizations to schedule training, many of whom continue to work with JCC. Also to note, this program was recognized by the Continuing Education Association of New York as the Outstanding Non-Credit Program of 2011.

Mid York Library System PCC and E-Mobile: Mid York Library System provided both PCC and E-Mobile services (*E-training X-press*) to libraries, businesses and individuals within Oneida, Herkimer and Madison counties. They found partnering with The New York State DOL's Working Solutions (the Rome and Utica ACCES (Office of Adult Career and Continuing Education Services) Sites), the Utica Municipal Housing Authority and BOCES Rome and Utica ACCES Sites (Literacy Zones) facilitated their outreach.



Mid York Library System E-Mobile

The partnership with Rome Working Solutions continued beyond the grant activity period. The facilities at Rome Working Solutions do not include a training/computer lab for hands-on instruction. Through this partnership, Mid York's E-Mobile lab and an instructor travel to the Rome facility to provide a monthly class in resume writing and other workforce skills. This has been beneficial to all parties involved: Rome Working Solutions has access to a lab, the class has become fully integrated into their programming, and Mid York is able to meet the needs of a population they would otherwise not reach.

Southeast Steuben County Library PCC—*BE:Lab*: The *BE:Lab* worked collaboratively with CSS (Chemung-Schuylers-Steuben) Workforce New York, the Corning Area Chamber of Commerce and the City of Corning on the 1st Annual Corning Area Job Fair which was held at the Library in 2012. Not only were attendees able to connect with job opportunities, but also they were able to explore the programming and training available through the Library.

Libraries and the Office of the Aging

Dunkirk Free Library PCC: Dunkirk Free Library initially worked with local partners, businesses and patrons to develop a variety of class offerings and create class schedules that met the needs of a wide variety of community members. Consequently, within a 19-month period, the PCC was able to offer 463 classes to more than 2,300 participants. This communication with multiple organizations and people allowed the Library to make carefully considered choices in programming and to concentrate on consistent provision of digital literacy/workforce development services. A partnership was formed with the Office of the Aging, which will continue after grant funding has ceased. The Library provides space for an Office of the Aging staff member to teach seniors one-on-one through the Generations Online program. In return for the use of the facility, the Office of the Aging provided a staff member, paid by the Office of the Aging, to work at the Library. This staff member is used as part of the Library's regular staff and works in the computer lab and at the circulation desks as needed, thereby enabling the library to provide essential services without bearing the expense of additional staff.

IMPACT

Following are significant examples of the permanent changes that have occurred in the ***Broadbandexpress@yourlibrary*** communities during the two years of the project:



Clinton-Essex-Franklin Library System E-Mobile

Libraries Serving Job Seekers

Clinton-Essex-Franklin Library System E-Mobile:

“Our contribution to this [Essex County] area was one of our greatest successes. We helped 223 people create resumes...and understand the job application process and the requirements for success. Through partnerships with local agencies, we helped over 46 individuals find jobs and connected many more with services.”

-Betsy Brooks, PCC Administrator

Libraries as Technology Destinations

Crandall Public Library PCC:

“Establishing a PCC allowed us to increase the number of Internet terminals available to the public, including an ADA-compliant station. We have a total of 25 desktop stations and 6 laptops for patrons to access high-speed broadband any time during the 69 hours a week that the Library is open. In March 2011, we hired a computer assistant to work 19 hours a week in the Internet Room providing one-on-one help to patrons with a variety of technical needs. The computer assistant helped a total of 17,589 patrons! Due to such a high demand this position became a permanent part-time position in 2013.”

-Guin Forshey, Project Coordinator

Utica Public Library PCC:

“The Library changes resulting from this PCC project have enabled the Library to become a true technological destination within the City of Utica and this will continue. The professional staff is now expected to teach technology classes as part of their jobs. They are also expected to be technologically savvy in order to assist the many patrons who need their help. We have learned to look at our provision of library services much differently than we did prior to this project.”

-Darby O'Brien, Library Director

Libraries as Instructional Leaders

Port Jervis Free Library PCC—*The Hub*:

“The establishment of the Port Jervis Free Library as an anchor institution in the community is the most substantial permanent change [resulting from grant participation]. With the creation of *The Hub*, the Library has also become the definition of a modern library—part business resource center, part employment agency, a place to take interesting and varied courses, and a strong center for GED test preparation.”

-Fred Harding, PCC Administrator

Potsdam Public Library PCC:

“The Library is now able to consistently offer a larger volume, wider range of digital literacy instruction and employment help. Before the grant, these services were offered on a limited basis because of time and equipment restraints. Videoconferencing is a service that is now offered that was not previously offered.”

-Rene Austin, PCC Director

Libraries Expanding Services Beyond Walls

Southern Tier Library System E-Mobile:

“We travel to about 15 to 20 different communities each month. We provide an opportunity to people in these communities to have access to the Internet and gain experience using a laptop. In some communities, the Library is the only source of high-speed Internet, and more importantly the ONLY source of free computer training.”

-Anna Ezzolo, E-Mobile Coordinator

Libraries Serving the Business Community

James Prendergast Free Library PCC:

“It has been a pleasure to assist our business community by providing classes for them to help their employees enhance their skills. It has made the Prendergast Library more appealing to the community by offering programming which has never been offered before to a target population [small business] that has never been targeted by the library...The library has forged stronger relationships with local non-profits and businesses as a result of this grant. By working with them, and responding to their needs, the library has truly become a partner and not just an organization looking for funding.”

-Annie Greene, PCC Administrator



Oswego School District Public Library

Libraries Better Serving Their Communities

Oswego School District Public Library PCC:

“The Library has seen an increase in use. PCC programs and services, improved Internet access, and better trained library staff have helped to promote a more positive image of the library...This grant showed the community that the library wants to provide adult programming that meets the diverse needs of our population.”

-Theresa Slosek, PCC Director

✓ THE FUTURE

The federal BTOP program and the **Broadbandexpress@yourlibrary** project have made progress in advancing broadband connections and delivering literacy services in New York libraries. This progress complements statewide plans, with the State Education Department having a long-term connectivity goal of 100 Mbps for each library building by the year 2015. The National Broadband Plan developed by the Federal Communications Commission indicates a goal that provides a minimum of one gigabit per second to community anchor institutions such as public libraries by the year 2020.

Advances have been made, but much work remains. Data collected by the State Library indicates less than 50 (out of 1,074) public library buildings have an Internet connection of 100 Mbps. Twenty-eight percent of New York libraries report 1.5 Mbps or less, and the remaining library buildings report connection speeds well under 100 Mbps.

Why is it important for libraries to have adequate broadband speeds?

Libraries are multi-user environments that have many computers accessing the Internet simultaneously and sharing a single broadband connection.

Beginning in 2014, 46 of the states that have adopted Common Core State Standards will administer assessments online that require the transmission of high-definition videos and sound files (over broadband connections)—libraries will be alternate test sites for these assessments.

Next generation videoconferencing involves simultaneous graphics and multiple locations.

As cloud computing becomes increasingly popular, strong broadband connections are essential.

Patron-expected free Wi-Fi library services create increasing demands on broadband connections.

Support and maintenance for existing hardware requires good broadband connection speeds to access software patches, virus scanner updates and updated software.



*Cheektowaga Public Library
Julia Boyer Reinstein Branch PCC*



Potsdam Public Library PCC



Mid York Library System PCC

✓ EVALUATION

The *Broadbandexpress@yourlibrary* project was evaluated using Outcome-Based Evaluation (OBE) techniques. Project management planning by State Library/Division of Library Development staff involved the development of four outcomes/goals:

- ✓ PCC/E-Mobile users gain digital literacy skills for both personal satisfaction and employment-related activities;
- ✓ PCC/E-Mobile users are better prepared for the workforce;
- ✓ PCC/E-Mobile users are satisfied with services rendered; and
- ✓ PCCs and E-Mobiles develop relationships/partnerships with community organizations to better serve their clients with expanded and coordinated services.

Evaluation of success in meeting these specific outcomes/goals was measured using OBE methods, with each grant project participant designing a local OBE plan under the *umbrella* of these project outcomes/goals.

To ensure grant participants had the necessary skills and tools for consistent project evaluation, an *Evaluate and Sustain* conference/training event was held in April 2011 with a follow-up training session held in May 2012. Representatives from each PCC and E-Mobile were taught fundamental OBE skills to serve as the basis of their own local OBE plans in which general and custom outcomes, target audiences, data sources and achievement levels were identified.

Subsequently, based on these individual, local plans, local records were maintained and two interim and one final OBE reports were submitted. These reports evaluated each grant participant's success in the following areas: target audiences, course offerings and scheduling, success in delivering digital literacy and workforce development services, public computer access (including one-on-one and open lab practices), best practices and lessons learned and observations regarding successful partnerships.

Such plans and the participants' final OBE reports can be viewed online at <http://www.nysl.nysed.gov/libdev/nybbexpress/obe/plans/index.html>.



George F. Johnson Memorial Library PCC



Southeast Stueben County Library PCC

✓ PROJECT PROFILES

Albany Public Library PCC

161 Washington Avenue, Albany, NY 12210

<http://www.albanypubliclibrary.org/pcc/index.php>



“Open Labs seem to be the most productive and also the most satisfying for the patrons. This is probably due to the specificity of the individuals’ needs, which are easier to meet in a one-on-one setting as opposed to the traditional cookie-cutter class environment. This holds especially true in regards to job searching and interviewing skills, since there is no one great resume or technique across the board.”

-Mary Teresa Julien, PCC Director

The need for workforce development services, especially as they relate to digital literacy, has been clearly demonstrated at the Albany Public Library. If it were not for the efforts put forth and made possible by the BTOP grant, this need would have gone unmet. The grant enabled the Library to establish a reliable, effective public space to address these needs for the community and provided enough time to ensure the continuance of these services after the closure of the BTOP grant.

A vibrant partnership developed between the Library and the School of Education and the School of Social Welfare at SUNY Albany where students are required to work in community service for credit. Through SUNY, the Library receives a consistent stream of quality students to staff the PCC and serve the community. The Albany Public Library is now recognized as a partner for workforce development and digital literacy services throughout the City and the greater Capital Region.

The PCC’s Working Knowledge Open Lab has made a tremendous impact in the community. The PCC, located in the main branch at the Albany Public Library, is situated in a demographically underserved, urban environment. Basic digital literacy training for the unemployed and underemployed is a large part of the PCC activity during Open Lab and through computer and Internet introductory classes. Since some job applications are available exclusively online, providing this service was for many an essential first step into the job market. For this reason, the PCC services provided have increased access to economic recovery for job seekers. Access to technology—including computers/high-speed broadband—was essential for them to access the job market. During Open Lab, PCC trainers have helped hundreds of patrons with online job searches, resumes and cover letters and employment application completion.

Sustainability: Albany Public Library is committed to sustaining their programming of access, classes and one-on-one assistance without lapse utilizing existing staff and SUNY Albany interns from the School of Education and from the School of Social Welfare. The Library has also submitted an application for placement of a VISTA fellow for a three-year term to maintain current workforce development activities, as well as further program development.



Alfred Box of Books Library PCC

1 West University Street, Alfred, NY 14802-1131

<http://www.alfredboxofbookslibrary.org>



“Our patrons are always commenting to us how amazed they are that we have been able to fit such a large quantity of technology into such a small space... We feel that we are an example for other small libraries that they too can think big and participate in projects of this magnitude.”

-Lana Meissner, PCC Administrator

While the Alfred PCC, known as the ePLACE, is located in a small library in a rural community, the programming it has offered through the BTOP grant has had a disproportionately large impact on job seekers, small business owners and senior citizens alike.

The Alfred Box of Books Library faced the challenge of reorganizing 1400 square feet of space in the building to accommodate the proposed training programs. Staff worked with a professional architect to reorganize the traffic flow and the collection and placement of furniture and fixtures to maximize every inch of the library. Because of space limitations, everything that was purchased had to be carefully researched not only for technical specifications, but also size and function. Patrons continue to be impressed that the library staff was able to fit such a large quantity of technology into such a small space. Alfred Box of Books Library is an example for other small libraries that they too can think *big* and participate in projects of this magnitude.

One of the main goals of Alfred Box of Books Library has been to provide the digital literacy training necessary to help the unemployed or underemployed find a new job, or improve their skills in order to find a better job. Training was offered in the following areas to specifically meet this need: basic computer use, basic training on how to use the Internet, introduction to Windows 7 operating system, basic word processing skills and introduction to e-mail.

Through scheduled one-on-one sessions, structured group instruction and walk-in hours, patrons have learned the skills they need to achieve success in an increasingly technological world. As a result of the personalized services provided to patrons, they have come to know and trust the staff not only with their computer-related questions, but also with their deep uncertainty about their ability to master the technology that surrounds them. In every case, users have gone away feeling more confident and competent in their skills.

Sustainability: At grant end, the Alfred Box of Books Library will assume the fiscal responsibility of paying the part-time ePLACE assistant who will develop digital literacy instructional materials and conduct one-on-one training sessions. Additionally, the ePLACE team was successful in acquiring two smaller grants through two local foundations. The funding from these sources will provide the Library with the flexibility of hiring outside instructors to teach technology-related workshops focusing on their area of expertise.



During the two-year grant period, the Amsterdam Free Library PCC accomplished a great deal: computer classes were offered on a variety of topics; professionals and those who were either new to the workforce or re-entering the workforce after being unemployed for a length of time received help in creating and updating resumes; and members of the community were introduced or re-introduced to topics such as creating and maintaining an e-mail account and issues related to navigating the Internet. The Library partnered with the local Workforce Solutions Center to help members of the community with job searching using the Internet and helped with resume writing and preparation. Even though the grant period has ended, the Library will continue to maintain a working relationship with Workforce Solutions to better serve the members of the community and help meet the needs of the ever-changing technological world. In addition, two staff members who were involved in the PCC were absorbed into the Library's own budget at the conclusion of the grant period.

Creating successful programs related to the public computer center is a learning process that is always changing and growing to meet the needs of members of the community. Feedback from patrons regarding what they like or dislike about the programs allowed the Amsterdam Free Library to change the makeup and content of each class. For example, offering advanced classes as well as beginner classes has helped the staff tremendously when it comes to meeting the needs of all of the individuals who reside in the community and wish to learn more about different computer programs. The Library staff faced a major challenge in creating new lesson plans for each specialized class that met the individual skill levels of patrons taking the classes. Lesson planning over the past year has evolved so that the staff is trained to reach individuals of varied skill levels in each of the classes.

With nearly 2,000 visits each month, the BTOP center remains staffed with a trainer to assist in job searches, resume writing and employment. The incorporation of video and teleconferencing equipment has provided the Amsterdam PCC the opportunity to host corporate trainings for regional businesses and—as a partner with the City of Amsterdam—act as conference host in the community's Sister-City International partnership with Roccastrada, Italy.

Sustainability: In May 2012, the Amsterdam Free Library announced the new name of their public computer center as the Neena Rao Digital Learning Center. Dr. and Mrs. Govind Rao, on behalf of their daughter Neena Rao's Charitable Trust, generously helped the Library to continue the success with their computer center after the grant period ended. Full services including both adult and children's computer labs, digital literacy classes, private appointments, faxing/scanning and teleconferencing will be continued indefinitely by Library staffers.

"The Amsterdam Free Library PCC continues to facilitate the established digital literacy curriculum to our patrons and has begun assessments...to develop new classes to rotate into the series...The BTOP staff, through its investigations, has discovered a need for multi-media instruction, PowerPoint presentation instruction and business marketing using computers..."

-Thom Georgia, PCC Director

Baldwinsville Public Library PCC

33 East Genesee Street, Baldwinsville, NY 13027-2575

<http://www.bville.lib.ny.us>



“Several people have commented that the library has become the place to go for tech help...

Baldwinsville Public Library is fortunate to employ several librarians with excellent as well as diverse technical knowledge.”

-Nancy Howe, PCC Director

The Baldwinsville Public Library’s PCC offers a wide range of services and programming to the unemployed/under employed, senior citizens and the business community. With emphasis on the individual’s needs, the PCC is able to provide training and assistance in both one-on-one and group teaching environments. The most popular topics include:

Resume and cover letter writing: Very often this also includes assistance with online applications and even basic digital literacy skills, such as using a flash drive to store a document. Hundreds of patrons have taken advantage of this service and several have come back to report success in their job searching.

Microsoft Office 2007 and 2010 applications classes: Taught by instructors from New Horizons, these hands-on full-day sessions are well attended by both business owners and job seekers as a way to enhance their skills.

Technical assistance: The Library offers one-on-one assistance with a wide range of technical devices, software and databases.

The most valuable resource the PCC has to offer is the personalized assistance each patron gets when they are looking for work, struggling with a technical issue or looking for training opportunities to enhance their business. Despite losing one member of the PCC team, the Library will continue to teach the same number of classes as during the grant period, the topics changing with the needs of the patrons. The PCC has worked hard to forge partnerships within the community and to be recognized as a vital resource. Serving the needs of the individual patron will continue to be the focal point of new services and programs as the Library grows in the future.

Sustainability: As a result of this project, there is one additional full-time and one additional half-time librarian on staff. With the addition of staff and new classes developed during the BTOP grant period, the Library is now offering more classes on a wider variety of days and times on more topics. The Library has 21 additional computers and a new Training Lab in which the SMART Board and laptops purchased with grant funds are now permanently installed.





Carthage Free Library PCC

412 Budd Street, Carthage, NY 13619-1206
<http://www.carthagefreelibrary.org>

Most likely the Carthage Free Library's new community room will be the longest-lasting legacy to the Library and the general public. The equipment purchased with BTOP and Library renovation funds provides the staff with a quality community room to offer state-of-the-art computer training, conduct Library meetings, host a variety of Library programming and provide the public with a comfortable meeting place.

The Library's partnerships with the WorkPlaces in Jefferson and Lewis Counties were very successful. Library staff visited the WorkPlaces twice a month and assisted more than 400 clients with resumes, online job applications and online job searches. Over 130 people in Lowville alone were assisted with resume development through the Library's partnership with Lowville WorkPlace.

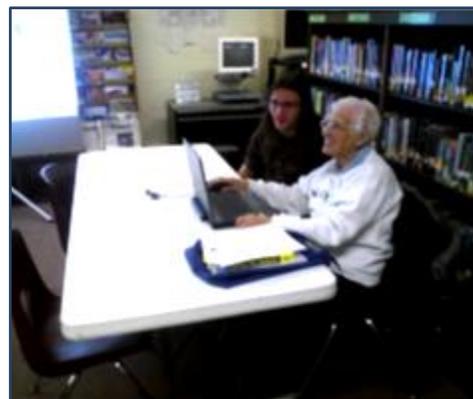
After the Carthage PCC maintained a record of excellent community service and expert professional development training for two years, the Carthage Area Hospital contacted the PCC to request Excel training for their staff. The Library considers this their greatest professional development success in and around Carthage and a sound testament to their successful classes in the surrounding community.

The senior citizens course is by far the strongest program at the Library. During class instruction, one staff member instructs and one staff member assists individual students with any questions they may have. All classes are project-based and cover basic computer skills. Overall, 90 percent of the senior citizens reported satisfaction with the services provided and new skills learned in the classes.

Sustainability: The Carthage Library Board created a permanent twenty hours per week position at the Library so job readiness assistance and digital literacy training and technology services will be continued to be offered to the Carthage community. The staff at Carthage Free Library will continue to offer a senior citizens course on Wednesdays and career and computer services hours throughout the week.

"As a result of our BTOP grant, we now have a state-of-the-art community room with surround sound speakers, podiums, VC equipment and 14 laptops available for public use."

-Chrystie Bockus, PCC Director



Cheektowaga Public Library, Julia Boyer Reinstein Branch PCC

1030 Losson Road, Cheektowaga, NY 14227-2676

<http://www.jbrpcc.org>



"Our best advertising has come from our patrons who recommended our classes to others. It has been an amazing experience to watch this program grow, knowing that it meets the needs of our patrons in a constructive way."

-Yvonne Maute, PCC Director

The Julia Boyer Reinstein Branch PCC specializes in educating residents who have hit hard times in looking for employment due to their lack of computer knowledge. Computer skills are also taught and assistance is provided to community members who need professional development to maintain their jobs.

Over the past two years, the PCC offered over 33 different computer classes on a broad range of topics, and provided one-on-one training sessions for patrons who needed additional assistance. Not all patrons have access to their own computer and looking for work is a time-consuming process, which means the Library computers were regularly filled to capacity. Adding computer stations virtually eliminated computer reservations and allowed patrons the time they needed to get their work done.

The classroom computers purchased with grant funds allowed the PCC to teach computer literacy in large groups giving job seekers and adults a way to learn computer skills.

In 2011, 103 classes were held with 921 students in attendance. A total of 445 students attended Workforce Development Classes (Word, Excel, Access, Job Interview Strategies), comprising 48 percent of the students. From January 9 to March 31, 2012, 51 classes were held with 398 students in attendance. A total of 234 students attended Workforce Development Classes (Word, Excel, Access and Job Interview Strategies) comprising 59 percent of the students.

Many patrons have limited skills and most of them have questions. PCC Director, Yvonne Maute, stated: "The Public Computer Center has been staffed with exemplary trainers, both hired and contracted. Knowledgeable trainers have the ability to answer both simple and complicated questions and can make individuals feel comfortable when asking. A comfortable learning environment has been created in this library, one where adults ask for the help they need and receive respectful guidance."

Sustainability: The Julia Boyer Reinstein's goal is to have the Buffalo and Erie County Library System adopt their program, something which has yet to occur. However, they applied for various grants, and with award funds, the PCC will be able to run 2 to 3 classes per week using part-time trainers. In addition, Supportive Services, their strongest partner, has volunteered to teach Access classes and do a job strategy class. The entire program will be overseen by the current PCC manager, in a part-time capacity.



CLINTON ESSEX FRANKLIN
LIBRARY SYSTEM 1954-2004

*Celebrating 50 Years
Thanks to You!*

Clinton-Essex-Franklin Library System E-Mobile

33 Oak Street, Plattsburgh, NY 12901-2810

<http://www.cefls.org>

The Clinton-Essex-Franklin Library System's E-Mobile (*Internet Xpress*) began as a plain white Chevy van, but was soon *wrapped* in colorful decals advertising services and listing the website and phone number of the project. The van was large enough to carry a laptop lab of eight Windows laptops, three Apple laptops, several iPad tablets, projection equipment, printer, assorted keyboards and mice (including accessible models for vision- and mobility-impaired patrons) and occasionally tables. The trainers traveled, sometimes alone and sometimes as a pair, on a regular monthly schedule to 16 different libraries in Essex County, as well as a fire station, the Chamber of Commerce, a BOCES and a literacy volunteer office. One trainer often stayed at the One Work Source office to help walk-in clients with resume writing and job search activities, while the other traveled.

The largest change that occurred as a result of the BTOP project was an increased awareness among the participating libraries about the need for workforce development and digital literacy help and training. In addition, the System now has videoconferencing capability connecting the libraries in the area, which will offer opportunities for sharing information with both staff members and the public.

In this region, which has high unemployment and low income, there is a very real danger of people being left behind on the wrong side of the digital divide. Most of the population would find formal classes at the local community colleges out of reach both economically and geographically. Again and again, the System saw and heard comments from individuals who said they were grateful for the opportunity to learn and wanted MORE! Some said they had tried formal classes but found them too advanced, and were grateful for the slower pace of the basic classes. Over 200 people learned how to create a resume and apply for a job, and over 40 were placed in jobs, which has increased the well-being of their families and provided experience that will hopefully help them in future endeavors.

Sustainability: The Clinton-Essex-Franklin Library System is unable to sustain the project as funded through the BTOP grant. However, they will provide training to member library staff through teleconferencing and are actively encouraging member libraries to provide more and better services in the area of workforce development and digital literacy.

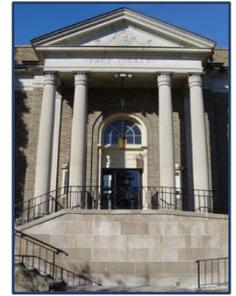
"The Library System's close partnership with Essex County's One Work source resulted in placing 46 people in jobs during an extremely difficult time for employment throughout the country, and in a region with chronic high unemployment."

-Betsy Brooks, PCC Administrator



Cortland Free Library PCC

32 Church Street, Cortland, NY 13045-2744
<http://www.flls.org/cortlandlib>



"We were able to introduce and train both staff and patrons at neighboring libraries to various formats of new technology (for example, eReaders and iPads). Our partnerships with various BOCES classes demonstrated the resources we have available to both the instructors and the students."

-Michael Sheppard, PCC Director

In an effort to contribute to economic recovery issues in the community, the Cortland Free Library's *techKNOWLEDGE* PCC program provided a number of digital literacy services. These included several basic digital literacy classes—both in the classroom and on a one-on-one basis—targeting the unemployed and underemployed, an ESL class, financial management services and E-government services. In addition, social networking classes including Facebook, Skype, Pinterest and more, and multimedia classes featuring eReaders and iPads were offered and proved extremely popular. Also, genealogy classes were provided by a guest trainer.

The PCC was open on a regular schedule and provided daytime and evening classes in both Cortland and in neighboring rural libraries with a newly developed *Tech-to-Go* program. By providing services beyond the PCC's walls, digital literacy and workforce development services became available to a wider range of adults living in rural areas, people who would not have been able to utilize the classes and assistance provided in the Cortland PCC.

In terms of workforce development, Cortland offered a range of *Resources for Job Seekers* classes during the grant and integrated JobNow into one of the workshops. Concurrently, patrons utilized the PCC for one-on-one sessions to work on their resumes, cover letters, job searches and online job applications. Since nearly all employment requires an online application and many people still struggle with digital literacy, the Library has recognized that no task is too simple if it creates patron access and success. By providing 18 laptops (15 PCs and three Macs), four iPads and four eReaders for public use, in addition to the existing public access computers, the Library expanded both access and availability to its community.

Cortland's public access computer use increased considerably during this grant project, probably because staff was added and trained and, therefore, available/willing/able to answer questions. By the end of the grant, there were between 2,000 and 2,500 public access computer sessions a month.

Sustainability: A trainer and a technician will be sustained as part of the Cortland Free Library staff. Technology assistance will be offered on a daily basis and digital literacy/workforce development workshops will be offered in the Library on a regular schedule. Additionally, it is planned for BOCES staff to continue to offer GED and ESL classes in the Library's PCC.





The Public Computing Center at Crandall Public Library subcontracted with a local non-profit vocational counseling agency, Northeast Career Planning (NCP), to staff the PCC. As a result, classes were able to start sooner than expected and continued throughout 2012. The PCC was able to build upon NCP's existing network of local agencies, not only for outreach and advocacy, but also for job placement leads. Through the *One-on-One Sessions* and *Job Search Assistance* programs, patrons received individualized attention and learned the computer and job skills that were important to them.

In 2012, 271 digital literacy classes were offered for the unemployed and underemployed. A total of 669 individuals were trained in basic computer skills, laying the foundation for basic employment skills. The *One-on-One Sessions* and *Open Labs* were by far the most popular and in demand classes with Microsoft Excel and Word being the most popular of the structured classes. A job developer from NCP provided job leads for class participants, resulting in 47 individuals finding employment through services provided by the Crandall Public Library's PCC.

The PCC is located in an economically and geographically diverse area, so the ability to provide high-speed Internet access to the community is an important function of the Library. Through the course of the project, instructors held on average 10 classes a week during the day and evening. A total of 842 classes were offered with 1,458 participants. The PCC developed a strong relationship with both the Warren and Washington County One Stops. Their patrons needing more individualized computer help benefited from the PCC's ability to offer in depth assistance.

The PCC hired a computer assistant to staff the main Internet Room for 19 hours a week to provide immediate assistance to patrons with a variety of technical problems. In 2012, the PCC had 90,250 Internet sessions and over 452,680 Wi-Fi logins. The computer assistant helped 13,194 patrons in the Internet Room and provided 3,298.5 training hours. Hiring a computer assistant in the main Internet Room has had a positive impact on both the Library patrons and the staff, so much so that the position is now a permanent part-time position.

Sustainability: The computer assistant will provide one-on-one digital literacy help to patrons as well as the hour-long sessions. Crandall Public Library also leveraged their BTOP grant funding and was awarded a *Computer Skills 4 Today's Jobs* NYS DOL Consolidated Funding Application grant.



Crandall Public Library PCC

251 Glen Street, Glens Falls, NY 12801
<http://www.crandalllibrary.org>

"We have a very successful relationship with both the Warren and Washington County One-Stops and Labor Departments. This is a result of the continuous outreach and advocacy on part on Northeast Career Planning staff to inform them of our PCC services."

*-Guinevere Forshey,
Project Coordinator*

Dunkirk Free Library PCC

536 Central Avenue, Dunkirk, NY 14048-2517

<http://www.cclslib.org/dunkirk>



“It was very important that we found the right people to be on our PCC team. They needed to be knowledgeable technically, they needed to be comfortable working with people in a teaching capacity, and they needed to have sensitivity to the patrons.”

-Michele Quatroche, PCC Director

The Dunkirk Free Library PCC is a place of learning, exploration, trust, hope and entertainment—a place where community members can come to learn and ask questions in a comfortable setting. The PCC staff created an atmosphere of trust with the public that made it easier to reach them on an individual level. They taught classes, instructed patrons individually, expanded the website with new content and design and each brought their own skills to their positions and helped to sculpt the PCC into something wonderful. It is a busy place with an average of 300 users of PCC services each week. There are classes nearly every day of the week teaching Microsoft Office skills, use of eReaders and iPads, digital photography and much more.

PCC staff worked with local partners, businesses and patrons to develop a variety of class offerings and create class schedules that met the needs of a wide variety of community members. Partners included Chautauqua Works, the EveryWoman Opportunity Center and the Office of the Aging. As a result, the PCC made carefully considered choices in how to proceed and the programming reflected what was truly useful to the community, a community struggling with high unemployment in the last several years and anticipated layoffs in 2013.

The Library has seen a rise in membership as a direct result of the BTOP project. Class participants are encouraged to apply for library cards and circulation has improved as a result of the increase in card-carrying members. People are coming into the Library for the computers and staying for the variety of resources. Library Director, Jan Dekoff, has exclaimed: “We are seeing monthly use numbers double and triple!”

There has been a change in library culture and the public perception of the Library and the PCC. Staff members who were previously staying away from working with the computers are learning how to assist with printing and using monitoring software for time-management purposes. When members of the community meet PCC staff both in and out of the Library, they ask about classes. The community is showing a desire to support the PCC knowing that funding is complete and more people are viewing the Library as a vital place with relevant resources.

Sustainability: Dunkirk Free Library has grant funds that were specifically earmarked for computer instruction that will be used to continue computer classes. Additionally, they are actively seeking out qualified volunteers to work in their computer lab to assist patrons with basic computer skills. The Library will also be working with SUNY Fredonia to offer an internship in the computer lab for students to work with patrons individually and possibly to teach classes. The Library has also partnered with their local Office of the Aging to offer computer classes for seniors. The instructor—provided by the Office of the Aging—will also work for the Library on a limited basis in the Library’s computer lab.



The Geneva Public Library elected to take a less conventional approach to the design of their PCC and rolled the machines and other equipment purchased with grants funds into their existing inventory to establish a very large public computing area. One of the results was the early adoption by patrons of the idea of the Library as a place for digital literacy and job skills development—the Library and the PCC became relatively synonymous.

The Library focused on the objective statistics gathered during the pre-launch phase of the grant and dedicated more of the budget to purchasing computers and computer hardware/software. As a result, the Geneva Public Library now has nearly 50 to 100 percent more workstations than any other library in the system and in many ways is looked upon as the central library in the system for technology innovation and support.

The focus on one-on-one student/teacher interaction ensured that every patron learned new skills and developed more confidence using the PCC. The result of the Geneva Public Library's dedication to the individual was a firmer sense of community and a growing patron appreciation of the Library.

The Geneva Public Library PCC represents the combination of a macro-level focus on developing a public computer lab interwoven throughout the entire building and a micro-level focus on individual-based instruction. The Library provided 32 different computer classes attended by more than 900 students and over 200 hours of one-on-one based patron instruction. Class attendees officially reported obtaining 12 new jobs as a result of their attendance at computer classes at the Geneva Public Library PCC. In addition, countless other patrons expressed significant new confidence in computer basics, multimedia software and tools, Microsoft Office and other office tools and job skills such as resume development.

Ultimately, the PCC shifted the way the Geneva community envisions the Library and how individuals envisioned themselves. The Library is now, more than ever, looked at as an area hub for computer assistance and instruction and a space where people can meet to collaborate, learn and be entertained.

Sustainability: The computers, equipment, hardware and software purchased through the grant will continue to be made available for use by the public and will continue to be supported and updated by Library staff. Likewise, all resources including databases and class handouts developed with grant funds will continue to be available on the Library's website or at the Library. Both group and one-on-one computer classes will continue to be offered at the Library, as well as public and staff access to videoconferencing equipment. In addition, each month two classes will be provided at the Geneva NYS DOL offices.

Geneva Public Library PCC

244 Main Street, Geneva, NY 14456-2361
<http://www.genevapubliclibrary.net>

“Over the grant period, our patrons shed their fear of computers, online job applications and new technology and began to seek out further digital literacy and job skills growth. The Geneva Public Library PCC shifted the culture of the Library, its staff and its patrons and that is its greatest legacy.”

-Chris Finger, PCC Director

George F. Johnson Memorial Library PCC

1001 Park Street, Endicott, NY 13760-5224
http://www.gfjlibrary.org/?page_id=1970



“Be it basic computer use, a new eReader, applying for work online, or Facebook, as long as we could instill a level of confidence in our patrons through instruction and the successes that came along with it, we would continue to thrive in our work, just as our patrons did.”

*-April Steenburgh,
PCC Director/Trainer*

The PCC had a diverse curriculum that appealed to and met the needs of the community. From the very basics of computer use to social media and devices such as eReaders and iPads, the George F. Johnson Memorial Library provided access and instruction to such an extent that hours were expanded to better meet community interest and need.

The PCC was staffed with instructors who each had a personal specialty when it came to the topics they taught and what patrons would need in terms of one-on-one assistance. This gave patrons some consistency as to staff they would seek out for topical assistance, and also allowed the Library to gain a reputation for a specialized staff and to expand the curriculum accordingly, since there is little overlap between instructors in regard to these specialties.

During the course of the grant program, the PCC formed several partnerships, the most advantageous being the Bridging the Digital Divide Project, which connected the PCC with community entities having a similar mission and furnished volunteers to assist in keeping the PCC open. In return, the PCC provided a well-equipped location for digital literacy efforts for their project.

Additionally, the PCC partnered with SUNY Binghamton to employ a work-study student to expand walk-in hours. Along with maintaining the SUNY partnership, the PCC continues to work with the AARP, Workforce NY, United Way, Beth David Sisterhood and the Two Rivers Photo Club. All of these groups provide instructors—enabling the PCC to branch out into further topics and enrich the curriculum—and to bring in patrons for instruction who may not otherwise seek out the location on their own. The PCC has become an active part of the community, rather than merely another location to go for computer assistance.

Sustainability: The George F. Johnson Memorial Library is continuing PCC services. The PCC Director is remaining at the location as a part-time employee on the Library payroll/budget. Volunteers have been secured to assist for open hours and workshops through a partnership with the Bridging the Digital Divide Project, as well as a partnership with the local United Way.





Haverstraw King's Daughters Public Library PCC

10 West Ramapo Road, Garnerville, NY 10923-1798

<http://www.hkdpl.org>

The Haverstraw King's Daughters Public Library PCC provided free and open access to coursework promoting language development and digital literacy. The PCC also presented workshops oriented toward small businesses, presentations on civics and medical and health information and citizenship exam preparation. Finally, the open lab assistance provided one-on-one hands-on expertise to assist Library customers with resume writing, job searching and further personal development of digital literacy. Over the course of the first 15 months of the project (January 2011 through March 2012), 2,899 visits were made to the PCC Learning Lab!

The Library is located in the Village of Haverstraw, which has a diverse population with many non-native English language speakers. The demand for beginning-level ESL instruction far outnumbered the courses provided. Partnerships were forged with three primary groups: the Rockland BOCES which provided two years of lower-level ESL classes, Literacy Volunteers and the Haverstraw Center.

A relationship was forged with Literacy Volunteers to provide residents with a citizenship examination preparatory course. The PCC is also co-partnering with Literacy Volunteers on a potential future grant to provide adult literacy courses at the PCC. The Haverstraw Center provided an off-site location for classes held on the weekend, alleviating scheduling and space issues at the PCC and resulting in a lasting relationship whereby publicity information about programs and services offered at each site will be shared in the future.

Sustainability: The Haverstraw King's Daughters Public Library plans to build upon the foundation laid by the BTOP grant by continuing a partnership with Literacy Volunteers of Westchester and Rockland Counties and the Haverstraw Center; working on a grant to assist with *Pathways to Citizenship* and English language proficiency for limited English language adults; providing support for parents' involvement in their children's literacy development at home; and engaging in the school system workforce development programs, including apprenticeship, career and technical education and career pathways.

"Once word got out about our classes, we found that we had more students than we could accommodate. And these were students with a sincere desire to learn, to come to class twice each week for several months straight. Without this grant, this would not have been possible."

-Diana Firestone, PCC Director



James Prendergast Free Library PCC

590 Cherry Street, Jamestown, NY 14701-5098

http://www.prendergastlibrary.org/?page_id=806



"It has been a pleasure to assist our business community by providing classes to help their employees enhance their skills. In turn, our community is enhanced by educating small businesses which are an asset to any community. Our partnerships are stronger due to the positive reputation the PCC is developing for the James Prendergast Library."

-Tina Scott, PCC Administrator

The BTOP grant has been a successful project for the James Prendergast Library. The target populations indicated in the grant proposal have been well served due to effective community outreach and attentive staff members working in the PCC. Final class evaluations confirm that patrons attained digital literacy and employment-related skills. Having the PCC available for a variety of digital literacy classes and open access usage has definitely increased the value of the services the Library has to offer patrons. In addition, the outreach plan has resulted in the development of strong community partnerships for ultimate community collaboration and benefit.

The Prendergast Library has become more appealing and valuable to the community by offering programming to the business community, a population never before targeted by the Library. The PCC developed a strong partnership with Jamestown Community College (JCC). JCC staff recognized that the classes were popular and a need was clearly discovered in the business community. The instructors also recognized that sustaining the PCC was a high priority for the community because there is a significant need for digital literacy training. The Prendergast Library and JCC signed a contract on October 19, 2012 to provide digital literacy classes in the PCC taught by JCC instructors at no charge to the Library. The Library is responsible for outreach and the registration process, and JCC will use the PCC lab and provide the instructors for their remedial classes.

The DOL is also a strong and valuable partner for the PCC. Clients who receive unemployment benefits are referred by the DOL to the PCC for various workshops. The clients are in jeopardy of losing their unemployment benefits if they fail to attend the classes.

Students from the GED classes use the computers to access their educational websites via the PCC web page, which includes a new tab created for easy access to the sites recommended by their instructors.

Sustainability: Due to the strong relationship that developed between the Library and JCC, classes will continue to be taught by JCC at no charge to the Library. It is also expected that literacy services will continue in the future, in part through a New York State Adult Literacy Library Services Grant. A staff librarian will also teach digital literacy and workforce development classes as necessary.



JEFFERSON EXPRESS



Jefferson Community College created and mobilized an E-Mobile, the *Jefferson Express*, to deliver non-credit workshop programming to small, rural communities within its Jefferson and Lewis County service area using community buildings, libraries, high schools and businesses as site locations. The audiences served included job seekers, underemployed, small business owners and employees, senior citizens and teens/kids. The service area is one of the most rural in the state and is spread out over 3,147 square miles.

Jefferson Express and Jefferson Community College have a great relationship with the local DOL's One Stop. While the grant was active, staff taught *Resume Building* each week and *Interview Skills* approximately twice each month at the One Stop location. The partnership was in existence before the grant project and will continue long after the end of the project due to the partnership between the One Stop, Workforce Investment Board and the College.

Jefferson Express has created partnerships with several community organizations and success comes from several factors: open and constant communication, delivery of high-quality workshops and the ability of the site to recruit workshop participants. At the conclusion of the grant, staff had worked with 43 sites/organizations to schedule training. Many of the partners continue to work with Jefferson Community College in an attempt to continue to offer mobile training.

The success of the program is reverberating in the community. A priority of the Jefferson County Economic Development agency for the next five years is to secure funding to continue the *Jefferson Express* program. This program, including the innovative partnership with libraries across the state, was recognized by the Continuing Education Association of New York as the James C. Hall Jr. Exemplary Program Award Winner in 2011. It seems this grant has struck a chord and has really had a community-wide impact.



Sustainability: The Continuing Education Division of Jefferson Community College will assume the *Jefferson Express* name and the amount of non-credit offerings will be greater than what *Jefferson Express* could do alone. The College offers personal enrichment, professional development and kids' workshops, as well as contract training and workforce development for companies in its area. The hardware from the grant will allow the College to bring training on the road to rural communities and to companies in the area.

Jefferson Community College E-Mobile

1220 Coffeen Street, Watertown, NY 13601-1822

<http://www.sunyjefferson.edu/community-business/workforce-training>

"The grant enabled us to bring training and development workshops to those that would not have otherwise had the opportunity to experience this kind of workshop. Additionally, having the infrastructure and marketing provided through the grant allowed us to have new, user-friendly technology for people to learn on and really get the word out that we were in the community."

*-Whitney Snyder,
Community Services Coordinator*

Lockport Public Library PCC

23 East Avenue, Lockport, NY 14094
<http://www.lockportlibrary.org>



KNOWLEDGE,
EMPLOYMENT,
& YOU!



“One-on-one instruction tends to produce the best results...Patrons can have their specific questions answered easily in that setting, and oftentimes the personalized training is the only way to help patrons overcome their anxiety about using a computer.”

-Jaclyn McLaughlin, PCC Director

The Lockport Public Library PCC, referred to as the *Knowledge, Employment, and You! (KEY) Project*, was an enhanced service that aimed to enrich and empower the community by providing public access computing facilities and instruction for employment, literacy and life skills. The *KEY Project* provided a variety of free opportunities for people in Lockport to receive help with any questions or issues related to computer and mobile technology, the Internet and workforce development skills such as resume writing and job searching. *KEY* provided experienced staff and expanded computer reference services at point-of-need. In 2012, the PCC provided 2,044 hours of training in workforce skills to the unemployed and underemployed, including Microsoft Office 2010 skills to 1,029 participants.

The Lockport PCC contributed to digital literacy for patrons regardless of what they could access at home by providing 60 hours of open lab time every week manned by knowledgeable staff, in addition to formal training opportunities. *KEY* staff provided one-on-one sessions to community members who had targeted goals, like specific job searches, resume construction or mastering certain aspects of computer use. In 2012, the PCC provided 2,265 hours of basic digital literacy training to 1,228 participants through classes and one-on-one training.

The Lockport Public Library will definitely continue contacts and partnerships that were developed as part of the BTOP grant beyond the grant activity period. The Lockport PCC has a referral-based partnership with the local DOL. DOL employees often refer their clients to PCC classes and one-on-one training to address a need for skills or to provide extra support with the job

search process. The Library’s partnership with the Niagara County Community College (NCCC) has had a massive positive impact on the community already and will in the future.

Sustainability: The Lockport PCC computer and workforce classes that originated with the BTOP grant will be sustained at the Lockport Public Library thanks, in part, to a partnership with NCCC. NCCC has agreed to partner indefinitely with the Library to provide classes to the Lockport community. Additionally, the Library’s partnership with the Lockport Town Hall will also continue, so computer literacy classes will continue to be conducted offsite at the Town Hall location as well as in the Library building. Finally, the Library has created many computer and workforce resources for patrons that will remain accessible both online and in print at the Library.





The Mahopac Public Library PCC program offerings were designed and structured to accommodate the employment and digital literacy training needs of several diverse groups of Library patrons.

The grant enabled the Library to significantly increase the lab's hours of operation. Prior to this funding, the lab was open one-and-a-half hours per week for drop-in help and a maximum of 36 one-and-a-half hour scheduled workshops were held during the year. With the grant, the lab has been open for an average of 30 hours per week.

The BTOP program was a valuable addition to the services provided by the Library to patrons and community partners. For the patrons, it provided a no-cost way to improve their skills in a number of areas: technical, office, job search, job interview, social media, etc. Most important was that the program provided a venue for people to come together, share their failures and triumphs and not feel isolated or stuck in a downward spiral. For the partners, who had been overwhelmed by the number of people needing assistance and budgets that restricted services, the PCC became an extension of their operation as a service provider.

Both Vocational and Educational Services for Individuals with Disabilities and the Westchester Putnam One-Stop Center have been referring their clients to the Library's Job Information Center for enhanced access to computers. Although the New York State local DOL was unable to establish a presence in the Mahopac Library due to lack of funding, the DOL did provide the Library with a self-paced suite of tutorial software for computer-based training sessions.

The PCC has ongoing relationships with Putnam Community Action Program, Literacy Volunteers of Putnam and the Putnam/Northern Westchester Women's Resource Center that will continue beyond the grant. During the course of the grant, the PCC provided a number of computer skills workshops to the clients of Abilities Beyond Disabilities; the relationship is expected to be ongoing. The PCC recently began a relationship with the Putnam/Northern Westchester BOCES to provide classroom space for their ESL students, with the potential to expand into other course offerings. Finally, once the staff is thoroughly familiar with the videoconferencing equipment, the PCC will reach out to Westchester Community College, offering them a way to provide the residents of Putnam County with heretofore unavailable educational and professional enhancement opportunities.

Sustainability: Knowing that the Library could not sustain the full-time PCC Director, beginning with the budget year ending June 30, 2011, the Mahopac Public Library began to build additional funds into its personnel lines to enable the Library, at the end of the grant period, to create a full-time position for an already existing part-time librarian position, as well as to maintain the part-time library assistant position. The community approved these budgets and the positions will be continued.

Mahopac Public Library PCC

668 Route 6, Mahopac, NY 10541-1634
<http://mahopaclibrarysite.org>

"The PCC trainers worked as a team, playing off each other's level of skills and expertise to provide the best possible learning experience for the patron."

- Lou Naclerio, PCC Director

Mid York Library System PCC and E-Mobile

1600 Lincoln Avenue, Utica, NY 13502-5340

<http://myls.ent.sirsi.net>



"...the curriculum developed during the grant period will be repackaged into a series of train-the-trainer workshops. This will hopefully ensure that patrons within our service area are able to receive digital literacy training from staff at their local library."

*-Kevin Perez,
PCC and E-Mobile Project Manager*

As recipients of both the PCC and E-Mobile BTOP grants, the Mid York Library System was able to offer a combination of training opportunities: scheduled group classes, one-on-one training (drop-in and by appointment) and open lab access, reaching more than 7,000 patrons during the grant period. On any given day, the three trainers could be teaching in the PCC at Mid York, training offsite using the E-Mobile (*E-training X-press*) lab at a library or partner location or teaching at one of two satellite PCCs set up in Herkimer and Madison County.

Three trainers developed more than 20 different class offerings, ranging from the most basic *Introduction to Computers* to *Advanced Microsoft Office Skills* and *Website Building*. The PCC took advantage of each trainer's skill set, which led to the development of classes such as *Internet Security* and *PC Maintenance*, *WordPress Websites*, and *Job Search Skills*. Other classes, such as *eBooks* and *Introduction to Computers* could be taught by all BTOP trainers.

While the number of classes scheduled remained consistent, with the introduction of satellite PCCs that offered open lab, one-on-one training and group classes, the number of patrons reached grew from 570 in 2011 to 1,818 in 2012.

Located at Mid York headquarters in Utica, the PCC consistently provided an excellent continuing education resource for both Mid York member library staff and local businesses and non-profits. A sampling of the organizations that held staff training at the PCC includes the Madison-Oneida BOCES, Jay-K Lumber, Child Care Council of Cornell Cooperative Extension, Planned Parenthood, Leadership Mohawk Valley and Mohawk Valley Community College.

The E-Mobile lab provided an excellent economy of scale for member libraries, many of whom lacked the funding, staff time or both, to implement their own computer training programs. Traveling thousands of miles over the course of the grant, the E-Mobile lab visited 31 libraries and 29 community organizations and events.

PCC Sustainability: Without continued funding, the System is unable to provide direct instruction to the public throughout the System. However, PCC equipment is being utilized in the Mid York computer lab for training member library staff in workforce development and digital literacy-related topics. PCC portable equipment is available for loan to member libraries for use in both public access and training.

E-Mobile Sustainability: The System continues to explore opportunities for sustaining/re-initiating BTOP-related activities while focusing on resource sharing among its 43 member libraries. In so doing, the System hopes to make the most of the equipment and materials purchased and developed during the grant period. Curriculum materials are available to member library staff and directors through train-the-trainer initiatives, initiatives which will utilize the three BTOP staff who have been retained. The partnership with Rome Working Solutions has been continued with a resume writing class continuing monthly.



Moore Memorial Library PCC

59 Genesee Street, Greene, NY 13778-1298
<http://www.greenenylibrary.org>

Over the course of the grant period, the Moore Memorial Library PCC (estimated service population: 5,729) served a total of 9,072 patrons. Of these, 2,078 patrons received training in a scheduled class or in a one-on-one instructional session lasting at least three quarters of an hour. *Workforce Development* and *Office Skills* classes directly contributed to patrons acquiring and/or advancing in positions of employment.

The intent of the grant program was served via partnerships with Literacy Volunteers; the Chenango-Delaware-Otsego (CDO) Norwich//Chenango County Employment Office//One-Stop Career Center; Retired Senior Volunteers Program (RSVP)/Opportunities for Chenango; and Cornell Cooperative Extension of Chenango County. All the agencies involved benefited from such partnerships in the furtherance not only of their missions, but in the betterment of the community.

The PCC used social media accounts to post information about digital literacy, jobs, small business news and practices. Use of social media to connect with patrons, to advertise and to educate is validated by survey data suggesting that the major avenue by which patrons heard about the PCC was through its Library website. Both the Library website and the social media accounts will be maintained after the conclusion of the grant period.

The BTOP initiative has been a genuinely rewarding and educational experience for everyone at Moore Memorial Library. Continuing educational opportunities for staff via WebJunction, as well as instructional webinars, contributed greatly to staff development and morale. The contribution of this grant-funded initiative to the community of Greene cannot be over-stated. The need for high-speed wireless, the need for access to computers and the desire for affordable instruction, especially in rural communities, were met by this initiative.

Sustainability: The PCC will continue to be an important part of the community. Voters have approved an increase to the Library's tax levy. This allowed the Library to maintain a 20-hour position for both group and individual instruction. A volunteer program with five volunteers who work three or more hours per week has also been instituted. It is expected that the volunteers will staff the center when the trainer is not present. Library staff has also been trained in many of the common questions that patrons have and in equipment operations. A small reference library consisting of books on various technology topics has been established in the PCC. While computer center hours will be slightly shortened, the public will still have a robust menu of digital literacy and workforce development offerings from which to choose.

"Public recognition of the necessity for skill-sets that reflect today's business and economic environment has driven the success of the PCC initiative...Ninety-nine percent of patrons agree that it is worth their time to learn more about computers and technology, with 70 percent strongly agreeing with this precept."

-Sandra Brocious, PCC Director



New Rochelle Public Library PCC

1 Library Plaza, New Rochelle, NY 10801-9998
<http://www.nrpl.org/publiccomputercenter>



"The NRPL website was enhanced to include workforce development and job hunting information...This virtual technology helps job seekers of diverse backgrounds and needs by providing live, anytime, anywhere job assistance, professional resume critique and proven interview techniques."

-Thomas Geoffino, Library Director

The New Rochelle Public Library (NRPL) created a whole new tier of library services that provide essential 21st century skills, assistance and information above and beyond traditional library operations and for a broader spectrum of the population. By maximizing existing resources, repurposing space, developing collaborations with community entities and repackaging/branding activities and services, the Library's culture was gradually transformed. As a result, the NRPL is now recognized as a community resource that delivers digital literacy and job training, and for its access to broadband capabilities.

Through staff training, the roles of librarians were expanded to deal with vulnerable populations, to improve/expand digital literacy instruction and to help patrons with online forms. The Library hired outside consultants to handle the areas that could not be covered by existing staff: the job readiness coach, an instructor for employment-related workshops, an instructor for computer classes in Spanish, and social services assistants.

The new tier of technology, services and activities will continue to be packaged as *Job and Digital Literacy Assistance*, and disseminated through the NRPL's bi-monthly newsletter insert, flyers, e-blasts, press releases and public presentations.

NRPL expanded partnerships to form collaborations that provide additional services and programs, and to extend outreach and promotional capabilities. These include Westchester Community College (ESL classes), Community Capital Resources, Women's Economic Development Center, WEBS Career and Educational Counseling, Westchester Residential Opportunities, Small Business Association and others. In addition, the Library folded in services of trained volunteers, such as GED Preparation Tutors, SCORE Small Business Counselors and Senior Benefits Assistance Volunteers. Because of the BTOP project, NRPL now seizes every opportunity to partner with other entities to bring related services into the Library.

Sustainability: NRPL created BTOP satellites by working in partnership with the New Rochelle Communities for All Ages (CFAA) initiative, a United-Way funded program. Every Saturday, CFAA volunteers trained by Library staff members conduct drop-in, one-on-one digital learning workshops in various venues that offer social services and ESL training. NRPL has also begun a partnership with Family Services of Westchester (FSW) to conduct programs and outreach services with FSW's veteran's services. Additionally, a presentation about the PCC was given to the Board of Directors of the NRPL Foundation, with a preliminary discussion regarding their potential support in sustaining job readiness services and expanding digital literacy training.



New York State Library PCC

*Cultural Education Center,
222 Madison Avenue, Albany, NY 12230
<http://www.nysl.nysed.gov>*

The New York State Library (NYSL), established in 1818, is part of the Office of Cultural Education within the New York State Education Department. The State Library's collections include over 20 million items that support State government work and the research needs of the general public.

Members of the general public are welcome to use the Library's collections on site during regular library hours. The general public can also get a New York State Resident Borrower's Card that allows individuals to borrow books and other materials, as well as access online journals, online newspapers and other online resources 24/7 from work or home.

The State Library has three distinct sections: the Research Library, the Talking Book and Braille Library and the Division of Library Development. All three sections were involved in the ***Broadbandexpress@yourlibrary*** project. Staff in the Division of Library Development, which had overall responsibility for the development and management of the project, worked with staff in the Research Library to develop and integrate a PCC consisting of 15 public access computers, many of which had the capability of serving people with disabilities—the primary customers of the Talking Book and Braille Library. The catalog for the Talking Book and Braille Library's collection was loaded onto these computers. Several of the computers were equipped with special software and hardware, such as accessible keyboards and mice. Scheduling software was purchased so users could manage their own access and the overall broadband infrastructure for the PCC, including wireless services, was strengthened.

During an average month, approximately 500 people utilize public access computers at the NYSL for digital literacy-related activities and workforce development. Each month both staff of various New York State departments and divisions, as well as library patrons, are offered a variety of both one-on-one instructional opportunities and specialized classes. Assistance with the JobNow databases and with questions related to searching for employment opportunities have been the predominant job-related one-on-one requests. Training and classes have varied from month to month, but have included ongoing sessions of *Big Online and FoundationSearch*, *NYSL Website and Online Resources*, *Historical Newspapers Online at the New York State Library*, *HeritageQuest and Ancestry Databases*, *Introduction to NYSL Online Legal Resources* (for NYS legislative interns) and *Using BARD (Braille & Audio Reading Download)*.

The State Library was the first PCC in the ***Broadbandexpress@yourlibrary*** project to purchase teleconferencing equipment and continues to use this equipment for staff training, state government broadcasts, collaboration activities with the State Museum and State Archives and programs for the general public. The State Library's PCC continues to be a valuable resource to the general public.

Sustainability: Research Library staff will continue to offer a significant amount of personal and one-on-one training in digital literacy, genealogy and workforce development-related services. Patrons will continue to enjoy the benefits of state-of-the-art teleconferencing equipment and infrastructure improvements.

Nioga Library System E-Mobile

6575 Wheeler Road, Lockport, NY 14094-9400

<http://www.btopexpress.org>

“Because of this BTOP project, the Nioga Library System has finally established a web presence with our member libraries beyond our catalog.”

-Mary Zangerle, E-Mobile Director

The Nioga E-Mobile service, *BTOP Express*, strove to be flexible and responsive to member libraries and partners, providing the highest-quality digital literacy instruction to patrons right where they were—in the Library, the community, senior centers or workforce development offices.

Since February of 2011, *BTOP Express* traveled in excess of 8,000 miles to bring computer classes to libraries and partners in Niagara, Orleans and Genesee Counties, presenting more than 170 classes and expanding to 23 different class offerings, including iPads and eReaders. The most recent eReader class had over 30 participants! Member libraries responded very positively to booking computer training and continued to express interest in the program. *BTOP Express* worked with local PCCs to provide computers for offsite training—the PCCs provided the trainer, the E-Mobile provided the computers.

In response to surveys indicating that there was a growing interest in social networking classes with elderly patrons, the E-Mobile visited senior centers and housing developments to provide training to that population.

Valuable basic digital literacy training was offered at least twice a month to the unemployed and underemployed through the Batavia and Albion offices of the New York State DOL. Each month, up to 20 to 30 different clients had the opportunity to develop necessary computer skills for employment.

JobNow is posted on the website both for *BTOP Express* and the Nioga Library System. Several member libraries added links to their websites and distributed bookmarks, local press releases, in-house newsletters and mentioned JobNow at workforce training sessions.

The Nioga Library System’s website was critical to the success of the E-Mobile since it provided access to online scheduling and course material. Course titles and descriptions were revised as necessary so clients were better able to determine the appropriate classes for their needs. Keeping the website fresh was a key to the success of the project.

Sustainability: Nioga Library System’s mobile PCC services have been sustained through 2013. In the meantime, the System is working to locate funding to allow continued travel to member libraries within its three-county service area beyond that date.





North Country Library System PCC

22072 County Route 190, Watertown, NY 13601-0099

<http://www.learninglibraries.org>

Although the North Country Library System (NCLS) was not an official E-Mobile, they adapted a similar strategy by offering remote classes at member libraries. The libraries in the NCLS are in mostly poor and rural areas, and are both technologically and economically challenged, with patrons in need of digital literacy services. The PCC worked closely with local library staff to develop curriculums that would best benefit their customers. Library patrons who were desperately in need of services received technology or literacy services in the form of classes, open labs and general assistance. PCC staff traveled with a handful of laptops, as well as a projector and screen, to make classes a possibility anywhere they went. Given that there are 65 libraries in four counties within a 6,187 square mile service area, the schedule was full. In the first year of the project, the staff visited 50 different locations and taught 311 classes to a total of 2,118 participants. On average, PCC staff usually visited four libraries a week, sometimes two in a day.

One of the most fruitful and meaningful relationships the PCC developed was with the SUNY Canton Small Business Development Center (SBDC), which services the small businesses of St. Lawrence County and beyond. The PCC offered several business-oriented classes to their clients and really made an impact. Classes included the following topics: setting up an online store, free online promotion through social networks, using a Facebook page to promote your small business, building and maintaining your own website, creating and buying physical promotional materials online and having your small business appear in Internet searches.



Both the SBDC and PCC saw benefits from the collaboration. The SUNY Canton SBDC hosted classes with a knowledgeable instructor provided by the PCC, while the PCC was able to make more of a direct economic impact with local businesses in a community that the PCC might otherwise not be able to tap into.

Sustainability: Sustainability of the present level of NCLS PCC services will be assured until April 2013. After April 2013, NCLS will use local moneys to extend the program a bit further.

To be able to afford future continuous sustainability, the System will also try to offset the cost of the trainer/instructor through other, to be determined, creative offerings.

"Our partnership with the SUNY

Canton SBDC worked out well, mostly

because we could complement their

services with something they did not

offer themselves, and they provided

us with an audience that would have

been much harder to gather on our

own. Therefore, we were not

competing but supplementing each

other's offered services."

-Matt Corey, PCC Director

Olean Public Library PCC

134 N. Second Street, Olean, NY 14760-2583
<http://www.oleanlibrary.org/btop.html>



“As a result of this grant, an impromptu morning group of older laptop owners has popped up in the library...They all met when they were taking PCC classes together. It is nice because not only do they seem to have overcome any sort of technological anxiety, but also they have become a social group, which is important especially as one gets older.”

*-Carol Kowalik,
PCC Project Coordinator*

Since the beginning of the PCC grant, Olean Public Library staff tracked reference questions to determine the level of change. Since 2010, the amount of questions dealing with technology, jobs/education and government rose from a level of below 10 percent of the reference questions received to beyond 15 percent of the reference questions received. The average number of users of the PCC and its resources increased by approximately 100 users a week between 2011 (632 a week) and 2012 (730 a week). Public computer usage also increased significantly, from just over 800 users in the first month of the grant, to 1,000 users a month—with a peak of more than 1,900. These figures do not include wireless access which also markedly increased over the two years of the grant.

Olean Public Library worked closely with Jamestown Community College on the PCC grant and the partnership is expected to extend beyond the grant activity period. JCC provides the PCC with basic *feeder* classes at no cost to the Library and, in return, JCC has a potential source of students for continuing adult education classes.

An unexpected relationship developed between the local Staples store and the PCC. The staff at Staples now refers customers who have purchased eReaders to the Library to learn how to use their new devices. Not only can PCC staff help them learn how to use their eReaders, they can sign up for a library card to access the Library’s collection of eBooks available for check out, and they can learn of the many other events and services at the Library.

The Library’s relationship with the local Chamber of Commerce has been strengthened through the grant. Their *Welcome Wagon* kits include information about the Library and the PCC classes, and the Chamber also includes PCC class information in their community calendar and weekly faxes.

Sustainability: The Olean Public Library computers, equipment and software purchased through the BTOP grant will continue to be made available for use by the public and will continue to be supported and updated by Library staff. Likewise, all resources including databases and class handouts developed with grant funds or during the grant period will continue to be available on the Library’s website or at the Library. The Library staff will continue to offer one-on-one computer tutoring and basic computer courses. JCC has agreed to provide Microsoft product courses. The Library will continue to provide access to videoconferencing equipment and will provide training via videoconferencing to the 36 member libraries within the Chautauqua-Cattaraugus Library System.



Oswego School District Public Library PCC

120 East Second Street, Oswego, NY 13126-2198

<http://oswego.learninglibraries.org>



The BTOP grant enabled the Library to purchase computers and software and to establish a dedicated computer training lab in the Oswego School District Public Library.

Another benefit of this grant was staff development. With a number of diverse and relevant classes offered during the grant period, many of the staff demonstrated a marked improvement in their skills, which helped them on a personal level, as well as increasing their comfort in assisting patrons when the lab was not open.

A willingness to work together toward common goals is the main reason that the PCC had successful partnerships with other agencies: Oswego County Opportunities/Literacy Volunteers of Oswego County, Oswego City Family Self-Sufficiency Program (U.S. Department of Housing and Urban Development), DOL, Department of Social Services, and the Retired Senior Volunteers Program (RSVP). The partnership with RSVP brought senior citizens to the PCC to take advantage of digital literacy training, with the mutual benefit that some RSVP members volunteered during PCC workshops and courses, assisting the instructor by providing class participants with one-on-one help.

The PCC became an added location for the North Country Library System's training centers for Oswego County libraries due to the purchase of videoconferencing equipment with BTOP funds. Prior to the grant, Oswego County libraries could receive training only in Watertown or Potsdam and weather conditions limited travel to those locations during winter months. The videoconferencing equipment now allows the Library to offer meetings and training at any time of the year and enables more Library staff to participate.



Sustainability: Because of the work done by PCC staff, including positive communication with the Board of Trustees about the PCC, the Board was willing to increase the budget to add a staff member. The community subsequently approved the request and passed the Library's budget, thereby funding the salary for one full-time instructor who will continue to offer digital literacy courses and workshops. In addition, the Library is contracting with a part-time instructor to teach Saturday workshops. Through the PCC partnership with RSVP, some additional workshops will be offered by volunteers. The Library is also reaching out to SUNY Oswego and Bryant and Stratton Business School to recruit volunteers to staff the PCC and to assist individual patrons with computer questions and problems.

"PCC instructors help patrons learn in multiple ways, while respecting diverse learning styles/methods. Instructors often present material in multiple digital presentation formats—including multimedia, videos and handouts—and provide guided practice, discussion, one-on-one opportunities and opportunities for new learning."

-Theresa Slosek, PCC Director

Plattsburgh Public Library PCC

19 Oak Street, Plattsburgh, NY 12901-2810

<http://www.plattsburghlib.org>



“Since the start of the grant activities, approximately 100 community members self-reported employment outcomes, although it is believed the actual number is far greater. CCERC did not have a formal tracking system for this data since it was not required as part of targeted performance measures.”

-Michele Armani, Project Director

The Plattsburgh Public Library’s *Community Computer and Employment Resource Center (CCERC)* offered 20 to 25 digital literacy trainings each month, ranging from basic typing and word processing to three levels of Excel. The core audience was made up of community members who were unemployed or underemployed. In addition to skills-based workshops, CCERC staff offered extensive one-to-one tutoring and guidance. The PCC was designed in a way that community members had access to easy-to-follow instructions to conduct self-directed Internet job searches, apply for current open positions and submit resumes using JobNow.

The CCERC employment advisor met with groups each week at the Department of Social Services to introduce the services offered at CCERC, as well as to share updates about other occupational skills training. After the weekly group session, the employment advisor met with individuals to address specific questions and conduct informal assessments for workshop placements.

CCERC staff also met with community-based organizations to promote course offerings and digital literacy skills training, with emphasis on providing targeted workshops for particular populations needing employment and training.

Broadband technology is available throughout Plattsburgh Public Library at 12 workstations available to the public. CCERC is open five days per week from 9 AM to 5 PM with additional hours as needed for targeted workshops and community events.

Sustainability: The CCERC is hosting an AmeriCorps for the Adirondacks full-time member from October 1, 2012 through September 30, 2013. Locally, the North Country Workforce Investment Board oversees the AmeriCorps for the Adirondacks grant with Plattsburgh Public Library as one of twelve host sites in the Clinton, Essex, Franklin and Hamilton county region. The PCC will continue to operate with part-time hours by current Plattsburgh Public Library staff as well as the full time AmeriCorps for the Adirondacks member. The AmeriCorps member will conduct digital literacy workshops, offer support as an Internal Revenue Service Flexible Spending Arrangement site, and provide one-on-one guidance for community members needing assistance in the computer lab.





Port Jervis Free Library PCC

138 Pike Street, Port Jervis, NY 12771-1879

<http://www.portjervislibrary.org>

The City of Port Jervis was historically the transportation hub of the region, serving as the major port on the Delaware and Hudson Canal and the primary freight yards and repair facility for the Erie Railroad. While those industries may have declined, Port Jervis has now become the communication hub as a result of the success of the *Public Computer Center @ The Port Jervis Free Library*, known in the community as *The Hub*.

The PCC opted for a business-like approach to the grant and hired a consulting firm to create, hire and train staff, and administer the PCC. As a result, funding permitted the PCC to be open 56 hours per week and to continue into November 2012. Not only was *The Hub* staffed with library-trained personnel, but also with a group of extremely well-qualified trainers from a broad spectrum of experience, all of whom had prior lecture or teaching experience. All staff of the PCC were involved in outreach and the formation of strategic partnerships, the most dramatic and potentially long-lasting relationship of which was with SUNY Orange. Because of the success of the PCC program—the use of Library computers tripled as a result of improved digital literacy in the region—the Library found the funds to continue the PCC and add three additional staff.

The Hub served 2,479 unique individuals, approximately 15 percent of the population of the region, by developing interesting and exciting titles for their programs, which attracted a broader cross-section of patrons and enabled the PCC to better accomplish their objective of increasing digital literacy. For example, rather than offering an Excel course, the program was promoted as *Lunch and Learn*, which was an Excel class for *Work Force Development*, *Work Place Spanish*, and *Web-Based Concepts*.



The PCC also successfully integrated several other practices borrowed from the private sector business experiences of the trainers, becoming a model that other communities in the region tried to emulate. A total of 13 individuals reported that they found new jobs as a result of using the services offered at *The Hub*.

Sustainability: The Port Jervis Free Library Board has included funds in the budget to partially continue the PCC services through June 30, 2013 at the level of forty hours per week, with intent to continue to fund it in future years. SUNY Orange began supporting four hours of open lab through a Dollar General Literacy Foundation grant in October. The Library also plans to continue to offer courses in conjunction with SUNY Orange, increasing the utilization of the facilities beyond the budgeted forty hours.

“Low attendance for certain programs doesn’t necessarily mean the programs should be eliminated...Sometimes positively influencing a few exceeds the results of superficially influencing the many. Sometimes you must reconsider the demographics of the audience, the seasons and other community events.”

-Stacy Joergle, PCC Director

Potsdam Public Library PCC

2 Park Street, Potsdam, NY 13676-2099
<http://potsdampcc.org>



“Most job readiness training has been one-on-one. ... The best results are produced during the one-on-one sessions. This instruction is tailored to the individual and offers the best learning experience.”

-Rene Austin, PCC Director

Because of the BTOP grant and the varied expertise of the trainers, the Potsdam Public Library was able to offer a larger volume and wider range of digital literacy instruction and employment help to its patrons. Prior to the grant, patrons received assistance from a Library employee, but it was on a limited basis due to time and equipment restraints.

The PCC supplied 694 training hours in basic digital literacy skills during 2012, including one-on-one sessions and classes offered in basic computer skills. Many of the classes were geared toward the unemployed and underemployed, enabling them to gain necessary skills for the workplace. For example, training was available in Microsoft Office products (Word, Excel and Access specifically) and online learning (Universal Class).

More than 1,000 hours of specialized instruction was offered in a variety of topics, including but not limited to: *QuickBooks, Managing and Editing Photos* (Gimp, Picassa), *Web Design, Shopping Online, Social Networking* (for individuals and businesses), *Internet Safety, Google Earth, Computer Maintenance, Skype* and *LinkedIn*.

An additional project benefit involved videoconferencing services. Such services made it possible for many Library employees within the area to save time and money by traveling to Potsdam instead of Watertown for training sessions or meetings hosted by the North Country Library System.

The PCC worked with many community partners to offer a wide range of services and instruction and created or expanded existing partnerships. Patrons received ESL services in conjunction with Literacy of Northern New York. Working with Cornell Cooperative Extension and the Internal Revenue Service, the PCC offered tax preparation assistance to 82 individuals during 2012. The PCC maintained ties with the DOL's One Stop and the local Office of Adult Career and Continuing Education Services (ACCES). Staff from One Stop met with individuals at the PCC and referred individuals for training and resume help. Representatives of the local ACCES agency, which is housed in the same building as the PCC, often visited with consumers to familiarize them with the services available. Social workers for the Department of Social Services met with individuals in the PCC at least one day a month.

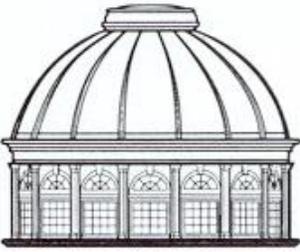
More than 60 area entrepreneurs received training in *My Small Business 101* in conjunction with the Clarkson University Reh Center for Entrepreneurship.

Sustainability: The BTOP project was a tremendous success. Digital literacy training, employment preparedness training and small business classes, principally *QuickBooks*, continue to be offered to the public by utilizing the talents of individuals such as Clarkson work-study students and seniors working with Pathstone, an organization providing employment training opportunities. Additional partnerships will also be forged to help the Potsdam PCC grow and sustain activities.

Poughkeepsie Public Library District PCC

18 Bancroft Road, Poughkeepsie, NY 12601-4099

<http://pokbtop.wordpress.com>



The goal of the Poughkeepsie Public Library District's PCC is to promote digital literacy and the broader use of technology by the public in general, and to specifically assist individuals in finding jobs and advancing their careers. Individuals with all levels of computer experience are welcome to use the resources provided by the PCC, which include technology training workshops, individualized help in the PCC's computer lab and links to useful websites. The Library's friendly, warm and knowledgeable staff and dedicated volunteers provide digital literacy training in an atmosphere welcoming to all skill levels.

Basic digital literacy training is offered in two forms:

Formal workshops to help people learn the basics of operating a computer, navigating the Internet, using Microsoft Office products and understanding social and digital media; and

An **open computer lab** where individuals can receive one-on-one assistance learning computer and Internet basics, using Microsoft Office products, searching for jobs, writing resumes and cover letters and completing job applications.

User satisfaction with PCC services remained steady at 98 percent, which reflects the high quality of the programs provided to the public. This statistic also highlights the PCC staff's knowledge of technology topics and the manner in which they instructed users to access technology.

Many of the survey comments from attendees mentioned the friendly nature and patience of PCC staff members when working with the public. Library management was very supportive — the PCC staff designed the workshop content and schedule, and responded to user needs quickly and without any obstacles to the delivery of services. The Library's IT staff was helpful in initially setting up the equipment and software, as well as providing support for staff and the public in learning to use the new equipment and technology.



Sustainability: The Poughkeepsie Public Library District was successful in securing funding from Dyson Foundation to allow its PCC to continue, providing a full range of services from the end of the grant period until December 2013, at which time the Library will work the PCC expenses into its budget. The PCC does not anticipate any staffing or service reductions since a full program will continue to operate.

"The Poughkeepsie Public Library District PCC's mission is to help people become more comfortable with technology and to achieve their goals—whether it is using a computer to find employment, making their lives easier or connecting with friends and family."

*-Thomas A. Lawrence,
Library Director*

Southeast Steuben County Library PCC

300 Nasser Civic Center Plaza, Suite 101, Corning, NY 14830-2897
<http://ssclibrary.org>

Southeast Steuben County Library

"In terms of online workforce development resources, the Library offers Learning Express Library and Tech Talk, a blog that offers up-to-date news and discussions about technology, along with tips, information and instruction."

*-Marshall Hyde,
PCC Project Manager*

BE:Lab—Broadband Experience: Library Accessible Broadband—is the computer and technology training and job resources program of the Southeast Steuben County Library. *BE:Lab* staff are available to conduct one-on-one help sessions with anyone having questions concerning computers, software, eReaders, smart phones, tablets and other devices. During the BTOP grant period, staff offered two-hour workshops on a variety of topics including *Windows 7, Microsoft Office Excel, Word, PowerPoint, Mail Merge, Creating a Budget in Excel, Photographs and Computers, Buying and Selling Online, Digital Music, Facebook, Computer and Internet Safety, Editing Photos* and more.

The *BE:Lab*'s partner, Chemung-Schuyler-Steuben (CSS) Workforce New York, presented *Creating an Effective Resume* and *Mastering Job Applications and Interviews* workshops every month for the majority of the grant period. The *BE:Lab* also worked collaboratively with CSS Workforce New York, the Corning Area Chamber of Commerce and the City of Corning on the 1st Annual Corning Area Job Fair, which was held at the Southeast Steuben County Library in September 2012. Six area employers with a multitude of employment opportunities were present. The Southeast Steuben County Library has maintained these partnerships and plans to continue to work collaboratively with these businesses in the future.

Sustainability: The *BE:Lab* was funded through the end of March 2013, after which, through local funding, PCC services will continue to be offered. The *BE:Lab* project manager position has been created as a full-time position at the Library. The Southeast Steuben County Library will continue to offer one-on-one technology assistance to their patrons, as well as information and classes/workshops on digital literacy topics. The *BE:Lab* will also maintain its collaboration with CSS Workforce New York and continue to offer resume and job search assistance.





Southern Tier Library System E-Mobile

9424 Scott Road, Painted Post, NY 14870-9146

<http://JobLink.stls.org>

The Southern Tier Library System's (STLS) E-Mobile, *JobLink*, offered free digital literacy and workforce development training in public libraries and community centers across five counties in the rural southern tier of New York State. It operated as a traveling computer lab fully equipped with a fleet of laptops, a trainer and connection to the Internet. In an average week, the E-Mobile traveled 900+ miles and logged 18+ hours of travel time to provide 10 to 12 classes throughout a 3,500 mile rural service area.

JobLink reached many small libraries and communities, delivering basic computer training and workforce development support in areas that are extremely rural and considered underserved. Attempting to bridge the digital divide was the E-Mobile's biggest accomplishment because it helped people to become computer literate and gave them the potential to change their lives.

In January 2011, the E-Mobile's first month in operation, there were 35 participants all month. In January 2012, that figure increased over 300 percent to 148 participants! The average number of participants per month the first year was 80. The following year, that average grew to 169 participants a month. These figures illustrate that getting the word out takes time—it was a major challenge and accomplishment to achieve this type of growth in a period of only two years.

Sustainability: Knowing that services have been offered to nearly 2,500 people in the last year and a half and that more than 800 classes have been provided, STLS is certain that services need to continue in its rural area. STLS secured funding to continue providing limited services beginning in January 2013. The program will continue to offer its popular classes (on topics such as Word, Excel, Facebook, eReaders and tablets), and also continue partnerships with the Workforce Development offices in Bath and Elmira. A new component to the program will be an effort to train and provide resources to library directors and staff on digital literacy topics in the hope they will begin to provide some training on their own.

"The equipment—computers, devices, videoconferencing equipment—will remain for use by libraries. Without the grant, there would have been no funds to purchase such equipment. Also, the resources—website and class materials—will be available for use by the libraries and general public."

-Anna Ezzolo, E-Mobile Coordinator



Utica Public Library PCC

303 Genesee Street, Utica, NY 13501-3831
<http://www.uticapubliclibrary.org>



“While our partnership with the DOL was not formally articulated, the Utica Public Library is recognized as a partner in providing services to individuals seeking employment, having demonstrated that the Library has the technology and the knowledgeable staff to assist any job seeker.”

-Darby O’Brien, Library Director

The PCC at Utica Public Library was designed to integrate the BTOP staff/initiatives fully with the Library’s staff/initiatives in order to sustain the project. This required the cooperation of the Library staff who were involved with the project from its outset.

During the two years of the project, library hours were extended so that public computing would be accessible for more hours each week. Because of the BTOP project, the Library decided to increase the number of computers for the public in order to meet demand. During the Library’s hours, the computers were in full use by patrons and rarely remained idle for more than a few minutes at a time. With the upgraded computers, increased Wi-Fi slots and improved broadband access, the Library held more than 70,000 computer sessions annually.

Attendees continually expressed their satisfaction with the PCC classes, which is not surprising due to the high caliber of instruction that was provided. The two trainers hired for the PCC project were superb and dedicated to providing excellent services. A Computer Technician was also hired to offer assistance to staff and patrons during the evening and weekends.

It is anticipated that the outreach and partnerships established during the BTOP grant will continue and expand in the future. This is especially true for the relationships developed with the Refugee Center and the Utica Municipal Housing Authority (MHA). By working with the Refugee Center, the Utica Public Library hopes to be able to overcome some of the language barriers that have challenged the staff’s ability to provide services to the refugee and immigrant communities. The Utica MHA also views the Library as an organization that can help provide their residents with the skills necessary for employment.

Sustainability: The Utica Public Library PCC services will be maintained through continuing computer classes and tutoring. In addition, the Library will provide public computing opportunities, Wi-Fi, assistance with job searching, using the Internet and aid in answers to all computer-related questions. While the Library will include services developed through this grant as part of regular Library offerings, it is also seeking additional funds to expand the computer classes.





Wayland Free Library PCC

101 W. Naples Street, Wayland, NY 14572-1333

<http://www.gunlockerlibrary.org/PUBLICCOMPUTINGCENTER/tabid/852/Default.aspx>

The PCC at the Wayland Free Library, a small rural library in western New York, was known as the *e-Skills Shop*. It was staffed by one full-time trainer, who also served as the director, and two part-time trainers, providing the community with consistent and ongoing access to digital literacy, job acquisition and improvement skills, access to a larger number of computers (12 Laptops, 10 training stations and 10 desktops), and high-speed Internet (two lines 15 Mbps x 2 Mbps and 5 Mbps x 768 Kbps).

All trainers had extensive background and experience with computers and computer training. The primary service offered by the *e-Skills Shop* was one-on-one training targeted to the specific needs of the patron. The *e-Skills Shop* conducted 1,815 one-on-one training sessions covering 2,265 hours during the two years of the grant.

Formal training was also offered from time to time including some courses originating at distant libraries and brought in via newly installed videoconferencing equipment. A total of 376 participants were trained in formal classroom instruction covering 1,141 hours during the two years of the grant.

In addition to the personal training, the *e-Skills Shop* staff developed a series of 27 web-based self-paced tutorials covering a wide variety of computer topics that will be available on the Library's website long after the end of the grant. People, both within the Library's service area and anywhere on the World Wide Web, can access these modules in the comfort of their home using their personal computer. Alternately, they can request one-on-one training with a specific module serving as the point of interest. These self-paced modules were immediately picked up by the other PCCs in the Southern Tier Library System and used in their training programs.



The number of sessions conducted increased as the community realized that they could come to the Library, in particular to the *e-Skills Shop*, to discuss computer issues and find solutions to their problems or satisfy their computing needs.

Sustainability: Wayland Free Library's PCC services ended on September 30, 2012. Based on class participation levels, the Library retained the services of one trainer for two days a week to provide one-on-one training until the end of May 2013, after which the Board will consider future funding. Sustainability plans involve maintaining the website which includes 27 downloadable, self-paced lessons, plus keeping the website *Job Page* current.

"As trainers, we have grown technical, teaching and personal skills that were never imagined at the beginning of the grant...And while we cannot hold ourselves out as experts in every field of computer training, the level of expertise we provide to our community is invaluable way beyond numbers served."

-Donald Eck, PCC Director

Western Sullivan Public Library PCC

19 Center Street, Jeffersonville, NY 12748
<http://www.wsplonline.org/pcc>

Western Sullivan Public Library
Public Computer Center

“Since its inception, the PCC has continued to offer new courses for beginners and more advanced users, expanding hours and offering home visits and specialized appointments. With a very diverse community, finding ways to reach everyone was a challenge.”

-Cindy Menges, PCC Director

Western Sullivan Public Library’s Public Computer Center provided Internet and technology instruction in three branch locations with a special focus on services to improve computer literacy in rural America and services to the unemployed and underemployed, offering a broad range of 25 digital literacy courses. A total of 17 computers, three scanner/color Printers, three LCD panels, three eReaders, and one iPad were purchased through grant funds and are now available to the general public.

The JobNow resource was fully integrated into the PCC activities:

All Library staff were trained on JobNow services;

Links to JobNow are provided on the Western Sullivan Public Library’s web page (www.WSPLonline.org) and on the PCC web page (www.WSPLonline.org/PCC);

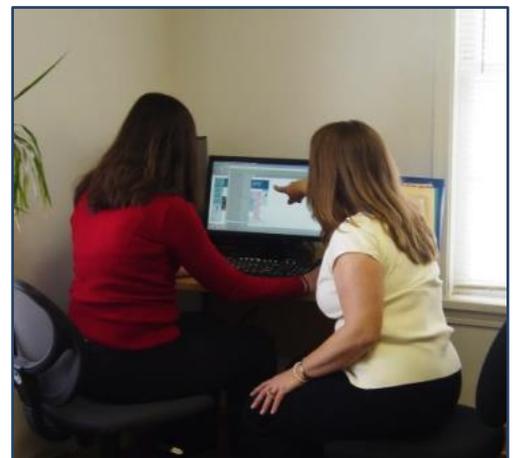
JobNow was incorporated in the PCC’s *Job Search* course; and

JobNow is available to GED students for practice tests and online support during non-class hours.

The PCC partnered with the Sullivan County DOL’s One Stop Center. Based on the Center’s broad range of services, the PCC focused on providing individual assistance and referring patrons to the One Stop Center.

The PCC’s most advantageous partnership was with the Sullivan County BOCES. A remote location at the Jeffersonville Branch was established for the GED preparation course. A steady flow of two to five students prepared for the GED exam each week on Mondays and Thursdays for three hours. Given that the closest BOCES location for most of the students is 20 to 30 minutes away, this program was a huge plus for the community and helped to demonstrate the value of the Library for these patrons and make them aware of all the other services available.

Sustainability: The Western Sullivan Public Library board voted to extend the PCC’s services through the use of a donation and an increase in the Library budget which was approved in April 2012. The existing schedule of services for classes and open hours will continue as is. Staffing for these services will be provided by the existing PCC staff, who will both work approximately 20 hours per week for the Library.



"I can't believe I learned SO MUCH in a free class. I have paid money for classes that I didn't learn a thing. This is going to be so beneficial for my business. I am so thankful for this opportunity!"

-Patron, Southern Tier Library System PCC

"This course and other assistance from reference librarians have been very helpful in helping me to lead a more productive retirement. I'm able to assist in program design, membership lists, my farm business and other forms of electronic communication."

-Patron, Lockport Public Library PCC

"The PCC has helped grow the reputation of the Dunkirk Free Library as a place that is relevant to the community. We are seeing more people coming through our doors than ever before and [through the PCC classes and open lab] they are gaining skills and confidence that they carry with them beyond the walls of the Library."

-Janice Dekoff, Director, Dunkirk Free Library

"It is obvious from statistics and testimonials that our students receive more than digital literacy courses and job readiness assistance. They receive assistance and educational opportunities that help improve employment opportunities, their job skills, educational opportunities and quality of life."

-Chrystie Bockus, PCC Director, Carthage Free Library

"Our trainers truly made an impact on the lives of our class participants as evidenced not only by the positive feedback but by the number of cards, flowers and baked goods they received. Their caring nature went beyond teaching digital literacy; it is this personal touch that has the highest impact on our patrons and lasting effect on the Library."

-Guin Forshey, Project Coordinator, Crandall Free Library PCC

"The Computer Star program [was] a five-week progression of classes that took patrons through the basic computer skills necessary to function in today's world. From job seekers to senior citizens, our patron base for these classes was broad, and classes were consistently full. There were times we had to have two sections of the program running at once in order to meet community need."

-April Stedman, PCC Director, George F. Johnson Memorial Library

"Simply put, there aren't many jobs out there for people who cannot write a simple resume...Computer skills and digital literacy are the cornerstones to not only having a job but even just applying for it."

-Matt Corey, PCC Manager and Trainer, North Country Library System

"The videoconferencing element among the three libraries in our system has made it possible for us to share resources and training for both the public and the staff of the various libraries within our two county system."

-Carol Kowalik, PCC Coordinator, Olean Public Library

"It's definitely not all about the numbers. The relationships the trainers have developed with the patrons will last long beyond the grant, as well as the skills learned and experiences shared...It's about the individual lives that have been enriched on both sides of the desk."

-Fred Harding, PCC Administrator, Port Jervis Free Library



New York State Library's *Broadbandexpress@yourlibrary* website:
<http://www.nysl.nysed.gov/libdev/nybbexpress/index.html>