EDGE 2.0
Leadership Tool for Small & Rural Libraries
TODAY’S PRESENTERS

DIANNE CONNERY
Director, Pottsboro Area Public Library

LOURDES ACEVES
Associate Director, Digital Programs
Urban Libraries Council
About Pottsboro

- Population: 2,360
- Located in northern Grayson County
- Approximately 90 minutes north of Dallas
LIBRARIES DURING A TIME OF CRISIS

Thinking Strategically
Thank you for your interest in our 3D printed items. We are always looking for feedback and suggestions to improve our services. If there is anything you can think of that might make these items more useful or durable, please let us know.

Also, feel free to follow us on Facebook at www.facebook.com/PottsboroLibrary to stay up to date with our current news. If you could take a moment to leave us a positive review, we would greatly appreciate it! We are dependent on feedback from the public to advance our services.

Best wishes,
The Pottsboro Library
In search of businesses or organizations that have WiFi open for public use from cars. Special need is on 289 north of Georgetown Rd. Please message or contact the library if your organization would like to be included.

Internet access is critical for school work, health care and government benefits. Many people in Pottsboro do not have access.

Currently available for public use:
- Pottsboro Library - PottsboroLibraryOutside
  Brookshire's Brookshire's
  Georgetown Baptist Church - Guest Georgetown Baptist Church in Pottsboro, TX
- Pottsboro Chamber of Commerce - Chamber Guest WiFi
  *welcome! Pottsboro Area Chamber of Commerce

Please welcome our new outdoor wireless gear! TekWave just installed a new wireless access point outside to improve our 24/7 Internet in our parking lot to help meet the needs of our community. IMLS provides critical funding so that we can provide connectivity when Pottsboro needs it most. When you pull up, please connect to the ‘Pottsboro Library Outside' network. TekWave Institute of Museum and Library Services

Telemedicine is now more beneficial than ever. Although we are still not fully open for all services, we would be happy to schedule you a computer appointment for your Telehealth visits. Our high speed Internet and frequently sanitized computers will provide you a convenient, safer alternative to a doctor’s visit (for non-emergent care) during this crisis. Please call us at 903-786-8274 and we will make sure to have a computer available during your appointment time.

*patient's personal info has been blurred for privacy
ACCESSIBLE WORK STATION
E-CARDS

CHRISTIAN
ecard number: [redacted]
Login is card number.
Password is [redacted]
POTTSTBORO LIBRARY STATUS UPDATE

As schools and universities close, programs and events are canceled, and we are asked to distance ourselves to help mitigate the spread of coronavirus, our library is rising to the challenge. We are demonstrating strength, dedication and resourcefulness, and the essential role we play during this time of community need.

This is how we are responding:

- **Desktop computers**-usage by appointment, typically only one person using a computer per day. Sanitized after each usage. Patrons filling for unemployment benefits*, doctor appointments, prescription refills, homework, job applications, telehealth.
- **Faxing**-wills, medical and legal documents, EOL directives.
- **Scanning/printing**-Homework, scholarship and National Honor Society applications, Affidavits of Unemployment.
- **Notarizing**-Library Manager notarizes legal documents, such as wills, Affidavits of Unemployment.
- **3D printer**-creating face shields, hands-free door openers, ear-guards for masks.
  Interview with KXII and KTEN.
- **Library of Things**-checking out sewing machines, rotary cutters, self-healing mats for individuals making masks.*
- **Library cards**-over the last 4 weeks have issued 286 eCards, mostly to students.
- **WIFI**-Working with PISD to provide connectivity for students/teachers. Students with library cards can check out tablets. Provided 3 hot spots to PISD teachers without home internet (also working with teacher/assignments to determine publisher copyright issues. Purchased 10 new hot spots. 2) Installed outdoor wireless access point. 3) Coordinating connectivity increases with a broadband specific non-profit which aids rural and underserved communities.***
- **Esports/Gaming**-held 2 “social distancing in your car” gaming nights in library parking lot. Generated world-wide publicity.
- **Food Insecurity**-Library of Seeds (donated by seed companies). Flower and vegetable seeds offered free to any patron.
- **ZOOM**-ZOOM subscription to provide virtual meeting rooms for community.
- **Publicity**-Requests for Pottsboro Library response to COVID-19 from: CBS News; Robbin Bass, District Director, John Ratcliffe; Deputy Director, Advocacy Communications, American Library Association; Library Journal; Central Texas Library System; Senior Editor Consumer Reports; Schools, Health and Broadband Coalition; KXII gaming nights interview.

*assisted a patron with applying for unemployment benefits via computer. He had never turned in an application before, and the process seemed overwhelming to him. He was very grateful.
Drive-In Gaming
EDGE 2.0 BENCHMARKS

STRATEGIC AREA 1
Community Value

Benchmark 1: Digital Skills
Benchmark 2: Economic Opportunity
Benchmark 3: Civic Engagement
Benchmark 4: Education
Benchmark 5: Health

STRATEGIC AREA 2
Engaging the Community and Decision Makers

Benchmark 6: Understanding Community Needs and Outcomes
Benchmark 7: Leadership
Benchmark 8: Relationships with Community Leaders

STRATEGIC AREA 3
Organizational Management

Benchmark 9: Technology Planning, Policies and Availability
Benchmark 10: Staff Digital Expertise
Find low-cost internet and affordable computers in your area.

everyoneon.org
Library Benefits

WIDE RANGE OF SERVICES GENERATE ECONOMIC & SOCIAL VALUE FOR CITIZENS

Services & Benefits

Technology
- Resources including Wi-Fi, computers, and software empower visitors to apply for jobs, complete college course work, access eGov, legal, healthcare and other information.

Children
- Frequent structured children’s activities provide local parents with child development information and enrich children’s futures through enhanced brain development.

Seniors
- Senior citizens, especially lower income, depend on the library for technology assistance using assistive technology for those with visual or motor impairments. Programs provide lifelong learning.

Books
- The collection of books, DVDs and non-traditional items has been enhanced by expert consultants to offer high demand products

Library Usage

Library usage nearly doubled in the last 4 years since strategic pivot

Grants, Awards & Accolades

- $10k for teen digital media training
- $7.5k for children’s programming
- $73k for remodeling & programs
- $5k for community festival
- $9k for summer reading
The Pottsboro Library generates significant value for the city. Operations must be properly funded to ensure the library’s viability.

2016 Library Budget

- City Funding: $19,000
- Budget delivered to library patrons: $142,823
- Grants: $121,543
- County: $2,280
- City: $19,000

City Funding was multiplied 6.5x thanks to external funding sources.
EDGE 2.0
Leadership Tool for Small & Rural Libraries
WHAT IS EDGE?

Edge is a management tool to help libraries align their technology resources to community priorities.
## EDGE 2.0 BENCHMARKS

### STRATEGIC AREA 1: Community Value

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### STRATEGIC AREA 2: Engaging the Community and Decision Makers

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PHASES
Whether you are new to Edge or a longtime user, we recommend reviewing the information linked below to prepare your library to achieve the greatest success with Edge.

**Library Profile**
Ensure your library’s information is complete and up to date. Complete library profile to inform Assessment results.

**Assessment Workbook**
Review a comprehensive guide to the Edge Assessment, including a detailed answer key.

**Completed Assessments Data**
View reports and action plans created for previously completed Edge Assessments.

Continue to Assessment
ASSESS

Completing Edge Assessments allows your library to clearly measure how its performance, strategies and resources compare to libraries across North America.

Current Assessment Progress

168 OF 168 ANSWERED (100% COMPLETE)

Continue Assessment
AN APPLES TO APPLES COMPARISON
Compare to libraries that are in your peer group for a more accurate comparison.
NARROW YOUR COMPARISON RESULTS

KEY TOPIC AREAS
Narrow your results analysis by key topic areas. These areas include:

• Digital Literacy/Digital Access Programs and Services
• Economic Development
• Health and Wellness
• Egovernment
• Community Needs and Patron Assessment
• Community Leadership
• Library Digital Management
• Library Staff Digital Capacity
COMPARE BY
Narrow your results analysis by comparison group. These groups include:

- State/Province
- Region
- Operating Revenue
- Peer Group
- ULC Members

NARROW YOUR COMPARISON RESULTS
LEVERAGING EDGE IN YOUR LIBRARY TOOLKIT

This toolkit is designed to help you transition your Edge Assessment results into action. Tips and resources within the toolkit focus on reviewing assessment results and establishing S.M.A.R.T. goals.
WHAT IS SUCCESS?

ACHIEVING COMMUNITY PRIORITIES

Library

Partnerships

Public Technology
NO WEBSITE?
SOCIAL MEDIA

- Pinned posts
- Hashtags
- Visuals
- Analytics
- Live video programming
- DIY tutorials
LIBRARY RESOURCES (LOW-TECH)

- Email signature
- Printed government forms
- Signage on library building
LIBRARYEDGE.ORG/CORONAVIRUS
UPCOMING WEBINARS

EDGE 2.0 THE TECHNOLOGY TOOL TO GET YOU FROM ASSESSMENT TO IMPACT
Tuesday, May 26, 2pm (EST)

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Questions?
platformsupport@libraryedge.org
Thank You!