



edge

**EDGE 2.0**

Leadership Tool for Small & Rural Libraries

## TODAY'S PRESENTERS



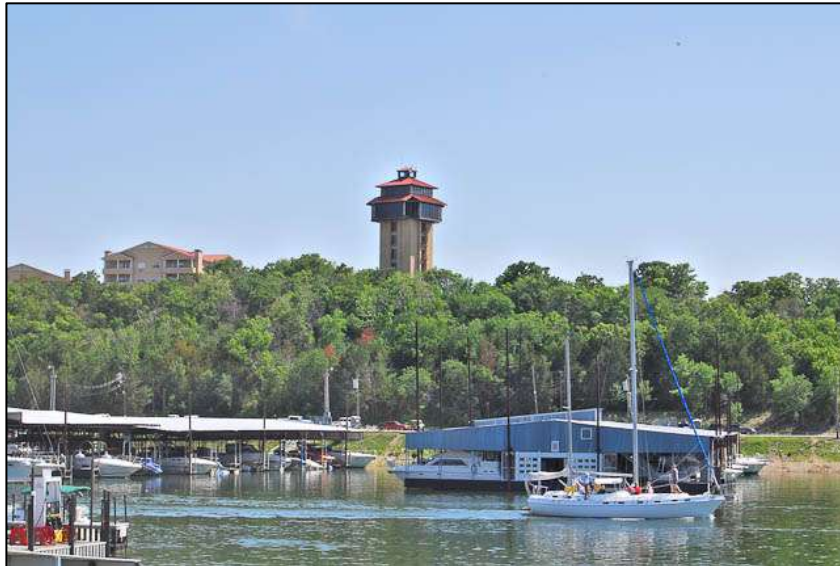
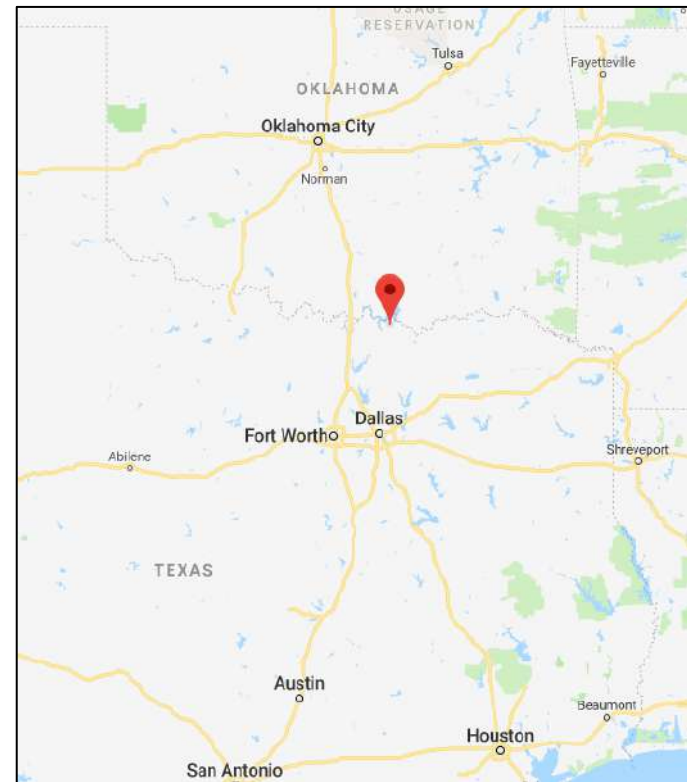
**DIANNE CONNERY**  
Director, Pottsville Area  
Public Library



**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





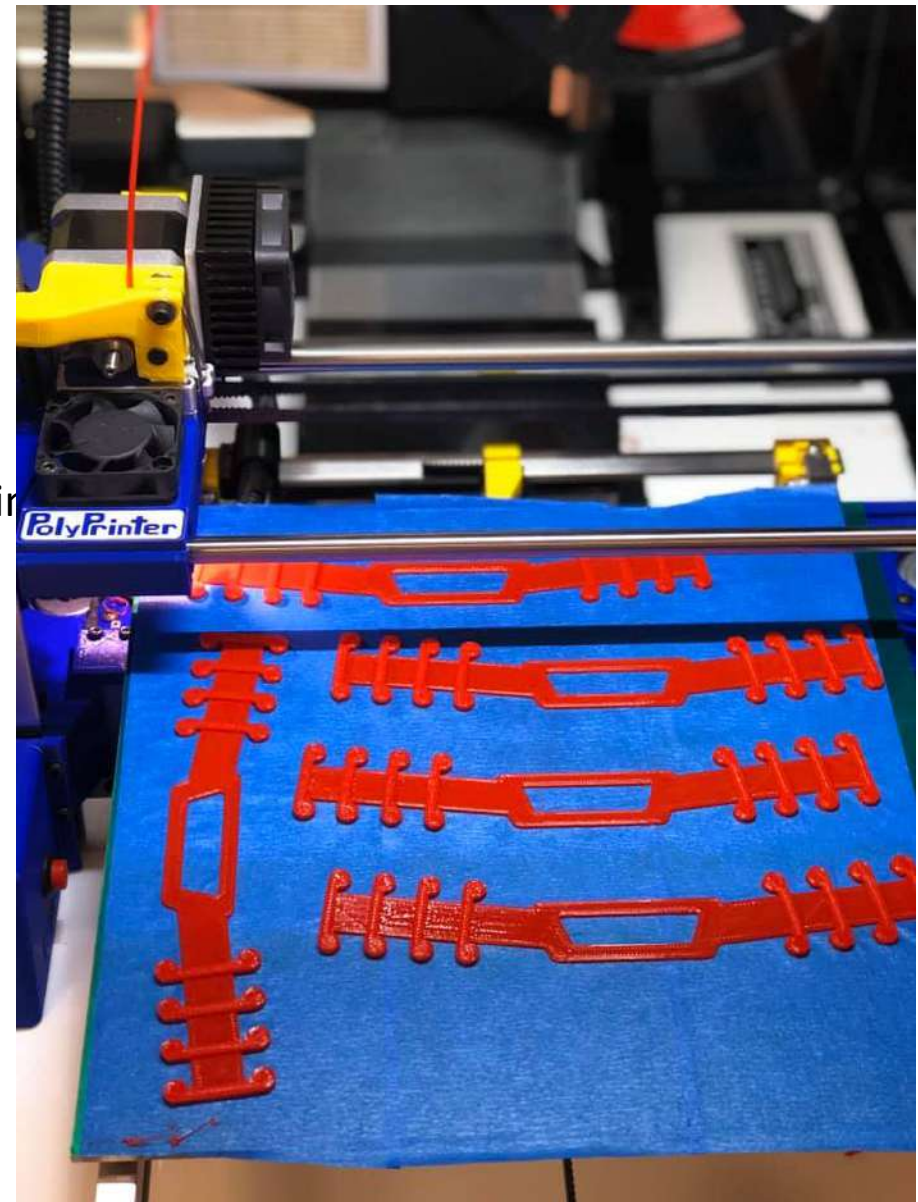
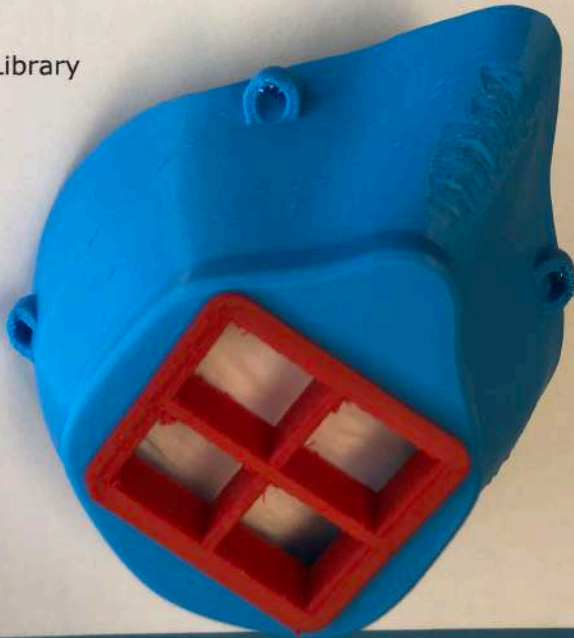
# 3D Printing



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](http://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



[libraryedge.org](http://libraryedge.org)

edge

**Pottsboro Library**

Published by Dianne Connery [?] · April 4 at 10:45 AM ·

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

pw=welcome! [Pottsboro Area Chamber of Commerce](#)

If you would like to make your internet available but need access points to make it available in a parking lot, a national non-profit Disaster Technology Resource Center has agreed to come to Pottsboro at no cost to provide labor and hardware.

PING ms

DOWNLOAD Mbps

UPLOAD Mbps

14
14.72
16.14

980

132

People Reached
Engagements

Boost Post

**Pottsboro Library**

Published by Dianne Connery [?] · April 2 at 3:06 PM ·

Please welcome our new outdoor wireless gear! TekWav 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. [TekWav Institute of Museum and Library Services](#)

1,001

215

People Reached
Engagements

Boost Post

**Pottsboro Library**

Published by Lindy Meiser [?] · March 31 at 7:35 PM ·

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

15

Engagements

Boost Post



# ACCESSIBLE WORK STATION





# E-CARDS



**CHRISTIAN**

**ecard number:** [REDACTED]

**Login is card number.**

**Password is** [REDACTED]

## POTTSBORO LIBRARY STATUS UPDATE



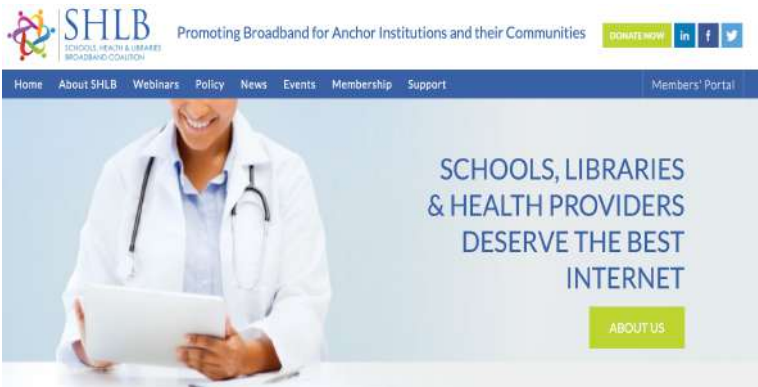
As schools and universities close, programs and events are canceled, and we are asked to distance ourselves to help mitigate the spread of coronavirus, our library is rising to the challenge. We are demonstrating strength, dedication and resourcefulness, and the essential role we play during this time 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 filing 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, Affadavits of Unemployment.
- **Notarizing**- Library Manager notarizes legal documents, such as wills, Affadavits of Unemployment.
- **3D printer**-creating face shields, hands-free door openers, ear-guards for masks. Interviews 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**-1)Working with PISD to provide connectivity for students/teachers. Students with library ecards 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





shlb.org



gigilibraries.net



itdrc.org





# 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



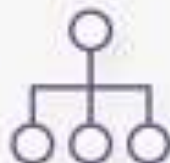
### STRATEGIC AREA 2

#### Engaging the Community and Decision Makers

**Benchmark 6:** Understanding Community Needs and Outcomes

**Benchmark 7:** Leadership

**Benchmark 8:** Relationships with Community Leaders

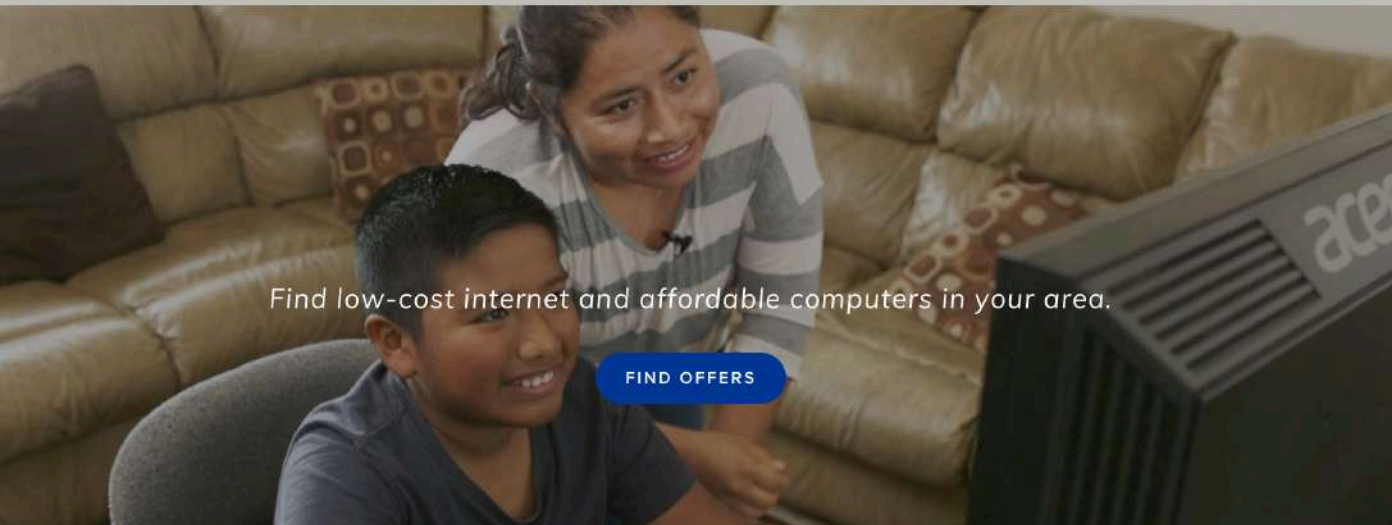


### STRATEGIC AREA 3

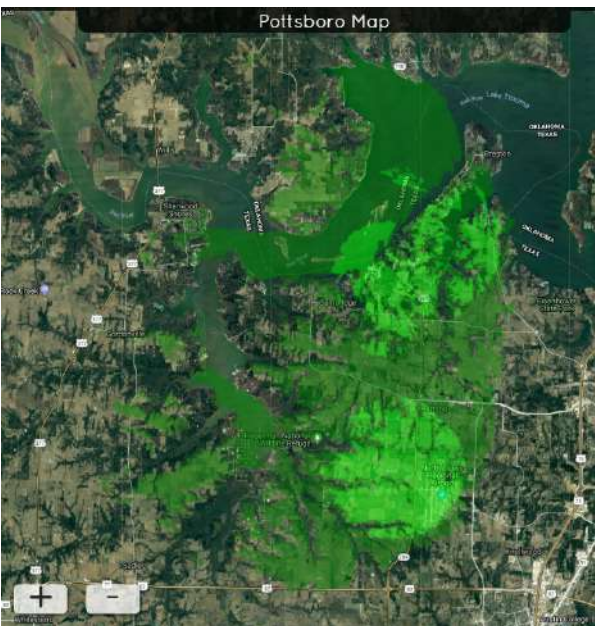
#### Organizational Management

**Benchmark 9:** Technology Planning, Policies and Availability

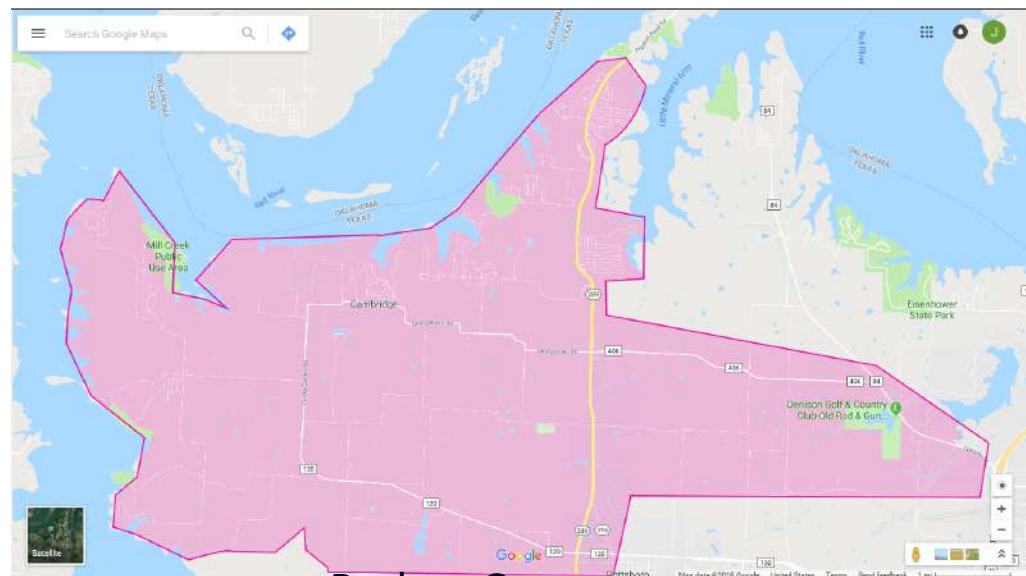
**Benchmark 10:** Staff Digital Expertise



everyoneon.org



Tek-Wav



Broken-O



# 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

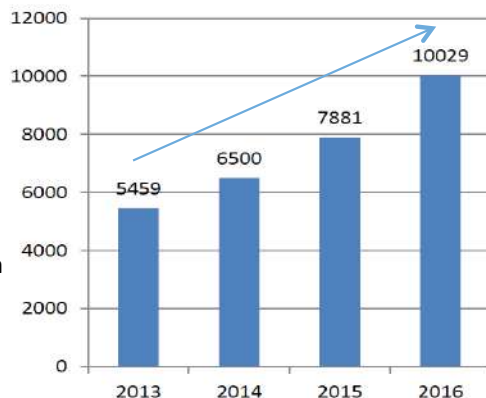
Senior citizens, especially lower income, depend on the library for technology assistance using assistive technology for those with visual or motor impairments. Programs provide lifelong learning.



#### 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



**pottsboro** AREA LIBRARY | connect here.

libraryedge.org

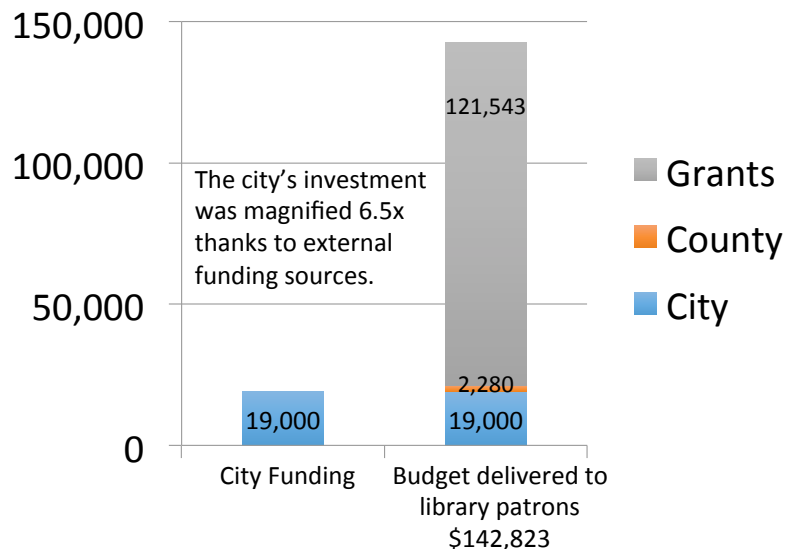
edge

# Financing Structure

CITY FUNDING IS MULTIPLIED BY GRANTS WHICH GENERATES  
SIGNIFICANT VALUE FOR POTTSBORO

The Pottsboro Library generates significant value for the city. Operations must be properly funded to ensure the library's viability.

## 2016 Library Budget



**pottsboro** | connect  
AREA LIBRARY here.

[libraryedge.org](http://libraryedge.org)

edge



## **EDGE 2.0**

Leadership Tool for  
Small & Rural Libraries





edge

## **WHAT IS EDGE?**

Edge is a management tool to help libraries align their technology resources to community priorities.

## THE EDGE COALITION

**ICMA**

*Leaders at the Core of Better Communities*

BILL & MELINDA  
GATES *foundation*



Oklahoma  
Department  
**Libraries**



# EDGE 2.0 BENCHMARKS



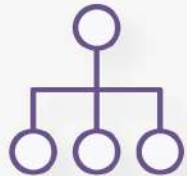
## STRATEGIC AREA 1 **Community Value**

- 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



PREPARE



ASSESS



COMPARE



ACT



# PHASES



# Dashboard

PREPARE


ASSESS

COMPARE

ACT

 [Edge Toolkits](#)

 [Glossary](#)

 [FAQ](#)

## PREPARE

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

[View](#)

Ensure your library's information is complete and up to date. Complete library profile to inform Assessment results.

### Assessment Workbook

[View](#)

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

### Completed Assessments Data

[View](#)

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

[Continue to Assessment](#)



# Dashboard

PREPARE

**ASSESS**

COMPARE

ACT

 **Edge Toolkits**

 **Glossary**

 **FAQ**

## 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.



## 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

**NARROW YOUR  
COMPARISON RESULTS**



## **COMPARE BY**

Narrow your results analysis by comparison group.

These groups include:

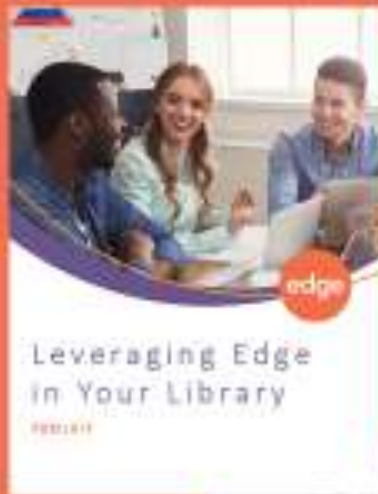
- State/Province
- Region
- Operating Revenue
- Peer Group
- ULC Members

**NARROW YOUR  
COMPARISON RESULTS**





# TOOLKITS



# WHAT IS SUCCESS?

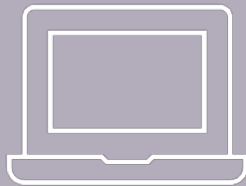
Library



Partnerships



Public  
Technology



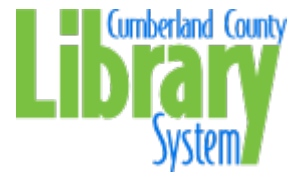
ACHIEVING COMMUNITY  
PRIORITIES

## STATE SUBSCRIPTIONS



---

## COHORT SUBSCRIPTIONS



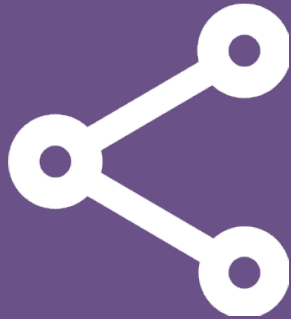
[libraryedge.org](http://libraryedge.org)

edge



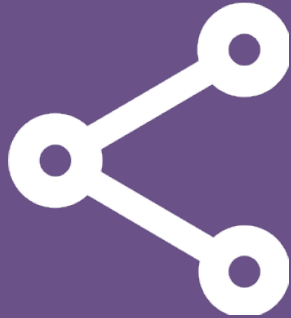


**NO WEBSITE?**



## **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](https://libraryedge.org/coronavirus)***



# UPCOMING WEBINARS



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



[LIBRARYEDGE.ORG/WEBINARS/](https://libraryedge.org/webinars/)



***NEED AN EDGE ACCOUNT?  
GO TO [LIBRARYEDGE.ORG](http://LIBRARYEDGE.ORG)  
CLICK LOG IN TO REGISTER***

Questions?



[platformsupport@libraryedge.org](mailto:platformsupport@libraryedge.org)





Thank You!

