

# Idaho Public Libraries: Building Community

## Case Overview

This case is based on a real logic model developed by a participant in Shaping Outcomes Continuing Education. For more information, please see the attribution box at the end of the logic model.

Idaho's public libraries range from small, rural, one-person libraries that may be open 15 hours or less per week, to large metropolitan or district multi-branch systems. The Idaho Commission for Libraries (ICFL) field, Continuing Education (CE), and networking consultants have observed that due to connectivity issues, lack of tools, and lack of training, many who work in Idaho public libraries do not have the skills, ability, or time to learn and use Web 2.0 technologies. Various studies indicate that using the Internet to build community can be a valuable tool for those who are under various geographic, travel, or budgetary constraints.



In order to make Web 2.0 skills and capabilities a real part of Idaho libraries for both staff and patrons, ICFL has partnered with Idaho librarians and WebJunction. Through WebJunction, librarians from all over the state can learn about new and emerging technologies with Wimba, a platform that provides an opportunity to “attend” a meeting without having to physically be at the meeting. Participants register, download software, and are able to participate in synchronous Web 2.0 classes. ICFL has made Web 2.0 guides available on its website.



ICFL has also created a Community of Practice within WebJunction. Here, librarians can learn about various technologies. Additionally, this is also a point of reference for librarians seeking information on consumer health, resources on literacy programs, and preservation and disaster preparedness. Other topics, such as for school media specialists and those seeking MLS degrees is being developed. Enhancing the skills of Idaho library staff will enable them to provide current and relevant technological services to their patrons. Idaho librarians can be leaders in their communities. The community of practice structure helps library staff engage in continuous learning, so important for keeping libraries and their patrons vital in the new millennium.

To learn more about the Idaho Commission for Libraries, visit: <http://libraries.idaho.gov/>

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## Profiles of Stakeholders

*These are fictional statements typifying attitudes and illustrating needs, not actual direct quotations.*

### Idaho Commission for Libraries

“There is no question that libraries are in a great state of change right now, and we need to be able to help our current librarians learn new technologies. Being able to bring all of the amazing things that librarianship has to offer to both the old and new guard is so nice. Without this program, we would surely find that librarians in our state would not have the requisite technology skills needed to serve our patrons.”

### Experienced Idaho Public Librarians

“Finding the time and money required to attend in-person workshops can be challenging. I know, as does my employer, that technology skills are not only important, but are becoming increasingly necessary in today’s library. This program allows me to keep up with all of the new and exciting technologies available, and in turn, I can teach these to my patrons. Additionally, having access to resources on timely topics is invaluable to my library. Everyone wins with the WebJunction partnership.”

### New Children’s Librarian

“I just graduated from library school. While I was taking courses I was thrilled to learn about all of the new formats and social aspects of computing. Now that I’m in a full time real job, though, I realize just how busy my life is, and how difficult it will be to keep up to date, especially when travelling for a workshop takes me away for a day or two. I’d like the ability to work on professional development on my own schedule, where I can find the time.”

### WebJunction

“Being able to provide workshops to both veteran and new librarians is very important to us. We understand that travel and finances are very real issues in libraries, and being able to provide information in a format that allows librarians to learn new things without breaking their libraries’ budgets is rewarding for us. We are happy, too, that we can provide resources to librarians that will assist them in assisting their patrons.”

### Library Trustee

“The world is changing so rapidly that most of us can’t keep up. I am thrilled that there are ways that our librarians can receive the support that they need to do the ‘keeping up’ for the rest of us. Our rural community counts on our public library to provide more than books and this program helps to keep us current.”

# Logic Model Worksheet

<b>I. Situation: program partners and stakeholders</b>	
What is the program's <b>name</b> ?	<b>Building Community Among Idaho Public Libraries</b>
What <b>partners</b> are involved?	Idaho Commission for Libraries  Idaho Public Libraries  WebJunction
Who are the program's <b>stakeholders</b> ?	What does each <b>stakeholder</b> want to know?
Idaho Commission for Libraries Consultants Continuing Education Field Networking Management Team	What public librarians have registered and set up a profile on the new ICFL 2.0 website?  What public librarians are commenting on ICFL blogs?  What public librarians have registered and set up their profile on WebJunction Idaho?  What WJ Idaho classes are public librarians using for staff development?  How many coupons have public librarians used to take WJ classes?
Idaho Public Librarians	How will the ICFL 2.0 website help me? How will the WebJunction site help me? How easy will it be to access these sites? When will I need to use either site? How will this impact my already full schedule?
WebJunction	What courses are Idaho public librarians using on the WJ site?  What other services might Idaho public librarians need and/or use on WJ and WJ Idaho?  Is WebJunction Idaho being used by Idaho public librarians?

Idaho public library boards of trustees	<p>Are our library staff getting access to the tools they need to do a good job?</p> <p>Are our patrons benefitting from enhanced library services?</p>
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**II. Program planning: connecting needs, solutions, and results**

Who are the <b>audiences</b> ?	Idaho public library staff
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What are the <b>needs</b> of the audience?	<p>Idaho public libraries (145) range from small, rural, one-person libraries that may only be open 15 hours or less a week to metropolitan, or district multi-branch systems. ICFL field, CE, and networking consultants have observed that due to connectivity, lack of tools, and lack of training many who work in Idaho public libraries do not have the skills, ability or time to use Web 2.0 technology.</p> <p>It is has been demonstrated by various studies that using the Internet to build community can be a valuable tool, especially for those who are under various geographic, travel or budgetary constraints (ALA Connectivity Study, 2007).</p> <p>Identified needs include: the training and skills to use Web 2.0 technology to build community, communicate, and to take continuing education classes. This requires the opportunity to learn in a safe environment with multiple occasions to reinforce skills.</p> <p>Because librarians are often geographically isolated, they have limited opportunities to share learning experiences with others.</p>
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<p>What are some <b>audience considerations</b>?</p>	<p>The ICFL has already accomplished an important step with the target audience. The ICFL has been working with the public library community of Idaho to establish skills in the areas of blogging, tagging and other Web 2.0 tools through the C3 website, a precursor to the new ICFL Web 2.0 platform. Now that some Idaho public librarians are familiar with the tools, it is important to bring onboard as many other staff from all Idaho public libraries as possible, so they may communicate, build community, and have equal opportunities for accessing online continuing education.</p> <p>Idaho public libraries have, for the most part, established basic web presences with acceptable connectivity. Libraries and librarians are geographically dispersed, so that a variety of methods of communicating with the audience are required.</p>
<p>What <b>solution</b> fulfills the needs?</p>	<p>To educate library staff about Web 2.0 skill enhancement opportunities through several means which will provide an orientation/preview of both the ICFL new web site and WebJunction Idaho which are debuting in the fall of 2008.</p> <p>Orientation will be offered through one-hour sessions at differing times and locations, in two waves (September and January), through statewide and local/regional conferences, and through word of mouth and custom-delivered information sessions.</p> <p>Web 2.0 sessions will be offered via WebJunction. Wimba technology will enhance communication.</p>

<p>What will be the <b>desired results</b>?</p>	<p>The majority of Idaho public libraries will have at least one staff member who is familiar with the ICFL Web 2.0 and WebJunction sites.</p> <p>Idaho public librarians will have access to online continuing education courses via WebJunction Idaho.</p> <p>Idaho public librarians will use Web 2.0 tools to communicate and build community via the ICFL website and/or WebJunction Idaho</p>
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**III. Logic model summary: program purpose statement**

<p>We <b>do</b> what?</p>	<p>Offer a web site preview in September to staff in all Idaho Public Libraries.</p> <p>Follow-up at Idaho Library Association fall conference, with a Round Table and vendor table allowing Idaho public librarians the opportunity to register and set up a profile on both the ICFL and WJ Idaho websites.</p>
<p>For <b>whom</b>?</p>	<p>Idaho public librarians</p>
<p>For what <b>outcome</b>/benefit(s)?</p>	<p>Idaho public librarians will learn about and use Web 2.0 tools to build community with other Idaho public librarians, enhance their opportunities for continuing education, and feel part of a community of practice for continuing learning.</p>

**IV. Program elements**

Inputs	Outputs (or counts)
<p>CE Consultant contributes time for coordination of</p>	<p>Hours of staff/consultant time</p>
<p>Advocacy Consultant contributes time to coordinate public relations events related to rollout of WebJunction and ICFL Web 2.0 site</p>	

Networking Consultant contributes time to facilitate online meetings and promote WebJunction and ICFL Web 2.0 site.	
Program Supervisor coordinate registration via EventBrite; serve as producer during events.	
Support Staff coordinate the distribution of materials	
<b>Activities</b>	<b>Outputs (or counts)</b>
Set up script for Orientation / Preview Online Meeting	
Purchase and distribute headphones as incentives for participants	# of headphones distributed
Publicity, public relations events, advertising contacts	# of outlets, # of messages
Registration and communication with participants	# of participant messages
Evaluation of first wave of orientations	# of evaluation surveys distributed and received; # of interviews conducted
Evaluate each workshop for improvement	# of evaluation surveys distributed and received; # of interviews conducted
Evaluation of final wave of orientations	# of evaluation surveys distributed and received; # of interviews conducted
Hold Wimba online synchronous meetings for various ICFL Advisory Committees, at least once a month.	# of participants in advisory committee meetings
<b>Services</b>	<b>Outputs (or counts)</b>
Offer a web site preview in September to staff in all Idaho Public Libraries (6 time slots to experience a 1 hour orientation using WJ Wimba - previewing ICFL 2.0 website and WJ Idaho)	# of participants

Follow-up at Idaho Library Association fall conference, with a Round Table and vendor table allowing Idaho public librarians the opportunity to register and set up a profile on both the ICFL and WJ Idaho websites.	# of participants at Round Table # of attendees at session # of brochures/fact sheets taken
In January 2009, follow-up individually with each Idaho public library that does not have a staff member registered on either ICFL Website or WJ Idaho.	# of contacts

## V. Outcomes

### Outcome 1: The staff in Idaho public libraries (Ipl) act as part of a community of practice for learning.

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of librarians who post at least 3 blog comments or responses during a month	All Idaho full time public library staff	Records from the website	Six months after first wave of workshops	45%
# and % of Ipls staff who register to serve as a moderator for an ICFL blog	All Idaho full time public library staff	ICFL blog records	One year after conclusion of orientations	25%

### Outcome 2: The staff in Ipls who use Webjunction to continue their education.

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of Ipls staff who complete at least one Webjunction online course during one calendar year	All Idaho full time public library staff	Records from Webjunction	Calendar year after end of orientation period	55%

**Outcome 3: The staff in Ipls will have Web 2.0 skills.**

Indicator(s)	Applied to	Data Source	Data Interval	Target
# and % of Ipls staff librarians who are located at a library whose website incorporates at least one Web 2.0 technology (tagging, blogging, geomarking)	All Idaho full time public library staff	Examination of Idaho public library web sites	One year after end of orientation period	50%
# and % of participants who rate themselves as “basic,” “proficient” or “very proficient” in Web 2.0 skills	Participants in orientation sessions	Surveys	One year after end of orientation period	85%

The Building Community Among Idaho Public Libraries Study was based upon a project proposed by Shirley Biladeau at the Idaho Commission for Libraries. For more information on the Idaho Commission for Libraries, visit: <http://libraries.idaho.gov/>