

# Transforming Technology Training Services @ Your Library

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01/21/16

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New York  
Public  
Library



NYPL  
Tech  
Connect

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## The importance of technology skills continues grow

In a 2011-2012 study conducted by ALA, over **36%** of U.S. public libraries report increasing numbers of patrons enrolling in their technology training classes



**All types of people**

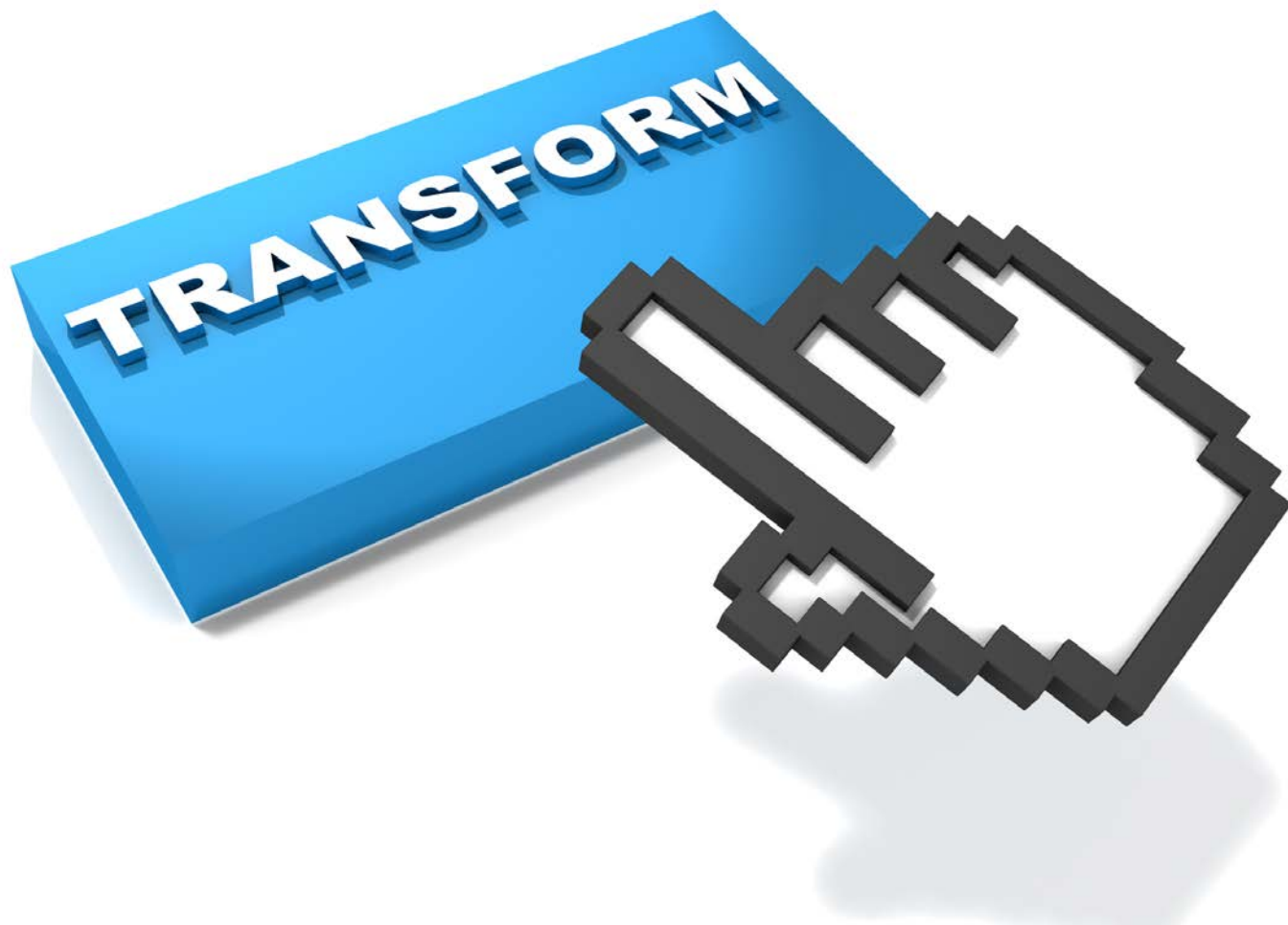
**In all types of professions**



**Use all types of technologies**

**In all types of ways**









**No central  
management structure  
for tech training**

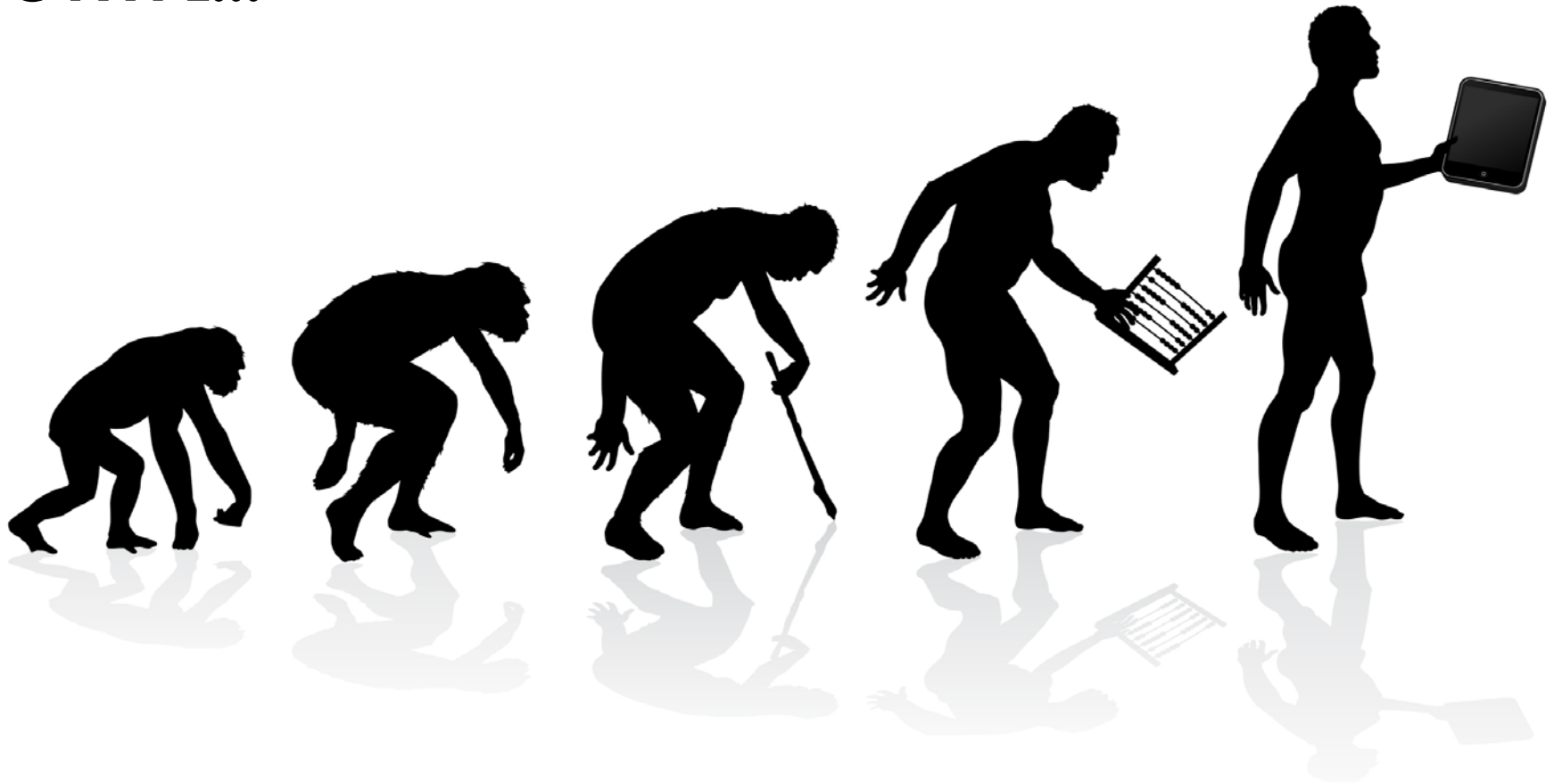


**No standard  
curriculum for  
teaching**



**No awareness for  
patrons to know  
services offered**

# Transforming Tech Training @ NYPL...



**by BRANDING it.**

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**84**

Number of different NYPL  
locations that offer tech  
classes

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**100**

Number of different tech  
classes offered at  
locations across NYPL

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**Virtual training**

**Series-based classes**

**New curriculum**



**NYPL  
Tech  
Connect**

**Online Tutorials**

**One-on-One Sessions**

**Seasoned instructors**

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**3**

Number of languages  
that tech classes are  
conducted in

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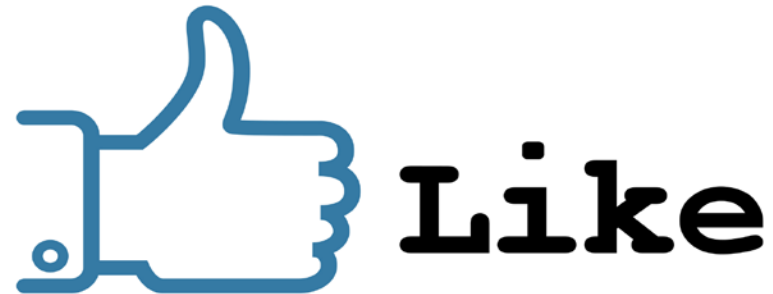
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**7**

Number of new tech labs  
opened

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## **Buy-In & Building Relationships**

- **Library Managers**
- **Sr. Mgmt.**
- **Library Managers**
- **IT**
- **Public Affairs**
- **Marketing Dept.**
- **Government Affairs**
- **Grants Dept.**
- **Facilities**
- **Capital Planning**
- **Finance Dept.**
- **Other Programming Depts.**
  - **ie. YA, Childrens, Volunteers**





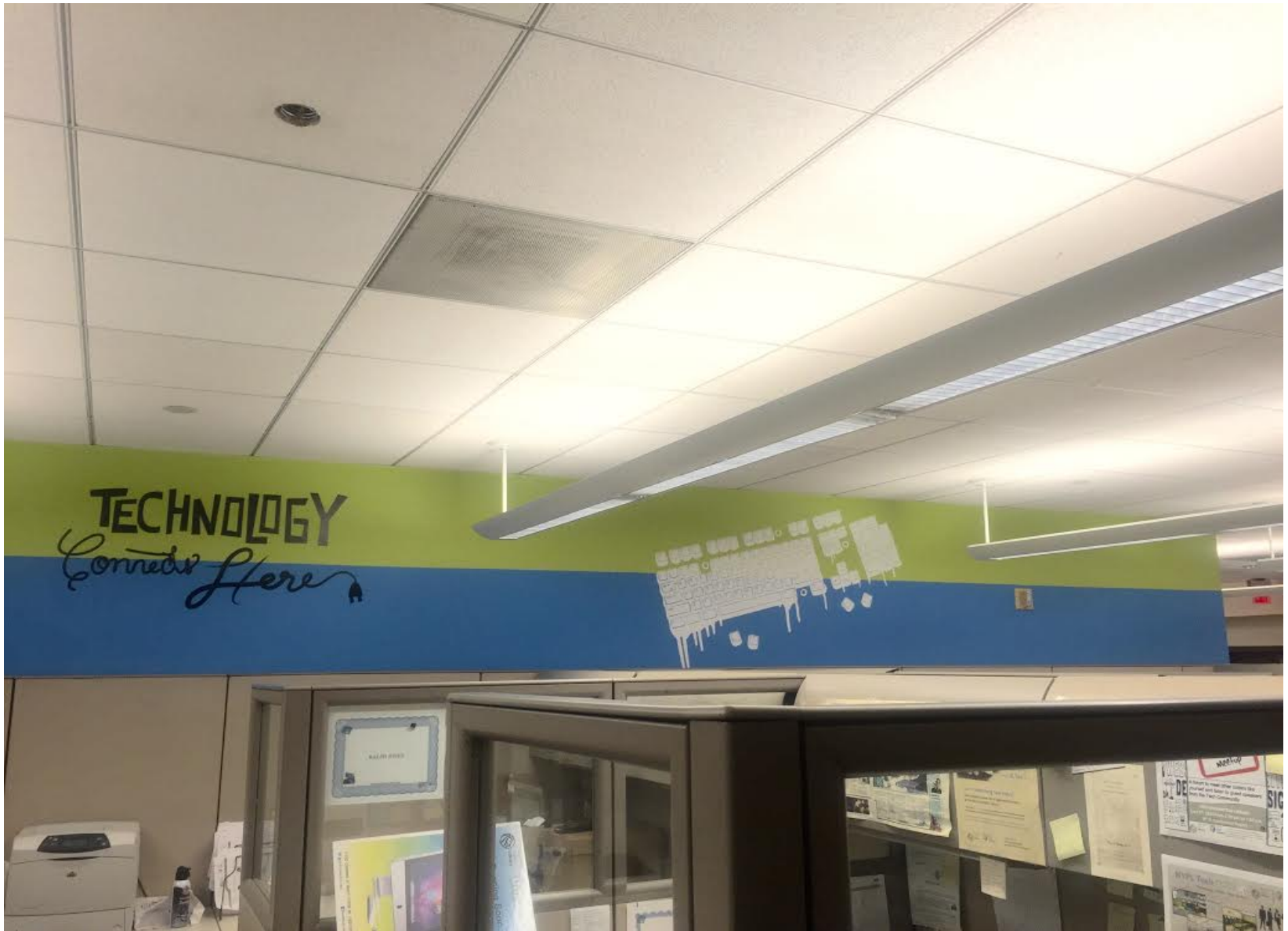


## **Engaging Staff**

- **OpenTank**
- **Train the Trainer**
- **Software Training**
- **Awards/Gifts**
- **Staff Site**
- **Google Drive**
- **Conferences/Trips**
- **Quarterly Tech Mtgs.**
- **Ice Breakers**
- **Guest Speakers**
- **Focus Groups**
- **Project Teams**
- **Staff Workspace**
- **Team Meetings**

# Inspire Staff w/Revamped Spaces









## *Expansion*

- **Purchase new technology**
- **Acquire new software**
- **Build new labs**
- **Patron Website**
- **Revamp materials**
- **Series-based classes**
- **Offer virtual sessions**
- **Create video Tutorials**
- **Provide skills testing**
- **Keep up w/trends**



# Purchase New Tech

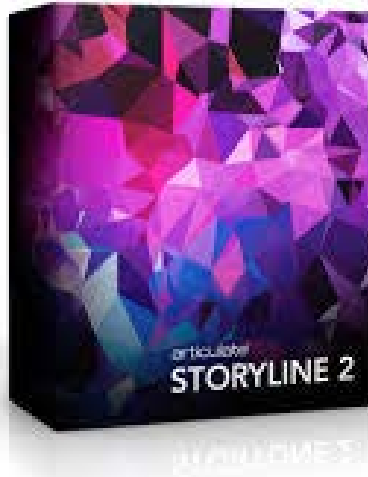




# Acquire New Software



GarageBand



# Build New Labs – Countee Cullen



**Pre**



**Post**

# Lab Creation - Tremont



**Pre**



**Post**



# Lab Creation – Mid-Manhattan



# Lab Equipment



## Lab Tech Components:

- **State of the Art projectors**
- **Motorized Screens**
- **Some have 65" LCD Monitors**
- **Wall Control Panels for Projectors, HDMI, Audio & VGA Inputs/Outputs**
- **Tablet Charging stations**
- **Laptop Charging Stations,**
- **HP All in Ones**
- **HP laptops**
- **Mac Books**
- **Assortment of Digital Devices**
  - **Ipads**
  - **MS Surfaces**
  - **Kindles**
  - **Nooks**
  - **Androids**

# Patron Website

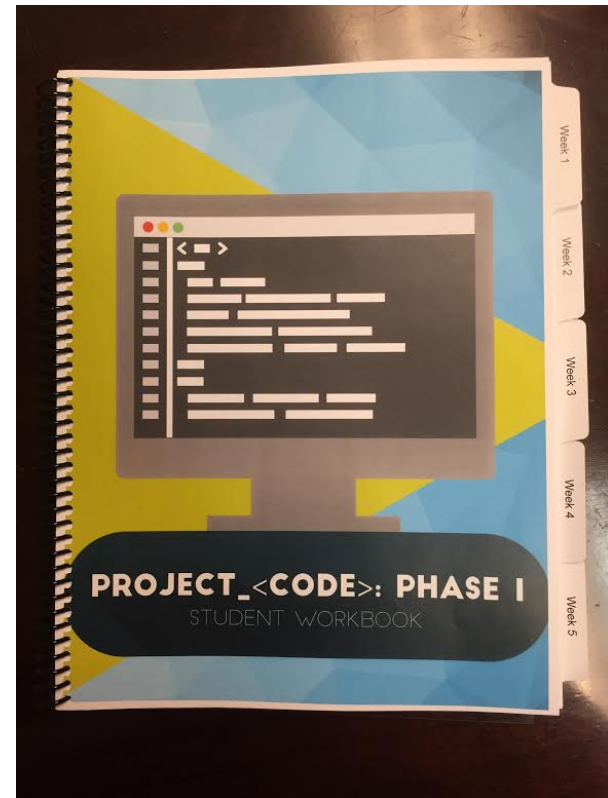




# Skills Testing



# Trends - Coding



# Project\_<code> Program



## What is Project Code?

- 10-week program
- Students meet 2 times a week to learn HTML & CSS
- TechConnect partnered with Codecademy to use their platform
- Individual & Collaboration projects
- Partnered with the SIBL StartUp Business Plan Competition for students to build a website for a small business.
- Graduation @ end



## When did it start & How do you get in it?

- Started in May of 2014.
- We do run the program three times a year – Fall, Winter & Spring
- Open to all but patrons must attend Orientation and take testing
- Testing just ensures they know the basics
- Those that don't pass get list of classes they should take prior to signing up for course.



## Where can I get more information about Project Code?

- Go to the ***nypl.org/computers*** site and click Project Code



## Who do I reach out to if I have questions about project code?

- If anyone has questions about Project Code please have them email ***techconnect@nypl.org***

# Project\_<code> *Just the beginning!*



**449**

People who showed up for Orientation



**361**

People who showed up for Testing



**296**

People passed the test

■ Orientation ■ Testing



**80%**

Of the people who showed up to Orientation showed up for testing

**8 x the number anticipated showed up**



**3** Mediums used to promote

Word of Mouth



Social Media



Flyers/Posters



# Project\_<code> *Going Global!*

- Over 5000 people on waitlist
- Phase 2 launched
- Coder Games for Teens launched
- Partnered with U.S. Embassy of Athens Greece



















## **Partnerships as Marketing Tool**

**Flyers given by local organizations**

**Special classes given for local organization patrons**

**Partnered with internal Career Education Department**



### Get Feedback

- bi-yearly from patrons
- yearly from tech trainers
- yearly from library managers
- incorporate online stats

A black silhouette of a person's head and shoulders is positioned on the left side of the frame, facing right. In the background, a light blue world map is centered within a large, thin blue oval. The map shows the continents in a darker shade of blue. The entire scene is set against a light blue background with small, faint white arrows pointing in various directions. Overlaid on the right side of the map is the text "NYPL has seen a 34% increase in tech class attendance in just a year." in a black, italicized serif font.

*NYPL has seen a  
34% increase in tech  
class attendance in  
just a year.*

***BREAKING NEWS***



1. **Brand your program**
2. **Step outside of the norm**
3. **Know what was done in the past**
4. **Involve the right people early on**
5. **Engage staff and inform them**
6. **Not a one size fits all - have several options to fit many needs**
7. **Creative marketing is key – People have to know about it**
8. **Ask the right questions - Don't ask questions that you can't action**
9. **Boast Your Success – Get people to want to give more**



ANY  
QUESTIONS  
?