Beyond the brick and mortar

Tapping into your patrons outside of the library.
Presentation Summary:

It’s all too uncommon that once someone leaves the Library they don’t feel they will have a need to return unless it is to return a book, access a computer system or utilize another Library resource. In today’s market you need to keep in touch with your users on-site while also driving constant awareness and interaction outside of the facility.

This session will talk about how to continue to engage your patrons. We will dive into how to drive a strong online presence that engages them and draws more interaction than your typical point and click web-presence. We will discuss concepts such as online learning, facilitated sessions and building a strong sense of community for both online and onsite consumption.
Show of Hands...

Who has a program that keeps there consumers engaged outside of the library?
Consumers looking for Online and Automation

Did You Know?

- Offer more interactive learning experiences similar to museums:
  - Should definitely do: 47%
  - Should maybe do: 38%
  - Should definitely not do: 12%

- Help users digitize material such as family photos/historical documents:
  - Should definitely do: 43%
  - Should maybe do: 39%
  - Should definitely not do: 14%

- Move most library services online so users can access them without having to visit library:
  - Should definitely do: 42%
  - Should maybe do: 34%
  - Should definitely not do: 19%

- Make most services automated, so people can find what they need and check out material on their own without help from staff:
  - Should definitely do: 41%
  - Should maybe do: 36%
  - Should definitely not do: 20%

Stats from: Lee Rainie, Director, Pew Research Center's Internet and American Life Project
What are typical reasons to go to a library?

• Read or check out a book
• Use a computer
• Study
• Attend a class
• Converse with other consumers
• Watch a movie
• Crafts
• Play games
• Learn or practice a new skill
• Makerspaces

http://blog.cengage.com/college-students-and-instructors-on-library-use-infographic/
The Proof is in the Numbers...

- In a 2011 survey from Pew Research Center 52% of respondents to not user a library to borrow books.
- Reinforcement that other services now becoming more important.
What happens if a consumer can’t attend?

- Nothing
- Wait till next time
- Go search Google
- Find another option
- When you have time to go to the library and hear about what you missed

Typical Hours of operations:
- Monday to Thursday: 10am to 8/9pm
- Friday/Saturday: 10am to 5pm
- Sunday: Closed
Why is online presence...

• It builds brand recognition.
• It expands your consumer base.
• It gives your consumers greater accessibility to your library services.
• Online advertising and promotions = FREE Marketing
• Allows consumers to interact with the library outside of normal business hours.
• Extends the engagement from a 1-hour session to multiple smaller or larger sessions.
What are we going to focus on?

Engagement through Online Learning & Virtual Presence.

Why eLearning for engagement?

- Increases engagement time from a concentrated timeframe and expands over a longer period
- Opens up opportunity for targeted messaging
- Opens up opportunity to build stronger community engagement through removing the Time Space Continuum
- Utilizes existing technology platforms.

* Over 91% of US Adults have a Cell Phone. 86% of Younger Adults have Smartphones.

Why Generate Content From Libraries

• Because it’s already happening everyday.

• Who knows best?

• Libraries have always been known as leaders in knowledge.

• Instant competitive advantage over already established online education providers.
  • Lynda.com
  • Khan Academy
  • Study.com
  • Coursera
Calendar of Events

- Tons of activities hosted in house. But...
- No Online Option.
More Flexibility = Capturing Larger Audience

• 3pm doesn’t always work.
  • BUT... At your own leisure does...

• How?
  • Record or live broadcast
    • Adobe Connect
    • LiveStream
    • Ustream
    • YouTube
  • Host facilitated web access to pre-generated content.

• 90% of clients consider video to be good value for money.
• 25% of clients said the biggest hurdle to introducing more video is typically cost.
Where do I put it all?

• Your library website?
• Host on YouTube?
• Host on other video hosting sites?
• Develop your own Online Educational Repository using an LMS?

• A centralized location is key.
eLearning
MOOCs, LOOCs, KOOKs

MOOC: MASSIVE
Classes may consist of up to 100,000+ students.

OPEN
Registration is open to anyone around the world.

ONLINE
The course is taken completely online.

COURSE
They're similar to college courses, but don't offer credit.

WHAT IS IT?

Little (or Locally) Open Online Course

LOOC: MOOC’s little brother

* Due to client prejudice, 65% of Learning & Development departments believe MOOCs would be a poor use of budget in 2015.
Learning Management System

• Online Hosted Learning Platform
  • Used for delivery of education across the internet
  • Synchronous and Asynchronous Learning

• Manages
  • Grades
  • Assignments
  • Discussions
  • Online Collaboration
  • Reporting
  • Centralized Location
Learning Management Systems

• Augment real-time learning with self-paced inclusions.
• Build upon your typical consumer experiences with extended features outside of the library.
Learning Management Systems

• The world of LMS Vendors by Popularity
  • Blackboard
  • Moodle
  • WebCT
  • Desire2Learn
  • Angel
  • Sakai
  • Canvas

How does your consumer base learn?

- 30% are Auditor Learners
- 65% are Visual Learners
- 5% are Kinesthetic Leaners

https://www.linkedin.com/pulse/online-quiz-3-different-ways-people-learn-vak-model-dannielle-walz
Asynchronous vs Synchronous

• In person learning & interaction is just as good as online.
• Asynchronous archived for later consumption at the consumers own or defined pace.
• Synchronous for real-time events where participation is regardless of location. Does not require in person.
Asynchronous vs Synchronous
Mixing Online Learning with Social Media & Onsite/Synchronous sessions
What is Blended Learning?

• We do it almost every day...

• Interaction between people via online or in person delivered by a self-paced system.
  • Interaction can be all online or partially online and at the library
  • Think Interaction with Co-workers at Work.. Then on Facebook at Night.

• Takes advantage or technological advancements and gives flexibility

• Allows you to extend a 45min interaction into multiple interactions over a longer period of time.

*Blended learning* is a formal education program in which a student learns at least in part through delivery of content and instruction via digital and online media with some element of student control over time, place, path, or pace.
PERSONAL LEARNING NETWORK

- Communication Tools
- Learning Communities
- Knowledge-building Tools
- Expertise & Authoritative Sources
- Information Data & Resources
- Online Tutoring & Guided Courses
- Peers With Common Interests

Blended Learning...

http://eductechalogy.org/2015/07/21/this-is-why-schools-should-implement-blended-learning/
Blended Learning

• Increase engagement thru blended learning by incorporating other items such as:
  • Onsite library activities
  • Social media
  • Online learning platforms
  • Gamification

http://www.slideshare.net/LeavesFX/gamification-through-simulation
Building a sense of community
Sense of community

- Build a cause to become passionate about
  - Membership in the library – shared logo
- Have employees involve themselves into the online community
- Build teamwork through discussions, assignments and online group activities. Have employees participate where it feels right. (i.e. discussion boards)
- Give recognition for meeting and exceeding goals. (Who completed the assessment first, etc.) Onsite / Online broadcasted award nights.
- Allow Influence from the community on activities of the library and building new sessions.
- Have members share a story about there progress and tips to move forward.

Delivery Method
Library Portal

- Develop a landing page for your Online Educational Repository
  - Some LMS Providers offer this as part of the LMS
  - LMS option may be limited
  - Look to internal development with links to the LMS
Website Design

• Landing Pages
  • Use your current library homepage
  • Create a consumer portal

• Keep content relevant
  • Access for eBooks other other general related content
  • Calendar of events & interaction due dates
  • Announcements
  • General marketing
  • Helpful tips related to eLearning
Getting Started
Learning Management Systems

• What does it take to get up and running?
  • Sad to say it’s not always an easy setup... ;(
  • But there are outsourced providers that can make life EASY!
  • Blackboard, Engage, Angel roll-outs can be very expensive.
  • Sakai, Moodle and Canvas do have self-supported and installed open-source models.
Getting a start on building assignments

• Build a lesson plan / outline
• Build by modules or weeks
  • Deliver content via a combination of visuals and text
  • Insert in live recordings to supplement
  • Insert discussions (*to reinforce self-paced learning via interaction with others*)
  • Provide assessments
• Link topics together
• Host your typical events
  • (*Just now live broadcast and record for later consumption*)
Tips to Employ

• Integrate anything and everything but keep it centrally located.
  • Use your installation as your central springboard.
  • Utilization of common tools is key.
• Focus on Quality not quantity.
• Determine if you need a portal or if current homepage will work.
• Keep the content fresh
• Interact with users on regular basis
• Give & solicit feedback
• Implement Gamification & Assessments
Knowing the evolution of your future is to recognize the trends of your present.
About the Speaker

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Justin Denton is a Technology Innovator & Leader, from developing and building the proof of concepts for the IBM/Lenovo ThinkVantage Toolset which was deployed to millions of IBM and Lenovo desktop and laptops between 2002 to 2011. To being the Faculty Lead and acting Dean for the School of Technology at Rasmussen College. Justin has always taken to heart the continued evolution of implementing and teaching technology.

In his most recent endeavor Justin built a high performing division and brand at Collegis Education. He oversees the highly successful PersonalSupportCenter.com which focuses on customer centric support of over 40 Colleges & Universities. Justin holds the position of Chief Innovation Officer at LibChalk.com, a startup built around deploying a unique and custom approach around online education.