



PROJECT MANUAL

Library Name: Peter White Public Library

<http://www.pwpl.info>

Project Title: Library Links

Project Staff: Grant Administrator, Claire Rose

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PROJECT OVERVIEW

The Peter White Public Library serves over 36,000 people located in Michigan's Upper Peninsula. The library is based in the City of Marquette and the majority of users live in the City or nearby. However, over 40% of the population live in one of nine largely rural townships in a sparsely populated area spanning nearly 800 square miles. Some residents drive over an hour to reach the Library. With limited public transportation, severe and long winter weather and an aging population, township residents have a difficult time accessing library and information services. Even though technology exists to overcome some of these barriers, many people lack knowledge, awareness or skills to take advantage of the services. The Library Links project developed out of the need to improve access to this population.

GOAL: The Peter White Public Library (PWPL) in partnership with community agencies will improve and expand library and information services for residents of underserved rural townships in Marquette County located in the Upper Peninsula of Michigan.

Objective #1 Establish three outreach service locations with drop off and pickup service and provide new online Patron-Initiated Books By Mail (BBM) service.

Objective # 2 Develop a community volunteer training program to improve rural residents' ability to access new and existing online information and library services.

Project Activities

- ✓ Establishment of three outreach sites (called *Library Links*) with book drops and weekly pickup (a fourth drop site was established due to success of project).
- ✓ A four month pilot test of an online Books By Mail (BBM) service that will be free during the test period. Service will be open to everyone in the target townships w/ emphasis on people 65 and over as well as people with disabilities.
- ✓ Training for 6 volunteers who will then train community members on new and existing online services. Laptops and projectors will be provided along with training materials and presentations.
- ✓ Outreach marketing, including advertising, and community events

Our Results

We achieved our goal of improving and expanding library and information services to residents of underserved rural townships. Residents in rural areas now have the option to return library materials to one of three book return drops located at Library Link sites in Skandia, Sands and Powell Townships. A book drop is being installed in a fourth location as a result of the success of the project. The drops are a visible reminder of the library in the community. Residents told us that they were more likely to use the library since they did not have to worry about having to travel to return materials. As a result, usage increased 3% in all nine townships in the first year of the project. Usage in the most distant site increased 16%.

We increased our partnership with local government officials who saw the library working in their community. New and strengthened partnerships were developed with other community

organizations and businesses. Outreach events also increased the library's visibility in the community. All these activities made people more aware and helped residents feel more welcome to use the services. We developed new community partnerships that will help us continue outreach efforts.

Links to the communities were also developed through a volunteer training program. During outreach events and in classes, community volunteers taught residents how to access library services online. Volunteers trainers demonstrated how to search for and request library material. Trainers demonstrated how to place holds and renew items, how to use MelCat, search online databases and download audiobooks. People had the opportunity to ask questions and learn about new and existing services. Downloads of audiobooks increased by 50%. People continue to thank us for introducing them to online services.

A trial web-based Books By Mail (BBM) program created a link to the Library for people who have difficulty visiting the physical library. Because we had difficulties using the Sirsi module for this service in a consortium environment, PWPL is not able to continue this service as-is. However, we learned that there is a strong need for some people to have books delivered. PWPL is exploring alternative methods of home delivery. People who used BBM told us it transformed their lives.

Project activities encouraged people in outlying communities to increase use and to feel more ownership toward the library. One result of this project was that residents in one of the townships voted to support the library with a millage for the first time in 17 years. Two prior attempts had

failed. During the project period, PWPL was serving the township temporarily through an agreement made with township officials for escrowed penal fines that had accumulated over a period of years and could be used only for library service.

Library staff learned how important it is to reach out and serve people where they live and work. When staff is busy and budgets are tight, it can sometimes seem easier to maintain the status quo. However, staff saw how much outreach efforts means to people, and how critical library services are in their lives. As a result, staff commitment to outreach is strengthened.

PROJECT START:

Developing A Project Focus

PWPL had already established a Township Advisory Council (TAC) with representatives from townships. TAC had developed a strategic plan for improving service to rural residents. When PWPL began planning Library Links, we worked closely with TAC members and consulted the strategic plan they had developed.

Assess/Survey Target Population

As we analyzed population and usage patterns, we discovered the further people lived from the library, the more usage declined. We also looked at demographics and noted that townships had a sizable proportion of elderly. We examined the local public transportation schedules and found that some residents had no access to public transportation and that service was limited for many. We looked at reports from the local public transportation authority and learned about transportation needs and the decline in service.

Set Project Goals And Objectives

We worked with TAC members to develop goals and objectives. Book returns were a must and were listed in the TAC strategic plan. The TAC had also identified a need for outreach events to help people sign up for library cards and to have a chance to ask questions. We wanted to train people how to use online features that they could access at home.

We found that different communities were more or less interested in different aspects of the project. Outreach events were important in some communities, whereas others were just interested in having the book drop return. Some communities were more interested in attending classes.

We found that our partners did not have the capacity to help us set up browsing collections as we had first hoped to do. We also had to change our training program when we realized that few people wanted to sit through a formal class. Our trainers switched to demonstrating only what individuals wanted to know and promoting services they did not know about. People had to be motivated to want to learn new skills.

Develop Project Timeline

As we developed a timeline for the project, we knew we had to give ourselves time to buy supplies, develop a training program, recruit and train volunteers. We also had to set up internal policies and procedures and work with our consortium to set up the BBM module in our automated library system. We also had to get buy-in from the local officials and from our own staff. We developed a detailed timeline for ourselves and an abbreviated timeline for

communicating with partners. Before we launched each of the new services, we ran trials with staff and volunteers to catch glitches.

Tips:

1. Internal library statistics can show usage patterns that may reveal an underserved population. Our project focused on rural townships. Other libraries may want to focus on a certain age groups, a city neighborhood or a specific population such as immigrants, disabled, etc.
2. Focus groups of library users can give insight into the needs and challenges faced by the target audience.
3. Demographics are useful for finding out if there are issues such as age or income that might present barriers.
4. Using internal studies conducted by other community agencies can reveal local issues relevant to the target population.
5. Narrow your goals to what is feasible within a time frame. You may have long term goals but set smaller objectives for the first year.
6. Give yourself enough time to get support and make sure that all components are working smoothly.
7. Be ready to adjust your plans. Tailor the program to suit the community.
8. Market your program from the point of view of the user and how the service you are promoting can help save money, make life easier, better, more enjoyable.
9. Evaluate. Collect stories as well as data.

PROJECT PARTNERS

Identifying internal and external partners

Our TAC gave us a head start on finding community partners and getting cooperation from the local township officials. TAC members helped us find volunteers, helped “sell” the project to local officials and alerted us to potential pitfalls. We also had to work closely with our local library cooperative to develop training, create a new online BBM service and to arrange for live library card sign up during outreach events. We formed internal teams of staff from various departments to create procedures for new services.

A brief written description of our goals and activities helped staff and public understand what we wanted to accomplish. A clearly defined partnership agreement listed responsibilities for the library and each township partner. PWPL staff and TAC members visited six townships and made presentations to township officials during town hall meetings. Not only did that gain us partners, the public became aware of the project and we gained feedback on our plans. We adjusted several plans based on comments during town hall meetings. Eventually our partners included: local townships, schools, community leaders, individual patrons, library cooperative staff, social service agencies and local businesses.

Tips:

1. Determine & prioritize community needs using demographics, usage patterns, feedback from community leaders and focus groups.
2. Involve staff in planning and keep other staff updated on project.
3. Determine your target audience.
4. Develop a clear vision and share it with potential partners.
5. Enlist local people as advisors to help gain support and avoid pitfalls. Local organizations and volunteers can provide a bridge into a community.

6. Businesses can be good partners if they think activities will draw customers.
7. Local partners are the best qualified to identify and recruit volunteers.
8. Take the time to visit every location where you want to conduct outreach to assess possibilities and possible problems.
9. Put responsibilities in writing so each partner knows their role.
10. Involve partners in marketing and evaluation.

PROJECT PLANNING & IMPLEMENTATION

We established two committees to plan and implement activities. The grant coordinator participated in both groups to ensure communication. Staff from PWPL and UPRLC were responsible for setting up internal policies and procedures, ordering material and supplies and developing a training program for volunteers and staff. Members of TAC joined PWPL staff to plan how and where the program would be implemented. This group selected sites for book returns, recruited volunteers and helped make connections in the target communities. We had planned on focusing activities only in the communities with the book returns, but our advisors felt that we should offer training and conduct outreach events in several locations. This made our job harder, but we believe that it was the right decision.

Steps to Establish Remote Book Return Drops

- ✓ **First choose a location.** Consider convenience and places where people can combine errands. PWPL located drops at a post office, near a convenience store, and near a heavily traveled rural road intersection. A fourth book return drop is being placed at a shopping mall.

- ✓ **Think about access and security.** Will the book return drop be installed inside or outdoors? If it is inside, that limits access, but may make it more secure if that is a concern. Be a good guest. Chose the location in cooperation with the host site. Make sure it is easy to drive up to and that users will not interfere with traffic flow. In some locations we had to pour a concrete pad. Book return vendors will provide pads for an extra cost.

- ✓ **Plan for problems.** We arranged to have a contact person at each location who had keys and a contact at the library. We also posted contact information on the drop itself. In addition, we posted information about when items would be picked up and how they would be dated returned. Be consistent. Notify staff and patrons that items returned to drops may be tagged as overdue when library records are viewed online before the item is delivered, checked in and backdated.

- ✓ **Will you accept only books or all media?** Limiting to books makes the drop less useful for patrons. Consider separate areas for books and media. We found dual drops to be too expensive. However, the vendor, *American Book Returns*, adapted a smaller bill return box with a larger chute to accommodate media. We attached it to the book box with bolts.

- ✓ **Talk to Vendors.** Don't limit your choices to what you see in a catalog or website. Book return vendors will help you chose the right product for your needs and budget. We chose a depressible floor instead of a removable book truck. If you have more than one drop,

ask the vendor to key all drops identically so you and couriers don't have to hunt for the right key. You might be able to buy a refurbished book return from a vendor or from another library. Whatever you do, don't use a "homemade" box. We spoke to other libraries with disaster stories of damaged materials.

- ✓ **How will materials be returned to the library?** If staff collect the material, plan for the extra time, travel expense and insurance. If considering volunteers, are they reliable? Will you pay mileage? Do you need insurance? Consider making an agreement with another organization that regularly travels to the location, such as a bus service. Courier services are usually bonded and insured.

- ✓ **Get bids from more than one service.** We sent RFPs to two couriers and ended up splitting the job for the most cost effective pick-up service. If you are getting bids, ask if the bid includes fuel surcharges. If not, get an average estimate. Make sure the driver is trained on how to operate the box. We had a new driver damage a box. Alert couriers to days when the library is closed and you will not take delivery.

- ✓ **Decide frequency of pick-up.** We could only afford weekly pick-up. We set up procedures at the circulation desk to back-date all returns to the day of the previous pick-up. We had an agreement with the host that they would clear snow and debris from the box. Couriers will generally not stop to clear a snowed-in box.

Tips:

1. Think about who will benefit from the service. Consider residents of a low-income housing unit, senior citizens in assisted living units, families in remote locations.
2. Consider low cost options. Refurbished drops are less expensive. Alternatively, a simple bin located in a partnering organization can help neighborhood people who have trouble returning materials. Your partner may be willing to share the chore of returning materials.
3. Partner with another organization to pick up materials. One library has a contract with a public transit authority to pick up materials from a remote site.
4. Expand the program by including a pick-up service at the same location as the library's return. Items can be delivered at the same time pickups occur. PWPL is exploring the option of having hold items delivered to a convenience store where people can ask for item by name. We have had discussion with Meals on Wheels for pickup and delivery of library materials.
5. An upgraded option would combine a book return with an E-Locker that allows people to use library cards to pick up reserved items.

Establishing a Volunteer Trainers Program

- ✓ **Select topics for training.** We wanted to have volunteer trainers demonstrate how to use several online services. We chose to limit training to these main topics: The basics of using the library's online catalog, using the new BBM service, and downloading audiobooks. We also wanted to introduce users to statewide resources.
- ✓ **Narrow your focus.** We probably tried to cover too much in our public classes, and our volunteers ended up abbreviating the presentations. The trainers needed the background,

but we are developing different presentations for the public and using the training modules for the volunteers.

- ✓ **Develop Target Audience.** We were trying to reach people who had difficulty using the library due to distance, but it turned out the people who were most interested in receiving training were teachers.
- ✓ **Develop job descriptions.** Describe qualifications, time commitment and training provided.
- ✓ **Recruit volunteers:** Good volunteers for this task are often retired teachers, librarians or anyone who has conducted training. We also found volunteers who were working and felt the experience would be helpful in their job. Our TAC members were excellent at recruiting qualified trainers.
- ✓ **Train, test and train again.** We did not allow enough time for initial training. However, testing showed that we needed to have follow-up sessions. All volunteers mastered the essential skills before training the public. One experienced trainer had some others help her in a class so they gained confidence to go it alone.
- ✓ **Give trainers the right tools.** We bought laptops and projectors for volunteers to use for off-site training. We also arranged for volunteers to be trained in using this equipment. We loaded presentations on to the laptops and onto flash drives. Training was also on a dedicated website <http://www.uproc.lib.mi.us/pwpl/training/> That allowed us to update presentations as needed. We provided all the handouts and scripts for the trainers.
- ✓ **Prepare for Internet “downtime”.** Even though we planned to do live demos, our presentations could work without Internet access. One of our volunteers was most

comfortable with these “non-live” presentations. The online demos can also function as self training modules.

- ✓ **Choose sites for training with care.** All of our partners agreed to provide a location for training, but some places were better adapted to it than others. We visited sites ahead of time and tested Internet access. We also purchased an inexpensive wireless router so that we could set up more than one computer easily. We had checklists and divided responsibilities.
- ✓ **Volunteers need someone to organize and lead them.** We made a mid-course correction to assign a staff member to help organize events where the volunteers could train and where we could promote library services.
- ✓ **Give volunteers backup options.** We made sure volunteers knew who to contact for their own questions. We provided staff business cards to hand out in order to direct the public to library staff who could answer questions in more detail.
- ✓ **Thank volunteers early and often.** We tried to make sure volunteers felt appreciated and valuable. Volunteers received a welcome letter confirming the training date. We gave each a Library book bag at initial training. We paid attention to their needs and added information that they needed to our training kits. We also invited them to a volunteer recognition event, recognized them in our newsletter and in person. At the end of the project, we gave them a short report to let each of them know exactly what an impact they had.
- ✓ **Make sure marketing is user-based, not library based.** We had to give people a reason to want to learn how to use on-line services. Our radio ads focused on things people

could do: Save money using auto-repair manuals online; get entertainment for a commute with downloadable audiobooks.

Lessons from Our Books By Mail Program

Sometimes things don't work out as planned, but you learn a lot. We had many difficulties with our online Books By Mail program. We were the first in our consortium to try this module in SIRSI. Some of the difficulties were due to being in a shared catalog system and the confusion we created for other libraries. Some problems were due to a conflict between our needs and the system's ability to accommodate those needs. For example, we had to activate on-shelf hold for everyone, but we did not have adequate staff to implement on-shelf holds beyond the BBM patrons. When patrons tried to use BBM after they had already logged into their personal account, the module did not work. On occasion, when BBM patrons requested items from other consortium libraries, items were sent to the wrong location.

Despite the hard work of UPRLC, PWPL staff and help from SIRSI, we did not resolve the issues. However, we learned that the option to get books by mail was extremely important to some of our patrons. We are determined to find a way to have the success that other libraries have had with home delivery programs. The ability to make choices for items online is very empowering for people confined to home, so we hope to incorporate this feature. At present, PWPL is not a model for BBM, but we do have a few tips. Our BBM staff manual is attached.

- ✓ **Determine Eligibility** For our trial we allowed anyone to use the service, but we marketed it heavily in the rural townships who had a long way to drive to the library. We also notified patrons with disabilities. We wanted to track who was using the program so

we required people to register. We used an online form:

<http://www.uproc.lib.mi.us/pwpl/services/booksbymail.html>. If a patron needed help signing up, the Reference Desk staff can help the patron by filling in the form. When the information is submitted through the form, it is converted into an email and automatically sent to the circulation services librarian. The patron's profile is altered in the automated Library System (SIRSI) to allow the mailing of items.

- ✓ **Determine Item Eligibility** We included all print materials, books on CD, and books on tape owned by the PWPL, or available through Patron Initiated Interloan (PII) in the shared Sirsi system. We did not include DVDs or VHS. We thought it would be easier to add items than to exclude them later.

- ✓ **Set up a system for requesting Items.** In our system requests are made through the Library's online catalog. If the patron needs help, the Reference Desk can offer assistance. Patrons may do so in person, or over the phone.

- ✓ **Decide how postage will be paid.** We paid for postage both ways for the duration of the grant period. A prepaid return address label was included in the mailed item. Some libraries pay only for the postage to the patron. In evaluations, people told us they would find a way to return items if we would pay for the postage to their home. Only a small portion were willing to pay for the service. The Sirsi system is capable of handling several different delivery methods. We used US postal service.

Place Hold

Title: Still life with Woodpecker / Tom Robbins.

Author: Robbins, Tom.

Enter Barcode (all digits, no spaces): or

Alternate ID:

PIN:

Mail item to me (must be a BOOKS BY MAIL patron):

Delivery Method:

Expiration date:

Suspension start date: Suspension end date:

PROJECT TOOLS

First meeting agenda after grant awarded

Agenda
Library Links Project
Peter White Public Library

- I Overview of Project
 - About LSTA
 - Purpose and Activities
 - Timeline
 - Budget

- II Volunteer Trainers
 - Recruitment
 - Training
 - Locations for Training

- II Book Drop Locations

Site visits
Installation
Pick Up/Delivery

- III Events and Publicity
 - Library Card Sign Up Day
 - Entertainments/ Prizes
 - Potential Dates
- IV Partnership Agreements
 - Township Meetings
- V Next Steps

Library Links TIMELINE

TAC = Township Advisory Council UPRLC=Upper Peninsula Region of Library Cooperation

June 2009	Project teams meet (PWPL, TAC, UPRLC)
July -August	TAC and library staff select 3 “link” sites Site Visits Visit Township Boards/ Sign agreements w/township partners Recruit Volunteers/ Develop Training
August- Sept	Install Book Drops Training and Orientation for Volunteers Begin Book Drop Service (through June 2010)
Sept - October etc.	Partners host Library Link events (Library Card Sign Up, training, etc.)
October November	Training offered to community (ongoing through project) Patron-Initiated Books By Mail (BBM) service goes live Recruit and sign up people for trial period BBM Pilot Period (minimum 4 months)
January 2010	Project Review/submit revision if needed
February	Interim report to Townships
April	Interim Report to Library of Michigan
May-June	Wrap and Evaluation Assess Sustainability/Future Plans Grant expenditures complete (6/30/10)
August	Submit project manual & project report (

Library Links Partnership Agreement

In an effort to create library service connections in the townships served by the Peter White Public Library (PWPL), agrees to establish a pilot site for library outreach services on **DATE** for the community of **[TOWNSHIP NAME]**.

This pilot project is funded through a federal LSTA (Library Services and Technology Act) grant. **Funding will be provided until June 30, 2010** and will provide a book drop and weekly pick-up services in three township locations within the PWPL service area and a trial books-by-mail service. PWPL will also train community volunteers to teach Township residents how to use new and existing online library services. At the end of the grant period, PWPL and the Township will assess the feasibility of continuing the new outreach services.

In order to make this library service partnership successful, the representatives of the community of **[TOWNSHIP NAME]** and the library staff of PWPL agree to accept the following responsibilities during the trial period:

PWPL will provide the following:

- Purchase and install a book drop
- Weekly pick-up service for book drop
- Training of volunteers
- Books-by-Mail service
- Partner with Township to host outreach activities
 - i.e. Open House/Library Card Sign-Up Day, training for residents

TOWNSHIP NAME will provide:

- Space to locate a book drop
- Maintain access to book drop with snow and debris removal
- Provide contact person to report issues or concerns with book drop
- Space w/ Internet access for training of residents
- Partner with PWPL to host outreach activities

Library Links Trainer Job Description:

Purpose: An outreach position to teach people how to use the Library's online catalog and give a general introduction to the Library's online resources.

Importance of Position: Help people get the most out of using the library and increase community awareness of available resources by training them to use the online catalog and various databases. Training will be conducted in a variety of offsite locations within the PWPL service area.

Qualifications:

- Experience using the Internet.
- Familiarity with PWPL online catalog desirable.
- Excellent communication skills, patience and ability to train others.
- Physical ability to stand, lift and carry.
- Willingness to learn.
- Willingness and ability to work independently.
- Transportation to offsite locations (mileage reimbursed).

Responsible To: Claire Rose, Deputy Director

Responsibilities:

- Attend two training sessions including a 1 hour orientation to the Library and a 2.5 hour job-specific training.
- Commitment to teach 2-4 classes over a six month period in various offsite locations.
- Work with project coordinator to schedule classes.

Training Provided:

- Orientation to the library and training equipment (projector and laptop)
- Specific training on how to use the Library catalog to find, request and renew items; how to use MeLCat (statewide delivery system); how to download audio books; Net Library introduction to MEL databases and trial books-by-mail service.
- All class material and lesson plans will be provided by PWPL.

Benefits of Volunteering:

- Satisfaction of providing a much-needed service.
- Opportunity to become acquainted with library online resources.

PSA sent to media, in township newsletters and FLYER posted in library and at township halls

Needed: Volunteer Trainers.

Are you pretty comfortable on the Internet? Are you a good communicator? Do you want to help members of your community get the most out of the public library online?

Volunteer to be a Library Links Trainer!

The Peter White Public Library needs dedicated volunteers to teach small groups of people how to use the Library's online catalog and other online resources. Classes will be held in various outreach locations.

We would need a commitment from you to attend two training sessions at the Peter White Public Library in late August/ early September (mileage to/from training will be reimbursed). Following training we ask that you commit to teach 2-4 community classes over a six month period.

We will provide you with all training and teaching materials. Your schedule will be flexible. The classes volunteer trainers present will be held in various townships in the Peter White Public Library Service area. We prefer to place you in your own community.

You will learn to teach people how to use the Library catalog to find, request and renew items; how to use MeLCat (statewide delivery system); how to download audio books; introduction to MEL databases and trial books-by-mail service

If you want to gain skills and work experience and the satisfaction of providing a needed service to the community, contact Claire Rose at 226-7434 to find out how to become involved.

Volunteer job description and application are available at the Circulation Desk on the main floor of the Library.

Welcome letter to Library Links Volunteers

DATE
NAME
ADDRESS

Dear name,

I am pleased to welcome you as a *Library Links* volunteer trainer. You are scheduled for training on:

WHEN: Thursday, September 10, 2009 10:00 am to 12:30 pm

WHERE: The training site is Superiorland Library Cooperative located at 1615 Presque Isle Ave. Marquette (across from the Superior Dome and Subway).

Note: We will reimburse your mileage. Forms will be provided.

WHO: Your trainer is Shawn Andary, System Administrator for the Automated Library System for the UP Region of Library Cooperation.

WHAT IS *LIBRARY LINKS*?

Library Links is a project funded in part with a Library Services and Technology ACT (LSTA) grant from the Institute of Museum and Library Services administered by the Library of Michigan. The goal of the project is to investigate and put into action innovative methods to deliver improved library services to residents of rural townships in the Peter White Public Library Service area.

The project includes a volunteer-based technology training program, establishing three book drop sites and a pilot web-based books by mail program for PWPL patrons. Your role as a volunteer trainer is critical for the success of the project and we appreciate your help.

Thank you for your generous gift to the Library of your time, energy and special skills. Your help as a volunteer allows the Library to provide a higher level of library services to the citizens of your community than financial circumstances would otherwise allow.

If you have any questions or for some reason cannot make this training, please call me at 226-4305 or email me at crose@pwpl.info

Claire Rose, Deputy Director

MEMO RE: Responsibilities of Library Links Project Coordinator

Temporary Position: approximately 10 hours per week
LSTA grant-funded position

Time recorded on LSTA timesheet (separate from regular PWPL hours)

Report to: Claire Rose, Grant Administrator

Responsibilities are as follows:

- Comply with all guidelines in LSTA Handbook regarding activities, publicity, timekeeping and travel expenses.
- Coordination of Library Links Volunteer activities
- Assist with evaluation of activities
- Promote training opportunities via letters, word of mouth, newsletter, etc
- Organize training opportunities via clubs, groups, events
- Communicate with Township Officials to set up and promote Library Days
- Plan and implement project publicity flyers, PSAs, radio and print advertisements
- Plan and implement Outreach Library Events:
 - Coordinate Open House/Library Card sign-up Days in Marquette Township, Sands Township, Skandia Township, Powell Township, West Branch Township Chocolay Townships and KI Sawyer (combines Sands and West Branch).
 - Coordinate with other public libraries when event locations overlap service areas

Library Day Event Checklist

- ___ Contact Library Links Trainers:
- ___ Circulation person for library card sign-up
- ___ UPRLC contact re: offsite access
- ___ Publicity (use P&P checklist)
- ___ Host & set-up
- ___ Table or chairs
- ___ Library Links laptops
- + check Internet Access
- + data projector
- + wireless access
- ___ Handouts for PowerPoint presentations
- + 1-on-1 Computer Class handouts
- ___ Mileage sheets for trainers
- ___ Prizes (book bag, MP3 player, flash drive, “Anatomy 59” DVD)

- + Library Bucks
- + Box + Entry slips + cup of pens
- ___ Bookmarks for downloadable audio books
- ___ PWPL information pamphlet
- + PWPL newsletter
- + event flyers
- ___ Refreshments
- + napkins and cups
- ___ Thank hosts, volunteers

Program & Publicity Checklist

Event: _____

Date: _____

Time: _____

___ Room reserved _____

___ Fee requested _____

___ Fee received _____

___ Mgt. Monthly ad ___ calendar ___

___ Mining Journal _____

___ News Media email _____

___ PW website _____

___ PW mail calendar _____

___ LSCP calendar _____

___ WNMU calendar _____

___ TV 6 calendar _____

___ Posters made ___ #copies ___

___ Posters distributed _____

___ Handouts ___ #copies ___

___ Other publicity _____

___ Program made ___ copies ___

___ Refreshments ___ cost _____

___ Other _____

___ Event Photos _____

Program & Publicity Checklist

Event: _____

Request for Proposals (RFP) for courier service

The Peter White Public Library (PWPL) in Marquette, MI is seeking bids for courier services. PWPL is conducting trial outreach services to townships including book return drops. The trial period will extend through June 30, 2010.

Locations of book return drops listed below. Service to Big Bay may begin immediately upon signing contract. Service to Skandia and Sands locations will begin when book drops are installed (estimated early October 2009).

- Weekly pickup and delivery services between PWPL and locations listed below.
- Day of week to be arranged with courier.
- Pick up time/day at each book drop return must be consistent.
- Delivery to the Library may be the same day as pick up or the following day.
- Service provider must empty book returns into containers supplied by PWPL.
- Each location requires a separate container.
- Capacity of each book drop return is approximately 200 items.
- Courier will have a key to drops (some have separate book and media compartments).
- Preference to services with bonded/insured drivers.

Book Return Drop Locations

Powell Township Hall
310 Bensinger
Big Bay 49808

Skandia Township Hall
224 Kreiger Dr.
Skandia 49885

Sands Township Hall
987 S. HW M553
Marquette 49855

Contact:

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Memo to staff regarding book return procedure

MEMO

Please initial to indicate that you have read and understood the message. If you have any questions or comments concerning the message, please indicate them on the form and sign your name. Thank you.

INITIAL	FROM: Bruce	DATE: 10/6/2009
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As you might know, part of Claire's "Library Links" LSTA grant was to provide remote book drops for outlying townships. Starting on Monday October 12th, our remote book drop in Big Bay will begin being picked up. It is located at the Big Bay Township Hall. The drop is currently for books only, but we are buying a small media return that will mount on the side of the book return. We hope to have the media drop in place by the end of the month. There will also be two other drops. One will be at the Sands Township Hall, just south of the County Road 553 & 480 cross-roads. The last drop will be at the Skandia Township Hall on Krieger Rd (off of US-41). These two drops will begin operation probably a week or two after the Big Bay drop.

We have two different couriers picking these up, but all drops will all be picked up and delivered to PWPL on Mondays. WaltCo, the same company that handles our regular delivery, will pick up the Skandia and Sands drops. Errands Delivery Service will get the drop in Powell Township. Each bookdrop has four new Rubbermaid tubs designated to it. Each tub is marked for the bookdrop it belongs to. We'll trade tubs with the delivery people in sets of two. I cleared out the area under the registration card files to keep empty tubs to exchange with the delivery people. The PWPL staff person accepting the delivery will need to sign for it with the delivery company. We will also have our own delivery log on top of the registration card filing cabinets. It is on a clipboard. Delivery people will not need to sign our log since it is just for our use. The log has the following columns.

(Continued On Back)

Comments

Here is the procedure for receiving and processing items from the remote drop. This will be for Monday staff, or anybody working in place of Monday staff.

1. Receive delivery from WaltCo/Errands, and sign for the delivery if asked
2. Begin filling out our log on the clipboard

Library Links Project As You Process the bins, make an entry for each drop in the log, even if nothing delivered from that site. Columns in the log sheet are:

- a. Date – when WaltCo/Errands dropped off the bins
- b. Received By – person(s) who received the delivery and unpacked
- c. From Remote Drop Site – location of drop (Big Bay, Sands, or

Horizontal lines for writing, including dashes.

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1. Receive delivery from WaltCo/Errands, and sign for the delivery if asked
2. Begin filling out our log on the clipboard
3. As you process the bins, make an entry for each drop in the log, even if there was nothing delivered from that site. Columns in the log sheet are:
 - a. Date – when WaltCo/Errands dropped off the bins
 - b. Received By – person(s) who received the delivery and unpacked
 - c. From Remote Drop Site – location of drop (Big Bay, Sands, or Skandia)
 - d. Bin Count – number of total items received from each drop site
 - e. Checked In By – person(s) who checked in the items
 - f. Backdated To – date the items received were backdated to in Sirsi
4. Sensitize the appropriate items.
5. Put the items on a cart designated with a “Remote Drop” tag. Items from multiple bins/drop locations can be loaded onto the same cart, as long as they are being kept track of for the purposes of our log sheet.
6. Discharge the items from the remote drops as a batch, the same as the returned PII items. It is very important that you use the Discharging Bookdrop wizard and backdate to the previous Monday.

It will take a little more work to process items from the remote drop. Deliveries were scheduled for Monday because we have some extra time, especially since regular delivery is now Tuesday through Friday. The remote drop service is going to be funded during our grant period, which will end in the spring of 2010. Afterwards, Pam really wants to keep this service on our own dime.

Also: the three remote drops are all keyed the same. FYI, book box keys come in sets of two and both keys must be used at the same time to open a book box. All the appropriate people will have keys to the boxes. Each township hall will have a set. The delivery companies will have a set. We have a set, which is hanging up on the corkboard next to our other bookdrop keys.

Maria asked a good question, what happens on days we are not open? There are a number of Mondays that we are closed. When we are closed Monday, it is unclear when the delivery services will empty the boxes, but we will receive delivery Tuesday. I will have to be extra careful to schedule an extra person the day after we are closed.

CC: Reference & Juvenile Desks

PROJECT FINISH

Evaluation Plan and Benchmarks

Objective #1 Establish three outreach service locations with drop off and pickup service and provide new online Patron-Initiated Books By Mail service.

Outcome: Township residents in the targeted communities will have improved access to library services and will become new or more active library users overcoming barriers of distance, severe weather and transportation.

Benchmarks:

Township residents will increase library use by 20% or more by the end of the project as indicated by circulation records and number of cardholders.

500 people sign up for free Books By Mail. 85% of those who use the service will list two benefits of the service in a survey enclosed in the mailer. 40% say they will be willing to pay for the service after the grant period ends.

Objective # 2 Develop a community volunteer training program to improve rural residents ability to access new and existing online information and library services.

Outcome: Participants in volunteer training will be able to train residents to successfully use online library catalog, Books By Mail Service and MelCat.

Benchmarks:

100% of six volunteers receiving training will be able to master the criteria on a checklist of essential skills and will say they have adequate skills to train community residents how to make effective use of the online library catalog, Books By Mail and MelCat.

90% of 200 residents who participate in training will be able to demonstrate to trainers their ability to search library catalog, place holds, renew items and request books by mail.

In a follow-up survey of participants, 60% will report having successfully used an online library service at least two times.

Adjusting the Evaluation Plan

We had to adjust our evaluation methods when it became apparent that the public preferred informal instruction. We did formal assessment of the people who attended classes using evaluation tools created for each class. Trainers were required to successfully complete a number of tasks following the class. We had followup sessions to make sure each trainer could demonstrate mastery of a set of skills.

We used library statistics to compare the number of cardholders, circulation of materials and downloads. We surveyed all books by mail patrons using Survey Monkey and also surveyed trainers to assess their experience and to gather information. We tracked use of the book drops and the number of books sent by mail.

Promotion of evaluation data and program results

Results of our evaluation will be shared with the Library Board, the Township Advisory Council and all of our project partners to determine: 1.) the effectiveness of various outreach methods used; 2.) whether training was adequate and what follow-up might be needed; and 3.) the sustainability of each component of the project. The results will also be shared with the Library of Michigan and the general library community via the project manual and PWPL website. The project results will also be shared with the Upper Peninsula Region of Library Cooperation members for the benefit of other libraries participating in our shared union catalog who might consider using the Sirsi Books By Mail feature. Findings from the evaluation may be shared with potential funders to continue or enhance the program. We will send an excerpt of the final report to legislatures.

CONCLUSION

The Library Links project was staff and time intensive, but well worth the effort. We have a good start on our outreach efforts to people having difficulty using the library. We learned what works and what doesn't. We had a chance to talk to people in many communities and discovered that the only way to find out what people need is to get out and listen. We learned what matters to them, and let them know that the library staff is interested in meeting their needs.

We have increased our presence in outlying communities and gained new partnerships.

Probably the most important lesson we learned is that it is very important for people to see the library at work in their community. Book drops are not only convenient, they are a constant visible reminder of the library in the community. Volunteers don't just help with projects; they are advocates and create bridges. People don't always feel comfortable asking staff how to use many library services. Volunteers were more accessible for some people. Some of the best training happened accidentally when neighbors and friends learned that they "know a library expert."

However, if we could repeat only one activity, we would participate in community events in our target communities. Staff and volunteer presence at community events sends a clear message that we are interested in serving everyone. It gives people a chance to ask us questions. New users feel more comfortable visiting the library once they meet staff visiting in their own familiar territory, We can't assume that everyone understands what we have to offer and we can't assume that we know what people need. We are just getting started. We have some exciting new possibilities for future projects and are eager to see how our vision develops.