

**Deerfield Beach Library Pilot Project
Increasing Technology at a Community Branch
Evaluation**

GOAL:

Introduce current and emerging technology services and devices for Deerfield Beach Library customers, and provide a framework for the future use of these or like technologies at other branches of the Broward County Library System.

OBJECTIVES:

- I. Increase the amount of technology installed at Deerfield Beach Branch (hereafter, the branch) not currently - or widely available - to Broward County Library customers**
- II. Offer new and/or expanded services to customers resulting from new technology available at the branch**
- III. Increase and improve computer and technology instructional opportunities for customers using the branch.**
- IV. Increase in-house customer awareness of library services and programs.**
- V. Provide improved customer service by using new technology to more effectively locate and serve customers throughout the building.**
- VI. Introduce and educate Deerfield Beach Branch staff in the use of additional technology services and equipment to better serve current customers and increase library usage by non- traditional customers.**
- VII. Improve communication and building security among Branch staff and volunteers.**

I. Increase the amount of technology installed at Deerfield Beach Branch not currently - or widely available - to Broward County Library customers

With assistance from the DB Branch Manager, DB section supervisors, and staff in Adult Services, Library Information Technology (LIT), and North Regional Library Computer Center (also referred to as Implementation Committee), new and expanded technology to be purchased, installed and introduced will include:

A. Wireless internet access

1. Expanded access throughout the building wide for anywhere access.
Completed
2. Branch Head and Marketing Section staff will promote new service.
Ongoing
3. Branch staff will provide assistance, as needed to customers.
Ongoing

B. Portable Digital Assistant (PDA) devices for Branch supervisory staff

1. Branch supervisory staff will learn how to use PDAs.
Completed
2. Branch supervisory staff will input and share schedules and other branch specific Information
Ongoing
3. Branch staff will test access to BCL online services with PDAs to determine if customer service can be provided from places within the building that are not traditional service desk points.
Completed.

Comments: This technology has been invaluable to staff. It has given us immediate access to many kinds of data including staff and building schedules as well as important documents such as hurricane plan, etc. These devices are capable of going online using wireless technology. The reference staff have tended to not use CARL Web on PDA as CARL Web is much slower than IMDS. Staff can generally reach a computer and look up the item before CARL Web on PDA will bring up a page. This function may be more useful in a larger library. Internet access has been a great asset in other ways, however. All scheduling is sent by email through PDA. There are many other ways the internet has been used that have been a tremendous asset.

C. Vocera (portable radios)

1. Branch staff will learn how to use Vocera technology
2. Branch staff will use Vocera technology to implement "mobile customer service" from anywhere within the building in addition to traditional service desk points.
3. Branch staff will use Vocera technology to improve communication and building security among Branch staff and volunteers.

Not implemented as described above. Broward County OIT did not approve the Division using this technology for this service. As an alternative, DB Branch Manager purchased some walkie-talkies with DB Friends of the Library funds. This has addressed Actions # 2 and 3, but is a noisier and less discreet way of communicating.

Comments: Walkie Talkies have been used in place of Vocera. This means of communication has helped in many situations. Extra staff are called out to assist at busier times. Supervisors can be called out when needed. In emergency, the call button is pressed and as many supervisors as can answer will 'come running.' This provides a much easier and much more reliable means of communication for all staff and Friends volunteers in the gift shop.

D. Playstation video gaming with DDR technology

1. Branch Manager will select and acquire Playstation devices.
Completed.
2. Branch staff will learn about gaming software.
In progress.
3. Branch staff will introduce and promote video gaming to customers, with special focus on teens and non-traditional library customers.
In progress. Collection acquired.

E. Laptop computers

1. Branch Manager and Adult Services Coordinator will coordinate with Administrative Services and LIT staff to purchase 15 laptop computers, install resident software and provide on site security storage cabinet.
Completed.
2. Branch Manager will research circulation and security issues for laptops and present draft of policy and procedures to appropriate senior Library Managers and the Installation Committee.
Completed.
3. Branch Manager will synthesize comments, revise documents as necessary and obtain necessary approval to begin circulation of laptops to customers.
Completed.
4. Branch Manager will work with Marketing staff to introduce and promote new service to customers.
In progress.
5. Implement laptop computer circulation to individual customers within the building.
Completed.
6. Utilize laptop computers for hands-on public computer instruction in the auditorium.
Ongoing.

Comments: These laptops are used for all in-house classes. This has given us the opportunity to triple the amount of technology related classes we can offer to the public. Classes have been moved into the meeting room and thus have freed up public access computers. They will also be used to offer these technology related classes as an outreach service.

Offering these laptops for in-house check out has gotten off to a slow start. The public does not know this service exists and it is not easy to get the word out. We are working on this and expect this service to expand greatly in the near future.

F. AV/Projection system with ADA capabilities

1. Install AV Projection system with ADA capabilities to offer computer instruction using laptop computers for hands-on public computer instruction.
Completed.

G. Flat screen monitor for advertising library services and programs

1. Install flat screen monitor at circulation desk to inform customers waiting in line for circulation services.
Completed.
2. Develop Powerpoint presentation informing customers about library services, and have it run on continuous loop.
Completed.

Comment: This has been a great addition. We are able to advertise many services and programs while customers stand in line to check out their items.

H. Circulating video games

1. Select collection of circulating video games.
Completed. Kathy Olsen, Collection Development Librarian, and Karen Cosimano, DB Youth Services Manager assisted with this initiative.
2. Develop circulation policies for video games and obtain administrative approval.
Completed. Circulation Committee, DB Branch Manager and Paul Wells, DB Circulation Supervisor assisted with this initiative. 700 copies ordered. Breakdown by platform for titles/volumes is:
 - PlayStation2: 200 titles/366 copies
 - Wii: 50 titles/191 copies
 - Xbox: 110 titles/187 copies
3. Start circulating video games.
Not completed. Branch has not as yet received titles ordered.

I. Fax services to the public

1. Explore feasibility of offering to send and receive faxes for public.
In progress. Adult Services Coordinator exploring if other libraries are offering this, and what potential fee structure would be. Proposal is to offer to send or receive

faxes to and from area codes 954 and 754 without charge. Other area codes at a fee.

2. Move fax machine from reference desk to circulation desk to handle fee transactions. No action until # 1 above is completed. If accepted, LIT Resource Request Form will be submitted.

II. Offer new and/or expanded services to customers resulting from new technology available at the branch

- A. Wireless internet access **Completed**
- B. Playstation video gaming with DDR technology **Completed**
- C. Roving reference services **Ongoing**
- D. Laptop computers
 1. For in-house check out **Ongoing**
 2. For use with classes internally **Ongoing**
 3. For outreach purposes **Ongoing**
- E. AV Projection system with ADA capabilities in meeting room **Completed**
- F. Circulating video games **In Process**
- G. Fax services to the public **Under study**

III. Increase and improve computer and technology instructional opportunities for customers using the branch.

Classes currently offered:

- A. Basic Computer Literacy
- B. Introduction to the World Wide Web
- C. Free Email services on the Internet
- D. Microsoft Word I
- E. Microsoft Word II
- F. Microsoft Excel I
- G. Microsoft Powerpoint
- H. Photoshop Elements
- I. Dreamweaver
- J. Frontpage
- K. Music using iTunes & iPods
- L. Finding Materials in the Library
- M. Finding and Applying for a County Job
- N. Blogging
- O. Digital Photography

Comments: The number of computer and technology classes offered has tripled. Among many other types of classes, we are now offering a class not yet offered at other branches, "Music using iTunes and iPods." We also look forward to the opportunity to take these laptops out and offer outreach classes to schools and community groups.

IV. Increase in-house customer awareness of library services and programs.

A. Purchase and install flat screen monitor at Circulation Desk for advertising library services and programs. **Completed**

V. Provide improved customer service by using new technology to more effectively locate and serve customers throughout the building.

- A. Roving Reference **Ongoing**
- B. Wireless access **Ongoing**
- C. Laptops for in-house check out **Ongoing**

Comments: Several types of new technology are used in the Roving Reference project. PDA's are used for searching the catalog, although we have found CARLWeb to be quite slow and somewhat inefficient for use this way. Walkie-Talkies are used for communication. Staff that are off desk may be called to assist with customers who need help. In these instances, staff are not tied to the reference desk. It may be a phone call that comes in that a staff member can take and answer the question from their desk. It may be a customer who needs to use a study room. A reference staff member is contacted by radio and they meet the customer at the study room to unlock the door. This is an excellent way to assist more customers with a relatively small reference staff. It allows staff to answer questions and be available when not scheduled on the desk. It also gives us the opportunity to reach the customer where ever they are in the library.

VI. Introduce and educate Deerfield Beach Branch staff in the use of additional technology services and equipment to better serve current customers and increase library usage by non- traditional customers.

Comments: All supervisory staff have been trained and are capable of using each of the new technologies available and are using these same technologies on a regular basis to assist with customer service. Non-supervisory staff have learned to work with many of the new technologies as needed.

VII. Improve communication and building security among Branch staff and volunteers

Comment: The portable radios have greatly increased communication and security in the branch. They are used for all types of communication. See comments under I. C. for more information.

We will increase the amount of service offered to the public by offering at least 9 new types of services using this technology.

New technology available will be:

1. Wireless internet access **Completed**
2. PDA devices for supervising Branch staff **Completed**
3. Vocera (portable radios) **Completed**
4. Playstation video gaming with DDR technology **Completed**
5. 15 laptops **Completed**
6. AV/Projection system with ADA capabilities **Completed**
7. Flat screen monitor for advertising library services and programs **Completed**
8. Circulating video games **In Progress**
9. Fax services to the public **Under study**

New services offered because of this technology:

1. Roving reference service **In Progress**
2. Wireless access to patrons with their own laptop **Completed**
3. Increased technology classes using laptops in-house **Completed**
4. Increased outreach taking laptops for technology classes and workshops outside of the library **In Progress**
5. In-house use of library owned laptops by individual patrons for use with wireless internet **In Progress**
6. Video gaming programs offered using the Playstation 2 and DDR along with other video games. **In Progress**
7. AV/system and ADA capabilities for programming offered in the library's large meeting room. **Completed**
8. Information regarding library programs and services displayed for patron's knowledge **Completed**
9. Video games for check out **In Progress**
10. Fax services for the public **Under Study**

Measurements:

1. Wireless access will be manually counted by reference Branch staff on an hourly basis. Statistics will be kept. **Ongoing**
2. Branch staff will individually keep track of PDA usage and report to branch manager on a daily basis. **Ongoing**
3. Supervisory Branch staff will be assigned to manually count each use of the walkie talkies. Statistics will be reported to the branch manager on a daily basis. **Ongoing**
4. Statistics will be kept as to number of patrons attending and amount of time involved when using Video gaming technology. **Ongoing**
5. Statistics will be kept for programming and classes using the laptops. Statistics will also be kept regarding in-house usage of the laptops by individual patrons. **Ongoing**
6. Programming statistics will be kept using the AV/projection system and the ADA devices in the meeting room. **Ongoing**
7. Statistics will be kept regarding the circulation of video games. **In Progress**
8. Fax usage by patrons will be counted and statistics will be kept. **Under Study**
9. Roving reference statistics will be kept by each individual reference librarian using the same form that reference statistics are tracked with. Roving reference will be counted as any reference transaction that takes place entirely away from the reference desk. **Ongoing**

Statistics have been tracked beginning on November 1, 2006 with all technology available. For technology not available on November 1, 2006, statistics will be tracked when it is available at the branch.

Comments: [Statistical data is attached.](#)