

Susan Hildreth, Director

A Vision of 21st Century Libraries

Midwest Collaborative for Library Services
2012 Annual Meeting



All Things Digital

- Building Digital Communities
- The Edge
- Connect to Compete (C2C) – Digital Literacy for all
- Digital Public Library of America
- Ebooks

Building Digital Communities

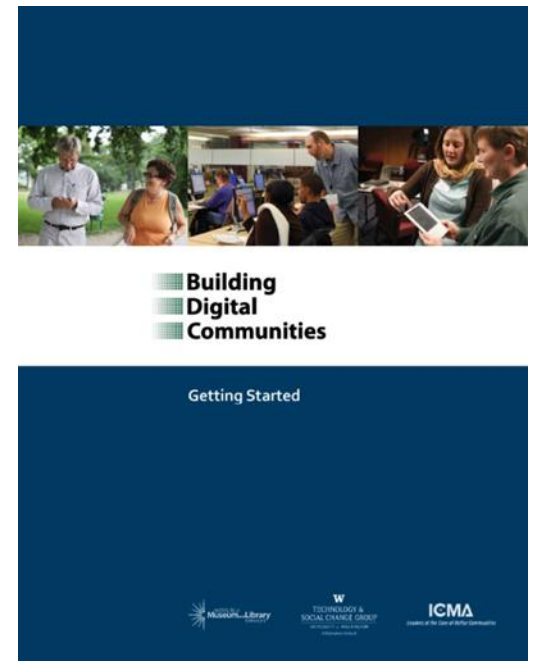
National Broadband Plan: Connecting America

- Expand access to broadband
- Promote digital literacy
- FCC asked IMLS to develop framework for digital communities



Building Digital Communities- Digitally Inclusive Communities

- With University of Washington and ICMA, produced “[Building Digital Communities: A Framework for Action.](#)”
- “[Getting Started](#)”- helps communities begin this important discussion
- WebJunction/ICMA/TechSoup grant
 - Summits, community of practice, resources



Building Digital Communities- WebJunction Partnership

- Tested “Getting Started” toolkit
- 10 community teams from Bangor to El Paso
- Technical assistance/case studies in 2013
- Additional pilots in 2014



The Edge

- National coalition of 13 organizations
- First-ever set of national benchmarks that define quality public access technology services in libraries
- Participants: ULC, ALA, OCLC, Lyris, ICMA, TechSoup and others
- Funded by Bill and Melinda Gates Foundation
- <http://www.libraryedge.org/>

Where People Connect,
Communities Achieve



The Edge-Goals

Create and foster the widespread adoption of benchmarks that the library field and local leaders can use to:

- Assess the quality of public access technology services and set goals for continuous improvement
- Demonstrate the value of public access technology to people and communities in order to motivate the ongoing investment needed to maintain the quality services

The Edge-What Does Launch Mean?

When launched in early 2013, libraries will be able to:

1. Take the Edge Assessment via Online Tool
2. Get training recommendations for online assessment
3. Participate in training offered in their state or by other regional/national partners; evaluate the training
4. Develop presentations/reports from tools and templates
5. Engage decision makers and the community in making improvements using Edge tools
6. Provide feedback on use of the benchmarks, tools and training, and overall impact of using Edge Tools on their library

Connect to Compete (C2C)

- FCC Digital Literacy initiative launched fall 2011
- Focus on 100 million not using broadband
- Working with cable companies and C2C, new national non-profit
- Low cost computers/connectivity/digital literacy

C2C - Impact on Libraries

- High visibility - Ad Council Campaign March 2013
- Defacto national digital literacy corps
- Increased demand – limited resources
- IMLS/ALA working closely with C2C
 - IMLS supported zip code locator tool

C2C - Support to State Libraries

- Public library infrastructure for national digital inclusion
- Partnership with WebJunction
- Working with state libraries in IL, MI, WV

C2C – Support to State Libraries

- Assess and build on current capacity
- Enhancement models/national recommendations
- Possible pilots in 2014
- [C2C August 12, 2012 webinar](#)
- [C2C September 18, 2012 webinar](#)

C2C - Support to Individuals/Libraries

- Partnership with PLA
- Identify best self-directed and mediated digital literacy training
- Identify gaps and solutions to address the gaps
- Promote resources to increase library awareness and use
- Advance support of digital literacy in library field



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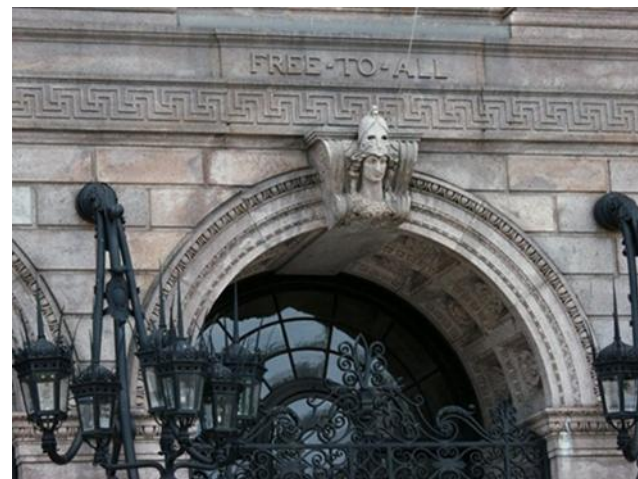
L

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Towards a Digital Public
Library of America

Rationale for the DPLA

- Broad public access to information on a “free to all” basis in a digital age
- A future for libraries in a cloud computing world
- Responsive to changing modes of accessing information
- A “clean slate” project on what a digital library could offer
- Already developed in many other countries



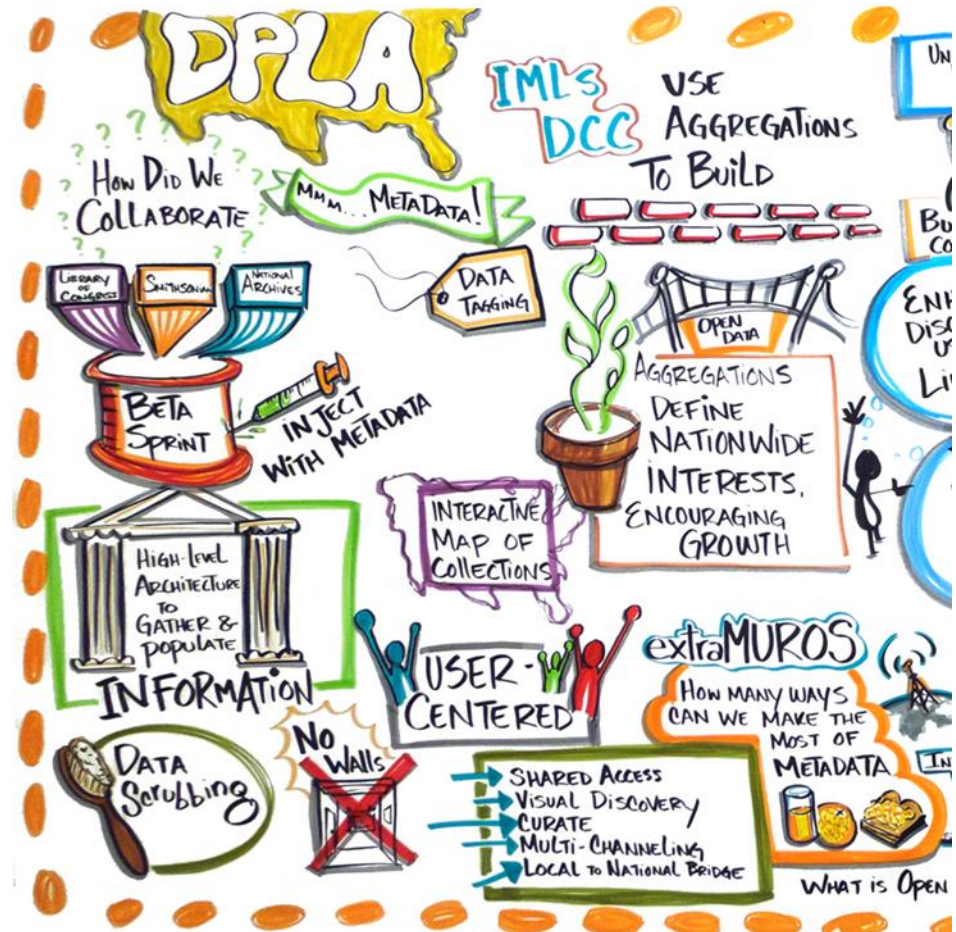
Who is the DPLA?



- Collaborative effort of librarians, technologists, educators, creators, students, and others to build a Digital Public Library of America
- Outreach to many organizations - CLIR/DLF, Smithsonian, Library of Congress, NARA, LYRISIS, COSLA, ArtSTOR, Amazon, Google and Apple
- Over 80 volunteers serving as workstream co-chairs and conveners
- Active online community of over 1000 members

Elements of the DPLA

- Code
- Metadata
- Content
- Tools and services
- Community



DPLA-Progress to date



- October 2011 - Launched at 300-person public plenary at National Archives in DC
- Announced \$5 million in funding from Sloan and Arcadia foundations
- Funds to support research, workstream meetings and prototype development
- Announced a collaboration with Europeana with focus on shared cultural history

DPLA – Federal Support

- National Archives, Smithsonian, Library of Congress involved
- Regional Digital Hubs Pilot
- Funded by NEH (\$1M) and IMLS (\$250k)
- 2013 - IMLS to contribute digital content from LSTA projects

DPLA – Moving Forward

- Incubated at Harvard's Berkman Center for Internet and Society
- First Board appointed in September 2012
- Independent non-profit organization with 1st CEO
- April 2013 –Scale prototype for nationwide service
- Check out workstreams, events, wiki/listservs

For More Information



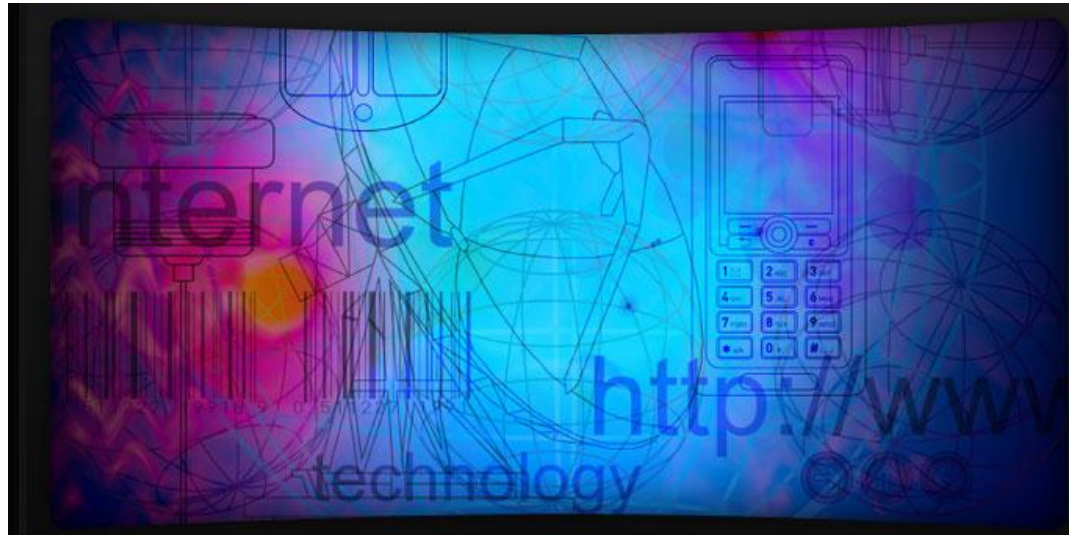
DIGITAL PUBLIC LIBRARY
OF AMERICA

dp.la

dpla@cyber.law.harvard.edu

EContent -Hot Topic

- Econtent was #1 concern at “America’s Digital Future”, LAPL, November 2011
- Efforts on many fronts
- National, state, regional, local
- Lots of activity – challenge to keep it coordinated



Econtent-IMLS response

- “Big Shift” - IMLS funded OCLC partnership with key library leaders
- Ensure that all Americans continue to have access to commercially produced content through their local public library
- Investigate challenges public libraries face and identify possible solutions
- Convene public library leaders and others to set specific strategies to ensure public access to digital content
- Report on strategies that public libraries can use to advance their work locally
- Pat Losinski, Library Journal July 9, 2012 article, [*Ebook Strategy and Public Libraries: Slow Just Won't Work Anymore.*](#)

Econtent-ALA Response

- ALA Digital Content and Libraries working group (DCWG)
 - Ongoing communication with publishers
 - “EBook Business Models for Public Libraries” – August 2012
 - <http://connect.ala.org/files/80755/EbookBusinessModelsPublicLibs.pdf>
 - Tip sheet on Digital Rights Management
 - http://connect.ala.org/files/94226/DRM%20Library%20Education%20Tip%20Sheet_DEFINITIVE_7_11_12.pdf
 - Continued media and stakeholder engagement

Econtent- What's Happening

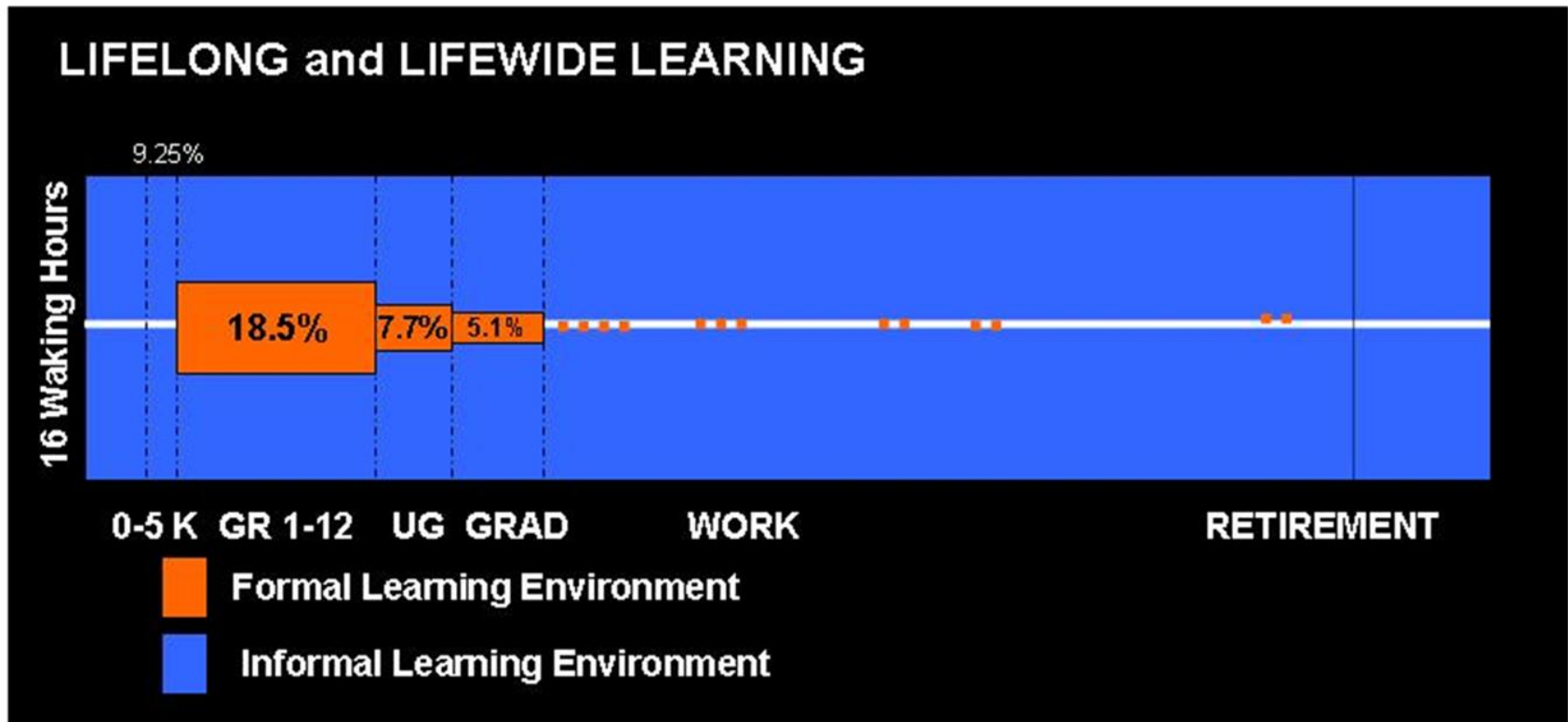
- Douglas County Library
 - Own their econtent on local server
 - Work with variety of content providers for access
 - Jamie La Rue, Library Journal article, August 2012, [*All Hat, No Cattle: A Call for Libraries to Transform Before It's Too Late*](#)
- Califa Group, CA consortium, working with Douglas County and Kansas State Libraries
 - Smashwords: independent author/self-publishing platform
 - <http://www.smashwords.com/>
- Penguin trial partnership with 3M/NYPL/Brooklyn PL
 - Access to ebooks 6 months after publication
- Continued challenges with publishers

Learning



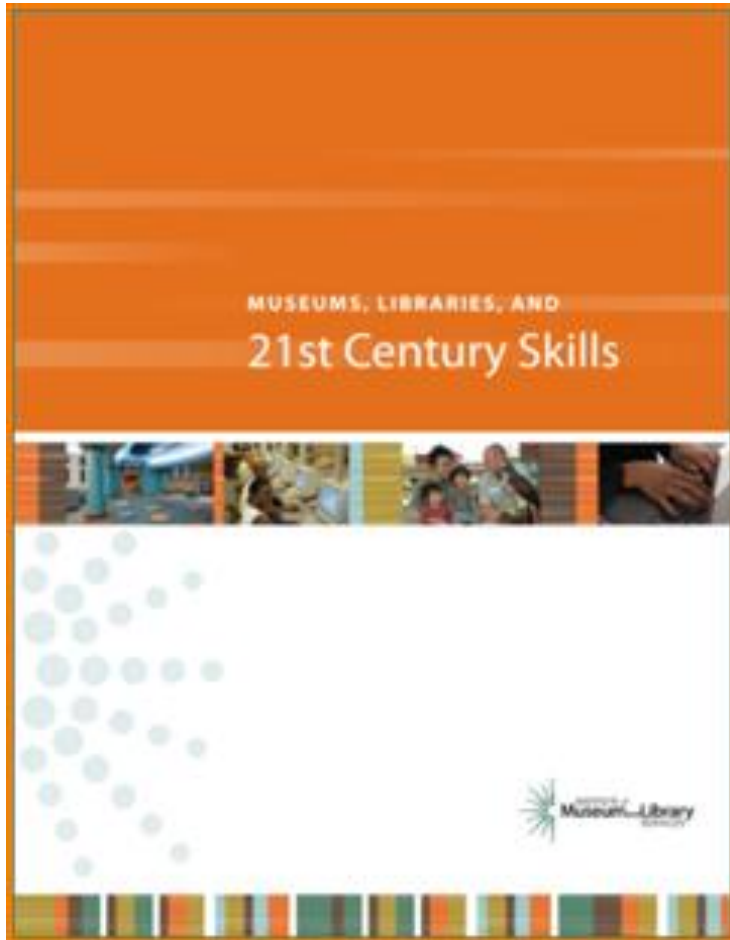
IMLS places the learner at the center and supports engaging experiences in libraries and museums that prepare people to be full participants in their local communities and our global society.

Recognition of Lifelong Learning



-Banks et al. "Learning in and out of school in diverse environments..." Seattle: NSF LIFE Center and University of Washington Center for Multicultural Education. 2006.

Learning-The IMLS Response



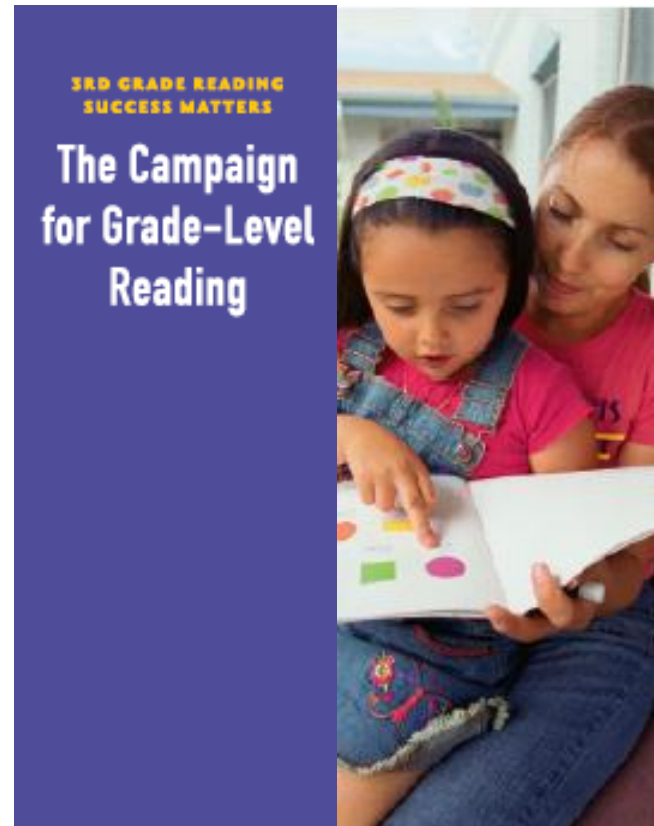
“College and Career Ready” – the 4 C’s:

Creativity
Collaboration
Communication
Critical Thinking

Find 21st Century Skills Report [here](#)

Learning-The IMLS Response

- School readiness
- Summer reading loss
- Chronic absenteeism



The Campaign for Grade-Level Reading, www.gradelevelreading.net

Learning-Campaign for Grade-Level Reading

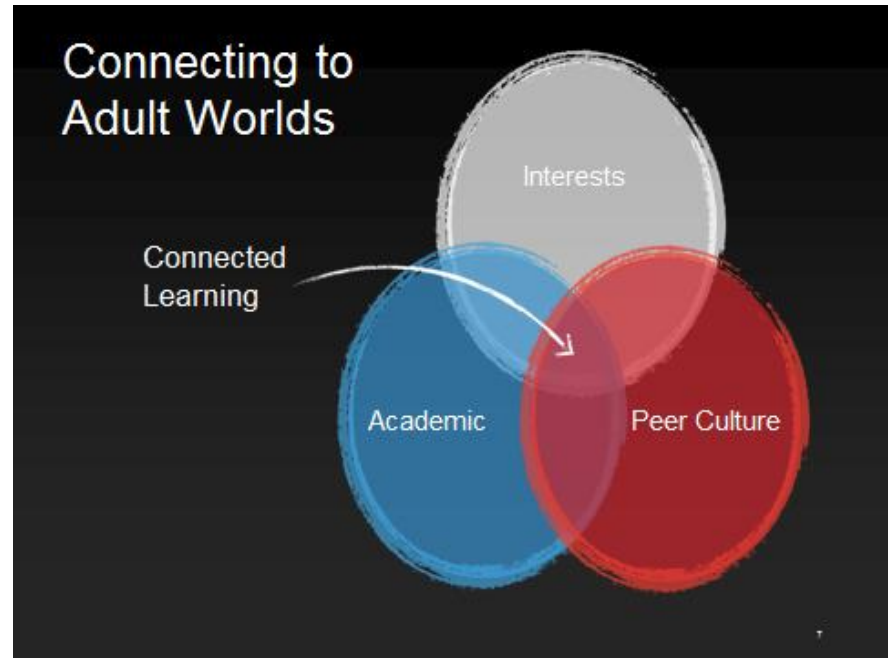
- Available to libraries and museums providing programming related to the Campaign
- Aligns IMLS grant-making with critical national priority
- \$2.5 million in discretionary funds awarded in 2012, National Leadership grants available for 2013

Learning-The IMLS Response

IMLS and MacArthur Foundation Partnership



YOUmedia Lab, Chicago Public Library



Connected Learning Diagram, Mimi Ito

Established 30 “learning lab” pilots

Learning-Growing DIY and Maker Culture



Learning-Maker's Spaces

- Supports STEM learning
- 21st C skills jump-started in creative environments
- From 3-D printers to fabric and wire
- Being created in libraries as community learning venues
- Possible IMLS funding priority in 2014-2015

Community



IMLS promotes museums and libraries as strong community anchors that enhance civic engagement, cultural opportunities, and economic vitality.

Community-Village Post Office (VPO)

- United States Post Office (USPS) is facing challenges and downsizing
- VPOs provide popular services in libraries, stores, and other businesses
- IMLS is working with USPS to identify libraries in communities with reduced postal services
- May be additional revenue for libraries
- Great example of a library as a community hub



Libraries and Civic Engagement

What is civic engagement?

- Deliberate, consistent, purposeful outreach to give people a voice in their lives

Why libraries?

- Trusted and tested resources
- Deep roots in the community
- Have invested in programs that align with civic engagement
- Can convene a wide variety of stakeholders

Libraries and Civic Engagement

- LISC (Local Initiatives Support Corporation) - Largest national low-cost housing provider
- IMLS partnership with LISC Interested in role libraries play in supporting quality of life
- Identify early adopters, best practices, website and webinars
- Potential funding for pilot projects in 2014



Local Initiatives Support Corporation
Helping neighbors build communities

Libraries and Civic Engagement

- IMLS support for “Promise of Libraries Transforming Communities”
- ALA partnership with The Harwood Institute
- Libraries as boundary spanning organizations - turning outward to their communities
- 1st phase - training for ALA leadership/curriculum development
- 2nd phase - scale initial work to national initiative

IMLS Resources: www.imls.gov

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Search Awarded Grants

Grant Name:
(Select multiple options by pressing the control key as you click.)

- All
- Museum Grants
- Library Grants
- 21st Century Museum Professionals Program
- American Heritage Preservation Grants
- Congressionally-Directed Grants to Libraries
- Congressionally-Directed Grants to Museums
- Connecting to Collections Statewide Grants

Grant Issue Area:
(Select multiple options by pressing the control key as you click.)

- All
- 21st Century Skills
- Afterschool/Out-of-School
- Broadband
- Civic/Community Engagement
- Collections Care/Preservation
- Cultural Heritage/Sustainability
- Early Learning

Institution Name:

City:

State:

- All
- Alabama
- Alaska
- American Samoa
- Arizona
- Arkansas
- California
- Colorado

Year:

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- 2011
- 2010
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- 2008
- 2007
- 2006

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[Blog Post: Ready for Back-to-School? Begin the Year as a Connected Educator!](#)

8/7/2012 [Blog Post: National Leadership Grant Video: Art Beyond Sight/Museum of Science, Boston](#)

8/3/2012 [Blog Post: Early Learning in the Pacific Region](#) [View All](#)

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A Nation of Learners

The mission of IMLS is to inspire libraries and museums to advance innovation, lifelong learning, and cultural and civic engagement. We provide leadership through research, policy development, and grant making. IMLS supports key issues of national concern:

- Select an Issue Area -

Project Profile

Keeping Oral History Alive in a Digital World

Recorders and preservers of oral history are benefiting from the wealth of resources offered by Michigan State University's "Oral History in the Digital Age" project, which assists practitioners and addresses core issues influencing the field in the 21st century. [Read more.](#)

Director's Message: 124 Communities Take up the Campaign for Grade Level Reading Challenge

We know that more than 80 percent of children in poverty are not reading at grade level by the third grade, and many other children are falling behind as well; libraries and museums are taking up the challenge to improve learning outcomes for young children. [Read More.](#)

UpNext

See What's UpNext!

Check out UpNext, the new official blog of the Institute of Museum and Library Services.

Let's Move! Museums & Gardens

This national initiative provides opportunities for millions of museum and garden visitors to learn about healthy food choices and promote physical activity through interactive exhibits and programs. [Read more.](#)

National Medal for Museum and Library Service

The National Medal is our nation's highest honor for libraries and museums

- UpNext Blog
- Initiatives
- Grant Guidelines and Application Information

Thank you!

www.imls.gov

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