



**Arkansas Opportunity Online Summit**  
**June 11 – 12, 2009**  
**The Peabody Hotel**  
3 Statehouse Plaza  
Little Rock, AR 72201

**Facilitated Discussion - June 11, 2009**  
**CHALLENGES**

**TABLE 1**

**Need**

- Employment
- Tax Prep/filing
- Online education (home school, adult)
- Entertainment (gaming, Facebook)
- Communication (e-mail)
- Computer/Internet education of patrons by staff (how to use, what they can do online)
  - Would drive usage/shift how technology is used to make more valuable
- Need for more PAC capacity since 100% utilization (e.g. 20% faster speed = 20% more capacity)
- Patrons leave when Internet is down
- Student homework/research
- Slow speeds limit ability to compete search/data gathering in 30 minute limit
- Employment apps can also timeout with PAC time limit
- High demand and growing
- Workforce services tests: hard time getting computer set up to enable (e.g. application)

**Availability**

- DIS clients: purchase directly, files e-rate
- Desire to reduce DIS filters: too restrictive, can manually override
- AT&T for T1 line at main library
- Internet broadband is available, few providers locally – may have only one option
- Rural branches may not have access to broadband carrier

**Cost**

- Costs vary by location within a system
- Speed at branches requires more broadband capacity at main library
- Tax structure would impact payment for services
- In some cases, little supplemental revenue – hard enough to pay for core library staffing costs, etc.
- Libraries are accessing e-rate discounts, challenges here
- State aide (not earmarked) varies by year
- County-level control important – needs to be a priority to support libraries beyond “nice to have”
- Seeking federal stimulus funds, still county controlled
- Libraries trying to keep money in current budgets as other local demands seek money
- Need to market mission and opportunities of library to local officials and stakeholders

**Capacity**

- Need equipment to support usage (printers, scanners, servers) – more computers desired, headsets for online learning
- Staff: access – help needed, education on what’s possible now, how to teach others
- Marketing of new opportunities
- Tech Support on how to use new capabilities (applications Web 2.0, tools, peripherals)

**TABLE 2**

**Challenges**

- Demand of ILS can be more than basic internet
- Customers want high bandwidth uses
- Choice of providers limited
- Cost of broadband prohibitive
- Tech expertise is a factor in figuring it out – complexity of network multiple variables
- Broadband cost don’t recognize our market

**Need**

- Job search, e-forms, drivers manual, skills training, social networking, community and family connecting worldwide, professional, networking, business, taxes

**Options for Speed**

- Limited in rural areas
- Varies by community
- Not available at all in some areas

**How to Pay**

- E-rate (for some) – we want no red tape and no strings attached
- Consortium pricing
- Incentives for providers to work with/deal with libraries
- Work with city to be included on cable franchise agreements
- Reduced rate in return for advertising on library internet
- Partnership with levels of government as they move to non-paper/e-submissions

**Capacity (space/staff/pc)**

- Aging buildings – difficult to retrofit
- Lack of space
- Staff training needs and money to pay tech staff customer needs can be complex/in-depth
- Lack of standards, studies, recs. On how to best organize library for computers (beyond the lab)
- Tech support needs

**TABLE 3**

**Challenges**

- Funding (monthly costs)
- Space
- Availability of equipment (time limit)
- Buy-in from community leaders
- Equipment depreciation
- Lack of automation
- Lack of broadband
- Lack of staff/training

**Need**

- Education – Proctor
  - homework
  - research
- Job search
  - application
  - employee records
  - resume
- Community information

**Availability**

- cable
- dial-up
- uverse
- SuddenLink (cable)
- Cox Communications (cable)
- DSL (phone company & satellite)
- Non-standard speeds depending on location

**Cost**

- Cost covered?
  - state, local, federal
  - E-rate
    - grants
    - taxes
- Bill & Melinda Gates
- Equipment needed
  - filtering
  - equipment upgrade

**TABLE 4**

**Sustaining/Bringing Broadband to Libraries**

- How used in library
  - Speed up access/accommodate more people
  - Speed up local network services (circulation)
- Hot Points
  - Eliminate filter requirement from e-rate.

**Availability**

- Few options both *affordable* and available
- Library traffic dependent on home providers – how stable are they

**Cost**

- How will it be covered?
  - simplify e-rate
  - eliminate filtering on e-rate funding and other restrictions on those funds
  - complete pricing

**Capacity**

- Need floor space for more computers
- wiring needs – for new tech
- Push for construction money from legislators and Congress
- Staff
  - need more bodies
  - space for bodies
  - training for bodies
  - library needs “computer” staff member
  - Improve communications among librarians and libraries
  - Become more pro-active

**What Do We Need**

- Funding – protected from cutbacks
- Construction – new and expansion
- Staff – new/trained

**TABLE 5**

**Challenges**

- Local economic development gaps
- County and city officials
- Libraries
- People under 30
- Communications power structure
- Chamber of Commerce
- Education community
- Religious community

### **B & S**

- Funding
- Tech support
- Training
- Current equipment (changes quickly)
- Availability of broadband
- Service providers put money to provide it
- 3G and 4G towers in rural areas cheaper than broadband
- High-speed access
- Kids and notebooks

### **Support**

- Staff trained to help the illiterate, how to help in online job application or other forms (ss. Medicare, etc.)

### **Need**

- Social networking
- Gaming
- Proctoring tests
- Distance learning
- Reference services
- Newspapers
- Job applications
- Taxes
- Government services
- Banking
- Shopping
- TV programs
- Music
- Bill paying
- Check email
- Business deals
- Genealogy

### **Funding**

- E-rate
- St.
- Grants
- Gates
- Local sales tax
- Gifts

### **Availability**

- 3G, 4G
- DSL
- Satellite
- Competition
- Broadband

**Cost**

- How covered: tax isp, tax computer
- Extra equipment: wireless, etc., updates, speed

**Capacity**

- Space: most libraries lack wifi
- Staff: training is a problem
- Computers: always need updating, replacing, software changes constantly

**TABLE 6**

**Challenges**

- Not enough computers
- Maxed out on hardware equipment
  - Possibly laptop checkout
- Technical help for user
- Enough staff to help patrons with expertise
- Create protocols for social sites space
- More computer space
- Adding computer service outside library (bookmobile, internet café)
- Bringing and sustaining cost
- Secure lines, equipment software

**Need**

- Training for patrons/staff
- Money
- Access to provider

**Availability**

- Cable
- DSL
- Dial-up
- Wireless

**Cost**

- Grants
- Friends
- Foundations
- Increase mileage
- Increase ad valorum
- General revenue
- Need extra equipment

**Capacity**

- Need additional space, staff, computers (always upgrading)
- Approach businesses for purchasing (i.e. Wal-Mart)
  - Someone at state level to the best deals on equipment, software, books, etc.

**TABLE 7**

**Challenges**

- Providers – Infrastructure – Availability
- Population Density
- Need breaks for economic development
  - Higher education, job search, students, file taxes, genealogy, online classes, how-to tech classes
  - Libraries need wireless in rural areas (can be used after hours)
  - Working computers and terminals
- What options to increase speed?
  - Add more lines
  - Use E.A.S.T. labs students to teach how to classes at the library
- Cost – how to pay for it
  - Donations – older machines would require compatible operating systems
  - High-end games need newer machines
  - Older machines for card catalog and stand alone
  - Cost of server support – high – would tech support based in coops or state library to service technology be helpful?
- Capacity to handle increased demand (space)
  - Build another room (need grant)
  - Staff time is an issue “help me do this”

**TABLE 8**

**Need**

- General Research
- Web 2.0
- Social networking
- Facebook
- MySpace
- YouTube
- Movies
- Podcasting – educational use
- Distance learning
- Gaming
- Government services (daily or emergency)
- Can you prioritize use? Use policy enforcement

**Availability**

- What can you get in your community?
- State network for whom?
- Limited to Telco or ISP in the area
- CenturyTel → DSL use of Ethernet for transport bring down price

**Cost**

- Now - operating cost - local
  - E-rate discounts
  - grants
- Could - Angel investors
  - Force e-rate filing
  - Filtering rule a problem
- Aggregate pricing for public libraries
- If filter, cost of new software statewide prorated cost?
- State fund assistance to public libraries like APSCN

**Capacity**

- Space remodeling needed?
  - floor space
  - wiring/rewiring
  - electric outlet/data drops
  - paying professionals to install
- Staff
  - trained staff
  - paid or volunteer
  - training staff and end user
  - course credit → collaborate with academic facility or local high school
- Computer
  - what is the right cost?
  - \$1200/comp vs. \$450/comp (software O.S. loaded) (browser with RAM capacity)
  - public access needs
  - rebuilt low end computer (make sure of status of hard drive on “used” equipment)

**TABLE 9**

**Cost**

- Tied into availability
- Gates funds
- Creating bigger demand will bring costs down
- Develop partnerships
  - Public/private
  - Companies need to put money back into the community
- State-funded school networks
  - Could this partnership work?
  - What are the issues?
  - Libraries have different needs
- Workforce services
- State leadership
- Building appropriate partnerships
- For partnerships for facilities and broadband access
- E-rate
- Needs to be more secure source of funding

### **Capacity**

- Never enough
- Need more staff to support increased usage
- Requires reprioritizing budget to cover increased capacity/staff costs

### **Challenges**

- What is the relationship between the providers and the libraries
- How to get the core institutions to understand their relationship to the satellite libraries in smaller communities
- Space problems (internal infrastructure problems)
  - Including wiring
  - Sometimes wiring more challenging than running internet connection
- Libraries taken for granted until they “may be taken away.”
- Proof of community support comes out at voting time
- Get the word out about what the library does in the community - regional differences
  - How libraries are valued
- Training and technology support
- How to equitably divide current connections
  - between library branches
  - between library internal needs
  - ILS vs. patron
- Staff training
  - Time for training
  - Level of training

### **Funding**

- Property tax base stable
- But how to keep library on the voters’ minds for continued support
- Make communities value and use library

### **Need**

- With more speed what could you do?
  - Videostreaming – most popular
  - Social networking – most popular
- Currently prioritize use to give preference to school/research
- Help patrons use online databases
- With slow speeds libraries can’t keep up with basic updates (virus, software, etc.)
- Trouble with keeping ILS going when patrons are online

### **Availability**

- Competition between providers key for affordability
- Need multiple providers
- Availability and affordability go together
- How to get more providers?
  - Stimulate and aggregate demand
  - Make providers understand how libraries can stimulate demand
  - Increase relevancy of internet connectivity to patrons
  - Who will put infrastructure there if government doesn’t subsidize

## TABLE 10

### Challenges

- Limited availability – providers and bandwidth
- Sustaining is a non-issue
- Support issue – inadequate backup of expertise to keep things running
- Librarian training may help
- Netequalizer could help with limited capacity
- Safe eyes – internet filter
- Each library should exploit social networking (e.g. have a Facebook page, Twitter)

## TABLE 11

### Identify Challenges

- The Last Mile
- Equipment
- Connectivity – T1 for public computers, not just staff
  - Can we piggyback or with the university?
- The challenge is forecasting
- Demand for bandwidth “how much do you need for the future?”
- “They’re not using these computers for Reference”
- Perception/subjectivity of librarians re: Facebook, gaming, YouTube
  - Do we really know what’s best for you?
- Marketing – we’ve got lots of databases – how do we teach the children what is available? How can we help the children be innovative?
- Relevance – What does the community want to do with their computers? And especially with kids....help steer them. Example: you like to play games – would you like to create them?
- IT people to help with the service in especially rural areas. More of them needed, as well, in areas of 10,000 or so
- Need – internet broadband will be used for e-mail, gaming, streaming video, social networking sites. Day-trading, banking, intergenerational contact.
- Start a small business
- Shopping, job searches, college students testing, shopping for a house out of state, online dating

### Availability

- Technology neutral
- Broadband over powerline
  - It doesn’t work yet – ex. House 1945 and next door house 2009 connections
  - Fiber
  - Expensive to string and to work on it
- Cable
  - Profit motive
  - Some availability in rural areas
- Digital Subscriber (DSL) - From landline in rural
- Satellite is oversold



- Wireless - always available
- Can libraries serve as a relay point to get HIS to customers? What is our responsibility to rural customers? Does it end with our walls?

### **Funding Sources**

- E-rate
- Grant opportunities
- State funding
  - No! We need increase - 2001. We need what we had before state funds were decreased
- Business donations
- Fundraising – need a good promoter
- Foundations



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**Facilitated Discussion - June 12, 2009  
Solutions**

**TABLE 1**

**Solutions:**

- Combo with local control
- Local knows need

**Funding sources:**

- Local
  - Donor
  - Partner with local Chambers of Commerce
  - Economic development agencies etc.
  - Assessing current operating budget on a c continuing basis
- Statewide
  - Lottery funds revenue
  - Stimulus money

**Support:**

- State Level:
  - Assessment team to visit, evaluate & make recommendations to maximize computer services (this includes budget allocation & tech plan)
  - IT Team train local staff especially in libraries that cannot afford and IT person on the staff
  - Get connected to Connect Arkansas
- Who needs to be involved?
  - Chamber of Commerce
  - Service providers (ISP)
  - Local government
  - Economic development agencies
  - Local workforce boards
  - Local colleges
  - School districts
  - Local Media
  - Money people!

**TABLE 2**

**Solutions:**

- Combination of federal, state and local solutions
  - County money & support
  - Broadband Council
  - State high cost fund



- Providers support
- Connect Arkansas
- Private foundation
- Federal E-Rate
- ARRA stimulus
- Consumer focus vs. institutional focus- balance?
- Libraries as consumer intermediary vs. government entity/business
- Connect Arkansas
  - Libraries key stakeholder
  - Pilot phase (6 counties)
  - Ramp up in 6-12 months to all counties
- Need statewide advocacy and education campaign
  - Political will coordinate effort to create movement to influence local support
  - Help public libraries champion
- Group of state legislators that still need to be convinced of the broadband value
  - Raise the priority
  - Newbie orientation/education
- Leverage Mapping to grab influencer attention and locally available providers identification

### **Community Engagement:**

- Rotary clubs (or similar)
- Schools
- County Strategic planning: push- get involved
- Extension service coop at University of Arkansas
- Connect Arkansas:
  - County judge
  - Community leaders
  - Superintendent of schools
  - Chamber of Commerce
  - Library director
  - Major employers

### **Smaller Libraries:**

- Limited in ability to shift funds (e.g. use state database subscription, few reference materials)
- Small amount of funds for technology, not sustainable sources (e.g. Gates computer)
- SpeedMatter.org or Connect Arkansas to test internet speed
- More E-Rate support for libraries w/ time, expertise barriers (use refund to pay for broadband)

### **Staff Training:**

- Web junction resource but needs to be free
- Limits of web-based due to staff comfort/skills
- East yes

### **Leverage local anchor companies:**

- Provide technical support training (free man hours)
- Coordinate state-level effort to push through Chamber of Commerce
- SCORE- like model of technical professionals to provide free help (e.g. retirees in service)

## **TABLE 3**

### **Solutions:**

- Combination (local and state)



- Minimum standards needed to formulate funds
- Every Arkansan deserves equal access
- Educate- need for funding

#### **Both:**

- Dedicated funding
  - Vital for consistent budgeting
  - Proactive approach
- Simplify E-rate & supply current info

#### **Support:**

- Need budgets for IT
- K-12 support available from DIS at an affordable price
- Are there other options available?
  - Cooperative for:
    - Technical training
    - Sharing IT people
- Disposal of Hardware
  - Existing state agencies

#### **Who?**

- Local ISP
- Schools
- City Council
- Quorum Courts
- IT expert
- State library
- Patrons
- Local rotary, Kiwanis, chamber etc.

### **TABLE 4**

#### **Solutions:**

- Local/ Statewide/Combination?
  - Has to be combination
  - Political action must be local (begin locally)
  - Grass roots to statewide activism
  - Key is coordination
  - Spread the word about what the library does
  - Highlight diversity of people using broadband at library
  - Create products that highlight technical use
  - Need convinced state focus

#### **What would you want from state?**

- State contracts?
- DIS (Department of Information Services)
  - Provide hardware & internet service, E-Rate, & security all in 1 package (at a cost)
  - However, DIS provides technical support too

#### **Funding Sources:**

- Property tax



- E-Rate
- Reallocate current budgeted resources to technical uses if they are more heavily used
- City capitol improvement fund
- Grants
- Private donation, find private sources- create endowments
- Increase taxes
- Fundraising, friends of the library

#### **What if tax base is small? How are you going to get 50% match requirement?**

- Reallocation of current available funds
- Will need help from the state
- Does the library system have \$ to allocate to the outlets that need it?
- Need local leadership to step up and find funding
- County system needs to support all outlets, not just where tax base is

#### **Support (staff training & technology)**

- Hard to find & pay for necessary support
- Can libraries go to universities & local businesses to set up training classes for staff & public
- East Lab
  - Adult education training center
  - SBTDC (Small business technology development center)
  - Library can offer meeting space to these groups (may need to be non-profit organizations)
  - Technical support currently pretty patchy
    - Need committed staff member
    - Need \$ to pay IT staff
    - Could state provide IT person for each development district?
    - State should fund the districts REGIONAL SOLUTION
  - Need state support to set up staff etc. for development districts
    - Formalize LDDs
    - Get it staffed & share resources
    - Need new/additional staff; not current library staff
    - Share IT staff in the LDD

#### **Other Challenges:**

- Providing internet to those who don't have it
- Increasing speeds
- Funding
- IT support (trained person)
  - Who understands local issues
- Training librarians about how to use internet effectively (librarians need to help patrons use internet effectively)
- Technology is a moving target
  - How do we keep up with new applications/uses?
  - Need to consider green technologies

#### **Solutions:**

- Need statewide library promotion geared towards technology
  - "Your local library is your connection to the world"
- State led technical support
  - Need trained full-time IT person for each LDD
- Local political action leading back up to the state level

## TABLE 5

### Funding:

- Combination of both
- Millage at max necessary, be at 1 mill is possible
- Some haven't or couldn't get full funding

### How to improve sources?

- Change perception of need
- Get up on priority list with roads, jails, health services
- \*Become a community necessity in community mind
- More noise, more notice, toot your horn!!!
- Improve state contact on issues & service
- Keep legislators on daily as well big issues
- Community leader
- Stay in focus on local & state level
- Take advantage- new legislature being annual
- Newsletter or PR go to your legislator?
- Public library & state agency partnership
- Better access to E-sources & being THE PLACE to get it!
- Make sure awareness with partner
- High priority to be noticeable
  - Maybe against natural inclination to be unobtrusive
- Make people aware you can improve online experience
- Transition from school & public library & academic
- Work together for money & not compete
- We're open when everyone else closed (school close 3:00/no weekends)
- Make sure the public knows we changed!!!
- Where is lottery money going? Scholarship only?

### Staff & Training:

- Need on-site training, but don't want webinar
- Can't go away for expert training
- Older staff; many reluctant to learn
- Smaller library can't close to learn
- State library doesn't have enough staff
- What 'rewards' for volunteers?
  - Students
    - School credit
    - Ethics training
  - Retired People
    - Social contact
    - Gift certificate to local store/ restaurants
- What is their return on investment?
- What is the libraries'?
  - Lifelong patron
- Resources from state agencies for programs & training
  - Trainers as well as train the trainer
  - Civic group resources
  - Not weekly but perhaps quarterly
- Multi-generation programs & contacts



**TABLE 6**

**Solutions:**

- Combined efforts
- Local & state

**Funding Sources:**

- Current:
  - Millege
  - Grants
  - City Tax
  - E-Rate
- Future:
  - Ad- Valorum Tax

**Support:**

- Staff:
  - Have
    - Dedicated
    - Under-educated
  - Need
    - Educated
    - Modern staff
- Training:
  - Have
    - Limited staff instruction time for patron
    - Limited space
  - Need
    - IT
    - Progressive education for both staff and patron
- Technology:
  - Have
    - Limited space
  - Need
    - Continuous education

**Other Challenges:**

- Money
- Space
- Staff

**Community Partners:**

- Mayor
- Judges
- Courts
- Schools
- Chambers
- Local Businesses
- State Representative

**TABLE 7**

**Solutions: Local & Statewide, etc.**



- Local libraries need to raise more awareness of its services
- Local strong library boards
- Staff project services to community
- Advertise
  - Local speakers bureau for library services
  - National/state ad campaign- PSA's
- Need support from Governor/Legislators
- State guidelines in place
- Grant writing expertise

#### **Funding Sources:**

- Still need local support
- Definitely need state support
- Advocates for libraries- recruit locally

#### **Support Staff, Training & Technology:**

- Constant training
  - State program
  - Regional expertise
- Upgrade salaries
- Keep equipment updated
- Current software
- Need on-going budget line for all
- Central technology help for libraries

#### **Players in Broadband Discussions:**

- Local Officials (city/county)
- Local providers (cable, phone, broadband)
- Citizens
- State officials
- School
- Businesses locally

#### **Solutions:**

- Communicate library services to public
- Need local funding support
- Constant training, updating & technical support
- Develop and ad campaign

### **TABLE 8**

#### **Solutions:**

- Statewide bandwidth minimum standards

#### **Funding:**

- Local & State
- Federal & Private

#### **Training:**

- Regional LDD's
- ASL- CE Training
- College Interns



- Statewide coordinated
- Real Job, not volunteer

## **Challenges:**

- Availability
- Education of the need

## **TABLE 9**

## **Solutions:**

- Combination of state & local
- Example: Education of local officials & agencies on the importance of the libraries
- THOT: IF THEY KNOW WHAT WE DO, THEY WOULD SUPPORT US
- We can leverage those partnerships
- Library as physical & online distribution system
- We can make ourselves indispensable

## **A View:**

- Any support we get needs to come from much higher up the food chain
- Start for \$\$\$ at the state level
- We've got an entire community who wants to do 'x', ... but we need (county or state) support
- We need to work with legislators & lobbyist
- Aren't there local people with sufficient clout to help?
- Library policy has suffered in this state because we are all so different
  - Cannot define Arkansas libraries
  - E.g.: Difference between Washington County and Desha County

## **Solution:**

- Standardization of state funding
  - E.g.: Little Rock may not need all that \$\$, Chicot does
  - Need-based allocation

## **Funding Sources:**

- Are now inadequate- we must look for new sources
- Tax-based sources are the only constant source of funding
- Public/private partnerships
  - E.g.: Wireless provider gets 8-10 miles & then gives the library bandwidth
- Government/business partnership with the library as beneficiary
  - In this example sustainability became an issue
- Talk to company owners & CEO's

## **Solutions for Support:**

- Staff:
  - High school volunteers
  - Workforce
  - Experience works- Seniors
  - Training via video & DVD's
  - State library purchases professional collection of DVD's
- Training:
  - Can the state send IT professionals to train our staff?
- Technology:
  - Access to IT professionals who can talk to semi-professional laymen/librarians



## **Challenges (from Day #1)**

- E-Rate- Simplify the road to hell
- Ports & canals
  - Transcontinental RR
  - Interstate highways
  - Rural electrification
  - Broadband Internet
- Solution: Government subsidies

## **Who Else Needs To Be Involved?**

- Next generation
- Government- state & local
- Economic development
- Churches/religions
- Education
- Other state & local agencies
- Chamber of Commerce
- Wealthy/influential persons
- Gateholders & gatekeepers (e.g. into a language communication or ethnic group)

## **TABLE 10**

## **Solutions:**

- Combination
  - Millage- helpful in high populated areas
  - Collaborate technical services
    - Technical colleges
    - Negotiate lower fees

## **Funding Sources:**

- LSTA- Traveller local funds (general)
- Millage
- Sales tax
- State funds
- Grants
- 'Adopt a Library'
  - Businesses
  - Tax deductible
- State Library
- Librarian peer-to-peer
- Visibility through services
- Passports

## **Visibility through Services:**

- Passports
- Voter registration/ early voting
- Notary
- Fax/Copies

## **Support:**

- Services for politicians/stakeholders



## OPPORTUNITY ONLINE

ACHIEVING BROADBAND SOLUTIONS  
FOR LIBRARIES AND COMMUNITIES

- Receptions
- ArLA
- Peers
- ASL
- Chamber
- Q Court
- Get people through the door
  - Use non-tax \$ for community support
  - Obama's initiative
- Volunteers?
  - Not dependable
  - Personal agenda
  - No courteous requirement
- Utilize community service people

### **Priorities:**

- Visibility- especially to elected officials
- Collaborate
  - Local/state businesses
  - State Agencies
- Libraries as access point to public agencies