

Northern New York Region -- Tables 1 and 2

I. Services to Be Offered

- Education and training -- computer/digital literacy, distance learning, topical webinars, tech exploration center
- On-line gaming opportunities
- E-government services, access to government forms
- Fast and reliable download capability to access a range of resources such as downloadable books and music
- Meeting and on-line conferencing capability

II. Connectivity

- Best options -- Fiber optics, telephone company resources (DSL), open access network (DANC model)
- Connectivity options may be limited where choices are limited
- Library system as the hub for broadband usage, demand aggregator, negotiator to provide the "middle mile" (to provide access to those on the last mile)
- **New York State Library System roles** -- advocate for connectivity, trainer of local library staff, aggregator of software that can be used in local libraries, resource for best practices

III. Funding

- New financial models for libraries as business centers/revenue producers by charging for value-added services such as copying/faxing, Internet gaming, teleconferencing, website advertising, in-library franchises such as Kinko's, Starbucks, or charging fees from some traditionally free services
- Need federal and state government support for build-out of high-speed Internet throughout the state
- Statewide average for broadband cost as a percentage of library budget
- Library as a "broadband safety net"
- **New York State Library System roles** -- create/maintain a reserve fund to support connectivity costs for small libraries with limited resources, aggregator and negotiator for broadband services, advocate for fixing the e-Rate program to provide funds for broadband connectivity

IV. Political

- Start with library board
- Potential supporters include local (town and county) elected officials, business leaders
- Collaboration with social service agencies
- Create an "Adopt-A-Library" program for businesses to gain support for and increase awareness of library services and needs

Northern New York Region continued

- Provide electronic community bulletin board to raise awareness
- Examine regulatory environment and remove barriers
- Fix e-Rate (*a recurring theme in nearly every question for this region*)
- Encourage constituents to contact state legislators
- Collaborate with government agencies for increase in online access to information and forms and to generate support for high-speed broadband
- Engage with public safety and economic development agencies to identify shared interests/opportunities for collaboration

V. Support

- On-line training, on-site technical assistance provided by the NY State Library System
- Create support groups of technically-savvy young adults to help in the library
- Explore opportunities with businesses for providing volunteer support
- Share tech support from schools and BOCES
- Beef up tech staff in libraries and systems
- Keep current on blogging, twitter and other technologies
- Join community forces to support an IT expert
- **New York State Library System roles -- on-line training on-site technical assistance**

Capital District -- Table 3

I. Services to Be Offered

- E-government including tax information, public assistance, test taking – maybe even civil service exams
- Gaming – bandwidth intensive
- Data files for research
- Long distance learning like Empire State College
- Wireless as part of services in all libraries
- Virtual library 24/7 without requiring the doors to be open and the facility to be staffed.
- Public library application for cell phones by attaching free service to a library contract for those who can't afford personal cell service
- Services bring people to the library – make it a community center

II. Connectivity

- No preference on options, but insist on easily expanded capacity –mix and match to meet needs
- Work with vendors -- use competition if it exists – if you don't have service provider choice, develop arguments that convince service providers it is in their interest to work with libraries. Library patrons vote and buy services
- Be familiar with NY state procurement –call for advice
- Talk to service provider managers, not only sales representatives

III. Funding

- Maximize use of limited resources by negotiating the best deal
- Don't depend on grants
- Co-branding (or advertising) associated with service log on
- Fees on more library services? *Mixed feelings on this*
- Still need a stable source like tax bases, but realistically, multiple sources needed such as fundraising
- Like suggestions of fee tied to submission of tax (or other e-government forms) via library computer

IV. Political

- Librarians, boards, patrons need to be more political – get to know local/state politicians
- Need political will at high levels to want to make this happen
- Need to know if there are regulatory issues in our way
- What is public good?
- **New York State Library System roles --** ensure equitable access

V. Support

- “Lifeline-like” subsidy for libraries
- Make libraries fashionable – use people in your community to advise on funding/grants
- Library systems play important role in technical assistance, help individual libraries.
- Frame and answer questions. Widen the network of support –systems and community contracts

Southeastern District -- Tables 4-8

I. Services to Be Offered

- Education and training -- Internet instruction, computer use, e-seminars, distance learning, virtual classes, webinars, on-line certification, high bandwidth learning tools such as Blackboard and Second Life, college lecture access, GED services, technical training such as fire and EMT skills
- E-government services -- license renewals, permits, job search, apply for benefits
- Social networking, virtual communities, library website as a community forum
- Small business support
- Internet gaming
- Library as gadget garage, gadget support, demos of new gadgets
- Downloading center for people who don't have any Internet access or don't have sufficient bandwidth to download desired resources
- On-line advocacy to gain support for important community issues
- Ensure access to all -- consideration of services to disabled community

II. Connectivity

- Universal provider? Like a utility even though technically there is competition of providers. In reality some areas don't have choices
- Options -- Satellite may be the most feasible, assess community resources, assess FIOS vs. cable, shoot for fiber optic
- Library as an Internet service provider? Not just a point of access
- Library systems as aggregators of need/demand to increase negotiating power; aggregated demand is key
- Library as a wireless hot spot
- Library systems to organize and provide schools, BOCES (current legislative initiative) - pool resources, partners with those that have fiber
- Create a statewide contract such as what's in place in New Jersey and Illinois
- Simplify who is who in provision of services
- Look ahead on connectivity needs -- is 1.5 mbps too low a bar, where will broadband be in five years
- **New York State Library System roles** -- provide guidance to community libraries, coordinate Gates/federal efforts, lead the charge, educate and advocate

III. Funding

- Broadband costs not manageable for most individual libraries
- Tax support
- Libraries as generators of revenue -- fees for services, sale of advertising, reimbursement from government agencies for providing access to e-government services, library as vendor that passes on costs to local business partners
- Reassess uses of public funds -- switch dollars from "sacred cows"

Southeastern District continued

- Make the case to the community to generate support, identify interests, communicate needs and forge partnerships with the business community -- emphasize that sustainable funding for broadband is good for the whole community
- Simplify e-Rate process
- Explore funding from the Verizon Foundation for broadband programs for libraries
- **New York State Library roles** -- provide projections of costs to help libraries plan for the long run, submit e-Rate application for local libraries, create a small army of grant writing resources to seek funds for local use

IV. Political

- Educate library trustees to be advocates
- Who needs to be convinced?
 - Approach state legislature, assembly persons, senators
 - County legislature, mayor, town supervisors
 - Local economic development
 - Public service commission
 - Patrons who will in turn lobby their representatives -- the library card "voting bloc"
- Broadband should be considered a regulated **utility** by state and federal officials – absence of national broadband policy led to decline in US service
- Bring community together. Broadband is not a partisan issue, universal service support on both sides of the aisle – not a polarizing issue –stress when approaching local government when there is a regime shift
- Need expertise – need to know about equipment, service Regional Level 1 library systems could help smaller libraries with efficiency, technical support, more cost effective methods
- Present libraries as showcase (hub) for broadband
- **New York State Library System roles** -- lead lobbyist for local library needs, coordinator of the voice of libraries on broadband needs

V. Support

- **Technical**
 - Basic training of staff to use applications
 - Website development and maintenance
 - Facilitate training by application and agencies
 - Network support
- **Financial**
 - Grant writing, e-Rate program
 - No unfunded mandates
- **Advocacy**
 - Educate – understand services, availability, costs, funding availability, skills to access funding
 - Libraries need help marketing and branding

Southeastern District continued

- **New York State Library System roles** -- coordinator of IT support to libraries, trainer for library staff particularly in small communities, continuing IT education, developer and maintainer of updated statewide ISP maps. statewide advocacy

Long Island and Metro Regions -- Tables 9 and 10

I. Services to Be Offered

- Education and training -- distance learning, GED programs, technology training, lifelong learning, staff training and retraining, on-line testing and licensing
- Job services -- job research skills, job seeking skills and services, online testing and licensing
- Access to aggregated subscription service (databases, NOVELNY)
- Adjunct office/services for small/independent businesses -- web services, teleconferencing, videoconferencing, email
- Ensure inclusion on all services including multi-lingual, disability access
- 24/7 library availability beyond card catalogues

II. Connectivity

- Fiber, cable, phone companies -- depends on what's available, what provides best services, what is cost effective
- Library should have access to the maximum bandwidth available in its community
- Connectivity including space and hardware availability
- **New York State Library System Roles--** create a statewide service contract with flexibility for individual systems and with several vendors for increased choice; the aggregator of demand

III. Funding

- Grants, e-Rate, municipal programs, government contracts
- Reprioritize expenditures from physical resources to on-line resources
- Service providers charge for bandwidth actually used rather than monthly rate
- Internet tax vs. charging for Internet services
- Library as vendor/revenue producer -- e.g., selling software/hardware, thumb drives
- Need to partner with other levels of government, but there may be issues of what their goals are
- Prove return on investment
 - Good stories and numbers
 - Don't have support staff to make this case
 - Partner with polling company to make the case
- Increase awareness of library's importance/resources to make the case for funding
- **New York State Library System roles --** create top down funding approach (big saving at the state level) with standards set from the top

IV. Political

- Need to influence/get support from all the key elected leaders -- state, regional, county, city and from the voters
- Create partnerships with state education (pre-K through 16) to recognize the impact libraries have on successful learning
- Removal of legal barriers to cooperation

Long Island and Metro Regions continued

- Form relationships with public service commission and other state, regional, and city agencies
- Not just a library issue – a community issue
- Use imaginative technology to penetrate political elites; call to action message -- twitter, YouTube, Face book, Obama-like campaign for libraries
- **New York State Library System Roles** -- "Broadband champion" to make this a big public issue, advocacy coordinator/leader, provide skilled political lobbyists to support messaging

V. Support

- Basic troubleshooting training for staff
- Take advantage of community “experts” for training such as teenagers to teach Face book, e-Bayers to show community members how to create/use accounts
- **New York State Library System roles** -- policy expertise, resource to interpret changing policy environment, coordinator with other state libraries to make this part of a national agenda

South Central Region -- Tables 11-16

I. Services to Be Offered

- Education and training -- e-learning/distance learning (Empire College), GED on-line classes, technology learning labs, IT awareness sessions, webinars
- Video field trips
- Library as a 24/7 resource without necessarily being open or staffed 24/7, ability to access the library remotely
- Accessing government information, e-government services
- Job searches, on-line applications, job exams
- Downloadable audio books, databases, resources
- Wireless hot spots
- Video conferencing-teleconferencing for both professional and personal purposes
- Ability to proctor exams
- Technology gadget center -- training/demos on how to use and gadget loan service
- On-line book clubs
- Video gaming
- On-line access to librarians -- text a librarian, webcam with librarian to answer reference questions

II. Connectivity

- Cable, telephone, satellite, DSL
- "We need fiber -- where is it?"
- Small phone companies will need to change business plan/new funding streams for e-Rate
- Need more competition in connectivity options to make it more affordable
- BOCES provide technology to reduce the prices -- *Note -- this acronym has shown up on many lists*
- Communicate with providers about what could be done with enhanced/less expensive access
- Libraries join already begun efforts in the community on connectivity
- Aggregation of demand is essential; systems can negotiate contracts to provide more cost-effective services -- submit ARC grant to get fiber in more places, avoid duplication of efforts
- Explore partnerships with colleges-universities particularly for libraries in small towns
- **New York State Library System Roles** -- exert pressure on state leaders to create a statewide network, promote equal access statewide, encourage cable/phone companies to increase availability in underserved areas

III. Funding

- Recurring theme at all tables -- broadband there, but not affordable; last mile connections are not manageable without grants, libraries can't afford broadband without cutting other services
- Explore range of sources -- taxes, grants (e.g., Gates), corporate donors, friends of library, private fundraising, endowments, changing legislation for funding formulas, funding that promotes collaboration, school budget surcharges
- Set up a PowerPoint demonstration on public access computers showing evolution of internet and connection speed
- Educate community about value of library services
- Prioritize existing funding and encourage tough choices
- Creative partnerships built on how libraries can help partners and how partners can help libraries
- e-Rate essential

IV. Political

- Marketing value of libraries **broadly** and the need for broadband funding
- Use partnerships, direct mail campaigns, and presentations to targeted audiences to market the value and the need
- Potential partners -- colleges, school districts, chambers of commerce, ISPs, service organizations, and other libraries
- Focus on school districts since they have a bigger voice than libraries
- Regulations to have ISPs provide service similar to electric company and land-line phone service
- Support elected officials who see the need for universal broadband
- Enlist community emergency services to convey needs to elected officials
- Explore ARRA funds
- Present libraries as a critical part of the local, regional, and state economic engine and that making broadband available in libraries is important to fueling that engine.
- **New York State Library System Roles** -- Find another state (or country) model for broadband that works and figure out how to adapt in New York

V. Support

- Ongoing technical training for library system staff is essential
- Minimum standard for library staffing for technology
- Library trustees need to be informed about broadband service and technical support requirements
- Engage young people (youth corps) as resources, trainers, partners for senior citizens
- Look to schools/BOCES, and community college for training and support
- Possible partnership with AmeriCorps trainers
- Simplification of e-Rate system for support

South Central Region continued

- **New York State Library System roles** -- provide sample model for library system broadband services, support in developing library strategic plan to supply broadband services, policies to guide broadband services, on-line collaboration

Western Region -- Tables 17 and 18

I. Services to Be Offered

- Education and Training -- adult education and long-distance learning for all ages, technology training, webinars and conferences
- Access to e-government and other services for daily and improved library
- Job services -- search listings, licensing and testing
- 24/7 access via web site, wireless, etc.
- Providing updated and retroactive hardware support including storage, media, and printing in color
- Check out laptops
- Knowledgeable staff to help patrons learn about technology and maximize their access to technology resources
- Restructuring library hours and staff by demand
- Building community relations
- On-line gaming
- Access to e-newspapers, on-line books

II. Connectivity

- Library systems can advocate to bring in Internet connections where customers alone cannot
- Lead Internet growth
- Thoroughly research **ALL** options
- Work with local entity, such as school for connections but do not expect work to be done for you
- Blood, sweat and tears—take matters into your own hands, demand services for the "common good"
- **New York State Library System roles--** aggregator of needs, negotiator of access

III. Funding

- Libraries need to be proactive and present usage stats to the community and its leaders for support
- Make funding and service donations attractive to businesses and corporations
- Create a “non-profit” category of service
- Explore “hidden” opportunities for saving money (i.e. service type)
- e-Rate and grants
- Use more permanent monies such as a school vote
- Get library board involved
- Explore some fee for services versus free access

IV. Political

- Influence local board, village, town and school officials, “The People”
- Have pre-written letters available for easy advocacy

Western Region continued

- Librarians are too nice; partner with politically active groups; don't be afraid to ask for more
- Encourage open communication between sectors
- Competition needs to be created
- Government regulation can be either highly beneficial or harmful

V. Support

- All libraries should have access to IT support
- Educational requirements of librarians and other staff will have to change
- Funding may be necessary for updates and training
- Partnerships
- International and statewide communication and collaboration
- Local “PC Guy” relationship

Central Region -- Tables 19 and 20

I. Services to Be Offered

- Education and training -- real-time courses and classes initiated by the library, digital literacy, interactive webinars,
- Social networking and community discourse -- twitter
- Small business support
- Access to experts
- Access to research information
- Ask community what they want/need

II. Connectivity

- Partner with other organizations to keep costs down (i.e.: banks, fire stations, hospitals, universities, school districts, etc.)
- Aggregation where possible although may be difficult in rural communities
- BOCES and the state for partners and permission (regulations)
- Use off-hour bandwidth from local businesses/government
- **New York State Library System roles** -- negotiate with ISPs to provide service where it's not available, coordinator to establish a private network

III. Funding

- Individual libraries should be responsible for some part of funding
- If broadband costs the same as basic telephone, the cost would be manageable
- Make broadband like NOVEL in NY
- Broadband needs to be consumer service
- Charge extra service fees to offset some of the cost (library as business model)
- USAC-type fee on consumer broadband
- **New York State Library System roles** -- leader to emphasize priority for broadband to every library - top notch and affordable; Be consumer advocate for local libraries; coordinate statewide negotiation for journals and databases
- Consider changing laws that affect charging for services

IV. Political

- Aggressive lobbying -- librarians are too nice to politicians
- Coordination is essential on any requests for funding, consider combining library associations to consolidate influence
- Leverage 3Rs as regional advocates for funding and legislative initiatives

V. Support

- Private sector vendor support \$\$\$
- Leverage interns from academic institutions
- Support technical staff
- Ongoing staff education

Central Region continued

- Partnerships for support -- with private sector, other municipalities, and community colleges
- Encourage volunteers to provide technical support

Multi-Region Group -- Table 21

I. Services to Be Offered

- Education and training -- webinars, computer training for new users, formal and informal classes on camcorders and digital tools, coordination with local college to support student learning
- Better and faster connectivity for broad use including downloads

II. Connectivity

- Challenge is cost—affordability
- Providers prefer not to piggy-back services by working with other providers
- Utilization of full capacity of fiber is a problem—in other words, doesn't connect directly to communities
- BOCEs have robust services—could libraries negotiate with them?
- "Connectivity" has a political overtone --perhaps use other words (e.g., broadband service)
- Need legislation

III. Funding

- Don't negotiate costs on a local level; Do it on system level
- Libraries/communities need to see value—patrons will force issue
- Quality services will keep people coming to library
- Problem—if patrons can get service from home, why would they pay more for library to offer the serve?
- State tax is part of income tax
- Lottery proceeds should go to libraries, as well as to education

IV. Political

- Dutchess County has a legislatively funded information portal—model to use
- Offering services to legislators might be a way of enlisting support
- Identify local government benefits from library services
- Telecom companies working with libraries to prepare a stimulus grant
- Libraries aggregate and work with a telecom company
- Board members are non-natives so communication/cooperation is a problem
- Long distance is optimal relationship between library and local government
- Lack of same structure for libraries a problem (i.e. school district, village. Municipal)

V. Support

- Broadband cannot be sold as you would sell a building project
- Partnering for support is a problem because no industry and no other library system is interested

Multi-region Group continued

- Libraries need to know how to market themselves (service offered through library system)—techniques could be applied to broadband
- Libraries need to have broadband costs be scalable to engender support
- Broadband needs to have logical cost related to overall budget
- New construction needs bigger support
- Support of libraries undermined by procedural difference (i.e. charging for out of county patrons)
- Fees are not uniform
- Friends of the Library are effective—legislators recognize them