



# digital literacy

what it is,  
where it's at, and  
why Maine libraries are involved





well, what is it?

“Digital Literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills.”

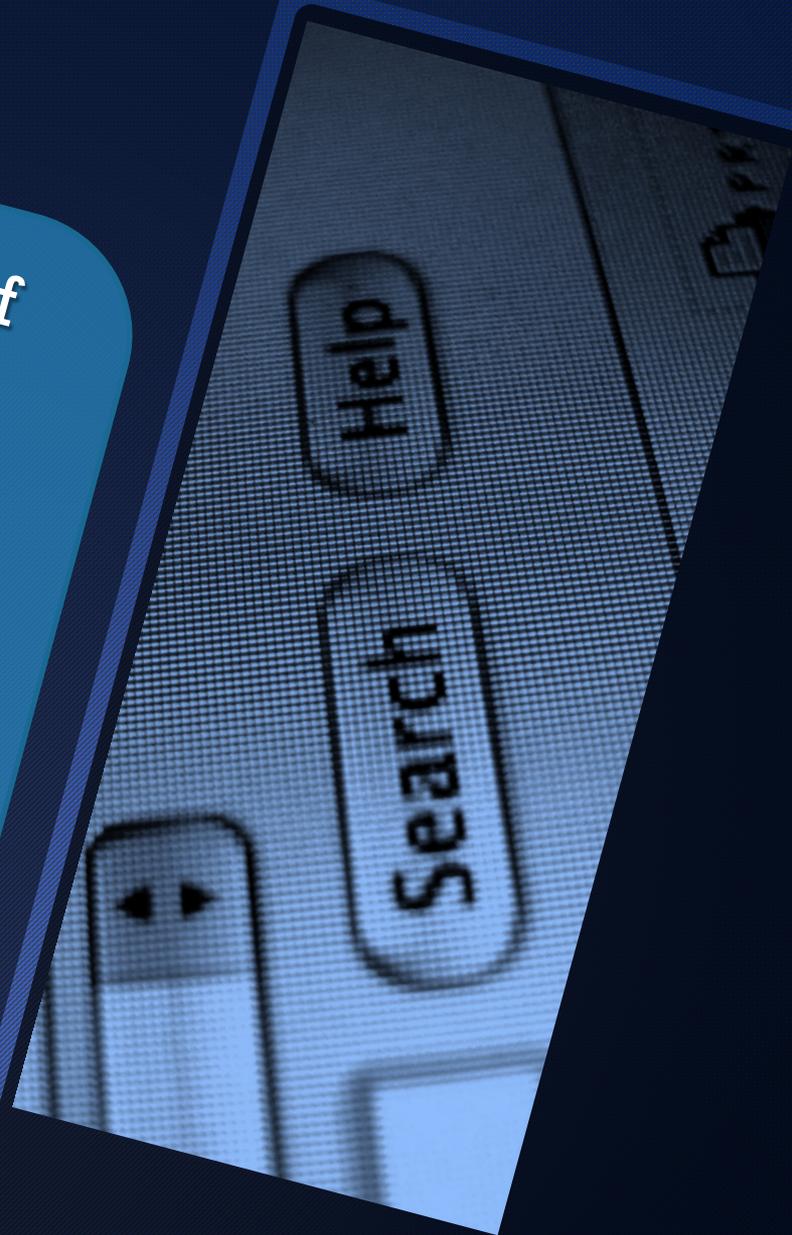
-ALA Digital Literacy Taskforce, 2011



# a person who is digitally literate...

possesses the variety of skills – technical and cognitive – required to find, understand, evaluate, create, and communicate digital information in a wide variety of formats;

information  
and education



is able to use diverse technologies appropriately and effectively to retrieve information, interpret results, and judge the quality of that information;

use of technology



understands the relationship between technology, life-long learning, personal privacy, and stewardship of information;

life-long learning



uses these skills and the appropriate technology to communicate and collaborate with peers, colleagues, family, and on occasion, the general public; and



**social networking**

uses these skills to actively participate in civic society and contribute to a vibrant, informed, and engaged community.

digital  
citizenship





does your library match this perception? Or...

this perception  
is an old one



...is this you?



in many ways, developing digital literacy is something that librarians are already doing for their communities



# libraries are all about



(regular)

so making  
the



over to



(digital)

can  
make  
a lot of  
sense!

reconciling the



- Serve low-income households
- Free access to information
- Personal, friendly assistance

libraries are the digital bridge!

a new objective?

one in five adults  
are not online

A lack of digital literacy  
is a major barrier to fully  
participate in our society



I'm not  
interested

Perceived lack of relevance  
is the main reason people  
don't go online.

# benefits of a digitally literate community



## civic engagement

35% of people seek information about local government online

54% of U.S. adults went online to get news or information about the 2010 election

- 8 out of 10 Fortune 500 companies require online job applications
- Using the Internet to look for a job reduces average unemployment by 25%
- 50% of today's jobs require some tech skills-expected to grow to 77% in the next decade



Workforce

- 
- 21% of GDP growth in the last 5 years is a result of the Internet.
  - 10% increase in productivity for small and medium sized businesses

economic development – as a result of the Internet





- 67% of people who access their health info online feel better informed as a patient

- 80% of Internet users look for health information online



health

# education



Almost half of college students take at least 1 online course.

There have been over 1 million K-12 enrollments in online courses

how digitally literate  
are you anyway?

# Digital Literacy Assessment

Jump in and Launch a Module



<http://www.digitalliteracyassessment.org>

# Tech Training for Libraries

## Skills Checklists

Have what you need to be  
a great **technology**  
**trainer**? Let these  
**checklists** guide you.  
Tech Trainer Competencies  
Tech Proficiency Checklist



[http://www.coloradovirtuallibrary.org/  
techtraining](http://www.coloradovirtuallibrary.org/techtraining)

teaching both staff  
and the public

digital literacy  
benchmarks for libraries

# Edge Initiative libraryedge.org



about edge    beta benchmarks

Edge helps libraries evaluate and improve technology services.

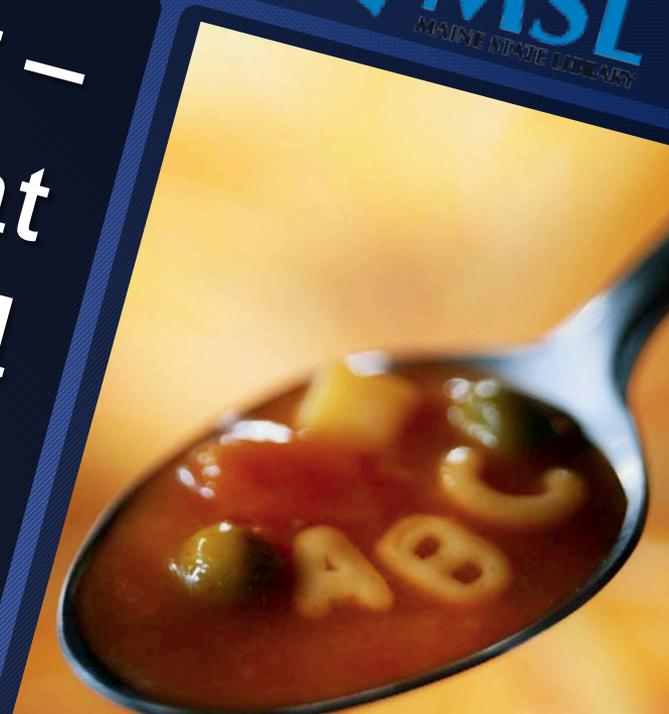
[LEARN MORE >>](#)

# discussion



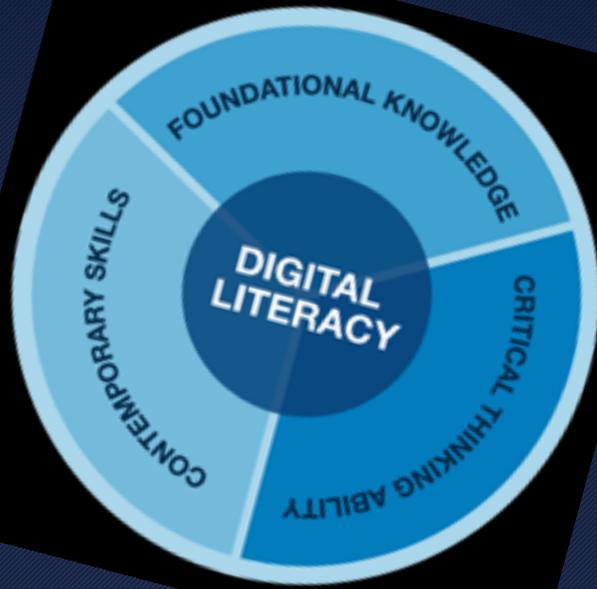


digital literacy –  
where it's at  
and who's involved  
alphabet soup to nuts and bolts



why are we here  
today?

why is digital literacy so  
“hot” now?  
and why are public  
libraries talking about it?





# the national players

- FCC: Federal Communications Commission
- IMLS: Institute of Museum and Library Services
- PLA: Public Library Association
- OITP: American Library Association  
Information Office for  
Policy
- COSLA: Chief Officers of State  
Library Agencies
- Gates Foundation  
and many more

- Connecting America: The National Broadband Plan, March 16, 2010
- Goals and action items



Libraries were mentioned all throughout this 376 page NBBP ...

# National Broadband Plan



# an entire section of the plan devoted to Addressing Digital Literacy Barriers to Broadband Adoption and Utilization

Libraries on the front lines in the digital  
literacy efforts





The Institute of Museum  
and Library Services  
(IMLS) awarded (PLA), a  
\$466,182 grant

PLA will partner with:

OITP

COSLA

What is happening  
nationally?



A national learning portal created  
by librarians from the best of the  
best – Digital Literacy.gov and PCC  
Grants nationwide.

Still in development –  
DigitalLearn.org

One portal to rule  
them all...



The Maine State Library's BTOP grant served as one of the building blocks to this national effort.

Laptops, desktops, video conferencing, LearningExpress Library and the Information Commons

BTOP, PCCs and  
moving forward

LEARNINGEXPRESS



Continued funding for  
LearningExpress Library

Possible staffing for a  
digital literacy trainer to  
work with library staff  
and also train patrons

What else?

What is happening  
at the state level?



# possible federal funding?

FCC money from Universal Service Fund  
High Cost. Efforts have been on hold  
due to uncertainty around the election.

# Workforce legislation



- H.R. 113 - Workforce Investment through Local Libraries (WILL) Act for the new 113th Congress. This legislation proposes including libraries in the Workforce Investment Act (WIA)
- This legislation will amend the Workforce Investment Act (WIA) to include library representation on state and local workforce investment boards as well as assure coordination of employment, training, and literacy services carried out by public libraries.

# Workforce legislation



- H.R. 113 also recognizes public libraries as an allowable “One-Stop” partner and authorizes new demonstration and pilot projects to establish employment resources in public libraries.
- This will allow library users access to workforce activities and information related to training services and employment opportunities, such as resume development, job bank web searches, literacy services, and workshops on career information.
- The goal of the WILL Act is to allow libraries the **access to WIA funds** to continue to provide job search support in communities all across America.



What is  
Connect2Compete  
and EveryoneOn?



Who will be participating?

- Time Warner Cable
- Comcast



Everyone On  
database, map and  
public libraries.

The National Ad Council Campaign -  
what you need to do ...

Look at the map and  
update the database !





# *EveryoneOn – Important Links*

## **Database:**

<http://www.everyoneon.org/content/tell-us-about-your-training-sites>

## **Map:**

<http://www.everyoneon.org/locator>

## **PSA:**

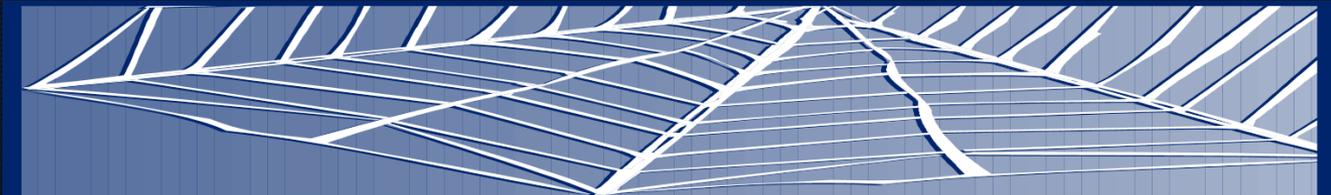
<http://bcove.me/hjno4j4q>

# discussion



- <http://www.coloradovirtuallibrary.org/techtraining/>  
*Still more digital literacy resources, especially for trainers*
- <http://digitallearn.org>  
*Digital literacy resources for students and educators*
- <http://www.maine.gov/msl/libs/btop/index.shtml>  
*BTOP resources at the MSL website*
- <http://www.digitalliteracyassessment.org/>  
*Online resource for assessing digital literacy skills*
- <http://www.everyoneon.org/content/tell-us-about-your-training-sites>  
*Form to complete for your library's EveryoneOn campaign*
- <http://www.ala.org/offices/oitp>  
*ALA's digital literacy branch*

websites





# Wrapping up...

- Please do the Survey:  
<https://www.surveymonkey.com/s/digitalLit>
- Add your library info to the EveryoneOn database
- Please ask questions, make suggestions and give us your opinions!

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