Helping Patrons

Get Smart & Get Hired

with Pierce County Library System

Jaime Prothro
Customer Experience Manager
jprothro@pcls.us

Ben Haines
Senior Librarian
bhaines@pcls.us

Liz Athey
Digital Literacy Assoc.
lathe@pcls.us

Kendall Brookhart
Adult Services Librarian
kbrookhart@pcls.us

Identify a Need for Action

ACTION ITEMS

- Offer a range of classes, particularly for beginners, but cut down on staff prep time and have staff move to more of a facilitator role rather than a teacher (i.e. learning along with the students).
- Develop a consistent brand identity for PCLS technology help.
- Centrally coordinate tech class offerings, and ensure that the customer experience is consistent across branches.
- Modify the idea of “tech help” to include digital natives, not just those struggling with tech in general.
- Provide a process for reviewing and updating class content on a regular basis, as well as a structure for creating new classes as technology changes.
- Explore ways of incorporating online learning into library technology classes.
- Make technology a core service, and budget accordingly. Plan to purchase the devices staff need to teach.

Connect Customers to Resources
Identify Strategic Partners

Get Front-Line Staff Involved

Staff Testing by Product

Build on Successes

- Get Hired: gethired.pcls.us
- Microsoft Military Program: mmp.pcls.us
- S.T.E.M.: stem.pcls.us
Helping Patrons

*Get Smart & Get Hired*

with Pierce County Library System
• **History**: context & landscape
• **Developing Pathways**: thinking intentionally
• **Branding**: actionable items
• **Front Line Staff**: support & promotion
• **Next Steps**: moving forward
History

Context & Landscape
History

- 2008 – 2013
- Accidental instructors
- Lack of cohesion - varied naming / descriptions
- No strategic direction, clear pathway, or common outcomes
• **What could be done better?** “We can be more consistent... Some of the curriculum can’t be found anywhere. Most of it needs updates. We need to have a more consistent, accountability-driven attitude and action toward our classes. Not just for now, but for the future.”

• **Where are we vulnerable?** “We don’t update our classes regularly so we’re vulnerable as a team because we don’t show that responsibility toward them. We are vulnerable because we have no plan in place for what technology we should gravitate toward in the future. We don’t talk about new techniques. We don’t have the support to have online live (or asynchronous) classes.”
Developing Pathways
Thinking Intentionally
Pathways

- County-wide skills gap—where can we have an impact?
- Workforce Development
  - WorkSource partnership in library (2010)
- Grant $
  - Microsoft Military Program
  - WorkForce / Job TRACK
  - WSL Grant: Camp Code / 6 Week Geek
- Interdepartmental workings
  - Silos
  - Unclear processes
Silos
Branding

Actionable Items
Branding

- Packaging of current programs: Get Smart & Get Hired
- Current outcomes
  - Connecting Customers to Resources: MCP / MMP
  - Community Partners: WorkSource Workshops, IC3
  - One-on-one assistance: Book a Librarian
Packaging

Technology Class Descriptions

3D Printing Revolution
3D printing is reshaping manufacturing in the 21st century and unlocking the potential for all of us to be "makers." Learn about the technology and see a demo of the library's new 3D printers. Ages 12 and up.

Internet Basics
New to the online world? Learn how to navigate the web using Google Chrome and Internet Explorer.

iPad Basics for 50+
Struggling with a new iPad tablet? Get to know your device with this class aimed at mobile computing beginners. Please bring your iPad and Apple ID login information to class.

Book a Librarian
From research to tech troubleshooting, get your questions answered. Sign up online at getsmart.pCLS.us.

Cloud Basics
Curious about the cloud? Learn the basics of cloud storage and how it can help you manage and protect your personal data.

Tech Help
Technology got you down? Frustrated? We're here to help. Bring your questions and devices, and dedicated staff will help you with your tech-related problems.

Computer Basics
Get started with basic computer skills and concepts. Identify the parts of a computer, learn basic Windows functions, and use a mouse and keyboard.

Web Safety
Gain a basic overview of web safety and learn to protect yourself from identity theft and online scams.

Excel: Intro
Get started with Excel and learn the basics of using a spreadsheet.

Word: Intro
Get an introduction to Microsoft Word and learn how to create and edit documents using basic formatting tools.

Excel: Formulas
Learn all about formulas, including math functions, how to update results automatically, and calculate monthly payments.
Connecting Customers to Resources

Get HIRED – Expert Job Help At Your Library

Get connected with employment experts.
Get training, skills and information.
Get hired.

Pierce County Library System
Information & Inspiration

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lynda.com

WORKSource

Microsoft Certificate of Excellence

Connecting Customers to Resources
Community Partners
Book a Librarian

One-On-One Assistance
Front Line Staff

Support & Promotion
Internal Communication Channels

- **Cover 2 Cover**: weekly staff newsletter
- **Staff Web**: intranet for system alerts & general announcements
- **Branch Staff Meetings**: presentations & training
- **Email**: upcoming program logistics & reminders
MOS Madness
System Wide Competition

Staff Testing by Product

Staff Certifications by Product
Resources
• **Google Drive:** google forms, google sheets
• **MailChimp:** weekly & monthly newsletters
• **WordPress:** targeted 'micro-sites'
Resources

Websites

- Get Hired: gethired.pcls.us
- Microsoft Military Program: mmp.pcls.us
- S.T.E.M.: stem.pcls.us
Questions?
Thank You!

Jaime Prothro
jprothro@pcls.us

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bhaines@pcls.us

Kendall Brookhart
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Liz Athey
lathey@pcls.us