

Helping Patrons

Get Smart & Get Hired

with Pierce County Library System

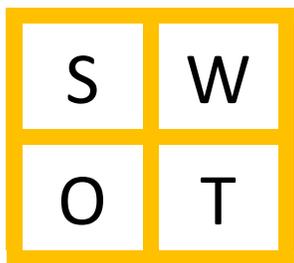
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Identify a Need for Action



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

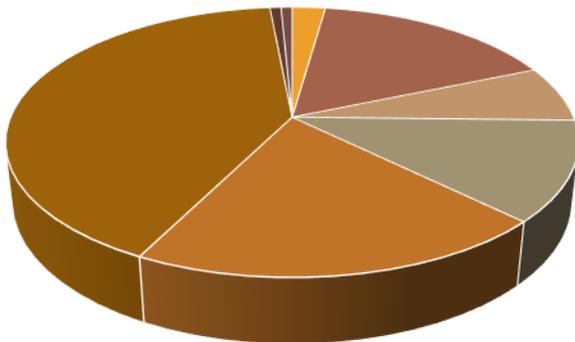


Identify Strategic Partners



Get Front-Line Staff Involved

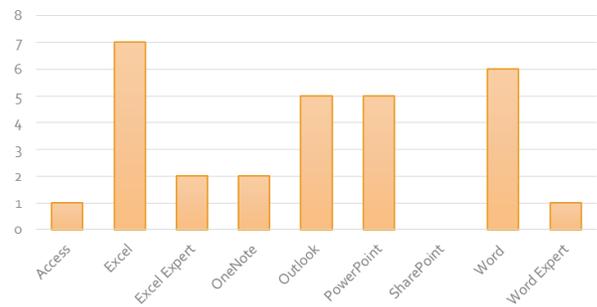
Staff Testing by Product



■ Access ■ Excel ■ Excel Expert ■ OneNote ■ Outlook
■ PowerPoint ■ Word ■ Word Expert ■ SharePoint



Staff Certifications by Product



Build on Successes

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



**Pierce County
Library System**
Information & Imagination

Helping Patrons *Get Smart & Get Hired*

with Pierce County Library System

Introductions

Jaime Prothro
Customer Experience Manager

Kendall Brookhart
Adult Services Librarian

Ben Haines
Senior Librarian

Liz Athey
Digital Literacy Associate

Presentation Overview

- **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

Anecdotal Story/Quote

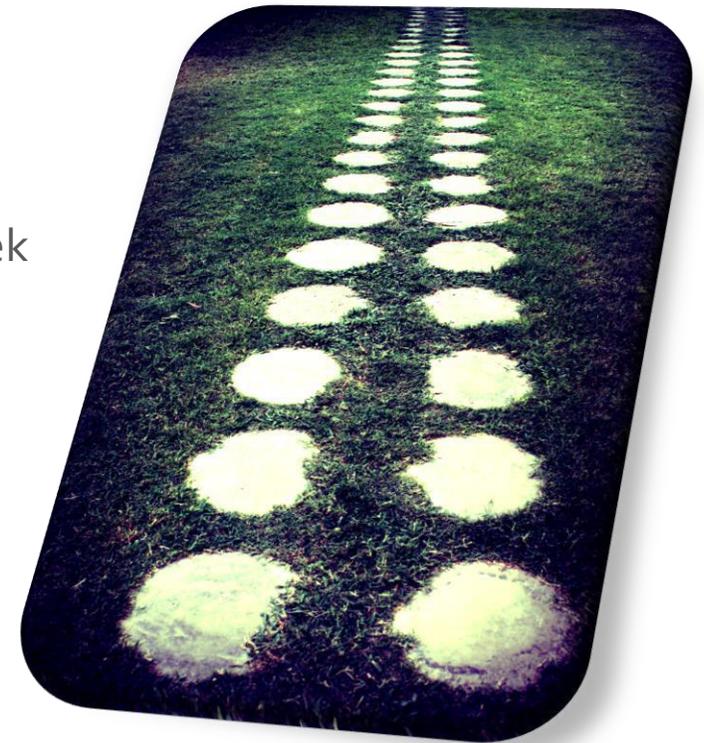
- *What could be do better?* “We can be more consistent...Some of the curriculum can’t be found anywhere. Most of it needs updates. We need to have a more consistent, accountability-driven attitude and action toward our classes. Not just for now, but for the future.”
- *Where are we vulnerable?* “We 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



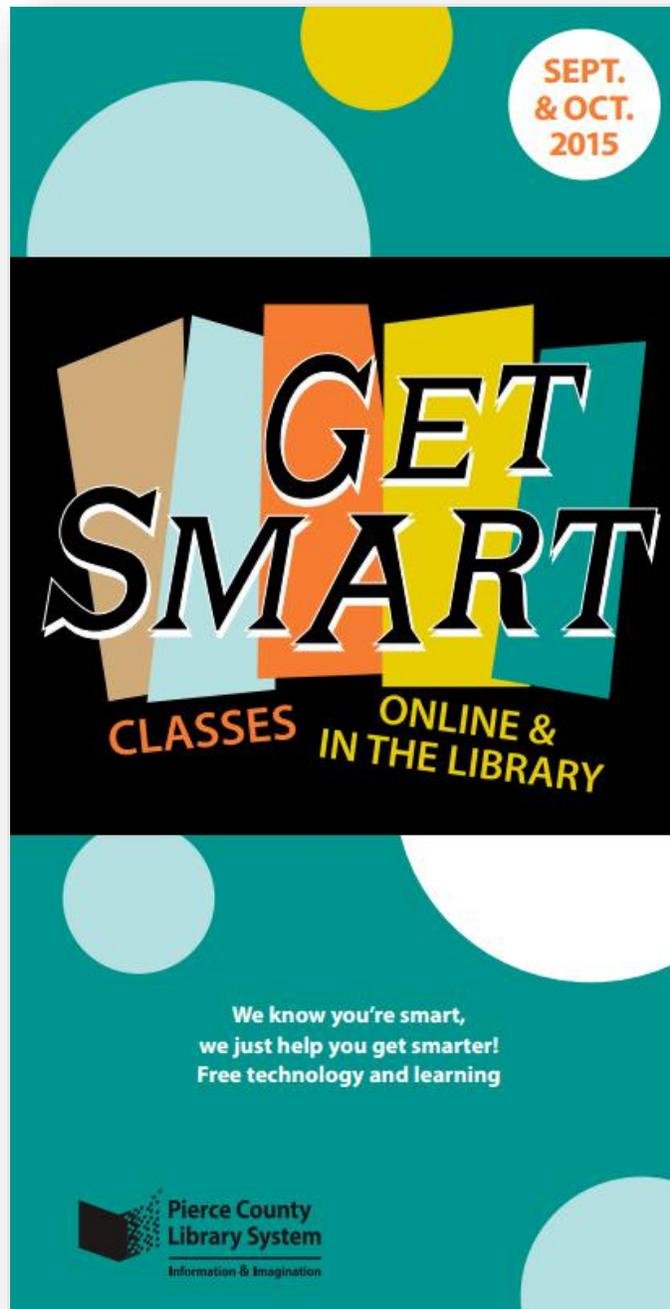
Branding

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



SEPT. & OCT. 2015

GET SMART

CLASSES ONLINE & IN THE LIBRARY

We know you're smart,
we just help you get smarter!
Free technology and learning

 **Pierce County Library System**
Information & Imagination

The poster features a teal background with large, overlapping circles in shades of teal, yellow, and white. The central text 'GET SMART' is rendered in a large, bold, white font with a black outline, set against a black background. Below it, 'CLASSES ONLINE & IN THE LIBRARY' is written in a smaller, yellow font. The top right corner has a white circle containing the dates 'SEPT. & OCT. 2015'. At the bottom, there is a white box with the slogan 'We know you're smart, we just help you get smarter! Free technology and learning' and the Pierce County Library System logo.

FREE

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.

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.

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.

Excel: Intro

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

Excel: Formulas

Learn all about formulas, including math functions, how to update results automatically and calculate monthly payments.

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.

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.

Web Safety

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

Word: Intro

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

Connecting Customers to Resources

October-December 2017



GET HIRED ▶▶

FREE TRAINING

Expert Job Help At Your Library

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



Pierce County
Library System
Information & Imagination



lynda.com



WORK  **Source**

Community
Partners



One-On-One
Assistance

Book a Librarian



Front Line Staff

Support & Promotion

Internal Communication Channels

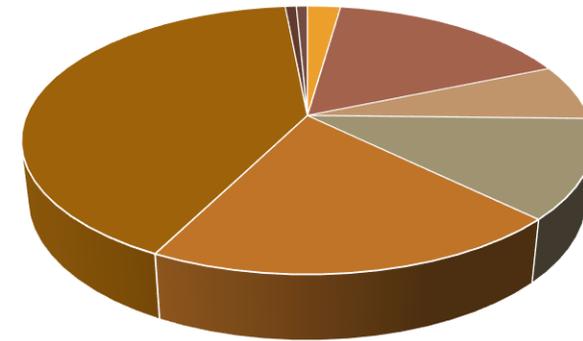
- **Cover 2 Cover:** *weekly staff newsletter*
- **Staff Web:** *intranet for system alerts & general announcements*
- **Branch Staff Meetings:** *presentations & training*
- **Email:** *upcoming program logistics & reminders*

MOS Madness

System Wide Competition

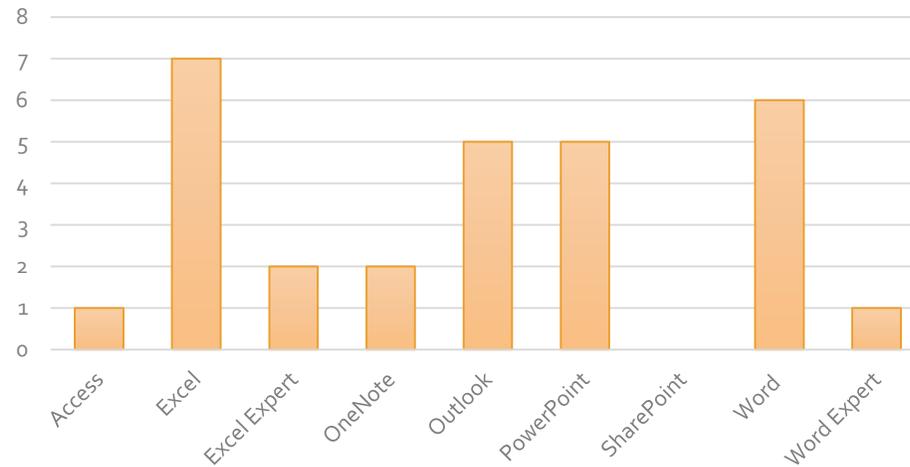


Staff Testing by Product



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- SharePoint

Staff Certifications by Product



Next Steps

Moving Forward

Resources

Resources

Digital Tools

- **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!

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