Presented by:

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New Roles for Rural Public Libraries

Defining strategies for Pennsylvania's rural community public libraries in the Digital Age

Resources used

Confronting the future: Strategic Visions for the 21st Century Public Library ALA June 2011

The People's Incubator: Libraries Propel Entrepreneurship ALA Charlie Wapner 2016

Chris Miller PhD.

Site visits to Cleveland Public Library and Akron Summit Public Library

Pew Research Center Libraries 2016 by John B. Horrigan

"Real magic of discovery lies in not seeking new landscapes but in having new eyes."

Marcel Proust

Definition of rural libraries

Budget of less than $75,000

1.75 FTE's or less

Less than 15,000 books in the collection

Crawford County has 7 of these rural libraries

Commonwealth of Pennsylvania has roughly 230 public libraries this size

Brief Historical Context

"To pour forth benefits for the common good is divine"

    -- Library Company of Philadelphia

Benjamin Franklin forms a civic improvement organization called the Junto

Junto needs access to freely available information about best practices

1731 Benjamin Franklin forms the Library Corporation of Philadelphia

Confronting the future: Strategic Visions for the 21st Century Public Library
ALA June 2011

Four Dimensions for the future:

1. Physical to Virtual Libraries
2. Individual to Community Libraries
3. Collection to Creation Libraries
4. Portal to Archive Libraries

The People's Incubator: Libraries Propel Entrepreneurship ALA Charlie Wapner 2016

The E's of Libraries:

1. Education
2. Employment
3. Entrepreneurship
4. Engagement
5. Empowerment

Libraries Provide Business Plan Assistance

New York Public Library's Science, Industry and Business Library offers business plan research

Shaker Heights Public Libraries host SCORE chapters

Carnegie Library of Pittsburgh has created a plans and profiles index creating an A to Z listing of business plans that can be shared

Many libraries partner with their local Chamber of Commerce to provide resources concerning business plans

Libraries Boost Access to Capital

The Hartford (CT) Public Library partnered with the SBA to offer small business workshops

Los Angeles Public Library offered a workshop on business loans

Houston Public Library partner with financial institutions to administer business plan competitions that provide seed funding to entrepreneurs

Carnegie Public Library offers entrepreneurship classes

Libraries advance Intellectual Property

Cornell University's virtual Copyright Information Center on how copyright law and practices impact their work

St. Louis Public Library helded a "Kids Inventing Day" to learn about different manufacturing processes, the basics of the patent system and copyright law

Cincinnati Public library website offers a Census spotlight which links to repositories of locally maintained demographic data

Dallas Public Library Community Development Center has detailed information on 75 small business organizations in the Dallas Area

Libraries enable prototyping

As of 2016 over 420 offer 3D printing services (total US Public Libraries 14,000) which is .03 percent market penetration

Westport Library (CT) used 3D printer to prototype a patron designed consumer product

In Rifle, Colorado a high school student used a 3D printer at her local library to design and print a functioning prosthetic leg for a young girl

Libraries provide community meeting space

More than 1,000 public library locations offer dedicated workspaces known as "coworking spaces"

Martin Luther King Jr. Central Library in Washington has a Dream Lab that has Digital Whiteboards, videoconferencing and other workplace tools

Microbusiness Center and Coworking Space at the Akron-Summit County Public Library is filled with moveable office furniture, Wi-Fi, copier, scanner and a digital whiteboard

Digital Creation Labs provide the resources to create manipulate and download all types of digital media

Cleveland Public Library has a digital creation lab that has 3D Cad/Cam software, audio recording and editing, video studio with editing

Akron Summit County Library has a digital creation area that incorporate analog to digital services, scanners, audio studio, audio video editing tools and 3D printing

Current Trends in Library Science Literature

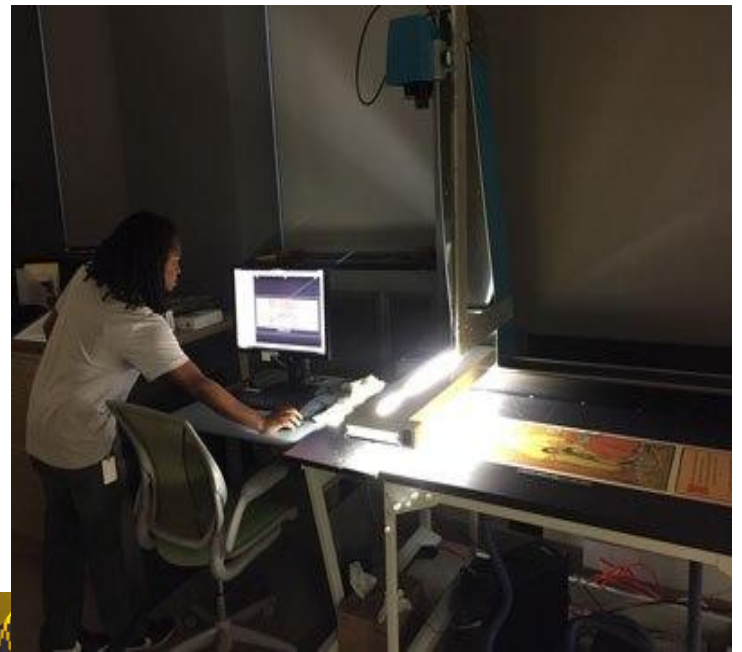Makerspaces

Entrepreneurship Labs

Education Center

Digital Creation

Community Space

Akron Summit County Library

Cleveland Public Library

Pew Research Center Libraries 2016

Key Findings of Public Perception when asked what libraries should do:

Public believes libraries have the resources they can trust

Offer programs to teach people digital skills (80%)

Offer new technical services such as 3-D Printing (50%)

Offer comfortable places for reading (57%)

Yet, Americans are also divided on how books should be treated

24% Support the idea of moving books and stacks in order to make way for more community and tech orientated spaces

31% say libraries should not move the books to create such spaces

What Patrons say and what they actually do is also different

American using libraries digital tools have done the following on library websites during the past 12 months:

Searched OPAC 58%

Reserved items 44%

Conduct Research 44%

Renewed an item 40%

Used online databases 37%

Read book reviews 31%

Traditional activities dominate library use, but people are also attending classes or other programs

Borrow print books 64% (Down 2% from 2015)

Just sit and Read 49% (Down 4% from 2015)

Get help from librarians 35% (Down 7% from 2015)

Attend classes 27% (up 10% from 2015)

Attend meetings 18% (up 2% from 2015)

Search online for a job online 14% (down 1% from 2015)

Use 3-D printers 13% (up 4% from 2015)

Priorities Comparison Literature to Pew Libraries '16

Literature

Business Assistance

Intellectual Capital

3-D Printing (prototyping)

Community spaces

Digital Creation Labs

Pew

Print Books

Third Space

Personal help

Classes/certifications

Attend meetings

Career advancement

3-D Printers

In view of contradictory information how do rural libraries move forward?

Four Possible Components to go forward:

Change policies to make print more accessible and expand physical collections

Offer more classes and certifications (the People's University)

Make sure libraries are developed to be Third Space friendly

Have access to digital media services from larger providers (System/District/State)

Expand distribution of books

Amazon style distribution model

Patrons can pick up lending materials 24/7

Patrons can order and have materials delivered directly to their home (within 2 days)

Electronic books can be ordered in a print format and delivered directly to home (within 2 days)

Vastly increase access and speed of ILL

Physical lending collections - create collections of physical materials/tools that enrich and help community members

Tool library

Art Prints

Kitchen accessories

Laptops/tablets

Video Projectors

Rural Libraries need to develop their locations as Third Space friendly

Comfortable temperature controlled environment

Plenty of space to meet with others

Community Room

Wireless Wifi

Due to high cost, lack of trained personnel, and lack of a large market rural libraries will have to have rely on other organizations to provide :

3-D Printing

Digital Conferencing

Digital editing

Media creation

Digital archiving and sharing

Universal access

Through single easy to use Kiosks that require no technical knowledge to use

How do we get digital technology to PA rural public libraries?

Look at future rural digital services as System/District/State based

Define a common planning process that everyone can participate and give feedback on

Spread public investment to one program a year

For Rural Public Libraries to be viable libraries in the future it will take an integrated strategy of redefining book delivery, increase training opportunities for the public, improving library physical space, while at the same time partnering with other entities to provide turnkey product solutions for electronic media creation and distribution