
BACKGROUND INFORMATION

On March 27, 2017, the Board of Trustees of the Geneva Public Library District (GPLD) approved a Technology Plan outlining goals and strategies for a period of two years (2017-2019). The Technology Plan aims to outline the current state of technology in the Library and provide an overview of technology needs for the plan period. The plan assists with setting priorities and determining budget impact. Initiatives defined in the 2017-2019 Technology Plan focused on the Library's migration to the SWAN Consortium, redesign of the library website, implementation of Communico software modules, conversion to RFID enabled technologies, staff training and provision of services in support of learning.

Over the course of the 2017-2019 Technology Plan period funding for the construction of a new 57,000 square foot facility was voter approved. Construction began in the summer of 2018 and the new facility is projected to open in late 2019. As a result, technology initiatives for the coming year will focus on preparing for operations in the new facility. This includes procuring and configuring necessary IT infrastructure and developing plans for technology upgrades and additions that will support new service models and spaces in the new facility.

The following is an update on progress toward completing the goals and strategies outlined in the 2017-2019 Technology Plan and a supplement listing priorities for the next 12 months.

2017-2019 PROGRESS REPORT

Migration to the SWAN Consortium

Update:

GPLD went live with the SWAN consortium on May 1, 2018. Customer and bibliographic data was mapped and migrated to ensure full functionality of the Integrated Library System (including all backend acquisition, cataloging, and circulation data and functionality as well as customer facing account and catalog data and functionality). As part of SWAN, customers have access to a larger

shared catalog of resources available at 97 member libraries. New features include integrated text notifications for holds and overdue items, OpenAthens authentication for single login access to databases, and Ebsco “Article Search” for single searchability of all subscription databases at once. Policies and procedures were reviewed and updated to reflect SWAN practices such as centralized cataloging, quarterly billing, delivery services, acquisitions, reporting, interlibrary loan, and connectivity.

Implementation of Communico Software / Website Redesign

Update:

GPLD licensed with Communico for use of their integrated suite of cloud based applications that offers streamlined management of digital content. GPLD’s website was redesigned and built using the Communico Sites module. The new website with an integrated event calendar launched on August 2, 2017. A website maintenance plan was developed to ensure content remains up to date. In September 2017, the Communico Broadcast module was implemented to manage digital displays located throughout the Library. On January 8, 2018, online room reservations for customers went live using the Communico Reserve module. In December 2018, the brochure feature which allows users to create customized listings of events using content tags such as date, age group, and event type was added to the website. Development of a mobile app was completed in January 2019 and launched to the public on February 11, 2019. New developments and features of the Communico platform are continuously monitored, evaluated, and leveraged as they become available.

RFID

Update:

Proposals were sought for RFID and tagging services in March 2018. Bibliotheca was selected as GPLD’s RFID vendor. Retrospective tagging of all on-shelf items was completed by Bibliotheca’s staffing team in June 2018. All materials out on loan were tagged by GPLD staff as returned. Six RFID checkout and tagging stations and three RFID enabled self-checks were also purchased and installed. Self-check machines were customized to provide Library advertisements and acceptance of credit card payments. The majority of newly purchased items are received pre-tagged and activated. An inventory wand was tested but returned to the vendor due to incompatibility with the Library’s integrated library system.

Technology Exploration and Learning

Update:

GPLD continues to provide users with a broad selection of popular interest electronic resources including eBooks, eAudiobooks, and streaming content. Popular electronic devices including projectors, laptops, tablets, and digitization equipment were added to the collection for use by

community members. Opportunities for accommodating advance reservations have been explored but a software solution has not yet been identified. Technology programming is offered monthly.

Maker Movement

Update:

Maker programming for adults and teens began on a quarterly basis and ramped up to twice a month based on demand. Programming includes digitization classes, DIY drop-in programs, and take home craft projects. These programs have helped determine customer interest and serve as a model for developing services in the new facility. Maker programming for children was implemented to encourage self-exploration through tinkering and is offered on an ongoing drop-in basis. Adults and teens also have ongoing access to passive maker programming.

Accessibility

Update:

GPLD aims to provide a welcoming space, accessible collections, and digital experience for people of all abilities. GPLD's website is ADA compliant and the following assistive technologies were purchased for use in the Library: iZoom Screen Magnifier and Zoomax Desktop Video Magnifier. Audiobooks are offered in multiple formats (CDs, MP3, and streaming) and can be valuable alternatives for visually impaired individuals. A robust collection of eBooks is offered and allows users to resize text for increased readability. Adaptive books are available for children. The Library website is used to promote awareness of accessibility services.

Digital Marketing

Update:

Digital marketing allows GPLD to connect with community members on an ongoing basis. Initiatives include using general and segmented email distribution lists and actively engaging and promoting services using social media. MailChimp is used for email lists and has grown to 12,000 subscribers. This includes a general all-library eNews and monthly targeted eNews for high school students, people in their 20s & 30s, and parents of preschoolers, elementary school students, and middle school students. Welcome emails are sent to new Library cardholders each month, and a separate monthly email is sent to lapsed cardholders inviting them to visit and get up to date on Library services. GPLD's social media following includes more than 5,000 fans and followers on Facebook, Twitter, and Instagram. The front page of the website is updated on an ongoing basis and provides information about and/or easy access to current initiatives, programming feeds, and the gpldnewbuilding.org website that is updated weekly.

Staff Training and Resources

Update:

Ongoing technology training for staff has focused on learning to use statistical tools, including BlueCloud Analytics, CollectionHQ, and Google Analytics, and how to make data driven decisions about Library programs and services. Monthly reports are collected and used for collection development, analysis of web content, development of programming, and evaluation of library services. In February 2019, a new learning module was launched through Paylocity, GPLD's Human Resources Information System (HRIS). The Learning Module is used to push out training to staff and track completion. This platform is used to facilitate monthly training in support of empowering all staff to be excellent Library Ambassadors and bi-monthly safety training.

SUPPLEMENT FOR 2019-2020

Preparing for the new building and readying staff for helping customers in a larger, more technologically equipped facility will be the focus of the next 12 months. A number of large scale projects need to be completed by opening day of the new Library. Plans will also need to be tweaked or modified as needed after opening day as staff learns more about user demands. Ongoing evaluation and updating will be necessary for several months after the new building opens. Additional staffing will be required to carry out priorities.

IT Infrastructure

IT infrastructure needed to operate the new facility, includes cabling, server and switch configurations, internet service, Wi-Fi (open for the public and encrypted for staff), standard desk and staff workstation configurations, computer reservation station, audiovisual components for meeting rooms and shared spaces, and copying and printing for staff and customers. Architectural plans outline cabling, connection points, and housing mechanisms needed to support equipment. Hardware and software evaluation, purchase or repurpose, configuration, implementation, and staff training will need to be coordinated. Additionally, policies and procedures will need to be developed, approved, and updated on the Library website.

Technology Commons

Technology for adults and teens will be centrally located in the new building with spaces devoted to open computing, technology training, equipment checkout, digital media creation, 3D printing, and standard copying and printing. The open computing area will offer access to approximately 10 PCs with Internet access and standard business productivity software. The technology training lab will have 20 computers arranged in a classroom setting and used for instruction with customers of all ages. The equipment checkout area will be used to house, service, and circulate

loanable equipment. The digital media lab will offer space, hardware, and software for getting creative with video, music, graphic design, digitization, development and more. A 3D printer will be located in the equipment checkout area so staff attending to equipment needs can also oversee printing jobs. Users will also have access to standard copying, faxing, and printing equipment. Hardware and software evaluation, purchase or repurpose, configuration, implementation, and staff training will need to be coordinated. Additionally, policies and procedures will need to be developed, approved, and updated on the Library website.

Technology Offerings for Children

Technology will be provided for children using a decentralized model. iPads with educational apps and computers with Internet access, homework help, and games will be made available near the elementary school aged area and Middle Ground (middle school aged area). iPads will also be available for checkout for family use in any area of the Children's area. Hardware and software evaluation, purchase or repurpose, configuration, implementation, and staff training will need to be coordinated. Additionally, policies and procedures will need to be developed, approved, and updated on the Library website.

Unified Communications as a Service

An updated phone system on a cloud based hosted platform is planned for the new facility. Proposals are being sought for a Unified Communications as a Service (UCaaS) system and will be reviewed. The system will facilitate internal staff communications and paging, and support a new call center and roaming service model. New opportunities to connect with customers will also be possible. Implementation is planned for mid-May 2019. The system will then need to be migrated to the new building during the building closure window.

RFID Technologies and Automated Material Handling

Collections were retagged with RFID to and provide a smoother self-check experience and eventually enable additional RFID services. In the new building one additional self-check machine is planned along with RFID enabled security gates and an automated material handler (AMH). Customers will be able to return their materials using convenient drive-up service. Materials will be received onto a conveyor belt and fed through the AMH. Manufacturer options are currently being evaluated and specifications will be developed to maximize material handling efficiency, including: check in, sorting, holds management, and transit fulfillment. Space requirements will be coordinated with architects for placement in the work room. Configuration, installation, and staff training will be coordinated for opening day. RFID pads at the main lobby desk, security gates, and people counters will need to be purchased, configured, and installed.

Communico, Content Sharing, and Digital Displays

The Communico platform will continue to be used to streamline workflows and maximize opportunities for content sharing. The scheduling app is currently under development and will be used in the new facility to display room schedules on iPads mounted at each meeting room door and provide customers with the ability to make room reservations. The ROAM staff productivity app that provides access to Communico services from mobile devices is currently being evaluated and will potentially be used to facilitate a roaming service model. Digital signage will be featured throughout the new Library. Digital signage will display content that is made available through the Communico platform and also separately developed content, such as a digital display on the donor wall that can be routinely updated with donor information. Additionally, digital display screens may also be used for directory information in the lobby and also do-it-yourself instruction and demonstrations in the DIY Workshop.

Reading Program Software

New summer reading software will be used to provide a unified library engagement program that encourages customers to explore all types of library resources with age appropriate tracks. Software has been evaluated and selected. Purchase, configuration, and implementation will be coordinated in time for program launch in May 2019.

Roaming Service Model

A roaming service model will be used on the service floors of the new Library to proactively deliver seamless user experiences at point of need (such as stacks, printing stations, computers, room reservations, checkout stations, OPACS, etc.). Staff will need easy mobile access to various resources, such as account information, program and room reservations, wireless printing, etc. Hardware and software evaluation, purchase or repurpose, configuration, implementation, and staff training will need to be coordinated. Implementation will be phased in first in the current building and then modified for the new building. Procedures will need to be developed outlining where mobile devices are stored, charged, etc.

Building Security

The new facility will feature keyless entry options and security cameras positioned at entryways and the parking lot. Hardware needs will be coordinated by the building project team (architects, general contractor, and owner's representative). Software will likely need to be configured by staff. Building monitoring services will also need to be contracted.

Website Updates

Website updates will be needed to reflect new or updated policies and procedures. Additionally, ease of access to frequently requested resources, such as catalog, room reservations, program registration, and summer/winter reading participation, will be evaluated. Potential modifications

to the website and/or OPAC launch page(s) may be needed. Additionally, division of duties for overseeing the technical side of the website versus the marketing side of the website need to be considered.

Staff Training

Extensive staff training based on position level will be needed to ensure familiarity and competence with new hardware and software offerings. All staff will need to serve as Library Ambassadors and confidently speak about available resources. Additionally, key staff will need to serve as content experts who can teach and direct others in the use of technology. And finally, specialized staff will need to provide backend support of all building technology.

CONCLUSION

The year ahead will be filled with technological advancements as GPLD moves into a new building designed for connecting and creating in a digital world. Advanced planning is needed to ease the transition however not all needs can or will be anticipated. Building closure will be required for the migration and set up of equipment. Installation of equipment will need to be coordinated with many third parties, including architects, contractors, and vendors. Additional staffing resources will be needed to foster digital learning experiences for customers and support the backend technology needs for customers and staff. Strong hiring decisions and ongoing staff training should be prioritized. Leadership, teamwork, positive accountability, and a flexible mindset are crucial as we move to the next phase of our development as an organization.