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Students Learn Through Tech Cards
Public Libraries as Innovators

• Embrace & provide technologies
• A trusted information source with proven expertise
• Support of education & lifelong learning
• Adaptability & relevancy to users
Program Purpose & Goals

• Provide access for all
  – eResources to children with blocked library cards due to overdue and fees

• Digital & information literacy
  – ‘BYOD’ policies

• Support & partner with schools
  – Education and homework for school-age students
  – Curriculum development for teachers
  – Expand resources of school media centers

• Increase ROI of database investment
Technology Costs

• Fayetteville Public Library
  – Targeted resources: 28 products
  – Annual investment: $156,600+

• Bentonville Public Library
  – Targeted resources: 29 products
  – Annual investment: $70,000+

• Arkansas Traveler project
  – Arkansas State Library (LSTA funds to IMLS)
  – Arkansas Department of Education
    • Targeted resources: 60+ products
    • Annual investment: $844,000+
How BPL’s Program Began

- Benchmarking & research 2013
- Initial meetings
  - School librarians & administration
  - Proposal accepted May 2014
- Phased implementation
- Logistics & library procedures
- Program launch October 2014
Phased Implementation

- **Year 1**
  - 1,700 cards issued to 2 schools
- **Year 2**
  - 7,700 cards are being issued to 11 schools
- **Year 3**
  - 15,500 cards will be issued to 19 schools

**BPL Tech Cards: Roll Out Schedule**

2014-2015
- Bright Field Middle
- Fulbright Junior High

2015-2016
- Apple Glen Elementary
- Lincoln Junior High
- Mary Mae Jones Elementary
- Old High Middle
- RE Baker Elementary
- Ruth Hale Barker Middle
- Thomas Jefferson Elementary
- Washington Junior High
- Willowbrook Elementary

2016-2017
- Ardis Ann Middle
- Bentonville High
- Bentonville High West
- Centerton Gamble Elementary
- Central Park Elementary
- Cooper Elementary
- Elm Tree Elementary
- Sugar Creek Elementary
Logistics

• Card quantities
• Visual presentation of materials
• Creation of accounts
• Parent/guardian letters
• Teacher packets
• Meet with schools

Bentonville Public Library
www.bentonvillelibrary.org
479.271.3192

In partnership with: Bentonville Public Schools
Designing the Program

Marketing & Communications

- Library card design
- Promotional card
- Brand identity
- Highlight resources
Sample FPL i-Card

Action Plan for Staff

• Design & PR
• Technology
• Packet Assembly
• Delivery
• Training
• Contests & incentives!
New Interface: Student Portal
Student Portal

Streamlined Interface

• Categorized by grade levels
• Brief descriptions
• Featured resources
• Icons for visual recognition
• Accessible from BPL’s website

www.bentonvillelibrary.org/student-portal
Access Made Easy

**Before**

- **Kids**
- ** Teens**
- ** Adults**

**A to Z Directory**

Welcome to your virtual library. BPL is everywhere you are with more than 200 free online services! Anytime, anywhere! Explore our websites, services, and online access from home, school, or workplace.

- **Sights & Sounds**
- **Holidays & Holidays**
- **Reference books**
- ** Kids**
- ** Teens**
- ** Adults**

**Academic Search Elite**

Academic institutions worldwide rely on this database as a core resource of scholarly information. Academic Search Elite contains full-text for more than 1,300 journals, nearly 130,000 peer-reviewed images dating back to 1986.

**American Indian Experience**

An authoritative research tool for American Indian History and culture. It contains primary documents, images, maps, and more, as well as research-driven, peer-reviewed essays and articles, a 1,500-image library, and maps and other images.

**Canada AM**

The Virtual Reference Library. A great research tool, containing scholarly reference information.

**American Civil War Reference Library**

A great research tool, containing scholarly reference information.

**American Indian Experience**

An authority and searchable database of information about the indigenous peoples of North America from pre-contact to the modern era. Includes full-text articles, timelines, maps, and images.

**American Experience**

This site is a rich resource for American history and culture. It includes primary documents, images, and more, as well as research-driven, peer-reviewed essays and articles, a 1,500-image library, and maps and other images.

**Additional state funds are provided by the American State Library Association.**

**After**

**Student Portal**

- **Home**
- **Freel-Grades 4**
- **Grades 5-6**
- **Grades 7-12**
- **Educators**
- **Contact Us**
- **Programs & More**

**Grades 5-6**

- **Encyclopedia of Arkansas**
- **History, geography, & culture of Arkansas**
- **Media Gallery**
- **That Day In Arkansas spotlight**

**Learning Express Library**

- **Core subject practice tests**
- **School login**
- **Free eBook resources**

**Rosen Poweredge Earth & Space Science**

- **Animals**
- **Human Body**
- **Life Cycles**

**Rosen Poweredge Life Science**

- **Atoms**
- **Science**

**Rosen Poweredge Spanish**

- **Crossword & Wordsearch**
- **Spanish-English Dictionary**
- **Spanish-English Thesaurus**

**Rosetta Stone**

- **Over 30 Foreign languages**
- **Free for ESL Learners**
- **Immersion method” learning**

**Tutor.com**

- **24/7 access to the SmartTutor resource library**
- **One-on-one instruction**
- **Tutors available from 3 PM - 10 PM Monday through Saturday**

**World Book Student**

- **60+ countries**
- **Comprehensive multimedia collection**
- **Citation Builder & Research Guides**
Mobile Site & App
Educator Training

• Why use databases?
  – Academic standards cited
  – AASL and *School Library Journal*

• Curriculum connections
  – How to incorporate in the classroom
Promote Product Use

• Demonstrations
  – Feature products
  – Encyclopedia of Arkansas
  – Issues & Controversies

• Highlight ‘tips & tricks’

• Scavenger hunt activities with prizes

Key database 2811% increase in usage!
Improvements for Year 2

- Addition of schools
- New databases
  - Younger audience
  - Science & Technology
- Sponsor for materials
- Distribution methods
- Communication conduit
  - School librarians
  - Peachjar
What People are Saying …

• “The Tech Card package from the Bentonville Library is simply awesome. It is a great tool to enhance student engagement and allow our staff to create more critical thinking into their lesson plans.”  
  — BPS Superintendent

• “I was considering purchasing Issues & Controversies, now that we can access it through the Tech Card program, I can reallocate that money to library books! These resources are invaluable for our students and will prepare them for their personal and academic world ahead. I cannot thank you enough for making this happen.”  
  — FJHS Librarian

• “The program has truly changed the way our students research, access resources and engage with texts.”  
  — FJHS Principal
Rogers Public Library

• RPL Student eCards
  – 15,000+ Cards
• Partnering with Rogers Public Schools & Arkansas Arts Academy
• Sponsored by Friends of the Rogers Library
  – Customized keyring cards
• Work through school administration for tech agreements, ‘opt out’ option for parents.
Newton County Library

• E-Reach
  – 670 students

• Regular library cards
  – Specify status in ILS

• County schools participate (5 of 7)
  – Jasper Elementary
  – Deer Elementary & High School
  – Mt. Judea Elementary & High School
2011 – “Internet-use Only” card

Fall 2011 – “FPL I-Card” project with Owl Creek Elementary/Middle School afterschool program that gave students access to the library’s online homework resources
Spring 2012 – “FPL I-Card” cards issued to all of the Owl Creek students K-7

Issued 800 cards

2013-14 – Expanded the program to include all Fayetteville Public School (FPS) students.

Issued 9,754 cards
Crawl, Walk, Run...FLY!

2014-15 – Expanded the program to private/charter schools, Upward Bounds, and Washington County Juvenile Detention Center.

10,648 cards were issued.
Crawl, Walk, Run...FLY!

2015-16 – Conducted FPS teacher survey; incorporating findings into action plan for the school year

Met with FPS Superintendent, Associate Superintendents, Principals and Vice Principals

Met with all FPS Media Specialists

Scheduled visits with classes and schools
Survey Findings

- Preference for distribution of the account number via card or online portal varied by grade level with 74% of Elementary responses preferring a traditional library card and 67% of Middle, Junior High, and High School respondents preferring an online portal system. (Q7)
Survey Findings

Teacher awareness of the I-Card program was high, 93% of respondents knew about the program, but classroom use was low, 66% indicated they did not use them in their classrooms. (Q4 & Q5)
Survey Findings

Respondents indicated increasing:

- teacher awareness (72%)
- awareness to parents (85%)
- creating assignment/curriculum specific resource lists (60%) would increase use.

Additional responses included: school librarian involvement, additional and more frequent training, and video tutorials.
Library Responses to Survey Findings

1. Adding teacher I-Card accounts – 85 new accounts have been issued since survey deployment. A teacher account request form was added to the library website.

2. FPL librarians are offering and scheduling individual classroom training for teachers.

3. FPL librarians invited to School Media Specialist In-Service work day to train media specialists on what the I-Card is and what resources are available.

4. Creating system wide e-mail to parents that introduces the I-Card, how to use the card, and what resources are available.
## What have we found?

<table>
<thead>
<tr>
<th>Resource</th>
<th>2013</th>
<th>2014</th>
<th>% Growth</th>
<th>2015 (Jan-Sept)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Library2Go (I-cards)</td>
<td>58</td>
<td>346</td>
<td>497%</td>
<td>663</td>
</tr>
<tr>
<td>Library2Go total</td>
<td>45,103</td>
<td>60,821</td>
<td>35%</td>
<td>53,229</td>
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<tr>
<td>Freegal (I-cards)</td>
<td>2,698</td>
<td></td>
<td></td>
<td>3,599</td>
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<tr>
<td>Freegal total</td>
<td>16,567</td>
<td>20,615</td>
<td>24%</td>
<td>20,796</td>
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<tr>
<td>Databases</td>
<td>653,840</td>
<td>895,156</td>
<td>37%</td>
<td>498,436</td>
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<tr>
<td>EBSCO (state paid)</td>
<td>159,346</td>
<td>422,210</td>
<td>165%</td>
<td>212,717</td>
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<tr>
<td>Gale</td>
<td>1,628</td>
<td>2,593</td>
<td>59%</td>
<td>3,585</td>
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<tr>
<td>Brainfuse</td>
<td>4,141</td>
<td>3,915</td>
<td>-5%</td>
<td>1,411</td>
</tr>
<tr>
<td>Tumblebooks</td>
<td>33,936</td>
<td>37,934</td>
<td>12%</td>
<td>16,728</td>
</tr>
<tr>
<td>Novelist</td>
<td>351,980</td>
<td>312,150</td>
<td>-11%</td>
<td>168,100</td>
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<tr>
<td>Teen Lab computers</td>
<td>5,620</td>
<td>5,202</td>
<td>-7%</td>
<td>3,801</td>
</tr>
<tr>
<td>Kid Tech computers</td>
<td>8,356</td>
<td>13,438</td>
<td>61%</td>
<td>10,614</td>
</tr>
</tbody>
</table>
IT Requirements

• Establish the data elements necessary to create the card (primarily determined by the minimal ILS requirements for patron set up):
  – School
  – Grade
  – Student name (First, Last)
  – Birthdate
  – Home Room #
  – Home Room Teacher
  – Gender (M or F)

• Communicate the file format to the school system.
• Determine date for “official” enrollment (October for FPS)
• Import file from school
• Establish process for mid-year students entering the schools (FPL uses a web portal)
Lessons Learned

• Back-end procedural planning
  – Labor-intensive

• Connecting with educators
  – Incorporate teachers, principals, school media specialists, etc...
  – Seek feedback & collaborate

• Base-line statistics

• Appropriate growth
  – Stay within comfort zone
  – Balance resources against perceived demand
How Can Libraries Model?

- Start small: Crawl – Walk – Run…FLY!
- Plan ahead
  - Comprehensive procedures & costs
- Seek sponsorships
- Administrative ‘buy-in’
- Measure progress
- Adapt program
Questions & Contact Info

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