NorthNet Innovation Grant Application

1. Title of Project: eLibrary: Implementing Tablet Circulation

2. Library applying for funding: El Dorado County Library, South Lake Tahoe Branch

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3. Amount of funding requested: $14,938.35

4. One paragraph project summary.

The South Lake Tahoe Branch of the El Dorado County Library will purchase a collection of iPads to circulate among library users. The iPads will include apps and content that address the interests of all ages and demographic groups. The project will be modeled after similar tablet circulating programs at the Darien Public Library (Connecticut) and Arlington Heights Memorial Library (Illinois), as well as the Nook circulating program at the Sacramento Public Library.

5. Explain how this project fits with the library's strategic directions.

Our current strategic plan includes the following initiatives: Ready to Read @ Your Library, A+ Partners in Education, and Read Learn Connect. The implementation of eLibrary would support our Ready to Read @ Your Library initiative by offering high-quality apps and ebooks, as well as digital literacy guidance to parents and children under five years old. This demographic already consumes digital media through tablets and handheld digital devices. The role of the library, particularly Youth Services Librarians, is to employ our connections with families and our reader's advisory skills to help families make choices that support early literacy development and prepare their child for school. By offering tablets that families can "test drive" they will find the apps that are developmentally appropriate for their children and have an opportunity to strengthen digital literacy skills before making a costly purchase.

A+ Partners in Education strengthens partnerships between schools and public libraries. The eLibrary program would enable the Library to offer content that directly supports the school curriculum. We would supplement school resources and help to bridge achievement gaps while working with schools to improve student performance.

Read Learn Connect is our broader library initiative, encompassing general library services. Our goals include improving our communities, offering access to information, and keeping people connected. The eLibrary project will enable us to introduce an iPad program to the general public of South Lake Tahoe that strengthens digital literacy skills for all ages. eLibrary will offer access to ebooks, the internet, and apps that will promote lifelong learning. One of the great strengths of the iPad includes the ability to use FaceTime, email, or social networking apps to maintain or create connections with people both in

and beyond our local community. Overall, the eLibrary program reflects the Library's commitment to learning and innovation that will strengthen through future projects.

6. A description of the proposed project including the population served and the demographics of that population.

The eLibrary project will allow South Lake Tahoe Branch library card holders to check out electronic tablets. Library staff will load the tablets with ebooks, media, and apps that reflect the interests of our community. We will work with the schools and community groups to ensure the tablets support their programming efforts (i.e., books from the high school reading list will be included on every tablet and birding apps would support US Forest Service programing). Every tablet will be fully loaded to appeal to all demographic groups including parents, children, teens, seniors, Spanish speakers, students, etc. This ensures that a tablet checked out by a family member can be shared with the entire household, ideally expanding the reach of the program.

The community of South Lake Tahoe is geographically isolated from the majority of El Dorado County and Western Nevada by the Sierra Mountain Range. Though Tahoe is a vacation destination for many families in California, the people who live here on the South Shore tend to be working class. A common description for living in Tahoe, even before the economic downturn, was "poverty with a view." According to the US Census Bureau, 18.4% of the population was below the poverty line from 2007 to 2011 (compared to 8.4% in greater El Dorado County and 14.4% in California). The Census also reports that 31% of our community is Latino. We hope that this program will help narrow the digital divide that exists in our community, and provide an example of how other libraries in rural locations can do the same for their communities.

7. The goals and objectives of the project.

The goals of the project will be

- the introduction of tablets to people who do not or cannot afford such technology,
- the development of digital literacy skills among patrons of all ages, and
- the establishment of the library as a digital literacy resource in our community.

These goals will be achieved through the following objectives

- the circulation of ten tablets at the South Lake Tahoe Branch Library,
- one on one tutoring sessions with persons checking out or interested in checking out the devices,
- demonstrations of tablets at community events ,
- one on one tutoring sessions with early childcare providers,
- one on one sessions with older adults in senior living facilities and at the senior center, and
- a campaign through social and traditional media outlets to raise awareness of this community service.

8. The project timeline (activities).

- Research and curate apps and e-content for proposed demographic groups
- Purchase tablets and supporting accessories
- Launch media campaigns ("Coming soon")
- Prep devices (bar code, register, etc.)
- Install apps and content on devices
- Continue with media campaigns ("Got eLibrary?")
- Begin one on one outreach visits
- Release devices to public
- Survey users on successes and challenges
- Update content on an ongoing basis

9. The evaluation of the project.

The project will be evaluated through formal and informal measurements. We will look at circulation statistics, and include paper, electronic, or verbal surveys that we will ask patrons to complete at check in. Statistics gathered will address the following questions

- How often do iPads circulate?

- Is there a holds list?

- What demographic group is using the iPad?

- What features of the iPad did the patron primarily use?

- Patron survey of apps included on tablets

- What are successes/challenges of outreach to childcare and senior facilities?

- Are schools using/promoting this resource?

The project will be considered successful if the iPads are consistently in use, and we have positive patron feedback. Challenges will be addressed as they arise, and we will strive to adapt the program in ways that best meet the needs of our patrons.

10. The project budget.

5419.20	10 iPads at $499 each (including tax, free shipping)
529.20	10 protective cases at $50 each (including tax, free shipping)
350	10 carrying bags at $30 each (estimated, plus tax and shipping)
300	Chargers, adapters, cables (estimated)
539.95	Bretford PowerRack for iPad (charges and store 10 devices)
3000	eBooks (adult, teens, children)
3000	Audio books (adult, teens, children)
1800	Apps (adult, teens, children)
$14938.35	TOTAL

The price of ebooks, audiobooks, apps, and carrying cases fluctuates. As a result, these costs are estimated. Apple is relatively consistent in the pricing of their product. We would purchase the largest iPad possible at the proposed price.

We thank you for your consideration of this application and would be glad to answer any questions you may have about the proposed program.