

## Library Recognition Award Nomination Form

I nominate the Schoharie Free Library Library for the **MVLS Library Recognition Award**.

Project Title: Tech Savvy: Adult Digital Literacy Programs

Submitted by: Don LaPlant Library Schoharie Free Library

1. Describe what you did. Where and when did activities & services take place? Who were your partners?

The Schoharie Free Library's Tech Savvy project is an ongoing series of programs devoted to expanding digital literacy skills among adults in our community. We began offering digital literacy workshops in late 2019 after Program Director Jennie Mosher proposed adding an Adult Digital Literacy program to the Adult Literacy grant MVLS received from the New York State Library's Adult Literacy Library Services Program. With input from Terry Pavoldi, Middleburgh Library Director, Jennie wrote a proposal for the series and presented it to MVLS. The scope and reach of these programs has been remarkable, particularly considering the entire series is coordinated by a single part-time staff member from a small, underfunded, rural library. Thus far, the series has spanned 23 workshops on topics ranging from Email Basics and How to Use Zoom to Cyber Security, Marketing & Promoting with YouTube, and Digital Skills for Everyday Tasks. These programs have been held both in-person at Schoharie and Middleburgh Libraries and online through Zoom—facilitated by a group of 13 diverse presenters reaching 220 patrons from at least eight libraries and community organizations. The program director enlisted Middleburgh Library, the Community Library, and the Catskill Center for Independence as co-hosts and has partnered with presenters from Schoharie Library, SUNY Cobleskill, Grow with Google, and regional experts in cyber-security, social media, data management, and information literacy.

2. What community need did your project address? Why did you develop this activity or service?

The initial grant proposal grew from a desire to provide essential digital skills training to adult patrons in our community, particularly those older patrons who voiced concerns about being left behind as more and more everyday analog tasks moved to digital platforms requiring facility with smartphones, tablets, or computers. Things teens and younger adults had grown up with—e.g. texting, email, social media, cloud storage, online library catalogs, online teleconferencing, software-as-a-service—were still challenging to our older patrons. This series of workshops was developed to help adult learners “catch up” with current technology so they can take better advantage of all the devices, services, and resources available to them in our increasingly digital world. In addition, the workshops are intended to assist professionals and entrepreneurs in learning skills to manage work, collaborate remotely, and use digital media to promote their businesses, artwork, writing, events, and organizations.

3. Describe how this project or service made a difference in your community using statistics, stories & photos. Who benefited and how did they benefit? Will you continue this activity or service? Why?

The response to Tech Savvy programs has been overwhelmingly positive based on the rate of subsequent enrollment in later, related programs and in post-session surveys completed by participants. We've seen increased enrollment in online programs following our How to Use Zoom sessions and increased circulation of eBooks and eAudiobooks following workshops demonstrating the Libby app. Over the course of these workshops, we have seen participants using the skills they have learned, and becoming more confident in using digital technology. For example:

- During in-person workshops, several participants who had been locked out of their devices or their email accounts received help that enabled them to regain access and use their accounts properly. One woman

was thrilled to discover that she could send quilting photos to her quilting friends and correspond with her grandchildren.

- The owner of a local funeral home wanted advice on how best to use social media for her business, and received the help she needed from Mohamed Baligh in the “Social Media Marketing” workshop.
- The owner of a Middleburgh gift shop and her artist daughter who attended “Marketing and Promoting with YouTube Videos” said they were glad to have some insight into the process, and plan to try making their own video in the future.
- When the pandemic necessitated that many people work from home and caused social isolation, “How to Use Zoom” suddenly became a priority. Professionals from some of the area’s businesses and human service organizations, even participants as far away as Ohio and Pennsylvania, gained the skills and confidence to run Zoom meetings, share screens for presentations, and meet with clients online. Community members have spoken about how learning to use Zoom has helped them to connect with friends and family, as well as participate in online programs from local libraries, colleges, and community organizations.

Moreover, following successful programs, we’ve found patrons, presenters, and community partners eager to offer suggestions of additional topics they would like to see covered in future Tech Savvy programs. Perhaps more importantly for the library, the appeal of these programs has attracted community members who hadn’t previously attended programs at the library, inspiring some to get new library cards and sign up for programs not part of the Tech Savvy series. Tech Savvy workshop participants from across the county and even beyond the MVLS region have learned more about our little library, followed our social media accounts, and taken advantage of other programs and resources we offer.

We hope to continue this type of programming for as long as we’re able to fund and coordinate it, and as long as patrons find it useful. Given the rate at which technology changes and new digital tools proliferate, we feel confident our library will have an important role to play in expanding the literacy skills of our patrons in the future.





## Tech Savvy Adult Digital Literacy Programs 2019-2021

Below are some of the flyers and Facebook event photos promoting these programs from Middleburgh and Schoharie Libraries starting in October 2019. The Community Library in Cobleskill joined us in July 2020. All online programs were organized and hosted by the Schoharie Library on behalf of all three libraries and our community partner, the Catskill Center for Independence.

2020

Middleburgh and Schoharie Libraries present:

### Tech Savvy

A new series to help you learn the basics or take it further! Move forward!

**Schoharie Library**  
Register at 518-295-7827

**E-mail Basics:**  
Tues, Oct. 8, 3:30pm  
How to set up an account, send & receive e-mails, make attachments, and more! Please bring your own laptop/smartphone if possible.

**Design a Card/Flyer on the Computer:**  
Sat, Nov. 2, 10am  
Use clipart, your own pictures, fancy fonts, etc. to make something eye-catching! Please bring your own laptop/device if possible.

**Middleburgh Library**  
Register at 518-827-8142

**Getting Started on Etsy:**  
Sat, Oct. 12, 1-4pm  
How to set up your account, create listings, and more! Please bring your own laptop/device.

**Facebook 101:**  
Wed, Nov. 13, 2pm  
How to make your page, create posts (and what NOT to post), send messages, and more! Please bring your own laptop/device.

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Let's Get

### E-Book Savvy

with Jody DeJong

**Monday, January 6, 6:30pm**  
**Schoharie Library**

Learn how to get started with a Kindle, e-reader, or other device to download books, and make your reading experience great! Please bring your own device.

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Middleburgh and Schoharie Libraries present:

### Tech Savvy

A series to help you learn the basics or take it further! Move forward!

**Schoharie Library**  
Register at 518-295-7827

**Tech Help Session:** Tues, Feb. 25, 3-4:30pm

**Smartphone Basics:** Tuesday, March 3, 3:30pm

**Get Going w/Google Drive:** Mon, March 23, 6:30pm  
Create, edit & share documents, forms, spreadsheets, photos, etc.

**YouTube Savvy:** Saturday, March 28, 10am  
Learn how to upload for personal/business, music, events, etc.

**Middleburgh Library**  
Register at 518-827-8142

**Social Media Marketing:** Thursday, March 5, 7pm  
Learn how social media is growing businesses, promoting products, events, art, etc. Facilitator: Mohamed Baligh

**E-Mail Basics:** Wednesday, April 8, 3-4:30pm

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

### How to Use ZOOM Online!

Thursday, May 7, 10:30am

Let's learn together how to use the desktop, or mobile Zoom app! We'll cover the basics of how to join a meeting, how to mute/unmute, how to chat, and more!

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Schoharie & Middleburgh Libraries present:

### Online Tech Help Sessions

Wednesdays, May 6, 13, 20 & 27, 10-11:30am

E-mail [Moshen@myls.info](mailto:Moshen@myls.info) for appointment

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

### Social Media Marketing with Mohamed Baligh ONLINE!

**Tuesday, June 9 6:30pm**

Registration required

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

### Cyber Safety: Protect Your Data, Protect your Privacy

**Tues, October 13, 6:30pm Online**

Hosts: Schoharie, Middleburgh & Community Libraries & Catskill Center for Independence

The web is a great place to be a solid, solid world! But you can be safe. Learn how to protect your privacy and sensitive data.

Facilitator: John Bork. To sign up, contact [JohnBork@ccci.org](mailto:JohnBork@ccci.org) or click the link in the Facebook event. This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Tech Savvy Online Program:

### Branding & Digital Marketing

with Liz Ibarra

**Tuesday, November 10, 6:30pm**

Learn to create relationships with your digital community to help promote and support your project, artwork, or business (brand yourself) and outline a marketing strategy, identify your audience, and effectively communicate with them!

To sign up, email [LizIbarra@ccci.org](mailto:LizIbarra@ccci.org) or click the link in the Facebook event, and we'll send the Zoom link.

Hosted online by the Schoharie, Middleburgh & Community Libraries, partnered with Catskill Center for Independence.

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Grow with Google

### Digital Skills for Everyday Tasks

Online Wednesday, March 24, 6:30pm

To register, contact [librarian@schoharie.org](mailto:librarian@schoharie.org) or click the link in the Schoharie Library Facebook event.

Facilitator: Carrie with Google Developer Public Library Initiative

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

Sponsored by the Schoharie, Middleburgh & Community Libraries and the Catskill Center for Independence.

Organized by Apple Region 8, Inc. - Grants/Technology Digital Skills Community College, SUNY, Orange County, NY, Department of Education, Long Island Community College.

2021

### Marketing & Promoting with Videos

**Tues, Dec. 1 6:30-8:30pm Online**

Facilitator: Sean DeFalco

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program, Sponsored by the Schoharie, Middleburgh, & Community Libraries & the Catskill Center for Independence.

### Using Libby/Overdrive for Audiobooks

Wednesday, February 24 at 4:30 pm

Now Libby card gives you free access to thousands of downloadable audiobooks.

Join Dan Laffont for this online program where you'll learn how to use the Libby and Overdrive apps to browse, download, and play audiobooks without leaving home.

Sign up at: [bit.ly/3u8m8d0](https://bit.ly/3u8m8d0)

This project is supported by funds from the New York State Library's Adult Literacy Library Services Program.

## A Selection of Comments from Tech Savvy Surveys Collected by the Schoharie Library 2019-2021

Below are some responses to “What did you like most about the program?”

**“E-mail Basics”** held October 8, 2019, instructor Jennie Mosher.

- Jennie explained everything in language I could understand.

**“Smartphone Basics”** held March 3, 2020, instructors Dahlia Sheehan-Yassin and Alyson Montione.

- Presenters were patient, knowledgeable, and gave a clear presentation. They were able to help participants with their questions and getting their phones to work.
- Clear, concise presentation to understand.
- Girls were very helpful, worked one on one.

**“How to Use Zoom”** held April 30, May 7 & 20, June 6, September 22, and October 6, 2020 and January 12, 2021, instructor Jennie Mosher.

- The fact that we could ask questions. I can't do that when watching YouTube how to videos.
- Some difficulty for me using an iPad instead of a computer. With Jen's instruction I was able to figure it out.
- providing the presentation in a follow up email was appreciated.
- Helpful in being able to set up zoom meetings myself.
- This was tailored to the needs of the registrants

**“Social Media Marketing”** held June 10, 2020, instructor Mohamed Baligh.

- I appreciated the range of skills the instructor was dealing with. It was a good intro/overview of the business aspect of social media marketing.
- Terrific workshop. Mohamed is very knowledgeable! Thank you.
- These Zoom workshops are very convenient. Thank you for offering.

**“Cyber Safety,”** October 13, 2020, instructor John Borst.

- How we could just ask questions anytime. That it was free. That they are willing to do a Facebook safety program too.

**“Branding and Digital Marketing,”** November 10, 2020, instructor Elizabeth Ibarra.

- I liked how she explained that different social media platforms are used differently and appealed to different groups of people. This will help me develop a strategy
- Jennie was a fabulous event host and the guest speaker was very knowledgeable! Between the speaker's presentation and Jennie's thoughtful questions in addition I learned so much and really enjoyed the event!

**“Marketing and Promoting with YouTube Videos,”** December 1, 2020, instructor Sean DellaRocco.

- The presenter used his computer screen to show the participants how and where to find the appropriate links for creating and editing a YouTube video. I also like that the program was recorded and hopefully viewable at a later date/time. There was ALOT of info presented.
- I had no clue iMovie could edit video and I have it on my iPhone!!

**“Libby and Overdrive for Audiobooks”** held February 24, 2021, instructor Don LaPlant.

- clear concise information presented in a manner easily understandable. I intend to use the audio books feature.
- presenter did a great job with answering questions and showing us the programs using screen sharing

**“E-book Savvy”** held March 3, 2021, instructor Jody DeJong.

- I liked that the program was presented in an easy to follow manner by a knowledgeable presenter.
- I enjoyed the program and hope there are many more to choose from in the future. Thank you.

When asked “What could the library do to improve your learning?” the overwhelming majority of participants asked us to have more of these programs.