TECH Tuesdays
Taking Time to Teach Technology to Technophobes

JENNIFER COOK
PETER RUDRUD

L.E. PHILLIPS MEMORIAL PUBLIC LIBRARY
EAU CLAIRE, WI
Library Background

- Eau Claire, WI
- Population – 67,000
- Serving 95,000 community members
- Average number of patrons per day – 1,353
Circulation Statistics

- Check out more than 680,000 items per year
- Freading – 2,371 downloads in 2014
- Freegal – 2,500 downloads a month
- Overdrive – 17,669 Audiobooks in 2014
- Overdrive – 43,588 e-books in 2014
iPads at the Library

- 2011 – started circulating iPads
- Total circulation around 2,000
- 15 circulating iPads
- 2 for In-House use
- 2 for Reference – for training
- Very popular service
Early Tech Help

- We created flyers and video tutorials to help patrons navigate Overdrive and Freading

- iPad classes – Focused on teaching patrons downloadable media
Tech Help at the Reference Desk

- Different types of patrons when it comes to Technology
- Many questions simply couldn’t be answered in a few minutes
- Staffing issues on Reference desk
The Challenge

How can we offer assistance with patrons technology questions on a more *individual basis* AND provide *enough time*? WITHOUT jeopardizing our service to other patrons?
Promotion

• In-House Promotional Flyers, Video Display
• Social Media, posts on Facebook
• Deliver copies of flyers to Senior Center
• Word of Mouth (especially at Reference Desk)
Winter Schedule - 2015
January 13 • 2 - 4 p.m.
January 20 • 6 - 8 p.m.
February 10 • 2 - 4 p.m.
March 10 • 2 - 4 p.m.
April 14 • 2 - 4 p.m.

Stop in on the second Tuesday of each month to get FREE personal training on your e-reader, iPad, laptop, or tablet at our Tech Tuesday table.

Library staff will be there to answer your questions about how your device works, how to load e-books, apps, music onto it, and how to solve those annoying little problems that we all have from time to time!

We'll be available for you to drop-in with your questions about the following:

• usage of your personal devices, such as eReaders, tablets, laptops, and smartphones
• basic computer skills
• how to save files to a USB flashdrive
• office productivity software (e.g. word processing, spreadsheets, presentations)
• Internet searching
• library resources
• social media (Facebook, Twitter, Pinterest)

Due to limitations in staffing, there are a number of computer issues that we are not equipped to assist with. At this time, we are not able to:

• run diagnostics
• troubleshoot (unless it is related to library databases, Overdrive, etc.)
• install software unrelated to library services

Also, if you are using a Nook eReader, please bring in the computer (laptop) that you will be using to download the e-books as a special software application is required.

Library staff cannot be held responsible for damage to customer-owned equipment.

L.E. Phillips Memorial Public Library
www.ecpubliclibrary.info
400 Eau Claire Street
Eau Claire, WI 54701
715-839-5004
Best Promotion By Far

News Release resulting in a Community Events calendar item.

TECH TUESDAYS: L.E. Phillips Memorial Public Library, 400 Eau Claire St., is holding Tech Tuesdays on the second Tuesday of every month through June.

The event will be from 2 to 4 p.m near the Information and Reference desk on the library’s first floor.

The Tech Tuesday events will be March 10, April 14, May 12 and June 9.

The events offer free personal training for e-readers, iPads, laptops or tablets.

Knowledgeably library staff will be available to answer questions about how a device works, how to download e-books, apps, music and audiobooks, and how to solve those annoying tech problems.

Library staff will also answer questions about smartphones, basic computer skills, saving files to a USB flash drive, using Microsoft Office productivity software, Internet searching, library resources and social media such as Facebook, Twitter and Pinterest.

For more information, call the library at 715-839-5004 or send an email to librarian@eau-claire.lib.wi.us.
Common Questions

- Overdrive
- Freading
- Email
- Apps
- Managing Photos
- Setting up Devices
- Cloud Storage
Challenges

- Technophobia and reluctance to learn
- Large attendance (>10)
  Small attendance (<2)
- Not being able to work devices
- Forgotten or misplaced passwords
- Follow up with patrons – coming back to get more help, and experiencing limited time when we are back on desk
Key Lessons Learned

- Create expectations
  - How much time we have
  - Have to help everyone
  - Limits to what we can help with
  - We’re not experts, but have patience and willingness to help
Key Lessons Learned

- Be personal! Start with your name and learn theirs!
- Break up steps into small parts, avoid overwhelming concepts
- Allow the patron to “drive”, Empower them.
- Look for opportunities for patrons to teach back to other patrons
- Start from the beginning and make certain they can accomplish the task “on their own”
Some Other Approaches

- Rice Lake Public Library (WI) model - assign patrons through their email training requests to select staff members
- Workshops
- Handouts and website tutorials
- Tech Petting Zoo
- Set appointment times (daily, weekly, monthly)
Personal Success Stories
What’s Next for Us?

- Offer more Workshops (Quarterly?)
- Onsite Outreach to Senior Center, Aging & Disability Resource Center, Other Community Organizations
- Scheduled Appointment Times?
Additional Resources

- Wild Wisconsin Winter Web Conference
  *Six Essential Skills for One-on-One Tech Instruction* webinar by Crystal Schimph

- E-Reader Detective Module (Interactive)
  http://ifpmedia.org/onlinelearning/eReader_detectives/module/index.html
Digital Literacy Resources

- PLA Professional Tools for Digital Literacy
  http://www.ala.org/pla/tools/digitalliteracy

- digitallearn.org
  “Free learning tools to help make technology work for you.” Ways to learn and access to an online community that supports digital literacy.
  www.digitalliteracy.gov
  “Your destination for digital literacy resources and collaboration.”
Some Questions for You

How to you offer tech instruction to your patrons?

Any unique approaches you’d be willing to share?
Questions?

Jennifer Cook
jenniferc@eauclaire.lib.wi.us

Peter Rudrud
peterr@eauclaire.lib.wi.us