

BTOP Strategies Workshop
April 18 – 19, 2011

*Creating Value for
Sustainability*

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BTOP Strategies Workshop

*Western Sullivan Public Library
Public Computer Center*

Overview

- Where is Western Sullivan Public Library?
- Our Services
- Challenge of 3 Locations
- Creating Value
- Tangible Results
- Promoting Your Business
- Sustainability

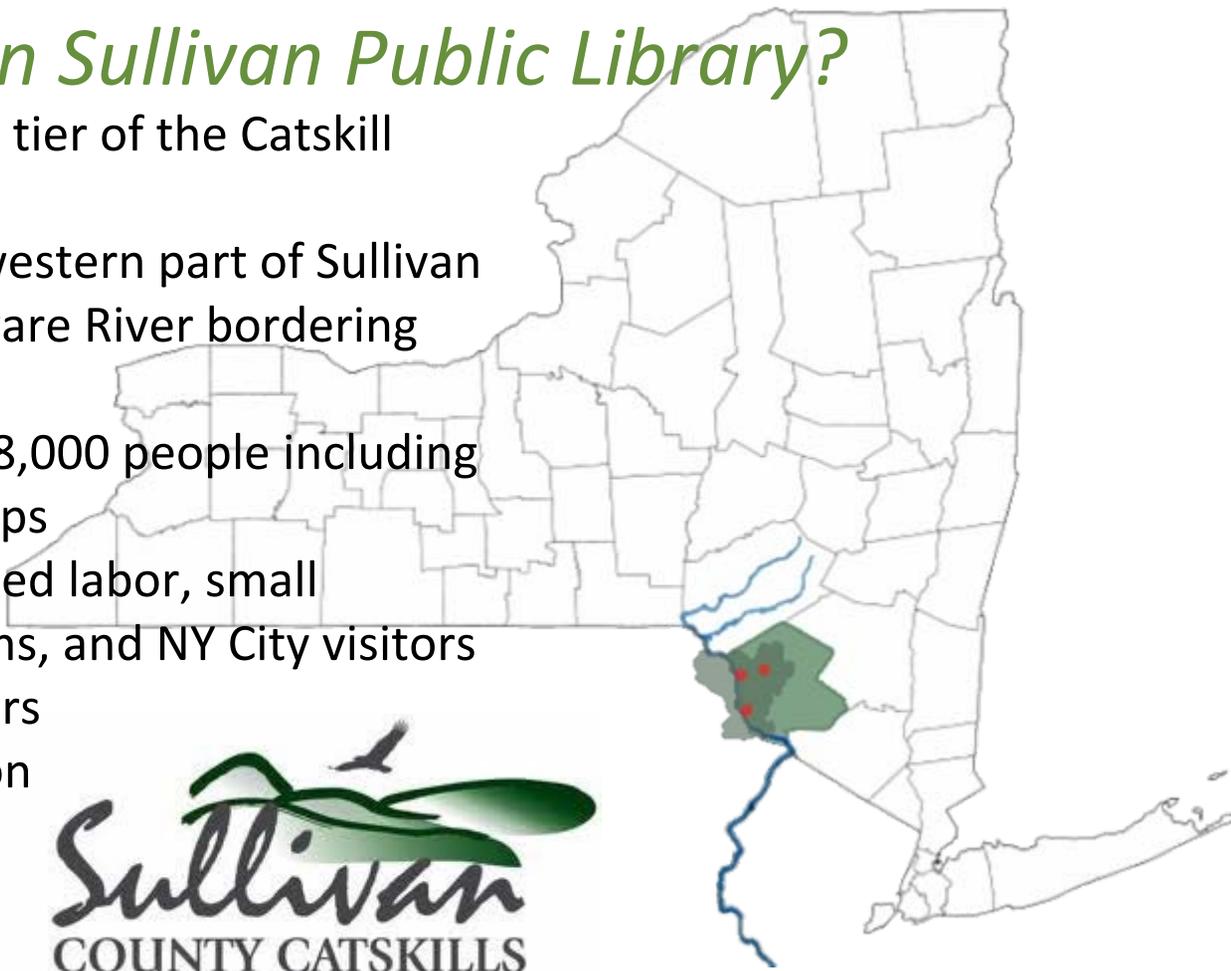


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Where is Western Sullivan Public Library?

- Located in the southern tier of the Catskill Mountains
- Three branches in the western part of Sullivan County along the Delaware River bordering Pennsylvania
- Serves approximately 18,000 people including neighboring PA townships
- Very rural, farmers, skilled labor, small business owners, artisans, and NY City visitors and second home owners
- 70,000 annual circulation
- 56,000 volumes





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Our Services

Internet and computer training

Current curriculum geared to very beginner users

- ✓ *Anatomy of the Computer: Getting Started*
- ✓ *Exploring Features and Functionality*
- ✓ *Surfing the Web*
- ✓ *You've Got Mail*
- ✓ *Job Search*
- ✓ *Intro to Word*
- ✓ *Intro to Excel*



Expanded curriculum

- ✓ *Resume writing*
- ✓ *Advanced MS Office tools*
- ✓ *Multi-media*
- ✓ *Social Networking*
- ✓ *Quickbooks*
- ✓ *Gimp*



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Our Services

Computer assistance

- Available four days a week for 3 hours
- Alternates between branches
- Also available by appointment
- One-on-one assistance
- Training, computer support





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Challenge of 3 Locations

- Manage facilities
- Stretch \$
- Course and computer assistance schedule
- Registration for courses
- Consistent communication to staff and patrons
- Shared facilities at two locations
- Transport laptops, materials, etc.
- Individual preferences
- Focus on the appropriate audience for the grant



Callicoon



Narrowsburg

Jeffersonville





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Creating Value

- Creating true value requires demonstrating a tangible benefit

How do we create value?

- Understand the audience
- Understand their needs
- Offer a variety of hours and services
- Develop curriculum that improves skills, expands thinking
- Speak and teach in language they can understand
- Be Patient
- Build confidence





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WSPL Tangible Results

- *Artists, craftspeople* expanding technical skills to market beyond local borders (email, Facebook, creating websites, marketing tools)
- *Small business owners* developing skills to expand revenue, offer services, broaden their reach (create flyers, email campaigns, networking, marketing)
- *Students taking on-line courses* are increasing effectiveness (manage Windows, drag and drop files, use Word, complete on-line coursework)
- *Job Search patrons* polishing their approach (internet, networking, resumes, references)
- *Conference capabilities* used by county agencies, poetry groups, community centers, and more for internet, webinars, meetings, job search, etc.



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Promote Your Business

- Developing a pamphlet to assist residents in marketing their skills or services
- Goal:* improve confidence and develop or highlight skills otherwise not seen as valuable
- Many residents have a specific skill set but don't have the knowledge to effectively market that skill into a business
- Examples: carpentry, photography, house cleaning, dog walking, personal services, care for the aging
- Offer resources, training, coaching
- Focus on the importance of professional approach, literature, time management, collecting payment for services, follow-up, etc.



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Sustainability

- 3 communities able to support the PCC; may not be reasonable for one
- Provide a personal level of support, unavailable elsewhere
- Start at the beginning; feedback from students suggests other courses they've taken are always too advanced in the beginning
- Microcosms within Western Sullivan; analogous across the state - to be sustainable, need to serve the microcosm's to some extent effectively
- Limited rural audience so far... continue to find ways to spread the word
- Integrate with existing agencies within the county that do similar things (Workforce Development, BOCES, Cornell Cooperative)
- Market PCC services to the business community (Chambers of Commerce, Civil Service, Business Associations)
- Understand business needs, expand services accordingly
- Find a funding source!!!



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Questions



Contact Info



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