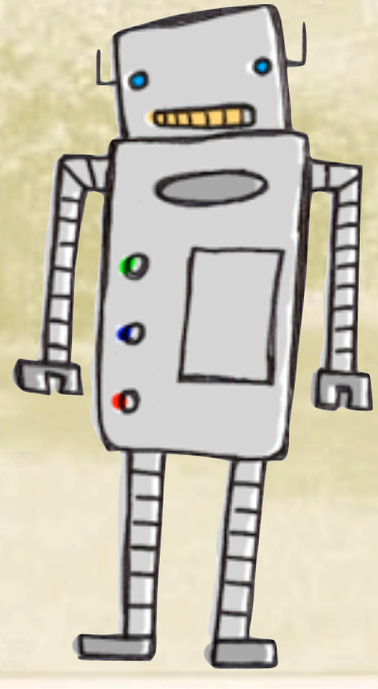
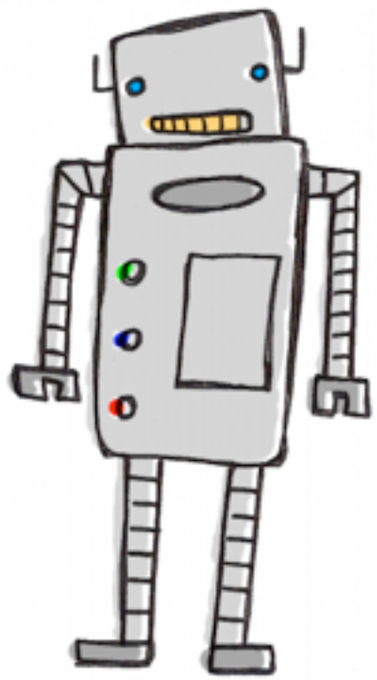
Tiny Tech

Solving Problems at Small Libraries
on the cheap!

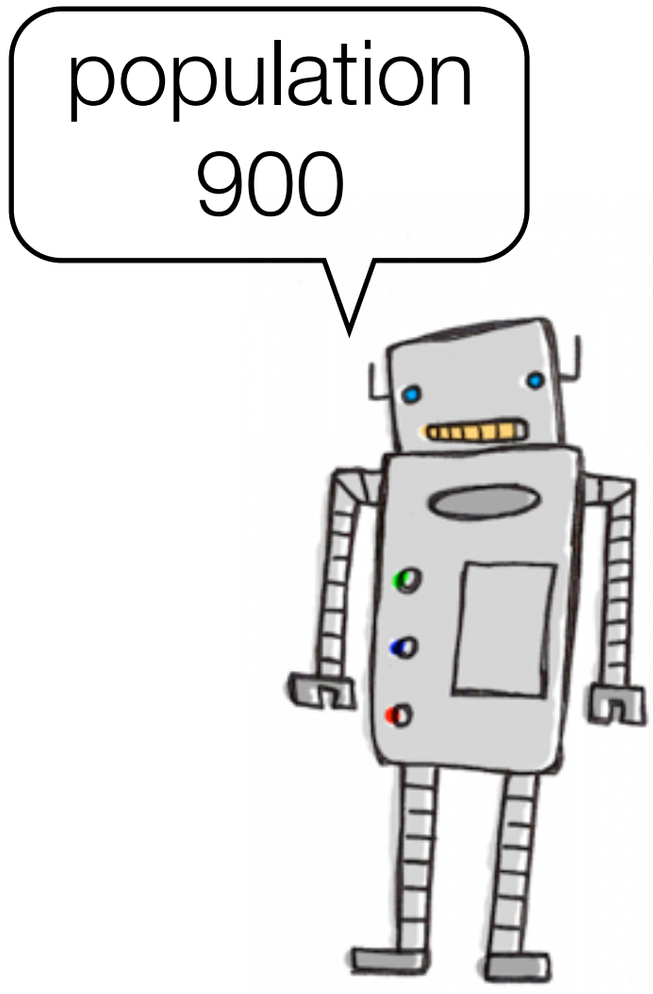


<librarian.net/talks/iowa2009>

the scene



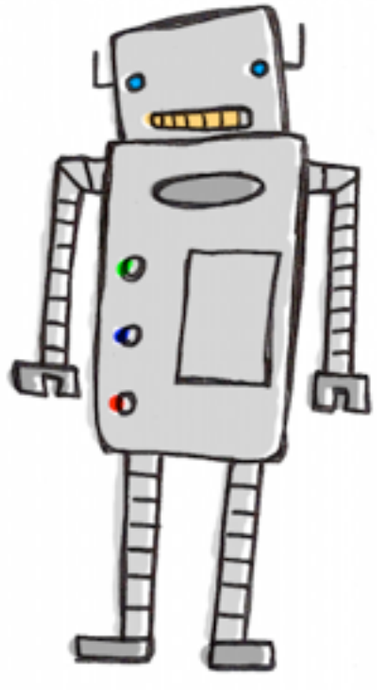
my library



Hello to the 30th largest state from the 50th largest state! As of 2008 Iowa had 542 public libraries. That's a nice round number. 4th nationally. woo!

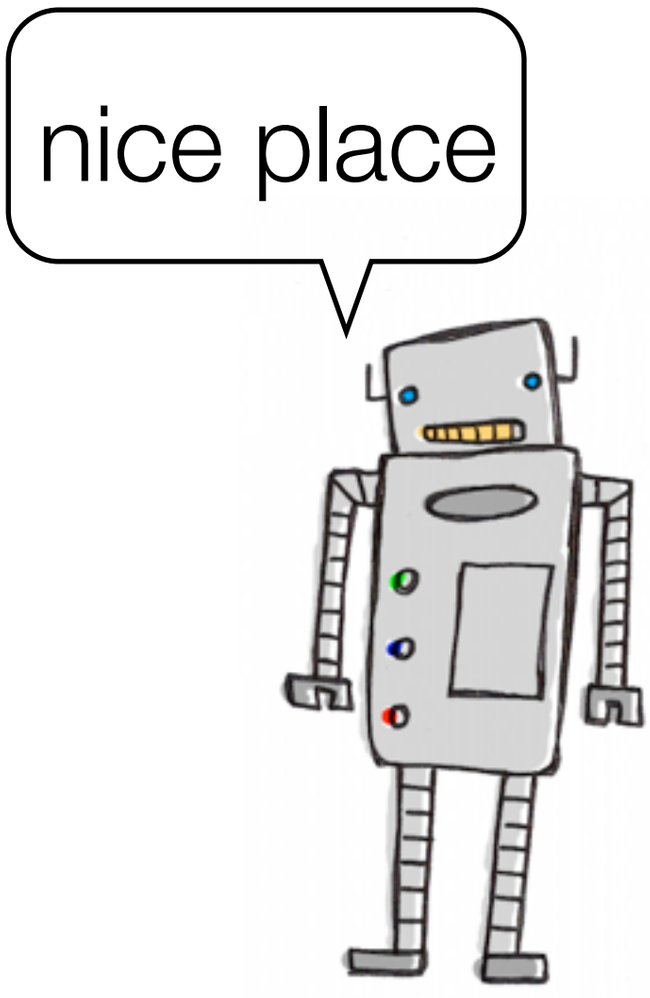
me

- run MetaFilter
- lifeguard
- teach basic computer classes
- “help me buy a laptop” stuff
- slowly writing a book
- this sort of thing

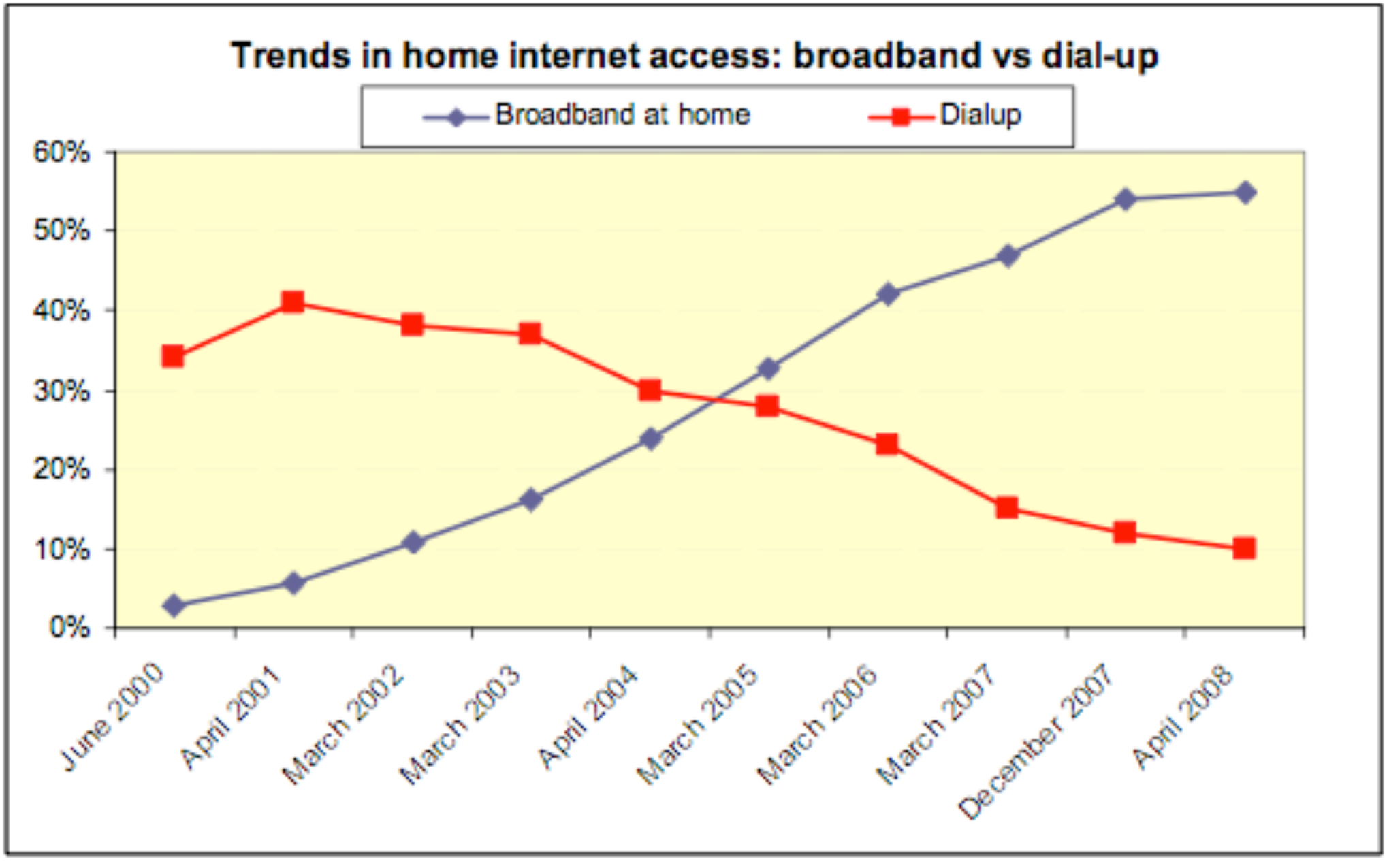


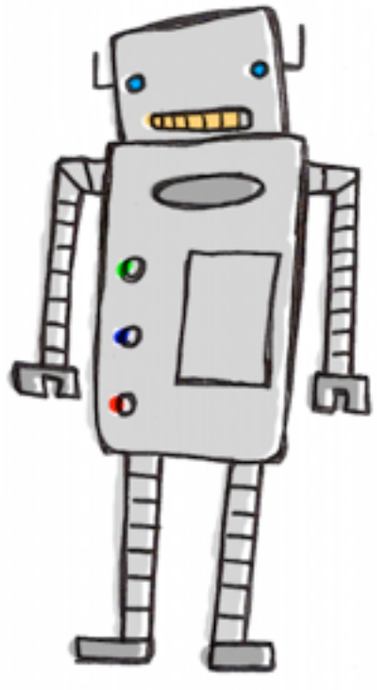
my home

- **rural**
- **very little broadband**
- **nice people**
- **far from everything**



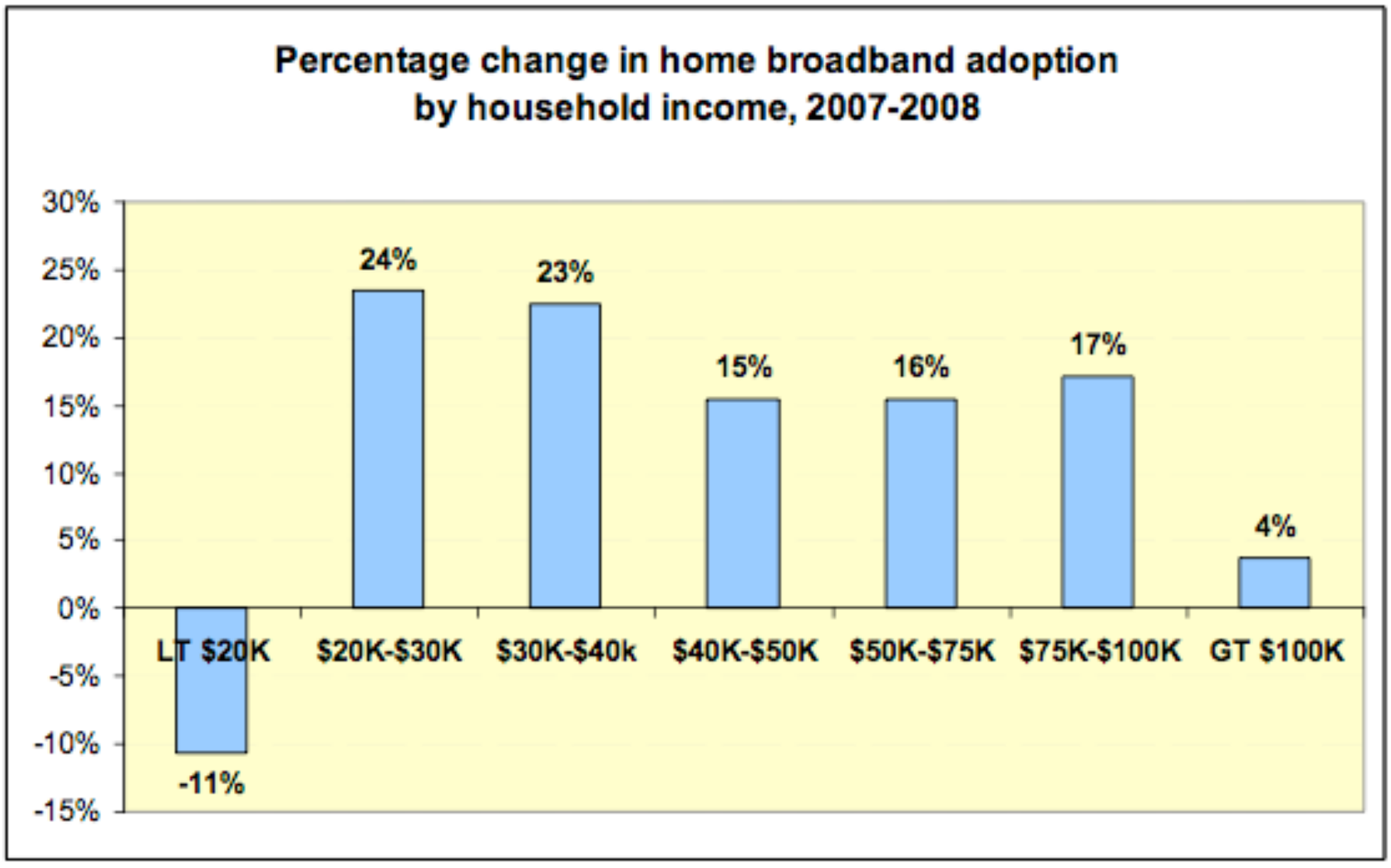
why is this tough?

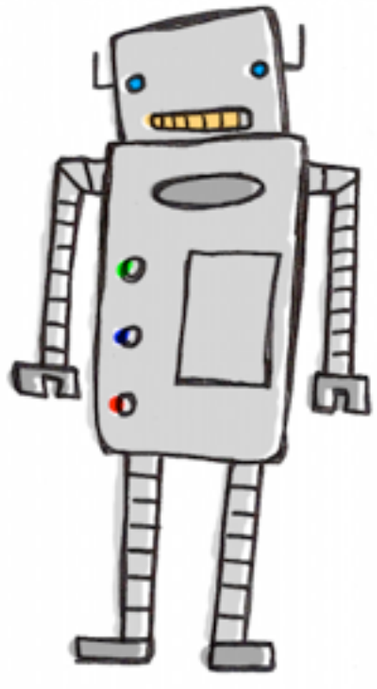




55% of adult Americans now have broadband internet connections at home 10% of people have dial-up 25% of low income people don't have bb at home.
Half of Americans between the ages of 50 and 64 have broadband at home. Some 19% of those 65 and older have home broadband access as of April 2008. dialup is getting more expensive as broadband is getting cheaper.

who is not online?

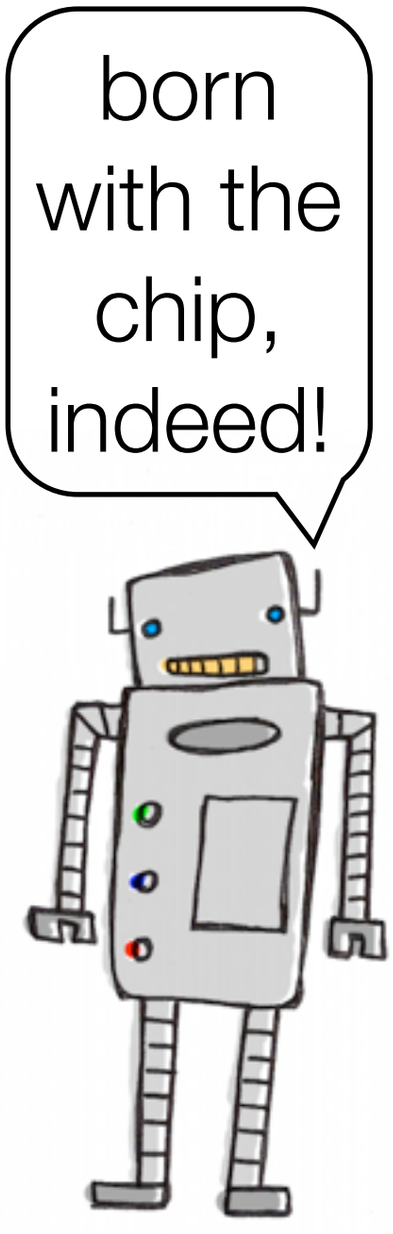




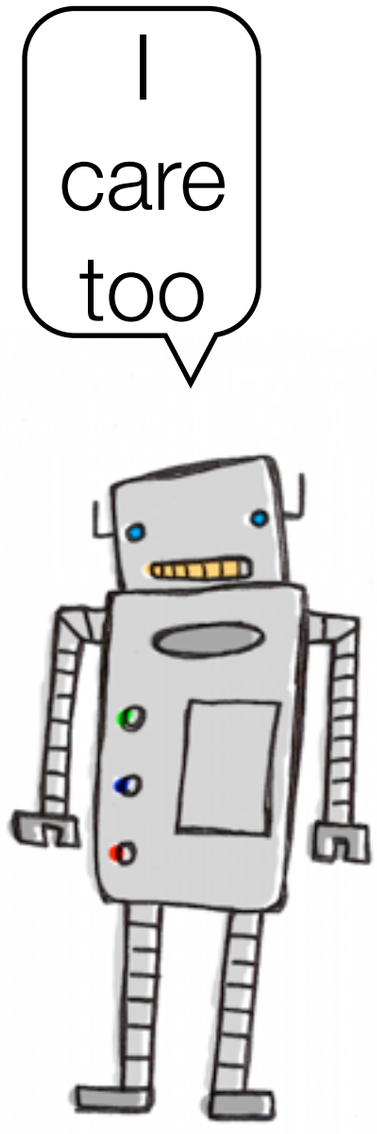
the only people who are getting LESS broadband are the people who can't afford it.

why no internet?

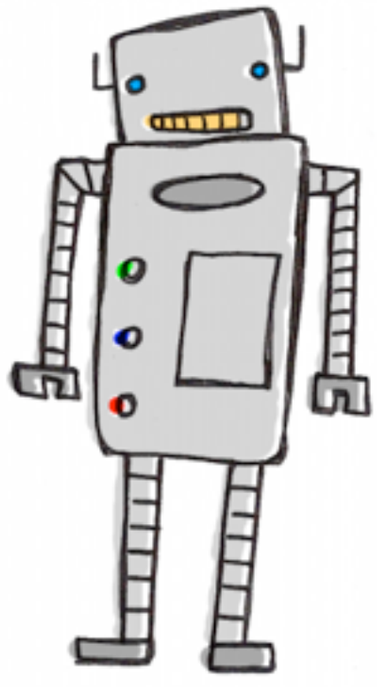
- 19% of dial-up users said **nothing** would convince them to get broadband.
- 14% of dial-up users (24% in rural America) say that broadband service would have to **become available** where they live.
- one-quarter (27%) of adult Americans are **not internet users**



who cares?

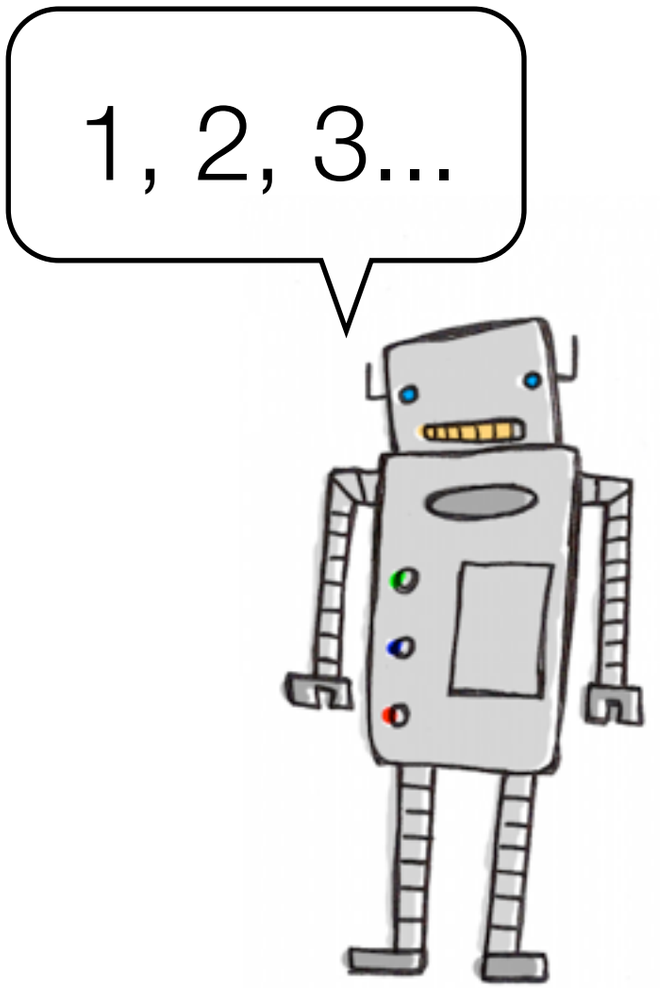


play it as it lays



three steps

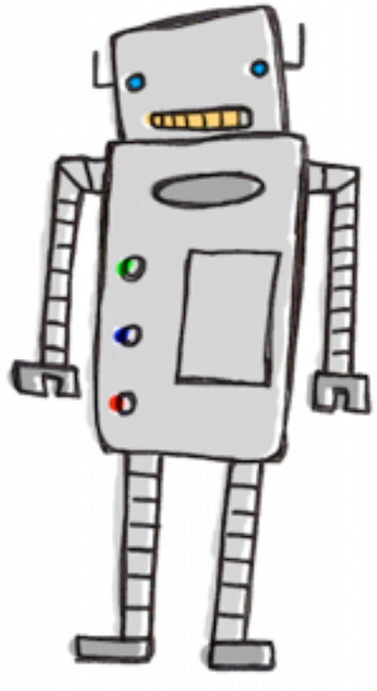
- **advocate**
- **translate**
- **commiserate**



no more bullets

advocate

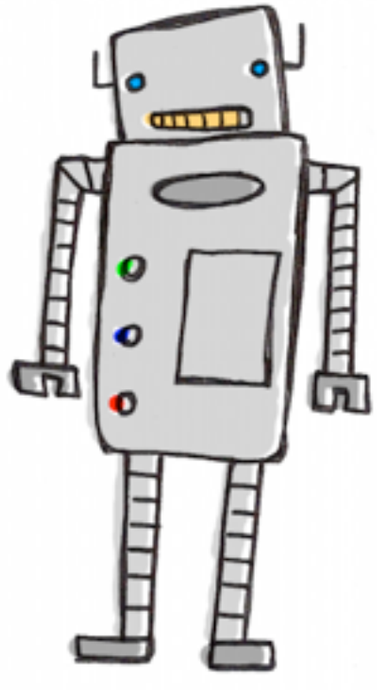
"You *can* do it"



you can emphasize this in lots of different ways

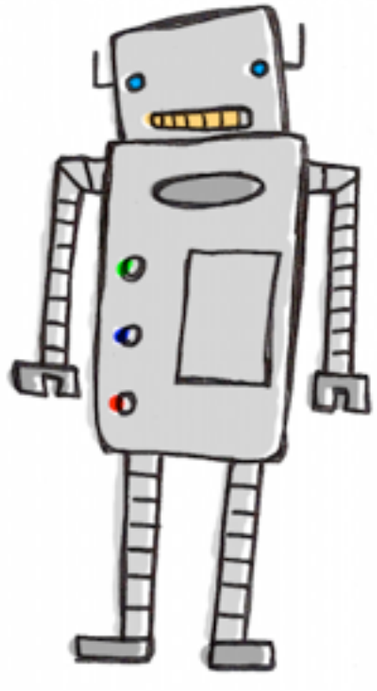
translate

- "email is like your regular mail only you access it with robot arms."
- "blogging is like a newsletter only you deliver it online... and it's free."
- "microblogging is a simple way to get content on your website."
- "facebook is a cheap calendar system."
- "flickr is an easy way to put photos online for free."

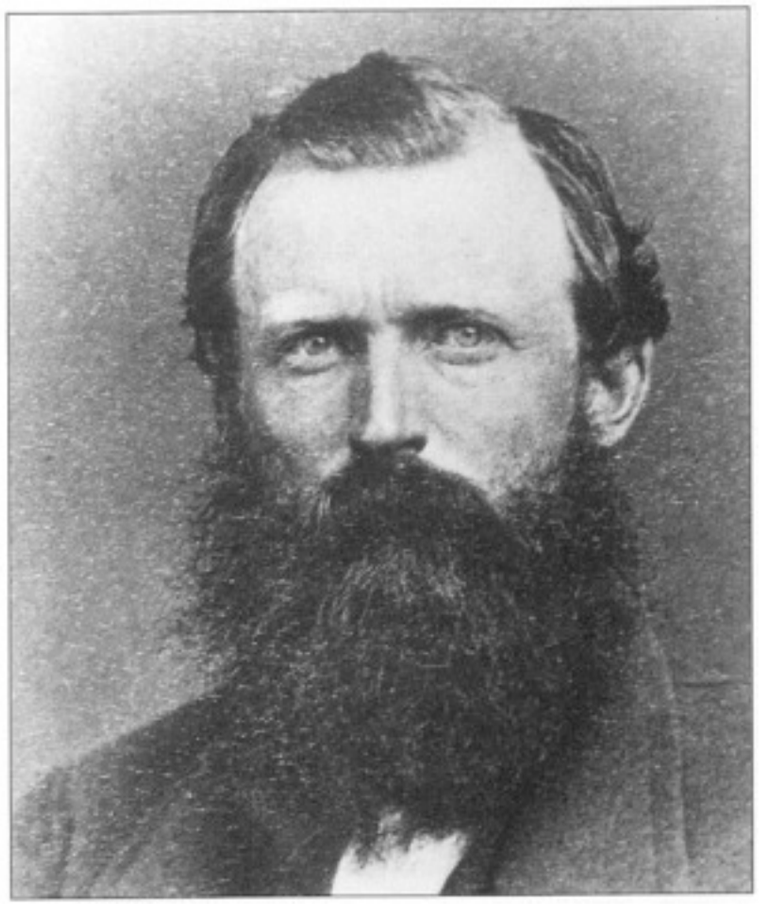


commiserate

- **It's not just you.**
- **It's okay to be frustrated.**
- **There are reasons some of this stuff is difficult even if it's mysterious to us**
- **What is the problem we're trying to solve?**

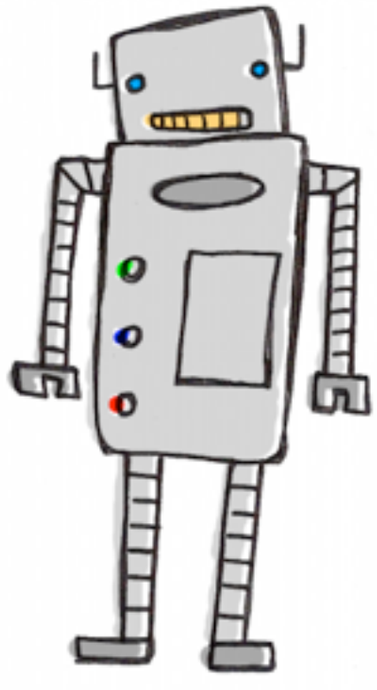


who needs solutions?

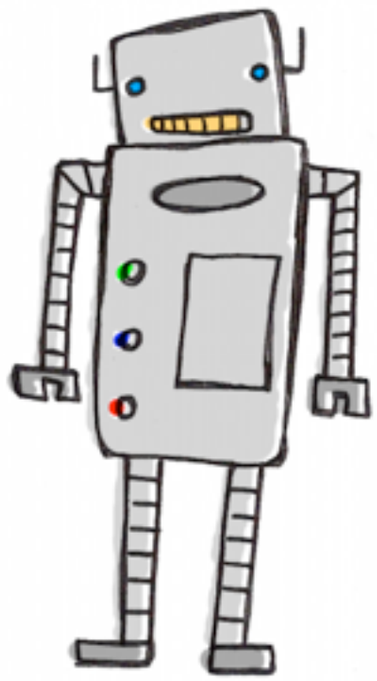


patron

librarian

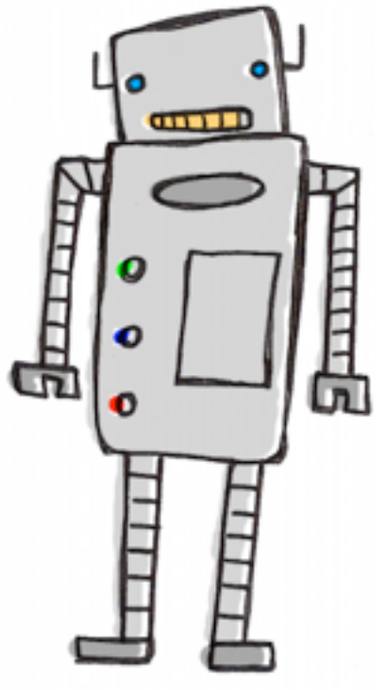


examples



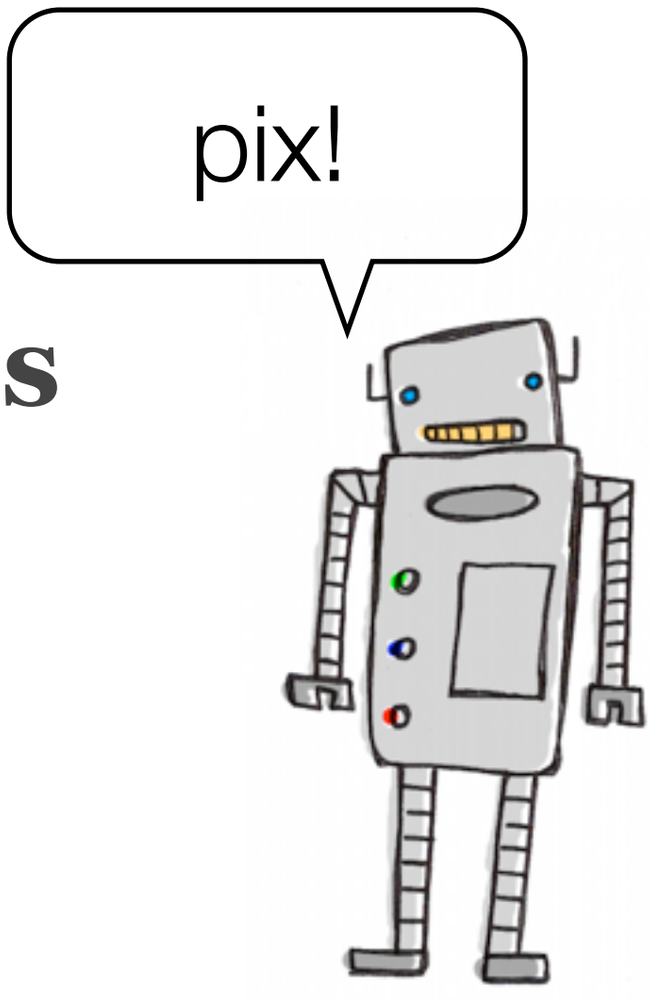
start small

- what can you email instead of mail?
- what can you put online instead of print?
- what can you get for free online instead of pay for?
- what can you repurpose to fit the needs of your community?

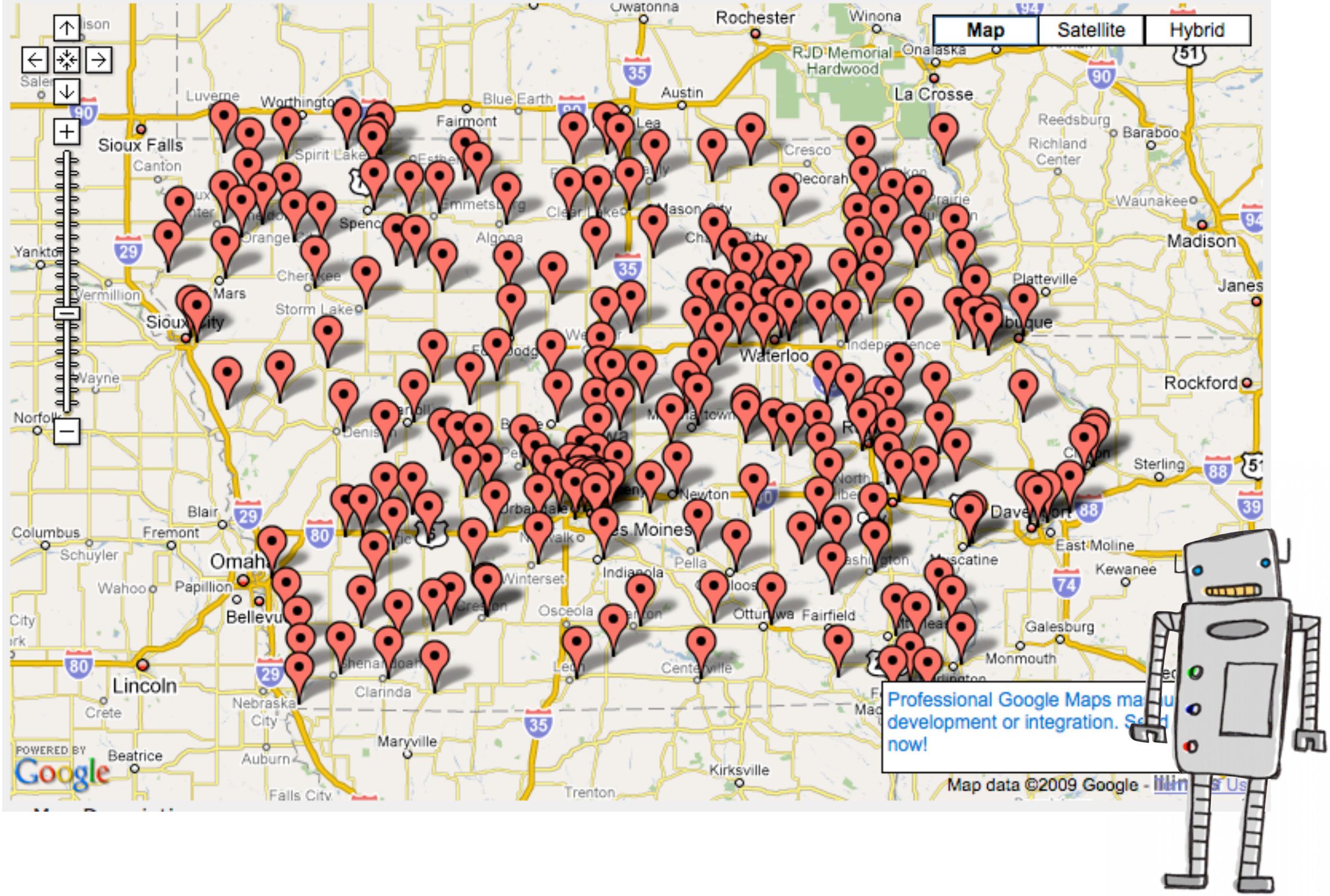


free or cheap...

- web hosting for domains
- photos online
- web sites
- content management systems
- videos online



libhotspots XML



Iowa libraries with hotspots. Clickable map. Built with mapbuilder, for free, by Karen Burns.

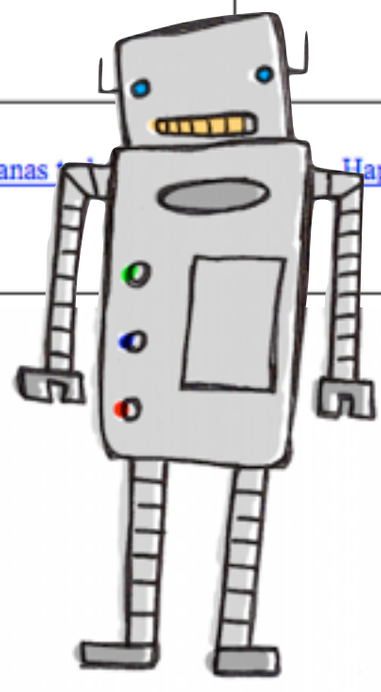
Marketing / PR Calendar

Marketing, PR, and display ideas for every day of the year!

Feed of upcoming 30 days

October 2009 XML

	Mon	Tue	Wed	Thu	Fri	
				1 Hold a "Brown Bag" Book Discussion	2 Display Orange Books	3 Invite 4-H
Week	5 Have a corn-y day!	6 ALA Founded in 1876	7 A Pizza the Size of the Sun	8 The Great Chicago Fire	9 Display books about changing seasons	10 Rake le
se apples?	12 Teach someone a computer skill.	13 Be puzzling!	14 Winnie- the-Pooh published	15 National Grouch Day	16 Celebrate Noah Webster's B-day	17 Read "Where
d Week"	19 Spread some "random acts of kindness"	20 "Sweat the Small Stuff"	21 Ask a child about their favorite book!	22 Teach someone how to do email.	23 Straighten-up your bulletin boards!	24 Unite
lloween?	26 Drop Everything and Read	27 Have a Teddy Bear Storytime	28 It's a great time for Anansi stories!	29 SMILE! and see who smiles back	30 Wear bandanas t	Happ



Iowa's Library Service Areas has a calendar with ideas for your library.

Rod Library Videos
echen888's Channel
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[CITATION] **Tsunami prediction** in US coastal regions
HO Mofield, FI Gonzalez, JC Newman - Coastal and Estuarine Studies, 1999 - Washington, DC; American Ge
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CE Synolakis - Science, 1995 - sciencemag.org
... press. 2. JA Ambroziak et al., Science 268, 582 (1995). 3. C. Lebbe et al., Lancet 345, 1180 (1995). U **Tsunami Prediction** The article ...
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The 26 December 2004 tsunami source estimated from satellite radar altimetry and seismic
TY Song, C Ji, LL Fu, V Zlotnicki, CK Shum, Y Yi ... - Geophysical Research Letters, 2005 - trs-new.jpl.nasa.
... mechanism and allow us to demonstrate the possibility of using the modern seismic data and state- of-the-art modeling technologies for future **tsunami prediction** ...
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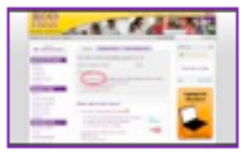
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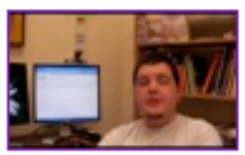
New Rod Library Web
81 views - 2 month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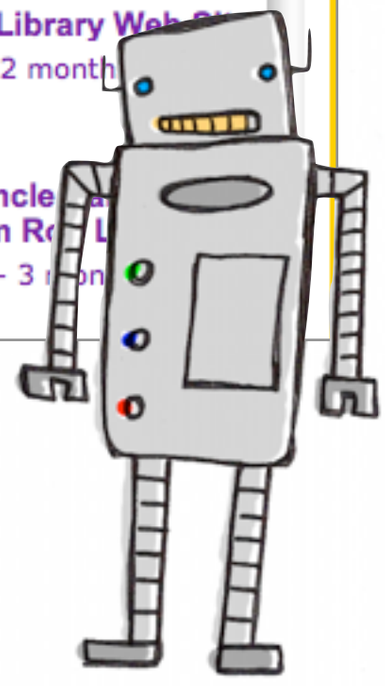


Rod Library has videos about how to use the library, made by Elaine Chen

twitter

Home Profile Find People Settings Help Sign out

swilsa
49 Followers
LOGIN
FOLLOW

@SLSIA Nice to see that many IA libraries already doing some marketing mentioned in the trends article. Watch for marketing session at ISLOC
3 days ago

Nice article on "Power Tweeting" in the new Library Journal; http://bit.ly/1bopU5
3 days ago

RT Neil Gaiman (@neilhimself) launching world's first Twitter audiobook http://bit.ly/8IL1x Inspired by Twitter opera

twitter GET WIDGET >>

SWI LSA Southwest Iowa Library Service Area on Facebook

Become a Fan

Southwest Iowa Library Service Area
November 14 is National Gaming Day @ your library; check out ALA's website for more information and ideas.
http://ngd.ala.org/
October 12 at 6:46am

Southwest Iowa Library Service Area
The online conference this year will include poster sessions. On the schedule: trustee training videos produced by LSAs as a collaborative project, with support from the Iowa Library Trustees Association. Also poster sessions on easy ways to go gr...Read More
October 9 at 1:56pm

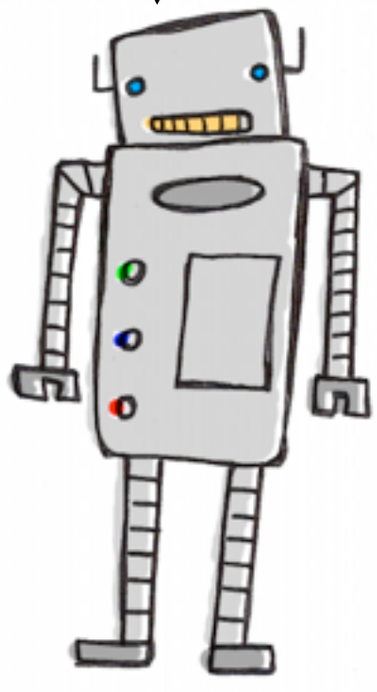
Southwest Iowa Library Service Area on Facebook

Tena 'Sunde' Hanson
Nathan R. E. Clark
Ashley Schafer

Arla Kafka likes this.

Write a comment...

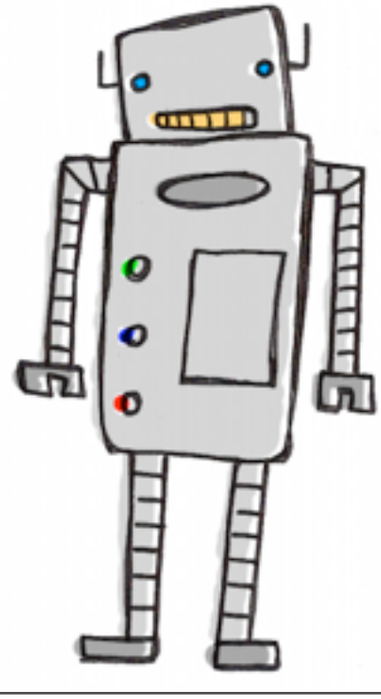
not too tough!



flickr

Home You Organize Contacts Groups Explore

532 Driftwood Street, just off US-20.



Correctionville library, population 830-ish

Read Learn

O P L

Discover

Ottumwa Public Library

Newsflashes >> Brand Spanking New

There Goes The Bride
M.C.Beaton

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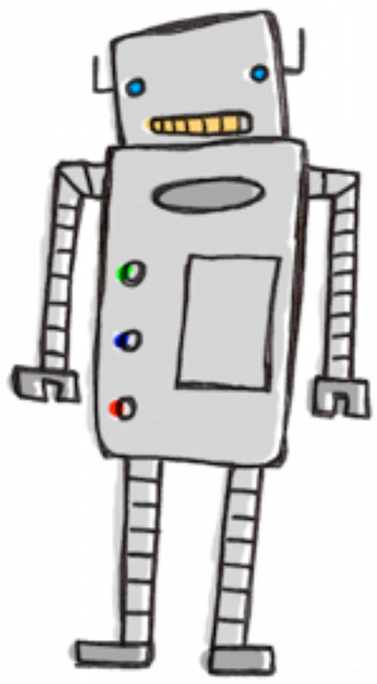
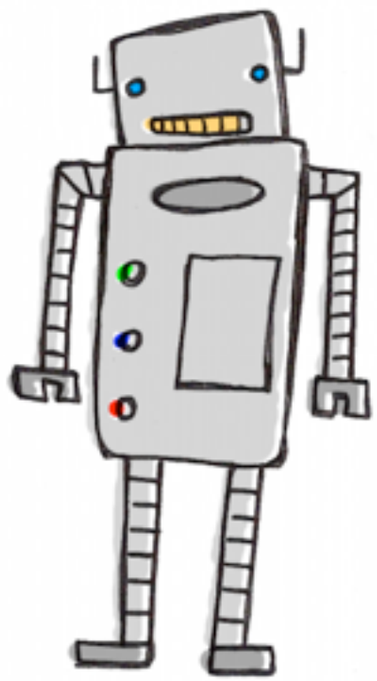


I saw something I liked, I viewed the source, I found the name of the widget, I googled it, I found a Joomla site with more widgets!

bigger ideas



Mail Documents

librarian

Search Mail | Search the Web | Show search optic | Create a filter

Compose Mail

Inbox
Starred
Sent Mail
Drafts
All Mail
Spam
Trash
More

Contacts

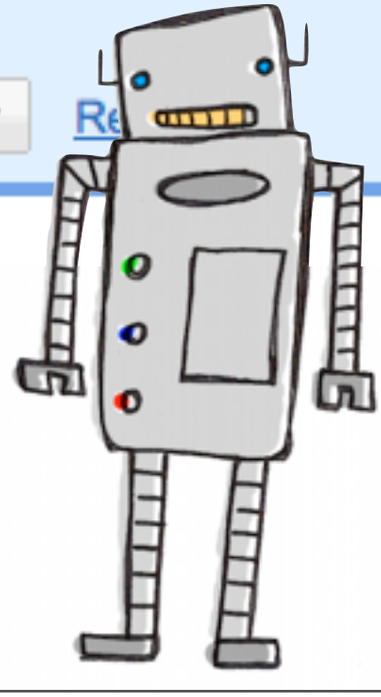
Archive | Report spam | Delete | Move to | Labels | More actions | Refresh

Select: All, None, Read, Unread, Starred, Unstarred

No new mail! Want to read updates from

Select: All, None, Read, Unread, Starred, Unstarred

Archive | Report spam | Delete | Move to | Labels | More actions | Re

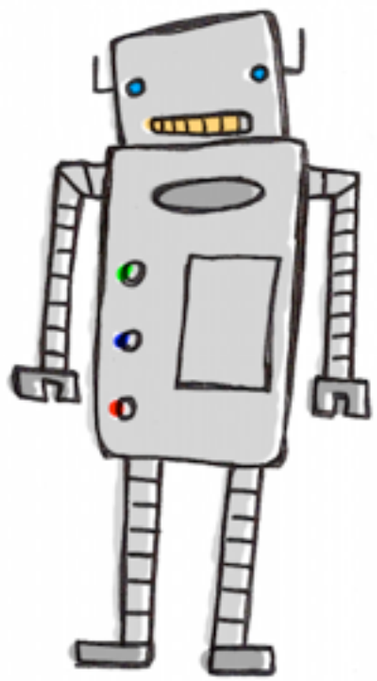


I'm not a total shill for google but....

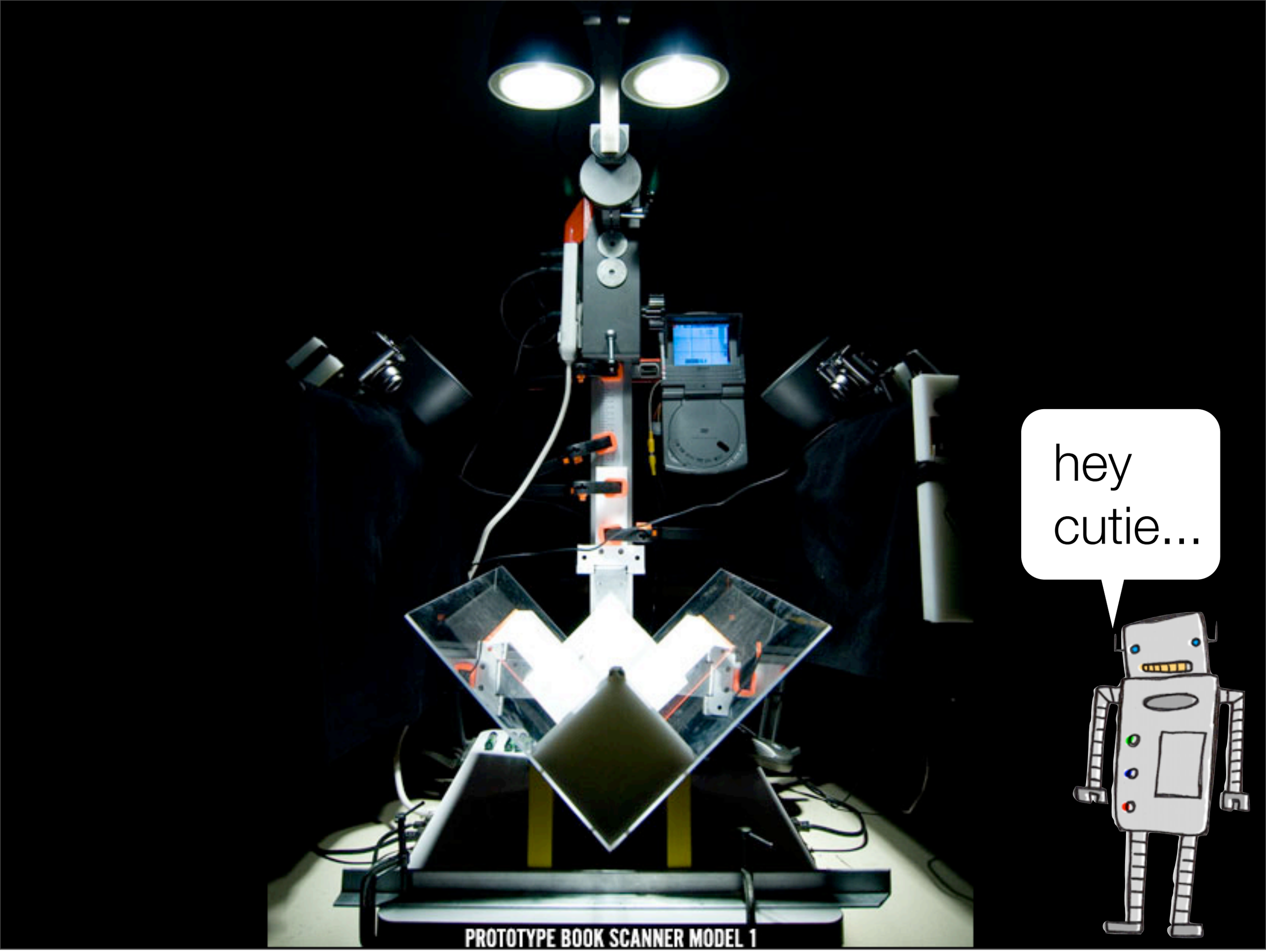
Dried flowers

Dried flower from alumnae luncheon

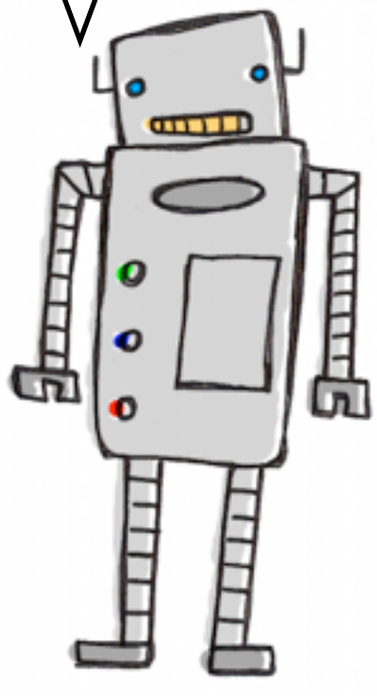
Dried flower with hand-written caption "Alumnae Luncheon" inscribed on scrapbook page below object.



Simmons created a digital archive using free software, looks nice!


hey
cutie...
PROTOTYPE BOOK SCANNER MODEL 1

Start small, dream big. Good luck.

thank you!

questions?