

# Digital Divide Readiness

*<<http://librarian.net/talks/nelavt>>*

## **1. Know your facts.**

- stats about your the general divide
- stats about libraries/tech generally
- anecdotal if it's helpful

## **2. Know your area.**

- stats about local connectedness
- how to get more data at [broadband.gov](http://broadband.gov)

## **3. Know the divides.**

- Economic/usability/empowerment

## **4. Outline your problems.**

- What do people need that they aren't getting?

## **5. Check your assumptions.**

- Make sure your view passes a reality check.
- When you try things, do they work?
- Don't mistake lack of interest for poor marketing

## **6. Evaluate your offerings.**

- Do you have: books, standards compliant website, pointers to tech support, pointers to help for your own systems, an FAQ?

## **7. Take good care of the patrons' computers.**

- Have the computers work as much like a real computer as possible
- Check: USB drives, other drives, filtering, updates installed
- Get a service agreement.

## **8. Offer clear information, clearly presented.**

- Do a signage assessment.
- If the signs are piling up, redo all of them.
- What are people asking? Could you inform them?

## **9. Play "What if?"**

- Can you update the website in an emergency?
- Does everyone know where to find passwords for computer things?
- Do you know the details for your website and any add-on apps/sites you use [facebook/twitter] &c?

## **10. Celebrate successes.**

- Send out press releases.
- Congratulate people on milestones.
- Remember that everyone's hardest struggle is their hardest struggle.