Bringing Digital Opportunity to All Americans

The Role of Libraries in the National "EveryoneOn" PSA Campaign

Libraries continue to be at the forefront of bridging the digital divide, providing millions of Americans with access to the Internet, digital content, and trainings to improve their lives. Through a national partnership with Connect2Compete (C2C), the important work of libraries will be featured in an upcoming 3-year, Ad Council media campaign, designed pro-bono by advertising agency, Y&R.

C2C, a national non-profit organization bringing together leaders from communities, the private sector, and leading foundations, is thrilled to be working in collaboration with the Ad Council, the American Library Association (ALA), the Institute of Museum and Library Services (IMLS), and OCLC to meet our shared vision of harnessing the digital opportunity for all Americans, regardless of race, income, geography, or education.

Recently, Federal Communications Chairman, Julius Genachowski released a video highlighting the role of libraries in connecting individuals to digital literacy skills. It's a great message to share with your colleagues and stakeholders as a reminder of the importance of libraries in bridging the digital divide.

This brief provides a description of the media campaign and ongoing initiatives, with specific focus on the opportunities for libraries. Also included is a sample of the resources and toolkit that will be made available to support libraries in this national effort.

Please note that C2C's work with the Ad Council on this campaign is a separate initiative from their efforts to provide low-cost computers and internet access to eligible families. For more on that program, please visit C2C's website.

Campaign Description and Objective

- Primary objective: promote the importance of digital literacy skills and motivate individuals and families to access free community resources and training.

- Target audience: the digital "newbie" - 23+ year olds who are non- or limited Internet users.

- Launch date: March 21, 2013.
    - This is a multi-year effort with no expectation for any library/organization to have to do something related to the campaign on 3.21. Media outreach will be conducted throughout the year and new work will be produced for 2014.
    - On 3.21, public services announcements (PSAs), including TV, radio, print, billboard and mobile PSAs, will be distributed to media across the country to voluntary air/display as part of their commitments to public service. The

campaign is national, and all media outlets will be invited to use the PSAs to promote the importance of digital literacy in local communities.

- o On 3.21, several launch events will be hosted by C2C and Y&R in select cities. These events will kick-off the national campaign, and will serve as the opportunity for capturing the unscripted, human moments when new adopters learn to "do one thing better online". While PSAs will be available on 3.21, the content captured at these launch events will be used to create additional PSAs that will become available later in year one - a strategy aimed at establishing personal relevance in the most effective manner (see Events section).

Campaign Components and Toolkits for Libraries

Campaign PSA components will include TV, radio, print, billboard and mobile PSAs directing people to the EveryoneOn.org website, a mobile text short code, and a 1-800# to help people locate free digital literacy training classes and online training resources.

- The website (http://www.everyoneon.org) is still in development, and will include a training locator tool to help users find free digital literacy training courses, public computer access, and/or WiFi hotspots in their area (see Locator Tool section). In addition to libraries, the locator tool will include training site information for all participating C2C training and outreach partners such as Goodwill International, 4H, LULAC, public computer centers, and American Job Centers.

- The website will feature an online toolkit/resource center containing training materials, instructional guides for localizing the EveryoneOn campaign, PSAs, social media, PR materials and downloadable campaign collateral (brochures, posters, etc.). These materials will be print ready and in most cases, customizable for any library.

- A social media effort focused on the digital newbie will be implemented. The hope is that as digital training happens, newbies will be signing up for Facebook and be encouraged to "like" EveryoneOn on Facebook as a first step. The objective is to provide digital newbies, both those who are already using social media (and the Internet for entertainment purposes) and those experiencing it for the first time, with a community that they feel comfortable engaging with to connect to valuable resources, share stories and ask questions as they become further involved in the campaign.

  - o Throughout the year, libraries will be able to share their digital literacy training stories (successes, photos, videos) with EveryoneOn through a simple submission page on the website. Stories will then be shared with the rest of the nation through EveryoneOn's various social media channels. This is a powerful opportunity to highlight libraries as trusted training and access points and we encourage you to share your stories!

Events and Trainings

- Libraries can host EveryoneOn events/trainings at any time throughout the year based on their own readiness and assessment of what will be most effective locally.
    - For example, a library that already offers an online job training class may choose to promote it as EveryoneOn training to leverage the campaign materials and customizable toolkit materials.
- C2C will host several launch events that serve the dual purpose of kicking off the digital literacy campaign and capturing media content that will form future PSAs.
- C2C is working with partners to identify local outreach and training sites in the following cities to host events, and will work closely with partners to plan and support the launch events:
    - Chicago, Philadelphia and Los Angeles
- Libraries are encouraged to capture any local events on webcams, phones, cameras, etc. to share with the campaign through the social media platform.
- A resource toolkit will link to the digital literacy, self-paced and facilitated training curriculum being developed by the Public Library Association (PLA) project and funded by IMLS. Libraries may choose to use either or both tools, or promote alternative training, based on their existing training resources and strategy.

Locator Tool Description and Expectations

The success of the EveryoneOn campaign will be grounded in the ability to connect people to free digital literacy training in their community by using zip codes to identify locations near them. C2C has created partnerships with Goodwill, American Job Centers, civil rights organizations and BTOP awardees. Unlike our other partners, C2C received a database of basic contact information on library locations nationally, so the zip code locator tool will include library information from its initial launch.

In addition to the library name, address and phone number already collected, each entity in the database will need to complete their profile. EveryoneOn organizers are asking that each library review the basic information, update it if necessary and answer additional questions about the types of training available at each location. (NOTE: Each library can update their information online or someone within the library system can update the listings in bulk format.). The locator tool includes the following types of information:

- Number of computer workstations available to the public
- Free WiFi available (Y/N)
- Availability of free digital literacy training (Y/N)
- Training target audience (Child, Youth, Adult, Senior, All)
- Types of training offered (Online self paced, 1 on1, Scheduled classes)
- Skill levels taught - Basic, Intermediate (mouse and keyboard required), Advanced
- Training course information or link to an online calendar of classes, if available.

Beginning February 15th, libraries can access the tool to update the database with their address and with other relevant information. A form that can be used for bulk data entry will also be available. C2C's Service Locator will:

- Create a process for users to search for locations in the database tools using information such as name or address, and will present a list of matching results appear in a list format.
- The tool will create individual pages for each location, allowing users who click on a result from previous screen to view and verify read-only information.
- The tool will allow users viewing individual listing pages to provide feedback and suggest updates on their listing via a form item.
- The form will allow users to suggest changes to C2C that will be updated upon review.

  Additional information and a call to action for libraries to update the locator tool with local information will be sent out when the tools are available.

Toolkit Description

Much of the campaign collateral material provided through the EveryoneOn toolkit features an empty space where libraries can fill in their local information for training locations, contact info, dates, press releases, local grant templates, and community and media outreach. These customizable files will be available for download from the EveryoneOn site. Specific instructions on how to do this will be provided.

Premium materials (EveryoneOn branded pens, hats, t-shirts, balloons, mouse pads, etc.) will be developed and a finite amount will be made available for free for EveryoneOn events, after which on-demand orders will be available at the local partner's expense. A cost sheet with examples of the premium collateral will be available through the online toolkit.

For examples of the types of materials being developed for the EveryoneOn campaign, please look at these other Ad Council campaigns: Lead Free Kids (http://bit.ly/LeadFreeKidsCampaign) and BoostUp (http://bit.ly/BoostUpCampaign). Please note that not all of the materials will be available on 3.21; some will be added and promoted as the campaign progresses.

Additional materials that will be made available for download online

Resources and tips for strengthening your facilitated digital literacy trainings.

- Recruiting, Managing, and Retaining Volunteers: Tips and Resources (pdf)

    o Volunteer Certificate (pdf)

- "Best Practices" facilitated curriculum (for interested trainers, not mandatory) (ppt and pdfs). This includes 2, 2-3 hour course modules w/ ppts, notes for trainer, and participation handouts.

- Link to PLA self-paced curriculum for participants

- "Best Practices for Trainings" video for volunteers or new trainers

Premium Collateral Available for On-Demand Orders

- Small, fun giveaways (E.g., USB flash drives, t-shirts, stickers, pens, mouse pads, bookmarks)

- Informational and promotional materials (preprinted posters, palm cards, postcards, table tents, brochures)

- Window clings