eLearning Strategy

2018-2019

Aberdeen City Libraries provide a range of eLearning services and actively supports **course delivery** and **eLearning opportunities** to all, including people with additional needs. This document outlines the different aspects of our eLearning strategy.

Local and National strategies

Our ICT learning provision links to the **Strategic Aim 2: Libraries promoting digital inclusion** as defined by the Scottish Library and Information Council's (SLIC) National Strategy: Ambition & Opportunity. A strategy for Public Libraries in Scotland 2015-2020: *"Public libraries in Scotland make best use of digital technologies to deliver high quality, efficient and responsive services, enabling access to information and services wherever and whenever citizens want them"*.

The library eLearning provision also supports the Local Outcome Improvement Plan 2016-2026 (LOIP) **Enabling technology priority – Primary driver 4: Digital Skills and Education**, which states that "*Aberdeen City invests in education in cutting edge digital skills and knowledge, from primary school to post-graduate research, and supports citizens and our workforce to apply this to daily life*" in order to "*have the skills and confidence to exploit digital technologies, make intelligent decisions, and interact using modern tools and platforms*".

Our strategy also reflects the **vision of the Scottish government** as outlined in "Realising Scotland's full potential in a digital world: A digital strategy for Scotland". This digital strategy describes how Scotland aims to face the "*ever-changing opportunities of the digital ages*". As such, the "*vision is of a country which stimulates innovation (…), designs and delivers digital public services around the needs of their users* [and] *focuses its education and training systems on expanding its pool of digital skills and capabilities*".

Context

- **Digital and information literacy** is of central importance to enabling people to learn, participate, improve their economic position and communicate with others.

- **Welfare Reform** and the partial roll out of Universal Credit which is digital by default has already led to an increase in the number of people requiring access to IT facilities and digital skills. There has been a 117% increase in the number of requests at libraries for assistance during the third quarter of 2017 in comparison to the same period in 2016. It is likely we will see more.

- **New technologies are everywhere** and have fundamentally changed how people access information.

- **People's expectations and needs have changed** accordingly: "*Digital natives think and process information differently from their predecessors* [making them] *native speakers' of the digital language of computers, video games and the Internet*". Digital immigrants are different as they might still show their "accents" (*Seen in their use of the internet as a reference source, their use of manuals and editing on paper rather than on screen*" (Marc Prensky, 2001).

- **More resources on all topics are available online** and are constantly changing and evolving. Likewise, new technological devices are available to access the information.

- More customers are online and want to **access information/resources from anywhere and at any time**. Access to digital information and resources are not time or location dependent anymore.

- Not everyone is confident in using new technologies and **more recent inequalities**, based on the access to network and technological devices, have been measured.
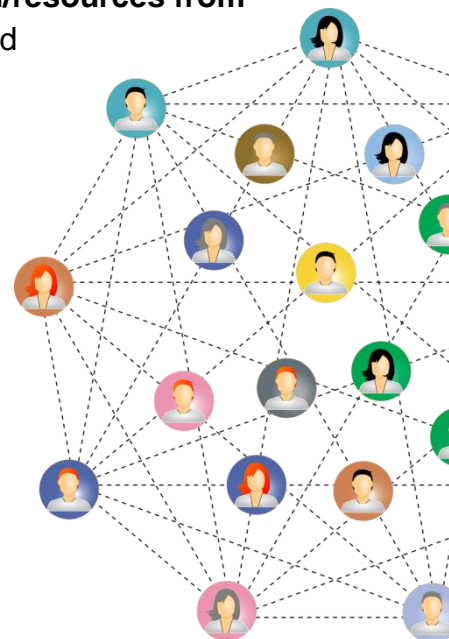
What we want to achieve

By developing a more structured eLearning offer, our aims are to:

- **Ensure that the library eResources are well known, used and regularly evaluated** to meet our users' needs
- **Ensure that more people feel confident** in using new technologies and online resources
- **Ensure that people are more skilled** and supported at all stages of life (e.g. improvement of their economic position, communication with others etc.)

How we already support digital inclusion

In order to further develop, promote and coordinate the library eLearning offer, the **Digital Inclusion Working Group** (DIWG) was established. Their remit is to:

- Plan, develop and implement a digital inclusion programme for accessing online resources and services for the public
- Develop and facilitate digital inclusion opportunities

> Aberdeen City Libraries already has a well-established service to **provide access to free technology** and **helping customers acquire digital skills** that are essential for everyday living. We are continually working on **improving access to e-related activities and services.**

Free WiFi: all libraries across the city provide a free wireless internet access. Library users can use their laptops and mobile devices to gain free, fast broadband connections to the internet at all service points.

Visitors need to register to access this free service and, once registered, the device used will pick up the network at any of the locations where it is available within the city.

5,017 WiFi sessions in 2017-2018

Public access PCs: each of the city libraries has PCs available for public access that can be booked online by entering a library card number and a PIN on the Netloan booking facility page.

Most PCs include a wide range of software such as Microsoft Office, Internet Explorer, Adobe Reader, Adobe Photoshop, Google Chrome, Flashplayer, iTunes, Mozilla Firefox, QuickTime, Skype etc. Some PCs are also equipped with hardware, including CD/DVD burners and USB ports and scanners.

12,781 computer usage in 2017-2018

Digital resources: library membership enables access to a free and varied range of online resources, including a wide range of eBooks and eMagazines, covering a variety of subjects. Depending on the subscription, the resources can be accessed at home or on one of the public PCs at any service points. Support materials to assist users are available on library webpages and on our YouTube channel.

51,742 virtual visitors in 2017-2018

Work with partners: Aberdeen City Libraries work with external organisations and provide space to hold eLearning classes across the city. A clear statement of the sessions held and outlining the responsibilities of all parties has been written. Our current eLearning offer includes courses on ECDL essentials, Internet safety, Creative photography, PC skills, ESOL classes etc. The sessions are led by tutors, from the following organisations North East Scotland College (NESCOL), the Adult Learning Team and the Aberdeen Digital Ambassadors.

Customer training: Library workshops and events cover a range of topics including Code Clubs, Local and Family History, Health and Business. The current learning programmes mostly include one-to-one or group sessions. The library is currently working on creating learning videos, using the video editing software, Moovly.

Staff development: The group has created a range of support materials for library staff to ensure confidence and competency in delivering 1:1 sessions and the guides have also been made available on the Library webpages for customers to access.

Link with internal and external groups: the library is actively engaged in digital access to resources and services. The DIWG work with the Technology Enabled Care (TEC) working group, the Information Literacy Working Group and the Digital Champions national working group.

What our strategy is

The library service is working towards the following priorities:

Promotion: We will promote the library eLearning offer using all channels available (hard-copy/digital posters in all libraries, what's on guide, library website, social media etc.). The DIWG is also willing to develop more links with external partners in order to promote our eLearning offer.

Staff training: We will ensure that all staff are well trained and able to support the constantly changing face of the digital world. The library will also continue to deliver and evaluate its Training to New Technologies (TNT) sessions to increase confidence and knowledge of mobile devices, improve capability of staff to promote the use of digital library services (eBooks, eMagazines and online databases), increase the awareness and use of social media to promote the library services and improve the capability to offer assistance to library users on a wide range of topics.

Digital resources: The library will continue to evaluate the efficiency and financial viability of these resources, possibly licensing more eResources to support eLearning.

Customer training: We will develop new modules to ensure that all people interested in learning more about new technologies would be able to access this information. We will ensure that ad hoc and/or 1:1 support are available for basic ICT needs/help. We will reinforce the support provided to users by preparing guides for users for self-learning situations. Those guides will be created using dedicated video editing software.

Link with internal and external groups: the DIWG will reinforce its links with the TEC working group, the Information Literacy Working Group and the Digital Champions national working group.

How we will evaluate our performance

The library is evaluating its performance on a monthly basis, collecting a range of Key Performance Indicators (KPIs). The following quantitative data will be extracted and collected in order to measure our service delivery.

- Number of visits and virtual visits
- Use of our eLearning resources
- Number of sessions supporting eLearning held in libraries

This method and the collected feedback from staff and users (qualitative date) should also inform the effectiveness of the offer and services available in libraries. It would help us to decide how to allocate resources based on our performance and contribute to develop our eLearning offer.

Date	July 2018	Version	v03
This eLearning strategy has been developed by the DIWG and will be reviewed on an annual basis.			