

**Pacific Library Partnership
Innovation and Technology Opportunity Grant Program**

Due Wednesday, October 31, 2012

Please provide the following information in a Microsoft Word document. Send the completed form to Linda Crowe, PLP Executive Director, 2471 Flores Street, San Mateo, CA 94403 or email crowe@plsinfo.org.

1. Title of Project Interactive Digital Art Spaces

2. Library/Committee applying for funding San José Public Library
Name Howard Yeilding
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Mailing Address 150 East San Fernando Street, 4th Floor, San Jose, CA, 95112

3. Amount of funding requested \$15,000

PLP Innovation and Technology Opportunity Grant

1. One paragraph project summary.

This project empowers teens in the Teen Center of the Bascom Branch Library to virtually explore art collections from museums around the world on five life-size 42" screens and create their own collections of art to display in various iterations - as mosaics, slide shows, or as single work displays. Direct access to informational databases and a collection of reference materials, both physical books and ebooks, will be available so the teens can easily explore information about the art or artists they find appealing or work they find disquieting. Complementary arts programs will be developed and delivered in partnership with local arts organizations and schools. Through this project, teens will customize their own space and personalize it with art displays while interacting with technology; learn about art, art criticism, and research methodologies; and broaden the horizons of their own aesthetic.

2. Explain how this project fits with the library's strategic directions.

This project aligns with the following strategic goals of San Jose Public Library.

Lifelong Learning and Literacy – Exposure to art collections from around the world, as well as local digital collections, enables learning and exploration through active engagement. With this project, art and self-expression are developed in the library in a fresh and unexpected way—making it part of the materials that young people can use to become well-rounded and well-informed.

A Welcoming and Lively Cultural Center for the Community – Teens will be empowered to influence their surroundings through manipulation of the main visual display area, the focal point the Teen Center, and develop a strong sense of connection to the space. By allowing teens to pick the material themselves, they are given complete freedom to explore their tastes without interference. They will have the tools to learn the details of artists they enjoy as well as the shortcomings of those they do not. Teens can also learn the nuance of symbolism without being dictated about its terms.

Technology that Appropriately Expands and Enhances Service – Technology is integral to this project. By employing the latest operating system in conjunction with a touch-sensitive interface, teens will be naturally attracted to the displays. Instead of merely viewing visual content, they will be able to select materials for display, engage with the content in a meaningful manner, and make critical decisions about its use.

Services that are Relevant to Community Needs – Focus groups with 110 teens conducted by San José Public Library in 2009 found that teens wanted outlets where they can express themselves in a creative manner. They also wanted more advanced technical equipment in the library. A recent Pew study found that high school students aged 16-17 are particularly dependent on the library for their reading and research needs. In this group, 72% had used the library in the past year; moreover, 55% used the library for research in the past year, compared with 40% of all Americans. However, even though their usage is higher than other age groups, they are less likely to see the library as important to them and their family.

(<http://libraries.pewinternet.org/2012/10/23/younger-americans-reading-and-library-habits/>).

PLP Innovation and Technology Opportunity Grant

Both of these studies point to the need for technology-based initiatives that match the evolving needs of teens – a creative, engaging way to encourage teens to participate in the library to find new value in its services.

3. A description of the proposed project including the population served and the demographics of that population.

The large and complex scale of art may be intimidating to those who are curious but inexperienced, or to those who simply lack encouragement to explore their personal artistic inclinations. Public library spaces often feature the work of local artists and other realia that define the sense and history of the community; contributions by donors and other community members are also frequently spotlighted. But these displays are typically non-dynamic and are set for perpetuity. They serve to promote local themes and subject matter, but do little to introduce customers to the wider world of artistic endeavors.

With the advent of current technology, dynamic, responsive art displays via digital screens, which rival the graphic intensity of physical formats, are now possible. San José Public would like to install five 42" digital touch screens in the Teen Center of the new Bascom Branch Library which opens in late February 2013. The Branch serves a population of 25,343, with tweens and teens comprising 10% (2,604) of this population. There are three predominant ethnicities in the service area, Hispanic (39%), White (38%) and Asian (14%). The Branch will serve one high school with an enrollment of more than a 1,000 students, a middle school, and a charter school. This is a new library for an area that has never had a library.

The touch screen monitors in the Teen Center will be spaced throughout the room to create the feel of an art gallery. Each of the touch screens will be attached to customized workstations that allow users to browse sites for art.

To begin, users simply walk up to one of the displays and go to the collection or database of their choice by touching it. Many of the sites (googleartproject.com is one example) have the ability to search for a particular museum. Teens can then start a slideshow displaying all the works of art in that facility with a single touch—full screen on our 42" monitors. They can also search for a particular artist within that collection, then start a slideshow containing only the work of that artist—again with a single touch.

The sites featured will include Google's Art Project initiative, content from museums' image collections, the library's digital archive, and other local content on the library's Flickr account.

Another way that users can interact with the displays is by creating their own slideshows. This functionality is built into googleartproject.com. After logging onto the system with their Gmail account, users can find work they enjoy and add it to their personal collections then display their collections as a slideshow in the same way. The touch screens will be "always on," with slideshows subject to change whenever a new user comes along and puts his/her own slideshow into play.

Augmenting this experience will be a collection of databases, ebooks, and physical books to extend their learning and interaction with the art. The Library will also work with the local schools and art institutions and organizations to develop and deliver complementary art related

PLP Innovation and Technology Opportunity Grant

programs. If successful, this project can be emulated at other San José Public Library branches, by PLP libraries, and by libraries across the state.

4. The goals and objectives of the project.

- Expand the library's role as a lively cultural and lifelong learning center for teens.
- Provide teens with an opportunity to explore their personal aesthetic.
- Develop interactive technology that keeps pace with teens within an art education framework.
- Establish at least three new partnerships with local art institutions and/or schools to develop and support art related programming at the Branch.
- Hold three art related programs at the Branch.
- Expand the reach of the library's digital archive collections through increased visibility, access, and awareness.
- Establish a framework for training customers and staff in working with Google Art Project initiatives.
- Provide teens with reference databases, ebooks, and physical books to extend their learning and interaction with the art.

5. The project timeline (activities).

January 2013

- Evaluate and purchase digital touch screen displays.
- Select online art galleries and digital collections.
- Work with touch screen vendor to configure access to source sites.
- Develop a marketing plan and timeline.
- Conduct outreach to local schools to determine how we can support their art education curriculum.
- Conduct outreach to local museums to develop programming and content partnerships.

February 2013

- Build the main website or launch page for browsing resources.
- Build website for teens to provide feedback on project with web forms, questionnaires, etc.
- Work with partners to develop related programs and curriculum-based initiatives.

March 2013

- Test the system in a lab environment.
- Install touch screens in Teen Center at Bascom Branch Library.
- Begin the marketing plan.
- Train staff onsite so they can assist teens.
- Verify users are able to manipulate the interface.

PLP Innovation and Technology Opportunity Grant

April - December 2013

- Project launch. (April)
- Conduct regular programs and provide outreach to local schools and museums.
- Evaluate usage and impact (July and Nov.)
- Make improvements based on feedback.
- Conduct partnership surveys.
- Document best practices and other project deliverables to share with other libraries.

6. The evaluation of the project.

The following indicators and measurement methods will be used to evaluate the project.

- Usage and length of time each user spends with the sites will be monitored for the touch screens and related online reference materials. We will look for increasing usage and patterns that could inform further project development.
- Qualitative data will be gathered through online surveys from participants using the touch screens. Success indicators are that teens feel the program provides an opportunity for self-expression, interact with the art repeatedly, have discovered something new, find the project relevant, and see the library as important.
- Programs will be evaluated based on attendance and qualitative feedback from participants on a brief survey distributed at the program.
- The library's digital archive collections will be monitored for increased use that could be attributed to the project.

7. The project budget.

Item	Request	In-kind
42" NEC V422 LCD (1920x1080) integrated with 2-point Optical touch, custom bezel & USB controller (5 @ \$2,520 each)	\$ 12,600.00	\$
Workstations HP8200 series (5 @ \$546.00)		2,730.00
Installation of equipment	1,000.00	
Cable extensions	500.00	
Promotion (printing, contests, etc.)	900.00	
Project staff time (Project oversight; select and oversee technology installation; develop and implement web page, reference collection, training materials, marketing plan; conduct evaluation.)		9,500.00
Total	\$15,000.00	\$ 13,790.00