



# PLA DIGITAL LITERACY WORKSHOP INCENTIVE

**Guide for the 2022-2023 Cohort**

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***Welcome to the PLA Digital Literacy Workshop Incentive, supported by AT&T!  
Congratulations on being selected to participate in this remarkable cohort of 160 libraries.***

PLA and AT&T are pleased to partner with you in this important work. Through your applications, we learned about the barriers and struggle your patrons without digital skills face every day. No matter if you were sharing the experience of a large urban center or small town, we know investments in digital literacy are sorely needed.

We applaud your commitment to bridging the digital divide in your backyard. You inspired us with the programs you've already implemented and the thoughtful plans you have for bringing DigitalLearn workshops to your community. We are excited to extend the reach and use of one of PLA's signature initiatives to support public libraries in expanding digital opportunity.

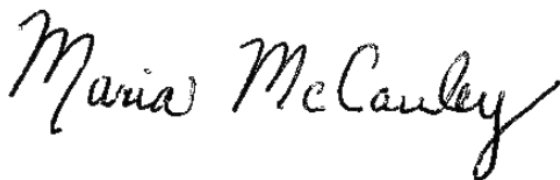
Guided by librarians, PLA developed DigitalLearn.org as a destination for digital literacy training. Since 2013, we have purposefully created a collection of self-directed tutorials and materials for instructor-led workshops that focus on basic yet essential skills. PLA is committed to the ongoing growth of the site and providing intentional, foundational instruction that meets each learner where they are.

And PLA is here to support you. As you may know, PLA is the largest association supporting the unique and evolving needs of public library professionals like you with professional development, networking, and transformative initiatives. With your participation in this program, we aim to connect you with a community of library colleagues from across the country who are embarking on the same journey. Through our ALA Connect website, you will have access to private message boards just for members of this cohort. We hope you will use this opportunity to share your curiosity, knowledge, successes, and questions.

Thank you for making a difference every day and stepping up to increase critical digital literacy access to your community. We are with you each step of the way; don't hesitate to reach out to our staff at PLA and your cohort community on ALA Connect.

We can't wait to see how you use DigitalLearn to change lives!

Warmly,



Maria McCauley, Ph.D.  
PLA President

# Resources

## PLA Digital Literacy Workshop Incentive

*DigitalLearn  
Workshop Materials*

<https://training.digitallearn.org/>

*Access & Submit Forms:  
W9, MOU, Elec. Payment*

ALA Apply (Foundant)

<https://www.grantinterface.com/Home/Logon?urlkey=AMALA>

*Project Outcome  
Post Workshop  
Learner Surveys*

<https://www.projectoutcome.org/>

*Access & Submit  
Incentive Reports*

ALA Apply (Foundant)

<https://www.grantinterface.com/Home/Logon?urlkey=AMALA>

*ALA Connect  
Cohort Forum*

<https://connect.ala.org/home>

[DigitalLearnHelp@ALA.org](mailto:DigitalLearnHelp@ALA.org)

*PLA Contacts*

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# Timeline

## PLA Digital Literacy Workshop Incentive

		Tier 1	Tier 2
<b>August 23, 2022</b>	Onboarding Webinar (Live & Recorded)		
<b>August 26, 2022</b>	MOU and W9 due to PLA		
<b>September 30, 2022</b>	Incentive Payments Issued		
<b>September- December 15, 2022</b>	Conduct Fall Workshops	2+ Workshops 12+ Learners	3+ Workshops 30+ Learners
<b>December 31, 2022</b>	Preliminary Report due to PLA		
<b>December 16, 2022- March 15, 2023</b>	Conduct Winter Workshops	1+ Workshops 6+ Learners	2+ Workshops 20+ Learners
<b>March 31, 2023</b>	Final Report Due to PLA		

# Workshop & Learner Requirements

## PLA Digital Literacy Workshop Incentive

The PLA Digital Literacy Workshop Incentive provides selected libraries support to teach digital literacy workshops using DigitalLearn training materials. The DigitalLearn platform and materials were developed for PLA by librarians.

### Approved Workshops (choose one or more):

- Internet Basics
- Cybersecurity Basics
- Email Basics
- Computer Basics (Windows 10)
- Computer Basics (Mac OS 11)
- Video Conferencing (Zoom)
- Tablet Basics (Android)
- Tablet Basics (iOS)

#### What About Other DigitalLearn Workshop Topics?

Once you meet your minimum number of learners using one or more of the 8 approved topics you are free to conduct workshops on other topics.

### Where to Find the Approved Workshop Resources

<https://www.training.digitallearn.org/>

### Languages Available

Available both in English and Spanish

You may use awarded funds to have resources translated into another language.

### Number of Workshops Required and Deadlines

Tier 1: \$4,000

- 2 or more workshops by December 1, 2022
- 1 or more workshops by March 1, 2023

Tier 2: \$7,000 3 or more workshops by December 1, 2022

- 2 or more workshops by March 1, 2023

### Learner Requirements

Tier 1: \$4,000

- 12 or more learners by December 1, 2022
- 6 or more learners by March 1, 2023

Tier 2: \$7,000

- 30 or more learners by December 1, 2022
- 20 or more learners by March 1, 2023

**Reaching the minimum number of learners is the most important requirement.**

PLA has estimated the number of workshops it should take to achieve the learner goal. It may require more workshops.

# PLA Digital Literacy Workshop Incentive

## Reporting

### Preliminary Library Report to PLA, due December 31, 2022

Reporting will be submitted on Apply ALA.

Questions from the Recording and Reflection document. Complete after each workshop:

- Training material used and workshop title
- Date workshop offered
- Number of people who attended the workshop
- What language was the workshop conducted in?
- Did you work with a partner to promote or deliver the workshop?

#### Additional Questions:

- Open ended “Anything Else We Should Know?”
- Collaborator Engagement: Were AT&T employee participants/volunteers engaged in the training?
- Optional: I am interested in building awareness of these resources by sharing my story with the media and through other promotional opportunities.

**See page 9 for the template to record your attendance numbers and reflections.**

### Final Library Report to PLA, due March 31, 2023

Reporting will be submitted on Apply ALA.

- Aggregate of above questions
- Completed Recording and Reflection document for each workshop

#### Additional Questions:

- How did the library promote the workshop? Provide examples if possible. What were the results, both anticipated and unanticipated, of these activities?
- Did you make any adjustments to your plan based on what you learned in previous workshops?
- Did the PLA Digital Learn training help you to help your patrons reach their goals? Please explain and include anecdotal information if available.
- What is one thing about the training materials that worked well?
- What is one thing you would recommend we change about the training materials and why?
- Are you willing to share what you learned with the library community through a webinar, article, or other channel?
- Does your library intend to continue using the new digital literacy resources from PLA and AT&T, available at [digitallearn.org](https://digitallearn.org) and [att.digitallearn.org](https://att.digitallearn.org)? Why, or why not?

# PLA Digital Literacy Workshop Incentive

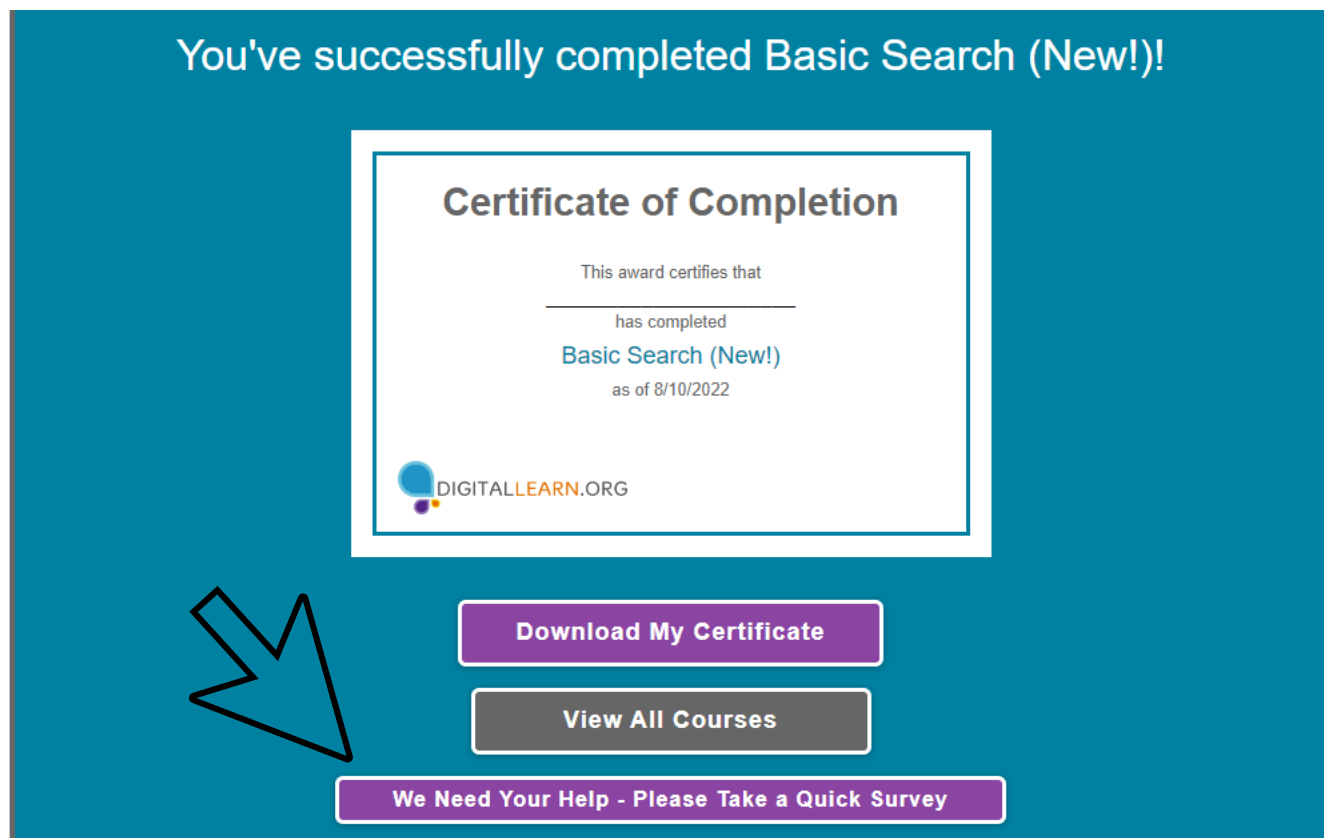
## Evaluation

The Workshop Incentive will engage more than 5000 learners throughout the US. This is an invaluable opportunity for PLA to collect data about DigitalLearn, its use and impact. Our goal is to assess DigitalLearn, from multiple perspectives, and take what we learn to grow, improve, and adjust our site to better serve libraries and communities. We value your opinions and those of your patrons!

PLA has engaged an independent evaluator as part of this program. They will be gathering qualitative and quantitative data from many sources including:

- Reports from participating libraries
- Interviews with librarians and facilitators
- Google Analytics
- User Surveys through DigitalLearn (using Project Outcome)

**TAKE NOTE** When users reach the end of a DigitalLearn course they will see this image. Encourage them to click on the survey to answer six short questions about their experience. In September 2022 PLA will set up each library with a Project Outcome account. You will be able to see the surveys your patrons complete.





# Using ALA Connect

The PLA Digital Literacy Workshop Incentive has its own online community, and we can't wait to see you there! [ALA Connect](#) is the place where you can interact with members of the cohort from now until March 2023.

## What is ALA Connect?

ALA Connect is an online platform for discussion and collaboration (think Slack, Facebook, or other online forums). Connect is the centralized space for colleagues to communicate online, whether they're part of a formal ALA program or just want to share questions and ideas with other library professionals.

## How does the community work?

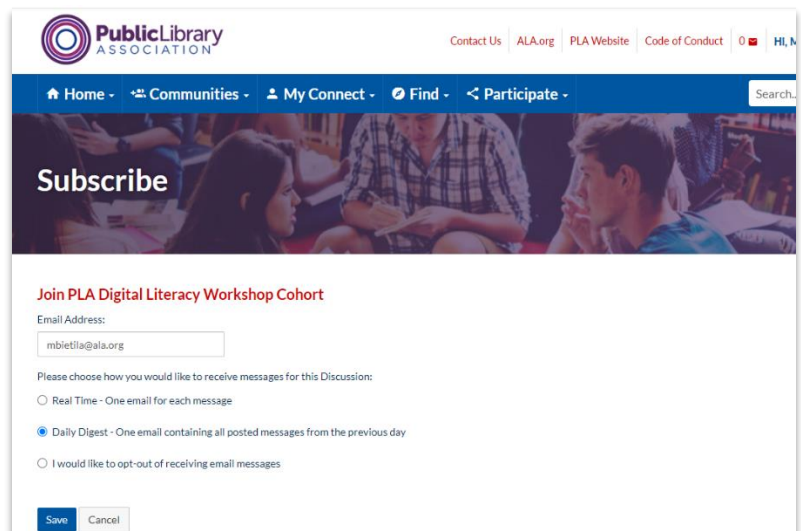
We are using ALA Connect to provide the cohort a place to find support, resources and share their wins (big or little) with each other.

The community is private – only members of the Digital Literacy Workshop Incentive cohort and PLA staff will have access to the message board and any content shared. You do not need to be an ALA member to access the community.

Since our cohort is substantial and diverse, we plan to open sub-groups for rural libraries, small libraries, suburban, urban and more.

## How do I get started?

1. If you don't have a login with ALA, [register for an account here.](#)
2. Join the "PLA Digital Literacy Workshop Cohort" community on Connect by [clicking the Join button here.](#)
3. You can choose to how you're alerted to new messages. Many find the daily digest the best option.
4. Set up your profile preferences and add a profile pic of your choosing!

A screenshot of the ALA Connect website showing the 'Join PLA Digital Literacy Workshop Cohort' form. The form is part of a community page for the 'Public Library Association'. It includes a navigation bar with links like Home, Communities, My Connect, Find, and Participate. The main heading is 'Subscribe'. Below it, the form asks for an 'Email Address' (with 'mbietl@ala.org' entered) and allows users to choose how they receive messages: 'Real Time - One email for each message', 'Daily Digest - One email containing all posted messages from the previous day' (which is selected), or 'I would like to opt-out of receiving email messages'. There are 'Save' and 'Cancel' buttons at the bottom.

## More questions about how to use ALA Connect?

Check out the [Help/FAQ page](#)

- [How to use Connect like an email discussion list](#)
- [Frequently asked questions about Connect profiles](#)
- [How to reply to or post a new discussion in Connect](#)
- [What is the difference between Email Preferences, Community Notifications, and Communication Preferences?](#)

# DigitalLearn Workshop Record and Reflection

Attendance

Date & Time:

Location:

Language:

Facilitator's Level of Experience:

Workshop Title:

Observations

DigitalLearn Topic:

Materials Used:

Was the workshop effective?

Community Partner (if applicable):

What was challenging?

How was the workshop promoted?

## **ADDITIONAL NOTES**