

Check Out the Internet: Starting a Hotspot Lending Program in Your Library

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Research & Development Librarian



Overview

- Introduction
- What is a Hotspot?
- Accompanying Technology
- Vendors
- Policies
- Training
- Planning Ahead
- Looking Beyond the Library



Introduction

Digital Divide

The gulf between those who have ready access to computers and the Internet, and those who do not.



Introduction

Digital Relevance

The understanding of the role internet access plays in life to every person regardless of age or socioeconomic status



Introduction

Digital Inclusion

Digital inclusion is the ability of individuals and groups to access and use information and communication technologies



Introduction

Digital Literacy

The ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills.



What is a Hotspot?



What is a Hotspot?

- Can be a dedicated device, or another device (ex. tablet) that has a hotspot function
- Creates a network for up to ~10 devices
- Must be connected to cellular network
- Speed is limited by strength of network and number of devices connected



Accompanying Technology

Do I need additional devices?



Accompanying Technology

Pros

- Patrons have devices to use
- Training can be streamlined

Cons

- Startup costs
- Damage & Loss



Accompanying Technology

Windows vs Chrome vs Mobile

- True browser experience recommended
- Chrome easier/cheaper to control
- Windows more traditional
- Tablets more limited, but can be an “All-in-one”



Planning Ahead

Community Partners = Stakeholders

- Schools
- ESL Programs
- Municipalities/Local Government
- Community Foundations, Rotary Clubs, etc
- Local Businesses
- Local Offices of Carriers & Cable Providers



Planning Ahead

Data Collection!

- Crucial to Fundraising
- Helps National Movement
- Interaction with Patron
- Make It Consistent
- Paper -> [Digital](#)



Planning Ahead

Budgeting

- Start Small -> Grow Interest
- Sustain through 2018
- Community Interest Brings Community Investment
- 20% Repair & Replace



Vendors



Vendors

T-Mobile

- Very strong where available
- \$10/Month for 2gb with Throttle
- \$28.95/Month for Unlimited via OGS
- Basic Filter Included
- Initial device cost \$85
- John Barber: John.Barber@t-mobile.com



Vendors

Sprint

- Network Varies (Strong in Metro Areas)
- \$37.95/Month for Unlimited via OGS
- Basic Filter Included
- Initial device cost \$1 (replacement cost ~\$150)
- Blake Hosmer, Sprint: blake.hosmer@sprint.com



Mobile Beacon

- Non-profit
- Runs on Sprint Network
- Filter Included
- \$10/Month for Unlimited 4G
- Device Cost \$95 (Up to 10 may be purchased at deep discount via TechSoup!)
- Rick Lindholm, Mobile Beacon: rick@mobilebeacon.org



Vendors

Verizon

- Strongest network
- \$39.95/Month for Unlimited via OGS
- Filter Not Included
 - (Need 3rd Party & Static IPs)
- Initial device cost \$1 (replacement cost ~\$150)
- Jennifer Hull, Verizon:
jennifer.hull@verizonwireless.com



Manage Mobility

- Provides Patron Phone Support
- Works Directly with Carriers
- Can Assist with Kit Staging
- Extra \$3/month
- Antwon Foster, Manage Mobility:
Antwone.foster@managemobility.com



Does It Work Where I Live?

- Map Before You Test
- Test Before You Buy



Vendors

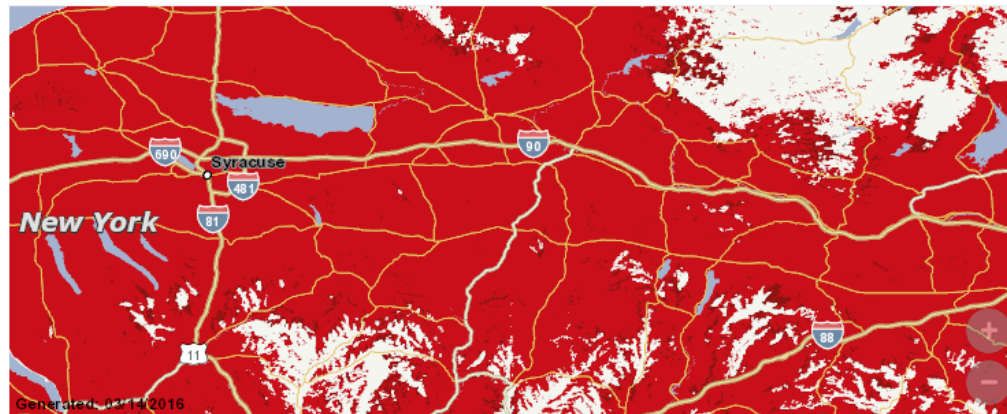
Check your coverage

[International Coverage](#)

See detailed information about coverage in your area by searching this map.



- ☒ 4G LTE Data Coverage ☐ Data Coverage ☐ Voice & Messaging
- ☐ Prepaid ☐ Push to Talk



● Verizon 4G LTE ● Verizon 3G ● Extended 3G ● International 4G ● International 3G ○ No Coverage

These Coverage Locator depictions apply to the following calling plans:
National Calling Plans, Mobile Broadband and Prepaid.

International rates for voice and data will apply.

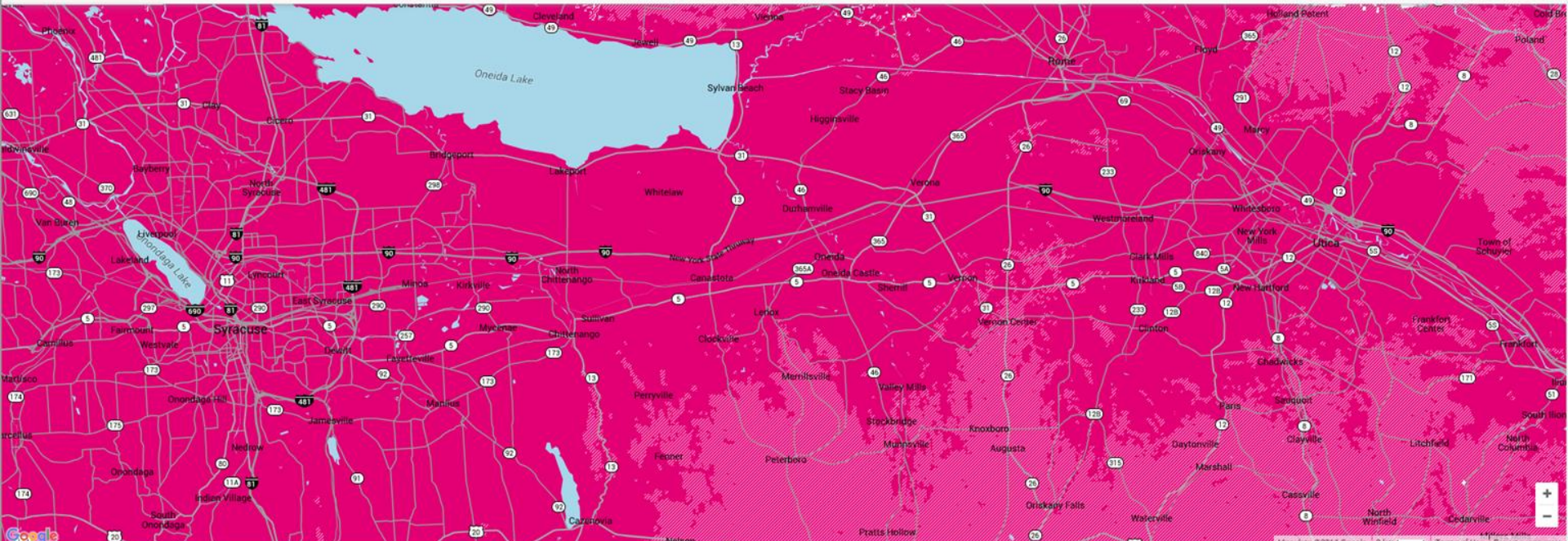
These maps are not a guarantee of coverage and contain areas of no service, and are a general prediction of where rates apply based on our internal data. Wireless service is subject to network and transmission limitations, including cell site unavailability, particularly near boundaries and in remote areas. Customer equipment, weather, topography and other environmental considerations associated with radio technology also affect service and service may vary significantly within buildings. Some information on service outside the Verizon Wireless proprietary network, and we can not vouch for its accuracy.



Vendors

T-Mobile You are viewing coverage with Extended Range LTE. CLOSE

LEGEND United States CHECK COVERAGE MY PLACES CHOOSE DEVICE



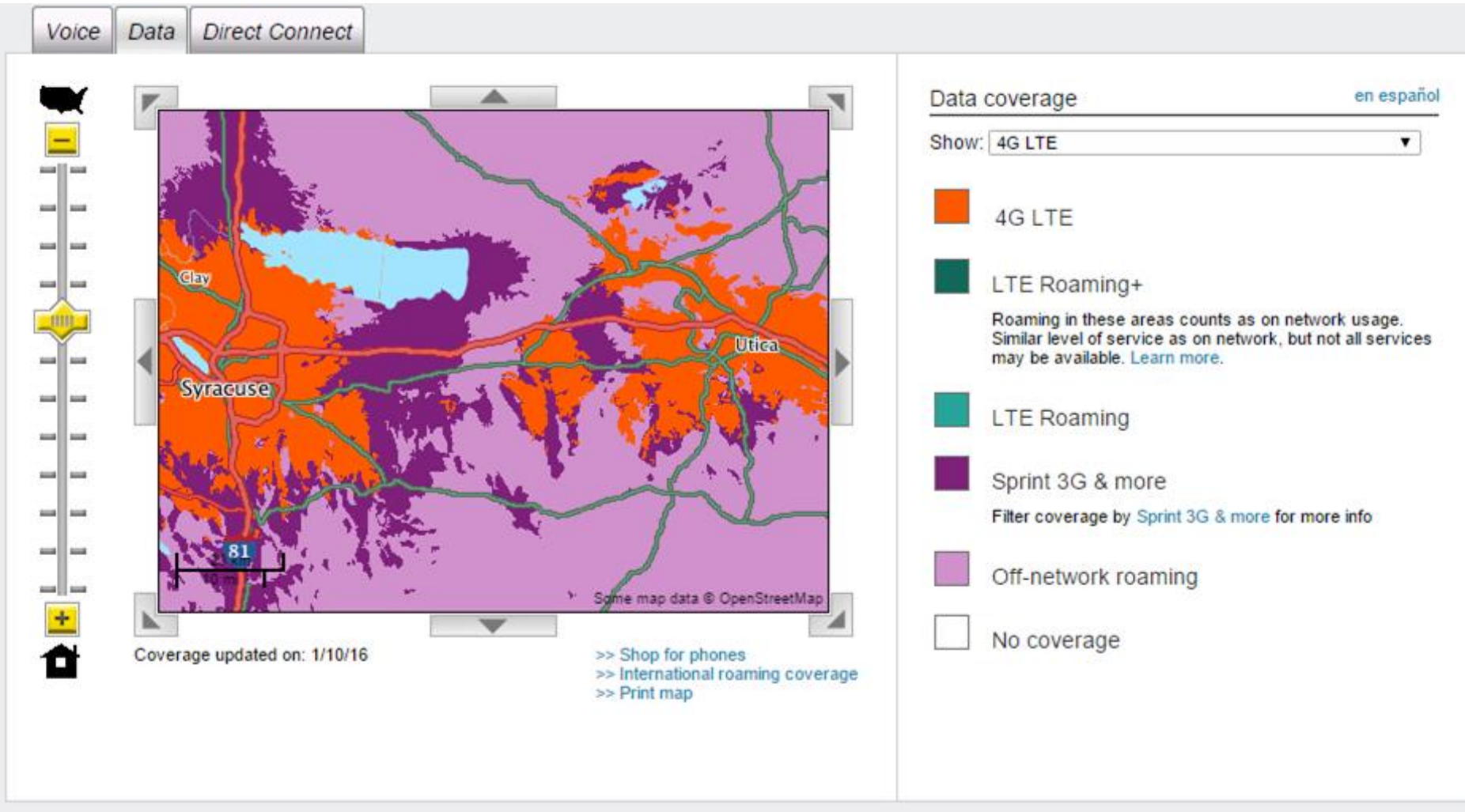
FAQS

- 4G LTE Device Compatibility
- What is Verified Coverage?
- How do we get customer data?
- What's new with the map?
- Where does T-Mobile offer partner coverage?
- What's the difference between 4G LTE/4G/3G/2G?

Important Map and Service Information



Vendors



Policies

The F Word: Filtering

- Institutional decision
- eRate issues
- Take it to the board
- Have a plan



CENSORED CENSORED CENSORED



Policies

Loss Prevention & Legal Issues

- Be prepared
- Know what to tell police
 - Serial numbers
 - Device Identification numbers
 - Carrier Law Enforcement Hotline
- What to do when the police call *you*



Policies

Loss Prevention & Legal Issues

- Create Separate [Loan Agreement](#) for Program
- Remind patrons that devices turn into bricks if not return
- Reinforce value of tools to community
- Longer loan process means more investment



Policies

Loan Policies

- Long Term vs Short Term
- Community Needs & Goals
- Partnerships May Enable Both



Training

- Base Level vs Digital Literacy
- Push Basic Bookmarks
- Hotspot Hotline
- Post Training Resources Publically



Training

- Recruit for Programming at First Patron Contact
- Design Programming for Target Users
- Schedule Programming During Every Loan Period



Looking Beyond the Library

- **ConnectAll**
 - New NTIA–White House Initiative
- **Lifeline**
 - Upcoming reform provides discounted access to Low–Income Households
- **Charter–Time Warner**
 - Expanded access & low–income access for merger approval
- **New NY Broadband Program**
- **National Digital Inclusion Alliance**
 - Practitioner Community
 - Mailing List = Point of Sanity
 - First Stop for Data



Questions?

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Vendors

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- Jennifer Hull, Verizon:
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- Blake Hosmer, Sprint: blake.hosmer@sprint.com
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