



# Media MashUp

Science Museum of Minnesota Institute for Learning Innovation

Free Library of Philadelphia | Memphis Public Library  
Public Library of Charlotte & Mecklenburg County  
Seattle Public Library | Wilmette (IL) Public Library



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## Spring 2009 Update April 16, 2009

Welcome to the first newsletter from the Media MashUp project! The goal for this note is to update you on the project's progress, preliminary findings and more. Happy reading!

**Library Staff Training = Mission Accomplished** Participating staff from all libraries braved Minneapolis' sub-zero temperatures and attended four intensive days of training in January 2009. Keith Braafladt, Science Museum of Minnesota, provided an immersive Scratch experience for staff. Training curriculum modeled teaching Scratch, using the ScratchR website's social networking features and techniques for incorporating a range of digital tools in Scratch-based workshops. Staff left Minneapolis with the skill set needed to plan and implement programs in their home libraries.

**Techno-bios for all** Staff participated in activities developed by the evaluation team (Kirsten Ellenbogen and Molly Phipps, Science Museum of Minnesota and Kate Haley Goldman, Institute for Learning Innovation) to gather baseline data on technology-related skills, experience and attitudes. A key component of the Media MashUp project is the investigation of desirable and required skill sets needed for library staff to implement innovative technology programs for youth.

The collected data provides a snapshot-in-time assessment of what skills staff brought on board. Analysis of the data reveals that all participants have experience and familiarity a small set of technology tools, regardless of educational background or experience. Further, all have an appreciation for the role of technology in the lives of youth. At the same time, not all have experience with a variety of media tools, such as video and audio editing. We will continue to assess technology skills learned by participating staff.

Perhaps most important, all staff reported having a personal investment in the project -- a necessary and key indicator of its potential success.

**Whither the Organization?** The third component of the January visit were interviews with staff related to library policies and procedures related to programming, technology deployment, marketing and program staffing. Evaluation staff again led the conversations and interviews.

These interviews, coupled with analysis of established library policies and procedures, provide core data that will allow evaluators to gauge success in program implementation against library policies and procedures, providing an opportunity to reflect and report on best practices.

A key aspect of the project is identifying affordances and barriers to

innovative technology program implementation; this information is critical to understanding library constraints and potential responses. The evaluation will look at barriers and affordances related to both program start up (one time) and sustainability (on going).

**Driving project communication --** Communication between project staff related to program implementation is being hosted on a ning social networking site. The ning format features a blog, discussion forum, a community calendar, links to evaluation surveys, and collaboratively developed documents. Google Docs provides a collaborative environment for curriculum development.

**Gearing Up for Youth** The program plan for Media MashUp requires each library to offer eight formal themed workshops and twelve open labs. At the end of April all libraries had offered at least one themed workshop and open lab time. Libraries are encouraged to take advantage of natural programming opportunities and offer programs during the school breaks and the summer. We expect to see an increase in workshops and labs as the summer nears.

Staff have identified an interest in holding a Scratch contest for youth from each library. We're planning for this as capstone activity for Winter-Spring 2009-2010.



Hennepin County Board of Commissioners . Jan Callison . Gail Dorfman . Jeff Johnson . Randy Johnson . Peter McLaughlin . Mike Opat . Mark Stenglein  
Library Board . John Gibbs . Holly Guncheon . Roger Hale . Patricia Izek . Jill Joseph . Claudia Kelly . Kathleen Lamb . John Pacheco . David Pratt . Cynthia Steinke . Therese VanBlarcom  
Library Director . Lois Langer Thompson

**Around the Libraries** Scratch Day, May 16, 2009, will be celebrated with events at Hennepin County Libraries, Wilmette (IL) Public Library, Memphis Public Library and the Public Library of Charlotte and Mecklenburg County.

The Free Library of Philadelphia will be doing a special introduction to Scratch at its annual Youth Summit in May. This youth organized and planned event will be a great time to get Scratch wide exposure in the Philadelphia area. The Free Library is exploring a range of possible grant funding sources for extending Scratch programming well beyond the IMLS grant period.

Memphis Public Library has started a terrific local partnership with Christian Brothers University, home of [learnscratch.org](http://learnscratch.org) and will be working with students and staff from CBU to develop Scratch-related activities during the grant period.

Staff from the Public Library of Charlotte & Mecklenburg County has taken a lead role in broadening the reach of the grant by bringing their expertise to local libraries, and in establishing relationships with schools to bring programming to youth. Their work is laying the foundation for expansion of program opportunities in the Charlotte area.

### **Spreading the Word**

Project staff Keith Braafladt and Jennifer Nelson led a well-received Scratch workshop at the March 2009 Midwest Library Technology Conference. K-12 media specialists, academic and public librarians attended and had a hands on opportunity to work with Scratch in a state-of-the-art iMac lab -- a wonderful treat for everyone!

In early November Keith and Jennifer delivered a presentation at the 2<sup>nd</sup> annual Games, Libraries and Learning Symposium (GLLS) in Chicago.

Jason Hyatt, Public Library of Charlotte & Mecklenburg County, gave a presentation on Scratch and Media MashUp at the North Carolina's statewide Summer Reading Conference in February.



### **Memphis Public Library and Information Center**

John Lloyd  
Hillary Pesson  
Mary Seratt

### **Public Library of Charlotte & Mecklenburg County**

Kelly Czarnecki  
Jason Hyatt

### **The Seattle Public Library**

Mahina Baptiste  
Rachael Bohn

### **Wilmette Public Library (IL)**

Janet Piehl  
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### **Media MashUp Project Staff:**

**Formative evaluation** is led by Kirsten Ellenbogen with Molly Phipps from the Evaluation and Research Department of the Science Museum of Minnesota.

**Summative Evaluation** is led by Kate Haley Goldman from the Institute for Learning Innovation

### **Staff training and technical support**

is led by Keith Braafladt with Sabrina Sutliff-Gross from the Learning Technologies Center at the Science Museum of Minnesota.

### **Participating Library Staff**

#### **Free Library of Philadelphia**

Zach Lutz  
Theresa Ramos  
Aurora Sanchez

#### **Hennepin County Library**

Alicia Anderson  
Cynthia Matthias