A woman with glasses and a striped shirt is looking at a laptop screen in a meeting. The background is blurred, showing other people and a desk with papers.

From Bricks & Mortar to Virtual Spaces: Using Digital Innovation to Advance Nonprofit Missions

UCSUR Brownbag
Discussion

November 9, 2018



**STRONGER
THAN HATE**



A GATHERING OF
COMPASSION · UNITY · LOVE

Point State Park · Friday, November 9th · 12 Noon

#412gether

- **Almost 9 out of 10 U.S. adults has a mobile phone** — and 77 percent of those phones are smartphones.
- **Nearly 75% of 25- to 34-year-olds** live in wireless-only households, versus about 24 percent of people 65 and older.
- **About 71% of adults who rent live in wireless-only households.** Meanwhile, only 43 percent of adults living in owner occupied homes are wireless-only.
- **Only 37.4% of adults in the Northeast are wireless-only.** In the South, it's 57.1 percent; in the West, 55.5 percent; and in the Midwest, 52.5 percent.



Wireless Nation

More than half of American homes do not have a landline but have at least one wireless phone

By 2020:

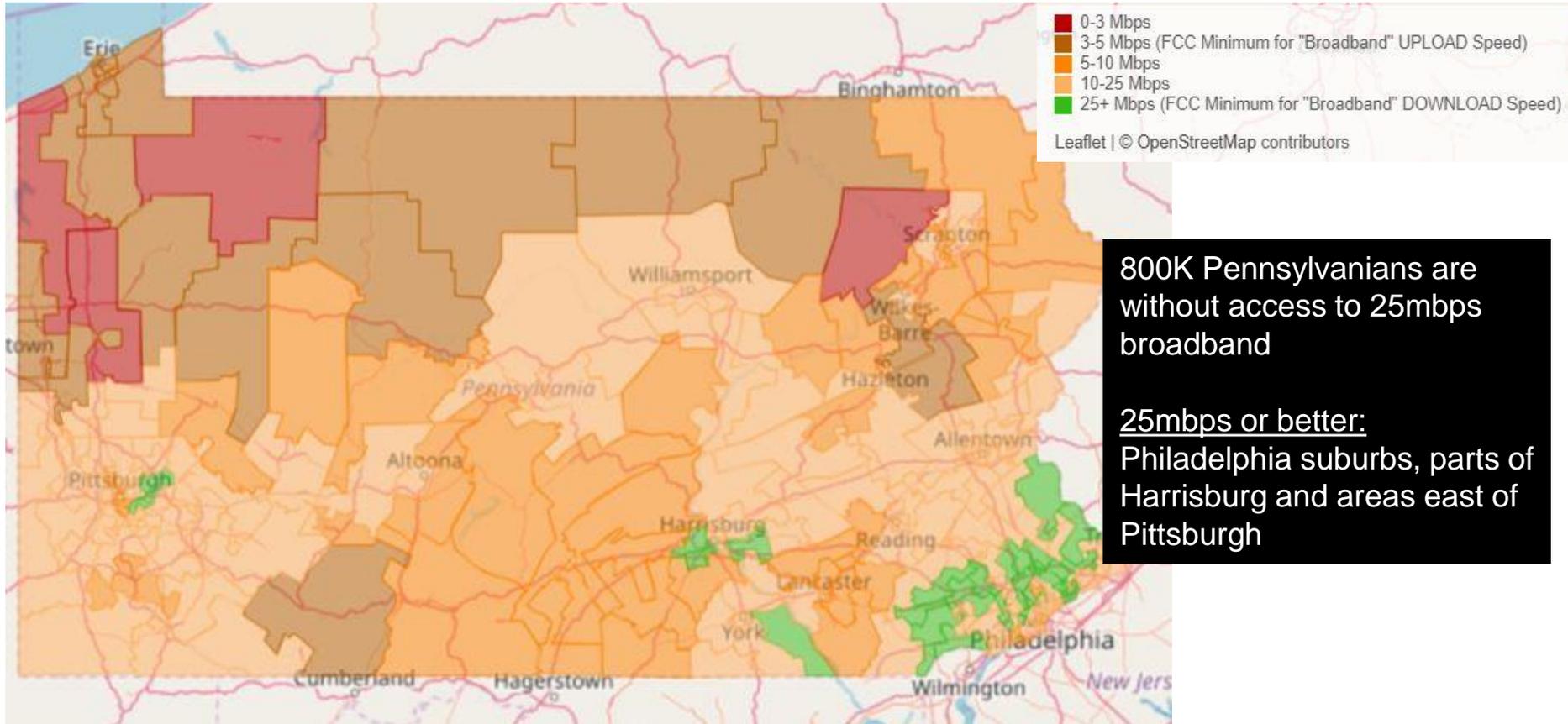
- **Ubiquitous:** the average person will have more conversations with bots than with their partner
- **Growing dominance:** 50% of all searches will be voice searches.
- **Screenless:** 30% of all searches
- **Smart speakers are common:** By 2022, 55% of all households own one
- **Fast growth:** 35.6 million Americans used a voice-activated assistant device at least once a month in 2017 — a year-over-year increase of 128.9 percent.



Consumers expect a voice

40% of people who own a voice-activated speaker say it feels like talking to a friend or another person

Public Policy: Broadband – Infrastructure & Funding



800K Pennsylvanians are without access to 25mbps broadband

25mbps or better:
Philadelphia suburbs, parts of Harrisburg and areas east of Pittsburgh

**Regina McDonald
Russian**

*Digital Accessibility &
UX Specialist*
Innovation Studio
Carnegie Museums of
Pittsburgh



The logo features the word "Summer" in a large, blue, cursive font with a yellow and orange striped pattern. Below it, "ADVENTURE" is written in a bold, orange, blocky font with a black outline, and "CHATBOT" is in a bold, red, blocky font with a black outline. The text is set against a yellow starburst background.

Summer
ADVENTURE
CHATBOT

The Knight Foundation Grant

1. **Research and create a mobile chat based museum experience**

That can be useful for other cultural institutions

2. **Delight on and off-site existing audiences**

with a new way to stay connected to the museums

3. **Attract new audiences**

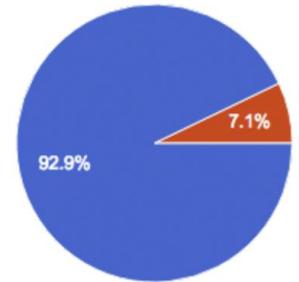
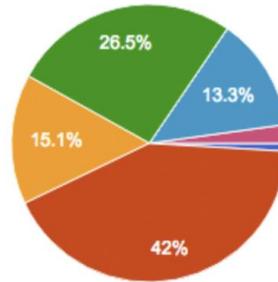
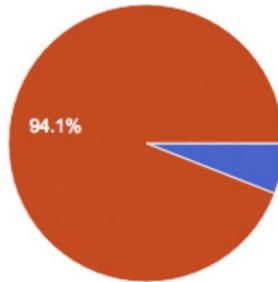
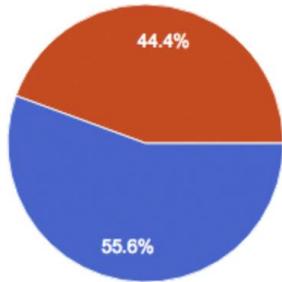
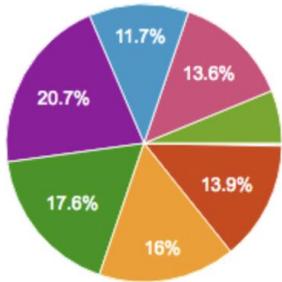
with an engaging and easy onboarding process

Research

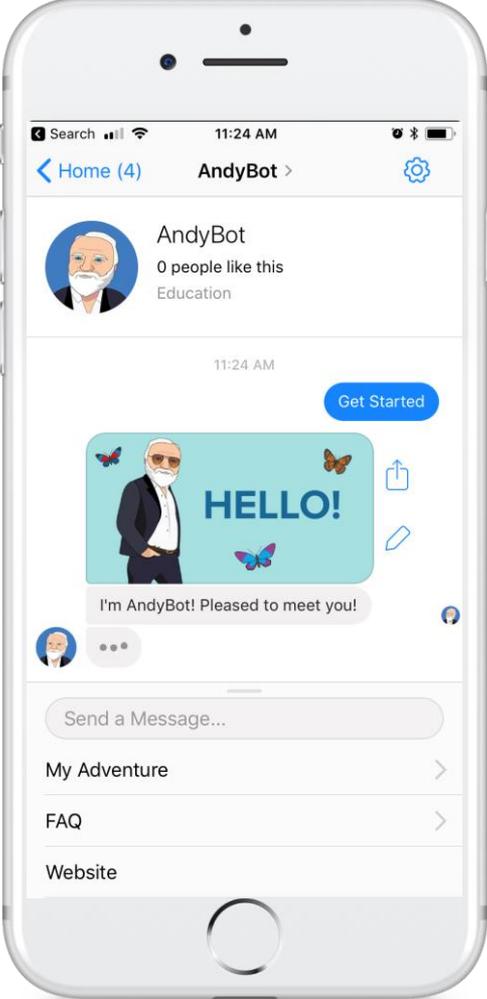
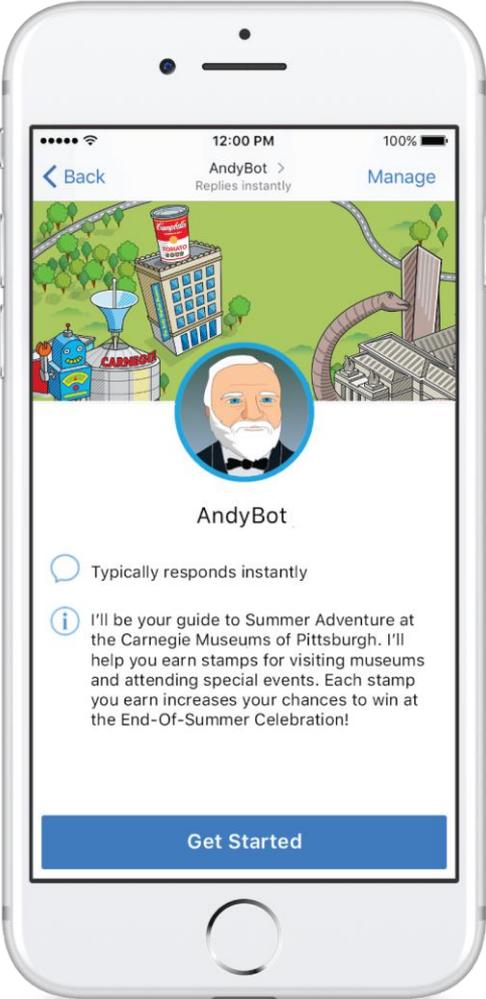
1. Literature Review

2. Landscape Analysis

3. Field Study: Benchmarking Visitor Behaviors and Mobile Device Usage in the Museum



Getting Started



On and Offsite Museum Activities

- Museum Trivia sets and opinion polls for each museum
- Upcoming events
- Museum scavenger hunts



Scavenger Hunt in Polar World!

Use clues to locate specific objects in this fun, group-friendly activity.

[First Clue](#)



Super Science Saturday: Dinosaurs

12-4pm. Join us in at the Hall of Dinosaurs and earn a stamp!

[Event Details](#)



Bird Hall Poll

Tell us what you think and see what others have to say!

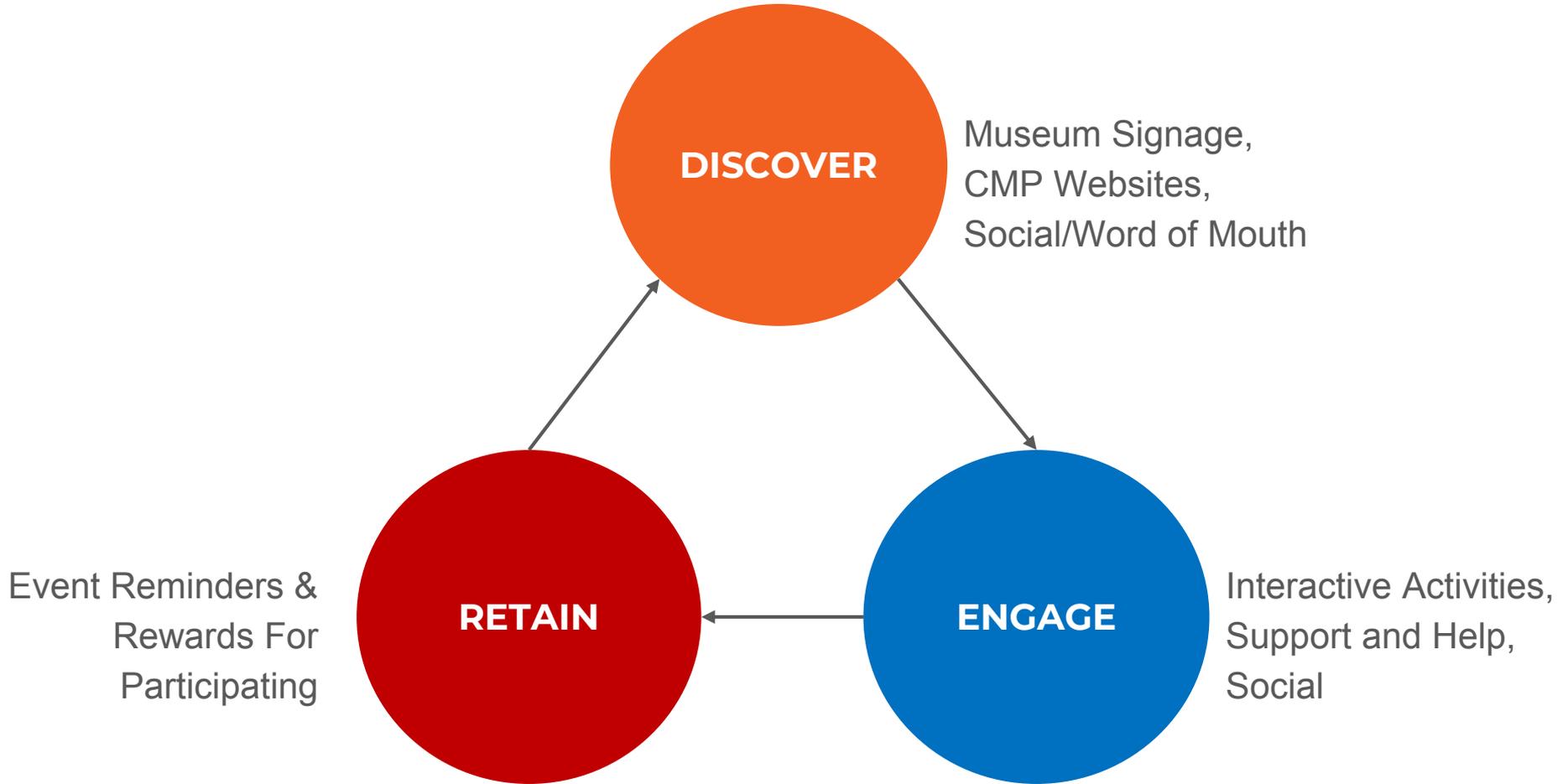
[Vote](#)



Minerals and Gems Trivia

How much do you think you know about these fascinating objects?

[Trivia Time](#)



Lessons Learned



What's Next?



Toby Greenwalt

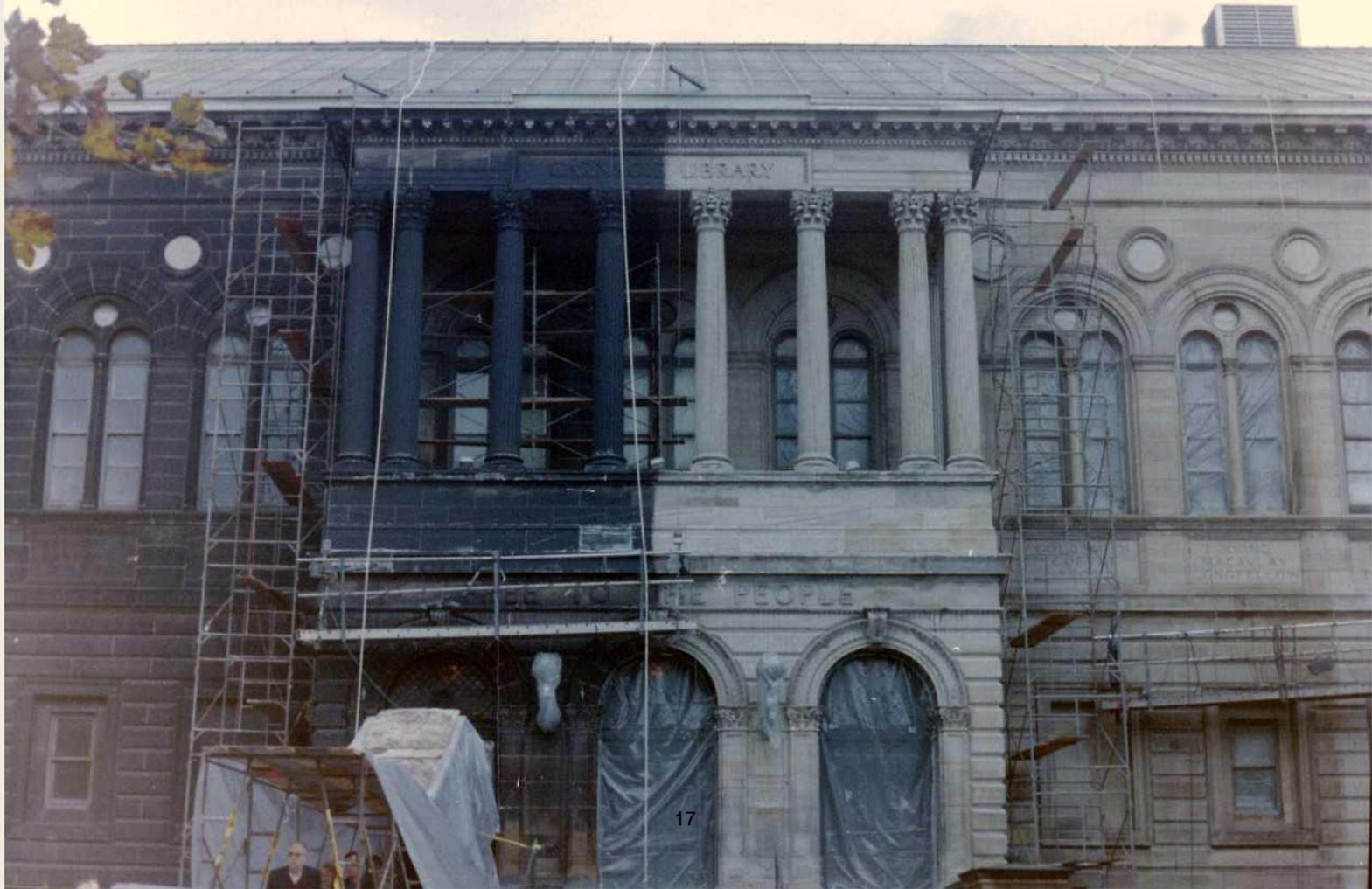
*Director, Digital Strategy &
Technology Integration*
Carnegie Library of
Pittsburgh



IMPLEMENTING SUSTAINABLE INNOVATIONS

Lessons Learned at Carnegie Library of Pittsburgh

Toby Greenwalt
Director of Digital Strategy & Technology Integration



Bad year for Pittsburgh's libraries with cuts and closings

October 13, 2009 4:00 AM

By Bob Hoover Pittsburgh Post-Gazette

The Carnegie Library of Pittsburgh faces another financial headache next year -- a 20.1 percent cut in state public library subsidies following last week's legislative approval of the state's new budget.

Pittsburgh Post-Gazette®

post-gazette.COM

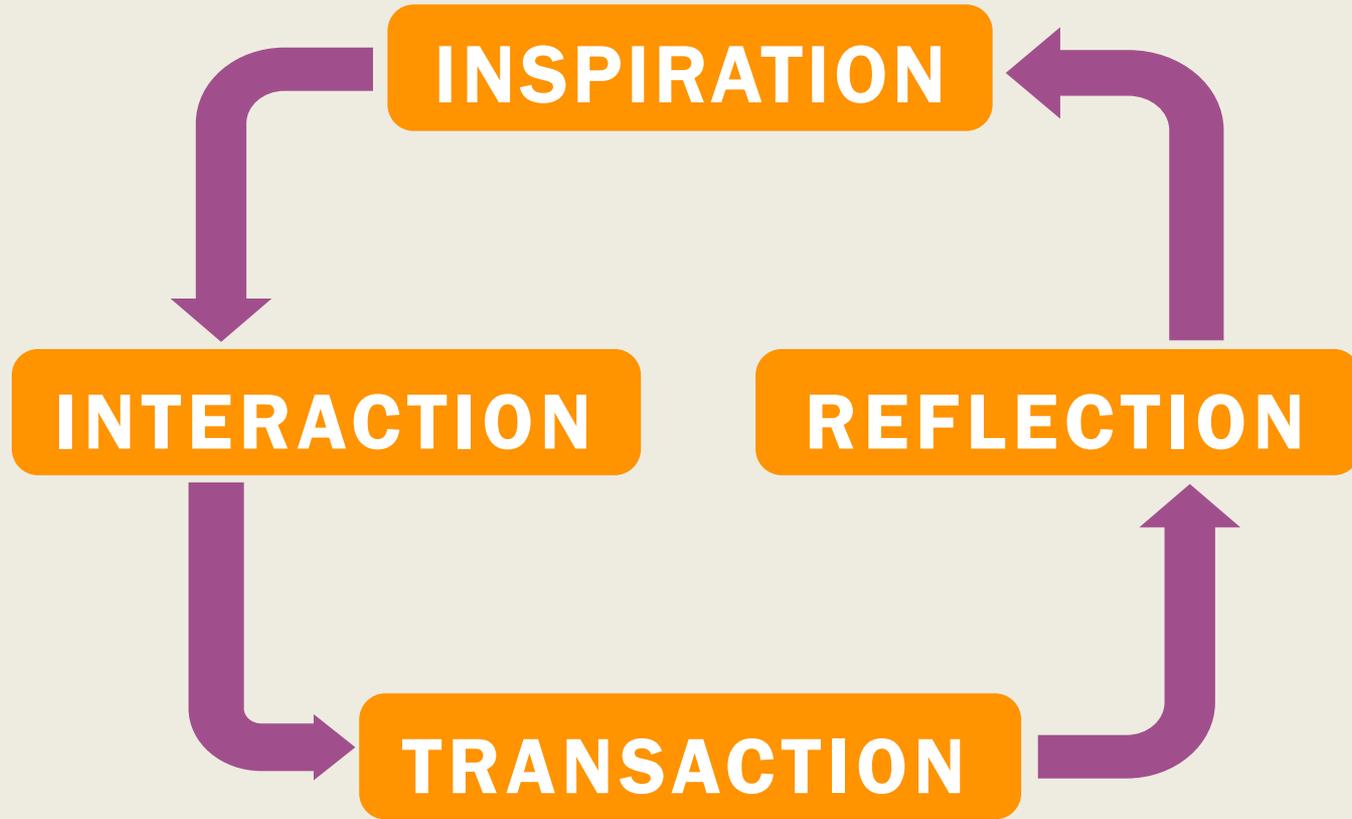
Carnegie Library funding approved by big margin

November 9, 2011 12:45 AM

By Rich Lord Pittsburgh Post-Gazette

Put a win in the books -- for the books.

By a margin of more than two to one, Pittsburgh voters Tuesday approved a binding referendum to add 0.25 mills to the tax on all real estate in the city, and steer the proceeds to the fiscally challenged Carnegie Library of Pittsburgh. The levy could bring more than \$3 million a year to the library system for operations and maintenance.



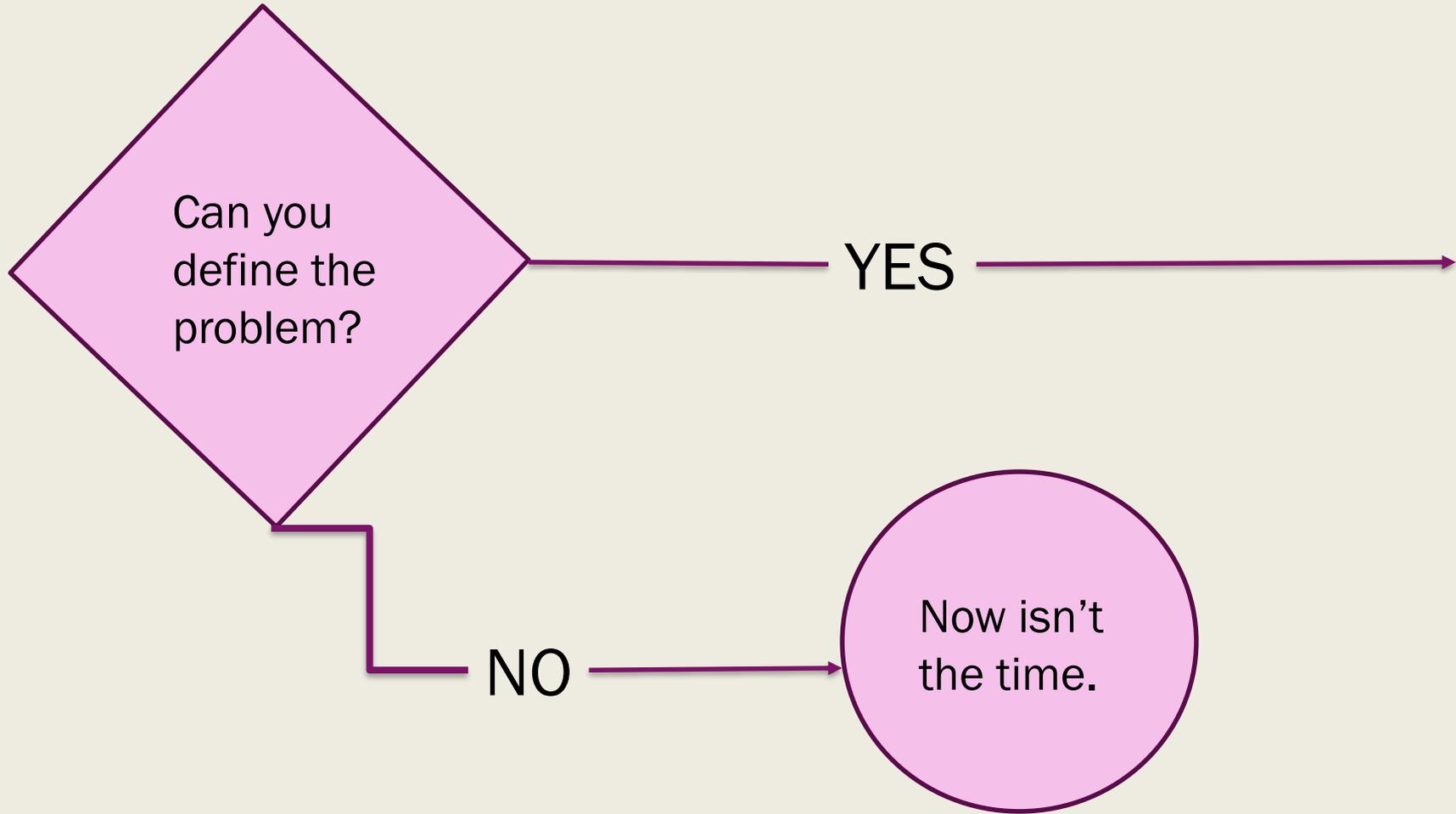
CLP 2016 Innovation Grants: Delight Edition

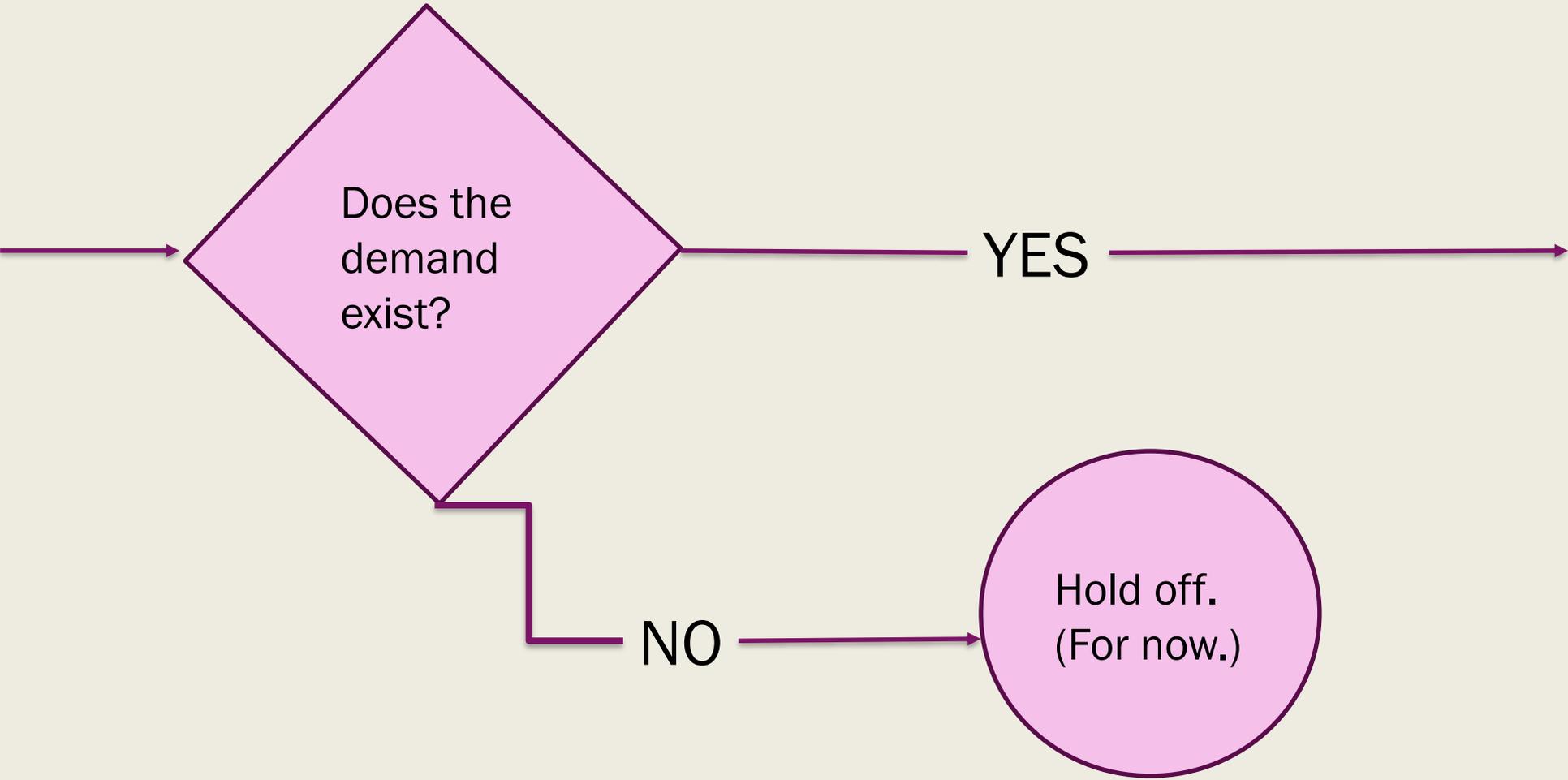
The Office of Digital Strategy is offering small grants to help kickstart innovation within the organization. By providing financial and logistical support, we hope to catalyze agile improvements to library service, and encourage staff at all levels to harness their creative problem-solving skills. This is your chance to pursue your wild ideas - even if the experiment doesn't quite work out. Up to \$10,000 is available for staff projects.

The topic for this round of grants is delight.
How might we create surprising, memorable, positive, experiences for our users?







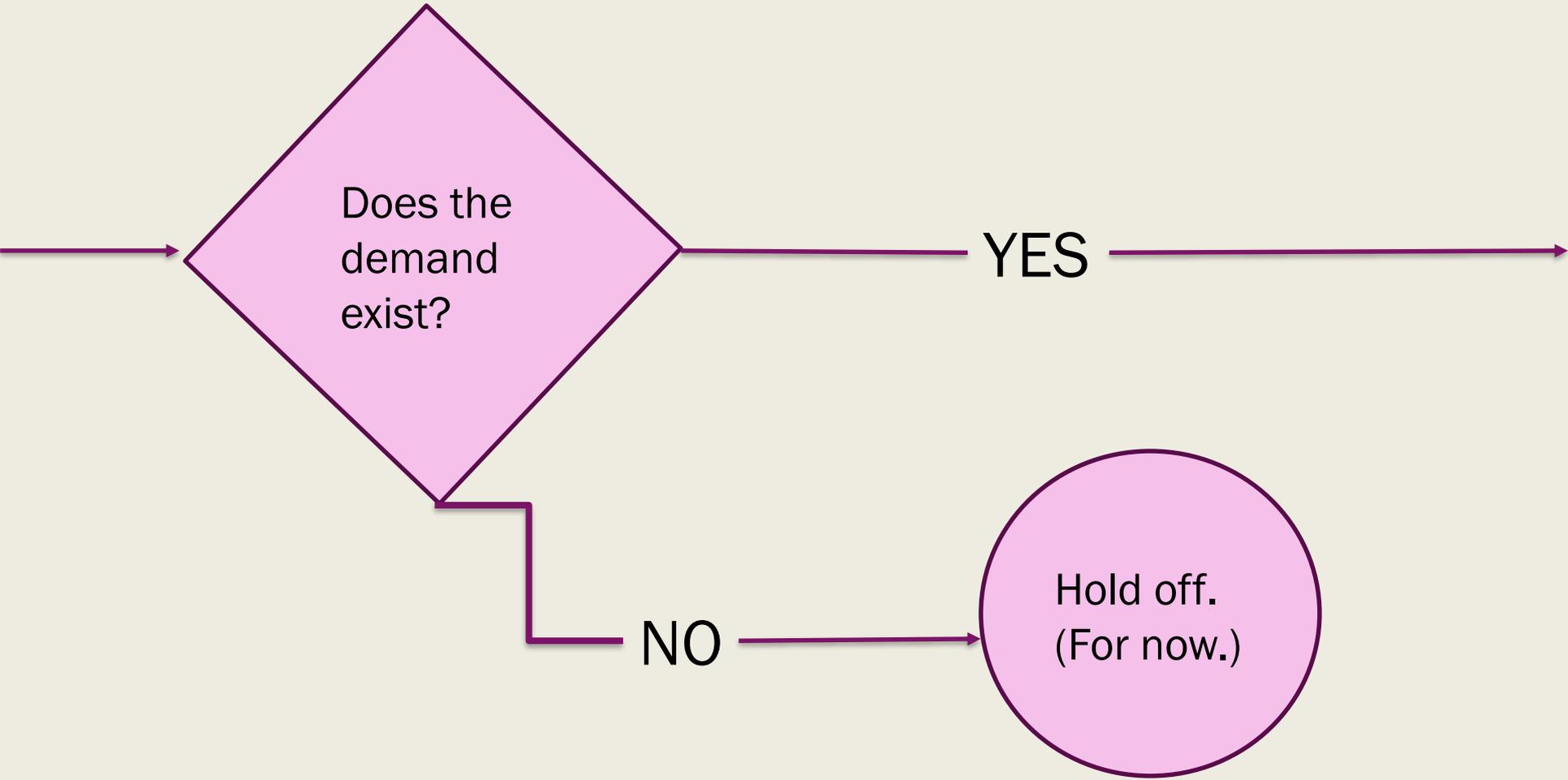


Does the demand exist?

YES

NO

Hold off.
(For now.)

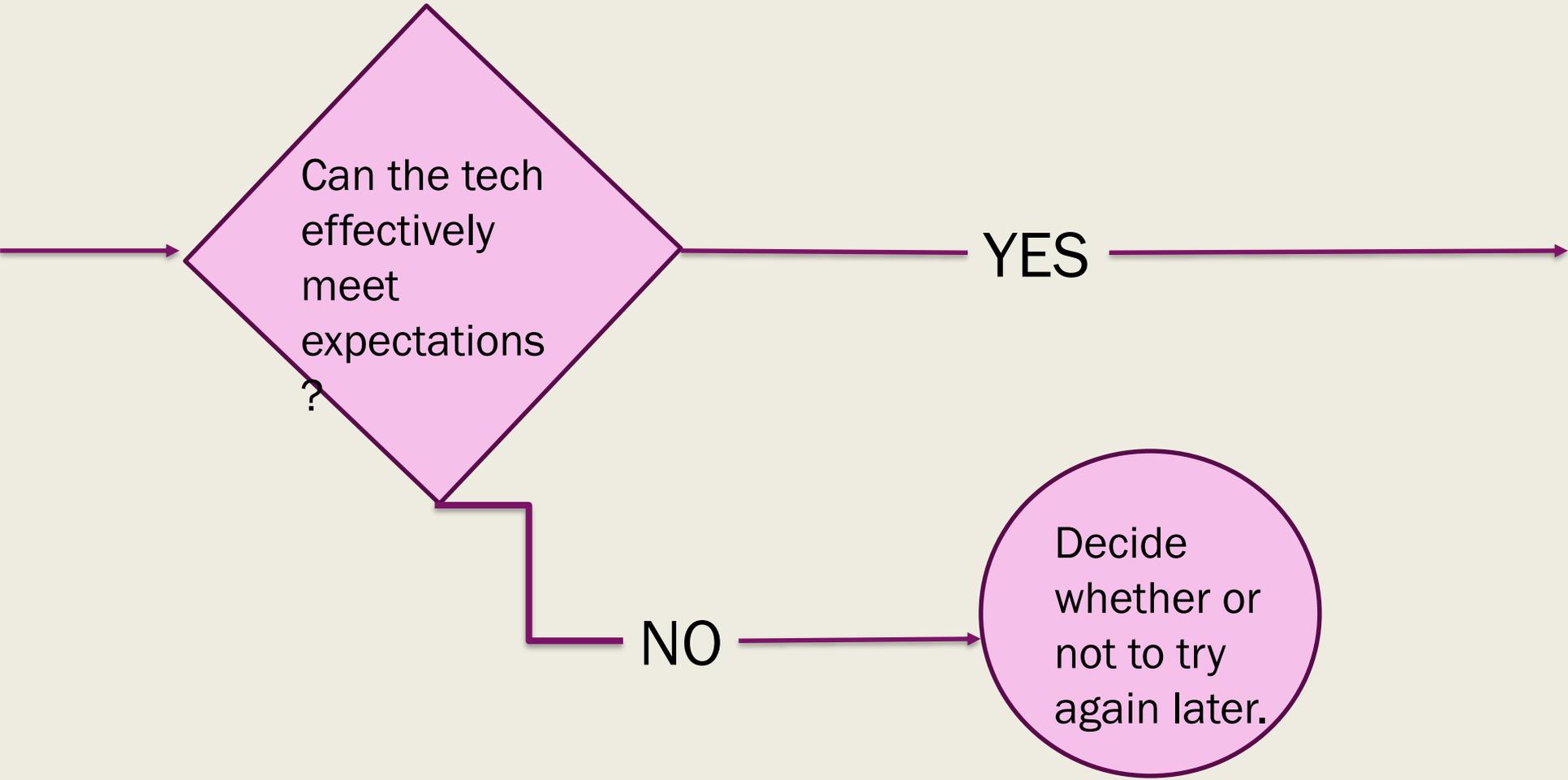


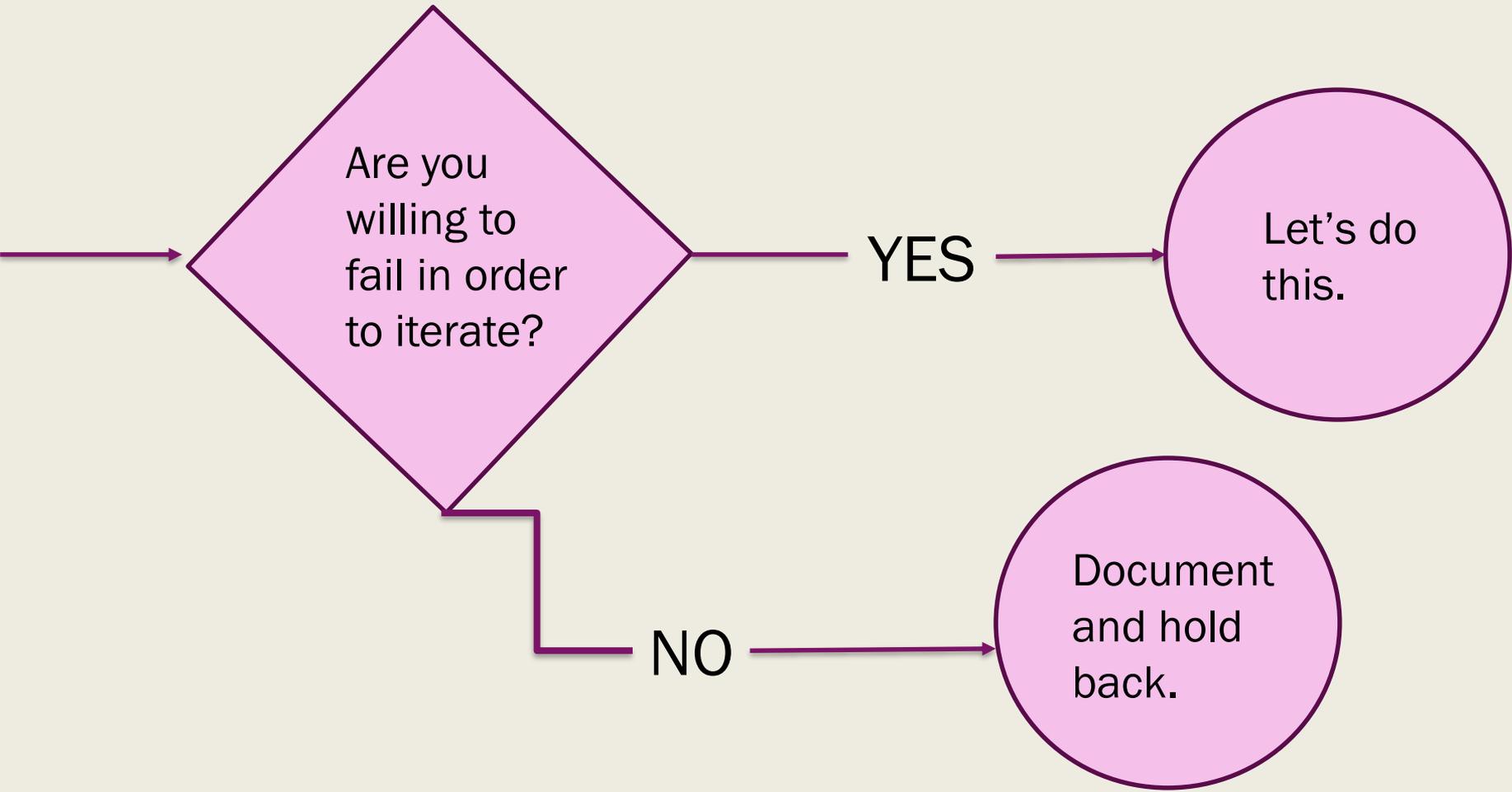
Does the demand exist?

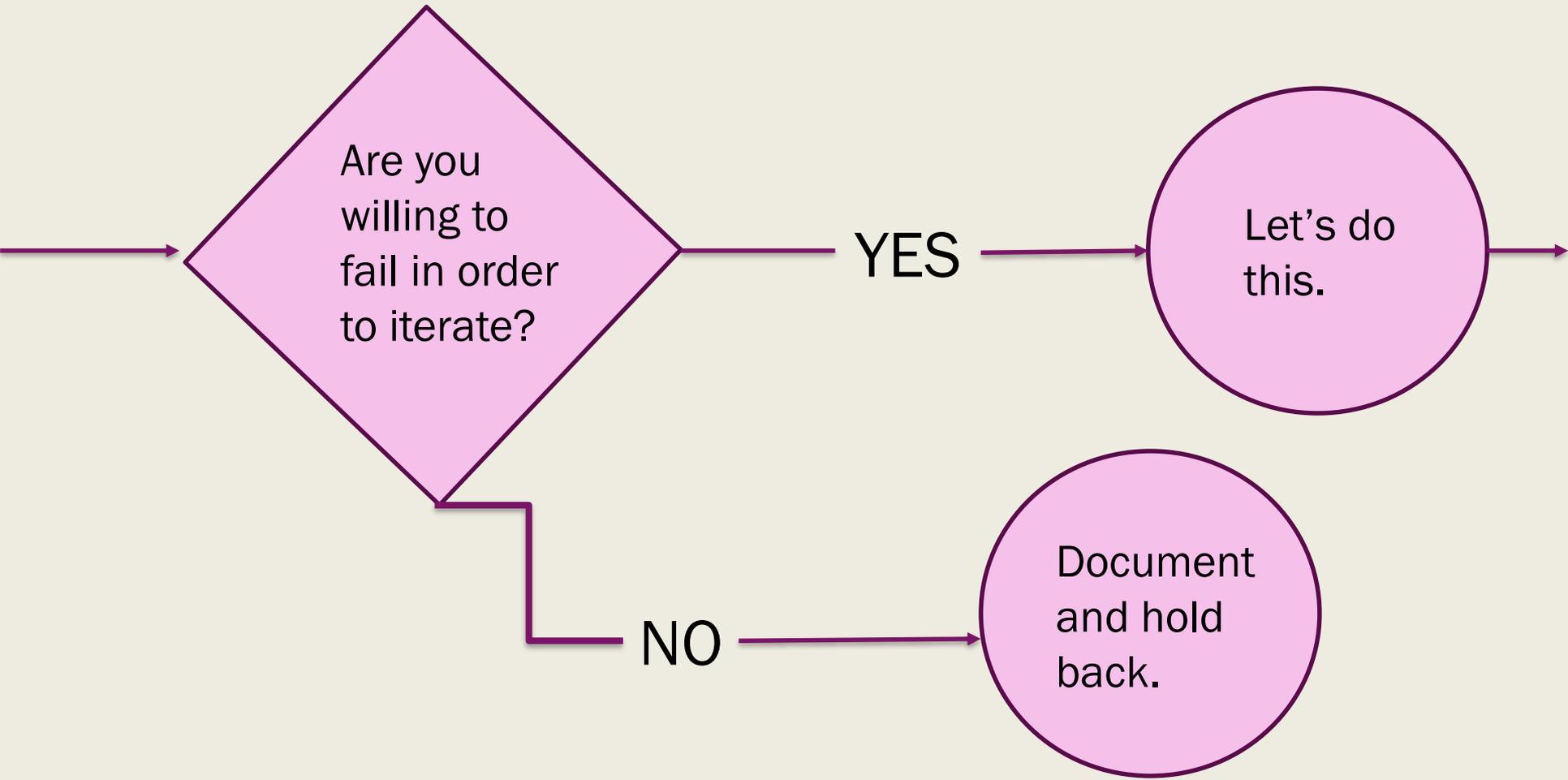
YES

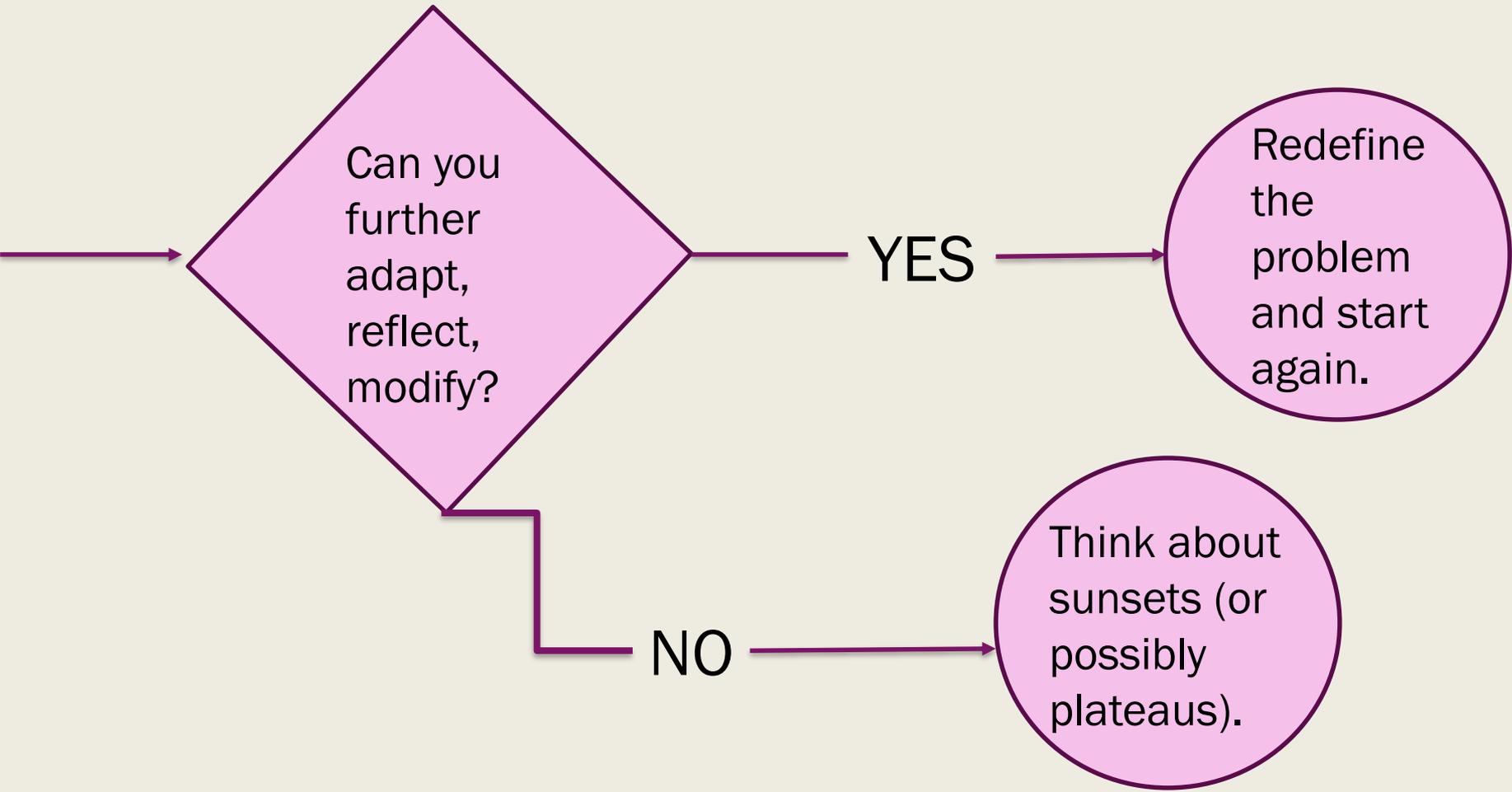
NO

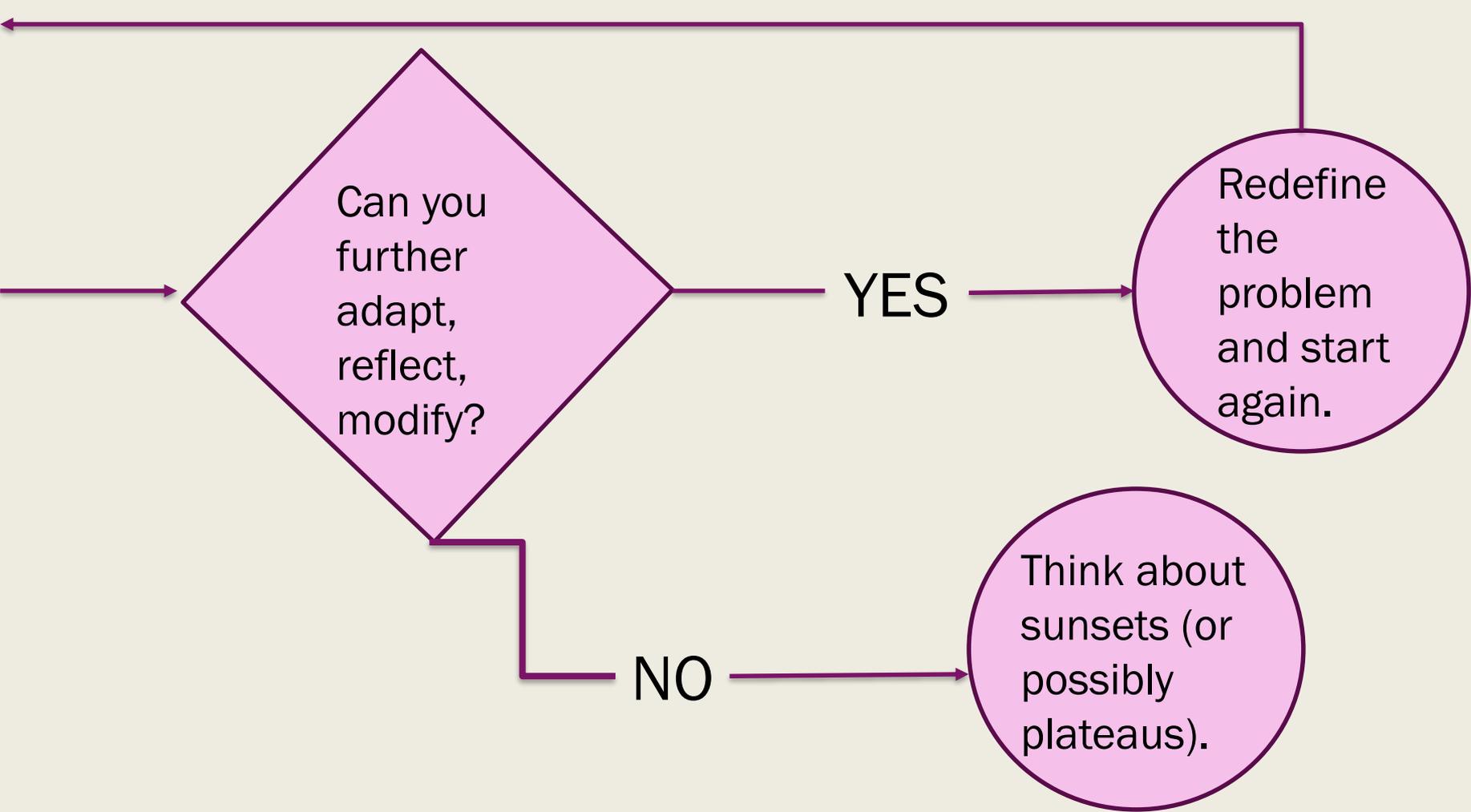
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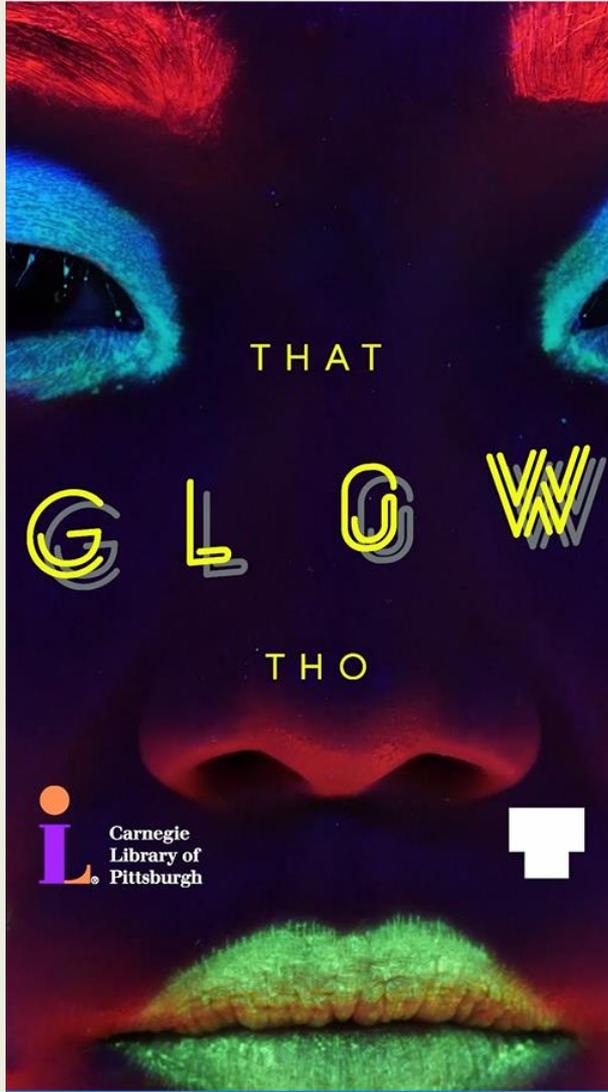














IISTACKSII
CARNEGIE LIBRARY OF PITTSBURGH

CALL FOR SUBMISSIONS
September 17 - October 8

THANK YOU

Toby Greenwalt
Director of Digital Strategy & Technology Integration
greenwaltt@carnegielibrary.org
[@theanalogdivide](https://twitter.com/theanalogdivide)

Questions



Resources

[Walk with Yeshi \(AKQA\)](#)

(includes the video of the chatbot)

[If you're not human then who are you?](#)

Experimenting with chatbots in Nigeria and Haiti

May 19, 2017

MVAM: The Blog (part of the UN's World Food Programme)

[Nonprofits and Bots – list compiled by Beth Kanter](#)

Researchers begin 11-month study of rural Pennsylvania broadband access

<https://news.psu.edu/story/503910/2018/02/05/research/researchers-begin-11-month-study-rural-pennsylvania-broadband>

Contacts



**Catherine
DeLoughry**

Principal, Civic
DecisionMaking LLC

cdeloughry@comcast.net

[https://www.linkedin.com/
in/catherinedeloughry/](https://www.linkedin.com/in/catherinedeloughry/)

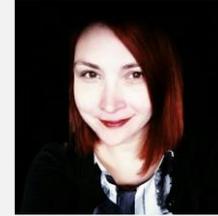


Toby Greenwalt

Director of Digital Strategy
and Technology
Integration, Carnegie
Library of Pittsburgh

greenwaltt@carnegielibrary.org

@theanalogdivide



**Regina
McDonald
Russian**

Digital Accessibility & UX
Specialist, Carnegie
Museums of Pittsburgh

russianr@carnegiemuseums.org