Weathering the Virtual Library
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About Pioneer Library System

- pioneerlibrarysystem.org
- 1958
- Cleveland, McClain & Pottawatomie Counties
- 11 Branches, 7 Information Stations
- ~ 350 Employees
- Virtual Library
  - 3 Librarians
  - Online Library Services & Social Media
3 Days in May 2013

Sunday 5/19

Monday 5/20

Friday 5/31

Source: NOAA http://1.usa.gov/1dh8jfp
May 19

- Rural Communities
  - Cleveland County
  - Pottawatomie County

- Library Services Impacted
  - Information Station
  - Moore, Norman, & SOKC Libraries Closed early
  - Staff Property

- Response
  - Check on Staff
  - Get word out on damaged / lost material help

Photo from PLS Staff Mary Simms. Shared on PLS Instagram http://instagram.com/p/ZIMi34gfn-/
May 20

• 1st Library Cancellation for evening was 10:30am
• City of Moore announce school evening events cancelled we share
• VL Coordinator leaves at lunch
• Library cancellations continue early closings begin at 12:30pm
• 2:19pm All PLS Libraries officially closed for the day
The Path

Source: Google Crisis Map http://goo.gl/lvNAKK
In the Moment Response

- FB PM City of Moore Official
- SMS Staff
- Monitor social media search terms Add #okwx
- Share, Retweet & Respond
Challenges in the Aftermath of May 20

Immediate
• Phone service not reliable
• Electricity failure to library with webserver and email server
• Fiber network went down to Moore (4 days to restore internet)
• Library voice lost in the noise?
• Outside do-gooders
• Life still going on

On Going
• Power struggle between AT&T & Cox Communications
• Small ISP in Rural Areas
• Enough followers on social media
<table>
<thead>
<tr>
<th>I can work sokc branch if u need me this is brook childrens sokc dept</th>
<th>Working to get info on electricity situation - will let you know status. - Adri</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thanks</td>
<td>SOKC will be closed today. Do not worry about reporting elsewhere for work today.</td>
</tr>
<tr>
<td>Thank u. If u need me just text will be happy to help</td>
<td></td>
</tr>
<tr>
<td>There is no water or internet in area. Unsure of power. Staff can not check web for info</td>
<td>We are pushing info out in all venues we have. If you have # of staff impacted let us know &amp; we will begin direct communication w/ them.</td>
</tr>
<tr>
<td>Zach b[,], SW OKC branch</td>
<td>TY Zach - will let them know. - Adri</td>
</tr>
<tr>
<td>Do we know if the branch has power and when we'll reopen? Thank you!</td>
<td>Waiting on information to come in. Will txt you &amp; post to website &amp; FB when we know for sure.</td>
</tr>
<tr>
<td>JSYK - SOKC Library closed today. You do not need to report elsewhere for work today.</td>
<td></td>
</tr>
<tr>
<td>im looking to see if you have this movie to be put on hold: atlantis the lost empire?</td>
<td></td>
</tr>
</tbody>
</table>
VL Actions in the Aftermath of May 20

- A lot of communication
  - Message from Director [http://ow.ly/2x2ADS](http://ow.ly/2x2ADS) (.5 day)
  - Online giving for staff impacted [http://bit.ly/16QcMae](http://bit.ly/16QcMae) (1.5 days)
  - Tornado Relief Info (2 days) [http://bit.ly/1gcBIS8](http://bit.ly/1gcBIS8)
  - Share, Retweet, & Respond

- Tornado Damaged Material process
  - Joplin
  - Disable ToS for WiFi
  - Power strips
  - Obituaries
  - Life goes on
Your Work Now is your Voice Later

Pioneer Library System
May 21, 2013

One of our Flickr photos from a Big Read event at the Moore Warren was used in this before/after piece.

BEFORE/AFTER PHOTOS: Oklahoma Destruction

The tornado that hit Moore, Oklahoma on May 20 left a school destroyed and a community to pick up the pieces.

Like Comment Share

4 people like this.
24 shares

 Write a comment...

1,950 people saw this post
May 30 & 31

• Library Services Impacted
  • All libraries closed by 4:30pm May 30
  • Cleveland County Libraries closed 5pm May 31

• Challenges
  • Power outages
  • Landline phone services
  • Debris
VL & IT Changes since May 2013

**In Place**
- Remote Hosting
  - Website | Rackspace
  - EZ Proxy | OCLC
  - ILS | SirsiDynix
  - Calendar | Evanced
  - SMS Service | Mosio
  - Email | Microsoft 360
- AT&T WiFi hotspots backup
- High end laptops
- Redirect from FB Check-in Pages

**Forth Coming**
- Off site back ups of virtual servers
- Master Plan for System
Summation

Have a plan
The work you do with social tech now builds a better foundation in crisis situation
Virtual services have a place with on the ground response
Life goes on