

## THE MOBILE BEACON DIFFERENCE

In 2012, Mobile Beacon pioneered the Hotspot Lending Program with the Providence Community Library. Over the last five years we have assisted over 500 libraries across the country to develop and implement Hotspot Lending Programs in their communities. These range from large libraries in major metropolitan areas to small, rural libraries.

With Mobile Beacon's broadband service, libraries have a premium internet service for the best price available – \$10/per month for truly unlimited service (no data caps or throttling), mobile anytime/anywhere, and high-speed internet service.

Combine that with our Device Donation Program with TechSoup, which provides each library branch the choice of several donation options, and it's easily the most affordable option available.

### Mobile Beacon & TechSoup's 4G LTE Hotspot Donation Program

**techsoup**

We offer donation bundles to help you get the number of devices you need to expand access without breaking the bank.

- **Single Device Donation** (Can be combined with the five or ten device donation)
- **Five Device Donation**
- **Ten Device Donation**

Learn more about the 4G LTE Hotspot Donation Program at [www.mobilebeacon.org/techsoup](http://www.mobilebeacon.org/techsoup).

"We want to help close the gap [for our patrons]. A better job that might be found online from the comfort of your home today could mean that you can afford broadband service tomorrow. Until then you can borrow ours."

Maria Meachum, Director, Wilmington Public Library District.

"Mobile Beacon's unlimited data is a game changer for the library's hotspot lending partnership with the public school district. It sends the message that we value, trust, and support the often vulnerable families we serve."

David LaCrone of Kansas City Public Library (KCPL)

**mobilebeacon**  
*4G Internet Access. 4 Nonprofits. 4 Less.*

Mobile Beacon provides high-speed, low-cost, mobile internet access to the anchors of communities: the nonprofits, schools, libraries, and healthcare organizations that provide vital services to millions of Americans every day. Through this broadband service, organizations have an essential tool to fulfill their missions and maximize their philanthropic impact, which allows organizations to access more information, reach more people, and further help their communities.

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**Wi-Fi**  
*to go*

A guide to starting your own  
**HOTSPOT LENDING PROGRAM**

with  
**mobilebeacon**

## WHY START A HOTSPOT LENDING PROGRAM?

- Nationwide, over 62% of libraries provide the only free internet access in their community.
- Demand for library resources continues to exceed what libraries can provide in their physical space during library hours. 65% of libraries report an insufficient number of public computers to meet demand, and 41% report their internet connection speeds are insufficient to meet their patrons' needs some or all of the time.
- The number of patrons enrolling in technology training classes is increasing.

When patrons borrow the internet just like a book, libraries are providing them with 24/7 access to a world of information.

Hotspot lending programs enable libraries to meet their patrons' connectivity needs in important ways:

- Helping children complete homework assignments after school to minimize the "homework gap."
- Assisting adults with job opportunities.
- Accessing health information, especially for seniors.
- Providing internet options to rural areas with poor or no coverage.
- Offering in-home access to low-income individuals and families.



Approximately  
**4,500**

mobile hotspots are circulated to patrons at over 500 libraries nationwide.



## GETTING STARTED with your Hotspot Lending Program

### Questions to consider:

- How many devices will meet the needs of my patrons?
- How long should the lending period for the devices last?
- Will patrons need to sign a user agreement?
- How will my library fund this program? Internal budgets? Grants?

### Challenges to consider:

#### Wait lists for devices

You may want to consider preventing renewals when you have a wait list, or varying the checkout lengths of some of the hotspots until you find what works best for your patrons' needs.

#### Damage, loss or theft

Mobile Beacon can turn off data to any device that is reported missing or stolen. Often times, once data is stopped the device is returned to the library. If a device is truly damaged or stolen, the library could purchase a new device and Mobile Beacon can transfer the service to the new device.

#### Defective devices

Mobile Beacon offers a one-year warranty on all our devices and a dedicated technical support team with Sprint, which is available 24/7. If a device is deemed defective by the Sprint Technical Support Team and it is under the warranty, it will be replaced free of charge.

## Implementing Hotspot Lending Programs



### Check your coverage

- Verify that your library and the areas you serve are in Mobile Beacon's coverage area by visiting our coverage map on our website.



### Plan your program

- Create your budget
- Identify the scope of the program
- Set targeted, measurable learning goals



### Set your policies

- Set up guidelines for borrowing hotspots
- Identify return policy and establish overdue fines, liabilities, and proper use and care policies
- Update staff on device usage and policies



### Tell your community

- Spread the word online – post to your website and add to your social media channels
- Post notices at your library
- Send out a press release to local media outlets



### Connect!

- Circulate devices to your patrons
- Share your success