



Northstar Digital Literacy Informational Session: Facilitator Guide for Library CARES Partners

Thank you for launching Northstar digital literacy at your library. To set you up for success, AgeOptions offers the following guide to begin introducing patrons to the platform. If you need further technical assistance, reach out to Laona Fleischer at Laona.Fleischer@ageoptions.org.

Staff Readiness

Ensure library staff are aware of the Northstar Digital Literacy platform and prepared to support its promotion:

- Confirm that all staff have registered for an admin account if they are registering patrons.
- Confirm that staff know how to register a new learner.
- Have staff members complete a few of the assessments, so they are familiar with what they are promoting.
- Create a “talking points” guide for staff that outlines the basics of the platform.
- Create an “elevator speech” so staff can confidently promote the platform directly to patrons.

Marketing and Promoting the Northstar Digital Literacy Platform

- Use the templates provided by Northstar and AgeOptions for simple, ready-made advertising (and add your library logo).
- Continue using your regular promotional channels (in-library signage, newsletters, e-blasts, LinkedIn, Facebook, Instagram).
 - Ensure your outreach includes non-technical, easy-to-understand methods:
 - Place flyers where older adults are likely to see them (senior centers, coffee shops, local gyms or YMCAs, library bulletin boards, senior housing buildings, train or bus stations near the library, assisted living centers, and other outreach locations).
 - Rely on word-of-mouth promotion at library events, after programs, at the reference desk, in the stacks, and during outreach encounters

Prior to the Info Session

Before hosting the Northstar Digital Literacy Platform informational session, complete the following steps:

- Promote the launch of the Northstar Digital Literacy Platform at your library using your usual outreach methods.
- Approach adult learners before and after existing programs to raise awareness about this new offering.
- Share session details with other library staff so they are prepared to answer patron questions.
- Create a test learner account for staff demonstration purposes.
- Practice registering a learner and navigating the website to become comfortable explaining the process.

Getting Ready

Prepare the following before the session begins:

- Set up a pre-registration form to collect the following information: name, email address, age range (over or under 60), and optional library card number.
- Note: If a learner does not have an email address, plan to assist them in creating one before the session.
- Begin preparations 5–10 minutes before the session start time.
- Ask a colleague to assist during the session. We recommend having at least two staff members available to guide patrons.
- Ensure each computer monitor is ready to access the Northstar website.

Starting Your Info Session

As learners arrive, welcome them and explain the purpose of the session:

“This information session is to familiarize you with the Northstar Digital Literacy Platform and assist you in registering for a learner account. It is okay to have questions or feel uncertain. We are all learning together. We will go slowly, take our time, and practice several times.”

“Your account, once activated, can be used both inside and outside the library.”

Let learners know that you will practice the following three tasks today:

1. How to activate an account
2. How to log in
3. How to explore assessments and lessons

Before learners leave, confirm that each has received their registration invite and successfully created their account. Be prepared to assist with accessing email accounts if needed.

Other Tips

- Encourage learners to bring paper and a pen to take notes.
- Stay calm and positive: “We are all learning, and we are all in this together!”
- Invite a colleague to join you for the first session. Review your plan together and practice beforehand to build confidence.
- Ensure all new learner accounts are **tagged as #AgeOptions 60+**.

Continue to promote and offer the platform

- Offer small, individualized 3:1 or 4:1 sessions (weekly or monthly) for initial registration and assessment.
- Ensure the learner logs into their email to activate their account while you are working with them.
- Be prepared to help the patron/learner create an email account.
- Send reminder emails encouraging learners to use their Northstar account

Create Synergies with your other library programs, themes and events

- Incorporate the Northstar Digital Literacy Platform into your existing computer classes (Computer Basics, Intro to Word, Intro to Excel, Intro to PowerPoint, Intro to Google Docs, etc.).
- Include modules such as **Information Literacy**, **Cybersecurity Basics**, or **Your Digital Footprint** during themed events like Financial Literacy Week/Month, Fraud Prevention Week, Older Americans Month, Digital Citizenship Week, or Consumer Financial Protection Week.
- Use the **Accessing Telehealth Appointments** module during National Health Education Week
- Use the **Career Search Skills** module during National Careers Week