

## e-Skills Shop: Objective Based Evaluation Plan

Evaluation time period: June 1 – December 1, 2011

### General Outcome #1: Users Gain Digital Literacy Skills

Custom outcome:	Target audience:	Target audience per workshop:	Data source:	Target achievement level:	Actual achievement level:
<p><b>Computer Use:</b>  <b>Window 7 Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate taskbar and aero features skills.</li> <li>Participants demonstrate personalization skills.</li> <li>Participants demonstrate library navigation skills.</li> <li>Participants demonstrate User Accounts and PC health skills.</li> <li>Participants report increased knowledge of Windows 7 features.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul>	341	8	<ul style="list-style-type: none"> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> </ul>	<ul style="list-style-type: none"> <li>6 or 75% per workshop</li> </ul>	
<p><b>Basic Internet:</b>  <b>Browser Basics &amp; Searching Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate browser and searching skills.</li> <li>Participants report increased knowledge of the browser and searching the Internet.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul>	103	8	<ul style="list-style-type: none"> <li>Post-workshop survey</li> <li>Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>6 or 75% per workshop</li> <li>6 or 75% per workshop</li> </ul>	
<p><b>E-mail Workshop</b></p> <ul style="list-style-type: none"> <li>Participants set up e-mail account and demonstrate basic e-mail skills.</li> <li>Participants report increased knowledge of using e-mail.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul>	103	8			
<p><b>Basic Facebook Workshop</b></p> <ul style="list-style-type: none"> <li>Participants set-up account and demonstrate profile editing skills.</li> <li>Participants demonstrate basic features and navigation skills.</li> <li>Participants demonstrate chatting and messaging skills.</li> <li>Participants demonstrate understanding of privacy settings.</li> <li>Participants report increased knowledge of Facebook features.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul>	364	8	<ul style="list-style-type: none"> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>6 or 75% per workshop</li> <li>6 or 75% per workshop</li> </ul>	
<p><b>Beyond Basics Facebook Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate picture management skills.</li> <li>Participants create Facebook group and demonstrate group management skills.</li> <li>Participants demonstrate privacy and notification skills.</li> <li>Participants report increased knowledge of Facebook.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul>	182	8	<ul style="list-style-type: none"> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>6 or 75% per workshop</li> </ul>	

			<ul style="list-style-type: none"> <li>• Completion of Workshop Exercises</li> <li>• Completion of Workshop Exercises</li> <li>• Completion of Workshop Exercises</li> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>• 6 or 75% per workshop</li> </ul>	
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### General Outcome #1: Users Gain Digital Literacy Skills (continued)

Custom outcome:	Target audience:	Target audience per workshop:	Data source:	Target achievement level:	Actual achievement level:
<p><b>Office skills:</b></p> <p><b>Basic Microsoft Word Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants demonstrate opening and saving documents.</li> <li>• Participants demonstrate page set-up skills.</li> <li>• Participants demonstrate text formatting basic skills.</li> <li>• Participants demonstrate spelling and grammar checking skills.</li> <li>• Participants demonstrate basic printing skills.</li> <li>• Participants report increased knowledge of Microsoft Word.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Intermediate Microsoft Word Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants demonstrate skill with bulleted lists.</li> <li>• Participants demonstrate tabbing and indentation skills.</li> <li>• Participants demonstrate line and paragraph formatting skills.</li> <li>• Participants demonstrate use of text boxes and word art.</li> <li>• Participants demonstrate clipart and picture manipulation skills</li> <li>• Participants report increased knowledge of Microsoft Word.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Advanced Microsoft Word Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants creating column in documents.</li> <li>• Participants demonstrate page set-up skills.</li> <li>• Participants demonstrate text formatting basic skills.</li> <li>• Participants demonstrate table manipulation skills.</li> <li>• Participants demonstrate header and footer skills.</li> <li>• Participants demonstrate document review skills</li> <li>• Participants demonstrate mail merge skills</li> <li>• Participants report increased knowledge of Microsoft Word.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul>	437	8	<ul style="list-style-type: none"> <li>• Completion of Workshop Exercises</li> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> <li>• Completion of Workshop Exercises</li> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> <li>• Completion of Workshop Exercises</li> </ul>	<ul style="list-style-type: none"> <li>• 6 or 75% per workshop</li> </ul>	

			<ul style="list-style-type: none"> <li>• Completion of Workshop Exercises</li> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>• 6 or 75% per workshop</li> </ul>	
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### General Outcome #1: Users Gain Digital Literacy Skills (continued)

Custom outcome:	Target audience:	Target audience per workshop:	Data source:	Target achievement level:	Actual achievement level:
<p><b>Office skills:</b></p> <p><b>Basic Microsoft Excel Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate how to find features of Excel.</li> <li>Participants demonstrate cell modification skills.</li> <li>Participants demonstrate row and column manipulation skills.</li> <li>Participants report increased knowledge of word processing.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Intermediate Microsoft Excel Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate cell formatting skills.</li> <li>Participants demonstrate data formatting skills.</li> <li>Participants demonstrate use of simple formulas in calculations.</li> <li>Participants report increased knowledge of word processing.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Advanced Microsoft Excel Workshop</b></p> <ul style="list-style-type: none"> <li>Participants demonstrate basic worksheet skills.</li> <li>Participants demonstrate how to sort data.</li> <li>Participants demonstrate complex formulas in calculations.</li> <li>Participants demonstrate ability to generate simple charts.</li> <li>Participants report increased knowledge of word processing.</li> <li>Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Microsoft PowerPoint Workshop</b> (planned but specific skills not yet identified)</p> <p><b>Adobe Photoshop Workshop</b> (planned but specific skills not yet identified)</p> <p><b>Computer Buying Workshop</b> (planned but specific skills not yet identified)</p> <p><b>LinkedIn/Twitter Workshop</b> (planned but specific skills not yet identified)</p> <p><b>Other:</b></p> <p><b>Access to website based courses</b> (planned online survey – voluntary basis)</p>	437	8	<ul style="list-style-type: none"> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Completion of Workshop Exercises</li> <li>Post-workshop survey</li> <li>Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>6 or 75% per workshop</li> </ul>	

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### General Outcome #2: Users Are Better Prepared For The Workforce.

Custom outcome:	Target audience:	Target audience per workshop:	Data source:	Target achievement level:	Actual achievement level:
<p><b>Workforce Development:</b></p> <p><b>Job Search Process Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of job search process.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Resume Writing Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants develop new/updated resume.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Online Applications Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants apply for at least two jobs online.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p><b>Interview &amp; Follow-Up Workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of interviewing techniques.</li> <li>• Participants report increased knowledge of follow-up guidelines</li> </ul> <p><b>Post Workshop Reports/Interview</b></p> <ul style="list-style-type: none"> <li>• Participants report participation in workshops resulted in job interview.</li> <li>• Participants report participation in workshops resulted in job offer.</li> </ul> <p>Change “per workshop” to “per workshop”</p> <p>Remove all “raw” numbers in the achievement level</p>	106	8	<ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> <li>• Printed Document</li> <li>• Post-workshop survey</li> <li>• Printed Document</li> <li>• Post-workshop survey</li> <li>• Instructor Observation</li> <li>• Post-workshop survey</li> <li>• Instructor Observation</li> <li>• Post-workshop survey</li> </ul>	<ul style="list-style-type: none"> <li>• 6 or 75% per workshop</li> </ul>	

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**General Outcome #3: Users Are Satisfied With Services.**

<b>Custom outcome:</b>	<b>Target audience:</b>	<b>Target audience per session:</b>	<b>Data source:</b>	<b>Target achievement level:</b>	<b>Actual achievement level:</b>
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<p><b>Open Lab Access</b></p> <ul style="list-style-type: none"> <li>• Users rate services at good or excellent.</li> <li>• Users report they would recommend services to a friend.</li> <li>• Users report they plan to use services again.</li> </ul>	546	1	<ul style="list-style-type: none"> <li>• Survey Sampling</li> <li>• Survey Sampling</li> <li>• Survey Sampling</li> </ul>	<ul style="list-style-type: none"> <li>• .75 or 75% of responses</li> <li>• .75 or 75% of responses</li> <li>• .75 or 75% of responses</li> </ul>	
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**General Outcome #4: Community Partners Are Aware Of Services.**

Custom outcome:	Target audience:	Target audience per partner:	Data source:	Target achievement level:	Actual achievement level:
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<p><b>Partners</b></p> <ul style="list-style-type: none"> <li>Partners acknowledge awareness of services provided by the e-Skills Shop.</li> <li>Partners report they have referred clients/members to the e-Skills Shop.</li> </ul>	<p>10</p>	<p>n/a</p>	<ul style="list-style-type: none"> <li>Conversation w/Director</li> <li>Conversation w/Director</li> </ul>	<ul style="list-style-type: none"> <li>7.5 or 75% of partners</li> <li>7.5 or 75% of partners</li> </ul>	
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## Subjective Evaluation Criteria

<p><b>Please indicate your level of agreement/disagreement with the following statements:</b></p> <p>The PCC/E-Mobile Unit was successful in achieving outcome #1 (users gain digital literacy skills). <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>The PCC/E-Mobile Unit was successful in achieving outcome #2 (users are better prepared for the workforce). <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>The PCC/E-Mobile Unit was successful in achieving outcome #3 (users are satisfied with services). <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p> <p>The PCC/E-Mobile Unit was successful in achieving outcome #4 (partners are aware of services). <input type="checkbox"/> Strongly agree <input type="checkbox"/> Agree <input type="checkbox"/> Disagree <input type="checkbox"/> Strongly disagree</p>
<p><b>If you indicated disagree or strongly disagree for any of the above outcomes, please explain. List any changes being made to the program and/or evaluation plan to ensure these outcomes are achieved.</b></p>
<p><b>Please share any additional findings. Include a few specific quotes or accounts from users/partners that support outcomes.</b></p>

