

Clinton Essex Franklin Library System's E-Mobile Public Computing Center

Final Evaluation Report

December 2012

Overview and Objectives

The BTOP New York Public Computer Center Project has the following goals:

- Increase public access to high speed broadband services in high-need communities
- Serve vulnerable populations (unemployed, underemployed or other vulnerable populations: non-English speakers, seniors, disabled, etc.)
- Provide technical support and other resources to support job search and career advancement through community anchor institutions such as libraries
- Advance the use of E-services for training, employment, digital literacy, and education
- Stimulate employment and provide job opportunities

The Clinton Essex Franklin Library System's project, titled InternetXpress @ Your Library, is a mobile public computing center which travels the roads of our rural region bringing equipment, broadband, and most importantly personal assistance to residents at library and other community locations. The project began in late 2010 and training began in earnest in January 2011. This report summarizes the data we've collected about the impact of the project between June 2011, when evaluation data collection began, and September 2012, when the project ended.

Evaluation Results for June 2011 to December 2012

We are happy to report that the data we've collected demonstrates success in meeting all of the goals of the larger program. One of our strongest areas has been in providing technical support for job search. Since June 2011 we have:

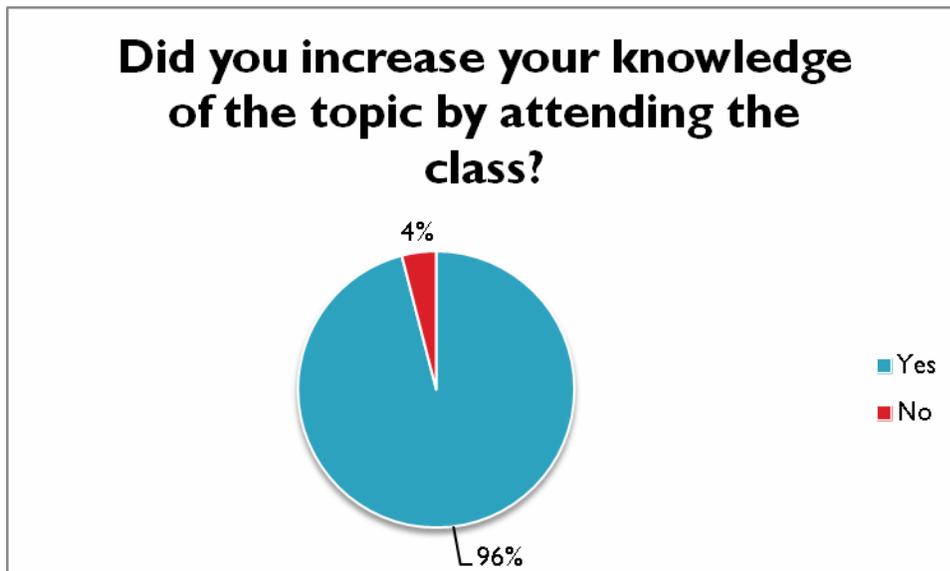
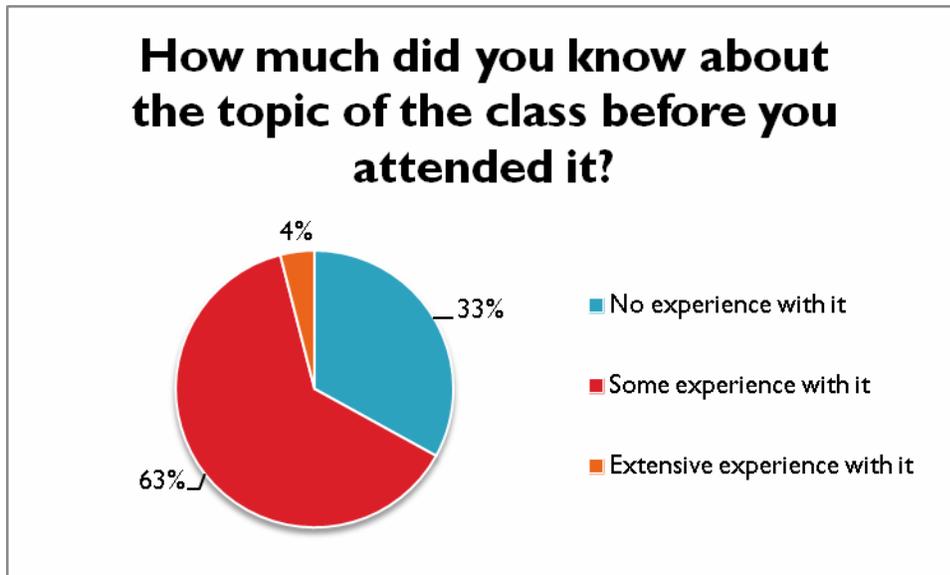
- Helped 404 unemployed people with resume writing, networking, interviewing and searching for jobs (493 over the entire grant period)
- Helped 35 people obtain jobs (46 over the entire grant period)

The other very strong accomplishment we can report is in providing digital literacy education to vulnerable populations. Our targeted populations include people without broadband or computers at home, and we see many senior citizens and underemployed residents. Our program takes equipment and broadband out to community libraries and other locations in our very rural, mountainous region, and provides small group and personal assistance to enable people to take the next step with technology and therefore improve their lives. During the June 2011– December 2012 period, we:

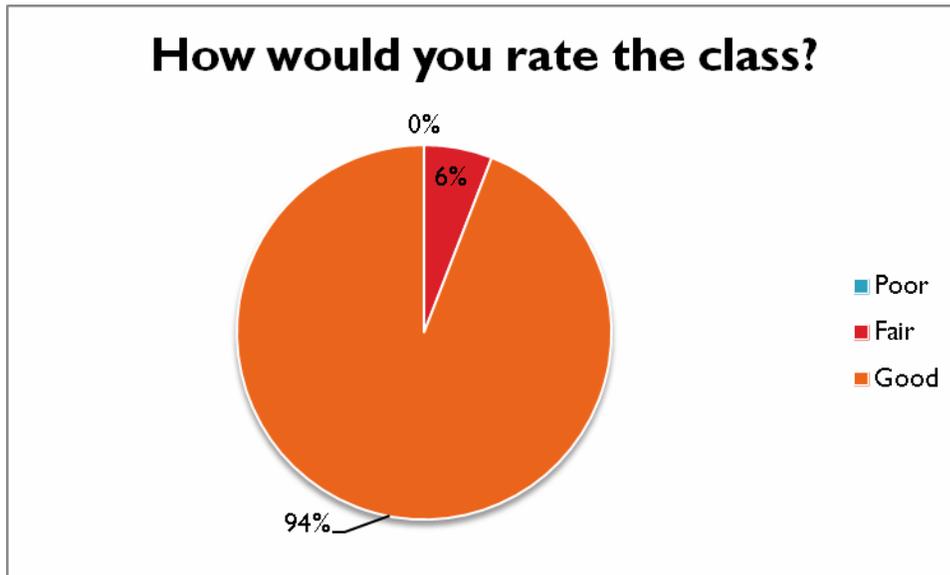
- Provided digital literacy training to 471 individuals (673 since January 2011) (these numbers are exclusive of the workforce development numbers above)
- Achieved a high level of satisfaction and achievement for participants

Surveys of the digital literacy trainees showed that participants overwhelmingly felt that they learned from the classes. The graphs below illustrate some of the results of the evaluation. Instructor observation also overwhelmingly supported the conclusion that participants learned the skills taught in the classes.

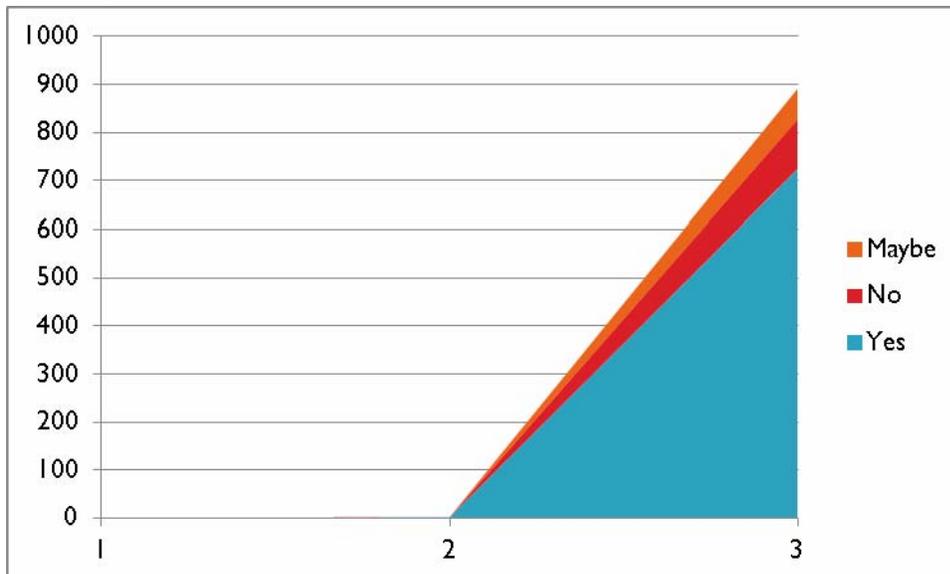
Survey Results:



How would you rate the class you attended?



Would you attend another class?



Anecdotal Evidence of Success

Comments on surveys and via email to the project coordinators were also very positive and bear witness to the fact that digital literacy training is much needed in our region.

These are just a few of the comments we received about the InternetXpress Service:

“Everything is up and running and I feel like I am a much more informed computer user.”

“The job search and career transition process has been long and tedious. As evening approaches, I am looking forward to tomorrow's approach with renewed interest, energies and techniques. Thank you!”

“Words cannot express my thank you to you. After all the years I had my laptop you showed me more in 1/2 hour and I think I like computer now. Your patient with me was remarkable and you made me feel not stupid. I can't wait till the first Wednesday of next month to meet again.”

“Just wanted to let you know how much our patrons have appreciated taking part in the Internet Express workshops, classes, and the one-on-one sessions with Chris and Ken. After each and every session, participants have left speaking very positively about the experience.”

“I have patiently waited many years for these free computer classes to come along.”

“I finally learned how to copy and paste an article into an email!”

Best practices and Lessons Learned

We have learned a number of things through the experience of offering help with digital literacy and job search in the Adirondack region. These are some of the insights we've gained over the project's life:

- Demand for classes with a workforce development focus is unpredictable in our area. Sudden crises arise when individual employers cease operations, requiring an increase in class sessions, and demand dips significantly when those events have passed. Flexibility in scheduling is needed.
- Evening and weekend classes were requested often, and would be a good addition to the program.
- Demand for Office software classes is cyclical, and probably requires only one series of classes over three months each year. Interest in general Internet skills, computer security and new trends is more constant.
- The facilities and populations of the region do not lend themselves to large classes. Small classes and individual instruction, however, work very well here. Job search clients, in particular, need personal service and do not tend to come to a group class.
- A regular schedule is important so that residents know when to expect a class to be available.
- One of our most successful practices has been offering the Help Desk sessions. These can lead to formal classes as the needs of each community become clear.

- Don't overload patrons with too much information. People who have not had much experience with technology need to start slowly.
- Classes lasting less than two hours work best, and it helps to have practice time built in. Hands on practice is essential.
- Handouts, a fun atmosphere with class participation, and flexibility on the instructor's part are important.
- Advertising through libraries and other partners has been our best way to let people know about the classes. Free listings in local papers was second, followed by flyers placed in the community.
- Summer is the season which brings the most attendees. November through February are slower months, due to weather and transportation difficulties and the smaller population in winter.

Future Plans

The program ended in September 2012. We will continue to look for opportunities to offer both workforce development and digital literacy services to the residents of our region via our member libraries and partners.

CEFLS / ACAP Inc. InternetXpress@Your Library BTOP Grant 2011-2012

<p>Job Search Activites</p> <ul style="list-style-type: none"> Participants demonstrate the ability to utilize resources to search for employment. Participants find an employment opportunity that they want to pursue. Participants express increased knowledge of employment search resources. 		<p>3</p>	<ul style="list-style-type: none"> Observation by trainer. Observation by trainer. Observation by trainer. 	<ul style="list-style-type: none"> 2 or 66% per training. 2 or 66% per training. 2 or 66% per training. 	<p>213 Total Trained</p> <p>192 or 90%</p> <p>192 or 90%</p> <p>192 or 90%</p>
<p>General Outcome # 3: InternetXpress users are satisfied with services</p>					<p>Evaluation Time Period: June 1, 2011 – December 31, 2012</p>
<p>Custom Outcome:</p>	<p>Target Audience</p>	<p>Target Audience Per Trainng</p>	<p>Data Source:</p>	<p>Target Achievment Level:</p>	<p>Actual achievement level:</p>
<p>Open Lab Access</p> <p>InternetXpress offers the following training</p> <p>Computer/ Technology Help Desk</p> <ul style="list-style-type: none"> Users rate service as beneficial to them. Users report that they would recommend services to others Users report that they plan to use the services again. 	<p>50</p>	<p>3</p>	<ul style="list-style-type: none"> User Survey User Survey User Survey 	<ul style="list-style-type: none"> 56 or 75% of responses 56 or 75% of responses 56 or 75% of responses 	<p>159 Total Trained</p> <p>135 or 85% (+)</p> <p>153 or 96% (+)</p> <p>143 or 90% (+)</p>
<p>General Outcome # 4: Community partenres are aware of InternetXpress Activities</p>					<p>Evaluation Time Period: June 1, 2011 – December 31, 2012</p>
<p>Custom Outcome:</p>	<p>Target Audience</p>	<p>Target Audience Per Trainng</p>	<p>Data Source:</p>	<p>Target Achievment Level:</p>	<p>Actual achievement level:</p>
<p>Partners</p> <ul style="list-style-type: none"> Partners have seen advertising for InternetXpress. Partners report that they have referred clients/ members to IntenetXpress. Partners report having developed client/ member activities that incorporate InternetXpress. 	<p>6</p>	<p>N/A</p>	<ul style="list-style-type: none"> Follow-up survey Follow-up survey Follow-up survey 	<ul style="list-style-type: none"> 6 or 100% of responses 6 or 100% of responses 1 or 25% of responses 	<p>7 Partnerships</p> <p>6 or 86% (-)</p> <p>6 or 86% (-)</p> <p>6 or 86% (-)</p>

Please indicate your level of agreement/disagreement with the following statements:

The PCC/E-Mobile Unit was successful in achieving outcome #1 (users gain digital literacy skills).

Strongly agree Agree Disagree Strongly disagree

The PCC/E-Mobile Unit was successful in achieving outcome #2 (users are better prepared for the workforce).

Strongly agree Agree Disagree Strongly disagree

The PCC/E-Mobile Unit was successful in achieving outcome #3 (users are satisfied with services).

Strongly agree Agree Disagree Strongly disagree

The PCC/E-Mobile Unit was successful in achieving outcome #4 (partners are aware of services).

Strongly agree Agree Disagree Strongly disagree

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.

We are very confident in the results above, however we did not receive enough surveys to be 100% confident in them. The survey was too long for participants to fill out in a reasonable time. To remedy this we will be issuing a new survey with a more targeted set of questions which captures the data we need to justify our outcomes.

Please share any additional findings. Include a few specific quotes or accounts from users/partners that support outcomes.

"Hi Chris: Just wanted to drop you a line to tell you how much I appreciated the two classes that I took from you. Everything is up and running and I feel like I am a much more informed computer user. You're the best!!! Hope to see you again in the Fall."
Thanks again.
Donna

dear chris,

again, another terrific class taught by you, "free internet security." We all appreciate the sharing of your knowledge with us and WOW, what we have learned!!!!!!!!!!!!!! you are so patient and kind, a great teacher loaded with important knowledge. thank you for being here today at our library and the work you also did on our own computers as far as internet security. this saved us a ton of budget money and gave us a secure sense that our computers are now safe. We greatly appreciate all you do for us. you are the best.

gratefully,
keene public library
marcy leclair

I received a phone call from Jeannine Wright on Wednesday, May 25th 2011. Ms. Wright called to give "kudos" to Chris Lawrence for the assistance he had provided her at the Ticonderoga Library the day before. She found Chris to be very helpful and stated that he deserved some merit for the wonderful work he is doing. She told me that she was so impressed she was going to send her 90 year old father to see him and brush up on his computer skills.

I thanked her and told her how much we appreciated calls like hers!

Ellen Gordon

Ellen Gordon

Program Director
Adirondack Community Action Programs, Inc.
OneWorkSource
Elizabethtown, NY
518-873-2341

Ken,

My only regret with today's session was that it didn't happen a year ago!

The information presented was relevant and detailed.

The job search and career transition process has been long and tedious. As evening approaches, I am looking forward to tomorrow's approach with renewed interest, energies and techniques.

Thank you!

Sincerely,

P....