

# **OBE Report – December 2011**

Cortland Free Library Public Computer Center

32 Church Street, Cortland, NY 13045

607-743-1042

*Contact: Jenny Clark*

## **I. *Interpretation of Findings***

The target achievement levels for each outcome were met with the exception of General Outcome #3 – Open Lab Access for Observation by Trainer of “Users demonstrate basic knowledge/understanding of subject.” The target achievement level was set at 80% with the actual achievement level being 72.7%. I believe the actual level is considerably lower than the target level due to my misinterpretation of what population would be taking advantage of our services. A majority of the PCCs patrons were elderly and had difficulty grasping the concepts taught the first time around. Many patrons needed multiple appointments before they fully understood basic levels of computer knowledge. This is due to the fact that many of the patrons had never used a computer and had no prior experience on which to build. Overall, I believe that meeting all target areas save 1, constitutes a success.

## **II. *Progress***

### **i. *Target Audiences***

We have had slow progress meeting target audiences. The traffic is nowhere near what I estimated it to be which can be attributed to two factors. First, the library was under construction for a six month period that ended June 2011. The PCC was placed in a temporary location and many people had to be coaxed back into the library after bad experiences with noise, lack of heat, and dust caused by the construction. We currently have a permanent residence in the Periodical Room.

Second, we need to find more ways to advertise. I currently advertise the PCCs offerings each month in our city newspaper the Cortland Standard and online via our website and Facebook. We recently purchased two letter-boards to advertise our classes, which are definitely getting patrons’ attention. A new partner, OCM BOCES, has also given us an influx of workforce development users. Over the next nine months, my main focus will be getting people in the door.

### **ii. *Course Offerings***

Our list of course offerings has grown substantially. Towards the beginning of the grant we had only a few classes: Introduction to the Computer, Basic Internet, Microsoft Word, Microsoft PowerPoint, Beyond the Basics, Facebook, Skype, and an eReader class. I have since altered the classes we offer. Based on patrons’ suggestions and my own observations, we now have Introduction to the Computer and Basic

Internet monthly. Classes such as Microsoft Word & PowerPoint and Beyond the Basics were better taught on an individual basis so I removed them from the lineup. Multimedia classes and social networking classes are very popular so I rotate newer classes like Managing Digital Pictures & Twitter with the older classes. I have also gotten the chance to tend to General Outcome #2, workforce development thanks to our newly formed partnership with OCM BOCES and JobNow and patron interest in Craigslist.

### **iii. *Scheduling***

My schedule has stayed relatively the same since the onset of the PCC. The PCC is open from 1pm-6pm on Mondays and 11am-4pm on Fridays. Classes are usually held both days from 2pm-3:30pm. I schedule appointments around the classes and often come in one hour early each day to provide more time to patrons. In addition, if the hours I have set up do not coincide with a patron's availability I will schedule appointments on Tuesday, Wednesday, or Thursday. During the week I also use a few hours to work on related PCC materials and help patrons as needed at the public computers. For the future I would definitely like to add a day to the PCC to provide more availability to patrons and extend the hours we are "open."

## **III. *Observations***

### **i. *Digital Literacy***

Digital literacy is a growing need in our society. Many things are going digital from books to job applications. I believe people don't want to get "left behind." Many of the users of the PCC are over 55. They come to the PCC because they want to learn how to use a computer and the Internet to connect with family and friends. Many times, they need to look up a certain form or article that can only be found online. I recommend that users retake certain classes and make one-on-one appointments to build up their computer experiences. Many users simply need practice and our abundance of available laptop suits their needs. Overall, I believe we are providing a much needed service to the aging population of Cortland.

### **ii. *Workforce Development***

I had few users looking for help with jobs, resumes, or interviews from the onset of the PCC to September 2011. I have had 1-2 people per month come in for job or resume help. Thankfully, John Iorio Jr., the new Coordinator for Adult and Continuing Education at OCM BOCES reached out to us. He wants to utilize the various resources the library can offer: space, databases, & resume/interview help. John referred Harvey Goyette, a HVAC professor, to me and subsequently we had 2 workforce development sessions with his HVAC students. In the first session we discussed the various resources the PCC can provide and in the second session we worked on resumes.

Harvey referred other professors to us and we will be working with more OCM BOCES students after the holiday season is over.

### **iii. *Access***

The PCC is open from 1pm-6pm on Mondays and 11am-4pm on Fridays. Each day has open walk-in hours with classes from 2pm-3:30pm most days. This is currently meeting our patrons' needs. I am also available to help patrons on Tuesdays, Wednesdays, & Thursdays if needed as I am in the library on those days. We plan to increase the PCCs hours as our usage increases.

Our handicap accessibility has increased since ending construction in June 2011. We were in a temporary location in the Art Gallery of the library which is accessible only by stairs. Our current location is the Periodical Room of the library which is accessible via the new elevator, allowing all patrons to use our services.

## **IV. *Best Practices***

The best method I have found to teach a class has three steps. First, I discuss the information. For example, I explain as much as I can about an action on the computer - why and how the computer does the action. Next, I show the action using a projector screen. I model the specific computer action at least twice. Finally, I allow the patrons to try it out for themselves. I encourage them to try the action as I walk around and monitor and provide assistance.

I separate each class into sections of information and after teaching each section I pause for questions and make sure everyone has understood the information. I try to have as much patience as possible, take my time, and repeat various sections of information as necessary. I contribute my best practices to my education, my field experiences, and my student teaching experiences which provided me with many skills that I have adapted to fit the needs of adult students.

## **V. *Lessons Learned***

I have learned many lessons while working for the PCC. Personally, I learned how to take charge and make decisions as I oversee many aspects of the PCC. Second, I have learned how important support is. Whether it be from our partners or the library staff, this PCC would not be possible without the support it receives. Finally, I have learned that our community has a substantial aging population that possesses the desire to learn computer skills. Whereas the unemployed population receives adequate help from the Cortland County Career Works center located a block away and it has been difficult to break into the market. Over the next nine months I look forward to continually improving the PCC. I plan to: add classes and guest teachers, extend PCC hours, and find ways to bring more users to the PCC.



<p>Twitter class</p> <ul style="list-style-type: none"> <li>• Participants demonstrate basic knowledge of Twitter.</li> <li>• Participants report increased knowledge of basic Twitter skills like finding people and tweeting.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul>		7	<ul style="list-style-type: none"> <li>• Observation by trainer</li> <li>• Post-class survey</li> <li>• Post-class survey</li> </ul>	<ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul>	<ul style="list-style-type: none"> <li>• 5/6 or 83.3%</li> <li>• 6/6 or 100%</li> <li>• 6/6 or 100%</li> </ul>
<p><b><u>Office Skills</u></b></p> <p>PCC offers the following training:</p> <p>Basic PowerPoint Class</p> <ul style="list-style-type: none"> <li>• Participants demonstrate basic PowerPoint skills.</li> <li>• Participants report increased knowledge of basic PowerPoint skills like adding new slides and adding animations &amp; transitions.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul>	147	7	<ul style="list-style-type: none"> <li>• Observation by trainer</li> <li>• Post-class survey</li> <li>• Post-class survey</li> </ul>	<ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul>	<ul style="list-style-type: none"> <li>• N/A</li> <li>• N/A</li> <li>• N/A</li> </ul>
<p><b><u>Multimedia</u></b></p> <p>PCC offers the following training:</p> <p>Technology Petting Zoo</p> <ul style="list-style-type: none"> <li>• Participants demonstrate basic knowledge of using eReaders and downloading eBooks.</li> <li>• Participants report increased knowledge of eReaders &amp; eBooks.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul> <p>Digital Photos</p> <ul style="list-style-type: none"> <li>• Participants demonstrate basic knowledge of transferring, editing, and sharing digital photos.</li> <li>• Participants report increased knowledge of transferring, editing, and sharing digital photos.</li> <li>• Participants report satisfaction with workshop content/trainer.</li> </ul>	168	8  7	<ul style="list-style-type: none"> <li>• Observation by trainer</li> <li>• Post-class survey</li> <li>• Post-class survey</li> <li>• Observation by trainer</li> <li>• Post-class survey</li> <li>• Post-class survey</li> </ul>	<ul style="list-style-type: none"> <li>• 6.4 or 80% per training</li> <li>• 6.4 or 80% per training</li> <li>• 6.4 or 80% per training</li> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul>	<ul style="list-style-type: none"> <li>• 7/7 or 100%</li> <li>• 7/7 or 100%</li> <li>• 7/7 or 100%</li> <li>• 5/6 or 83.3%</li> <li>• 6/6 or 100%</li> <li>• 6/6 or 100%</li> </ul>

<b>General outcome #2:</b> PCC/E-Mobile Unit users are better prepared for the workforce.					<b>Evaluation time period:</b> Dec. 2011
<b>Custom outcome:</b>	<b>Target audience:</b>	<b>Target audience per training:</b>	<b>Data source:</b>	<b>Target achievement level:</b>	<b>Actual achievement level:</b>
<p><b><u>Workforce development</u></b></p> <p>PCC offers the following training:</p> <p><b>Resume workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of resume basics.</li> <li>• Participants develop new/update resume.</li> </ul> <p><b>Interview Skills workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of strong interview skills.</li> <li>• Participants sign up for mock interviews.</li> </ul> <p><b>Resources for Job Seekers workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of resources available.</li> <li>• Participants report increased knowledge of job search skills including completing job applications.</li> <li>• Participants can locate FLLS &amp; CFL resources.</li> </ul> <p><b>FLLS Databases workshop</b></p> <ul style="list-style-type: none"> <li>• Participants report increased knowledge of FLLS databases available.</li> <li>• Participants sign up for one or more FLLS databases.</li> </ul> <p><b>Craigslist class</b></p> <ul style="list-style-type: none"> <li>• Participants report a confidence level of good or excellent for locating Craigslist.</li> <li>• Participants report a confidence level of good or excellent for using Craigslist as a job search resource.</li> <li>• Participants demonstrate basic knowledge of Craigslist.</li> </ul>	420	7  7  7  7  7	<ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Observation by trainer</li> </ul> <ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Observation by trainer</li> </ul> <ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> <li>• Observation by trainer</li> </ul> <ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Observation by trainer</li> </ul> <ul style="list-style-type: none"> <li>• Post-workshop survey</li> <li>• Post-workshop survey</li> <li>• Observation by trainer</li> </ul>	<ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul> <ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 3.5 or 50% per training</li> </ul> <ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul> <ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> </ul> <ul style="list-style-type: none"> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> <li>• 5.6 or 80% per training</li> </ul>	<ul style="list-style-type: none"> <li>• 4/4 or 100%</li> <li>• 4/4 or 100%</li> </ul> <ul style="list-style-type: none"> <li>• N/A</li> <li>• N/A</li> </ul> <ul style="list-style-type: none"> <li>• 9/9 or 100%</li> <li>• 9/9 or 100%</li> </ul> <ul style="list-style-type: none"> <li>• 10/10 or 100%</li> </ul> <ul style="list-style-type: none"> <li>• N/A</li> <li>• N/A</li> </ul> <ul style="list-style-type: none"> <li>• 8/8 or 100%</li> <li>• 8/8 or 100%</li> <li>• 8/8 or 100%</li> </ul>

<b>General outcome #3:</b> PCC/E-Mobile Unit users are satisfied with services.					<b>Evaluation time period:</b> Dec. 2011
<b>Custom outcome:</b>	<b>Target audience:</b>	<b>Target audience per training:</b>	<b>Data source:</b>	<b>Target achievement level:</b>	<b>Actual achievement level:</b>
<p><b><u>Open lab access</u></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> <li>• Users demonstrate basic knowledge/understanding of subject.</li> </ul> <p>See also custom satisfaction outcomes for training under outcomes #1 and #2.</p>	616	N/A	<ul style="list-style-type: none"> <li>• User survey</li> <li>• User survey</li> <li>• User survey</li> <li>• Observation by trainer</li> </ul>	<ul style="list-style-type: none"> <li>• 422.4 or 80% of responses</li> </ul>	<ul style="list-style-type: none"> <li>• 24/24 or 100%</li> <li>• 24/24 or 100%</li> <li>• 24/24 or 100%</li> <li>• 32/44 or 72.7%</li> </ul>

<b>General outcome #4:</b> Community partners are aware of PCC/E-Mobile Unit services.					<b>Evaluation time period:</b> Dec. 2011
<b>Custom outcome:</b>	<b>Target audience:</b>	<b>Target audience per training:</b>	<b>Data source:</b>	<b>Target achievement level:</b>	<b>Actual achievement level:</b>
<p><b>Partners</b></p> <ul style="list-style-type: none"> <li>• Partners state two or more services provided by the PCC.</li> <li>• Partners report they have referred clients/members to the PCC.</li> </ul> <p><i>Partners: OCM BOCES, Cortland County Career Works, &amp; Cortland County Area Agency on Aging. Due to unforeseen circumstances there is no data for the Cortland Area Agency on Aging and they were removed from all data areas.</i></p>	2	N/A	<ul style="list-style-type: none"> <li>• Partner survey</li> <li>• Partner survey</li> </ul>	<ul style="list-style-type: none"> <li>• 2 or 100% of partners</li> <li>• 2 or 100% of partners</li> </ul>	<ul style="list-style-type: none"> <li>• 2/2 or 100% of partners</li> <li>• 2/2 or 100% of partners</li> </ul>
<b>Evaluation time period:</b> December 2011					

**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.**

N/A

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

Overall, we successfully achieved our target achievement levels save 1: 72.1% in Trainer Observation for Open Lab. This is an area I will focus on for the next time period.

Quotes from Users on Trainer and PCC Services:

*"Very willing to help on achieve desired results. Thank you, Thank you, Thank you"*

*"Great teacher with complete knowledge of computer operation + does not hesitate to become involved with questions + makes you feel at ease.*

*Remains focused on goal + accomplishes the task at hand."*

*"GREAT STUFF"*

*"Very Helpful"*

*"Simply continue! Great program"*

*"Jenny was very helpful, polite, and made me feel comfortable to ask questions."*