

OBE Interim Report 2011-12

General Outcome #1: PCC/E-Mobile Unit users gain digital literacy skills.					Evaluation Time Period: Jun 1 – Dec 1, 2011
Custom Outcome	Target Audience	Target Audience per Training	Data Source	Target Achievement Level per Training	Actual Achievement Level per Training
<p><u>Basic Internet & Computer Use</u></p> <p>PCC offers the following training:</p> <p>Email Basics</p> <ul style="list-style-type: none"> • Participants demonstrate basic email skills. • Participants report increased knowledge of using email. • Participants report satisfaction with class content/trainer. <p>Introduction to Computer Basics</p> <ul style="list-style-type: none"> • Participants demonstrate basic computer skills. • Participants demonstrate basic Internet skills. • Participants report increased knowledge of computer use skills. • Participants report increased knowledge of Internet use skills. • Participants report satisfaction with class content/trainer. 	1260	<p>10</p> <p>10</p>	<ul style="list-style-type: none"> • Trainer checklist • Post-class survey • Post-class survey • Trainer checklist • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 9 or 90% • 6 or 60% • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 19 or 100% - MET • 15 or 88% - MET • 15 or 100% - MET • 68 or 78% - MET • 65 or 75% - MET • 45 or 73% - MET • 40 or 66% -

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<p>Introduction to Keyboarding</p> <ul style="list-style-type: none"> • Participants demonstrate basic keyboarding skills. • Participants report increased knowledge of keyboarding. • Participants report satisfaction with class content/trainer. 	10		<ul style="list-style-type: none"> • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 9 or 90% 	<p>MET</p> <ul style="list-style-type: none"> • 60 or 95% - MET
<p>Introduction to the Internet</p> <ul style="list-style-type: none"> • Participants demonstrate basic web searching and browser use skills. • Participants report increased knowledge of Internet use. • Participants report satisfaction with class content/trainer. 	10		<ul style="list-style-type: none"> • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 15 or 68% - MET • 11 or 79% - MET • 14 or 100% - MET
<p>Introduction to Windows 7</p> <ul style="list-style-type: none"> • Participants demonstrate basic Windows 7 skills • Participants report increased knowledge of the Windows 7 operating system. • Participants report satisfaction with class content/trainer. 	10		<ul style="list-style-type: none"> • Trainer checklist • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 40 or 89% - MET • 31 or 84% - MET
<p>One-on-One Basic Internet & Computer Training</p> <ul style="list-style-type: none"> • Participants demonstrate increased digital literacy skills. • Participants report increased knowledge of basic computer and/or Internet use. • Participants report satisfaction with session content/trainer. 	2.5 (weekly target)		<ul style="list-style-type: none"> • Post-class survey • Trainer 	<ul style="list-style-type: none"> • 1.5 or 60% • 1.5 or 60% • 2.25 or 90% 	<ul style="list-style-type: none"> • 34 or 90% - MET

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			<ul style="list-style-type: none"> checklist • Post-class survey • Post-class survey • Trainer checklist • Post-session survey • Post-session survey 		<ul style="list-style-type: none"> • 44 or 94% - MET • 34 or 85% - MET • 36 or 90% - MET • 64 or 98% - MET • 43 or 73% - MET • 55 or 92% - MET
<p><u>Office Skills</u></p> <p>PCC offers the following training:</p> <p>Introduction to Microsoft Word 2010</p> <ul style="list-style-type: none"> • Participants work with document, text and paragraph formatting and use. • Participants demonstrate intermediate word processing skills. • Participants report increased knowledge of Microsoft Word 2010 use. • Participants report satisfaction with class content/trainer. 	490	10	<ul style="list-style-type: none"> • Trainer checklist • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 35 or 90% - MET • 35 or 90% - MET • 29 or 88% - MET

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<p>Introduction to Microsoft Excel 2010</p> <ul style="list-style-type: none"> • Participants work with cell, worksheet, and workbook formatting and use. • Participants demonstrate intermediate spreadsheet skills. • Participants report increased knowledge of Microsoft Excel 2010 use. • Participants report satisfaction with class content/trainer. 	10	<ul style="list-style-type: none"> • Trainer checklist • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 29 or 88% - NOT MET • 60 or 83% - MET • 60 or 83% - MET
<p>Introduction to Microsoft PowerPoint 2010</p> <ul style="list-style-type: none"> • Participants create and view a presentation. • Participants demonstrate intermediate presentation-building skills. • Participants report increased knowledge of Microsoft PowerPoint 2010 use. • Participants report satisfaction with class content/trainer. 	10	<ul style="list-style-type: none"> • Trainer checklist • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 50 or 93% - MET • 51 or 94% - MET
<p>Introduction to Microsoft Office 2010</p> <ul style="list-style-type: none"> • Participants demonstrate basic Microsoft Office 2010 skills • Participants report increased knowledge of Microsoft Office 2010 programs use. • Participants report satisfaction with class content/trainer. 	10	<ul style="list-style-type: none"> • Trainer checklist • Post-class survey • Post-class survey 	<ul style="list-style-type: none"> • 6 or 60% • 6 or 60% • 9 or 90% 	<ul style="list-style-type: none"> • 12 or 86% - MET • 12 or 86% - MET • 11 or 85% - MET
<p>One-on-One Office Skills Training</p> <ul style="list-style-type: none"> • Participants demonstrate increased digital literacy skill. • Participants report increased knowledge of Microsoft Office 2010 programs. 	2.5 (weekly target)	<ul style="list-style-type: none"> • Trainer checklist • Post- 	<ul style="list-style-type: none"> • 1.5 or 60% • 1.5 or 60% 	<ul style="list-style-type: none"> • 13 or 100% - MET

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<ul style="list-style-type: none"> Participants report satisfaction with session content/trainer. 			<ul style="list-style-type: none"> session survey Post-session survey 	<ul style="list-style-type: none"> 2.25 or 90% 	<ul style="list-style-type: none"> 45 or 82% - MET 30 or 81% - MET 37 or 93% - MET 5 or 100% - MET 4 or 80% - MET 5 or 100% - MET
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General Outcome #2: PCC/E-Mobile Unit users are better prepared for the workforce.					Evaluation Time Period: Jun 1 – Dec 1, 2011
Custom Outcome	Target Audience	Target Audience per Training	Data Source	Target Achievement Level per Training	Actual Achievement Level per Training
<p><u>Workforce Development</u></p> <p>PCC offers the following training:</p> <p>Resume Writing Workshop</p> <ul style="list-style-type: none"> • Participants indicate understanding of different resume styles and components. • Participants understand the use and formatting of a cover letter. • Participants began to develop new/updated resume. • Participants report increased knowledge of resume and cover letter writing. • Participants report satisfaction with workshop content/trainer. <p>Job Searching Online Workshop</p> <ul style="list-style-type: none"> • Participants demonstrate understanding of resources and methods for job searching online. • Participants conduct an online job search in their field. • Participants report increased knowledge of job searching online. 	1380	6	<ul style="list-style-type: none"> • Trainer checklist • Trainer checklist • Trainer checklist • Post-workshop survey • Post-workshop survey • Trainer checklist • Trainer 	<ul style="list-style-type: none"> • 3.6 or 60% • 3.6 or 60% • 3.6 or 60% • 3.6 or 60% • 5.4 or 90% • 3.6 or 60% • 3.6 or 60% • 3.6 or 60% 	<ul style="list-style-type: none"> • 21 or 100% - MET • 18 or 86% - MET • 21 or 100% - MET • 11 or 65% - MET • 16 or 94% - MET • 16 or 100% - MET

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<ul style="list-style-type: none"> Participants report satisfaction with workshop content/trainer. 			<ul style="list-style-type: none"> checklist 	<ul style="list-style-type: none"> 5.4 or 90% 	<ul style="list-style-type: none"> 16 or 100% - MET
<p>Business Communication Skills</p> <ul style="list-style-type: none"> Participants demonstrate understanding of business communication skills. Participants report increased knowledge of interpersonal communication for business. Participants report increased knowledge of written communication for business. Participants report satisfaction with class content/trainer. 	10		<ul style="list-style-type: none"> Post-workshop survey Post-workshop survey Trainer checklist Post-class survey 	<ul style="list-style-type: none"> 6 or 60% 6 or 60% 6 or 60% 9 or 90% 	<ul style="list-style-type: none"> 12 or 86% - MET 14 or 93% - MET 11 or 92% - MET
<p>Here's My Resume – Where's My Job?</p> <ul style="list-style-type: none"> Participants demonstrate understanding of how attitude and personality can affect the job search process. Participants report increased knowledge of how attitude and personality can affect the job search process. Participants report increased knowledge of appropriate job search and interview behavior. Participants report satisfaction with class content/trainer 	10		<ul style="list-style-type: none"> Post-class survey Post-class survey Trainer checklist 	<ul style="list-style-type: none"> 6 or 60% 6 or 60% 6 or 60% 9 or 90% 	<ul style="list-style-type: none"> 2 or 40% - NOT MET 2 or 40% - NOT MET 4 or 80% - NOT MET
<p>One-on-One Workforce Training</p> <ul style="list-style-type: none"> Participants demonstrate increased understanding of workforce skills. Participants are better prepared for the workforce. Patrons report satisfaction with session/trainer. 	2.5 (weekly target)		<ul style="list-style-type: none"> Post-class survey Post-class survey 	<ul style="list-style-type: none"> 1.5 or 60% 1.5 or 60% 2.25 or 90% 	<p>N/A – we did not hold any instances of this course during the OBE interim reporting period</p>

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			<ul style="list-style-type: none"> • Post-class survey • Trainer checklist • Post-session survey • Post-session survey 		<ul style="list-style-type: none"> • 31 or 100% - MET • 25 or 83% - MET • 28 or 93% - MET
<p><u>Small Business Development</u></p> <p>PCC offers the following training:</p> <p>Financing Sources and Business Plan Development</p> <ul style="list-style-type: none"> • Participants demonstrate understanding of financing sources and business plan development. • Participants report increased knowledge of financing sources and business plan development. • Participants report satisfaction with class content/trainer. <p>Developing a Marketing Plan</p> <ul style="list-style-type: none"> • Participants demonstrate understanding of marketing plan development. • Participants report increased knowledge of marketing plan development. • Participants report satisfaction with class 	375	<p>25</p> <p>25</p>	<ul style="list-style-type: none"> • Trainer checklist • Post-class survey • Post-class survey • Trainer checklist • Post-class 	<ul style="list-style-type: none"> • 15 or 60% • 15 or 60% • 22.5 or 90% • 15 or 60% • 15 or 60% • 22.5 or 90% 	<ul style="list-style-type: none"> • 17 or 100% - MET • 10 or 67% - MET • 14 or 93% - MET • 16 or 100% - MET

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<p>content/trainer.</p> <p>Business Organizational Forms: Sole Proprietorship, Partnership, LLC's, Corporations</p> <ul style="list-style-type: none"> Participants demonstrate understanding of business organizational forms. Participants report increased knowledge of business organizational forms. Participants report satisfaction with class content/trainer. <p>Recordkeeping for Small Business</p> <ul style="list-style-type: none"> Participants demonstrate understanding of recordkeeping for small business. Participants report increased knowledge of recordkeeping for small business. Participants report satisfaction with class content/trainer. <p>Using Facebook and LinkedIn to Promote Your Business</p> <ul style="list-style-type: none"> Participants demonstrate understanding of Facebook and LinkedIn for business promotion. Participants report increased knowledge of Facebook and LinkedIn for business promotion. Participants report satisfaction with class content/trainer. 	<p>25</p> <p>25</p> <p>25</p>	<p>survey</p> <ul style="list-style-type: none"> Post-class survey Trainer checklist Post-class survey Post-class survey Trainer checklist Post-class survey Post-class survey Trainer checklist Post-class 	<ul style="list-style-type: none"> 15 or 60% 15 or 60% 22.5 or 90% 15 or 60% 15 or 60% 22.5 or 90% 15 or 60% 15 or 60% 22.5 or 90% 	<ul style="list-style-type: none"> 12 or 80% - MET 15 or 100% - MET 11 or 100% - MET 5 or 50% - NOT MET 8 or 80% - NOT MET 18 or 100% - MET 11 or 73% - MET 15 or 94% - MET
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			<p>survey</p> <ul style="list-style-type: none"> • Post-class survey 		<ul style="list-style-type: none"> • 19 or 100% - MET • 13 or 87% - MET • 10 or 67% - NOT MET
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General Outcome #4: Community partners are aware of PCC/E-Mobile Unit services.					Evaluation Time Period Jun 1 – Dec 1, 2011
Custom Outcome	Target Audience	Target Audience per Training	Data Source	Target Achievement Level per Training	Actual Achievement Level per Training
<p><u>Partners</u></p> <ul style="list-style-type: none"> Partners state two or more services provided by the KEY program. Partners report they have helped promote the KEY program. Partners report they have referred clients/members to KEY services. Partners report they have incorporated KEY services into their service plans. 	10	N/A	<ul style="list-style-type: none"> Partner survey Partner survey Partner survey Partner survey 	<ul style="list-style-type: none"> 10 or 100% 10 or 100% 5 or 50% 4 or 40% 	N/A – we did not conduct a Partner Survey during 2011.

Evaluation Time Period: Jun 1 – Dec 1, 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 **N/A**

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.

“I am infinitely more comfortable getting in and out of programs and in using the keyboard.”

“This class was wonderful. Don't change a thing. Many thanks!”

“Gave me new ideas & a fresh outlook on possibility as I begin my job search.”

“It was a very helpful class. Did not know anything before but now I learned stuff that I can use.”

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“I liked the course. Only wish I had taken it months ago.”

OBE Interim Report Narrative 2011-12

Please note that instances where we did not meet our specific OBE target have been highlighted above for ease of reading this report.

Interpretation of findings

The Lockport PCC has met all but seven of our target OBE outcomes for the May – December 2011 interim. In general, the PCC is successfully helping PCC users gain digital literacy skills, become better prepared for the workforce, and continuing to satisfy the expectations of our patrons in all our training efforts. The data compiled above show some interesting patterns that may help explain why seven outcomes were not reached.

One pattern that emerges across our OBE findings is a disparity in results between the trainer checklist and the patron survey. The participant achievement ratings by the trainers are typically higher than participant self-ratings of achievement. For instance, in Introduction to Computer Basics the trainer rated that 78% of the participants demonstrated basic computer skills. However, only 73% of the students rated themselves as having improved over the course of the class. A similar difference occurs in almost every class. This disparity is likely caused by two different factors: 1) the self-ratings of participants are subject to their own personal expectations and feelings which are not objective, while the trainer rates participants on demonstration of tangible skills, and 2) the survey question participants use to rate their improvement. We ask participants to decide their skill levels before and after taking a PCC class, as in the example below:

Please rate your knowledge of the following areas by circling a number within the scale at right:				
Basic computer use BEFORE taking this class	1 No Experience	2 Beginner	3 Intermediate	4 Expert
Basic computer use AFTER taking this class	1 No Experience	2 Beginner	3 Intermediate	4 Expert
Basic Internet use BEFORE taking this class	1 No Experience	2 Beginner	3 Intermediate	4 Expert
Basic Internet use AFTER taking this class	1 No Experience	2 Beginner	3 Intermediate	4 Expert

A participant’s rating is considered to show improvement if they indicate that they have proceeded to the next or higher skill level. A participant may not indicate what we consider by OBE standards to be improvement if they circle the same level, but that does not mean that they did not improve their skills. Many patrons have left comments to tell us they have grown and become ‘a better beginner’ or ‘almost intermediate!’ Though this survey question may not be perfectly accurate in reflecting participant improvement, we think that it is the fairest way to assess the sense and amount of achievement users of our PCC experience.

A second pattern is that the majority of our failed OBE outcomes were related to patron satisfaction. Specifically, four of the seven failures: Introduction to Microsoft Word 2010, Business Communication Skills, Business Organizational Forms: Sole Proprietorship, Partnership, LLC’s, Corporations, and Using Facebook and LinkedIn to Promote Your Business. The

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raw data shows that this is probably due to participants not fully reading the satisfaction survey question and leaving answers they did not intend. We noticed that many of the cases where participants indicated they were “Very Unsatisfied,” they also left positive comments about their experience. One patron realized that she had circled the wrong side of the survey, “Very Unsatisfied” instead “Very Satisfied” when she took a second class, and asked us to correct it for her. In addition to this, it is apparent that when we did fail to meet our 90% satisfaction level, we came close. For example, Introduction to Microsoft Word 2010 reached a satisfaction level of 88%. We can conclude from the raw and compiled data that we would easily meet all of our satisfaction outcomes if participant error in completing the surveys was removed. A target of 90% is quite high to expect from any survey because it leaves little room for this kind of error, and we may consider editing the OBE plan to account for this unexpected phenomenon.

Progress regarding target audiences, course offerings, scheduling etc.

The chart below shows our Year 1 progress towards meeting our original target audience numbers.

Training Category	# People Targeted	# People Participating	# People to Target
Open Lab Access	82080	52865	29215
Multimedia	N/A	50	0
Office Skills	490	625	-135
ESL	100	0	100
Basic Internet & Computer Use	1260	910	350
Workforce Development	1380	763	617
Small Business/Entrepreneurial Development	375	138	237

In almost every category we have more than reached the halfway point for meeting our total grant target numbers. In Microsoft Office training we have already exceeded our target audience number, and met all but one OBE outcome for Office classes. We hope to meet and exceed our numbers in all categories by the end of the grant period. We did not provide specific ESL training in this period because we were unable to reach enough of the local ESL population to arrange ways to meet their needs.

Overall, the Lockport PCC is meeting both its target audience numbers and the planned OBE outcomes for those targets. No significant change is planned for our class scheduling and course offerings.

Observations regarding digital literacy, workforce development, access (including one-on-one and open lab practices) plus all other essential elements of your program

Digital Literacy

The Lockport PCC’s digital literacy training has been the most successful and popular of our training offerings. We are currently meeting all but one of our OBE outcomes in that category. On average, more than 70% of participants in our digital literacy training classes report improvement in their skills and understanding.

Workforce Development

The Lockport PCC's workforce development classes have been less successful than our digital literacy classes. The OBE training numbers demonstrate that workforce classes are difficult to fill and that one-on-ones are by far the more popular and satisfactory method for patrons. For example, our Business Communication Skills class had to be cancelled on multiple occasions due to lack of interest, and the 11 participants who took it mostly did not achieve our OBE outcomes. At the same time, PCC staff conducted 31 one-on-one workforce training sessions with a satisfaction rate of 93% and participant self-ratings of achievement at 83%.

Of the workforce classes, the two classes by NCCC, Communication Skills and Here's My Resume – Where's My Job? are the least successful. Three of our seven OBE outcome failures were in an NCCC workforce class, Business Communication Skills. We have decided not to pursue holding sessions of these classes as often. In the latest PCC class scheduling, we are offering them each only once by bundling them into a special Job Seekers Workshop Week event. Library workforce classes have also been cancelled due to lack of interest, but the smaller class size probably contributes to better rates of participant achievement.

Small Business Development

In the case of the SBDC classes, all trainers gave a 100% to the students for demonstrating understanding of the topics being taught. This is interesting especially because each class was taught by a different outside trainer. The Lockport PCC did not provide computers for participants during these classes at the request of the SBDC, because the topics involved were more conceptual and all but one did not address technology-based skills. Because no tangible demonstration of skills was required to complete the class, it is likely that trainers could not accurately judge the understanding of each participant and decided that attending the class must necessarily result in improved understanding of the content. The participant ratings of their own improvement tend to support this conclusion, except in one case: Business Organizational Forms: Sole Proprietorship, Partnership, LLC's, Corporations. This class had a participant improvement rating of 5 or 50%, just shy of the 60% OBE target.

Three of our OBE outcome failures were from the SBDC classes, two of which were failures in the participant satisfaction outcome. The first one, for Business Organizational Forms: Sole Proprietorship, Partnership, LLC's, Corporations, is likely due to the patron error described in Interpretation of Findings. The second one, however, is probably due to genuine dissatisfaction. In the raw data, many participants complained that Using Facebook and LinkedIn to Promote Your Business should have provided computer access throughout so participants could follow along with the instructor. If the Lockport PCC holds these classes again, we will work to provide computers to participants.

Open Lab Access

Including open lab access in the OBE plan is difficult. There does not appear to be a good way to ask patrons of this service to complete any kind of survey to indicate their improvement or satisfaction. Our What is Your Story? Form has been successful for documenting patron testimonials, but it is offered during all training opportunities in addition to the lab. Most patrons only fill one out after completing a class, so it does not make a good tool for evaluating our open lab

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services. Usage numbers and question counts are traditional library methods of demonstrating service rather than OBE, but they do show that the PCC is being used heavily, which in turn implies that patrons are satisfied with the PCC service.

Best practices

- Do not wait until the last minute to give out the OBE patron survey. Save at least ten minutes of time at the end of class for the process.
- Provide pens/pencils when giving the survey.
- Provide a box or location for patrons to leave the survey before leaving the classroom – this can decrease the number of patrons who take it home and forget to return it to the PCC.
- Explain the purpose of the survey – this helps increase return and provides an opportunity to tell patrons more about the BTOP grant.
- Compile and analyze data on a continuing basis.
- Use the Data Validation feature in Excel to ensure that data entry is consistent. Keeping all the words entered exactly the same ensures that you can easily extract accurate totals and percentages.

Lessons learned

- No matter how simple the survey, many participants will decide not to complete it or will not complete it correctly. We have to view our results in light of this.
- No survey question is perfect. For instance, we ask patrons to tell us their employment status from a list going from Unemployed to Retired. Nevertheless, we had a patron write in an answer: “Mom.”
- OBE is not as simple as it looks. There is daily work involved in ensuring surveys and checklists are provided, data is entered, and analysis is performed. It a time-consuming process to keep up with.

Other information pertinent to your particular project

- Numbers and percentages may seem out of proportion within a class. For example, for Introduction to Microsoft Excel 2010, the trainer checklist indicates that 60 participants is equivalent to 83%, while the participant surveys indicate that 50 participants is equivalent to 93%. This is because we always get trainer checklist ratings for each participant, but do not usually get every participant to complete a survey. The total number of answers in the data is ultimately different, leading to different percentages.
- We will be updating the OBE plan for the next report, likely changing the satisfaction OBE target and adding new classes to it.