Mahopac Public Library
QBE Interim Report #2 Narrative
July 25, 2012

Objectives

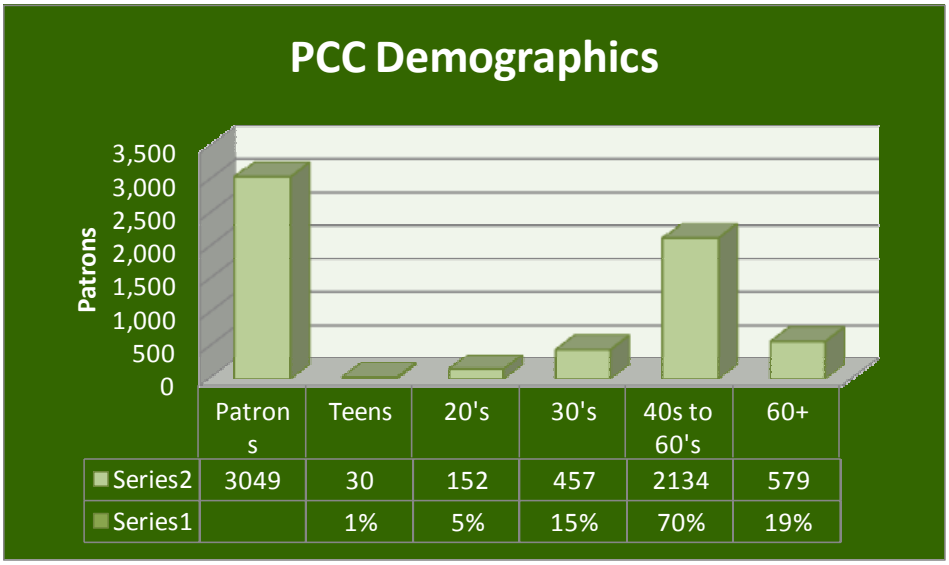
The Mahopac Public Library PCC program offerings were designed and structured to accommodate the employment and digital literacy training needs of several diverse groups of library patrons.

1. Patrons recently unemployed due to the downturn in the economy
2. Patrons seeking better paying jobs and opportunities for job growth
3. Patrons who were trying to return to the workforce from either a short or long term absence. For example: mothers returning to the workforce to supplement family income, retirees wanting increase their retirement income
4. Patrons who felt they missed the digital age and wanted to learn about computers, using e-mail, the internet, and social media tools, and
5. Patrons who needed help with a specific computer requirement: doing a mail merge, transferring pictures from a camera, using an e-book reader etc.

Demographics

The programs offered were primarily open to adults, and we assisted high school age children when accompanied by an adult. Although we had very few young adults, a byproduct of supporting this group was that parents signed up for courses when they realized what the PCC program offered.

The majority of patrons that took advantage of the PCC programs were in the 40's to 60's age group.

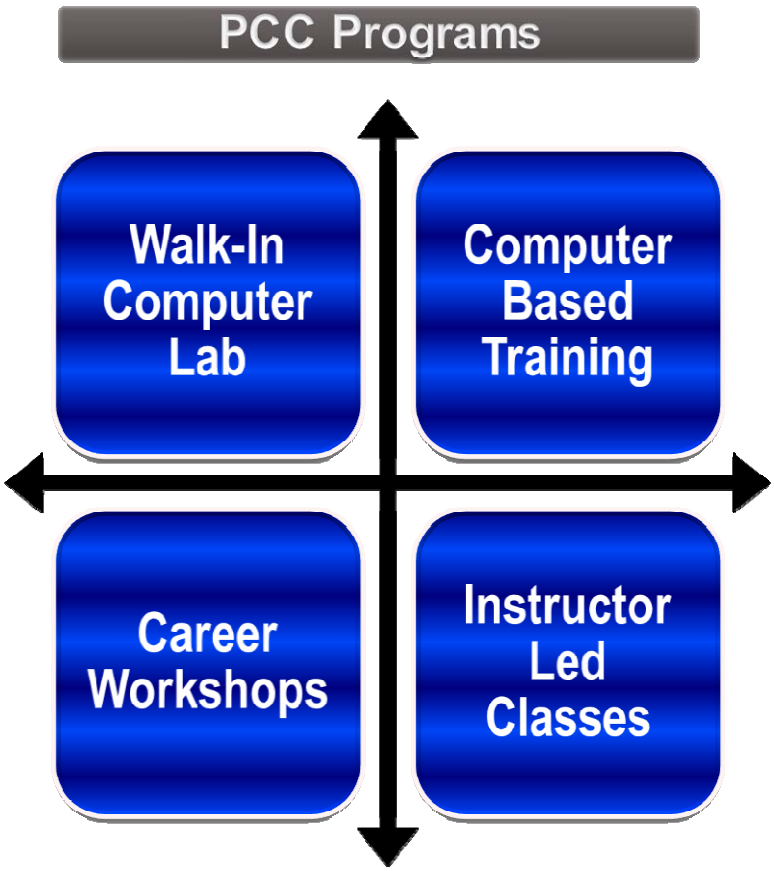


	Patrons	Teens	20's	30's	40s to 60's	60+
Series2	3049	30	152	457	2134	579
Series1		1%	5%	15%	70%	19%

Estimates based on observations, no personal data was collected or tracked.

Programs Offered

A number of core programs were offered in the PCC to provide patrons with a variety of learning alternatives.



The Walk-in Computer Lab offered drop in help for a wide variety of software and hardware questions. From the basics of turning on a computer and using the mouse and keyboard, to more advanced topics like protecting computers against viruses. We assisted patrons with completing job applications, creating resumes and cover letters, how to find a job using internet search tools. The only service we did not provide in computer help was computer repair.

Computer Based Training gave patrons an opportunity to learn at their own pace. We provided training DVD's for the Microsoft Office Suite and QuickBooks.

Career Workshops focused on subjects like Resume and Cover Letter Writing, Setting Goals, Networking, and Interview Techniques.

Our Instructor Led Courses offered both technical and non-technical training. Some examples of the courses offered were: Microsoft Office beginner, intermediate and advanced training, Social Networking, Building a Business Plan, Internet Job Search. All courses were developed by the PCC staff.

In addition to the group based type of learning, the PCC offered One-on-One training on a reservation based basis. We found this to be a very popular form of training as many patrons liked the personal attention focused on their needs.

Best Practices

All programs, courses etc. were offered several times per week, at different times of the day. The times were consistent week after week and gave patrons an opportunity to work around their morning, afternoon and evening schedules to attend classes.

Training programs ranged from 1 hour to 3 hours, depending on the subject matter and type of delivery. This helped patrons to maintain their attention levels, and not feel overwhelmed.

All instructor led classes and presentations provided handout materials for student note taking, and at home reference.

The PCC trainers worked as a team. Playing off each other's level of skills and expertise to provide the best possible learning experience for the patron.

Challenges, Successes and Failures

One of the biggest challenges we faced as trainers was working with people having learning disabilities. It was not only challenging, also frustrating and heart breaking knowing that some people could not be helped, nor would they be able to find a job in a difficult job market. Future programs need to take into consideration that there is a group of people whom fall into the special needs category and librarians and technical trainers may not be equipped with the necessary skills to assist these people.

Another challenge was dealing with broken reservations. A number of our classes required a reservation to attend because of the limited number of computers available. Even e-mailing to confirm a reservation prior to the class did not help, and people just did not show up. We were not permitted to charge even a nominal fee for classes. The problem is that if the class is for free, there is no perceived value or actual loss on the part of the patron for not showing up. Fee based classes should be considered as a tool to improve attendance.

Overall, the program was a success. Our approval ratings for content, presentation and teacher effectiveness was consistently in the 99+% bracket. Personally, I think the team would have liked to have seen more positive news from patrons on finding jobs due to their efforts and ours, but this has been an unusually difficult economy.

It is difficult to point to any specific part of the PCC program, or the implementation and execution by the staff, as a failure. As we became aware of things that did not meet our expectations we adjusted course and made changes. I think we would have liked to have seen a better plan and guidance for the use of the Telecommunications Equipment. Overall I felt it was underutilized, and the monies spent for this equipment may have been better used to provide additional staff or training materials.

Lessons Learned

One of the things we could have done better is marketing of the program. We used e-mail, flyers, and posters as effectively as we could. The library staff did a great job of talking up the program and promoting it. If programs like this are to be offered in the future, a budget line item for advertising and promotion should be considered as part of the overall budget process.

In Summary

The BTOP program was a valuable addition to the services provided by the library to our patrons and community partners. For our patrons it provided a no cost way to improve their skills in a number of areas: technical, office, job search, job interview, social media etc. Most important was that the program provided a venue for people to come together, share their failures and triumphs, and not feel isolated. People felt like they were doing something to help themselves, rather than being stuck in a downward spiral. For our partners who had been overwhelmed by the number of people needing assistance, and budgets that restricted services, we became an extension of their operation as a service provider.

OBE PLAN

General outcome #1: PCC/E-Mobile Unit users gain digital literacy skills.					**Evaluation time period:** **May 1, 2011 thru June 30, 2012**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**
Basic Internet and Computer Use The MPL-PCC offers the following training programs to improve patrons proficiency in office and technical skills:					
Open Computer Lab – "walk-in" lab offering "on-demand" computer help.	1841	12			1135 Total Trained
• Patrons learn how to create e-mail accounts, send and receive e-mail			FB Form/Observe	7.2 or 60% per training	790 or 69.6%
• Patrons learn to create social network accounts and learn privacy protection			FB Form/Observe	2.4 or 20% per training	143 or 12.5%
• Patrons learn how to use the internet and perform search.			FB Form/Observe	9 or 75% per training	990 or 87.2%
• Patrons are assisted with any other PC problems they may be encountering			FB Form/Observe	1.8 or 15% of training	168 or 14.8%
• Patrons report positive experience			FB Form	100% per training	
One-on-One Computer Help – for patrons requiring more advanced help, a 1-2 hour PC session can be scheduled with a trainer.	120	1			135 Total Trained
• Patrons learn how to use advanced functions in MS-Office products			FB Form/Observe	1 or 100% per training	135 or 100%
• Patrons are given one-one help in submitting on-line job applications					
• Patrons learn how to use Linked In and other Social Networking tools to perform a job search					
• Patrons report positive experience				100% per training	135 or 100%
CBT (Computer Based Training) courses are available to help patrons develop PC Office skills.	1841	12	FB Form/Observe		777 Total Trained
• Patrons acquire beginner, intermediate and				6 or 50% per	747 or 96.1%

advanced skills in MS Office and QuickBooks. • Each level of measures proficiency level attained through lab exercises, and a Certificate of Completion is given at the end of the course. • Patrons report positive experience				training	42 or .05% 738 or 94.9%
Instructor Led Courses – 3 instructors teach various courses. Courses are created in house, and offered several nights per week • Structured patron learning for beginning to advanced level patrons in the following courses. Excel, Word, PowerPoint, Internet, Windows, E-mail, Search, Social Networking • Patrons report positive feedback	1841	12	FB Form/Observe FB Form	5 or 41% per training 100% per training	343 Total Trained 343 or 100% 340 or 99.1%
Multimedia – 3rd quarter courses will be offered for patrons wanting to learn how to transfer their music, and pictures from their portable devices to the PC, and how to organize them. • Allow patrons to become more proficient and comfortable with in using mobile devices and cameras to store and organize their pictures and music. • Patrons report positive feedback	1841	4	FB Form/Observe FB Form	2 or 50% per training	104 Total trained 104 or 100% 102 or 98%
General outcome #2: PCC/E-Mobile Unit users are better prepared for the workforce.					**Evaluation time period:**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**

Job Planning and Assistance The Mahopac Library has a Job Information Office, which has a close working relationship with the local Workforce office, and the business community. Combining the PCC services, with the Job Information Office services provides a broader array of services to our patrons seeking job help, and skills training. Job Information Workshops Objective: Each of the following programs has been designed to provide patrons with the necessary tools to search, apply, interview for a new job opportunity. • Coping with Stress Caused by a Job Loss • Marketing Yourself in Today's Job Market • Creating Your Resume • Job Interview Techniques • Mock Job Interviews • How to Network to Find a Job • LinkedIn 101 • Social Networking 101 • Internet Job Search 101 Number of people finding positions	1841	15	FB Form Personal Contact	7 or 46.6% per training	555 Total Trained 555 or 100% 25 or .04 of Training
Certified Training - The PCC provides and environment where patrons can take proficiency, and certification test. • To give patrons timely access to computer based tests and proficiency examinations	10	8	FB Form Personal Contact	1 or 100% per Training	24 Total Trained 24 or 100%
ESL Patrons develop necessary language skills to • Fill out job applications in English • Participate in English language job interviews	291	1	FB Form Personal Contact	100% per training	390 Total Trained 390 or 100%

General outcome #3: PCC/E-Mobile Unit users are satisfied with services.					**Evaluation time period:**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**
Overall satisfaction with all services provided included in Sections 1 & 2 • Patrons rate services at good or excellent • Patrons will repeat using services • Patrons will recommend services to friends					3049 Total Trained 99.5% 99.5% 99.5% Patrons rating programs excellent or good...
General outcome #4: Community partners are aware of PCC/E-Mobile Unit services.					**Evaluation time period:**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**

Community Relationships We have developed relationships with the following community organizations: SCORE Mahopac-Carmel Chamber of Commerce Rotary Cornell Cooperative Extension Mental Health Association					Not measureable. Only 6 people trained from Mental Health Association. We received a letter of appreciation.

Evaluation time period:

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 - AGREE

The PCC/E-Mobile Unit was successful in achieving outcome #2 (users are better prepared for the workforce).
☐ Strongly agree ☐ Agree ☐ Disagree ☐ Strongly disagree - AGREE

The PCC/E-Mobile Unit was successful in achieving outcome #3 (users are satisfied with services).
☐ Strongly agree ☐ Agree ☐ Disagree ☐ Strongly disagree - AGREE

The PCC/E-Mobile Unit was successful in achieving outcome #4 (partners are aware of services).
☐ Strongly agree ☐ Agree ☐ Disagree ☐ Strongly disagree - AGREE

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.

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

Although patronage decreased from the previous period, all attended had a positive experience and agreed that they would come back for additional classes. If fact what we observed week to week were about 50% repeats in the computer lab and CBT training.

In my opinion the repeat attendance by patrons indicated that they felt the program was providing a value and recognized that learning new digital skills required repetition.