

Mid-York Library System eMobile OBE Narrative Report for 06/2011-12/2011

Interpretation of findings

All eMobile outcomes were met, and most were significantly exceeded, indicating the success of our eMobile PCC

Progress regarding target audiences, course offerings, scheduling etc.

Target Audience Progress

| Training Type | Target Audience for full 22-month program | Target Audience adjusted for 7-month OBE reporting period | Actual audience | Percent of 7-month adjusted target audience |
|------------------------------------|---|---|-----------------|---|
| Office Skills | 1070 | 342 | 221 | 65% |
| Basic Internet and Computer Skills | 534 | 171 | 646 | 378% |
| Multimedia | 534 | 171 | 74 | 43% |
| Workforce Development | 800 | 256 | 174 | 68% |
| College Prep | 70 | 22 | 0 | 0% |
| GED | 221 | 70 | 0 | 0% |
| | 3229 | 1032 | 1115 | 108% |

- **Total Actual audience:** currently exceeds projections (108%).
- **Office Skills:** projected interest was higher than actual. Added classes recently (Excel Intermediate, PowerPoint Basics and Intermediate, Publisher Basics) which has increased progress toward target. With these new class offerings, we currently expect to complete the project at >75%.
- **Basic Internet and Computer Skills:** far exceeds projections, actually exceeds full 22-month projection. Introduction to Computers and Internet Security and PC Maintenance contributed most strongly to this category. We expect continued success in this category.
- **Multimedia:** Most classes in this area are recently added or in final development. The current 43% rate is expected to meet the original projections.
- **Workforce Development:** this figure is somewhat misleading. While through formal classes we are only at 68% of projected, we have actually provided brief training to hundreds more people through booth exchanges at job fairs and community activities. The nature of those events do not allow for gathering OBE statistics. We also know from the interest displayed by booth visitors that many people took our brief instruction and accessed workforce development services (primarily JobNow and LearningExpress

databases) on-line following the events. Additionally, we trained Rome B.O.C.E.S. and Rome Working Solutions trainers on LearningExpress before we began this OBE reporting period. Those trainers have used LearningExpress with their student ever since. We have no mechanism in place to capture all of the incidences where they use the product for this purpose. So, while we are not meeting the OBE projections, we do claim success in this area.

- **College Prep and GED:** while no formal classes were conducted, the LearningExpress modules on these two areas were taught through the booth exchanges and train-the-trainer activities discussed in the “Work Development” bullet above – thus results were achieved that we cannot capture through OBE practices.

It is worth noting that our eMobile has been working to capacity, even after adding a third trainer. The low target audience numbers in several categories show not that not enough classes are being offered or attended, but that a larger proportion of classes than expected have been offered in the area of Basic Internet and Computer Skills, which reached nearly four times the expected number of students for this time period.

Given the unexpected very high need for basic computer skills in our three-county area (Herkimer, Madison and Oneida) – primarily a rural area, we expect to continue focusing on these needed classes.

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

Workforce Development

While Job Search Skills is a popular class, achieving this success has required considerable networking, advertising and advocating. Job seekers seem reluctant to attend job search classes held at the public at libraries, despite expressing interest in such information to library staff. We have had our greatest success reaching job seekers by partnering with organizations which help the unemployed or disadvantaged, such as Working Solutions, Insight House, Catholic Charities, and BOCES.

Access

During this evaluation period, access to training was dependent on a participant’s ability to reach a member library or other location at which the class was offered. While the eMobile equipment and staff continuously run at or near full capacity and our class materials are available via our website, we are pursuing mechanisms to provide pre-recorded video training in 2012.

Best practices

General outcome #1: E-Mobile Unit users gain digital literacy skills

- Offer classes for a variety of skill levels
- Incorporate hands-on practice into classes

- Be flexible with curriculum to accommodate students of varying skill levels

General outcome #2: E-Mobile Unit users are better prepared for the workforce

- Reach out to job seekers at community locations and in partnership with community organizations as well as member libraries
- As well as providing training for job seekers, partner with local businesses and organizations to provide training, allowing their employees to improve their skills

General outcome # 3: E-mobile Unit users are satisfied with services

- Provide students with detailed handouts, allowing them to practice skills at home
- If students do not have the necessary skill level to complete a class, refer them to a more basic class whenever possible

General outcome #4: Community partners are aware of E-Mobile Unit services

- Create marketing materials for potential partners detailing services, including brochures and class lists
- Visit local Rotary clubs and chambers of commerce to provide information about services

Lessons learned

Job Search Skills OBE Survey

Some of our data gathering suffered because of outcomes which depended too rigidly on the class being conducted exactly as it was planned in the curriculum. The Job Search Skills survey asks for data on the usefulness of resume, cover letter, and e-mail information, but some classes were, for instance, already familiar with e-mail, and time was better spent covering other skill areas such as interviewing instead. While the class was successful, the survey box for “email” was not completed.

We are exploring options to revise our Job Search Skills survey to better accommodate data capture data from classes that are modified based on student needs.

Survey Data for Multi-Session Classes

We made the decision early in the program to consider each session of a multi-session class a unique class, as attendance between sessions tended to vary significantly. However, because instructors still thought of these classes as a single class, only one evaluation survey was given at the end of the final class. To accurately represent the multiple sessions of the class, we have chosen to count data from those surveys multiple times, based on the number of sessions in the class.

We have begun collecting survey data for each session of every class to facilitate more accurate data gathering.

Other information pertinent to your particular project

Data Calculation Information

If a question was left blank on a survey, it was considered at non-response. For example, if five people filled out a survey, but one person left the questions “Rate the Handouts” blank, the question would be considered to have four responses rather than five

As discussed above, surveys collected at the final session of multi-session classes were counted multiple times, once for each class session. If the number of surveys collected at the final session exceeded the number of people attending an earlier class, the number was adjusted lower. For instance, if seven people responded to the survey at session 3, but only five people attended the session one or two, that session’s survey count would be five. We have rectified this circumstance by requesting surveys at each session

Accounts from users and partners

1. “Thank you so much for the excellent training session in Excel. I think that you did a tremendous job of adjusting the material to fit the many different levels of computer skill in our group!

I wanted to let you know that now I can comfortably use the basic functions of my new Office Excel.

In fact, yesterday I used Excel to sort out a complicated series of bills and show that the bill totals were incorrect. I found a \$200 difference. The results were not in my favor, but a local small business will benefit by receiving \$200 more than they originally had put on their invoices.

Thank you again.

Sandi Van Knowe
(took basic Excel class at Western Town Library)”

This e-mail received from a class participant supports outcomes 1, 2, and 3.

2. “...I will continue to utilize some of the search engines for employment you gave me...”

This excerpt from a thank you card received from a group of Job Search Skills students at Insight House supports outcome 2.

3. “Thank you for participating in our first Job, career and college fair. Your representation and involvement helped to make it a great success! We look forward to working with you in the future.

Sincerely,
BOCES Rome”

This thank you note from BOCES Rome supports outcomes 2, 3, and 4.

4. “Dear Kevin:

On behalf of the Onondaga County Public Library, I would like to thank you for taking the time out of your busy schedule to attend OCPL’s Retreat at the zoo on June 21st.

The panel discussion was very interesting, well received and showcased the good things we are doing in CNY.

I also would like to thank you for providing us with the tour of Mid-York’s Mobile Lab.

Sincerely
Elizabeth J. Dailey
Executive Director”

This thank you note from Onondaga County Public Library Executive Director Elizabeth Dailey supports outcome 4.

5. “I would personally like to extend my gratitude for the professional service you have provided to my clients here at the Insight House. The opportunity you have allotted to my clients has been so beneficial.

The BTOP Digital Program has been an outstanding opportunity for our clients. It was only made better through your organization, guidance, and tremendous professionalism. For months and months of free and caring service, I am beyond grateful.

My best wishes for your continued success in the future. Thank you again.

Respectfully,
Jennifer Doxtater, OTR/L
NYS Licensure/Occupational Therapist”

This letter supports all BTOP outcomes (both digital literacy and workforce development classes have been offered at Insight House).

6. “Dear Mr. Perez,

Please accept my sincere thanks for taking part in the Jobs Fair at Mohawk Valley Community College...We certainly have a talented and skilled workforce in the Mohawk valley, and I’m proud that your business is serving our residents through goods and services...

Warm Regards,
Richard Hanna
U.S. Representative”

This excerpt from a thank you note from U.S. Congressman Hanna supports outcome 2.

7. “Hi Fritz:

It was so informative and enjoyable to attend the Windows 7 class and the security class @ Dunham Library where you presented a clear, understandable, and easily followed presentation. You are interested in the subjects and it shows in your enthusiasm to present same to your audience. I have taught @ SUNIT IT and Syracuse Univ as an adjunct professor, so I know about these things of which I speak. Again, nice job done !!!

...

Nelson P. Robinson
VP/Trustee/Program Chair
Rome Academy of Science”

This except from a letter from Nelson P. Robinson of the Rome Academy of Science supports outcomes 1, 3, and 4.

General outcome #1:

E-Mobile Unit users gain digital literacy skills. (note: red denotes modifications from original plan)

Evaluation time period: June 1, 2011 thru December 1, 2011

| Custom outcome: | Target audience: | Target audience per training: | Data source: | Target achievement levels | Actual achievement level |
|---|------------------|-------------------------------|---|--|--|
| Office Skills | 1070 | | | | |
| <i>eMobile PCC offers the following training:</i> | | | | | |
| <p>MS Word 2010 Basics</p> <ul style="list-style-type: none"> • Participants properly complete 80% of tasks • Participants report they will use these skills in the future • Participants will recommend this class to others • Participants express interest in other classes | | 6 | <ul style="list-style-type: none"> -Instructor Checklist -User Survey -User Survey -User Survey | <ul style="list-style-type: none"> 3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training | <ul style="list-style-type: none"> 89% per training 94% per training 100% per training 100% per training |
| <p>MS Excel 2010 Basics</p> <ul style="list-style-type: none"> • Participants properly complete 80% of tasks • Participants report they will use these skills in the future • Participants will recommend this class to others • Participants express interest in other classes | | 6 | <ul style="list-style-type: none"> -Instructor Checklist -User Survey -User Survey -User Survey | <ul style="list-style-type: none"> 3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training | <ul style="list-style-type: none"> 89% per training 97% per training 100% per training 98% per training |
| <p>MS Excel 2010 Intermediate (new addition)</p> <ul style="list-style-type: none"> • Participants properly complete 80% of tasks • Participants report they will use these skills in the future • Participants will recommend this class to others • Participants express interest in other classes | | 6 | <ul style="list-style-type: none"> -Instructor Checklist -User Survey -User Survey -User Survey | <ul style="list-style-type: none"> 3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training | <ul style="list-style-type: none"> 89% per training 86% per training 100% per training 100% per training |
| <p>MS Publisher 2010 Basics</p> <ul style="list-style-type: none"> • Participants properly complete 80% of tasks | | 6 | <ul style="list-style-type: none"> -Instructor Checklist | <ul style="list-style-type: none"> 3.6 or 60% per training | <ul style="list-style-type: none"> 92% per training |

| | | | | | |
|---|-----|-----|---------------------------------|----------------------------------|-------------------|
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4.8 or 80% per training | 100% per training |
| | | | -User Survey | 4.8 or 80% per training | 100% per training |
| | | | -User Survey | 4.8 or 80% per training | 95% per training |
| MS Powerpoint 2010 Basics (new addition) | | 6 | Instructor Checklist | 3.6 or 60% per training | 100% per training |
| <ul style="list-style-type: none"> Participants properly complete 80% of tasks Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4.8 or 80% per training | 100% per training |
| | | | -User Survey | 4.8 or 80% per training | 100% per training |
| | | | -User Survey | 4.8 or 80% per training | 100% per training |
| Social Networking Basics | | 6 | | | |
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4.8 or 80% per training | 96% per training |
| | | | -User Survey | 4.8 or 80% per training | 100% per training |
| | | | -User Survey | 4.8 or 80% per training | 100% per training |
| <u>Basic Internet and Computer Skills</u> | | | | | |
| <i>eMobile PCC offers the following training:</i> | 534 | | | | |
| Introduction to Computers | | 7.3 | | | |
| <ul style="list-style-type: none"> Participants properly complete 80% of tasks Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -Instructor Checklist | 4.4 or 60% per training | 99% per training |
| | | | -User Survey | 5.8 or 80% per training | 100% per training |
| | | | -User Survey | 5.8 or 80% per training | 100% per training |
| | | | -User Survey | 5.8 or 80% per training | 100% per training |
| Internet Security and PC Maintenance Basics | | 5 | | | |
| Participants properly complete 80% of tasks | | | Instructor Checklist | 3 or 60% per training | n/a |
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| Web Page Building Basics | | 5 | | | |
| <ul style="list-style-type: none"> Participants properly complete 80% of tasks | | | -Instructor Checklist | 3 or 60% per training | 100% per training |

| | | | | | |
|---|-----|-----|---------------------------------|---|-------------------|
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| Windows 7 Basics | | 5 | | | |
| Participants properly complete 80% of tasks | | | Instructor Checklist | 3 or 60% per training | n/a |
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| Basic Internet and Web Browsing (new addition) | | 5 | | | Not offered yet |
| <ul style="list-style-type: none"> Participants properly complete 80% of tasks Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -Instructor Checklist | 3 or 60% per training | n/a |
| | | | -User Survey | 4 or 80% per training | n/a |
| | | | -User Survey | 4 or 80% per training | n/a |
| | | | -User Survey | 4 or 80% per training | n/a |
| Multimedia | | | | | |
| <i>eMobile PCC offers the following training:</i> | 534 | | | | |
| eBooks Demonstration | | 6.5 | | | |
| Participants who bring their personal equipment properly complete 80% of tasks (note: about 25% of trainees bring equipment) | | | Instructor Checklist | 60% of assessed per training | n/a |
| <ul style="list-style-type: none"> Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -User Survey | 5.2 or 80% per training | 92% per training |
| | | | -User Survey | 5.2 or 80% per training | 100% per training |
| | | | -User Survey | 5.2 or 80% per training | 100% per training |
| Photoshop Basics (new addition) | | 5 | | | |
| <ul style="list-style-type: none"> Participants properly complete 80% of tasks Participants report they will use these skills in the future Participants will recommend this class to others Participants express interest in other classes | | | -Instructor Checklist | 3 or 60% per training | 80% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |
| | | | -User Survey | 4 or 80% per training | 100% per training |

| General outcome #2: 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: |
| <u>Workforce Development</u> <i>eMobile PCC offers the following training:</i> | 800 | | | | |
| Job Search Skills <ul style="list-style-type: none"> • Participants properly complete 80% of tasks • Participants will recommend this class to others • Participants report they learned valuable information about developing resumes • Participants report they learned valuable information about developing cover letters • Participants report they learned valuable information about navigating through the on-line job application process | | 5 | -Instructor Checklist -User Survey -User Survey -User Survey -User Survey | 3 or 60% per training 4 or 80% per training 4 or 80% per training 4 or 80% per training 4 or 80% per training | 84% per training 98% per training 97% per training 97% per training 99% per training |
| Learning Express and JobNow (Job-related database elements) <ul style="list-style-type: none"> • Participants successfully use elements of each resource • Participants report they will use these resources in the future • Participants will recommend this class to others • Participants became more aware of the vast library resources | | 5 | -Instructor Checklist -User Survey -User Survey -User Survey | 4 or 80% per training 3 or 60% per training 4 or 80% per training 3 or 60% per training | Not trained yet n/a n/a n/a |
| Basic Internet and Web Browsing (for Jay-K Lumber) <ul style="list-style-type: none"> • Participants properly complete 80% of tasks • Participants report they will use these skills in the future • Participants will recommend this class to others • Participants express interest in other classes | | 5 | -Instructor Checklist -User Survey -User Survey -User Survey | 3 or 60% per training 4 or 80% per training 4 or 80% per training 4 or 80% per training | Not trained yet n/a n/a n/a |

| | | | | | |
|--|------------------------------------|--------------------------------------|-----------------------|----------------------------------|----------------------------------|
| College Prep | | 70 | | | |
| <i>eMobile PCC offers the following training:</i> | | | | | |
| Learning Express and JobNow(College Prep database elements) <ul style="list-style-type: none"> • Participants successfully use elements of each resource • Participants report they will use these resources in the future • Participants will recommend this class to others • Participants became more aware of the vast library resources | | 5 | -Instructor Checklist | 4 or 80% per training | Not trained yet n/a |
| | | | -User Survey | 3 or 60% per training | n/a |
| | | | -User Survey | 4 or 80% per training | n/a |
| | | | -User Survey | 3 or 60% per training | n/a |
| GED | | 221 | | | |
| <i>eMobile PCC offers the following training:</i> | | | | | |
| Learning Express and JobNow (GED database elements) <ul style="list-style-type: none"> • Participants successfully use elements of each resource • Participants report they will use these resources in the future • Participants will recommend this class to others • Participants became more aware of the vast library resources | | 5 | -Instructor Checklist | 4 or 80% per training | Not trained yet n/a |
| | | | -User Survey | 3 or 60% per training | n/a |
| | | | -User Survey | 4 or 80% per training | n/a |
| | | | -User Survey | 3 or 60% per training | n/a |
| General outcome #3: | | | | | Evaluation time period: |
| E-Mobile Unit users are satisfied with services. | | | | | |
| Custom outcome: | Target audience: | Target audience per training: | Data source: | Target achievement level: | Actual achievement level: |
| All Classes Combined | N/A (already individually counted) | N/A | *User Survey | 292 or 85% of responses | 100% of responses |
| • Users rate instructor good or excellent | | | *User Survey | 292 or 85% of responses | 99% of responses |
| • Users rate handouts good or excellent | | | *User Survey | 292 or 85% of responses | 99% of responses |
| • Users rate equipment as good or excellent | | | | | |

*With a target audience of 3229, we must receive a minimum of 343 responses (confidence interval of 5)

General outcome #4:

Community partners are aware of E-Mobile Unit services.

Evaluation time period:

| Custom outcome: | Target audience: | Target audience per training: | Data source: | Target achievement level: | Actual achievement level: |
|---|------------------|-------------------------------|--------------|---------------------------|---------------------------|
| <p>Partners</p> <ul style="list-style-type: none"> Partners identify two or more services provided by eMobile PCC. Partners report they have referred clients/members to the eMobile PCC Partners report they have developed client/member activities that incorporate eMobile PCC services. | 25 | N/A | User Survey | 23 or 92% | 100% |
| | | | User Survey | 21 or 85% | 94% |
| | | | User Survey | 6 or 25% | 81% |

Evaluation time period:

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

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

Strongly agree Agree Disagree Strongly disagree

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

Strongly agree Agree Disagree Strongly disagree

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

Strongly agree Agree Disagree Strongly disagree

The **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.

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

Please see attached narrative report.