

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

Interpretation of findings

Our PCC did not meet our expectations in 2011 in usage nor in quantity of customer satisfaction data. We have taken action to significantly improve the performance in 2012 and achieve the greatest benefit possible from this grant.

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
Office Skills	225	72	28	38%
Basic Internet and Computer Skills	225	72	12	17%
Multimedia	225	72	0	0%
Workforce Development	200	64	27	42%
College Prep	11	4	10	250%
GED	117	37	10	27%
Total	803	321	87	27%

- **Total actual audience:** The number of users evaluated for this report does not meet target audience levels in most areas. This is, in a large part, due to our data gathering design.

PCC uses have included demonstrations as part of meetings, webinars, open lab availability for Mid York staff and surrounding library staff, and hosting other organizations' meetings and training sessions. Through this strategy we improved our usage numbers. Our OBE data gathering methods, however, focused on classes taught by BTOP staff or special instructors hired by BTOP. This severely limited our sample size, resulting in a spattering of negative responses to significantly impact our statistics. We believe this flaw in data gathering contributed to weak performance on:

- Job Search Skills – Participant will Recommend Class to Others- 63% of a desired 80%

- All Classes Combined-Participant Rates Handouts Good or Excellent- 83% of a desired 85%
- **Actions to improve PCC usage in 2012 include:**
 - **Capturing Accurate PCC Data** – Since the statistics do not fully represent the PCC usage, we started including additional documentation in the form of comments and responses from organizations that used the PCC for uses that were not tracked. We are also designing new outcomes and evaluations to better accommodate the variety of PCC uses. These will be put into place for the January 2012-September 2012 Report.
 - **sPCC** – we have established a Satellite PCC (sPCC) program that will commence the first week of January 2012. The current Mid York PCC is located in a closed-access facility and is one mile from the PCC at the Utica Public Library. Mid York was initially considered an ideal location for training member library staff and an off-site location for businesses. However, economic impacts (budget cuts, staff reductions, etc) reduced organization/business use of remote training facilities. We therefore adjusted our PCC model by adding a sPCC in each of the Mid York service-area counties that do not currently have a PCC (Herkimer and Madison counties). Each sPCC has five computers, will be available to patrons during all hours of library operation and will be staffed two days per week by BTOP trainers offering specialty training and patron assistance.

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

Job seekers seem reluctant to attend job search classes despite expressing interest in such information. 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.

Best practices

General outcome #1: PCC 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: PCC users are better prepared for the workforce

- Reach out to job seekers at community events and in partnership with community organizations
- Partner with local businesses and organizations to provide training, allowing their employees to improve their digital literacy skills

General outcome # 3: PCC users are satisfied with services

- Provide students with handouts designed to be reused at home to practice skills learned in class
- If students do not meet the prerequisite skill level, refer them to classes we offer that will build those prerequisite skills

General outcome #4: Community partners are aware of PCC services

- Continue relationship with partner and routinely discuss other offerings and give them marketing materials
- Routinely visit local Rotary clubs and chambers of commerce to remind them of BTOP service offerings

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.

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.

Capturing Accurate PCC Data

See “**Total actual audience**” and “**Actions to Improve PCC usage in 2012 include:**” above.

Other information pertinent to your particular project

Data Calculation Information

If a question was left blank on a survey, it was considered a 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.

In our Partner Survey, partners were asked "Have you referred any of your clients or members to training at the PCC?" and "Have you developed any activities for your clients or members that incorporate the PCC?" Because we are a closed facility, member libraries were literally unable to do either of these things, so their responses to those two questions were not considered in our final statistics.

Accounts from Users and Partners

1. "Hi Kevin,
Thank you for hosting the CLRC Camtasia class this past October. We always appreciate our collaboration with Mid-York and especially enjoy being able to use your wonderful facilities.

We look forward to partnering with you for upcoming events and projects, and wish you all the best for 2012!"

Regards,
Debby Emerson"

This thank you note from CLRC Executive Director Deborah Emerson supports outcomes 3 and 4.

2. "...Staff members and trainers alike were amazed with the facility. Cheryl Lincoln-Lovely, center manager for our Utica center, was thrilled about the appearance, set-up and ease of training in the room. Meg Hill, athenaNet trainer stated, "This is a great training room. If you ever need to train for any reason, I recommend using this room"...Your facility helped set the positive tone that is so critical to the success of any learning process. Granting access to Mid York's Computer Lab has allowed us to advance the skill set of our employees.

You were fantastic to work with...The combined efforts of the staff at Mid York ensured a smooth training experience for us. We would love the opportunity to use the facility again, and would highly recommend the facility to any business in the area looking for the same type of service..."

This excerpt from a letter from Betty-Joan Beaudry of Planned Parenthood Mohawk Hudson Inc. supports all four outcomes.

General outcome #1:
PCC 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	225				
<i>PCC offers the following training:</i>					
MS Word 2010 Basics <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	-Instructor Checklist -User Survey -User Survey -User Survey	3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training	80% per training 100% per training 100% per training 100% per training
MS Excel 2010 Basics <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	-Instructor Checklist -User Survey -User Survey -User Survey	3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training	93% per training 100% per training 100% per training 100% per training
MS Excel 2010 Intermediate <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	-Instructor Checklist -User Survey -User Survey -User Survey	3.6 or 60% per training 4.8 or 80% per training 4.8 or 80% per training 4.8 or 80% per training	Not Trained Yet n/a n/a n/a
MS Publisher 2010 Basics <ul style="list-style-type: none"> • Participants properly complete 80% of tasks 		6	-Instructor Checklist	3.6 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	4.8 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
MS Powerpoint 2010 Basics		6			Not Trained 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	3.6 or 60% per training	n/a
			-User Survey	4.8 or 80% per training	n/a
			-User Survey	4.8 or 80% per training	n/a
			-User Survey	4.8 or 80% per training	n/a
Social Networking Basics		6			Not Trained yet
— Participants properly complete 80% of tasks			Instructor Checklist	3.6 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	4.8 or 80% per training	n/a
			-User Survey	4.8 or 80% per training	n/a
			-User Survey	4.8 or 80% per training	n/a
Basic Internet and Computer Skills					
<i>PCC offers the following training:</i>	225				
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	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
			-User Survey	5.8 or 80% per training	100% per training
Internet Security and PC Maintenance Basics		5			Not Trained Yet
• 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	n/a
			-User Survey	4 or 80% per training	n/a
			-User Survey	4 or 80% per training	n/a
Web Page Building Basics		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	100% 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
Windows 7 Basics		5			Not Trained Yet
<ul style="list-style-type: none"> 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	n/a
			-User Survey	4 or 80% per training	n/a
			-User Survey	4 or 80% per training	n/a
Basic Internet and Web Browsing		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	100% 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
Multimedia					
<i>PCC offers the following training:</i>	225				
eBooks Demonstration		6.5			Not Trained Yet
<ul style="list-style-type: none"> 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	n/a
			-User Survey	5.2 or 80% per training	n/a
			-User Survey	5.2 or 80% per training	n/a
Photoshop Basics		5			Not Trained 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

General outcome #2: PCC 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>PCC offers the following training:</i>	200				
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	100% per training 63% per training 100% per training 100% per training 100% 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	100% per training 100% per training 100% per training 88% per training
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	100% per training 100% per training 100% per training 100% per training

College Prep		11			
<i>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 -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	100% per training 100% per training 100% per training 88% per training
GED		117			
<i>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 -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	100% per training 100% per training 100% per training 88% per training
General outcome #3:					Evaluation time period:
PCC 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			
<ul style="list-style-type: none"> • Users rate instructor good or excellent • Users rate handouts good or excellent • Users rate equipment as good or excellent 			*User Survey *User Survey *User Survey	236 or 85% of responses 236 or 85% of responses 236 or 85% of responses	100% of responses 83% of responses 100% of responses

*With a target audience of 1003, we must receive a minimum of 278 responses (confidence interval of 5)

General outcome #4:

Community partners are aware of PCC 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 PCC. Partners report they have referred clients/members to the PCC Partners report they have developed client/member activities that incorporate PCC services. 	25	N/A	<p>User Survey</p> <p>User Survey</p> <p>User Survey</p>	<p>23 or 92%</p> <p>21 or 85%</p> <p>6 or 25%</p>	<p>100%</p> <p>100%</p> <p>50%</p>

Evaluation time period:

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

The **PCC** was successful in achieving outcome #1 (users gain digital literacy skills).

Strongly agree Agree Disagree Strongly disagree

The **PCC** was successful in achieving outcome #2 (users are better prepared for the workforce).

Strongly agree Agree Disagree Strongly disagree

The **PCC** was successful in achieving outcome #3 (users are satisfied with services).

Strongly agree Agree Disagree Strongly disagree

The **PCC** 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.

Please see attached narrative report.