

Summary of Outcome Based Evaluation (OBE) Findings

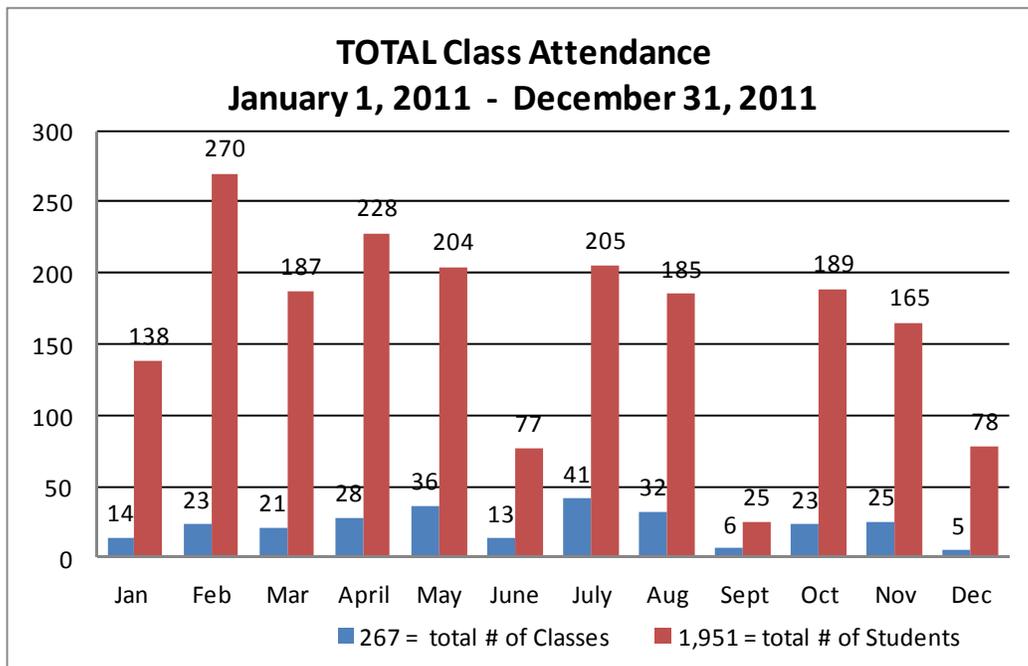
James Prendergast Library – Jamestown, NY

Progress from October 2010 – December 2011

The Broadband Technology Opportunity Program (BTOP) Grant Project has been a huge success for the James Prendergast Library in Jamestown, New York. The target populations indicated in the grant proposal have been served well due to the effective outreach plan and attentive staff members working in the Public Computer Center (PCC). In addition, the outreach plan has resulted in the development of strong community partnerships for ultimate community collaboration.

The PCC has offered a total of 282 classes to the community since the Grand Opening on October 4, 2010. From the time when the very first class was delivered, there has been a growing interest from our community and our statistics have been rising steadily. Since January 1, 2011 there have been a total of 267 classes and 1,951 students in attendance (See Graph 1A).

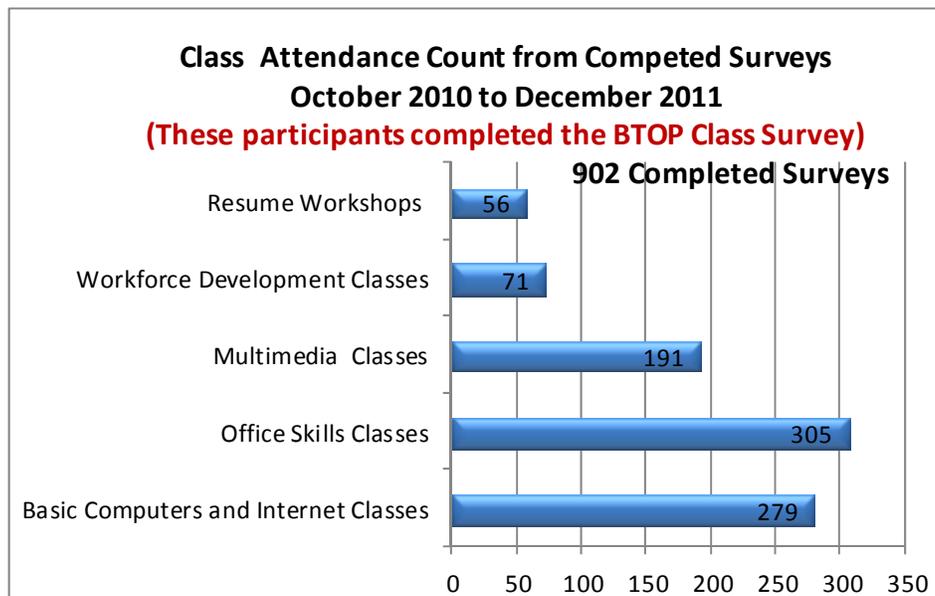
1A. Total Class Attendance January 1, 2011 – December 31, 2011



There were 902 completed class surveys for all of the classes offered in the PCC from October 18, 2010 to December 31, 2011. Because there was a grand total of 1,951 class participants and only 902 participants completed our survey, this is indicative that many individuals did not finish the class or simply did not complete the survey at successful completion of the class (See Graph 1B). Unfortunately,

this does not account for all of the skills that patrons have developed as a result of taking classes at the PCC, but our collected results from the 902 completed surveys have exceeded our expectations in terms of what our patrons have indicated they have learned from taking classes and getting one-on-one assistance from PCC staff.

1B. Class Attendance Count from Completed Surveys



The target populations identified in the grant proposal include: lower income, less educated, unemployed, underemployed, minorities, women, disabled, and English as a Second Language. Each target population is represented in our OBE results, however, it should be noted that the most difficult population to connect with is the English as a Second Language. The PCC staff attempted, in multiple ways, to reach out to this community by promoting our services through those who have a direct relationship with the local Hispanic population. Due to the amount of time spent attempting to assist this population, without success, we turned our focus to the local business community which has proven to be quite successful. This adjustment in focus for one target population did not change the continuance of outreach to the other entire targets populations noted who have been taking advantage of the classes. The PCC staff plans to reformulate the outreach approach to Hispanics.

Prendergast Library PCC staff polled the business community using emails gathered from the Chamber of Commerce web site which houses a multitude of local business members' emails. A poll was created and distributed via email to over 100 local businesses with successful results. Course offerings were tailored to their requests and Access I, II, and advanced Access III were added along with QuickBooks, Publisher, Excel I, II, and advanced Excel III. The classes have become popular and several area businesses are sending their employees, on company time, to the PCC for skill development and enhancement in those particular areas.

Results of OBE Detailed Plan:

General Outcome # 1: PCC users gain digital literacy skills

Custom Outcome #1: Participants master at least one computer skill that enhances their employability

Indicator: 60% of 500 participants will master at least one computer skill that enhances their employability.

Target Audience: All participants (from all target populations) who completed Basic Computer and Internet Classes

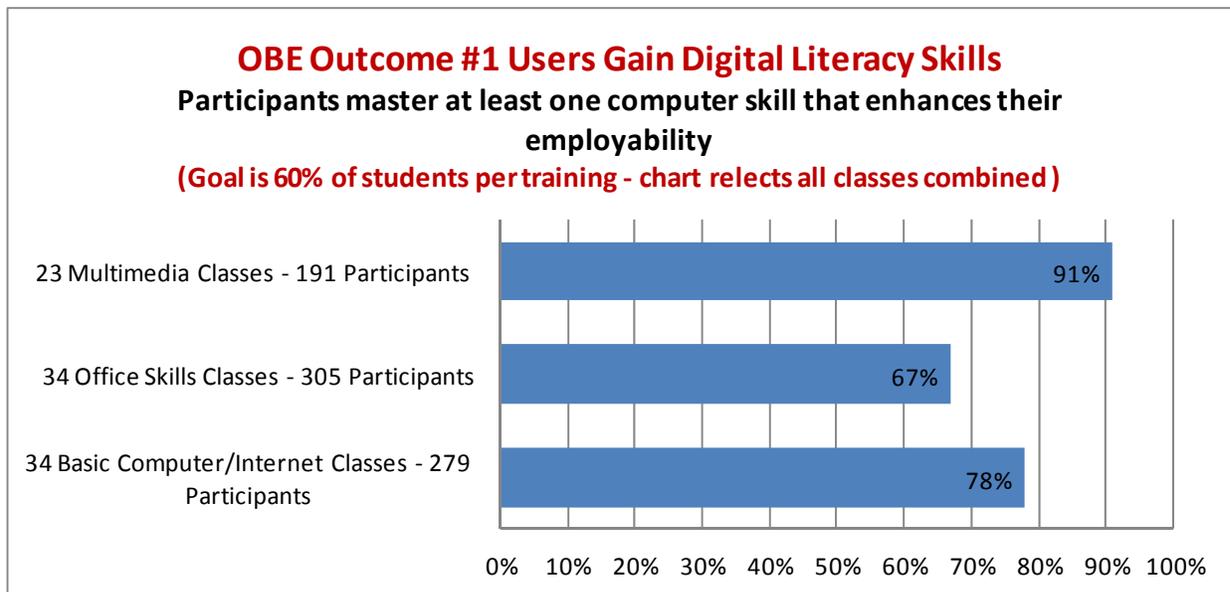
Data Source: Participant surveys

Data Interval: Survey after completion of classes

Target: 60% of 500 participants

Actual Results: 78.7% of 775 participants who completed a post survey indicated a mastery of one computer skill that enhances their employability. (See Graph 2A – this is an average of the cluster of the three categories of classes)

2A: Percentages for expectations of outcome # 1



Other measurements of the above class clusters for outcome #1 are noted on the comprehensive OBE statistical spreadsheet (see attachment A). Measurements included are: Participants report course

objectives were met (80%); Participants report they learned an employment related skill; Participants demonstrate ability to master a skill in (specified) course (these are instructor observation and at 100%).

General Outcome # 2: PCC users are better prepared for the workforce

Custom Outcome 2: Participants master at least one employment-related skill

Indicator: 60% of 100 participants report their skill level increased.

Target Audience: All participants (from all target populations) who completed Workforce Development Workshops

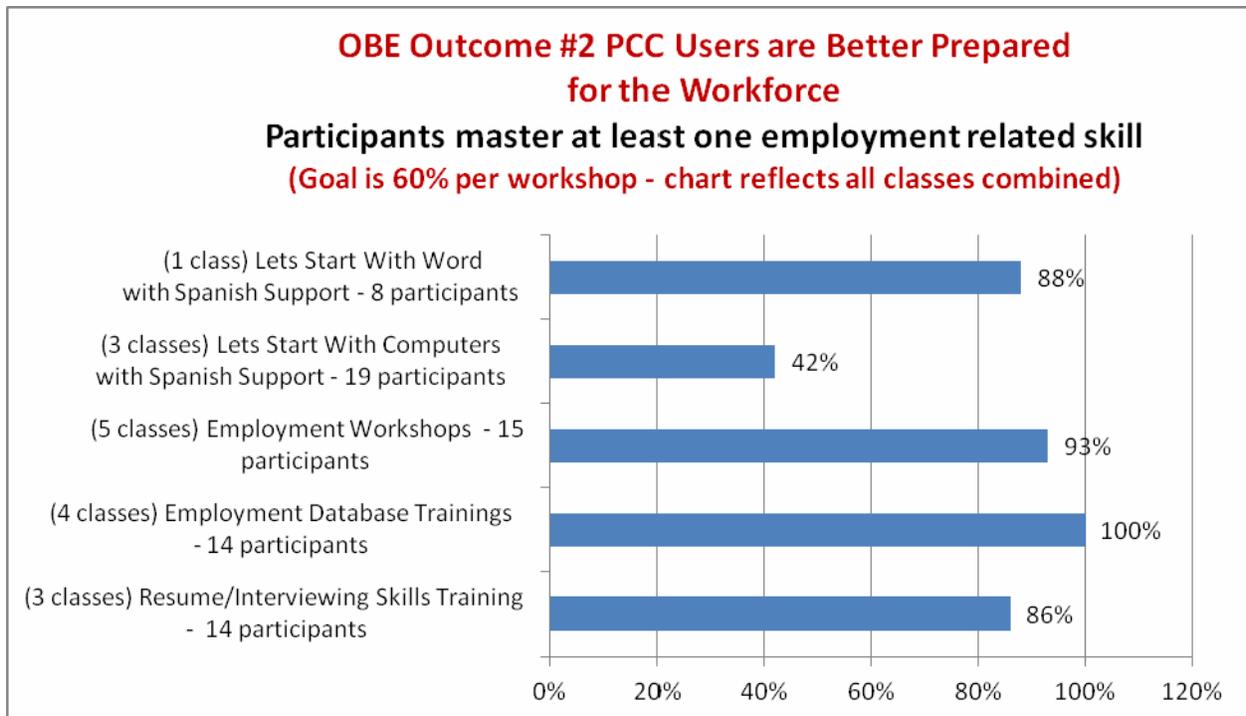
Data Source: Post workshop surveys

Data Interval: At completion of workshops

Target: 60% of 100 participants

Actual Results: 81.8% of 70 participants reported they mastered at least one employment related skill. (See Graph 2B – this is an average of the cluster of the five workforce development workshops)

2B: Percentages for expectations of outcome # 2



Other measurements of the above workshop clusters for outcome #2 are noted on the comprehensive OBE statistical spreadsheet (see attachment A). Measurements included are: Participants report course objectives were met; Participants report they learned an employment related skill; Participants demonstrate ability to master a skill in (specified) course (these are instructor observation and at 100%)

General Outcome # 3: PCC users are satisfied with services

Custom Outcome #3: Users report successful results after obtaining assistance from the PCC while using the PCC resources

Indicator: 75% per usage or one-on-one training

Target Audience: All participants who use the PCC databases, materials, and receive one-on-one assistance

Data Source: surveys, database statistics, and circulation statistics,

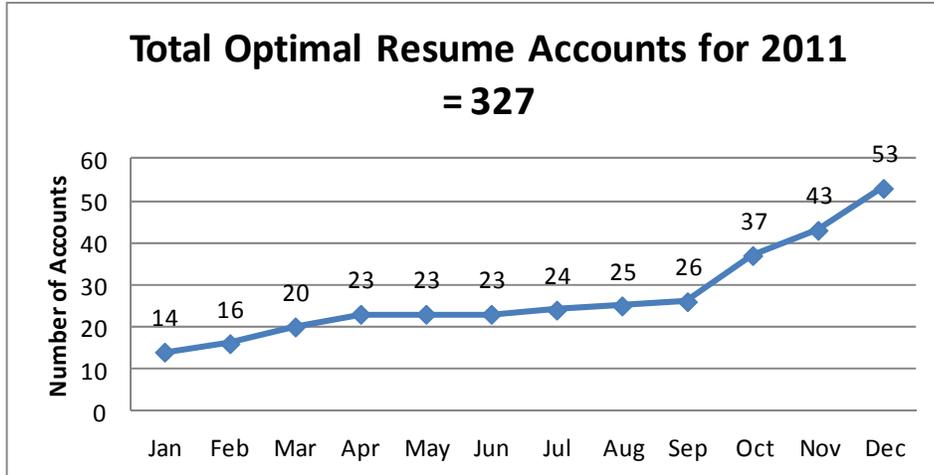
Data Interval: monthly circulation, usage statistics of materials and databases, at completion of one-on-one assistance

Target: 75% of 100 database users and 85% of 380 of PCC “open” users

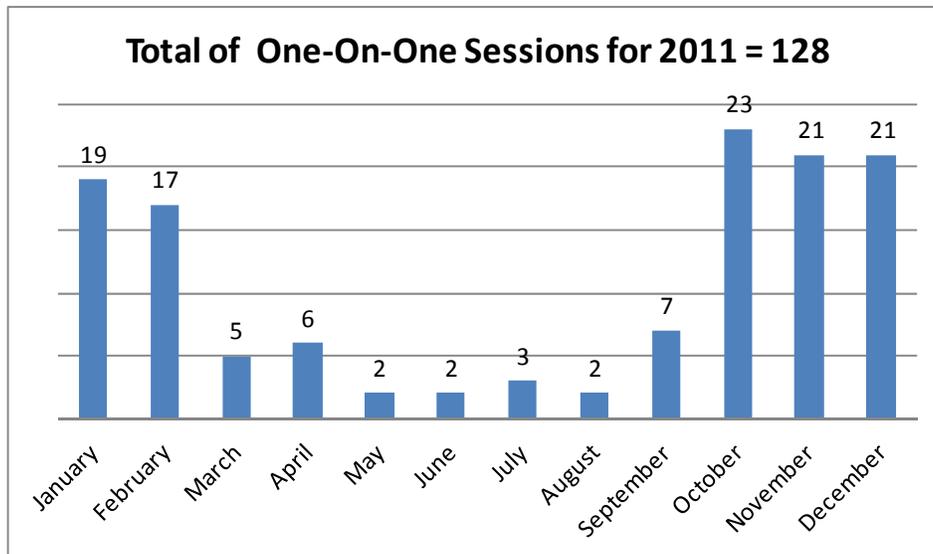
Actual Results: Database usage (Optimal Resume) is at 327% (**See Graph 3A**); Circulation of materials is at 102%; Software (Winway Resume) usage is at 23% of actual achievement level.

Note: Open lab access is skewed indicating 8% satisfaction of PCC services out of a total of 5,409 PCC users. PCC lab attendants are not promoting completion of surveys for those using the PCC for open access. The 8% who completed the survey report satisfaction with services.

3A: Graph indicating new accounts created monthly for Optimal Resume Database



3B: Total one-on-one sessions for 2011 (note target audience is 100)



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

Custom Outcome #4: PCC staff will conduct outreach to educate various community partners and agencies about all the PCC services

Indicator: 50% of 200 emails will send return email acknowledge receipts

Target Audience: Local Businesses

Data Source: Email acknowledgment receipts

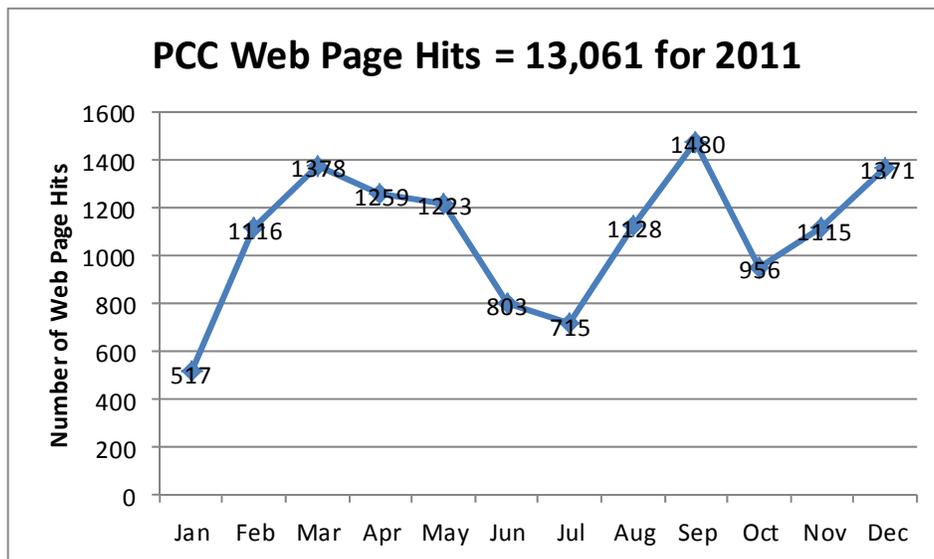
Data Interval: on-going

Target: 50% of 200 mass emails will confirm reading email by sending an email receipt

Actual Results: 44% of 431 emails sent to area businesses sent return receipt emails to PCC manager

Other measurements for outcome #4 are: Public Speaking engagements - 212% (Achievement level high due to publicity of PCC and requests for speaking engagements); Advertising - 108%; Web page hits are off the chart! (See Graph 4A)

4A: Web page hits have increased by 25%



Best Practices:

Basic computer and internet skills, office skills, and multimedia classes are the most popular classes (see **outcome #1, Graph 1A**). A strong and important partnership has developed between the PCC and The Department of Labor – clients who receive unemployment benefits are mandated to the PCC for various workshops, and are in jeopardy of losing their unemployment benefits if they fail to attend classes. Due to the referrals, our Optimal Resume stats have increased significantly (database used for Resume Workshop – See **Graph 3A**). In addition, those who attend the workshop must possess a library card to use the database. The workshop has resulted in 12 new library cards for the Prendergast Library.

Our strong web presence is an exceptional commodity as are our Post Journal press releases. When an article appears in the Post Journal, our web page hits spike to sometimes more than 200 hits in a day. It is an interesting phenomenon to witness and very exciting to watch the hits increase throughout the day. Also, due to exceptional advertising, our one-on-one sessions increased significantly toward the end of 2011, especially since we had two very successful eReader *Open House* programs in the month of December. In addition, our strong web presence has not only assisted with spreading the word in our own community about our programming, it has attracted individuals from other communities. A librarian from Erie, PA is coming to the Prendergast Library on Wednesday, January 25th to meet with the PCC manager about the PCC and Literacy programs. Their library is interested in strong programming and they were impressed with what they see is available at the James Prendergast Library; they have requested some assistance enhancing their programming.

It has been a pleasure to assist our business community with providing classes for them to help their employees enhance their skills – this in turn enhances our community by educating small businesses which is an asset to any community. In addition, it has made the Prendergast Library more appealing to the community by offering programming to an entirely new target population that has never been targeted by the library. Our community partnerships are stronger due to the positive reputation the PCC is developing for the James Prendergast Library. Many people are using the library now who never thought to use it before! Moreover, we have responded to 'popular culture' by providing classes on eBay, Twitter, Skype, Picture Downloading and more.

Lessons Learned:

Our community's Hispanic Population appears resistant to the library's programming. A lot of valuable time was spent making numerous attempts to reach the Hispanic population without success. It was important to continue to attempt many different ways, but to continue unsuccessfully for such a lengthy time was not conducive to our statistics in terms of increasing patron usage numbers. Switching gears was needed and perhaps it should have been done sooner than it was. At least the effort was there, but it is discouraging to work hard and not get results.

Another very valuable lesson learned is that the location of a PCC is important. The PCC in James Prendergast Library is in a remote area (it should not be on a second floor). There are some who come to the library and still do not know it exists. It has been unfavorable to some of our statistics. However, there has been discussion of moving the PCC to the first floor where it is more visible and accessible to all of our patrons – not just those who read the newspaper and library web page!

Furthermore, hiring the right staff is key to the success of the program, and understanding all staff members' skill sets and using them to their fullest potential is important. It took some time to learn all the team members' strengths and skills, but once they were uncovered a positive chain reaction began in terms of program growth. Unfortunately, however, it has been somewhat disconcerting when PCC staff is left with the technology teaching and entire programming. It is befuddling that *most* of the other library staff is not eager to help with the teaching and betterment of the BTOP program. The BTOP program is obviously very popular and needed in our community – it is moving Prendergast Library into the 21st century.

Moreover, we have learned that not all partnerships work out for the long term. Job Corps' interests in the PCC appear to have dwindled as well as those of Cornell Cooperative Extension. We will not give up though as lack of communication from those two particular agencies may just be indicative of busy schedules and programing from all parties.

Other information pertinent to your particular project:

The Prendergast Library PCC took time to assist the Dunkirk Public Library with setting up their PCC along with several start-up tasks (i.e. brochures and posters) and reporting elements (OBE Excel Spreadsheet for comprehensive stat collection) due to a change in directorship at an inconvenient time for a library starting on the BTOP project.

In summary, the BTOP project has been an exciting endeavor. The community has been very receptive and appreciative. We have been fortunate to receive the funding and look forward to another year of exciting experiences in the development of an even stronger PCC BTOP program for our community.

General outcome #1: PCC/E-Mobile Unit users gain digital literacy skills.					Evaluation time period:								
General Outcome # 1 PCC/E-Mobile Unit users gain digital literacy skills.					Evaluation time period: 10-16-2010 - 12-31-2011								
Custom outcome: Participants master at least one computer skill that enhances their employability.	Target audience:	Target audience per training:	Data source:	Target achievement level:	Actual Achievement Level	Total Achievement Level	# of trainings	# of Participants	2010	Q1	Q2	Q3	Q4
Basic computer & Internet use	500												
Let's Start with Computers!		16					12	141					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	69%	97			17	37	19	6	18
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	67%	95			17	35	19	6	18
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	53%	75			12	28	15	6	14
Participants demonstrate ability to use a computer			Observation by Tra	12.8 or 80% per training	87%	123			22	40	23	12	26
File Management		16					5	29					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	52%	15			7				8
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	48%	14			7				7
Participants report they learned an employment related skill			Post Workshop sur	12.8 or 80% per training	31%	9			5				4
Internet Basics		16					6	31					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	68%	21					12	2	7
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	71%	22					13	2	7
Participants demonstrate ability to search the internet			Observation by Tra	12.8 or 80% per training	100%	31					18	4	9
WHAT Are All These Wires On My Computer?!		16					1	3					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	100%	3							3
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	100%	3							3
Participants demonstrate ability to identify a computer component			Observation by Tra	12.8 or 80% per training	100%	3							3
Email Basics		16					3	22					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	86%	19					11		8
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	64%	14					6		8
Participants demonstrate ability to create an email account			Observation by Tra	12.8 or 80% per training	100%	22					11		11
Introduction to Windows - Windows Foundation		16					7	53					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	91%	48			18	18	7	5	
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	91%	48			18	17	9	4	
Participants report they learned an employment related skill			Post Workshop sur	12.8 or 80% per training	66%	35			13	14	4	4	
							34	279	Computers/Internet Classes				
Office Skills	500												
Beginning Microsoft Word Processing		16					1	7					
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	86%	6							6
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	86%	6							6
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	86%	6							6
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	71%	5							5

Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	73%	27				11	7	9
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	73%	27				12	6	9
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	70%	26				12	5	9
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	73%	27				12	6	9
Participants demonstrate ability to use Microsoft Office Excel			Observation by Tra	12.8 or 80% per training	100%	37				15	10	12
MS Excel 2010 Part II		16					3	24				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	79%	19				5	8	6
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	79%	19				5	8	6
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	63%	15				5	8	2
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	67%	16				5	9	2
Participants demonstrate ability to use Microsoft Office Excel			Observation by Tra	12.8 or 80% per training	100%	24				7	10	7
MS Access 1		16					1	15				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	47%	7						7
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	47%	7						7
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	40%	6						6
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	47%	7						7
Participants demonstrate ability to use Microsoft Office Access			Observation by Tra	12.8 or 80% per training	100%	15						15
Access II		16					1	15				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	67%	10						10
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	67%	10						10
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	53%	8						8
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	67%	10						10
Participants demonstrate ability to use Microsoft Office Access			Observation by Tra	12.8 or 80% per training	100%	15						15
QuickBooks		16					1	12				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	25%	3						3
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	25%	3						3
Participants report they learned an employment related skill			Post Workshop sur	9.6 or 60% per training	25%	3						3
Participants report they learned a skill that could help them to start a business			Post Workshop sur	6.4 or 40% per training	25%	3						3
Participants demonstrate ability to use QuickBooks			Observation by Tra	12.8 or 80% per training	42%	5						5
							34	305		Office Skills Classes		
Multimedia	300											
Google docs		16					1	3				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	100%	3						3
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	100%	3						3
Participants demonstrate ability to use Google docs			Observation by Tra	12.8 or 80% per training	100%	3						3
YouTube for YOU!		16					1	6				
Participants report their skill level increased			Post Workshop sur	9.6 or 60% per training	100%	6						6
Participants report course objectives were met			Post Workshop sur	9.6 or 60% per training	100%	6						6

Participants report that Spanish support was helpful to learn new skills			Post Workshop survey	9.6 or 60% per training	5%	1						1	0
Participants demonstrate ability to use the computer			Observation by Trainer	12.8 or 80% per training	100%	19						8	11
Let's Start with Word with Spanish Support!		16					1	8					
Participants report their skill level increased			Post Workshop survey	9.6 or 60% per training	88%	7						7	
Participants report course objectives were met			Post Workshop survey	9.6 or 60% per training	88%	7						7	
Participants report they learned an employment related skill			Post Workshop survey	9.6 or 60% per training	75%	6						6	
Participants report that Spanish support was helpful to learn new skills			Post Workshop survey	9.6 or 60% per training		0						0	
			survey		0%	0						0	
Participants demonstrate ability to use the computer			Observation by Trainer	12.8 or 80% per training	100%	8						8	
College Prep													
TBA							17	79	Workforce Development Classes				
					#VALUE!								

52
32
85
14
88
54.2

General outcome #3:													
PCC/E-Mobile Unit users are satisfied with services.													
Custom outcome: Users report successful results after obtaining assistance from the PCC while using the PCC resources	Target audience:	Target audience per training:	Data source:	Target achievement level:	Actual Achievement Level	Total Achievement Level							
PCC Resources:	100												
Databases - Optimal Resume, Learning Express, Career Internet Database													
Participants report Increased knowledge of employment resources		1	Post one-on-one survey	75 or 75% per training	327%	327	33						
Software - Winway													
Participants report Increased knowledge of employment resources		1	Post one-on-one survey	75 or 75% per training	23%	23	23						
							56	Resume Workshop					
Materials - print, DVDs,CDs, Audio Books													
Circulation of BTOP-related materials increased		NA	Circulation stats	10% increase in circulation of BTOP related materials	102%	1981	910	Total Number of Participants					
PCC	380												
Open Lab Access							29						
Participants report satisfaction with PCC lab services		NA	User satisfaction survey	323 or 85% of responses	8%	30					8	18	4
Participants report increase in knowledge in topic			User satisfaction survey	323 or 85% of responses	5%	18					5	12	1
Participants report satisfaction with PCC staff skills			User satisfaction survey	323 or 85% of responses	8%	30					8	18	4

General outcome #4: Community partners are aware of PCC/E-Mobile Unit services.						
Custom outcome: PCC staff will conduct outreach to educate various community partners and agencies about all the PCC services	Target audience:	Target audience per training:	Data source:	Target achievement level:	Actual achievement level:	Total Achievement Level
Mass email - Local Businesses	200					
Participants request information about the PCC services		25	Email acknowledgment	12.5 or 50% per mass email	44%	88
		25	Survey results	6.25 or 25% per mass email	2%	4
Public Speaking Engagements	100					
Participants report an increase in knowledge of the PCC services		20	Presenter Observations	16 or 80% per speaking event	212%	212
Advertising - Newspaper, radio, TV Ad, fliers						
Participants report an increase in knowledge of the PCC services	500	N/A	Post training survey	9.6 or 60% per training	108%	540
Advertising - Webpage						
Website statistics reflect increase in usage	500	N/A	Website hits	25% increase per month in website hits	36%	12991

Target audience exceeded expectations (431) due to additional resources from the Chamber of Commerce business database.

Actual Achievement level high due to publicity of PCC and requests for speaking engagements.