JEFFERSON EXPRESS OBE PLAN

Please use this form to create a custom OBE plan for your PCC or E-Mobile Unit. Complete all white sections of the form and submit to Mary Ann Stiefvater (mstiefva@mail.nysed.gov) by November 15, 2012.

General outcome #1: E-Mobile Unit users gain digital literacy skills.					**Evaluation time period:** **Through September 30, 2012**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**
All participants in Jefferson Express training answer:					
"Did you learn something new at today's workshop?" and			Post-workshop survey	90%	
"Do you feel more confident using the computer programs we discussed today?"			Post-workshop survey	90%	
The trainings Jefferson Express offers include the following:					
Basic Internet and Computer Use					
Computer Basics	200	5	Post-workshop survey or conversation	90% 90%	274/274 or100 % Learned Something New 269/274 or 98% Increased Confidence
Introduction to the Internet	50	5	Post-workshop survey or conversation	90% 90%	104/104 or 100% Learned Something New 103/104 or 99% Increased Confidence
Introduction to Computer Tools and Applications for Kids	300	15	Post workshop survey or conversation	90% 90%	183/183 or 100% Learned Something New 183/183 or 100% Increased Confidence
FaceBook/Internet Safety	30	5			Included in Introduction to the Internet Class
Junior Journalists 101			Post workshop survey or conversation	90% 90%	10/10 or 100% Learned Something New 10/10 or 100% Increased Confidence
Office Skills					
Introduction to Word	200	5	Post workshop survey or conversation	90% 90%	59/59 or 100% Learned Something New 58/59 or 98% Increased Confidence
Introduction to Excel	150	5	Post workshop survey or conversation	90% 90%	99/99 or100% Learned Something New 98/99 or 99% Increased Confidence
Excel Training	50	5	Conversation	90% 90%	85/85 or 100% Learned Something New 85/85 or 100% Increased Confidence

Excel Training for Healthcare	50	5	Conversation	90% 90%	31/31 or 100% Learned Something New 31/31 or 100% Increased Confidence
Customer Service s #1	15	5	Post workshop survey or conversation	90% 90%	4/4 or 100% Learned Something New 4/4 or 100% Increased Confidence
QuickBooks Overview	30	5	Post workshop survey or conversation	90% 90%	33/33 or 100% Learned Something New 31/33 or 94% Increased Confidence
Basic Web Design for Business	30	5	Post workshop survey or conversation	90% 90%	31/31 or 100% Learned Something New 31/31 or 100% Increased Confidence
Social Media for your Business	50	5	Post workshop survey or conversation	90% 90%	*Army Community Services Survey did not ask either Increased Confidence or Learned Something New (18 participants) Second workshop: 10/10 or 100% Learned Something New 10/10 or 100% Increased Confidence
Software Training	30	5	Post workshop survey or conversation	90% 90%	14/14 or 100% Learned Something New 14/14 or 100% Increased Confidence
Managing Your Priorities			Post workshop survey or conversation	90% 90%	9/9 or 100% Learned Something New 7/9 or 78% Increased Confidence
Introduction to Publisher			Post workshop survey or conversation	90% 90%	18/18 or 100% Learned Something New 18/18 or 100% Increased Confidence
Introduction to Photoshop			Post workshop survey or conversation	90% 90%	178/178 or 100% Learned Something New 178/178 or 100% Increased Confidence
Intermediate PowerPoint			Post workshop survey or conversation	90% 90%	17/17 or 100% Learned Something New 17/17 or 100% Increased Confidence
Introduction to Adobe InDesign			Post workshop survey or conversation	90% 90%	4/4 or 100% Learned Something New 4/4 or 100% Increased Confidence
Introduction to Adobe Illustrator			Post workshop survey or conversation	90% 90%	4/4 or 100% Learned Something New 4/4 or 100% Increased Confidence

Professional Writing			Post workshop survey or conversation	90% 90%	13/13 or 100% Learned Something New 13/13 or 100% Increased Confidence
Multimedia Jefferson Express does not offer training in this area.					
Other (please specify) N/A					
General outcome #2: E-Mobile Unit users are better prepared for the workforce.					**Evaluation time period:** **Through September 30, 2012**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**
All participants in Jefferson Express training indicate:					
"I learned something new as a result of this training." and			Post-workshop survey	90%	
"I feel more confident using the applications discussed at the workshop I attended."			Post-workshop survey	90%	
The trainings Jefferson Express offers include the following:					
Workforce Development					
Job Readiness Résumé Building	325	5	Post workshop survey or conversation	90% 90%	339/346 or 98% Learned Something New 322/346 or 93% Increased Confidence
Interview Techniques	50	5	Post workshop survey or conversation	90% 90%	59/59 or 100% Learned Something New 55/59 or 93% Increased Confidence
Small Business What Does It Take To Start A Small Business?	25	5	Post workshop survey or conversation	90% 90%	15/15 Learned Something New 15/15 Increased Confidence
Resources and Tax Incentives for Small Businesses	24	5	Post workshop survey or conversation	90% 90%	24/24 Learned Something New 24/24 Increased Confidence
ESL Jefferson Express offers the following training: ▪ Jefferson Express does not offer training in this area.					
College Prep Jefferson Express offers the following training: ▪ Jefferson Express does not offer training in this area.					
GED Jefferson Express offers the following training: ▪ Jefferson Express does not offer training in this area.					

Certified Training Programs Jefferson Express offers the following training: ▪ Jefferson Express does not offer training in this area. **E-Government Services** Jefferson Express offers the following training: ▪ Jefferson Express does not offer training in this area.					
General outcome #3: E-Mobile Unit users are satisfied with services.					**Evaluation time period:** **Through September 30, 2012**
Custom outcome: All participants in Jefferson Express training indicate: **All Programs** **"Overall evaluation of the program: Excellent, Good, Satisfactory, Unsatisfactory."** **Open Lab Access** **"Overall evaluation of the program: Excellent, Good, Satisfactory, Unsatisfactory."** See also satisfaction outcomes for training under outcomes #1 and #2.	**Target audience:** NA (See target audience above) 25	**Target audience per training:** NA 5	**Data source:** Post-workshop survey Post-workshop survey	**Target achievement level:** 85% Excellent 85% Excellent	**Actual achievement level:** 1404/1683 Excellent or 83% *250/1683 Good or 15%* *Total Excellent or Good:1654/1683 or 98%* 40/41 Excellent or 98% *1/35 Good or 2%* *Total Excellent or Good:41/41 or 100%*
General outcome #4: Community partners are aware of E-Mobile Unit services.					**Evaluation time period:** **Through September 30, 2012**
Custom outcome:	**Target audience:**	**Target audience per training:**	**Data source:**	**Target achievement level:**	**Actual achievement level:**
Jefferson/Lewis Workplace / One Stop **Small Business Development Center of Jefferson, Lewis and Oswego Counties** **Greater Watertown Chamber of Commerce** **Lewis County Chamber of Commerce** **Partners** ▪ Partners report they have referred clients/members to Jefferson Express ▪ Partners report satisfaction with the workshop content/trainer ▪ Partners report Jefferson Express has offered valuable services to their clients/members that they would have otherwise been unable to offer	5 ∑1560	NA	Survey once/year	100%	5/5 or 100% ∑1683

Evaluation time period:
Start of the project to June 30, 2012

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

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.

Interpretation of findings: Jefferson Express exceeded performance expectations for all goals and we consider the project successful. We consider the project a success as we are on met our goal of reaching over 1,560 residents. We met all target achievements with the exception of outcome #3. The goal of Outcome #3 ALL PROGRAMS was to attain an 85% Excellent rating. Jefferson Express currently has an 83% Excellent rating. However, an additional 15% find the workshops Good making a cumulative 98% ranking the Jefferson Express as Excellent or Good. We interpret these measurements as acceptable because some of the workshop participants at the Resume Building workshops were required to attend the workshop in order to continue receiving their unemployment benefits and were less likely to be enthusiastic about the workshop offerings. 22% of those who said workshops were Good were from these workshops.

Progress regarding target audiences, course offerings, scheduling, etc.: Jefferson Express surpassed the goal of reaching 1,560 community members in July 2012. By end of September 2012, Jefferson Express had reached a total of 1,683 persons.

Observations regarding digital literacy, workforce development, one-on-one, open lab, course offerings, instructional practices and demographics:

Digital Literacy: Based on instructor evaluations of how far individuals have come in their understanding and ability to use computers as well as search the internet, utilize software programs, etc., we made phenomenal progress.

Workforce Development: We have helped several people attain jobs, including one person hired at JCC, and have received numerous compliments from businesses about our trainings. Businesses are talking to each other and are calling us requesting training by referral alone. Since we hear if workshop participants have received jobs only when participants choose to let us know, we are unsure of the actual figures of those who have received jobs as a result of participating in our workshops.

One-On-One and Open Lab: Jefferson Express assisted 41 persons with one-on-one assistance at open labs. Participants appreciate the one-on-one attention and ask questions that they may not have in workshops.

Access: The Jefferson Express van travelled over 4,600 miles, bringing workshops to remote locations in our service area. The individuals who attend these trainings have often indicated that they would otherwise have not taken a workshop and would likely have avoided learning about computers at all.

Course Offerings: In total, Jefferson Express offered 254 workshops in 36 topics.

Instructional Practices: For the majority of workshops, Jefferson Express staff taught the workshops. As a result staff understood the market very well and were able to adjust offerings accordingly.

Demographics: Jefferson Express reached a wide variety of demographics across Jefferson and St. Lawrence counties including employed, under-employed and unemployed, all ages of persons from youth through senior citizens, military personnel and military spouses and family members, as well as some residents that are only located in one of these two counties for the summer season.

Basic Observations: We believe the services Jefferson Express provided all of our audiences were not offered elsewhere, were truly effective, and were a valuable asset to the community. It filled a major need for broadband access and closed the digital divide in our area. However, there is more work to be done. In the 5 year review of the County Economic Development Strategy report, Jefferson County deemed it a county-wide priority to find funding to continue the efforts of the Jefferson Express mobile training program. We will continue to search for ways to fund and extend the initiative.

Digital Literacy and Workforce Development Best Practices

1. Be patient – new computer users are overwhelmed and most likely afraid. The more patient you are as an instructor, the more the user will learn.
2. Be a flexible instructor when presenting workshops (if certain skills are known, skip that part of the workshop and teach them something new they do not know)
3. Repetition is key – whether you are working with new or experienced users, repeating the steps helps users to better learn the skill.

Challenges and successes reaching our target population: Challenges included getting the word out (marketing), creating new and interesting workshops to maintain interest in the workshops, and keeping enrollment high after initial skills were taught. Successes include that some participants attended any and all workshops at certain locations just to get any information / training. They were new to computers and were thirsty for the opportunity to learn. There were countless "AHA" moments when a participant learned something that made their lives easier. Programatically, a large success is that the community now refers to Jefferson Express by name and asks for "Jefferson Express" workshops.

Best Practices:

1. Being flexible in terms of scheduling workshops (Saturdays, evenings, and workshop topic)
2. Have each site assist with marketing
3. Constant communication with sites
4. Strong community partnerships

Challenges over the grant cycle include:

1. Creating new workshops that our patrons have not taken that will still interest them and promote digital literacy
2. Building awareness of Jefferson Express
3. Increasing attendance at regularly held workshops

Lessons Learned: We reported in last OBE report that we believed marketing is key and over the past few months Jefferson Express has focused on marketing and it has been successful. Our campaign covered newspapers, magazines, journals, local newspapers, bus wraps, and television, radio, magazine and newspaper ads. We learned that investing in marketing that targets our constituents and promotes awareness of our brand and services is absolutely essential in having a successful program.

Other Information: Jefferson Express is fortunate to have the support of Jefferson Community College, including the leadership and marketing teams of the college; a very strong resource that libraries don't typically have. Jefferson Express is able to leverage the Jefferson Community College name to gain credibility in the community. And when a Jefferson Express employee isn't qualified to teach a particular workshop, Jefferson Express has access to an incredible roster of qualified professors to contract with.