

**Digital Literacy Logic Model & Program Highlights**  
**by Brian Kane, Coordinator - Year-ending July 31, 2017**

3-year Outcomes (to achieve by end of FY 2018-19)	3-year Objectives (to achieve by end of FY 2018-19)	FY 2016-17 Results
<p><b><u>Key outcomes for DL customers</u></b></p> <p>1) Customers learn <b>life-enhancing computer skills</b> such as navigating the internet, using search engines, creating and saving documents, creating and accessing vital online accounts (e.g., email, children’s school accounts, personal health data, payroll information)</p> <p>2) Customers learn <b>technology skills</b> that help them use computers, smart phones, tablets, apps, and other resources</p> <p>3) <b>Customers learn</b> valuable workforce preparation skills <b>that prepare them to access the online job market; complete online resumes; and create online accounts</b></p>	<p>90% of customers will learn a new computer skill, complete a computer-essential task or become more marketable for employment</p> <p>90% of sessions result in the customer solving their immediate technology-related problem</p> <p>90% of customers who want to learn a new technology-related skill report that they are able to</p> <p>90% of customers who seek workforce preparation assistance report that they have received the assistance requested</p>	<p>95% of customers learned a new computer skill, completed a computer-essential task or became more marketable for employment</p> <p>72.8% of customers performed the task themselves with some guidance; 27.2% were unwilling/unable to perform the task</p> <p>92.6% of sessions resulted in a customer solving their immediate problem</p> <p>This data will be collected in the 2017-18 program year</p> <p>This data will be collected in the 2017-18 program year</p>
<p><b><u>Key Outcomes for LVR</u></b></p> <p>1) LVR will <b>grow its volunteer base</b> to increase the number of customers served</p> <p>2) LVR will <b>increase the number of customers</b> it serves</p> <p>3) LVR will <b>gain new partners</b> and strengthen existing partnerships with nonprofits and businesses to increase customer referrals</p> <p>4) The program will become <b>sustainable over the long-term</b> with revenue coming from diverse sources</p>	<p>Grow volunteer base to 60, up from 30 in FY 2015-16</p> <p>Increase the number of customers served to 3,000. There were an estimated 610 in FY 2014-15</p> <p>The number of referrals from community agencies to the program will increase 10% within 12 months</p> <p>At least 50% of the program budget will come from non-grant related sources</p>	<p>There are 40 volunteers. Staff conducted numerous trainings and inservice sessions and placed 17 new volunteers</p> <p>2,286 customers were served</p> <p>There was an 69.2% increase in referrals from librarians and other agencies</p> <p>This data is not available to program staff</p>
<p><b><u>Key Outcomes for the Community</u></b></p> <p>1) Adults, residing in <b>high poverty areas</b>, will receive life-enhancing skills that help reduce the cycle of poverty</p> <p>2) <b>Reduced unemployment</b> because customers are better prepared to apply for jobs and have the necessary tech-related workforce skills</p>	<p>At least 50% of customers will reside in high-poverty areas</p> <p>Greater than 50% of customers apply their job-related computer skills within 1 month of the service.</p>	<p>Over 71% of customers lived in zip codes where poverty is 20% or more. 57.2% of customers reported that they are unemployed</p> <p>The program does not have the resources to survey customers: 369 customers submitted job applications and 264 created or update resumes</p>

## Digital Literacy Logic Model & Program Highlights, July 31, 2017

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#### Other Program Highlights for FY 2016-17

1. Database management
  - a. Created and managed a comprehensive data collection system that tracked nearly 2,300 customers over 8 sites using web-based forms and MS Excel
2. Marketing
  - a. Significantly expanded the LVR website, bringing into focus the work and impact of the Digital Literacy program
3. Fund Development
  - a. Gained the equivalent of \$114,408 in volunteer donated time (up from \$67,703 in 2015-16), effectively more than doubling the program budget
  - b. Awarded \$1,500 from St Thomas' Church to support distribution of free flash drives
4. Customers
  - a. Distributed 630 free flash drives to customers (up from 215 in FY 2015-16), making them more digital and mobile
  - b. Provided 3 laptop computers to long-term customers who demonstrated the capacity to grow their digital skills
  - c. Customers lived in a total of 42 zip codes: 83.9% of them lived in 14619, 14621, 14609, 14611 and 14606
5. Volunteers
  - a. Supported volunteers up to 104 hours per week, 5 days per week
  - b. Provided 4,086 hours of service (up from an estimated 1,756 in 2014-15)
  - c. Provided on-call support 5 days per week, including until 8:30 pm on two evenings and 4 hours on Saturdays
  - d. Continually make technological improvements to better support volunteers
6. Community
  - a. Customers learned vital computer skills, found jobs and critical services, immeasurably improving their quality of life
  - b. Digital Literacy increased the value of city libraries and adult education programs by making them more accessible and extending the work of professional staff

#### Other Professional Accomplishments for FY 2017-18

1. Fund Development
  - a. Significantly expanded website content, including program information, events and fund raising
  - b. Added many new features to the website. For example, added forms that enable prospective volunteers to register for Preview sessions and Digital Literacy orientations, or to formally sign-up as agency volunteers
2. Marketing
  - a. Managed and continually updated the LVR website
3. Technology
  - a. Recruited and collaborated with a highly-skilled volunteer to provide coding support to the LVR website, saving the agency thousands of dollars