

Digital Literacy Logic Model & Program Highlights
by Brian Kane, Coordinator - Year-ending June 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>Key outcomes for DL customers</p> <p>1) Customers learn life-enhancing computer skills 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 technology skills that help them use computers, smart phones, tablets, apps, and other resources</p> <p>3) Customers learn valuable workforce preparation skills that prepare them to access the online job market; complete online resumes; and create online accounts</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>Key Outcomes for LVR</p> <p>1) LVR will grow its volunteer base to increase the number of customers served</p> <p>2) LVR will increase the number of customers it serves</p> <p>3) LVR will gain new partners and strengthen existing partnerships with nonprofits and businesses to increase customer referrals</p> <p>4) The program will become sustainable over the long-term 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>Key Outcomes for the Community</p> <p>1) Adults, residing in high poverty areas, will receive life-enhancing skills that help reduce the cycle of poverty</p> <p>2) Reduced unemployment 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>

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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 both the main LVR website, saving the agency thousands of dollars