

Digital Literacy Logic Model & Program Highlights
by Brian Kane, Director - Year-ending June 31, 2018

3-year Outcomes (to achieve by end of FY 2018-19)	3-year Objectives (to achieve by end of FY 2018-19)	FY 2017-18 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>96.4% 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>96.5% of sessions resulted in a customer solving their immediate problem</p> <p>96.8% of customers who wanted to learn a new skill reported that they are able to</p> <p>93.4% of customers who sought workforce preparation assistance reported that they have received the assistance requested</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 50 volunteers. Staff conducted 11 trainings sessions, 4 inservice sessions and placed 33 new volunteers</p> <p>3,273 customers were served</p> <p>There was an 18.9% increase in referrals; new partnerships were developed with Spectrum, Urban League, Lifetime Assistance, Frederick Douglass and Gates libraries</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>88.8% of customers lived in zip codes where poverty is 20% or more. 54.8% of customers reported that they are unemployed</p> <p>The program does not have the resources to survey customers. Customers submitted at least 605 job applications and created or updated 297 resumes</p>

Other Program Highlights for FY 2017-18

1. Database management
 - a. Created and managed a comprehensive data collection system that tracked nearly 3,300 customers over 10 sites using web-based forms and MS Excel
2. Marketing
 - a. Developed highly-praised marketing collateral
 - b. Launched a new Digital Literacy website, whose purpose is to recruit new volunteers and support current volunteers in the field
3. Fund Development
 - a. Awarded \$110K from Spectrum/Charter Communications for 5 Digital Literacy sites and a new computer-equipped Learning Center
 - b. Gained the equivalent of \$142,892 in volunteer donated time (up from \$67,703 in 2015-16)
 - c. Produced program results that led to a 50% increase in RCSD/OACES contract
 - d. Received 10 laptop computers, donated by a LVR Board member
 - e. Raised over \$2.5K when navigators formed a Gold-sponsor Brain Game team
 - f. Awarded \$5K from Episcopal Diocese of Rochester for 20 computer tablets
4. Customers
 - a. Distributed 772 free flash drives to customers (up from 215 in FY 2015-16)
 - 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. Created a new and successful volunteer recruitment program
 - b. Supported volunteers up to 147 hours per week, 6 days per week
 - c. Provided 5,014 hours of service (up from an estimated 1,756 in 2014-15)
 - d. Provided on-call support 6 days per week, including until 8:30 pm on three evenings and 4 hours on Saturdays
 - e. Continually made technological improvements to better support volunteers
6. Community
 - a. Digital Literacy focused its resources on building the skills of individuals living in high poverty areas: Nearly 64% of customers learned and applied new computer skills
 - b. 54.8% of customers reported that they were unemployed. With volunteer support, customers received new resumes and completed hundreds of online job applications
 - c. Thousands of customers found individual support that would not otherwise have been available to them, deepening their connection to local libraries

Other Professional Accomplishments for FY 2017-18

1. Fund Development
 - a. Created an efficient online donor payment system that generated \$6K in the first six months of operation
 - b. Organized the first navigator Brain Game team
2. Marketing
 - a. Managed and continually updated the old LVR website
 - b. Built, successfully launched and maintained a new LVR website
 - c. Designed, branded and launched a new Onboarding session for prospective volunteers, including training the presenters
3. Technology
 - a. Recruited a highly-skilled volunteer who enabled agency staff to successfully integrate MS 365. By using a volunteer, LVR saved thousands of dollars
 - b. Recruited and collaborated with a highly-skilled volunteer to provide coding support to both the main LVR website and the new Digital Literacy website. By using a volunteer, LVR saved an estimated \$20K
 - c. Using the new LVR website, produced cost-saving efficiencies such as paying for workshops online. These efficiencies saved money and allowed staff to focus on other important matters