Rochester Public Library
Survey Results and Community Implications

REPORT INFORMATION
Topic: Digital Learning
Program: Tech Classes at the Central Library
Date Range: 09/03/2019 to 12/31/2019

ROCHESTER PUBLIC LIBRARY SURVEY WORK
Rochester Public Library staff distributed surveys to program participants to collect data and insights about how their digital learning services and programs are supporting community needs. Rochester Public Library surveyed patrons using the Project Outcome Digital Learning Survey, which measures the impact of services designed to access technology, build technology-related skills and confidence, and make beneficial use of digital resources to meet community needs. A total of 30 survey responses were collected.

**Results**
A total of 30 survey responses were collected. Of the percentage of patrons surveyed who either agreed or strongly agreed that they benefited from the service or program:

- 83% felt more knowledgeable about using digital resources
- 81% intend to apply what they learned
- 83% felt more confident when using digital resources
- 80% were more aware of resources and services provided by the library

The full results of the survey(s) are shown below. *(Note that due to rounding, percentages may not add up to 100%)*

<table>
<thead>
<tr>
<th>Knowledge</th>
<th>13%</th>
<th>43%</th>
<th>40%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Confidence</td>
<td>13%</td>
<td>53%</td>
<td>30%</td>
</tr>
<tr>
<td>Application / New Skills</td>
<td>15%</td>
<td>37%</td>
<td>44%</td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>13%</td>
<td>7%</td>
<td>30%</td>
</tr>
</tbody>
</table>

**Selected Criteria Average**

<table>
<thead>
<tr>
<th>Library</th>
<th>State/Province</th>
<th>National</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Knowledge</td>
<td>4.0</td>
<td>3.9</td>
<td>4.5</td>
</tr>
<tr>
<td>Confidence</td>
<td>3.8</td>
<td>3.8</td>
<td>4.4</td>
</tr>
<tr>
<td>Application / New Skills</td>
<td>4.0</td>
<td>3.9</td>
<td>4.4</td>
</tr>
<tr>
<td>Awareness of Resources</td>
<td>4.0</td>
<td>4.0</td>
<td>4.5</td>
</tr>
</tbody>
</table>

AVERAGES: Ranges from 1.0 (Strongly Disagree) to 5.0 (Strongly Agree)

Survey topic averages represent all data under the survey topic and type and are based on the library location (e.g., United States, Canada). Selected criteria average represents data under any additional criteria applied to the report, such as date range, program or survey name.
A total of 30 survey responses were collected across 1 surveys. The list of programs surveyed are shown in the table below.

<table>
<thead>
<tr>
<th>Program Name</th>
<th>Survey Name</th>
<th>Attendance</th>
<th>Response Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech Classes at the Central Library - 9/3/2019</td>
<td>Tech Classes at the Central Library - 09/03/2019</td>
<td>0</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Additional Survey Information**

The library also asked the following questions:

1. What did you like most about the program?
2. What could the library do to improve your learning?
**Overview**

Wherever public libraries are working, possibility lives. People who work in public libraries know that library services open new opportunities for anyone who enters – putting people on the path to literacy, technological know-how, or a better job. Libraries see evidence of this every day – what they are often missing is the data to support it. Measuring outcome data helps libraries demonstrate the good they are doing and the value their impact is having in the community. For example, the Project Outcome: Year in Review 2016 Annual Report sites that nearly 80% of library users surveyed report that library programs and services have had some kind of positive impact on their lives in the last year, with a majority of patrons reporting that the educational aspect of these programs and services is what they like most. And these patron benefits are in high demand. Patrons most commonly suggested improvement for the library is new, more, or more frequent classes and programs.¹

**About the Surveys**

The Project Outcome surveys were developed by the Public Library Association's Performance Measurement Task Force, which is comprised of a diverse group of public and state library leaders, consultants, data researchers and analysts. The surveys are designed to help libraries measure the outcomes of programs and services and the impact they have on patrons. The results are intended to show a direction of change, not rigorous statistical proof of change. To learn more about Project Outcome, visit www.projectoutcome.org (https://www.projectoutcome.org).

**Implications for Community Impact**

In our increasingly digital society, public libraries are more important than ever for connecting patrons with the information they need. As more and more essential public resources - like news, job listings, homework help, and health information - become available online, the ability to benefit from those resources increasingly requires access to computers and the Internet and the skills to use them. Digital learning consists of policies, programs, and actions developed to close the digital divide, promote digital literacy, and ensure digital equity and readiness. One way to look at digital learning is as an overarching approach to ensure that all members of a community are "digitally ready" - able to access, use, and understand digital technologies and content without cost, social, accessibility, or other barriers.

- As builders of digitally inclusive communities, public libraries are essential community links to the Internet, technology, and information - 98.7% of public libraries offer free access to WiFi, and 89.9% offer training in Internet-enabled services and resources.²
- Nearly half (45%) of public library patrons used a library computer or wireless network - including people across a range of ages, incomes, and levels of experience with computers.³ In a 2012 survey, 77% of respondents said publicly available computers and Internet is a "very important" service for public libraries to provide.⁴
- Low income people are more likely to rely on public libraries as their sole source of internet access.⁵ While nearly all households with incomes over $150,000 have broadband Internet service, less than half of those making less than $25,000 have service at home.⁶
- Library users who receive formal training in digital literacy are significantly more likely to use the Internet for social connections and to look for a job.⁷
- Library computer access is especially important for individuals and families living in poverty or with special needs. For instance, 61% of young adults (ages 14-24) living in poverty use library computers and Internet for education activities such as doing homework or applying for financial aid online, and more than half (54%) of seniors living in poverty use public library computers to seek health information.⁸
SOURCES


vBecker, et al. "Opportunity for All"


viiInformation Policy and Access Center at the University of Maryland, "Digital Inclusion Survey"

viiiBecker, et al. "Opportunity for All"