

## **AEBG: YR3 2017-2018: Request for Proposal**

SB Public Library: Digital Literacy Hub

### **Are you an existing 2015/16 or 2016/17 AEBG funding participant?**

Yes

### **Program Name**

SB Public Library: Digital Literacy Hub

### **Primary Contact Name**

Brent Field

### **Primary Contact Email**

BField@SantaBarbaraCA.gov

### **Primary Contact Phone**

805-564-5623

### **Applicable Program Area**

Adults in the Workforce

### **1. Executive Summary**

Expansion of the AEBG funded Santa Barbara Public Library's Digital Literacy Program from individual interaction to providing small group classes to library patrons who are preparing to enter or re-enter the work force. Job seekers would learn how to write effective resumes, learn computer skills, improve interviewing skills, how to apply for jobs online, how to take tests online. The primary goal would be to train up to 110 participants over six months. The primary outcome is to have at least 25% of those trained attain employment.

### **2. Integration**

We propose to expand the Santa Barbara Public Library's Digital Literacy Hub program from serving individual library patrons one-to-one to small group classes of no more than six participants. We have assisted patrons in improving their resumes; learning MS Office; improving interviewing skills; providing instruction on how to apply for jobs and how to take certification tests online. Providing these basic job and computer skills not only prepares patrons to enter or re-enter the workforce, but also prepares them for more advanced classes at the School of Extended Learning.

### **3. Justification**

Our original AEBG grant included funds for hiring two hourly library technicians, and for eight computers. We have been using two desktop computers for the program, and are awaiting delivery of six more computers which will fully equip a training lab. More AEBG funding will allow us fully equip the training lab; to continue staffing the program; increase our capacity to train more library patrons in small group classes rather than in individual sessions. Additionally, more funds would allow us to subscribe to Big Interview (job interview training software) as our trial subscription has expired. Funding for a new MacBook would allow us to have a dedicated computer on which to edit videos in our video lab, instead of sharing an SBPL laptop, and use our large screen TV in the classroom.

Since we started offering training in August 2017 we have assisted 55 individuals, 11 of whom are currently enrolled in the program and whose outcomes have not yet been determined (data collected from August 1st 2017 through January 23rd 2018). Of the 44 clients who have completed the program, 11 (25%) found steady employment, 20 (45%) had more specific goals

that we helped them achieve (getting help filling out an application, editing a resume or cover letter, learning computer skills, completing online certification courses and exams), and 13 (30%) stopped coming or were unable to complete their personal learning plan.

Our primary objective is to meet the patron demand for computer training to improve job prospects. At present, we are fully booked for individual sessions during the thirty-three hours we have available. By offering small group classes we would increase our potential capacity six fold.

#### **4. Outreach & Marketing**

Target population is English and Spanish language speaking adults in Santa Barbara and surrounding communities who are entering or re-entering the workforce. Marketing efforts would include posting flyers in local businesses, posting on social media, local newspapers, radio stations, and a public service announcement on television. Additionally, we would coordinate and promote our small group classes to the Workforce Resource Center, and the School of Extended Learning.

#### **5. Alignment**

- Programs for adults, including but not limited to older adults that are primarily related to entry or reentry into the workforce.

- Using data-driven decision-making and an inclusive, collaborative and coordinated approach, improve and grow existing programs, and design new programs to meet the proven needs of adults in our region.

- To provide excellence in an adult educational programming in order to accelerate transitions to transfer or career success.

(1) to provide excellent programming for adults in a variety of program areas based on proven community needs; (2) to develop student support services specifically focused on the needs of adult learners, to assist in transfer acceleration and career success;

#### **Total Budget Requested**

\$25,955

#### **1000/2000/3000**

\$18,768

#### **1000/2000/3000 Detail**

2 hourly library technicians at \$23/hour  
totaling 34 hours a week for six months or 24 weeks

#### **4000**

\$5,688

#### **4000 Detail**

Instructional supplies  
MS Office 2016 - six licenses at \$150 each  
Big Interview subscription \$1788

Non-instructional supplies  
Radio campaign \$1500

Social Media \$750  
TV public service announcement \$750

**5000**  
none

**5000 Detail**  
n/a

**6000**  
\$1,499

**6000 Detail**  
MacBook Pro laptop computer \$1499

**Total Number of Adults Students Served**  
55

**Target Number of New Adult Students Served for 2017-18**  
110

**Do you currently receive other NON-AEBG funding that supports the proposed activity? If yes, please describe how additional funding expands or supports that activity.**  
No

**What is your sustainability plan for this activity when funding is no longer available?**  
If the program is successful, meaning we hit our target number of adult students served, we hope to secure funding from the Santa Barbara Public Library System to continue the program by paying salaries and benefits for the two hourly library technicians.