



# Flint Public Library

Survey Results and Community Implications

## REPORT INFORMATION

Topic: Digital Learning

Programs: See full list on page 2

Date Range: 07/01/2018 to 08/15/2018

## FLINT PUBLIC LIBRARY SURVEY WORK

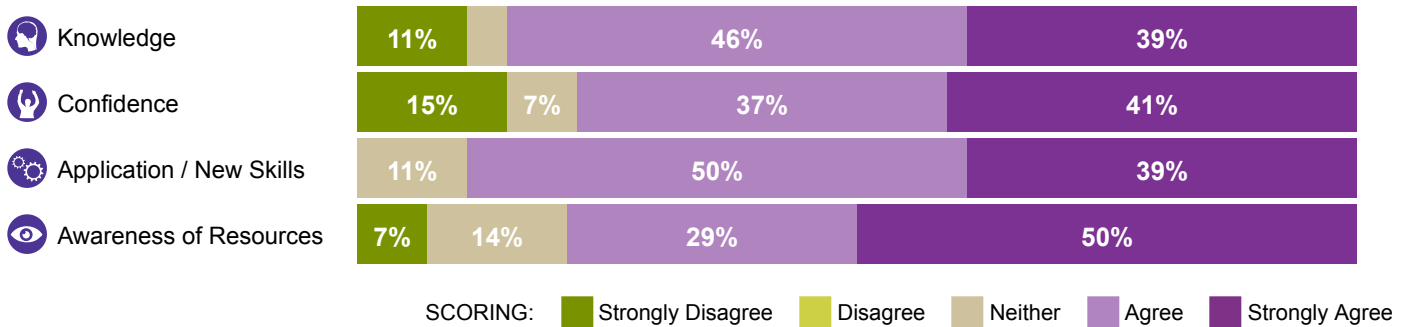
Flint Public Library staff distributed surveys to program participants to collect data and insights about how their digital learning services and programs are supporting community needs. Flint Public Library surveyed patrons using the Project Outcome Digital Learning Survey, which measures the impact 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 **28** survey responses were collected.

### Results

A total of **28** survey responses were collected. Of the percentage of patrons surveyed who either **agreed or strongly agreed** that they benefited from the service or program:

- 85%** felt more knowledgeable about using digital resources
- 89%** intend to apply what they learned
- 78%** felt more confident when using digital resources
- 79%** 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%)*



	Selected Criteria Average	Digital Learning Topic Averages		
	Library	Library	State/Province	National
Knowledge	4.0	4.3	4.3	4.5
Confidence	3.9	4.0	4.2	4.4
Application / New Skills	4.3	4.2	4.3	4.5
Awareness of Resources	4.1	4.1	4.2	4.5

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 **28** survey responses were collected across **4** surveys. The list of programs surveyed are shown in the table below.

Program Name	Survey Name	Attendance	Response Rate
3D Printing Design - Teen Tech Camp - 7/17/2018	3D Printing Design - Teen Tech Camp - 07/17/2018	7	85.70%
App Design Teen Tech Camp - 7/24/2018	App Design Teen Tech Camp - 07/24/2018	11	72.70%
Green Screen Basics - Teen Tech Camp - 7/10/2018	Green Screen Basics - Teen Tech Camp - 07/10/2018	16	31.30%
Music Production Teen Tech Camp - 7/31/2018	Music Production Teen Tech Camp - 07/31/2018	15	60.00%

### Additional Survey Information

The library also asked the following questions:

1. How did you learn about this program?

**Library website: 11% | Social media: 14% | Signs or flyers in the library: 43% | Newspaper: 0% | Library newsletter: 0% | Online ad: 0% | Library staff: 4% | Word of mouth: 21% | Don't know/Not applicable: 0% | Other: 4%**

2. What could the library do to improve your learning?

3. What did you like most about the program?

4. What is your age?

5. What technologies do you have at home (smartphone, iPad, computer, Xbox, etc.)?

### Open-Ended Responses

Open-ended responses are listed in chronological order and grouped by survey and then by question.

#### Music Production Teen Tech Camp - 07/31/2018

##### 1. What could the library do to improve your learning?

- Nothing, everything's fine how it is
- Keep offering programs
- Keep classes
- The library could have separate classes for children and teens so teens can work with other teens
- Keep giving classes
- Give more resources
- help with my reading grade
- The library can like help you with your graed. (may have transcribed wrong)

##### 2. What did you like most about the program?

- Making music
- How we got to make beats and see how music was produced
- That I had to rap & play the piano. I had so much fun I hope we can do it again.
- We got to rap.
- I liked my able to create my own song.
- everything
- We got to play piano
- how we mess around with the music



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018

- How we made music

### 3. What is your age?

- 13
- 17
- 7
- 7
- 6
- 8
- 12
- 12

### 4. What technologies do you have at home (smartphone, iPad, computer, Xbox, etc.)?

- Smartphone iPad Computer Xbox
- Iphone xbox ipad
- smartphone playstation ipad
- all
- smartphone, ipad, computer
- smartphone, playstation, ipad
- computer, ipad, smart tv, phone, laptop, xbox 1
- smart TV, Phone, X box 1 and Playstation, tablet

## App Design Teen Tech Camp - 07/24/2018

### 1. What could the library do to improve your learning?

- Nothing
- nothing
- I don't know
- my reading grade and being more active.
- Directly provide more resources, tutorials and examples.
- nothing
- have math books

### 2. What did you like most about the program?

- Just having the ability to make my own app.
- Computer
- I like how we learned the different apps to make and how to customize them.
- I liked searching music to play
- Building apps and learn coding.
- Limited guided instruction. We were given a push in a certain direction and then left to figure out the more specific odds and ends for ourselves.
- Makeing apps
- Yes

### 3. What is your age?

- 13
- 11
- 16
- 12
- 12
- 15
- 13



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018

**4. What technologies do you have at home (smartphone, iPad, computer, Xbox, etc.)?**

- smartphone iPad computer xbox
- Most electronics
- Computer Iphone Ipads Xbox
- iphone, ipad, computer, laptop, xbox1
- Yes\* \*Kind of
- smart phone, computer, Xbox

**3D Printing Design - Teen Tech Camp - 07/17/2018****1. What could the library do to improve your learning?**

- Tack
- Nothing, it was great
- it's full of books
- Nothing

**2. What did you like most about the program?**

- All
- Everything
- That I got to paint and make some friends
- Just getting the opportunity to create a lot of cool things and print them.
- I like how we got to design our 3D objects and how we got to paint some 3D objects.
- Computers

**3. What is your age?**

- 12
- 12
- 13
- 13
- 16
- 11

**4. What technologies do you have at home (smartphone, iPad, computer, Xbox, etc.)?**

- DVD Player
- A phone
- Computer, phone, and xbox
- Smartphone xbox computer Ipad
- xbox Iphone Ipad
- Phones, TV, Ipad, xbox, computer, etc

**Green Screen Basics - Teen Tech Camp - 07/10/2018****1. What could the library do to improve your learning?**

- Just add mor classes of just typical extracurricular activities
- Nothing, it was great!
- Continue to make Technology accessible!!!! Both with content, exposure, and cost! And Fun!!!
- a little less down time while waiting for other groups to do their tasks.

**2. What did you like most about the program?**

- What I liked about the program was using the IPADS to make movies we came up with.



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018

- I like the fact that we got to act out scenes of our choice and create our own masterpiece in a way
- Everything
- The hands on teaching, and learning. Being able to learn, and then being able to right away, put those skills to practice!
- Getting to film what we wanted. Had a very fun time. My mom liked that I was creative.

### 3. What is your age?

- 16
- 13
- 12
- 13, 12, 12, & 13
- 11



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018

## 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.<sup>i</sup>

## 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](http://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.<sup>ii</sup>
- 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.<sup>iii</sup> In a 2012 survey, 77% of respondents said publicly available computers and Internet is a "very important" service for public libraries to provide.<sup>iv</sup>
- Low income people are more likely to rely on public libraries as their sole source of internet access.<sup>v</sup> 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.<sup>vi</sup>
- 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.<sup>vii</sup>
- 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.<sup>viii</sup>



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018

## SOURCES

<sup>i</sup>Project Outcome. "Project Outcome: A Year in Review 2016 Annual Report," Accessed March 23, 2017.

<https://www.projectoutcome.org/annual-report> (<https://www.projectoutcome.org/annual-report>)

<sup>ii</sup>Information Policy and Access Center at the University of Maryland. "Digital Inclusion Survey: Public Libraries and Digital Inclusion." Accessed October 23, 2015. <http://digitalinclusion.umd.edu/sites/default/files/DigitalInclusionBrief2015.pdf>

(<http://digitalinclusion.umd.edu/sites/default/files/DigitalInclusionBrief2015.pdf>)

<sup>iii</sup>Samantha Becker, Michael D. Crandall et al. "Opportunity for All: How the American Public Benefits from Internet Access at U.S. Libraries," (Washington, D.C.: Institute of Museum and Library Services, 2010). Accessed July 29, 2015.

[http://impact.ischool.washington.edu/documents/OPP4ALL\\_FinalReport.pdf](http://impact.ischool.washington.edu/documents/OPP4ALL_FinalReport.pdf)

([http://impact.ischool.washington.edu/documents/OPP4ALL\\_FinalReport.pdf](http://impact.ischool.washington.edu/documents/OPP4ALL_FinalReport.pdf))

<sup>iv</sup>Kathryn Zickuhr, Lee Rainie, and Kristen Purcell. "Library services in the digital age," Pew Research Center (2013). Accessed July 29, 2015. <http://libraries.pewinternet.org/2013/01/22/library-services/> (<http://libraries.pewinternet.org/2013/01/22/library-services/>)

<sup>v</sup>Becker, et al. "Opportunity for All"

<sup>vi</sup>Tom Wheeler, "A Lifeline for Low-Income Americans," The Federal Communications Commission (Blog), May 28, 2015 (1:25 p.m.)

<https://www.fcc.gov/news-events/blog/2015/05/28/lifeline-low-income-americans> (<https://www.fcc.gov/news-events/blog/2015/05/28/lifeline-low-income-americans>)

<sup>vii</sup>Information Policy and Access Center at the University of Maryland, "Digital Inclusion Survey"

<sup>viii</sup>Becker, et al. "Opportunity for All"



Topic: Digital Learning

Survey Type: Immediate | Report Created On: 8/16/2018