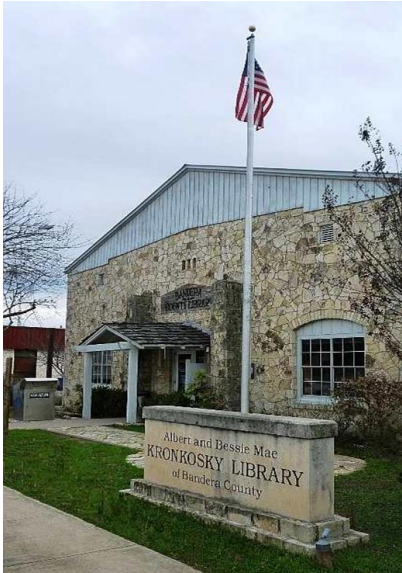# BANDERA COUNTY LIBRARY COMMUNITY OUTREACH PLAN

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COLLEGE of INFORMATION
Department of Library and Information Sciences

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Introduction

The City of Bandera is located in the Texas Hill County on a bend of the Medina River. It is on SH 16 45 miles northwest of San Antonio. The city is the seat of Bandera County. The first permanent group of settlers built a sawmill along the banks of this river and milled the bald cypress trees, turning them into shingles for export to San Antonio.

Kerrville is about 30 miles north through Bandera Pass. Bandera derives its name from this pass. It was at this place in the road that banners were flown demarcating the separation of Spanish territory from the Indian controlled territory. Bandera is Spanish for banner.

The city is promoted as the "Cowboy Capital of the World". Guest ranches, dance halls, and rodeos provide a current link to the Western cowboy.

Historical, Current, and Future Roles of the Library

Historical roles of the library include: lifelong learning; adult learning; free and equal access to information; cultural awareness; community meeting place and community commons. Current library roles include: educational and recreational materials; current topics and titles; gateway to information; technology center with public computer access; information assistance, and English as a Second Language. Business support, formal education support, and information literacy are future roles for the library.

Existing Programs

Existing library programs are: Interlibrary loan; adult book club, Summer Reading Club for children; GED classes; preparation for U.S. citizenship classes; English as a Second Language program, and regular art exhibits.

Identified Needs

The City of Bandera has sufficient retail facilities to provide most of the day to day needs of its residents. Larger ticket items such as appliances require travel to Kerrville, San Antonio, or Boerne, about 30 minutes away. Bandera has services to meet basic medical and dental needs but lacks a hospital.

As with much of Texas, a continued supply of potable water is a concern. The city water is drawn from the Lower Trinity Aquifer, a non-replenishing water source. The area is served by a volunteer fire department.

The library needs additional space for programs when the meeting room is occupied with adult study classes. Additional storage space is needed for seasonal and maintenance equipment.

Identified Assets

Community assets include: the historic Bandera County Courthouse; Frontier Times Museum; Silver Sage Senior Activity Center; Bandera City Park and playgrounds; disc golf course. Near

the city are: cattle and exotic animal ranches; guest (dude) ranches; rodeo grounds at Mansfield Park and at Twin Elm Guest Ranch, and the Texas State Natural Area. In the "Cowboy Capital of the World", tourists find Western dance halls, and drinking establishments. The city also has seven churches.

Local businesses include: several fine dining and fast food restaurants; a hardware store; an auto parts store ; realtors; two newspapers; grocery store; three convenience stores; a pharmacy; Western wear outfitters; dry cleaners'; kayak rental; two general merchandise stores; two car washes, four banks, and three attorneys. Bandera also has a rehabilitation center and a nursing home.

Assets of the library include the genealogy collection; 13 public access computers; public Wi-Fi; approximately 35,000 items in the circulating collection; seating areas appropriate for various age groups, and the meeting room used for adult education classes.

Thank You Statement
The library appreciates the support of the Bandera County Judge and Commissioners, the Library Board, the Friends of the Library, and library volunteers for providing financial and community support, and the Robert and Ruby Priddy Charitable Trust for funding the University of North Texas PEARL project and the library's participation in it.

Community Profile Narrative
According to the 2010 census, the City of Bandera is home to 857 residents. Interestingly the town's population has been fairly consistent for nearly 70 years, about 800 residents.

Making a living in the Texas Hill Country has always been a hard scrabble existence. Bandera is no different and has seen its fair share of economic booms followed hard on by gut wrenching busts. Bandera's first boom resulted from high demand for longhorn beef. Bandera was ready to serve this market by providing not only a starting point for the Great Western Trail, but also experienced hands eager for both profit and adventure.

Within 20 years the great trail drives had ended and Bandera soon tied its fortunes to the sheep and goat business. In the early part of the 20th century there was a strong demand for mohair, this demand increased significantly with the wars in Europe. Mohair was used to make military uniforms. Soon the hill sides were being grazed – often overgrazed, with angora goats.

The terrible drought of the 1950's, and the collapse in the prices for mohair devastated another mainstay of the economy. The people of Bandera, being resilient, friendly, and a bit theatrical, cashed in on the Old West, Cowboy craze, which was then sweeping the nation. Soon "dude ranches" sprang up very near to the city of Bandera and provided places where guests, typically from the cities, could experience first hand what life was like on a working ranch. These guests were entertained with rodeos, horseback riding, and songs sung around a campfire far from the bright lights of the city.

Today, Bandera is still home to several guest ranches. These ranches provide their guests many of the same experiences that they provided 50 years ago. Often visitors travel to Bandera from Germany, France, Great Britain, and occasionally from Eastern Europe, Australia, and even Asia.

Every year the city drives a herd of longhorn cattle down Main Street to officially open the annual event, Celebrate Bandera. This event, which attracts nearly 20,000 visitors, was initially held to remind people Bandera was still open for business after a terrible flood had caused much devastation.

Every June the community of Bandera celebrates River Fest by going down to the Medina River and enjoying the festivities which includes a river parade, and a talent show. Both locals and visitors enjoy the opportunity to cool off in the clear, waters of the town's favorite swimming spot.

Other events include: Hunter's Weekend that celebrates the opening of hunting season; Thunder in the Hill Country when 10,000 motorcyclist come to town, ride their bikes through the hills and enjoy the nightlife; Cowboy Mardi Gras that provides residents an excuse to wear outlandish costumes and drink beer on public streets before the sun goes down; The Wild Hog Explosion when competitors chase a wild hog around a pen, catch it, drop it into a burlap sack, and drag it across the line.

Some of these events may cause Bandera to appear somewhat atypical of a family-oriented community, but that perception is far from the truth. This town prides itself on its strong Christian identity. Many retired military personnel reside within the community and the community responds favorably to calls for patriotic displays.

Many of the working age adults make a daily commute to San Antonio because they feel that this community is the best place to raise their children. Other residents find employment working at the guest ranches or small retail establishments along Main Street.

Main Geographic Features
Community Features
Assets and Challenges
There are two geographic features that best define Bandera, the cedar covered limestone hills, and the Medina River. Large ranches now depend on hunters and other guests for their main source of income.

The lack of water has always been the main limiter to growth. The over abundance of cedar trees on the hillsides has reduced the strength of our community's springs and the continued pumping of water continues to force many people to lower their wells. This threat will continue to be problematic until usage matches availability.

Library Features
Assets and Challenges
An asset of the library is its location across the street from the historic county courthouse. The library is two blocks away from Bandera Middle School, this is both a blessing and a challenge. Many of our patrons find the large influx of youngsters into the library at 3:30 to be stressful.

The most significant challenge the library faces is inadequate parking. Due to a storm water ditch that lies to the back of the library, expansion of the parking lot will be quite expensive.

Community Demographics
The 2010 federal census reported the population of Bandera was 857, with 93.9% White, .8% African American, .6% Native American, .8% Asian and 1.2% from two or more races. Hispanic or Latino of any race was 18.8% of the population. In the city the population distribution by age was 16.2% under the age of 18, 54.6% ages 18 to 64, and 29.2% who were 65 years of age or older.

The 2006-2010 American Community Survey estimated educational attainment in the city was 90.3% having high school diplomas, 23.7% also earned bachelor's degrees or higher. The median income of a household was $29,940 with the mean household income $38,759. The per capita income estimate for Bandera was $17,892. The mean drive to work time was 13 minutes with an estimated 86% of workers driving alone.

Library Profile Narrative
The Bandera County Library first came into existence in 1935. It was the height of the depression but several local ladies were not to be deterred. They decided that a library would be of cultural benefit to the city. Soon they had $38.00 in their checking account and a commitment from local leaders to provide the needed space.

The library is now housed in a rock building that was originally constructed in the 1930's as part of Roosevelt's program to stimulate the economy. The original structure was built in 1935 and was used as a community theater. The structure doubled in size in 2002. The genealogy room was added in this expansion.   It now occupies approximately 7,750 square feet. Directly behind the library lies a playground, Sandidge Park, this park provides a convenient place to send overly exuberant children who forget how to behave in a library.

Most Important Library Statistics
The Bandera County Library is one of three libraries supported by the county. According to the library's 2010 annual report to the Texas State Library, the Bandera County provided $86,810 of the library's $127,285 in expenditures. The library is an accredited library in the Alamo Area Library System.

In 2010, the library had 8,128 registered borrowers; the assigned service area had a population of 8,792. Library circulation was 42,726 from the library collection of 36,158 materials. Total attendance at library programs was 790 people with 490 attending children's programming. The 13 public Internet access computers were used 27,254 times. The library is open 46 hours per

week. The library director is a professional librarian with a Master of Library Science degree; he is assisted by 2.5 full time equivalent staff. Volunteers provided 842 hours of service in 2010.

Vision, Mission, Goals and Objectives

Vision Statement

An Exciting Learning-Resource Center for the people of Bandera County.

Mission Statement

The Mission of the Bandera County Library is to provide a set of services and resources upon which the people of the County can rely to satisfy their knowledge, information and recreational needs.

Goals and Objectives for the Library

Goal 1.1: Wider Participation
  Objective: Increase the public use of library resources each year

Goal 1.2: Better Public Service
  Objective: Improve each year in the following measures of useful output, and rank in the top quarter of all Texas libraries serving 10-15,000 population:
    A. Per capita government income
    B. FTE staff per 1000 population
    C. FTE volunteers per 1000 population
    D. Per capita total collection
    E. Per capita square feet
    F. Resources according to TLA Standards for Public Libraries

Goal 1.3: Meet the highest rating (required or excellent) for each factor included in the Texas Library Association Standards for Public Libraries

Goal 2.1: Governance and support
  Objective: Short term: Create a positive relationship with County Commissioners and community at large
  Objective: Long term: Evaluate the potential of an independent Library District to assure predictable and sufficient funding

Goal 2.2: Staffing
  Objective: Recommend that the County Redefine the position of Director to require the Director be a professional librarian, defined as a person who has earned a Master of Library Science degree accredited by the American Library Association
  Objective: Work with County Commissioners to improve tax-base funding so that professional staff can be maintained at a minimum of 3.5 full-time equivalents

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Goal 3.1: Administration

      Objective: Write job descriptions for each paid staff position that clearly articulates responsibilities and the authority of staff members

      Objective: Write a policies and procedures manual for use by staff

      Objective: Write a policies and procedures manual for use by volunteers

Goal 3.2: Technology

      Objective: Maintain a current automated circulation system. Obtain assistance from the vendor or the Texas State Library to assure that the Director and the staff are fully trained to use all the features of the system

      Objective: Augment desktop computers with laptops for specialized uses

      Objective: Install a gate-counter to count patron traffic by day/hour

Goal 3.3: Collection

      Objective: Build a collection to support interests and needs of the residents of the County

      Objective: Promote the use of electronic resources available through TSL, TexShare and the Internet

      Objective: Balance the collection between periodicals and books

      Objective: Perform an inventory of all library materials and equipment every four years

Goal 3.4: The Library Building

      Objective: Eliminate clutter and improve ease of access to the collection. Reduce the proportion of books stored at floor level

      Objective: Provide patron seating for a projected service population of 13,500: 70 total of seats, desk slots, and computer positions

      Objective: Install shelving in the juvenile area no more than 4 feet high so materials are accessible to children

Goal 4.1: Lifelong Learning, help patrons address the desire for self-directed personal growth and development opportunities

      Objective: Adopt a model of nonfiction collection development based on community interests and reader requests

      Objective: Establish a simple process for patrons to make requests for specific titles of books and periodicals, such as a suggestion/request box

      Objective: Analyze the collection turnover by Dewey class to help guide commitments of resources to collection growth and renewal

Goal 4.2: Formal Learning Support, help students who are enrolled in K-12 schools or who are pursuing their education through a program of home schooling to attain their educational goals.

      Objective: Continue to update, weed and build the size and quality of the juvenile nonfiction collection

      Objective: Continue to coordinate collection development with county school librarians

Goal 4.3: Business and Career Information, to provide information related to business, careers, work, entrepreneurship, personal finances, and obtaining employment
   Objective: Weed business and career information with special emphasis on age of materials

Goal 4.4: General Reference Information, meet the need for information and answer questions on a broad array of topics
   Objective: Maintain an Internet Subject Index for patrons

Goal 4.5: Current Fictional Topics and Titles, to fulfill residents' appetites for recreational library experiences
   Objective: Develop an appealing collection through lease and purchases and monitoring of lists of currently popular materials that corresponds to the community interests and reading patterns; weed fiction aggressively based on per-item use and dates of publication

Goal 4.6: Local History and Genealogy, address the desire of community residents to know and better understand personal or community heritage
   Objective: Spotlight and enhance the Texana/Bandera section
   Objective: Continue to provide genealogy resources on microfilm, print and Internet
   Objective: Provide information and promotion on regional workshops on use of internet for genealogy research

Goals and Objectives for Outreach Program
 Goal
 As part of the library's goal 3.3, Objective 2: "Promote the use of electronic resources available through TSL, TexShare and the Internet", the library will implement a pilot program to teach customers of Wells Fargo Bank basic Internet computer skills to help them recognize scams, phishing and other online fraud, and introduce them to online banking.

Objectives
The objectives for the classes are:
1. Provide hands-on practice on navigating with the computer's mouse.
2. Teach attendees how to create or use an email account to send and receive email.
3. Familiarize students with web conventions for completing and submitting information in forms.
4. Learn how to use web search engines**.**
5. Lean how to avoid scams and phishing ploys and to recognize safe websites for purchasing and banking.

Outreach Program
The library will provide customers of Wells Fargo Bank the opportunity to learn more about safe online banking and buying through a pilot program of three classes. If the program is successful

other banks in the area will be invited to participate in a course specifically designed for that bank.

The three class course will include instruction on creating and using email accounts, recognizing scams, phishing and other online fraud, and an introduction to online banking. The participants will come to the library for three consecutive Saturday afternoons and will receive instruction from library staff and a local banker on how to access financial and banking information online. Several volunteers will help; they can provide individual assistance to participants.

Participants will learn how to verify account balances, utilize some of the personal finance tools that are available, and learn how to protect themselves from scams. Attendees will not share banking, identifying personal information, or logon credentials with the staff, instructor or volunteers. The classes are scheduled to be held when the library is closed to provide an additional level of confidentiality and privacy.

Statement of need
The library conducted a general needs survey. It was distributed to County Commissioners, to residents paying their utility bills in person at City Hall, and to library users. Twenty-eight surveys were returned; five indicated interest in computer classes and five indicated a need for programs for seniors.

Staff has noticed older library users routinely need assistance with Internet access. Some of the problems patrons have are how to use email, how to find information, and how to safely bank and shop online. Residents receiving Social Security benefits are paid by direct payment to their banking institution.

Description of the larger audience or target group the library wants to reach
In Bandera 33.8% of the population is 62 years or older.

Description of the specific segment of the target group the proposed program will serve
Attendance in the pilot project is limited to those doing business with the first bank partner, Wells Fargo Bank.

Estimated number of potential participants
Class size is limited to six. This will allow each participant to have a computer to use and sufficient space for helpers to roam the room.

Description of the characteristics of the audience (age, gender, interest, where they live, transportation issues if any, best hours for a program, etc.)
The classes will be open to all Wells Fargo Bank customers; however senior citizens are expected to be the primary audience for this series. Classes will be held three consecutive Saturday afternoons at 1:00 p. m. and will last approximately one hour. This time was selected because the library will be closed and all of the computers will be available for the class. Most senior citizens prefer to avoid evening driving; no transportation will be provided.

List potential partners based on your assets assessment
Potential partners for this program are: Wells Fargo Bank, Senior Texas Employment Program, and Friends of the Library.

List available library resources that could contribute to the success of the program
The library has enough computers for each participant, volunteers to assist at the sessions, a computer projector and staff who can conduct the classes.

Detailed Action Plan
Action Plan Goal(s):
The goal of the action plan is to:
1. Develop the program.
2. Promote the program.
3. Implement the program.
4. Teach the classes.
5. Evaluate the program.

Action Plan Objective(s):
1. Create the class content.
2. Create and distribute promotional materials.
3. Schedule volunteers.
4. Register class participants.
5. Develop, administer, and analyze evaluations.

Bandera County Library Community Outreach Plan

Action Plan Table
The table below gives the library's action plan for the program.

IMPLEMENTATION			EVALUATION	
Action What action, activity, or task needs to be done?	**Name and Date** Who will do it, and by what date will it be done?	**Resources Needed** How much time, money, materials, and personnel are needed?	**Measurement** How will progress be measured (#, % of participation or attendance)?	**Analysis** How and when will data be gathered and analyzed to determine success?
Brief the library board about the project	Director by June 14	5 mins $0 Materials – none Personnel - 1 staff	1 Library board briefing	Count#
Develop course content	Director by June 15	3 hrs $0 Materials - TWDL and other training guides, Personnel - 1 staff	Agenda/syllabus created for 3 classes	Count#
Contact potential partner	Director by June 15	.75 hrs $0 Materials – none Personnel - 1 staff	Contact made, one class visit scheduled	Count class scheduled
Recruit volunteers	Director by June 15	1 hr, $0 Materials – none Personnel - 1 staff	Volunteers scheduled	Count#
Create posters	Director by June 23	.5 hrs $0 Materials – computer, printer/ paper, Personnel - 1 staff	1 master created	Count#
Print posters	Director by June 23	.5 hrs $0 Materials – computer, printer/ paper, Personnel - 1 staff	4 posters printed	Count#
Distribute posters	Director by June 25	.75 hrs $0 Materials – posters, Personnel - 1 staff	4 places displaying poster (library, bank, senior center, city hall)	Count#

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Announce program on library website	Webmaster by June 26	.25 hrs $0 Materials – computer, Personnel - 1 staff	Program details posted on website	Count#
Design registration forms	Director by June 25	.5 hrs $0 Materials – computer, printer/ paper, Personnel - 1 staff	1 master created	Count#
Copy registration forms	Library staff by June 25	.25 hrs $0 Materials – computer, printer/ paper, Personnel - 1 staff	20 copies made	Count#
Register attendees	Library staff by July 12	1.5 hrs $0 Materials – registration forms Personnel - all staff	Students registered (limit 6)	Count#
Assist registrants with pre-requisites as needed	Library staff by July 12	1.5 hrs $0 Materials – computer with registrant Personnel - all staff	Pre-requisites met (familiarity with computer mousing)	Count#
Create email accounts for registrants as needed	Director by July 12	1 hrs $0 Materials – computer, telephone, to registrant Personnel - all staff	Emails accounts created as needed	Count#
Hold classes	Director and volunteers July 14, 21, 28	1.5 hrs each $0 Materials – computers, projector Personnel - 1 staff & 2 volunteers	3 classes held	Count# attendees
Prepare weekly evaluation and assessment forms (rates class)	Director by July 12	.5 hrs $0 Materials – computer printer/paper Personnel - 1 staff	1 master created	Count#

Copy weekly evaluation forms	Staff by July 12	.5 hrs $0 Materials – copier and paper Personnel - 1 staff	20 copies made (6*3=18, 2 extras)	Count #
Review all completed evaluation forms	Director by July 30	1 hr $0 Materials – evaluation forms Personnel - 1 staff	Evaluation forms reviewed; feedback recorded	Count#
Gather report information and photos	Director by August 1	2 hrs $0, Materials – computer, Personnel - 1 staff	Compile and analyze results	Write report and send to PEARL office and post to website
Write thank you notes	Director by August 3	2 hrs $0 Materials – thank you notes Personnel - 1 staff	Thank you notes written	Count#

APPENDIX A: GENERAL SURVEY RESPONSES

Do you know the location of the public library? 27 Yes 1 No	**What age group best describes you?** 15 Over 50 4 18–30 5 31–50 4 12–18
How often do you visit the library? 5 Daily 2 Twice a year 9 Weekly 4 Once a year 5 Monthly 3 Never	**Which best describes your marital status?** 6 Single 2 Widowed 12 Married 6 Divorced
Do you find the current hours to be convenient? 24 Yes 2 No	**If you have children, what are their ages?** (*Check all that apply*.) 1 0–2 years 2 6–12 years 2 3–5 years 3 13–17 years
If not, what hours would you like the library to be open? 24 hours a day – 1 response	**In what town or community do you live?** Bandera – 18 Pipe Creek - 1
What programs would you like the library to add or expand? Computer training – 5; ebooks – 1; clearinghouse for volunteers in county – 1; eliminate the children – 1; job opportunities for youngsters – 1; more book clubs – 1	**For what age group would you like to see more programs?** Seniors – 5 Junior High – 1
When are you most likely to use the library? 12 Morning (8:00–noon) 15 Afternoon (noon–5:00 p.m.) 9 Evening (after 5:00 p.m.)	**Which days of the week would you be most likely to use the library? (*Check all that apply*.)** 14 Monday 14 Thursday 15 Tuesday 15 Friday 14 Wednesday 15 Saturday

APPENDIX B: REGISTRATION FORM

Bandera County Library Computer Class Registration Form

This series of three classes is designed to help participants recognize online fraud and teach safe online banking. This first series is for customers of Wells Fargo Bank. If the series is successful it will be repeated for customers of our other local banks.

Classes will be in the library on Saturday after the library closes, from 1:00 p.m. — 2:00 p.m. Meeting dates are: July 14, 21, and 28.

Name: _____

Phone Number: _____

Do you bank at Wells Fargo?   YES   NO

Do you have an email account?   YES   NO

If yes, please share your email address _____

If you do not have an email address, an account will be created for you. You may be telephoned to select an email user name. (Your desired user name may not be available, a variation may be required.)

APPENDIX C: EVALUATION FORMS

SESSION 1 EVALUATION Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my ability to use e-mail as:	**High 1**	**Some 2**	**Low 3**
1. Get into an e-mail account.			
2. I know how open an e-mail.			
3. I know how to send an e-mail.			
4. I know how to delete an e-mail.			

AFTER the workshop, I would rate my ability to use e-mail as:	**High 1**	**Some 2**	**Low 3**
1. Get into an e-mail account.			
2. I know how open an e-mail.			
3. I know how to send an e-mail.			
4. I know how to delete an e-mail.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
will use email.			
will continue to learn how to use computers.			

Anything else you want to say?_____

_____.

SESSION 2 EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my ability to complete a computer form as:	**High 1**	**Some 2**	**Low 3**
1. Able to select one or more items in a drop-down list.			
2. Able to fill text boxes on a form.			
3. Able to save or submit a computer form.			
4. Able to recognize a secure website.			

AFTER the workshop, I would rate my ability to complete a computer form as:	**High 1**	**Some 2**	**Low 3**
1. Able to select one or more items in a drop-down list.			
2. Able to fill text boxes on a form.			
3. Able to save or submit a computer form.			
4. Able to recognize a secure website.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
can improve my life.			
will use computers to find more information.			
will continue to learn how to use computers.			

Anything else you want to say?_____

_____.

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SESSION 3 EVALUATION   Today's Date: _____

*Thank you for attending today's workshop! Please take a few minutes to complete the **Before** part of the evaluation form before we begin and the **After** part at the end of the workshop.*

Place an X or Check Mark beneath the number that best represents your evaluation.

BEFORE the workshop, I would rate my ability to do online banking as:	**High 1**	**Some 2**	**Low 3**
1. Confidently perform banking transactions online.			
2. Detect a phishing email.			
3. Recognize a banking scam.			

AFTER the workshop, I would rate my ability to do online banking as:	**High 1**	**Some 2**	**Low 3**
1. Confidently perform banking transactions online.			
2. Detect a phishing email.			
3. Recognize a banking scam.			

	Yes 3	**Okay 2**	**No 1**
1. The program was:			
informative.			
long enough.			
2. The speaker was:			
interesting.			
clear.			
3. The handouts were:			
helpful.			
4. Because of the program I:			
can improve my life.			
will use computers to find more information.			
will continue to learn how to use computers.			
will recommend this course to others.			

Anything else you want to say?_____

_____.