

ANNUAL PERFORMANCE PROGRESS REPORT FOR PUBLIC COMPUTER CENTERS

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 34-41-B10520	3. DUNS Number 054531850
4. Recipient Organization THOMAS EDISON STATE COLLEGE 101 W State Street, Trenton, NJ 08608-1176		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2013	6. Is this the last Annual Report of the Award Period? <input checked="" type="radio"/> Yes <input type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official Mike Rasimowicz	7c. Telephone (area code, number and extension)	
	7d. Email Address mrasimowicz@njstatelib.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 09-25-2013	

PROJECT INDICATORS					
1. Are you establishing new Public Computer Centers (PCCs) or improving existing PCCs? <input type="radio"/> New <input checked="" type="radio"/> Improved <input type="radio"/> Both					
2. How many PCCs were established or improved, and what type of institution(s) were they associated with? Please provide actual total numbers to date. Figures should be reported cumulatively from award inception to the end of the most recent calendar year. Recipients should only count the PCCs that were fully established or in which improvements have been fully completed in that year (that is, partial improvements should not be counted).					
Institutions	Established	Improved	Total		
Schools (K-12)	0	0	0		
Libraries	0	148	148		
Community Colleges	0	0	0		
Universities / Colleges	0	0	0		
Medical / Health care Facilities	0	0	0		
Public Safety Entities	0	0	0		
Job-Training and/or Economic Development Institution	0	0	0		
Other Community Support-Governmental (please specify):	0	0	0		
Other Community Support-Non-Governmental (please specify):	0	0	0		
3. Please complete the following chart for each PCC established or improved using BTOP funds. Please provide actual total numbers to date.					
3.a. New PCCs					
New PCC Address	Number of Workstations Available to the Public	Total Hours of Operation per 120-hour Business Week	Total Hours of Operation per 48-hour Weekend	Speed of Broadband Access to Facility (Mbps)	Average Number of Users per Week
n/a	0	0	0	0	0
<input type="button" value="Add New PCC"/>		<input type="button" value="Remove New PCC"/>			
3.b. Improved PCCs					
New PCC Address	Number of Workstations Available to the Public	Total Hours of Operation per 120-hour Business Week	Total Hours of Operation per 48-hour Weekend	Speed of Broadband Access to Facility (Mbps)	Average Number of Users per Week
Prior to Improvement					
see attachment	2,464	7,400	1,129	0	74,408
<input type="button" value="Add New PCC"/>		<input type="button" value="Remove New PCC"/>			
After Improvement					
see attachment	3,309	7,400	1,129	0	121,826
<input type="button" value="Add New PCC"/>		<input type="button" value="Remove New PCC"/>			
4.a. Please check the primary uses of the PCCs funded by this award. (Check all that apply.) <input checked="" type="checkbox"/> Open Lab Time <input type="checkbox"/> Other <input checked="" type="checkbox"/> Training					
4.b. If "other," please specify the primary use of the PCCs: n/a					
5. Please list all of the PCC broadband equipment and/or supplies you have purchased during the past year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (600 words or less).					

Manufacturer	Items	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
n/a	0	0	0	0
Totals:		0	0	

Add Equipment

Remove Equipment

6. For PCC access and training provided with BTOP grant funds, please provide the information below. Figures should be reported cumulatively from award inception to the end of the most recent calendar year.

Types of Access or Training	Number of People Targeted	Number of People Participating	Total Hours of Training Offered
Open Lab Access	30,000	22,500	0
Multimedia	0	0	0
Office skills	4,800	2,710	8,825
ESL	0	0	0
GED	1,000	735	15,401
College Preparatory Training	0	0	0
Basic Internet and Computer Use	10,240	5,936	19,209
Certified Training Programs	0	0	0
Other (please specify): Professional development workshops & resource database training for library staff.	1,200	1,431	3,057
Total	47,240	33,312	46,492

7. Please describe how your Public Computer Center(s) promotes economic recovery in your area, such as through providing job training, access to job searches, online course offerings, certifications and the like (600 words or less).

Thomas Edison State College's New Jersey Libraries project has added 845 computer workstations at 125 NJ public libraries, upgraded broadband connectivity at 91 NJ public libraries, and is providing job search assistance, employment skills, workforce development programs, and other online resources at all public libraries across the state. In total, 148 libraries were improved by receiving broadband upgrades, computers, or both. Many of New Jersey's unemployed residents are seeking to adapt to a job market in which access to computers and broadband are requirements for most, if not all, job searches, employment applications, and workforce skills training. In many New Jersey communities, the public library is the only place that offers the public free use of computers and Internet access. Many libraries, however, are unable to keep pace with the demand for broadband access. A consortium led by New Jersey's community colleges have, and are currently, delivering training using its existing curriculum tailored to the skills needed by library staff and job seekers.

Over the course of the grant, 8,825 hours of training were provided on basic Microsoft Office skills. 19,209 hours of training on basic computer usage were also provided to patrons participating in the free training classes (please note that there is a discrepancy between the 2012 APR and this final 2013 APR. This is due partly because of classes not being reported in previous years of the grant and added after the reports were filed. The additional classes were accounted for when we completed our final calculations and billing with the Community College Consortium). 735 people used our GED Online resource for a total of 15,401 hours of study time online (please note this number was not reported in the 2012 APR because we needed the vendor to supply this information). Using our online resources, 14,574 resumes were created and 15,112 job applications were filed. The total number of jobseekers using our online BTOP resources was 64,089.

In terms of our small business resources, 21,930 specialized market research reports with a value over \$29.5 million were created and made available to business owners at no cost to users. Our Small Business Research Center resource was also used to perform over 28,800 searches by 7,800 small business users.

In order to promote the program, our marketing department performed extensive work promoting and educating the community about our project. As a result, the NJWorks@yourlibrary campaign was designed to inform residents of the expanded role of libraries in assisting job seekers and small business owners with new training opportunities, enhanced broadband capability and increased workstations available at their local libraries. Promotional materials were designed, printed and distributed to all 455 libraries, NJ Dept.

of Labor One-Stop Offices, and state and federal veterans service offices. These materials included an overview brochure, posters, postcards, bookmarks, business cards, indoor and outdoor signs, and stand-up banners. Spanish versions of the postcards and bookmarks were also provided. Various NJWorks@yourlibrary advertisements were placed with mainstream NJ media outlets, as well as ads on NJ Transit buses, train platforms, billboards, WHYY-TV's website, Internet job sites through Google Adwords, and NJ Turnpike toll-booth signs.

By doing this work our project had articles, letters to the editor and/or op eds in daily and weekly newspaper in the state, including major articles in the Star Ledger and the Gannet family of newspapers, and featured in national trade publications such as Information Today and Computers in Libraries. A social media presence was created for the NJWorks@yourlibrary and NJGrowsBiz@yourlibrary campaigns on networking sites such as Facebook, Twitter and LinkedIn.

The State Library partnered with the U.S. Chamber of Commerce and the NJ American Legion to demonstrate library job seeker resources at all "Hiring Our Heroes" job fairs across the state.

The NJWorks@yourlibrary campaign received four awards in 2012 for Outstanding Public Relations Campaign from the NJ Library Association (NJLA); the New Jersey Chapter of the Public Relations Society of America (PRSA-NJ); the Jersey Shore Public Relations and Advertising Association (JSPRAA) and the New Jersey Communications, Advertising and Marketing Association (NJCAMA).

The NJWorks@yourlibrary campaign was adopted by the American Library Association as the USA Works@your library campaign.

8. To the extent that you have made any subcontracts or sub grants, please provided the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities (150 words or less).

n/a

9. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

Develop a cohesive team early on in the project, allow each person to provide expertise in different aspects of the project
- Designate one person to be completely focused on developing, implementing, and executing major tasks involved in the project
- Build and foster key partnerships; for the New Jersey Libraries project, we developed a partnership with the Community College Consortium to develop and deliver job readiness courses to the public within public libraries, which has allowed for training to be delivered in over 300 libraries across the state
- Webinars seem to be more effective in delivering to library staff, who are limited on staff and resources. Although some in-person workshops were scheduled, we did schedule several webinars that received much higher attendance.
- Identify realistic time lines in the planning stages of project - attempt stay on target with planned milestones; allow for room for changes and revisions. For this project, we planned for the project to be completed in 2 years, allowing us a year to make changes and revisions as needed.