

## Findings from the Evaluation of the Bay Area Video Coalition's *myJobPath*

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## **Findings from the Evaluation of the Bay Area Video Coalition's *myJobPath***

The Bay Area Video Coalition (BAVC) has developed myJobPath, a Web-based tool for low-income unemployed or underemployed individuals (<http://www.myJobPath.org>). myJobPath was designed to help job seekers manage their own job search activities through maintenance of a contact management tool. The tool allows individuals to enter names and contact information for job leads, enter planned events with leads, create preparation to-do lists to prepare for events, and evaluate events that have passed. In addition to the contact management tool, the Web site contains a variety of lessons, including articles and videos, which were designed to teach job seekers important skills necessary for obtaining jobs.

ROCKMAN *ET AL* worked with BAVC as the external evaluator for myJobPath. BAVC targeted outreach and promotion of myJobPath to workforce development agencies in the San Francisco Bay Area. The evaluation activities were designed to examine the value to and the impact of myJobPath for clients and staff of these workforce development agencies. As part of the evaluation, ROCKMAN *ET AL* explored a variety of aspects of the tool—from its appeal and utility, to its ability to help users understand new concepts and acquire strategies for exploring building a job network.

### **STUDY DESIGN**

As part of their grant activities, BAVC recruited workforce development agencies in the San Francisco Bay Area to receive training on how to use myJobPath. These agencies and their clients served as participants in the evaluation activities. At least two trainings were administered in the computer laboratories at each agency: one for agency staff and one for agency clients.<sup>1</sup> Each training was lead by the same BAVC staff person, and lasted one hour for agency staff and two hours for agency clients.<sup>2</sup> Agency staff were encouraged to attend the client trainings in order to become more familiar with the features of the client tool.

A member of the evaluation team attended each training session in order to observe the process and administer surveys to participants. All trainings were held in July and August, 2005. Evaluation activities for both groups included surveys administered at the training sessions and follow-up telephone interviews. Before completing the survey, each participant was asked to read and sign a consent form for participation in the evaluation (see Appendixes A and B for copies of the consent forms for the agency clients and staff, respectively).

#### **Participants**

A brief description of each of the 13 participating agencies is provided below:

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<sup>1</sup> One agency did not schedule a staff training.

<sup>2</sup> Multiple client trainings were held at several of the agencies.

*Arriba Juntos* – Arriba Juntos is a non-profit employment and training organization dedicated to promoting economic self-sufficiency through occupational training and employment opportunities. Their two main areas consist of *Technology Training* and *Health Careers* programs. All programs include placement and retention services.

*Caminos Pathways Learning Center (Caminos)* – Caminos was founded in 1999 to provide low-income, Latina, immigrant women opportunities for personal improvement and economic self-sufficiency. Caminos provides tuition-free courses and workshops for career preparation in technology fields. Because the majority of Caminos clients are not fluent in English, the training session, surveys, and interviews were all conducted in Spanish.<sup>3</sup>

*Ella Hill Hutch Community Center (EHH)* – Founded in 1981, EHH is a comprehensive center providing services to (primarily) African American community members. They hold education and employment programs, community action forums, and senior activities.

*Florence Crittenton Services (FCS)* – FCS was founded in 1889 to provide support for women who were facing childbearing alone. It has become a leader in providing intensive, multi-disciplinary services to meet the needs of young, mostly single, parents. FCS provides job-training courses, provides basic needs services, including assistance in finding housing, childcare, community support services, and building money management skills.

*Glide* – Glide is a diverse, cutting-edge church and nonprofit organization offering innovative programs to poor and marginalized people. In July 2005 they officially opened the Glide Foundation Training Center at Treasure Island for the TAES/Youthbuild job training programs. This program will help young adults move from poverty to economic independence and foster understanding among neighborhoods that have feuded for years. The youth in this program served as participants in the myJobPath training.

*Goodwill Industries of San Francisco* – Goodwill Industries is a not-for-profit social enterprise providing job training, vocational counseling, and employment services to individuals with disabilities and other barriers to employment. Their programs are funded by selling donated goods in their thrift stores, boutiques, and online. They offer workforce development programs designed to help individuals find permanent employment and an opportunity to transform their lives.

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<sup>3</sup> Evaluation instruments were translated into Spanish by a native Spanish speaker and then back translated into English by a second native Spanish speaker allowing for corrections of translation errors. Bilingual interviewers conducted the Spanish-language interviews and translated the open-ended responses into English.

*Jewish Vocational Services (JVS)* – JVS is a non-sectarian, not-for-profit corporation founded in 1973. They assist individuals and businesses achieve their employment goals by providing the skills necessary for success in the workplace. Programs include career counseling, employment training, internship placements, resettlement programs, technology access, and programs for at-risk youth.

*One Stop Career Link* – One Stop Career Link Centers offer a variety of free resources for San Francisco job seekers and employers, including: educational and career/occupational assessment, individual and group counseling, including educational, career, and job related personal counseling services; and referrals to appropriate agencies, training programs, and educational facilities.

*OpNet Community Ventures* – OpNet Community Ventures is a non-profit organization created in 1997 to provide technology access and employment for low-income young adults (18-25 years old) in the San Francisco Bay Area. OpNet achieves this objective by providing free technology training in Web design and programming as well as job placement services.

*Positive Resource Center (PRC)* – Positive Resource Center is the only agency for people living with HIV/AIDS to get comprehensive benefits counseling and employment services in San Francisco. PRC clients have free access to employment and vocational rehabilitation planning, counseling and coordination, job development and placement, support groups, and computer access and training.

*San Francisco Housing Authority (SFHA)* – The primary goal of the San Francisco Housing Authority is to provide housing for low-income households while improving housing and economic opportunities for residents, and maintaining high standards of property management, fiscal management, and service delivery. Through requirements in its construction and service contracts SFHA provides job opportunities and job training to its residents.

*Street Tech* – Street Tech is a nonprofit organization offering low cost computer training, certification, and job placement for adults (ages 18 and up) from disadvantaged communities in the San Francisco Bay Area. Street Tech trains clients in state-of-the-art computer skills then guides graduates into desirable careers.

*Western Addition CTC* – The mission of Western Addition CTC is to develop computer literacy for future generations. They offer after school programs for youth, vocational learning programs for adults (18+ years), and learning programs for seniors. For this project they partnered with Experience Unlimited, a program supported by the California Employment Department.

Experience Unlimited provides free training and resources for job seekers including workshops on job search strategies and techniques, resume review, networking opportunities, and access to computers.

Across all agencies, 61 staff and 193 clients (40% Male, 60% Female) participated in myJobPath training sessions. The numbers of participants from each agency are listed in Table 1, below:

**Table 1: Numbers of Participants who participated in Training Sessions, by Agency**

<b>Agency</b>	<b>Number of Staff (N = 61)</b>	<b>Number of Clients (N = 193)</b>
Arriba Juntos	4	28
Caminos Pathways Learning Center	4	39
Ella Hill Hutch Community Center	0	10
Florence Crittenton Services	3	16
Glide	2	9
Goodwill	7	9
Jewish Vocational Services	10	30
One Stop Career Link	7	N/A
OpNet	2	12
Positive Resource Center	5	10
San Francisco Housing Authority	9	7
Street Tech	3	20
Western Addition CTC	5	3

## METHOD

### Clients

Liaisons from the workforce development agencies were responsible for recruiting participants for the client training workshops. As an incentive for participation, clients were told that they would receive a \$25 honorarium for participating in the evaluation activities (\$10 upon completion of the workshop, and \$15 upon completion of the final interview).

Clients were asked to complete a two-part survey. The first part of the survey, administered before the training, was designed to gather background information about participants' technology experience, their past and current job experiences, and their hopes and goals for jobs in the future. The second part of the survey, completed at the end of the training, asked for feedback about the workshops and the myJobPath site and asked for participants' contact information for further evaluation activities. Upon return of the survey, each client was given \$10 cash. (The client survey is included in Appendix C.) A total of 193 clients completed the evaluation surveys.

Clients who participated in the workshops were contacted to participate in follow-up telephone interviews approximately 8 weeks after their training session.<sup>4</sup> The interview was designed to gather feedback about whether clients had used myJobPath and what, if any, progress has been made in their job/career search. Each client was called at least three times in an attempt to schedule an interview time, and messages were left when possible. Clients whose telephone numbers did not work were sent an email message (when an address was provided) asking them to contact the evaluators about setting up an interview time. Telephone and email messages reminded clients about the study purpose and methods and asked them to return the call. Five clients asked not to be contacted for follow-up interviews, either on their survey or when evaluators contacted them by telephone. See Appendix D for a copy of the Client Interview protocol.

For agencies where 10 or more clients participated in workshops, evaluators attempted to interview at least 10 clients. For agencies with fewer than 10 clients, the interview goal was the total number of workshop participants. Interviews were completed with 99 (51%) clients.

### Agency Staff

When possible, agency staff trainings were conducted either directly before or after the clients so that they would be available to support their clients' use of the site during the training. Like clients, all agency staff were asked to complete a two-part survey at the training session. The first part was completed before the training began, and included questions about their current job role,

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<sup>4</sup> Due to the late training date at Glide, those participants were contacted approximately four weeks after their training.

their clients, and their computer skills and use. The second part of the survey was completed when the training ended and included questions about their impressions of the myJobPath and how they might use the site in their work. The agency staff survey is included in Appendix E.

In October 2005, agency staff were contacted via telephone and asked to participate in interviews about their use of the tools and to gather information about the impact they thought myJobPath had, and will continue to have, on their agencies and their clients. Evaluators looked through staff pre-post surveys to determine who the best contact at each site would be, in terms of determining agency use/implementation of myJobPath (in some cases, staff who had participated in the trainings were in positions that did not put them in direct contact with agency clients). Either program directors or staff responsible for job coaching were selected as primary interview contacts for each agency.

Evaluators completed interviews with staff at 11 of the 13 agencies. When talking with the interviewees, evaluators asked who else, if anyone, would be appropriate to interview about the implementation of myJobPath (including those who had not completed surveys at the agency trainings). For the majority of agencies, the first person contacted indicated that no one else would have information beyond what had already been shared with evaluators. For four agencies, the first person contacted suggested one or two other people who might have some information about myJobPath implementation. Evaluators left multiple messages for each of these staff and were only able to interview multiple staff from one of the four agencies. (The Agency Staff Interview is included in Appendix F.)

## FINDINGS

### Client Findings

The client findings are presented below in three sections: Description of Clients, Clients' First Impressions about myJobPath, and Clients' Follow-up Interview Feedback. Preliminary analyses on the client demographic data suggested that there were no differences between clients from different agencies, thus, findings are presented for the entire group of clients.

#### Description of Clients

The majority of clients (66%) reported having high school diplomas, and 34% had completed at least some college. Nearly half of the clients (43%) reported having completed vocational/technical training. The most commonly mentioned fields of training included: computer/technology, medical assistant/nursing, and education/teaching assistant. Several clients also reported having higher education degrees including: Associate degrees (8%) or Bachelor's or Master's degrees (18%). More than half (52%) of the clients reported that they were enrolled in school at the time of the training.

The majority of clients, 63%, reported that they were not working; 22% were working part-time, and 15% were working full-time. Their jobs ranged in activities and included job titles such as: nurse assistant, care provider, janitor, security officer, and construction worker. On average, clients were at their jobs for three years (Range = 1 month – 13 years), however, about half of those who were working (49%) had been at their jobs for one year or less. When asked how they found their current job, the majority said through a friend (38%) or relative (22%). Others said they found their job through a job counselor, a newspaper advertisement, a sign posted at the job site, or through the Internet.

Nearly all of the clients (86%) said that they were currently looking for a new job. Clients listed a variety of jobs or careers that would be ideal for them, however, the most mentioned areas of interest: administrative assistant, computer/technology field, and jobs in the medical field.

#### *Computer Experience*

Because myJobPath is a Web-based program, we thought it was important to look at the computer skill level of clients participating in the training. In general, clients said that they were "comfortable" working with computers;  $M = 3.16$ ,  $SD = .83$ , on a scale of 1 – 4 with 1 = very uncomfortable, 2 = uncomfortable, 3 = comfortable, and 4 = very comfortable. Their ratings of their own skill level on a variety of computer activities are included in Table 2, on the next page.

**Table 2: Clients' Ratings of their Computer Skill Level (N = 193)**

<b>Computer Skills</b>	<b>Average Rating</b>	<b>Standard Deviation</b>
Performing computer basics (opening and saving files)	3.48	.78
Using computers for word processing (e.g., Microsoft Word)	3.25	.96
Using spreadsheets (e.g., Excel) for record keeping, formulas, or graphs	2.53	1.05
Using Internet search engines to find information (e.g., Google, Yahoo)	3.51	.77
Using computers for communication (e.g., email, listservs, attachments)	3.27	.94
Trouble shooting or solving common technical problems	2.16	.98

*Scale: 1 = cannot perform, 2 = can perform with help, 3 = can usually perform alone, and 4 = can perform well*

Clients were asked to choose from a list all the places they typically use a computer with Internet access. Only three clients said that they never use a computer with Internet. The percent of clients reporting access at each site type are listed in Table 3, below.

**Table 3: Percent of Clients who use Computers at Each Access Location (N = 193)**

<b>Computer with Internet Access Locations</b>	<b>Percent of Clients</b>
In my home	56%
School	43%
Public library	39%
Community center*	33%
Family member's/relatives' home	21%
Friend's home	17%
Internet café	11%
My housing complex	4%

\*For the purpose of this tally, "community center" included the agencies participating in this study.

As seen in the table, the majority of participants had computer and Internet access at home. On average, clients reported that there were two locations they used to access computers with Internet.

#### Clients' First Impressions about myJobPath

After their training, nearly all of the clients (96%) rated the information on the myJobPath site as "easy to read/understand." Clients were asked to rate the quality of myJobPath characteristics on a scale of 1 to 4, with 1= poor and 4 = excellent. Their average ratings are presented in Table 4, below.

**Table 4: Clients' Average Ratings of myJobPath Characteristics (N = 193)**

<b>myJobPath Characteristics</b>	<b>Average Rating</b>	<b>Standard Deviation</b>
Organization of the site	3.44	.65
Ease of finding information	3.40	.65
Quality of information/resources available	3.38	.62
Relevance of the topics to my needs	3.25	.65
Appeal of the graphics	3.26	.67

*Scale: 1 = poor, 2 = fair, 3 = good, and 4 = excellent*

As the table above shows, clients were satisfied with the quality of myJobPath characteristics, with all of the average ratings above 3.00, or good. There were no differences in ratings between clients from the different sites.

When asked what they liked most about myJobPath, respondents said that they liked the selection and quality of information on the site (28%), that they thought it was easy to navigate and/or find information on the site (26%), and that the site could help them keep information organized (18%). Others mentioned the general functionality of the site (9%), the benefits of Promatch (7%), or that they liked the presentation (6%). Several representative comments are included below:

*Information and lessons on wide variety of employment seeking categories.*

*Being able to add leads, contact people and the lessons. I'm interested in the interview questions and how to prepare.*

*It seems to clearly lay out easily followed steps in job search.*

*It's very self explanatory and easy to navigate through.*

*The organizational aspect of it as well as the training.*

*The organization of your collected information. It eliminates post-it notes and uses less business cards.*

*That you can save your tools and travel with it.*

*The most interesting thing is being connected to many others; there are possibilities for progress or a union that is important for advancement.*

When asked what they liked least about myJobPath, many respondents did not provide comments, and some said that they liked everything so far or that they needed more time to explore the site. The most common criticism came from the Spanish-speaking clients; many of whom said that they did not like that everything was not translated into Spanish (15). Other comments reflected clients' desire for job links/referrals (5) or to customize the site by sorting leads alphabetically or by date (5). Some clients said they were overwhelmed by the steps they needed to take to use the site effectively (5) and several thought the site should send out reminders about upcoming events (3). Two clients wanted to be able to send out their resumes from the site, and two were disappointed that the videos were not Mac compatible. Several people commented on the site design; specifically, they did not like the color design (5) or thought that the font should be larger (1).

When asked whether they thought myJobPath would help them find a job, only four clients said "no" (2%), while 66% of the clients said yes, and 32% said they were not sure.

Clients were also asked to indicate whether they would use specific features of myJobPath. Their responses are presented in Table 5, on the next page. As seen in the table, the majority of clients thought they would most likely use each of the myJobPath features.

**Table 5: Percent of Clients who thought they Would Use  
Each myJobPath Feature (N = 193)**

<b>myJobPath Features</b>	<b>I <u>will</u> probably use this</b>	<b>I'm <u>not</u> sure I will use this</b>	<b>I will probably <u>not</u> use this</b>
<b>Dashboard/Lead-network tool</b>	<b>86%</b>	4%	10%
<b>Lessons: articles</b>	<b>78%</b>	8%	14%
<b>Lessons: videos</b>	<b>74%</b>	8%	18%
<b>Real life advice videos</b>	<b>77%</b>	3%	19%
<b>Self evaluation tool</b>	<b>79%</b>	8%	13%
<b>Promatch</b>	<b>72%</b>	6%	22%

At the end of the survey, clients were asked whether they had any suggestions or final comments about the site. The majority of clients did not respond or said that they needed more time to explore the site, and those who provided suggestions typically repeated comments provided earlier (when asked about what they liked least about the site). However, a number of clients provided positive feedback about the training experience and the site; for example, they said:

*I am looking forward to using the site for future job search organization skills.*

*I really like this site and think it's been built around the needs [of] us, the job seeker.*

*I'm so thrilled with the application and ability to actually implement this multi-level interacting tool for my job search. I've been disappointed in my own ability to seek work.*

*It seems to be an excellent way to build skills.*

*It sounds very positive. I'm wondering about how it will play out in real-life. I will definitely utilize the service.*

*I was thoroughly and eternally delighted to have attended the session.*

#### Clients' Follow-up Interview Feedback

As mentioned earlier, 99 clients participated in follow-up telephone interviews about their use of myJobPath. Table 6, below, shows the number of interviews completed and the number of clients who accessed the site since their training, by agency.

**Table 6: Numbers of Clients Interviewed and Numbers who accessed myJobPath since their Training, by Agency (N = 99)**

<b>Agency</b>	<b>Number interviewed</b>	<b>Number who accessed myJobPath</b>
Arriba Juntos	14	2
Caminos Pathways Learning Center	13	4
Ella Hill Hutch Community Center	8	1
Florence Crittenton Services	11	3
Glide	5	3
Goodwill	5	0
Jewish Vocational Services	11	4
OpNet	5	2
Positive Resource Center	9	4
San Francisco Housing Authority	5	1
Street Tech	10	4
Western Addition CTC	3	0
<b>Totals</b>	<b>99</b>	<b>28</b>

As seen in the table, just over one-quarter of those interviewed had accessed myJobPath since their training session. The majority of those who had not used myJobPath since their training (23) said that they did not have enough time. Others said that they had forgotten about the site (18), did not have Internet access (14), or that they had not had enough training. Some interviewees explained that they had obtained jobs since the training and therefore did not think the site was necessary to use. Only five interviewees said that they had not used the site because they did not think it would be useful. The majority of interviewees who had not used myJobPath since their training said that they planned to use it the future (94%).

Interviewees who had used myJobPath (n = 28) since their training said that they had accessed the site, on average, four times (M = 3.54, Range = 1 – 17 times). Clients typically accessed the site at a community center or agency site (20), but some used computers at home (12), school (5), at their friends' home (2), or at a the library (2).

During interviews, clients were asked which of the features they had used and were asked to rate the usefulness of each feature. The numbers of clients who used each feature at the time of the interviews, and their average ratings of usefulness, are shown in Table 7, below.

**Table 7: Number of Clients who used each myJobPath Feature at the time of the Interviews (N = 28)**

<b>myJobPath Features</b>	<b>Number who used each feature<sup>a</sup></b>	<b>Average usefulness rating<sup>b</sup></b>
<b>Entered Leads/Contacts</b>	17	1.82
<b>Entered Events</b>	6	1.83
<b>Used To-Do Lists</b>	11	1.82
<b>Evaluated Events</b>	5	1.60
<b>Used Lessons: Videos</b>	10	1.80
<b>Used Lessons: Articles</b>	14	1.86
<b>Uploaded Resume and/or Cover Letter</b>	7	1.63

<sup>a</sup>Multiple responses were allowed.

<sup>b</sup>Scale: 0 = not at all useful, 1 = somewhat useful, 3 = very useful

As seen in the table, clients who used the site, had most often entered leads, read articles, watched videos, and used the to-do lists; and, in general, these features were rated as useful. In addition to the features listed above, several clients (3) also mentioned browsing the Promatch section of the site. Ten of the interviewees reported that someone from their agency had sent them an email invitation to link up with a job coach through the site; however, when asked to describe this exchange, it turned out that four of the interviewees had not received an email invitation through the system, but rather, that someone from their agency had asked if they were using, or encouraged them to use, myJobPath.

Clients who used myJobPath features were asked to describe what they did and to provide feedback about the features. Unfortunately, many of the participants could not remember exactly what they had done with the features. Representative comments, from those who could recall their use, are provided in Table 8, on the next page.

**Table 8: Clients' Feedback about the use of myJobPath Features (N = 28)**

<b>myJobPath Features</b>	<b>Representative Comments About how the Features were Used and Feedback about the Features</b>
<b>Entered Leads/Contacts</b>	<p><i>After the training, I went to a career fair and had a list of cards from people that I had talked to there. I put these names onto the website.</i></p> <p><i>Someone told me that someone was hiring, so I emailed her and put her into the lead category. In the training, I didn't realize how useful it was. You can see them all there and it just kind of nudges you to do something. It's nice to have it all in one place.</i></p>
<b>Entered Events</b>	<p><i>I scheduled events and put them in. For some reason I couldn't print the page. I would have liked a button that said "print this page". It was helpful, but I would have also liked to been able to sort them by last name and be able to put some notes in by the event.</i></p> <p><i>I put information on there about an interview...what time, what place, the address, names of the interviewer, etc. I kept track of the appointments that I had that day.</i></p>
<b>Used To-Do Lists</b>	<p><i>I used it by going through the tasks there that are enumerated. When you click on the tasks, a window comes up and tells you. Some of the tasks are not available, you click but nothing is there--I guess it's incomplete. For example, it said, "how to dress for interview" and the hotlink was there, but it didn't go anywhere.</i></p> <p><i>I wrote down everything I needed to do.</i></p>
<b>Evaluated Events</b>	<p><i>I can write down what I think about the event or what happened.</i></p> <p><i>This was good because it showed what I had neglected to do.</i></p>
<b>Used Lessons: Videos</b>	<p><i>I just browsed through each one and viewed the video. I didn't really do anything else.</i></p> <p><i>I looked at these for interview preparation.</i></p>
<b>Used Lessons: Articles</b>	<p><i>They have articles introducing the lessons. I read a few of the articles. Those were as informative as the actual video clips were. It depends on how you learn.</i></p> <p><i>I read the stories on how people interviewed and how they got the jobs.</i></p>
<b>Uploaded Resume and/or Cover Letter</b>	<p><i>I uploaded my resume and I believe a cover letter. I can't remember...I think I had the option of uploading word and plain text. I'm pretty sure I did both.</i></p> <p><i>I used it by saving the documents on my C drive and then I uploaded the resume. But I decided to delete them because I decided because it's not a secure site I don't want my information out there. Also, I wasn't able to upload documents and put them under headings such as "resume for company A" or "cover letter."</i></p>

When asked what they thought was the most useful feature of myJobPath, clients said that they

liked being able to enter leads/contacts because it enabled them to have the information in one place (5). They also liked the videos (4), lessons (2), and articles. Several clients (3) also mentioned that the to-do-lists were most useful because they would help them organize tasks that need to be completed.

When asked for suggestions for other information or services that should be part of myJobPath, few had suggestions. Those who did, made suggestions about specific features they thought would be useful. All suggestions are included below:

*It would be helpful if they have an "eavesdrop" interview. I don't know how to explain it. It's like an actual interview and then there are some people around listening into it.*

*I didn't see any job postings...maybe that would be a good add-on.*

*Yes, I think links to job search sites, you know, Craigslist, Monster.com, or just a listing of those sites and a link that would open in a separate window.*

*Video or audio for those who have Macs or something just as useful in the place of video so the Mac users don't feel left out. The more volunteers there are, that would be great. I do wish there were field specific tips for different trades (media, etc.).*

*It looked professional...I like the way it looks. Maybe a little more graphics.*

*When you have a contact, it would be good if you could get your contact's permission to see their contacts. So I can see who they know and be able to ask them to link me to other people in their network.*

*I think the Princeton test and the Meyers Briggs tests should be part of it--for people who are looking for another career and don't know what careers match their personality. I think if that was part of the site, you'd cover the whole spectrum of job seekers--those who are beginning and already in the field. Also, when I log off, it returns me to the log in. I'd like it to go to a main page that would say, "this is what we do and this is what the site page and do you want to log on?"--like what happens when you log off hotmail and go to MSN.*

*They should have a section on the site where people can put comments and feedback. That way people could actually give them comments.*

*Basically having the possible template for resumes. You should also give a little video on resume, what's important on resumes. And, again, I'm much obliged to the person who created myjobpath.org.*

### *Impact of the Site*

When asked if they would use myJobPath in the future, 90 out of the 94 (96%) interviewees who answered the question, said yes. They said that they planned to use all of the features, with at least half of the interviewees choosing each myJobPath feature. When asked how they thought the site would help them with networking or in their job search, the majority of the respondents gave general responses about how the site would help them to be more organized. Others said

that specific features, such as information in the lessons and the ability to upload their resumes would be helpful in finding a job. Some comments from clients are listed below:

*It'll help me by keeping organized and self-disciplined.*

*It helps me because in a way I kind of get impatient and I start skipping some steps and think "okay, this is the job." I'll answer it, send my resume real quick and maybe go to the interview. But I used to have all these steps... and the site reminded me to do all the steps, no matter what. And it's a good way to consolidate everything. To type it in and have it saved rather than in an address book because they get too full.*

*I think it will help me a lot because it has everything you need to know to look for a job.*

*I think it would help a lot because everything you want is there. You don't have to worry about losing things, it's an organizer, it's right there.*

*Well, because it's got up-to-date information, and it's organized well and everything's there.*

*With my resume and cover letter...just keeping my contacts organized...that stuff.*

*Well, because I learned from people's profiles/stories how to become successful in finding a job...what they used...and how to do it. You learn (teach) yourself how to become familiar with all of the tools and features there [on the Web site]. I think that will give me a lot of success.*

*When I finish school, I'm going to use the site. I think it's a good system to help keep organized, and it will remind me to follow through with things, such as sending thank you letters. It will keep me on that.*

*I like the fact that you can keep your resume there online, and you can constantly change it. I've been in sales, and I want to use it for customer service. I can change it to fit the job I'm looking for.*

*Well, it has helped me in organizing networking activities.*

*I think Promatch will help me a lot because I'm looking for an entry level to a medium level job in the film industry. The website puts out there the idea of taking advantage of the people you know, pushes you to network. It's a good thing to network and have leads, and take advantage of people putting themselves out there as volunteers.*

*It will help me once I enter more leads, so I know what steps I've done in the past. It will help me know what contacts I've made and who I've interviewed with.*

Not only did the clients say that they would use the site in the future, 92 out of 93 clients said that they would recommend the site to others (six people did not answer the question). They said that they would recommend the site because there is good information in the lessons, the site is a good way to get organized, and because it is easy to use. Some comments about why clients would recommend the site to others are included below:

*I would recommend it if they were at any stage of their career because it's a very good way to organize their search and take them step by step through the process. And it helps them not to trip up; for example, you do very well in the interview, but you forget to send a thank you letter. So it's really a very nice tool to take you by the hand.*

*I would recommend it because I think it really gives you better organizational skills and that's what a lot of people need. They think all you do is fill out an application and that's all you need. That's why a lot of people are unemployed. myJobPath helps you beat your feet a little more. It helps you really get out there and put some footwork into it.*

*I would recommend it because it's a great organization tool. The prospect of looking for a job is so overwhelming. My boyfriend found a job that's totally not for him, but he's keeping it because he's too overwhelmed. I wish he would use myJobPath. It keeps it fun, not overwhelming.*

*It's a good source of research and information...it's useful, especially if you have a personal computer. You can keep stuff together and stay organized.*

*It's very detailed, thorough. People can learn a lot from it when they read and play with it. They can read other people's stories about how they were successful in finding a job. They can put their resume and cover letter on there. Yeah, just for them to become successful in finding a job. It'll help them find a job sooner.*

*I would recommend it because it's pretty easy to get access to it, all you need to know is how to use a computer.*

*Definitely because a lot of people don't have (own) a computer, and it helps keep the resume (an electronic version) somewhere where they can access it. The articles and videos can help people with (gain) job search skills. If they don't have any skills, it can help them prepare for an interview.*

### **Agency Staff Findings**

The agency staff findings are presented below in three sections: Description of Agency Staff, Agency Staff's first Impressions about myJobPath, and Agency Staff's Follow-up Interview Feedback.

#### Description of Agency Staff

Agency staff participants were asked to provide their job title and role in the agency. Their responses are presented in Table 9, on the next page.

On average, agency staff had been in their jobs for 4 1/2 years (M = 4.67, Range = 1 month – 38 years). And, the majority of staff participants (70%) were responsible for working with clients (Range = 6 – 7000 clients per year).

**Table 9: Agency Staff's Job Roles (N = 61)**

<b>Job Role</b>	<b>% of Staff</b>	<b>Role Description</b>
<b>Job/Employment Assistant</b>	26%	Job coach, job preparation and search
<b>Instructor</b>	23%	Computer/technology instructor, retail instructor, employment training
<b>Other Client Support</b>	14%	Translation and interpretation services, assist public housing residents, service planning
<b>Administrative Assistant</b>	12%	Administrative support for agency programs
<b>Technology Support</b>	9%	Network administrator, computer lab support
<b>Supervisor/Director</b>	9%	Program Director or Executive Director

*Computer Experience*

All of the agency staff reported having a computer with Internet access at work. In addition, about half had home computers (51%) and Internet access at home (49%). In general, agency staff said that they were “very comfortable” working with computers;  $M = 3.48$ ,  $SD = .81$ , on a scale of 1 – 4 with 1 = very uncomfortable, 2 = uncomfortable, 3 = comfortable, and 4 = very comfortable. Their ratings of their own skill level on a variety of computer activities are included in Table 10, below.

**Table 10: Agency Staff's Ratings of their Computer Skill Level (N = 61)**

<b>Computer Skills</b>	<b>Average Rating</b>	<b>Standard Deviation</b>
Performing computer basics (opening and saving files)	3.89	.37
Using computers for word processing (e.g., Microsoft Word)	3.92	.28
Using spreadsheets (e.g., Excel) for record keeping, formulas, or graphs	3.20	.84
Using Internet search engines to find information (e.g., Google, Yahoo)	3.89	.32
Using computers for communication (e.g., email, listservs, attachments)	3.89	.32
Trouble shooting or solving common technical problems	2.92	.94

*Scale: 1 = cannot perform, 2 = can perform with help, 3 = can usually perform alone, and 4 = can perform well*

As the above table shows, agency staff are quite comfortable using computers. Furthermore, the majority of staff (95%) reported that they use computers, or other technology to assist them in workforce training activities. Table 11, below, shows the percent of agency staff who reported using various computer programs and examples of their uses. As seen in the table, at the time of the trainings, the staff regularly use computer tools to assist them with their work.

**Table 11: Percent of Agency Staff who use Specific Computer Programs and Examples of their Usage (N = 61)**

<b>Computer Programs</b>	<b>Percent who use</b>	<b>Examples of Usage</b>
<b>Internet Searching</b>	72%	Job searches, company research, housing searches, general research.
<b>Word Processing</b>	69%	Resume and cover letter writing, job applications, typing reports.
<b>Communication</b>	62%	Email (within and outside agencies), group mailings, newsletters, sending job announcements.
<b>Spreadsheets</b>	51%	Accounting, budgets, keeping track of clients, general record keeping.
<b>Other</b>	21%	To teach typing or technical skills, educational software.

#### Agency Staff's Initial Impressions about myJobPath

After their training, nearly all of the agency staff (93%) rated the information on myJobPath as "easy to read/understand." Like the clients, agency staff were asked to rate the quality of the myJobPath characteristics on a scale of 1 to 4, with 1= poor and 4 = excellent. Their average ratings are presented in Table 12, on the next page.

**Table 12: Agency Staff's Average Ratings of myJobPath Characteristics (N = 61)**

myJobPath Characteristics	Average Rating	Standard Deviation
Organization of the site	3.41	.56
Ease of finding information	3.44	.56
Quality of information/resources available	3.46	.54
Relevance of the topics to my needs	3.35	.63
Appeal of the graphics	3.38	.64

*Scale: 1 = poor, 2 = fair, 3 = good, and 4 = excellent*

As the table above shows, agency staff thought the site was well organized and contained relevant, quality resources. When asked what they liked most about the site, the most common responses were about the quality and quantity of resources available (22) and the site's ease of use (19). Other staff talked about specific features of the site such as the ability of coaches to link up with clients (13) or Promatch (10). Several staff also provided general positive feedback about the site being appropriate for their work (5), and one staff person most liked that the site was accessible in Spanish. Some representative comments follow:

*Although we didn't cover it in this training, I had previously been struck by the high quality of the lessons. Promatch feature sounds great.*

*The information about preparing for interviewing.*

*A comprehensively organized range of tools and resources for the job search process.*

*Ease of use, organization.*

*Able to see all my clients at once. Able to keep updates of who I am actually working with from group.*

*The ideal of being able to keep in contact with clients through the Internet is great.*

*Volunteer availability for resume review, etc.*

*Lessons relevancy. Volunteer Promatch feature. Access for job coach to review clients' work.*

When asked what they liked least about the site, only about one-third of the staff participants provided responses. The most common response was that the site was too sophisticated for their clients. Aside from that issue, agency staff primarily mentioned design features that they thought could be improved. For example, they wanted to be able to delete clients from their screens and view client resumes. They also thought that that clients should be able to sort events

chronologically and that the site should include job links. And, several staff mentioned that the logout link was not prominent enough.

The majority of staff said that they would be able to integrate the myJobPath into their work (78%). Nearly all of the others said that they were not sure yet (28%); only one staff person said they would not integrate the site into their work. Most staff did not provide explanations about how the site might be integrated into their work, but several mentioned that they would connect with their clients through the coach screens to monitor their job search progress and others thought that they would use the lessons. When asked how use of myJobPath would impact their jobs, staff thought that it would help them manage their client information, that it would be another resource they present to their clients who are looking for work, and that it would help their clients be more organized. Some representative comments are included below:

*This will take my job to another level and help me be more efficient in serving my clients.*

*It will definitely help me keep track of my students. It will also help them on their resume, interview steps.*

*I will certainly promote it as a resource for clients to use in learning about networking (e.g., accessing lessons) and possibly for clients to use in organizing their contacts and events.*

*Give better structure to student job searches.*

Agency staff were asked how useful specific features of myJobPath would be to their clients. Their average responses are presented in Table 13, below.

**Table 13: Agency Staff's Average Ratings of the Usefulness of each myJobPath Feature to their Clients (N = 61)**

<b>myJobPath Features</b>	<b>Average Ratings</b>	<b>Standard Deviation</b>
<b>Dashboard/Lead-network tool</b>	2.50	.54
<b>Lessons: articles</b>	2.80	.41
<b>Lessons: videos</b>	2.75	.51
<b>Real life advice videos</b>	2.74	.48
<b>Self evaluation tool</b>	2.50	.61
<b>Promatch</b>	2.70	.46

*Scale: 1 = not at all useful, 2 = somewhat useful, 3 = very useful*

As seen in the table above, staff thought that all of myJobPath features would be somewhat to very useful. When asked to explain what impact the site would have on their clients, staff said that they thought that myJobPath would:

- help clients be more organized in their job searches,
- encourage clients to take more responsibility in their job searches,
- learn important skills necessary to obtain jobs, and
- help clients obtain jobs.

#### Agency Staff's Follow-up Interview Feedback

As described in the Method section, interviews were completed with 13 agency staff members, across 11 of the agencies. Table 14, below, shows the number of interviews completed and the number who reported that they, or someone at their agency used myJobPath site since their training, by agency.

**Table 14: Numbers of Staff Interviewed and Numbers who Reported Using myJobPath Since their Training, by Agency**

<b>Agency</b>	<b>Number interviewed</b>	<b>Number who used myJobPath</b>
Arriba Juntos	1	1
Caminos Pathways Learning Center	1	1
Ella Hill Hutch Community Center	1	0
Florence Crittenton Services	1	0
Glide	0	0
Goodwill	3	0
Jewish Vocational Services	1	0
One Stop Career Link	1	0
OpNet	1	0
Positive Resource Center	1	1
San Francisco Housing Authority	1	0
Street Tech	0	0
Western Addition CTC	1	0
<b>Totals</b>	<b>13</b>	<b>3</b>

As seen in the table above, only three staff interviewees reported that they had used myJobPath since their training sessions. However, staff from several other agencies talked about plans for integrating the site into their programs in the future. Those who had used the site, primarily encouraged their clients to use the site, however, one staff reported sending out several emails to clients inviting them to link up through the myJobPath system. When asked about barriers to using myJobPath, staff from several agencies talked about the disconnect between the computer/technology skills of their clients and the level of sophistication of the site, and several talked about lack of staffing or support at the agency level. A summary of findings from the agency interviews are presented below, by agency.

#### *Arriba Juntos*

An Employment Specialist from Arriba Juntos participated in the staff interview and explained that, as part of their job, the employment specialists provide job leads or information about job fairs to their clients. At the time of the interview the interviewee reported that she had encouraged several of her clients to use myJobPath to keep track of their leads. She also reported going through the user guide with some clients in order to familiarize them with the site. At the time of the interview she had not sent out any initiations to clients to link up through the system.

When asked about barriers to using myJobPath, the interviewee explained that nonprofit organizations generally have a difficult time integrating new things into their programs. Because she and her colleagues are primarily focused on finding jobs for their clients, she feels that adding links to job leads would make the site more useful to Arriba Juntos.

#### *Caminos Pathways Learning Center (Caminos)*

The Executive Director of Caminos participated in the staff interview. Because she does not work directly with clients in their job search, she had not used myJobPath herself. However, she reported that agency staff had presented the site to their clients. The interviewee explained that Caminos primarily teaches computer skills to their clients and that as they get more advanced they show them sites that may help with job searching.

The interviewee's impression is that their clients have not found myJobPath to be that useful. She said that at first it was because the Spanish-language version was poorly done. Although she knows that BAVC has corrected many of the problems, she said that her clients still have not found the site useful in their job search. The interviewee hypothesized that the site is not culturally appropriate to their clientele, many of whom are undocumented workers looking for nontraditional jobs or who plan to start their own businesses. Nevertheless, Caminos plans to continue presenting the site to their clients because they want their clients to have knowledge of and access to as many resources as possible. They have hired a new staff person, who will be responsible for job training, and who will be using the site in her work.

*Ella Hill Hutch Community Center (EHH)*

The Program Director from EHH participated in the interview and explained that as part of their work, her staff assesses clients' skills and refer them out to employers they regularly recruit for. At the time of the interview, neither the interviewee nor her staff had used myJobPath. She reported that this was primarily due to the fact that they have had problems staffing their computer lab and needed to close it down.

In addition to the staffing issues at the agency, the interviewee mentioned that EHH clients are not typically technology literate and do not have access to computers outside of the agency. Although her impression was that their clients thought favorably of the site after the training, she talked about their technology skills being a barrier to actually using the site.

When asked about plans to use myJobPath in the future, the interviewee said that she planned to present myJobPath in their orientation meetings. By presenting the site at these meetings, clients would be registered with the site at the beginning of their job coaching activities. To facilitate this process, EHH would eventually like to schedule a staff training with BAVC in order to present the site to new staff that will be hired.

*Florence Crittenton Services (FCS)*

The Program Director from FCS participated in the staff interview. She said that they had received their training in the middle of one of their program cycles and had therefore not yet integrated myJobPath into their curriculum. She had, however, shared myJobPath with the supervisor of the job-training program, and they have plans to integrate the site into their next cycle, scheduled to begin the first week of November.

The interviewee explained that FCS requires clients to make a 5-year plan and that as part of that plan, they need to outline their plan for employment. She envisions incorporating myJobPath into that process so that clients can keep track of their leads and who they plan to meet with. And, she said that her staff would use the coach feature for tracking purposes.

*Goodwill Industries of San Francisco*

The Career Services Director and two Staffing Specialists participated in follow-up telephone interviews. None of the interviewees had used the site since their training. While they thought the site had the potential to be useful, they all thought that their clients did not have the technology skills necessary to use the site, and one thought their clients did not have the initiative to follow through with use of the site. Two of the interviewees thought they might use the site in the future; one said that if he had a client who had the skills to use the site, he would recommend it. The other said that he was excited about the prospect of using Promatch with clients. When asked for suggestions for improving the site, one interviewee suggested adding a

component that helps clients keep track of their job search that would be separate than the contact piece.

#### *Jewish Vocational Services (JVS)*

A Legal Employment Specialist, who assists clients with job coaching and searching, participated in the interview. Although she thought myJobPath was a good idea, she had not used the site since the JVS training. She said that she had too many other things going on and that she did not want to take on a new task without it being required by her supervisor. The interviewee said that a lack of support from other staff was the biggest barrier to using the site. She explained that starting to use any new tool, there would be a learning curve, and that she did not want to go through that unless it was part of what other staff were doing. The interviewee had no plans to use the site in the future, unless the site was supported, and thought that none of her colleagues had used the site either (no other staff from JVS returned our calls for interviews, thus this was not able to be confirmed).

#### *One Stop Career Link*

The Center Coordinator for the mission One Stop program participated in the telephone interview. Although the interviewee does not work directly with clients, she supervises staff responsible for job coaching activities. At the time of the interview, agency staff had not yet integrated myJobPath into their work, however they have tentative plans to hold a group workshop for clients to show them the site. Following the workshop, the agency staff would then use the site in their individual work with clients. The interviewee added that that the way their program is designed, clients are required to submit their job contacts to counselors, therefore, she thought myJobPath was a great way for clients to organize their contact information. She explained that the biggest barrier to using myJobPath is the lack of agency staff.

When asked for suggestions for improving the site, the interviewee said that coaches would like to be able to sort clients alphabetically and that there should be an easy way to switch connections between coaches and clients because often staff take over clients from their colleagues.

#### *OpNet Community Ventures*

The Executive Director of OpNet participated in the telephone interviews. He explained that as part of his job, he works one-one-one with clients to help them find employment. At the time of the interview OpNet had not integrated myJobPath into their curriculum. The primary barrier has been a lack of staff support. They have an open position for Program Director, which they are trying to fill, and this person would take on the responsibility of integrating the site into the curriculum.

The interviewee talked about liking several of the features of myJobPath, such as the coach-client connection and the ability of clients to store their resumes, and he hopes that the site will be integrated into their 10-week class that will begin in January. When asked for suggestions to make the site more useful for his agency, the interviewee said that he would like a way to track employment outcomes. Specifically, he would want to know which leads led to jobs, and specific information about the job role and tasks.

*Positive Resource Center (PRC)*

An Employment Specialist from Positive Resource Center participated in the follow-up telephone interview. At the time of the interview, the interviewee had used the site with several of his clients. In particular, he had worked one-one-one with them to show them how to use the site, and he had sent approximately four email invitations to link up through the site. Although he had not used the site in any depth, the interviewee had shared the site with another Employment Specialist who was not at the training session. This colleague runs the agency's job club, which is a weekly job searching group, and he is planning to integrate myJobPath into the club.

When asked how myJobPath will help his job, the interviewee said that using the site would make his job easier because it will help him maintain contact with his clients through the linking function. He also liked the idea of Promatch both to help his clients and to expand his own network. He said that myJobPath will help him impose a job seeking structure for clients. The interviewee also thought that use of the site would help his clients in their job search. In particular, he thought that myJobPath would help improve clients' organization of their job search, maintaining contact with their employment specialist, and would hopefully provide leads or informational interviews through Promatch. He also said that one client was particularly interested in the lessons and others might be as well.

When asked about barriers to using myJobPath, the interviewee said that the site would be less appropriate for clients who were less proficient with technology. The interviewee's only suggestion for improving the site was that he was waiting for Promatch to be populated so that he could begin using it with his clients.

*San Francisco Housing Authority (SFHA)*

A Case Manager, who assists clients move from welfare to work, participated in the telephone interview. At the time of the conversation, neither she or her colleagues (she thought) had yet integrated the myJobPath into their work. The interviewee did not have time to talk about implementation of the site, but she did not remember specific features of myJobPath. Nonetheless, she thought that as more of their clients were looking for work, staff may be interested in integrating the site into their work.

*Street Tech*

No staff from Street Tech was available to participate in a telephone interview. However, based on conversations with clients and a brief conversation with an agency staff person, it appears that the person primarily responsible for job coaching activities did immediately send out email invitations to link up with Street Tech clients. However, this staff person left her job two weeks after the training session, so no staff-client interactions were facilitated through the site. This job has yet to be filled and no one has taken on the responsibility of job coaching with clients.

*Western Addition CTC*

A Youth Director from the Western Addition CTC participated in the follow-up telephone interview. At the time of the interview, he had not integrated myJobPath into his work. The interviewee explained that the agency has resources they already use, and that there is a process for integrating new resources into their curriculum. Specifically, they typically develop agency-customized tools to use in training or working with clients with the resources (e.g., handouts). When asked about barriers to using the site, the interviewee could not think of any and said that the phone call was a reminder for them to think about a way to integrate the site into their work.

## SUMMARY AND RECOMMENDATIONS

Overall feedback from the evaluation of the San Francisco myJobPath was positive. Results from the training surveys suggest that, in general, users of myJobPath were impressed with both the quality and functionality of the site. After their training sessions, both agency staff and their clients rated the myJobPath characteristics as “good” to “excellent.” They especially liked the quality of information on the site, the sites ease of use, and the ability to keep contact information organized. In addition to providing positive feedback about the site resources, the majority of clients predicted that they would use the myJobPath in the future, and that use of the site would help them find a job.

Only about one-quarter of clients who participated in follow-up interviews said that they had accessed myJobPath since their initial training session. Most had used the site several times, and most often they had entered contacts/leads, read articles, and watched videos. Whether or not they had used myJobPath since their training session, the majority of interviewees thought that they would use myJobPath in the future and that they would recommend the site to others who are looking for jobs.

Follow-up with agency staff revealed that few of the agencies have yet to integrate myJobPath into their programs. And, those who reported using site had done so in unsystematic ways. The primary barrier to integrating myJobPath into the agencies appears to be a lack of staff or lack of support for staff who would be using the site. And, some interviewees reported that another potential barrier to using the site is a lack of technology skills of their clients. Nonetheless, nearly all of the staff interviewees reported that they anticipated that their agency would be integrating myJobPath into future program work.

Based on findings presented above and our observations during the training sessions, we make the following recommendations that we believe will increase the success of myJobPath. We recognize that some of these recommendations may have already been addressed based on feedback BAVC received during the agency trainings.

### Site Use and Navigation:

To increase ease of use and navigation, we recommend the following modifications to myJobPath:

- Allow coaches to delete clients who are no longer part of their caseload.

Staff at some of the agencies reported that they had revolving caseloads, sometimes lasting as few as two to three months. They thought that over time, the inability to delete past clients would crowd the coach dashboard.

- Allow coaches access to clients' resumes and cover letters.

During trainings, both clients and staff mentioned wanting staff to be able to review clients' uploaded documents. This would facilitate coaches' ability to assist their clients on their job search.

- Allow users to sort contacts and events.

myJobPath is designed such that contacts and events appear on the users Dashboard the order they were entered into the system. Users would like to have the ability to sort contacts alphabetically and to sort events by date.

- The myJobPath site and features should be accessible on multiple platforms.

Because users of myJobPath will be accessing the site from locations that are not typically equipped with state-of-the art technology (e.g., workforce development agencies, public libraries), it is important that the all features of the site are designed/programmed such that users can successfully access the features from a variety of browsers and platforms. For example, the videos should be created such that they can be used with all common software and on both PCs and Macs.

#### Site Content:

- Include an open-ended notebook page for clients to keep track of job search information.

Because many of the agency clients are concerned with finding jobs immediately, they are likely to engage in a variety of job search tasks, other than what could be seen as long-term networking. In fact, several agency staff talked about sending information to clients about job fairs or even specific job opportunities. Including a notebook page that is not tied to specific contacts/leads would allow job seekers to keep track of all job search activities as well as assist the job coaches with the monitoring of their clients activities.

- Revise the Spanish-language version of myJobPath.

Spanish-speaking clients and staff both noted that the Spanish-language version of myJobPath contained many grammatical errors making it difficult for users to understand the features and use of the site. Modification of these errors would make the site more accessible to this population.

Future Rollout of myJobPath:

- Continue to provide support (either workshops or print materials) to workforce development agencies that are considering integrating myJobPath into their curriculum.

myJobPath users (both agency staff and clients) consistently said that the site was thorough and useful. However, evaluation findings suggest that most of those who were trained are not using or are under-utilizing the site. If future site trainings are conducted, we suggest that BAVC work closely with agency liaisons to develop a plan for implementing myJobPath into the agencies curriculum before the site is presented to the agency clients. Developing plans and conducting agency staff trainings first may help to stimulate use of the site by agency clients because staff will already be prepared to work with clients to enter contact/lead information as well as to send the coach-client link invitations.

**Appendix A:  
Agency Client Consent Form**

**ROCKMAN ET AL**

*Bringing Technology and Learning Together*

**Informed Consent for Participation in  
the Evaluation of BAVC's myJobPath  
(Site Users)**

Thank you for agreeing to participate in a training session to use BAVC's myJobPath. myJobPath is an online tool designed to support job seekers in their job search and career development. ROCKMAN ET AL is an independent research and consulting firm working with BAVC to evaluate the usefulness of myJobPath. Our research will help them improve the site so that it is more useful for you in finding a job. We are asking for your help in this research.

As part of your participation in this project, today we would like you to complete a survey about your background, your technology skills, and your impressions of myJobPath. Then, we will call you once in the next 2-3 months to check-in about whether you have been using myJobPath and whether it made a difference in helping you find a job. As a thank you for your participation, we will give you \$10 at the end of the session today, and \$15 after you complete the telephone interview.

All information gathered during this project will remain confidential; no names will be used in any reporting of information and we will not give your contact information to anyone. You are free to withdraw from this study at any time without penalty.

Thank you for your help in our research. Please feel free to call me any time with questions about this project.

Sincerely,

Michelle D. Weissman, Ph.D.  
Project Manager  
415-544-0788

---

**Please sign below to express your consent to participate in the project described above.**

\_\_\_\_\_  
Print your name here

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**Appendix B:  
Agency Staff Consent Form**

**ROCKMAN ET AL**

*Bringing Technology and Learning Together*

**Informed Consent for Participation in  
the Evaluation of BAVC's myJobPath  
(Agency Staff)**

Thank you for agreeing to participate in a training session on how to use BAVC's myJobPath. myJobPath is an online tool designed to support job seekers in their job search and career development. ROCKMAN ET AL is an independent research and consulting firm working with BAVC to evaluate the usefulness of the myJobPath. Our research will help them improve the site so that it is more useful for you and the clients you serve. We are asking for your help in this research.

As part of your participation in this project, today we would like you to complete a survey about your job, your technology skills, and your impressions of myJobPath. Then, in a few months, we would like to conduct a brief telephone interview with you about how you integrated myJobPath into your job and how you think it impacted your job and the clients you serve.

All information gathered during this project will remain confidential; no names will be used in any reporting of information and we will not distribute your contact information to anyone. You are free to withdrawal from this study at any time without penalty.

Thank you for your help in our research. Please feel free to call me any time with questions about this project.

Sincerely,

Michelle D. Weissman, Ph.D.  
Project Manager  
415-544-0788

---

**Please sign below to express your consent to participate in the project described above.**

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Print your name here

---

Signature

---

Date

**Appendix C:  
Clients Pre- and Post-Training Surveys**

**R O C K M A N   E T   A L**  
*Bringing Technology and Learning Together*

**myJobPath Pre-Training Survey  
Site Users**

**Although we are asking for your name and contact information, it is important that you know that all information will be kept confidential. We will only use your name to match your responses here with feedback you provide us later. No names will be used in our reports and we will not give your contact information to anyone!**

<b>Your Name:</b>	
<b>Agency that recommended this training:</b>	

<b>Please list the types of jobs you have had in the past few years:</b>

<b>Do you currently have a job?</b>	<input type="checkbox"/> yes, full time <input type="checkbox"/> yes, part time <input type="checkbox"/> no
<u>If you do have a job</u> , what is your job title?	
How long have you been in this job?	_____ years    _____ months
Please describe what your job responsibilities are:	
How did you find this job? (check one)	<input type="checkbox"/> newspaper advertisement <input type="checkbox"/> sign posted at job site <input type="checkbox"/> through the Internet <input type="checkbox"/> through a friend <input type="checkbox"/> through a relative <input type="checkbox"/> through a job counselor <input type="checkbox"/> other _____

**Appendix C: continued**

<b>Are you currently looking for a new job?</b>	<input type="checkbox"/> yes <input type="checkbox"/> no
<b>What is your ideal job?</b>	

<b>In general, how comfortable are you with working with computers? (check one)</b>			
Very Uncomfortable	Uncomfortable	Comfortable	Very Comfortable
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Please specify your skill level with the following computer activities by putting an X in the appropriate box:</b>				
	Cannot perform	Can perform with help	Can usually perform alone	Can perform well
Performing computer basics (opening and saving files)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using computers for word processing (e.g., Microsoft Word)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using spreadsheets (e.g., Excel) for record keeping, formulas, or graphs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Internet search engines to find information (e.g., Google, Yahoo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using computers for communication (e.g., email, listservs, attachments)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trouble shooting or solving common technical problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Where do you typically use a computer with Internet access? (check all that apply)</b>	
<input type="checkbox"/> in my home	<input type="checkbox"/> public library
<input type="checkbox"/> family member's/relatives' home	<input type="checkbox"/> school
<input type="checkbox"/> friend's home	<input type="checkbox"/> Internet cafe
<input type="checkbox"/> my housing complex	<input type="checkbox"/> other _____
<input type="checkbox"/> community center	
OR <input type="checkbox"/> I never use computers with Internet	

**Appendix C: continued**

<b>Age:</b>	<input type="checkbox"/> under 18 <input type="checkbox"/> 18-25 <input type="checkbox"/> 26-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> over 50
<b>Gender:</b>	<input type="checkbox"/> male <input type="checkbox"/> female

<b>What is your level of education? For each level, what was your degree or certificate training in, and in what country did you receive your education/training?</b>		
<b>Education (check all that apply):</b>	<b>Type of Degree or Certificate</b>	<b>Country, if not U.S.</b>
<input type="checkbox"/> Vocational/technical training (for example: computer training, cosmetology, mechanical, health care)		
High School:		
<input type="checkbox"/> Some high school		
<input type="checkbox"/> High school diploma or GED		
College/University:		
<input type="checkbox"/> Some college/university		
<input type="checkbox"/> AA/AS degree		
<input type="checkbox"/> BA/BS degree		
<b>Are you enrolled in school now?</b>	<input type="checkbox"/> yes <input type="checkbox"/> no	
<b>If yes, what are you studying and what is your expected degree or certificate?</b>		

**Appendix C: continued**

*Please stop here and wait for training*

**Appendix C: continued  
myJobPath Post-Training Survey  
Site Users**

Now that you have completed training about how to use My Job Path, we would like your feedback about the tool and your thoughts about how you might use the tool to find a new job.

<b>What are your impressions about the quality of the following myJobPath features:</b>				
	<b>Poor</b>	<b>Fair</b>	<b>Good</b>	<b>Excellent</b>
<b>Organization of the site</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Ease of finding information</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Quality of information/resources available</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Relevance of the topics to my needs</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Appeal of the graphics</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Was the information on the site:</b>	<input type="checkbox"/> easy to read/understand <u>or</u> <input type="checkbox"/> hard to read/understand
---	---

<b>What did you like most about myJobPath?</b>
<b>What did you like least about myJobPath?</b>

<b>Do you think myJobPath will help you find a job?</b> <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> not sure
Please explain your answer:

## Appendix C: continued

<b>Below is a list of the key features on myJobPath. Which of the following features do you think you will use?</b>			
	I <u>will</u> probably use this	I will probably <u>not</u> use this	I'm <u>not</u> sure I will use this
Dashboard/Lead-network tool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lessons: articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lessons: videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real life advice videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self evaluation tool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promatch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Do you have any other comments or suggestions about myJobPath?</b>

Thank you for participating in this training and completing these surveys!

We are planning to contact you by telephone once in about 2-3 months to find out whether you continued to use myJobPath and to get your feedback about the Web site. This will be a short call lasting no more than 10 minutes. After you complete the telephone interview, we will send you \$15 as a thank you for your participation.

In order for us to contact you, we need your telephone number and email address:

<b>Telephone Numbers:</b>	<b>Which of these numbers is the best number to contact you? (please check one)</b>
Home:	<input type="checkbox"/>
Cell:	<input type="checkbox"/>
<b>In general, what is the best time of day to call you?</b>	

<b>Email address:</b>	  
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**Appendix D:  
Client Interview Protocol**

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# myJobPath User Interviews (clients)

ID

agency

Interview Status

- Untouched
- Call Back
- Send email/awaiting response
- Interview Scheduled
- Interview Completed
- No contact Possible
- DO NOT CALL
- Don't need - Agency complete

Name

Home Phone  (Best Phone to call)

OtherPhone

Time to call

Date contact:	Time Contact:	Interviewer:	Spoke to / Notes:
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Click here first...

...then click here

Hello, my name is \_\_\_\_\_, and I am calling from Rockman Et Al, we are the group that is studying myJobPath, the Internet site about networking that you participated in a training about through (agency name). I am calling to follow-up with you about whether you have used the site since your training session. Do you have a few minutes to talk? As we mentioned at the training, everything you tell me will be kept confidential, we will not use your name in any of our reports. And, at the end of this call, I will get your address to send you a check for \$15.

REA phone #: 415-544-0788

If No: Do you have time during the next few days that we can schedule a time to talk? It should only take about 10-15 minutes.

1. On the survey you completed, you said that you are/are not looking for a new job/career. Is that still true?

Job search Status:  
1 = looking  
2 = not looking

Yes If Yes:

No

b) If "no" and they changed such that they are NOW LOOKING for a job, ask: What type of Job are you interested in?

b) If "no" and they changed such that they are NO LONGER LOOKING for a job, ask: Why did you stop your job search?

- 1 Decided to stay in previous job
- 2 Previous job gave him / her a promotion / raise
- 3 Found a new job (explain new job below)
- 4 Decided to stop looking for other reasons (explain below)

If interviewee obtained a new job, ask: How did you find this new job? (be sure to ask if myJobPath played a role. Be sure to get specific information about which aspect was helpful; networking skills (lessons), organization, coach help)

Explanation for #4 above:

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count

Explanation for #1 ABOVE:

[Empty text box]

2. Have you used myJobPath since your training session?  Yes  No

**If NO:**

Why not?

- Did not think it would be useful (please explain what would make it more useful)
- Forgot about it / or forgot how to use it.
- Did not have Internet access
- Have not had time
- Not enough training
- Other, please explain:

[Empty text box for "Other, please explain:"]

Go To Question # 3

**If Yes:**

a) About how many times did you use the site?  enter number not text

b) Where did you access the site? [check all that apply](#)

- Home
- family member's / relative's home
- friend's home
- my housing complex
- community center (or agency where training took place)
- public library
- school
- Internet Cafe
- Other, please explain:

[Empty text box for "Other, please explain:"]

c) I would like to get some information about the features of the site that you used. I am going to read through a list of features and for each one I'd like you to tell me whether or not you used the feature and as much as you can remember about what you did. Then, I'm going to ask you to rate how useful you think the feature is.

check if feature used	explanation about how the feature was used	0= not at all useful 1= somewhat useful 2= very useful
<input type="checkbox"/> Entered Leads / Contacts	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Entered Events	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Used To-Do Lists	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Evaluated Events	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Used Lessons - Videos	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Used Lessons - Articles	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2

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<input type="checkbox"/> Uploaded Resume and/or Cover Letter	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/>	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2
<input type="checkbox"/> Other, describe:	<input type="text"/>	<input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2

d) Has anyone from (agency name) sent you an email invitation through the system so that you are linked with them as your "job coach" ?  Yes  No

If Yes:

Who sent you the message? Please explain how you have communicated with this person about your use of the site.

If NO:

Is this a feature that you would like to use with someone at (agency name)? Explain:

e) Of the features you have used on the site, which feature has been the most useful to you and why?

f) How do you think the site has or will help you in your job search?

g) Do you have suggestions for other features that you think should be part of myJobPath?  Yes  No

Please describe your suggestions:

3. Are you planning to use myJobPath in the future?  Yes  No

If Yes:

Which features do you think that you will use? (check all that apply)

- Enter Leads / Contacts
- Enter Events
- Use To-Do Lists
- Evaluate Events
- Use Lessons - Videos

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count

- Use Lessons - Videos
- Use Lessons - Articles
- Upload Resume and/or Cover Letter
- 
- Other, describe:

Please explain how you think the site will help you with networking or in your job search:

---

4. Would you recommend myJobPath to other people?  Yes  No

Please explain

5. Those are all the questions I have for you now...Do you have any other comments about the site?

---

**Thank you for talking with me today. I would like to get your address so that I can send you a check for \$15.**

Name:

Street Address:

City:

State:

Zip:

Thank you again. We should be sending out the checks in October.

If the interviewees have questions about the interview or the evaluation project, they can call Michelle at 544-0788.

**Appendix E:  
Agency Staff Pre- and Post-Training Surveys**

**R O C K M A N   E T   A L**  
*Bringing Technology and Learning Together*

**myJobPath Pre-Training Survey  
Agency Staff**

**Although we are asking for your name and contact information, it is important that you know that all information will be kept confidential. We will only use your name to match your responses here with feedback you provide us later. No names will be used in our reports and we will not distribute your contact information to anyone.**

<b>Your Name:</b>	
<b>Agency:</b>	
<b>Position title:</b>	
<b>Email Address:</b>	
<b>Telephone number:</b>	

<b>Please describe your role at the agency:</b>

<b>How long have you been working at this agency?</b>	_____ years _____ months
<b>About how many people does your agency serve?</b>	
<b>How many clients are you responsible for?</b>	
<b>In general, who are the people that you serve?</b>	

	At work?	At home?
<b>Do you have a computer...</b>	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no
<b>Do you have Internet access...</b>	<input type="checkbox"/> yes <input type="checkbox"/> no	<input type="checkbox"/> yes <input type="checkbox"/> no

**Appendix E: continued**

<b>In general, how comfortable are you with working with computers?</b>				
Very Uncomfortable	Uncomfortable	Comfortable	Very Comfortable	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
<b>Please specify your skill level with the following computer activities by putting an X in the appropriate box:</b>				
	Cannot perform	Can perform with help	Can usually perform alone	Can perform well
Performing computer basics (opening and saving files)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using computers for word processing (e.g., Microsoft Word)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using spreadsheets (e.g., Excel) for record keeping, formulas, or graphs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using Internet search engines to find information (e.g., Google, Yahoo)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using computers for communication (e.g., email, listservs, attachments)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Trouble shooting or solving common technical problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Do you ever use computers or other technology to assist you in your workforce training activities?</b>	<input type="checkbox"/> yes <input type="checkbox"/> no
<u>If yes</u> , please check the types of programs that you use for workforce training and then briefly describe how you use them:	
<input type="checkbox"/> Word processing	
<input type="checkbox"/> Spreadsheets	
<input type="checkbox"/> Internet searching	
<input type="checkbox"/> Communication	
<input type="checkbox"/> Other _____	

**Appendix E: continued**

*Please stop here and wait for training*

**Appendix E: continued  
myJobPath Post-Training Survey  
Agency Staff**

Now that you have completed training about how to use myJobPath, we would like your feedback about the tool and your thoughts about how you might integrate the tool into your work.

What are your impressions about the quality of the following myJobPath features:				
	Poor	Fair	Good	Excellent
<b>Organization of the site</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Ease of finding information</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Quality of information/resources available</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Relevance of the topics to my clients needs</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Appeal of the graphics</b>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>Was the information on the site:</b>	<input type="checkbox"/> easy to read/understand <u>or</u> <input type="checkbox"/> hard to read/understand
---	---

<b>What did you like most about myJobPath?</b>
<b>What did you like least about myJobPath?</b>

<b>Do you think that you will be able to integrate myJobPath into your work?</b>
<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> not sure
<b>Please explain why or why not:</b>

**Appendix E: continued**

<b>What impact do you think myJobPath will have on your work?</b>

<b>How useful do you think the following myJobPath features will be to your clients?</b>			
	Not at all useful	Somewhat useful	Very useful
Dashboard/Lead-network tool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lessons: articles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lessons: videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Real life advice videos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Self evaluation tool	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Promatch	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<b>What impact do you think myJobPath will have on your clients?</b>

<b>Do you have any other comments about your expectations for myJobPath?</b>

*Thank you for your participation!*

**Appendix F:  
Agency Staff Interview Protocol**

1. Does your work involve working with clients on their job search?
2. Have you integrated myJobPath into your work?
  - a. If not, why?
  - b. If yes, describe how it was integrated (method and frequency).
  - c. Which of the features were used?

*(for each feature have them describe how it was used and rate how useful it was:  
not at all, somewhat, very)*

    - Coach-Client connection/viewing client activity
    - Creation of groups
    - Emails to client
    - Lessons: videos
    - Lessons: articles
  - d. Which feature was most useful (did you use most often)?
  - e. What impact has myJobPath had on your job (or how do you think it will impact your job)? Has it changed/will it change the way you provide services?
  - f. What impact do you think it has had/will have on your clients?
3. Have you shared the coach screens with your colleagues who were not at the training?

If yes: who/how many?

Do you know if they have registered as coaches?
4. Are there barriers to using myJobPath in your work? If yes, describe.
5. Do you have any suggestions for improving the site? (probe: would you be more likely to use the site if these changes were made)
6. Do you plan to use myJobPath, in the future? Describe how or explain why not.

## **ABOUT THE RESEARCH TEAM**

ROCKMAN *ET AL* is an independent research and consulting firm that specializes in exploring the impact of technology on learning. We work directly with clients to assess and analyze diverse projects in all areas and levels of education. The company consults with corporations, state and federal agencies, and educational organizations on research, evaluation, and policy development.

The staff of ROCKMAN *ET AL* includes evaluators with advanced degrees in education, cognitive science, child development, and psychology who are skilled in a wide range of quantitative and qualitative research methods and data analysis strategies. The offices of ROCKMAN *ET AL* are located in San Francisco, California, Chicago, Illinois, and Bloomington, Indiana; the company has working relationships with contractors, university faculty, and consulting groups in all regions of the country.

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Further information about this study can be obtained from:

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