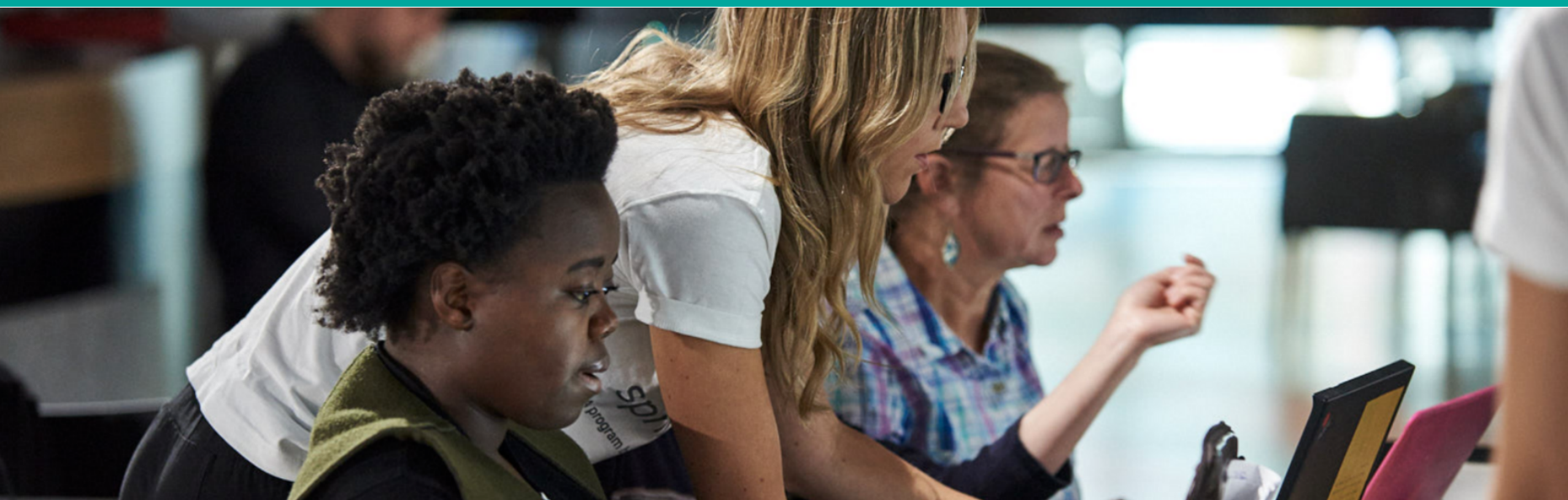


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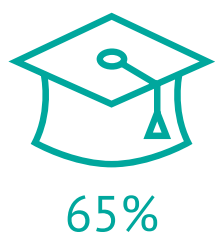
## 2018 Digital Springboard Partner Report City of Marblelea



In 2018, City of Marblelea delivered 3 courses reaching 30 participants from a range of backgrounds.

Overall, Digital Springboard led to an average increase of 48% in confidence and 65% in knowledge across 2 course topics.

### Knowledge and Confidence increased by 57%, on average



Participants increased their knowledge by 65%, on average



Participants increased their confidence by 48%, on average



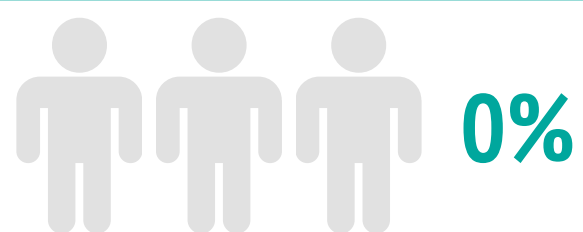
30 participants completed Digital Springboard courses



97% of participants completed participant feedback cards



3% of participants did not speak English as their first language



0% of participants identify as Aboriginal or Torres Strait Islander

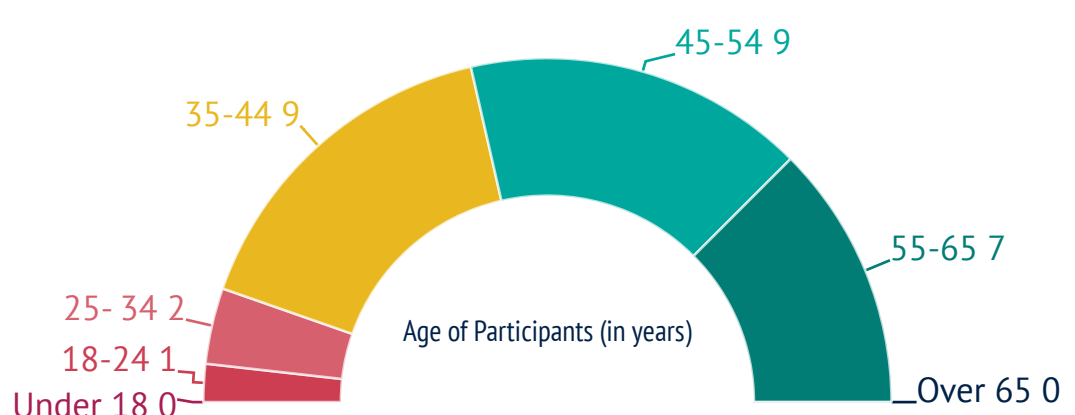
### Community Reach



● Female ● Male  
● Trans/Gender Diverse



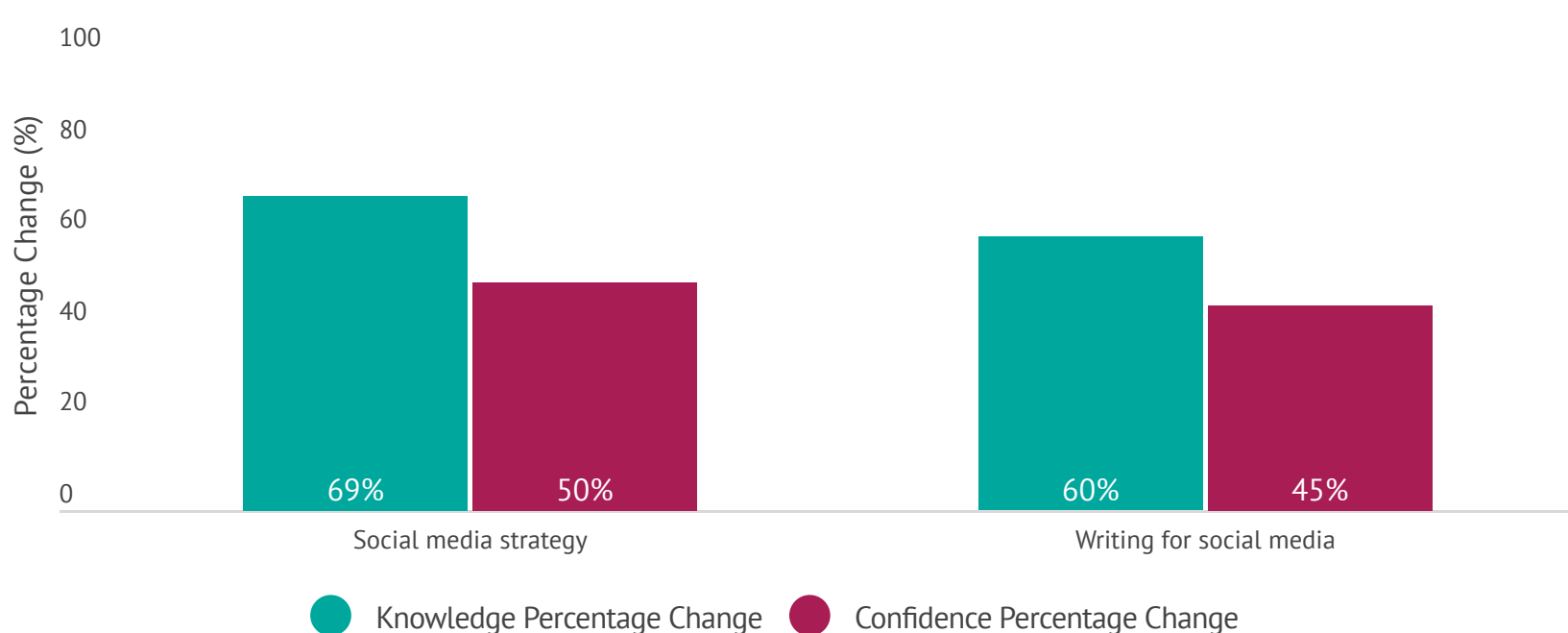
24%  
Of participants were not currently working



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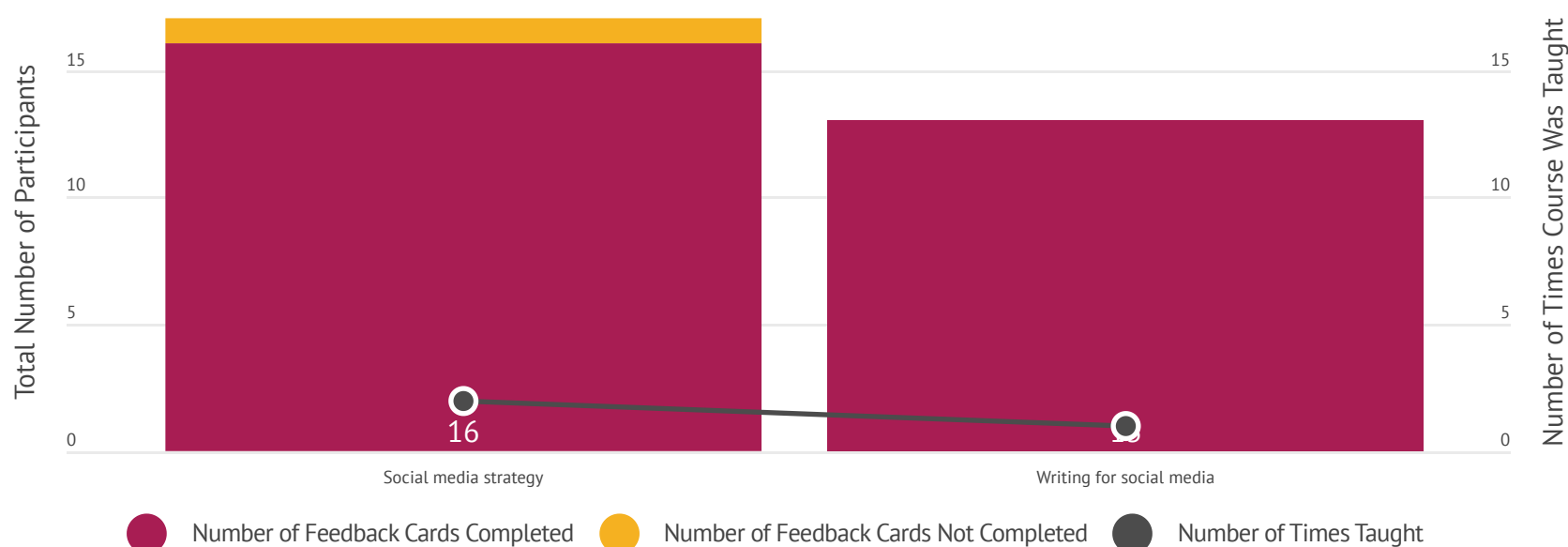
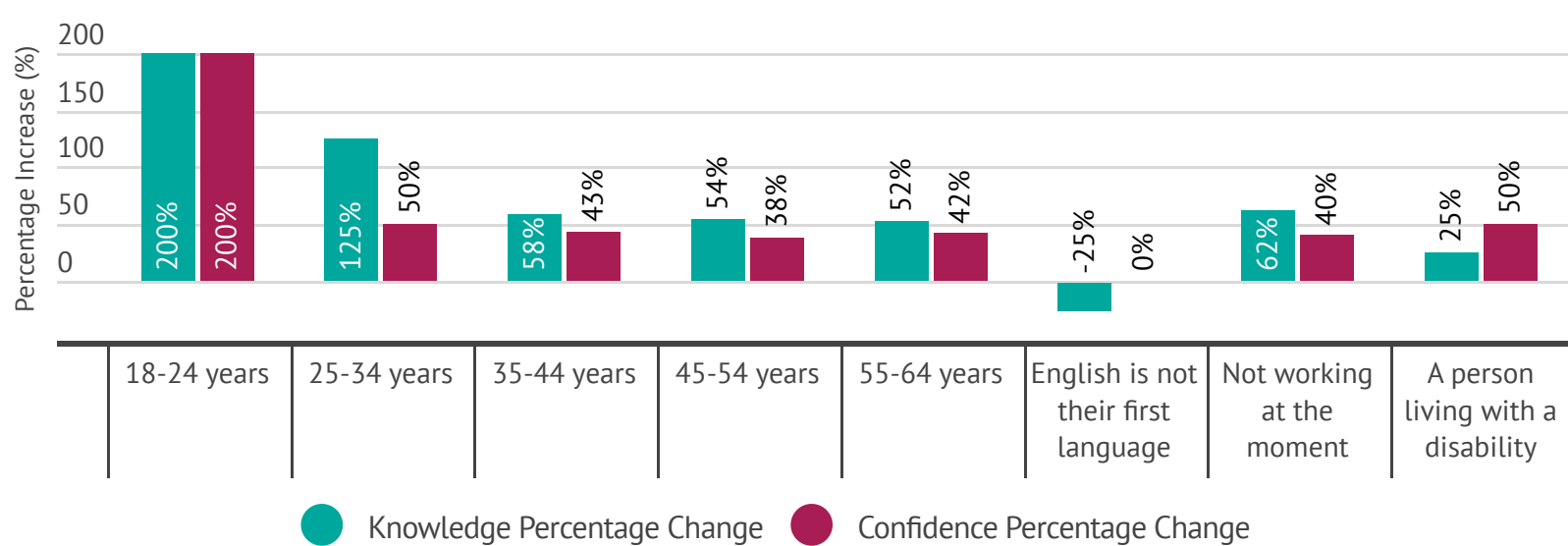
## Program Outcomes



The graph above shows the success of each course topic delivered by City of Marblelea, that is, the percentage change in a participant's confidence and knowledge, on average. For example, a participant in the 'Social media strategy' course increased their knowledge on the topic by 69% and their confidence by 50%, on average.

## How were different types of participants impacted?

The graph below shows the success of Digital Springboard for different demographic groups. Specifically, success here is the percentage increase of confidence and knowledge for different demographics of participants, on average. Among City of Marblelea participants, participants aged between 18-24 years had an impressive three-fold increase in knowledge and confidence, on average.



The height of the bars on this graph depicts the total number of participants attending each course topic, and the height of each coloured bars reflects the number of participant feedback cards completed or number of participants that did not complete participant feedback cards by course topic. The line reflects the number of times the course was delivered. For example, 17 participants attended the 'Social media strategy' course and 16 of those participants completed participant feedback cards for that course.

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## Trainer Success

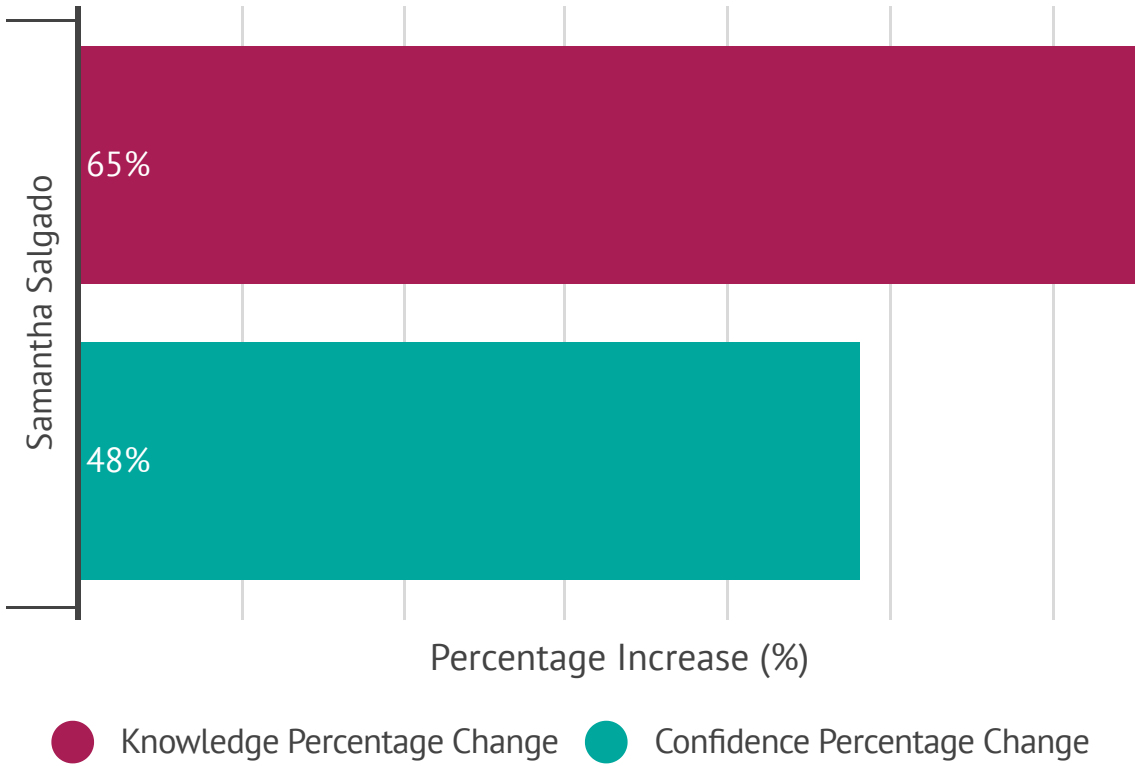
One trainer from City of Marblelea\* delivered 3 courses spanning 2 Digital Springboard course topics.

*\* names have been altered for data anonymity*



The graph on the left shows the number of participants that each trainer taught throughout the year.

Samantha Salgado taught 30 participants throughout the year.



The graph on the left shows how much a participant increased their knowledge and confidence, on average, depending on who their trainer was.

Samantha Salgado's participants had an average learning gain of 65%!



The graph above shows the number of participants that completed participant feedback cards. Samantha Salgado, the only trainer for the City of Marblelea, had an impressive 97% completion rate. That is, 97 of every 100 participants completed feedback cards.

”

Great resources - plenty of info to follow up on to keep growing in my understanding and use of social media.

- participant of the 'Writing for social media' course delivered by trainer, Samantha Salgado



# digital springboard

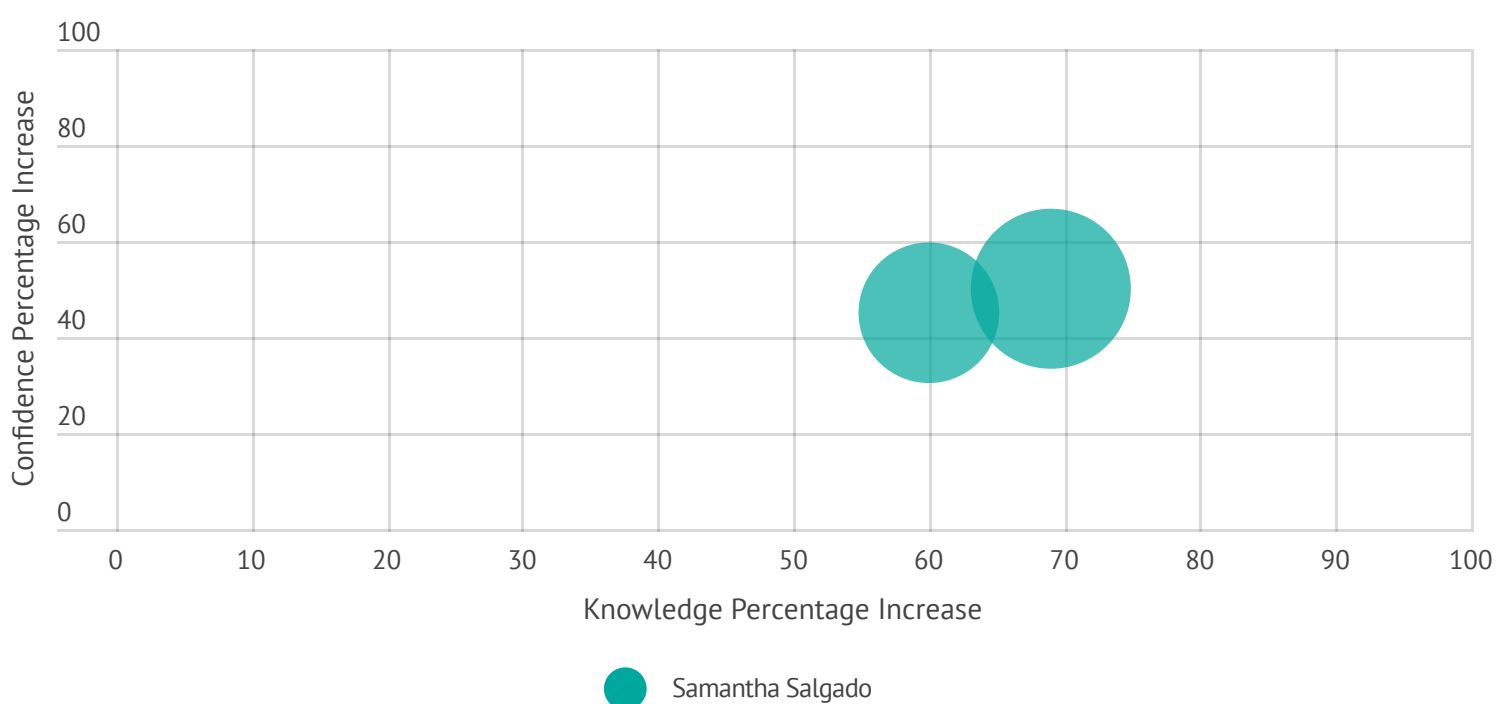
A program by Infoxchange and Google

## Trainer Success

### How did different courses delivered by each of the trainers impact participants?

The graph below shows how a participant's knowledge and confidence changed depending on what course they attended and which trainer delivered the course. The size of the bubble reflects the number of participants in each course topic, the colour reflects the trainer as denoted by the key, and the axes reflect the percentage change in confidence and knowledge for a participant, on average. Large bubbles depict the trainer delivered to many participants, while small bubbles represent fewer participants. Bubbles appearing at the top right corner were the most impactful course and trainer combination, while the bubbles in the bottom left had the least impact.

The most impactful course was 'Social media strategy' as it reached 17 participants and also increased a participant's confidence by 50% and knowledge by 69%, on average. Importantly, all the bubbles are in the top right of the graph, which means that all courses delivered by City of Marblelea had a positive impact on participants' knowledge and confidence, on average!



The word cloud on the right reflects words participants used to describe their experience at Digital Springboard courses.

Participant feedback was overall positive, participants enjoyed the social networking aspect of the courses. Future courses might consider additional ways to facilitate networking.

understanding  
content use  
social  
valuable  
business  
great  
action  
course  
thank  
attending session  
helpful  
media  
really  
fantastic  
people  
will  
excellent  
thanks

”

My understanding of possibilities has now jumped hugely. Very valuable. Also very valuable for connecting with others in the community!!

- participant of the 'Writing for social media' course delivered by trainer, Samantha Salgado