



ConnectHome Webinar: Digital Literacy



February 27, 2018

Housing Authority, City of Camden

Daniela Cerullo
ConnectHome Lead



Who are our Students

- Ages 3-10

ABC MOUSE



- Ages 11-17

HOMEWORK CLUB



- Adults/ Seniors

NAVIGATING THE NET



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Utilizing What You Have

Inside Resources

- Students → Residents
- Residents → Residents
- Students → Seniors
 - Example: Facetime, Facebook, IM

Outside Resources

- Local College Interns
- City Partners
- AmeriCorps

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Check it out....



KIDS

- ABC Mouse APP
- Links to Educational Sites
- How to Write a School Paper
- How to find the answers
- Link to School Site for Classroom Information

ADULTS

- Resume Building
- Cover Letters
- Job Applications
- Basic Letter Writing
- How to Research

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Happy Residents



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ConnectHome Nashville

Lisa Booker

Metropolitan Development and Housing Agency-Nashville

Marian Christmon

Nashville Public Library

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Partners



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Partners

Leadership Metropolitan Development & Housing Agency (MDHA)	<u>ConnectHome</u> Project Manager
Digital Literacy Education Lead Nashville Public Library Digital Inclusion Team	NPL - 20 years <u>exp</u> Digital Literacy Training NPL.DigitalLearn.org (reinforces live trainings)
Local Government Support Mayor's Office Information Technology	Mayor's Office of Neighborhoods CIO Information Technology Department (Both on <u>ConnectHome</u> Nashville planning team)
Devices & Funding Support Community Foundation of Middle TN Vanderbilt University Dell Microsoft ER2	Nashville Digital Inclusion fund established in 2015 The Community Foundation manages the fund. Vanderbilt <u>Univ</u> donated 3800 desktop computers. Microsoft & Dell - OS licenses & some replacement batteries. ER2 returns 1 refurbished laptop for every 2 desktops.
Tech Expertise Nashville Technology Council	Planning team member. Experienced in technology educational programming for teens.
Funding Support Nashville Public Library Foundation (NPLF)	Funding for 2 instructors & NPL.DigitalLearn.org NTEN Digital Inclusion Fellow

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Partners

Public School Support
Learning Technology Team

"Infinite Campus" Family Portal
Schools MS Office accounts

Nonprofit Community Partners
Martha O'Bryan Center
Salama Urban Ministries
Nashville Public Television

Continue training after initial pilot completed
"Train-the-Trainer" provided by NPL
NPT - Digital Literacy Program for young children

Internet Service Providers
Comcast
Google

Comcast Internet Essentials - MDHA \HUD residents.
Google Broadband - Free or Discounted access in Google fiber communities.

Volunteer Organization
Hands on Nashville

Provides volunteer class helpers

ConnectHome National Partners
Everyoneon
ABCmouse

National Assistance, Low-Cost Internet
ABCmouse - Online literacy program for young children.

Residents
Resident Associations

Promote the program to residents

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Kickoff



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Senior Tech Academy



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JobsPlus, Nursing, OppNow



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What we learned!

- Partnerships are essential
- Resident Engagement
- Convenient Location
- Volunteers
- Ongoing Support
- Childcare

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Durham Housing Authority Digital Literacy & NCWIT

Samuel Wicks

Digital Inclusion Coordinator



DHA's Partners



North Carolina
School of Science
and Mathematics

Google fiber



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Getting Started

- Who are your current, established ConnectHome partners?
- Is there a digital task force in your municipality?
- Who provides free or low-cost digital literacy programming?
- Can current partners help identify organizations that offer similar training?



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Best Practices



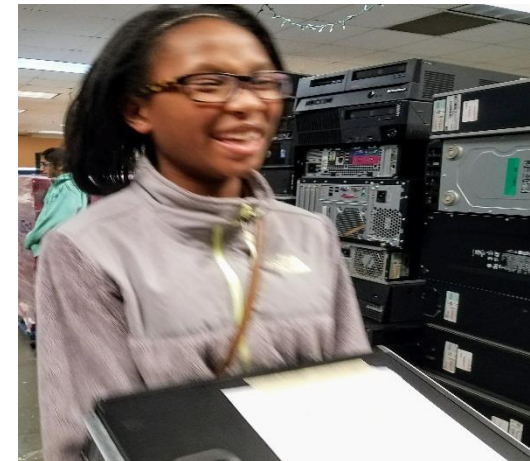
- Start planning early: Durham NCWIT required months of preparation before training began
- Be prepared to spend a lot of time phone-banking, canvassing , and marketing to attract participants
- Anticipate and prepare for attrition, ask if local partners may be able to help recruit through their media outlets
- Make parents happy, running a digital literacy program for youngsters means being diplomatic with caregivers as well



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Successes & Failures

- 70+ students and families received free, refurbished desktop computers
- 50% attrition rate
- Though funding impedes sustainability, ConnectHome-DHA residents continue to be offered training
- Digital inclusion initiatives are catching fire in Durham, digital literacy efforts are expanding and increasing



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Lessons Learned

- Keep parents apprised of pick-up/drop-off times and locations
- Maintain effective and timely contact with partners and organizations providing trainings
- Be vigilant! Some PHA properties may have issues with security and safety
- Transportation: must be reliable, affordable and punctual; Plan routes in advance! Avoid traffic.
- Share your successes with your PHA, HUD, ConnectHome partners AND your city, county and state agencies, etc.
- Always get the photo release consent form for marketing



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Q & A



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