



## Strategies and Best Practices for Launching a Strong Digital Inclusion Program – A Review of the ConnectHome Playbook: Launchpad



# Agenda

- 1. WebEx Instructions**
- 2. Introductions**
- 3. Deep East Texas Council of Governments Regional Housing Authority**  
Veronica Thomas
- 4. Jersey City Housing Authority**  
Michael Strom
- 5. Q&A**

## Agenda

Deep East  
Texas COG

Jersey City  
HA

Q&A

**Veronica Thomas, Family Self-Sufficiency Coordinator  
Deep East Texas Council of Governments Regional Housing Authority**



# Topics to be covered

1. Getting started
2. Building partnerships
3. Assessing your baseline

Agenda

Deep East  
Texas COG

Jersey City  
HA

Q&A

# Getting Started

- Read ConnectHomeUSA Playbook
- Research what other ConnectHomeUSA sites have done
  - What will work in my community?
- Assemble your core planning team
  - Who can help?
  - Who will help?
- Clarify your digital inclusion landscape
  - What is the need?

Agenda

[Deep East Texas COG](#)

Jersey City  
HA

Q&A

# Building Partnerships

- Reach out to experts
- FSS partners
- DETCOG
- Local banks
- Local hospitals
- Home health agencies
- Community colleges
- Chamber of Commerce
- County judges
- Realtors
- Employers
- Landlords
- Tenants
- Other



# Building Partnerships

Cash donations are great, but do not underestimate the value of other contributions:

- Volunteers
- Materials
- Free event venues
- Free food for events
- Free advertising
- Free transportation



# Building Partnerships

## Get out of the office



Agenda

[Deep East  
Texas COG](#)

Jersey City  
HA

Q&A



# Strong Partnerships

- Have similar interests
- Do not duplicate services
- Communicate
- Meet frequently
- Have a signed commitment statement (form)
- Track progress
- Share the success
- Give credit



# Assessing Your Baseline

- Do your research
  - Surveys should be:
    - ✓ Short (one-page maximum)
    - ✓ Use large font size and simple language
    - ✓ Be translated (if necessary)
    - ✓ Include yes or no questions



# DETCOG Surveys

- 1<sup>st</sup> survey on Oct 26, 2018
- 2<sup>nd</sup> survey on Feb 11, 2019
- Workshops
- Annual recertifications
- Telephone

# Survey Results

DETCOG found a disproportionate number of HCV participants did not have computing devices or Internet access

Recommendations:

- Share results with stakeholders
- Use results to benefit your ConnectHomeUSA program

**Michael Strom, LEE Public Policy Fellow  
Jersey City Housing Authority**



# Topics to be covered

1. Organizing a local convening
2. Developing an action plan

Agenda

Deep East  
Texas COG

Jersey City  
HA

Q&A

# Organizing a Local Convening

1. Prepare for the meeting
2. Identify key stakeholders
3. Gather data
4. Design agenda/execution
5. Follow-up and gather participant feedback
6. Reflect on successes, challenges and opportunities



Jersey City  
**Housing Authority**  
Building Sustainably. Creating Healthier Environments. Transforming Lives.

## Digital Inclusion Summit



**Save  
the  
Date**

Friday, November 9  
9:00 - 11:30am  
@ Mary McLeod Bethune Center  
140 Martin Luther King Dr,  
Jersey City, NJ 07305

**HELP BRIDGE THE DIGITAL  
DIVIDE**

Agenda

Deep East  
Texas COG

Jersey City  
HA

Q&A

# Step one: Prepare for the meeting

- Select your date/location
  - JCHA Digital Inclusion Summit: Bethune Center in Jersey City - November 9, 2018
- Identify outcome priorities
  - Create momentum behind initiatives
  - Gather stakeholders and address tangible plans
- Create online registration portal
  - Up-to-date attendance list
  - JCHA used Google Forms; easily editable for phone registrants



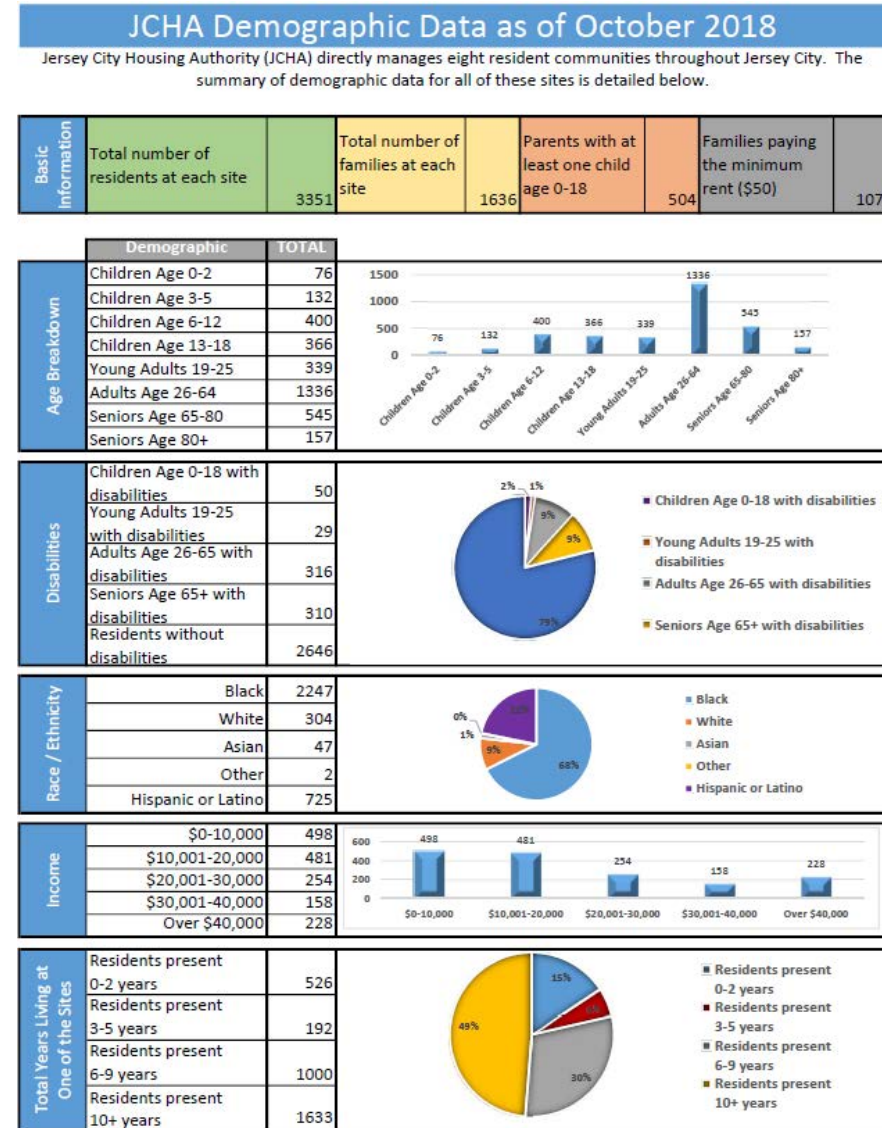
# Step two: Identify key stakeholders

- Create shared list of potential stakeholders
  - JCHA created a shared excel sheet
- Invite notable speakers to present
  - JCHA invited:
    - ✓ Mayor
    - ✓ State Assemblywoman
    - ✓ AFTRR president
    - ✓ School District reps
    - ✓ Public library
    - ✓ Npower
    - ✓ HUD
    - ✓ EveryoneOn



# Step three: Gather data

- Research for quotes/questions
- Gather Data
  - Housing demographic data or baseline assessment
  - Public housing digital divide data
  - Infographic on digital divide within the United states, originally published by [Whitehouse.gov](http://Whitehouse.gov)



Agenda

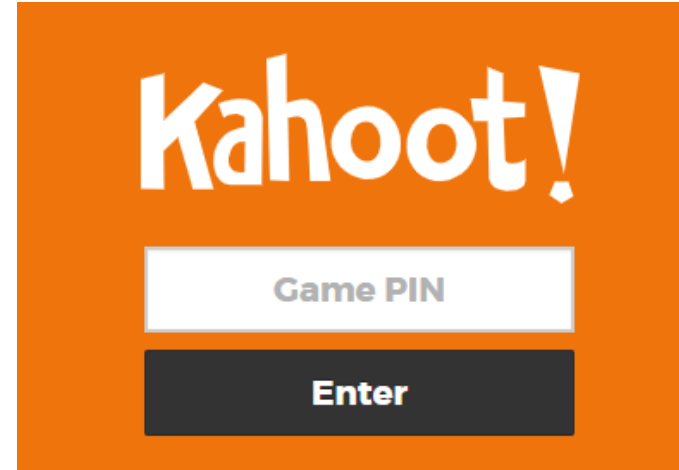
Deep East Texas COG

[Jersey City HA](#)

Q&A

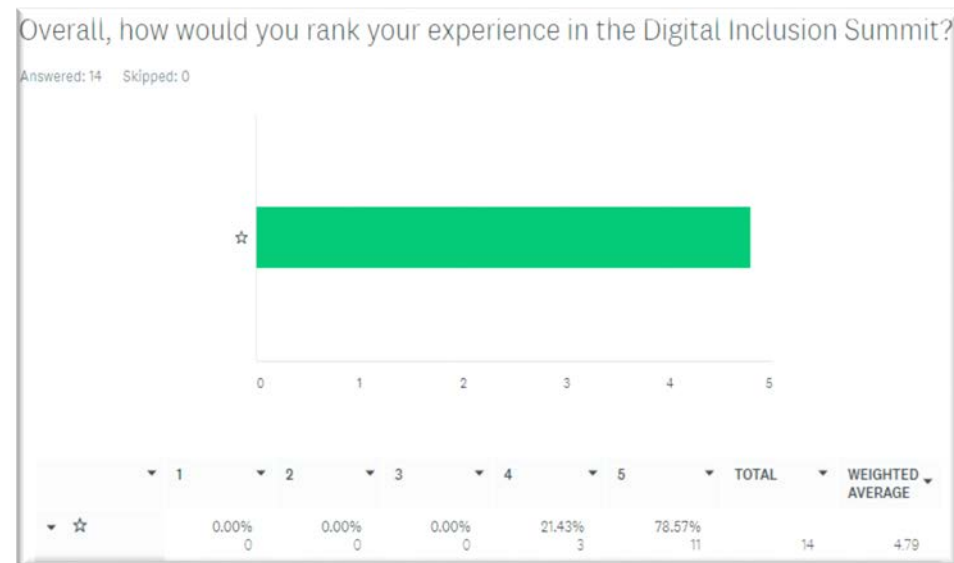
# Step four: Design agenda/execution

- Encourage audience interaction
  - JCHA used “Kahoot”, a free game-based learning platform; mobile app for iOS and Android
  - Asked audience:
    - ✓ Name?
    - ✓ What drew you to today’s convening?
- Create a “digitally-advanced” presentation
  - JCHA used “Prezi” to visually show three pieces needed for digital inclusion
- Group action
- Rehearsal



# Step five: Follow-up and gather participant feedback

- Share results and resources
  - Google Photo album can be shared
  - JCHA created a PDF with top sources to easily display convening results
- Conduct a survey
  - JCHA conducted a survey using survey monkey
  - Results were very positive



# Step six: Reflect on successes, challenges and opportunities

- Finding speakers and data is half the battle
- Give yourself enough time to prepare
- Rehearsal is key (especially with support roles)
  - Logistical issues on the day of convening created some confusion
- In the end, it's okay to be a work in progress
  - JCHA's gathering achieved convening goals of increasing momentum and bringing together key stakeholders to develop stronger partnerships with digital inclusion in mind.

# Developing an action plan

- Identify all possibilities
- Create a chart to clarify options
- Create a realistic timeline with existing funding and staff
- Update action plan when new opportunities develop

Initial Project Plan for Digital Inclusion Initiatives								
	Oct	Nov	Dec	Jan	Feb	March	April	May
Baseline Measurement	Developed demographic analysis of JCHA's eight resident sites.	Developed demographic analysis for Section VIII sites. Began developing Resident Survey.	Finalize Resident Survey.	Mail Survey to Residents Door to Door Surveys of Holland, Hudson and Berry Gardens. - Distribute survey online to FSS and Section III	Door to Door surveys of Booker T, Marion and Curries Woods.		Begin survey analysis.	Conclude survey analysis.
Computer labs	Established working Relationship with EAF for equipment refurbishment.	Computers delivered from EAF for use at Hudson and Holland.	Joined the National Cristina Foundation Network for equipment refurbishment.	Set up Hudson, Holland and Curries computer labs for monitored access by residents - ROSS Access (Hudson and Holland) - Afterschool access	(Potentially) Set up computer lab at Marion Gardens (10-20 computers donated from EAF)	(Potentially) Set up computer lab at Booker T Washington (10-20 computers donated from EAF)	(Potentially) Start lending library pilot at a site TBD	Begin early analysis of Computer lab success
Digital Ambassadors			Develop plans for digital Ambassador selection, training and duties.	Begin process of recruiting digital ambassadors for Hudson, Holland and Curries. Ambassadors may receive a tech incentive (laptop, etc).	Install ambassador at Hudson, Holland and Curries.	If pilot at Hudson, Holland and Curries is successful, install ambassador at Marion.	Install ambassador at Booker T Washington and lending library pilot site	
T-mobile initiatives		Began conversations about digital connection trials at JCHA.	Decide on T-Mobile trial terms by Dec 30	Prepare for Berry Gardens T-Mobile trial (set up meeting with ROSS coordinator)	Start Berry Gardens T-Mobile trial with 50-75 internet enabled tablets. (Press release needed)			Assess Berry Gardens T-Mobile trial
School District	Developed demographic analysis of school age children.	Requested data sharing from Afterschool students.	Established working partnership with School District.  Requested aggregated student performance data.	Assist with EmpowerEd distribution of Chromebooks/hotspots to students  Reach out to high schools for partnerships	Assess coverage from EmpowerEd initiatives to further gauge baseline internet access.		Request data to gauge education advancement through help of connectivity	
Digital Resources	Online list of resources and community partners established for RECE team  Digital database services analyzed	Attended training with Dept of Health and Human Services to begin using "Smart Bertha" Referral service	JCHA social media presence increased through use of Buffer Facebook posting	Establish community room management system through Google Calendar and Forms.  Disrupt digital calendar of events online.  Training on Aunt Bertha for RECE Department	Consider digital tools to increase communication with resident (mass email & sms options)  Train other departments in use of Aunt Bertha		(Potentially) Set up computer kiosk for Aunt Bertha at 400	(Time TBD) Implement new version of JCHA website
Connect Home (General)	Participated in Connect Home Summit in DC. Began plans for ConnectHome initiatives	Convened a Digital Inclusion Summit with 70 stakeholders.  Joined ConnectHomeUSA portal.	Participated in majority of ConnectHome Playbook calls, VISTA calls, and HUD trainings.  Submitted Summit photos to EveryoneOn	Selected for an interview to discuss JCHA experiences with Playbook Ch 3-5 topics.  Follow up with Summit attendees  Submit Project Plan to EveryoneOn by January 30	Ask to be a mentee in the ConnectHomeUSA Mentorship Program			Second ConnectHome Convening
Digital Literacy Trainings		Compiled a list of online resources for Digital Literacy Training	Established partnerships with Npower, Rising Tide Capital and Wten for the purpose of Digital Literacy Training	FSS Financial Training programs  Meet with Rising Tide Capital and Wten to plan Digital Literacy Courses  Develop plan for all course offerings	Initial T-Mobile training with seniors (tablet general use)  Begin Npower Digital Literacy Trainings, perhaps with tech incentive (laptop, etc)	Second T-mobile training with seniors (Communication tools)  Begin online digital literacy courses (offered by digital ambassadors at computer labs)	Third T-Mobile training with seniors (Healthcare tools)	
Afterschool Programming	Selected 2 organizations to develop Afterschool programs with strong STEM components at our 5 largest family sites	Afterschool programs began recruitment efforts	Afterschool programs began open houses, each of which had modules with STEM components	Afterschool programs begin officially at all sites  Administer Pre-Test				Administer Post-Test
Funding		Attended COBG grant orientation.	Develop list of potential funding sources	Begin applying for grants.			(Potentially) Reach out to banks for OIA funding (broadband infrastructure, public workshop space, etc)	
Digital Inclusion Team	RECE team established (Resident Empowerment and Community Engagement)  LEE Fellowship - Michael Strom (Sept - May)	Took part in HUD AmeriCorps webinar.	Met with Npower to discuss internship possibilities.	Hutgers BSW Intern begins (1 day per week)  Apply for AmeriCorps VISTA  Npower Intern Starts  Invite NICU interns			(Potentially) Social Media Internship	LEE Fellowship Ends

## Agenda

## Deep East Texas COG

## Jersey City HA

## Q&A



# Q & A

