

# **Enterprise Community Partners**

Transcript of Webinar

**2023 ConnectHomeUSA**

**Toolkit, Part 2**

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Antonella Salmeron: Hello and welcome to Unpacking the ConnectHomeUSA Toolkit Part 2. My name is Antonella Salmeron and I'll be your host for today. As you know, this webinar is part of a two-part series. And the purpose of this series is to walk you through how to use the toolkits we've developed as a supplement to the ConnectHomeUSA Playbook. This webinar was prerecorded, but we will receive and respond to any questions sent to the email shown on the screen and listed on the video descriptions.

Our agenda for today is to do a quick recap of the ConnectHomeUSA Toolbox Webinar Part 1. Unpacking all the toolkits that we learn about in the first part, and then we're going to jump on the remaining batch of guides and toolkits available. Before we get started with this webinar, I wanted to remind you that everything that you see on the screen was covered in part one. If you haven't watched it, we'd encourage you to do so, especially if you are new to this work.

If you're a new community to the ConnectHomeUSA program, you're probably going to learn more about how to launch your initiative, how to convene partners, what you should include in your action plan, how you could build partnerships, and what fundraising strategies are available for you and your community. But today we'll do a deep dive on the remaining batch of toolkits and best practices guides available on the HUD exchange platform.

We'll start with the ConnectHomeUSA Media Guide and toolkit. This guide is designed to help you effectively share your story so that you can connect with potential partners and funders and lay the foundation for a sustainable program. How, you might ask, by engaging local media outlets, utilizing social media platforms effectively. Why is this toolkit important? It will not only help you create an effective communication strategy, but it will also give you the templates you need to put your strategy into action.

The overall goal of a media strategy is to shine a light on your program and in doing so, connect you with potential partners and funders. This, in turn, will help you build a sustainable program. So, let's take a look at what's in this toolkit. I'm walking you through what we find here on the main landing page for the ConnectHomeUSA Resources.

You're going to see toolkits that we discuss in part one, and we're going to go all the way here to check out what the media guide and toolkit has to offer. And generally, you're going to have an option to share this link. You're going to find information, the description of what the guide has. And here below the resource links area, we're going to find all of the components that we

have. So have a guide, assemble communications timeline, assembled press release, and a communications plan template. Let's talk about the media guides.

This is the first component. It walks you through the steps to create your communication strategy. It asks you to think about what your objectives are? What communications tools do you have available? Who your target audience is? And also to think about how frequently you want to implement your communication strategy.

The guide also provides guidance on identifying local media outlets and how to work with them. But that is not all. The media guide also gives you tips on how to use social media and gives you a sample post to use for inspiration. Here you can see the section of the guide that talks about how to find local media outlets that fit best for your program. You want to know if the media outlets are trying to reach our report on a geographically based format or if they report news, depending on what topic.

For example, on events impacting technology decisions in state and local government. So, you're going to want to use something like this to identify what outlets you can reach out to and keeping notes on what is the reason why you want to work with them. And here you can see the sample social media posts that are featured in the guide. It's very important to have sample language, to identify what's appropriate for different platforms.

The language that you want to use on Instagram is perhaps not the most appropriate for LinkedIn, which is considered a more professional platform. So, all things to keep in mind and the guide does a fantastic job at walking you through that. The second component of the toolkit is the sample communications timeline, covering a full year of media engagements that are tied to key ConnectHomeUSA milestones.

Let's look at the first activity here. You will see that it talks about pre convening, planning, and it provides recommendations for press engagements and social media steps. As I said, this sample communications plan will give you ideas for four years' worth of media engagement. Let's take a quick look. So, this is how it's going to look when you click on the link provided on this slide. And that's also available on the landing page for the toolkit.

You can download, so you can edit this document and make it your own with whatever you need to do, here. I just wanted to highlight that it has different tips and resources available on depending on what type of social media step you should take. And I think spending some time thinking about what your press pitch is going to be for one of the events that you're planning to do is something important, and perhaps this resource could help you do just that. Next, we have the press release sample. Here, you can also download it and make it your own. You're going to want to, of course, edit the content, the title, whatever event you're trying to highlight, or this is going to be your press release or launching your initiative.

I think what's so unique about this template is that it actually has a section explaining to people what ConnectHomeUSA is. Perhaps the media outlets or the partners that you're trying to

reach with this communications product are not familiar with the ConnectHomeUSA program. So that's important and also important to say something about your house and authority presented yourself and the work that you have been doing on digital connectivity, etc.

Something to keep in mind. And then next up, the toolkit also provides a complete communications plan template that walks you through the different steps that you need to take for just planning your events communications and you can also download it, make it your own, and this is going to be the fourth component of this media guide. I think it's very important that it keeps your objectives in mind.

You can edit as necessary. And we're going to continue on the next line. Okay. So, let's put the media guide into action by looking at your local convenient. Where you see some elements of Playbook Chapter 4 to guide this exercise. Let's say your goal is to get a wide group of stakeholders to attend your event. You want to use your initial convening as a catalyst for engagement social media.

First, you need to have a launch plan. Be sure to watch your webinar and live. That will guide the planning around your convening. But a good question to ask yourself is who should be there? A follow up question to that is, how are you going to get them to go to your event? The media guide includes tips to help you achieve just that. Here, where I highlighted four of them.

First, leverage your own media contacts and those of your partners. Do not be afraid of ask for connections. When you find media partners, make it easy to work together by offering to drive press releases and making your leadership team available for interviews or quotes. Give your media contacts lead time so they can assign a reporter to your event. Last but not least, reach out to a diverse group of media outlets, including bilingual media outlets.

This can help you ensure that media outreach it's accessible for all of your residents. Before we move on to the next toolkit, let's take a look at the most important takeaways we'd like you to keep in mind when planning media activities. Engaging media should be an ongoing part of your ConnectHomeUSA program implementation.

The sample communications timeline walks you through how you can do this year round. Be sure to download it and personalize it. In addition to the items we have already shared, there are best practices in the Media Guide, so we'd like to highlight those here. First, invite media to attend and cover any anniversary or milestone event.

Keep engaging with the media beyond your program's launch. You want to keep them updated in everything that you do. Help connect local media with residents who are willing to share their story. This will benefit your program by possibly attracting more partners. Then develop a curate library of community photos to share in your media pitches.

Be sure to also have consent to actually use those pictures. We hope you found this media guide useful and that you download all of the components to it.

All right. Next, we will discuss the virtual Event Planning Toolkit. Virtual events have become part of our normal working environment. Look at us today, having a prerecorded event. To assists you, put them together. We have developed the virtual Event Planning Guide in terms of ConnectHomeUSA, Virtual events could be your annual convening, your quarterly partnership meeting, or a resident meeting.

Succeeding at planning these events is crucial for your program's success. There are two components to this toolkit: the virtual event planning checklist and also a virtual event planning case study. You can use this toolkit to launch your program through to your first convening or to celebrate any milestones you have already achieved.

Okay. Over the next few slides, we'll go over to contents of the checklist and specifically the ten steps you should follow when planning for a virtual event. The first step is to identify event goals and specifics. There are key decisions that should be made early on to help you shape your event and guide planning. While those decisions are similar to those that you will make for an in-person event, remember that a virtual platform could help potentially reach a larger audience.

As you see in the screen, there are a couple of questions that you need to ask yourself during this step. What are you trying to achieve with this event? Who are the leads in the logistics of the event from your agency? Who will support that work? Who is your target audience? Is this event only for residents or only for possible funders? And who will you invite to speak? Are you going to do it yourself? Are you going to have some backup to manage the platform? How many people will you invite?

Realistically, how many people you think are going to attend? You need to think about whether the virtual platform that you're choosing has a maximum capacity of attendees. All good questions to keep in mind during this step. So, the second step is going to be to develop an event timeline. You're going to notice that all of the ten steps that we have laid out here are planned within a six month timeline.

And that is because a six month timeline gives you enough time and flexibility when working with multiple partners and helps you set up residence for successful access to your event. There are certain things that you should include in your timeline, such as outline of your task roles and responsibilities for key staff, deadlines, barriers, notes, all of that. The third step is going to be to identify a virtual platform. This could be done four to five months before your event date.

Be sure to check Appendix 1 in this toolkit for a list of virtual platform options, Advantages and Disadvantages, appears here as you see on screen. We have two platforms and we're comparing what are the advantages or characteristics that we are looking for, such as having large capacity, perhaps having the option to record on cloud services. Perhaps we want to have an activity that's going to require breakout rooms, whether that's available on the platform of your choosing or not.

On the disadvantages side, you want to consider whether the specific platform that you're selecting is going to need a specific browser. Does it require considerable Internet bandwidth? Would that be a barrier for your residents that want to join? Whether it's more intuitive to users, if it's harder to operate, all of those things. I think that Appendix 1 on this guide really does a great job of presenting to you that information for all the major platforms available.

Now moving on to the next step, which is step number four, setting the agenda. As you develop your agenda, be sure to also develop a set of expectations and guidelines for participants. So, expectations can include things like please use your video if you're able, so you don't have to look at a screen full of just squares, come ready to participate.

You want people to stay engaged. Perhaps you want to create polls to keep people engaged. Bring a pen and paper for activities. Perhaps you're going to have some mixed settings, or you want to have an activity that requires that. Include all of that in the expectations for participants and then also guidelines.

So, they're going to need instructions on how to use a platform, how to unmute yourself, how to mute yourself, how to raise your hand when you have a question or how to join breakout session. All of those should be sent to participants beforehand, and that should also include links, passwords, slogan instructions and particular protocols such as keeping your mics off when someone else is speaking, or just in general, any order items that you see fit here.

All right. Step number five is going to be to set up your event on your virtual platform. You can do that, three months before your event. You're going to consider what kind of information should or could I collect on my registration link? Is there anything that my initial need survey did not capture? Do you have a follow up question to the information, at first gather, when I was launching my initiative? I think the research link is a great tool to do just that. If you want to check on the status of certain items that you had in your to do list for residents.

I think that's a space that you can use. And then step number six is going to be create and implement an outreach marketing plan. It's very important. You have to ask yourself, which methods do I already have to inform my residents about any events? Have they been effective? What else could I do to make it better? What has been the most effective? Perhaps you have tried different methods such as texts, emails, voicemails, or fliers.

Perhaps you need to have a combination of all of them. What is the most important to keep in mind is that outreach to participants should begin as soon as possible, but no later than one month before the event. You want to give people enough time so they can make time for you. And then step number seven is going to be start practicing your presentation. Practice makes perfect. And it is important to keep in mind that when dealing with a virtual platform, that there should be two people who will manage the platform.

You should have a lead and a backup in case Internet breaks down, computers break down. One of the weaknesses of these virtual spaces is that a lot of things can go wrong that are out of your control. So, having a backup is always good practice. Have a practice session with your speakers. Perhaps the speakers that you're bringing on are not all familiar with the platform as well as you are familiar with that platform.

It's important for them to know all the functions necessary to make it as smooth program. Then we also think you should develop a run of show documents. This is very helpful, and you're going to see why. We also talk about the run of show on our previous webinar, because this is part of the convenient toolkit actually where we have on screen. So, this is just a sample of how we would use convening toolkit, run of show sheet that's included.

We have information about how long will it take an activity to complete proximal, what time we have to be in different spaces. Perhaps if this is a virtual event, you're going to want to use Breakout Room A or Breakout Room B instead of conference rooms, for example. And just keeping notes on what everyone's responsibility is. Anything that you need to keep in mind. I think this is a great tool for you to have when thinking about your run of show.

All right. So, step eight is going to be preparing to final logistics. So be sure you have 30 minutes to one hour early log on, on the presenters calendar invite, prepare and send out emails with long information to all the participants, and draft language for the event lead to use to kick off your meeting or webinar. I think this is very important and often overlooked.

You want your lead person to have a clear guidance to either read off or reference to when initiating your event. Then step nine is going to be launching your event. The day of your event came, so now you're excited to have it. We recommend that if possible, you have your IT department on call to provide any last minute technical support.

Perhaps the recording function doesn't seem to be working or there is a problem with the polls that you had set up for your event. Just try to have your IT department if that's a possibility for you. And then you're not done, obviously. After the event is done, now you need to follow up and that can be one day or a couple of days after the event. You're going to need to send out their event materials and perhaps a feedback survey.

We highly recommend taking a look at what the guide has on survey resources so you can learn tips, tricks, and guidance on how to design a good feedback questionnaire, how to come up with questions that are going to help you track the performance and overall make it easier to evaluate your event. So, keep that in mind and remember that the virtual event planning checklist is a great planning tool. But for the next step of the step guide from identifying your event goals to the event follow up. Be sure to download, bookmark, and share this checklist with everyone on your team. We are going to do a quick recap here.

All right. We also wanted to walk you through the case study that's included within the Media Guide and Toolkit. Like I said, it follows the housing authority of the city of Pittsburgh on how

they use ConnectHomeUSA tools available to plan for a virtual event. They had joined this initiative in 2017, and since then they have developed incredible partnerships and brought hundreds of devices, and in Internet access to many of their residents and families.

So that's why we wanted to share their story with you all today. So after joining the initiative, they adopted three best practices that we would like to highlight. They used a virtual event planning checklist that we took a look at earlier. They also use the Event Planning Template, which you also got to explore with me today. And finally, they shared a proposal with the Housing Authority leadership so they could gather support from them and other partners at HUD.

From adopting these practices, they gather several positive results, which included over 75 people attended the event, including staff from nearby housing authorities, residents, stakeholders and more. Over 80 HUD staff attended the presentation on the event was also included in an internal HUD newsletter, which is always good marketing, and the Housing Authority followed up with several items. They sent thank you notes to all the speakers, and they share resource lists with all attendees.

They showcase event to HUD staff, and they also send surveys for participants. So be sure to check out other best practices made by the housing authority to get inspiration. Okay. Next, we will discuss the Resident Engagement Best Practices Guide. Engage your residents is key to a successful ConnectHomeUSA program.

After all, ConnectHomeUSA is for them. This guide is a one stop document without guidance to help you effectively engage and inform residents about your program. Now let's take a look at what's in the guide. In this Best Practices Guide, you will find information on the following topics related to resident engagement.

You have a section on understanding resident's needs. You have tips for a meaningful resident engagement, resident engagement case studies, and various resources that could be helpful along the way. The first section, understanding your resident needs highlights why engaging your residents from the beginning and throughout your ConnectHomeUSA program will help you establish a successful program.

There are many ways to do this, but there are a few key points to keep in mind which will help you develop an effective resident engagement plan. First, have a good understanding of what residents actually need. See the ConnectHomeUSA Launchpad Toolkit for tips on assessing your baseline needs. We actually discussed this on part one of this webinar series.

Residents are your greatest asset and can be the most important ambassadors to your program. Give them a platform and any training necessary to speak for themselves and for your program. Resident needs can change over time. So, it's important that you engage your residents early and often.



And finally, you should try to always strive for maximizing transparency and openness about what your goals are. Okay, so the best practices guide on Resident Engagement also includes five fabulous tips on meaningful resident engagement.

We're going to take a look at each tip on ways to put them in practice. Tip number one is to identify resident leaders and key stakeholders. How can you do this? By making sure to bring in resident leaders. Is there a resident council that you should get involved in your program? You should consider consulting other public housing authority staff such as service coordinators.

Finally, there may be organizations that have an understanding of residents technology needs. Reach out to them. The list that you see on the right hand of this slide gives you possible ideas of stakeholders that can support your resident's needs. So, reach out to libraries, school systems, local nonprofits. The guide really gives you great tips on how to do that.

All right. The second tip included in the guide is to craft clear and focused messages. You can do this by integrating ConnectHomeUSA messaging into existing housing authority communications that you may already have in place, such as newsletters, websites, social media, and text messages. Synchronize your messaging with other local stakeholders.

Also, working in digital inclusion in your community, you can provide incentives to encourage your residents to engage with your program and attend your events and engage with your activities. And consider the frequency of communication. How often is enough and when is follow up necessary? Tip number three for resident engagement is to meet the residents where they are. Residents have different ways of accessing information and it is important to understand what those methods are.

Maybe it is easier for them to respond to a text compared to reading an email. Maybe social media works best for them to stay informed. There may be residents that only read printed materials and that will require receiving informational fliers to their doorstep. Whatever the method is, meeting residents where they are. Then we have keep your residents associations informed.

Attend meetings on a regular basis and ask resident leaders for their feedback. Consider doing a mix of online and offline communication. Just use them accordingly to reach a wider range of residents. Finally make sure that you address any access barriers when planning a resident engagement event. Provide transportation if possible. Do you need translation services or any other services that will expand your audience?

Tip number four is that events that are a great way to engage residents and you already know this, but we wanted to talk to you about many ConnectHomeUSA communities that organize events specifically to engage residents around digital inclusion. You can use these events as an opportunity to obtain feedback from residents. Examples of what other communities have done in the past include hosting a Digital Inclusion Day event, using the Internet enrollment events held in partnership with Internet service providers.

They have also shared ConnectHomeUSA information at older events that had nothing to do with ConnectHomeUSA, but had to do with job fairs, HUD strong family events, back to school fairs. Other communities have also gone to local resource fairs held by local nonprofits or city government agencies. Consider these options for events you can organize to engage your residents around digital inclusion. Finally, an important aspect of a good ConnectHomeUSA program is monitoring and evaluation.

Understanding how effective your efforts are will help you see whether you need to make changes to your program. Think about how you want to measure your results from the very beginning of your resident engagement. Communities should tailor monitoring and evaluation efforts to their specific program and should develop their own process for tracking these efforts. Data to track should include but is not limited to, connected versus unconnected residents.

If possible, work with your Internet service providers to develop a data sharing agreement that allows you to see which households are connected. Training attendance records are also a great thing to keep in mind when measuring results. Training completion rates, residence device status and survey response rates all things that will help you measure your results along the way.

All right. We also wanted to talk to you about the case study that's included in this guide. And we wanted to start with a digital ambassador program because digital ambassadors are residents of your outside authority, of the property of your housing authority.

There is an inherent trust that helps them effectively bridge the gap that keeps slow adopters from embracing technology. Let's see how the City of Austin created a digital ambassador program to reach and train more residents in digital literacy. So, in November of 2014, the Housing Authority, and its nonprofit subsidiary, which is called Austin Pathways, launched a groundbreaking digital inclusion initiative, which they called the Unlocking the Connection.

Unlocking the Connection worked with local government, nonprofits, and tech companies with a goal to improve residents quality of life by connecting every household to digital inclusion and digital education and workforce development opportunities. As part of this initiative, actually, the Housing Authority implemented programs such as the Digital Ambassador program and they we're presenting you here with kind of the timeline that they followed to forge a successful ambassador program.

First, they obviously launched their initiative. And then in one of these trainings, a resident stands out as a leader. And the Connect Home program staff starts relying on that volunteer work to help others. And then as more residents start to volunteer as ambassadors, the staff recognizes the need to give this volunteer system a little bit more structure, so they decide to create the digital ambassador program.

Finally, with more people volunteering to help others, the number of connected residences actually increased in this housing authority, and the housing authority uses, or they rely on the help of this digital ambassadors in a variety of positions. So, I would recommend that you check out the full case study in the Best Practices Guide so you can learn more and perhaps get more ideas on how you could do that for yourself.

But a thing to highlight is that over the years, the work of the city ambassadors has evolved, and originally, they were included only for outreach efforts and maybe helping out with the digital literacy trainings. But now, they actually get paid to do that and they perform several tasks. So, I would definitely recommend that you take a look at the case study. And check out all of the resources listed on this slide. They're designed to supplement what's in the toolkit so you can continue to build best practices around resident engagement that fit your program and community needs.

Next, we'll discuss the Coalition Building Best Practices Guide. So, collaboration is one of the cornerstones of the ConnectHomeUSA program. Successful ConnectHomeUSA programs have found innovative ways to bring partners to the table. In some cases, the partnerships have led to development of formal digital inclusion coalitions. So, you may ask yourself, why are these coalitions important? And there are several reasons why they are. But I wanted to give you three answers, specifically three reasons.

The first one is that coalitions demonstrate that there is a community wide interest in solving a problem which conveys to policymakers that issue is important. Secondly, the coalitions represent the collective voice of a variety of groups who are all trying to solve this particular problem. And finally, coalitions can advocate on your behalf or on behalf of any specific issue and encourage policy makers to pay attention and ultimately become an ally to your cause.

These best practices guide includes tips for successful coalition building and a digital inclusion chart. So, let's take a look. Let's start with tips for successful coalition building. The ConnectHomeUSA communities that have either created or joined digital inclusion coalitions have gained partners, allies in advocacy, and additional resources to help implement successful programs. In general, there are three basic stages to build in a coalition which are highlighted on this slide, and we'll go over some of the critical steps of each stage.

The stage one, getting started. It is important that you talk to people in your network. If a coalition does not exist and you decide to start one, talk to your partners and others in your network to obtain their input and support. Many coalitions start with conversations among colleagues who share the same commitment to our cause. Building a new coalition can be time intensive, so it is important you have a strong working relationship with your core team.

Finally, during this stage, it could be helpful to learn more about existing coalitions and how they got started and the type of work that they were doing. So, the guide actually includes a chart where you can learn more about existing digital inclusion coalitions. In this example here, we have the community of Jersey City. And it tells you more about how they brought their

partners together. And if you look at it in the guide, there's going to be a link that kind of takes you to their own websites so you can explore more.

All right. They're in the second stage. You need to bring people together who express interest in joining your efforts to discuss what the coalition could accomplish. This first meeting may be a few people at the beginning, and that's okay. However, it is important to maintain momentum and holding regular meetings will help with this. Why do you need to set expectations? As you see here on the screen because you are bringing together partners who may not normally work together. Be clear and upfront about expectations of time, effort, and resources so your partners can plan accordingly.

During the third and final stage, you should formalize your new collisions, goals, operating structure, and mission. These may be done through a set of bylaws, memorandum of understanding, which is something that we discuss in Webinar Part 1 or a less formal shared document that just gives you the guidelines of how that partnership is going to look like. And for a long term sustainability, it is always important that the Coalition is able to adapt and evolves us needs on leadership change, so you should build in flexibility.

Finally, once your coalition has been established, you may wish to issue a press release, hold a social media event, or inform local government officials. And to do so, you can refer back to the ConnectHomeUSA media toolkit and guide for tips on engaging media. The Coalition Building Guide has two case studies that can help you visualize how these stages can take place and how you can build your own coalition.

Today, we're going to highlight one of them. We're going to highlight the case study for the San Antonio Housing Authority and the Digital Inclusion Alliance. So, the housing authority, this story is the story of a successful creation of a citywide digital inclusion coalition. Soon after, the Housing Authority launched its Connect Home initiative in 2015, it became clear that the Housing Authority and the city could benefit from structure, organize, and coordinated group focus on digital inclusion.

As a result of this coordination, the alliance became a standalone entity benefiting the Housing Authority and the entire city of San Antonio. To the right of this slide, you can see the timeline detailing different stages of this coalition building, starting with the Housing Authority joint, the ConnectHomeUSA Pilot in 2015. An important thing to notice is that this initiative was not funded by HUD, so they needed to find partners and be an innovate.

Pulling back from the steps or the stages that we took a look at, this would be stage one of building your coalition. Then the Housing Authority held the first convening in October of that same year. The core team that came to the table, I have added a couple of them on this slide here, Goodwill, the public library, etc. They all had general agreement that the residents across the city needed the skills and access, but at that same time there wasn't a centralized effort underway.

So, they saw the need for this coalition. In March of 2017, the public library would support participation from coalition members, hosted the first Digital Inclusion Summit, creating some common language around digital inclusion, which helped the Coalition to find more partners and continue its growth. Worth mentioning, a key ingredient to both the Housing authorities ConnectHomeUSA program success and the success of the coalition was having a full time staff person to manage both projects.

So actually, this person was a Google Fiber Digital inclusion fellow and the Connect Home program manager at the same time. So again, pulling back from the stages that we're looking at before, this would be stage two of coalition building. When you're building a structure, and this is the initiative that the housing authority took. Just having a full time person to do that as well. Finally, once the first Alliance member meeting was held in 2017, Alliance members realized that it was important to operate under charter. So, in August of 2018, the Alliance was chartered and became an official organization.

This would be stage three of your coalition building strategy, formalizing that coalition. And although it's not pictured in this graph, a crucial highlight to the timeline of this partnership is that in 2019, the city of San Antonio announced its Smart City initiative and hired two of the Alliance members to support the work. This marked an important milestone in the Alliance history, as it meant that the advocacy work of the alliance became formally enshrined in citywide efforts to advance digital inclusion. For our last guide today, we will discuss Digital Literacy Resource Guide. And I know that we have covered a lot of ground, but this one is very important.

So, over the years, ConnectHomeUSA communities have asked where they could find training materials to help their residents learn computer skills because it is insufficient to provide Internet access or devices. So, this guide goes over to the various levels of digital literacy from basic to advanced, providing tips to create successful training programs. And most importantly, it provides a very complete overview of five free and readymade digital literacy curricula for residents of various skill levels.

So, the topics covered in this guide are going to be digital literacy topics for first some users, then another section for intermediate and advanced digital literacy topics, and then some training tips and snapshots of the free literacy curriculums available and some additional resources. So, let's take a look at section one. When designing digital literacy curriculum for beginners, it is important that you cover the basics.

In general, there are two main topics often covered in introductory digital literacy classes for beginners, which include computer basics and internet basics and safety. Let's take a quick look at what the guide has that you can use to provide basic digital literacy to your present some resources for them. So here you can see some of the free online resources that are available and within each computer basic topic that could be important for first time users in your community, whether it is computer basics or Internet basics.

All right. Section two. The digital literacy curriculum you offer to residents who can already navigate a computer and the Internet will depend not just on their skill level, but also their needs. For example, someone might be interested in having software training for professional development or their interest or perhaps there are someone that's interested in coding. So however, there are primary topics regardless of those interests or needs that are often covered with intermediate and advanced learners, such as email, communications, sharing and collaborate and files, social networking and media, and so forth training and certificate programs.

The guide also includes multiple resources available for residents who can already navigate their computers on the Internet and these resources could help you elevate those skills according to the needs of your residents. All right. Section three. This guide provides several training tips because it is insufficient to secure devices for residents. You must also secure adequate training for them. So how you deliver literacy training should be dictated by the type of students you will be teaching.

So, for example, beginners will benefit from hands on in-person training, whereas intermediate and advanced learners may only require remote instruction or self guided tutorials. The following graphic provides tips that can be used to guide your delivery or do training and encourage full participation from students. Whether you are preparing before class for a warmup, setting goals for your class, etc. This is the list of trainings that the ConnectHomeUSA team has vetted for you.

They are comprehensive and have downloadable lesson plans. We're not going to have the time to cover all of them, but let's take a look at one of those. So, let's dive into what the curriculum entails. So first, notice that the Texas Center for the Advancement of Literacy and Learning at Texas A&M University developed a comprehensive library of digital literacy resources.

Each curriculum presented in the guide has a chart like this, which you can use to learn more about the contents of the curriculum. Who the target audience is? What documents are going to be included? How you can access them. How long it's going to take you to go through those documents. And what are the topics covered in each one of them?

So, let's take a quick look at the Texas Center for Advancement of Literacy and Learning website on how they have set this up. So, you can choose to download all of the chapters at once, full chapters at a time, or individual files, and the topics covered are include computer basics, Internet basics that we have said before, but we also have information on cyber safety.

They have free materials, and they also have their own digital library, which your residents could potentially use. This concludes our overview of the toolkits and how you can use each one of them. So, let's go over some final takeaways. Use the playbook as your starting point or go back to it for a refresher of key digital inclusion topics. Put the playbook into action using the toolkits and guides. Do not forget to watch part one of this webinar series. Make sure you

watch it. Share it with others and use all of the resources available to you through the ConnectHomeUSA HUD Exchange.

There are webinars for each chapter of the playbook. There are also past Summit materials for additional information. We are going to do a quick run through of that in a second. But most importantly, keep in mind that you can always send an email to [connecthome@hud.gov](mailto:connecthome@hud.gov).

If you have any questions or require any additional experience. All right. So, let's take a look at how the website actually looks. As we said, we have some information here on the toolkits that you already reviewed, but there is so much more on the site. You can actually register for upcoming events. You can use this time to sign up for the monthly newsletter.

If you have any questions, you can check out the Ask a Question portal. You can find more training. As I said before, you are going to find information about past summits that feature a wealth of valuable information to build effective and sustainable programs. You're going to find the ConnectHomeUSA webinars that we have prepared for each playbook. So, you're going to find them here.

We recommend that you take a look at what they have, especially if you're new to this type of work and you're just trying to learn more about it. So, for example, for Playbook Number 3, on assessing your baseline needs an understanding that we're going to have, we actually have three webinars on that that you can use to learn more about that topic. All right. So that is all for today. Thank you. And remember to send your questions our way.

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