



September 11, 2024

A Holistic Approach to Digital Literacy

switchboard
connecting resettlement experts



Today's Speakers



Facilitator: Leana Mayzlina

Digital Program Manager,
Public Rights Project

Today's Speakers



Panelist: Jaleen Johnson

Program Manager, Northwest
Regional Telehealth Resource
Center

Panelist: Abram Sherrod

Supervisor, South Salt Lake
Community Opportunity
Center

Today's Speakers



Panelist: Ze Min Xiao

President and CEO, Economic
Opportunity and Belonging
Center



Panelist: Natali Betancur

Deputy Director, Queens
University of Charlotte

Learning Objectives



By the end of this session, you will be able to:



IDENTIFY

strategies to assist newcomers in accessing affordable technology and internet

DESCRIBE

steps to secure leadership buy-in for a whole office approach to implementing digital literacy

EXPLAIN

the different stages of development for individualized learning goals around technology

INTEGRATE

digital literacy into programs officewide





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Terms and Definitions



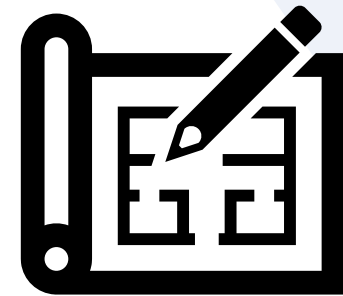
Digital Divide



- **Gap between** those who have digital access and those who do not
- Dividing factors include language, age, ability, etc.



Digital Literacy



- Possessing the skills and knowledge to effectively use technology
- Requires both cognitive and technical skills

Digital Literacy and Digital Accessibility



Digital Literacy

Specific action(s)

(e.g., digital literacy class,
affordable broadband)

Digital Accessibility

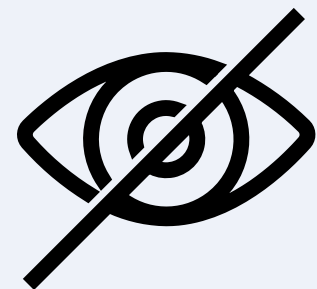
Broader goal

(i.e., everyone has skills
and access)

In the service of...



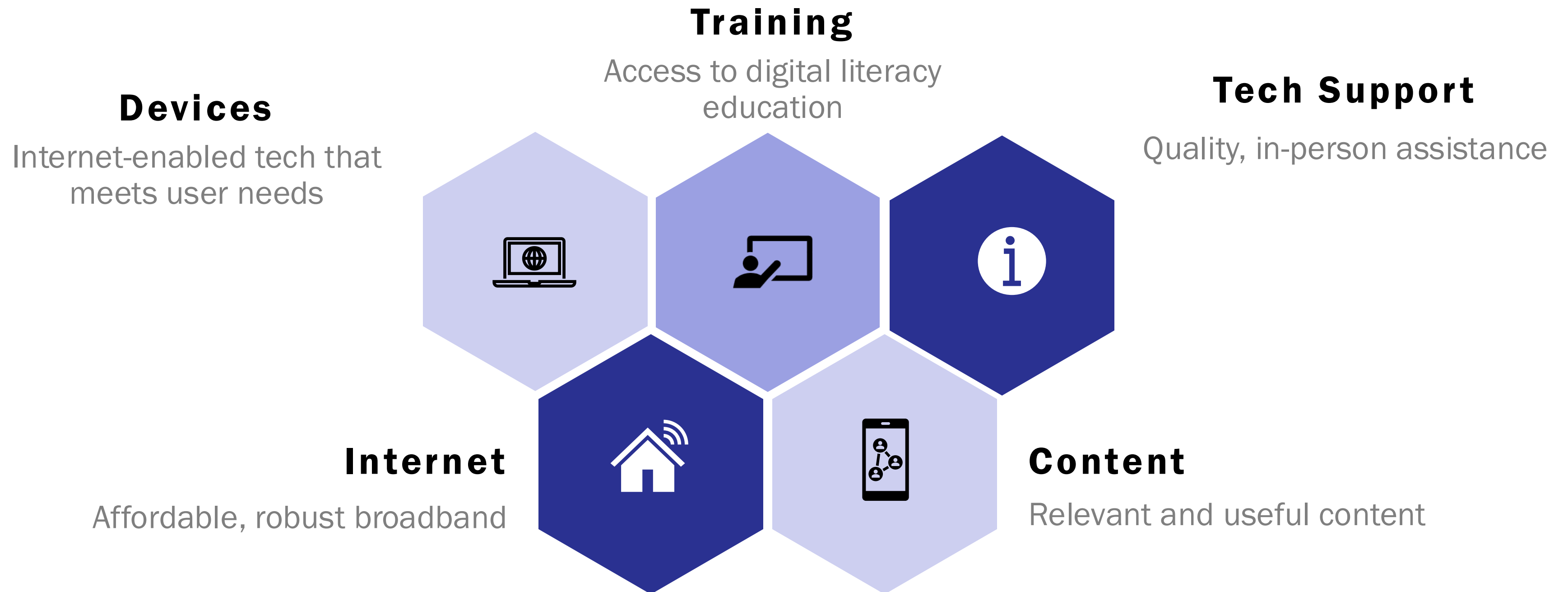
Digital Accessibility



- Degree to which tools or technologies are user-friendly for people with disabilities
- Factors for accessibility include screen readers, wheelchair ramps in classrooms, etc.



Five-Component Model for Closing the Digital Divide





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Natali Betancur

Deputy Director,
Queens University of Charlotte

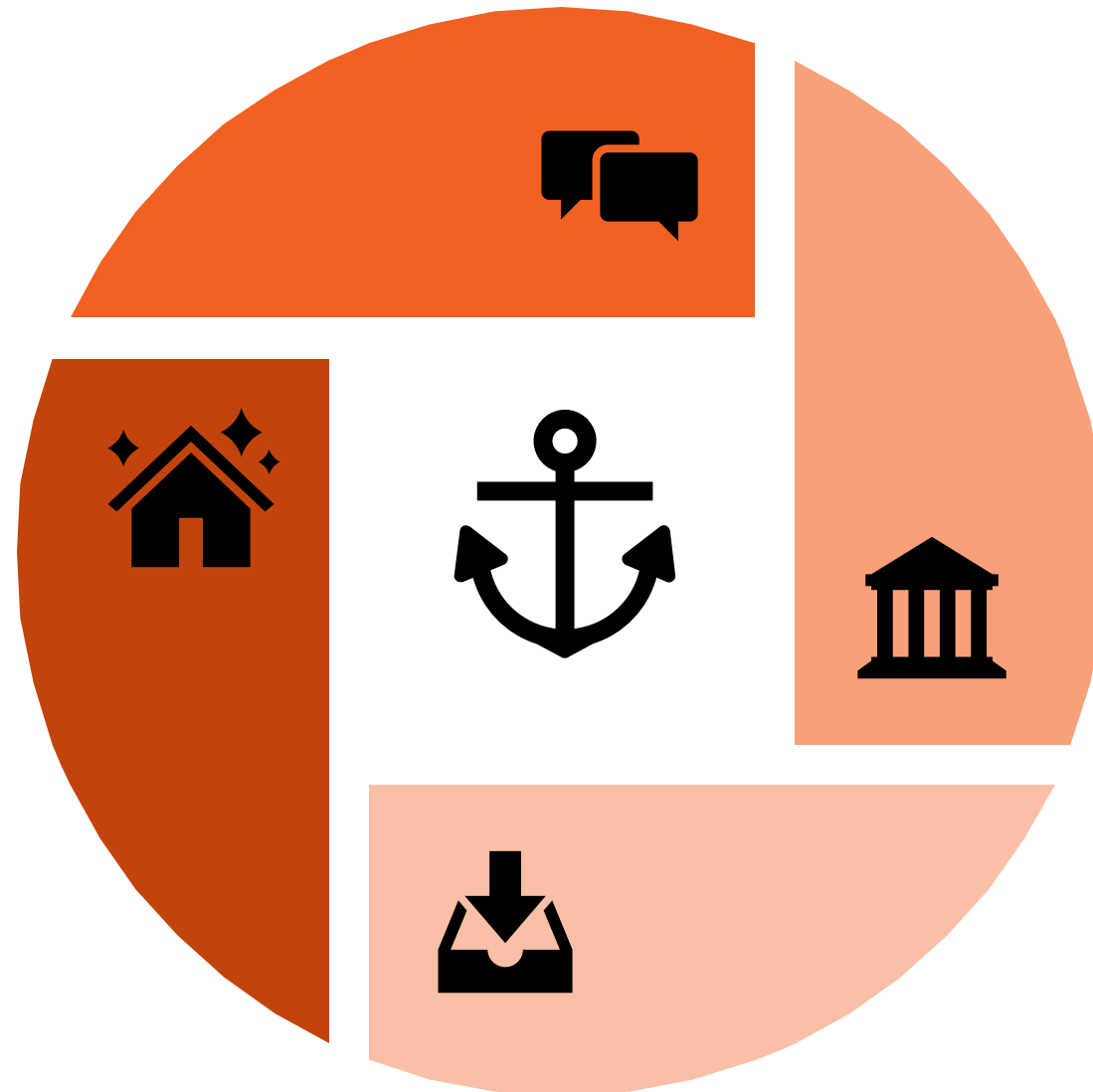


Barriers Affecting Digital Accessibility



Language

Legalization



**Housing
insecurity**

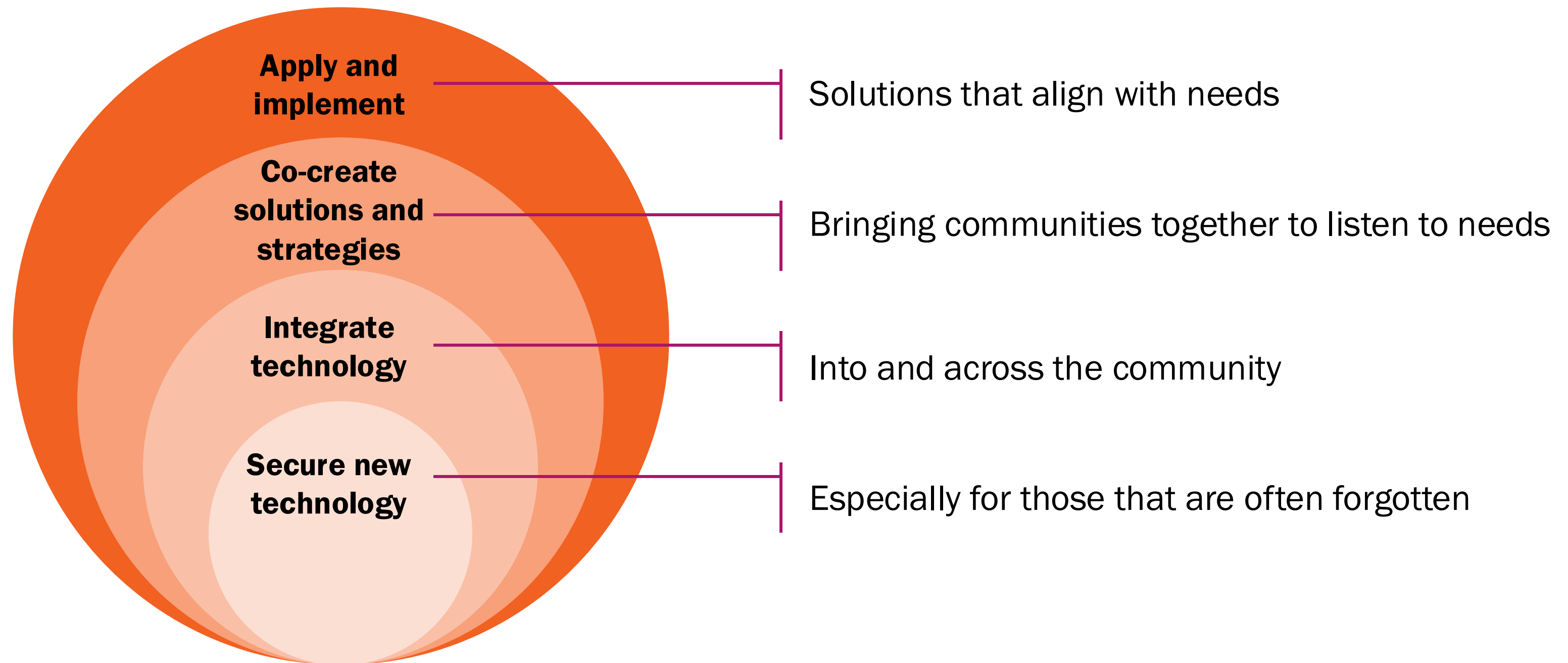
Work



Queens University of Charlotte

Ensuring that our community has the
resources it needs to thrive in today's culture

Our Focus



Queens University of Charlotte



- **Purpose:** strengthening our society, economy, and democracy through full digital participation
- **Mission:** collaborating with key partners to increase access to and adoption of digital tools, skills, and support services
- **Values:** promoting innovation, transparency, community, trust, integrity

Digital Ecosystem



Advocacy



Public + Private + Residents

- **Advisory board**
 - Anchor institutions
 - School districts
 - Cities and counties
- **Community Council**
 - Corporate
 - Public
 - Practitioners
 - Community members
- **Feedback**

Digital Accessibility Ecosystem



PLAYBOOK

Digital Accessibility Ecosystem



- **Technical support from holistic stance**
- **County-wide digital navigator service**

Adoption



Digital Navigator Services +
Partner Organizations

Digital Literacy Ecosystem





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Jaleen Johnson

Program Manager, Northwest Regional
Telehealth Resource Center





Why is health care in this space?

Everything in health care is being digitized, and we need to know how to access and deploy these tools to manage our own care

2 NATIONAL RESOURCE CENTERS



Northwest Regional Telehealth Resource Center

- Free technical assistance
- Education
- Training
- Information on telehealth
- Free and open to the public

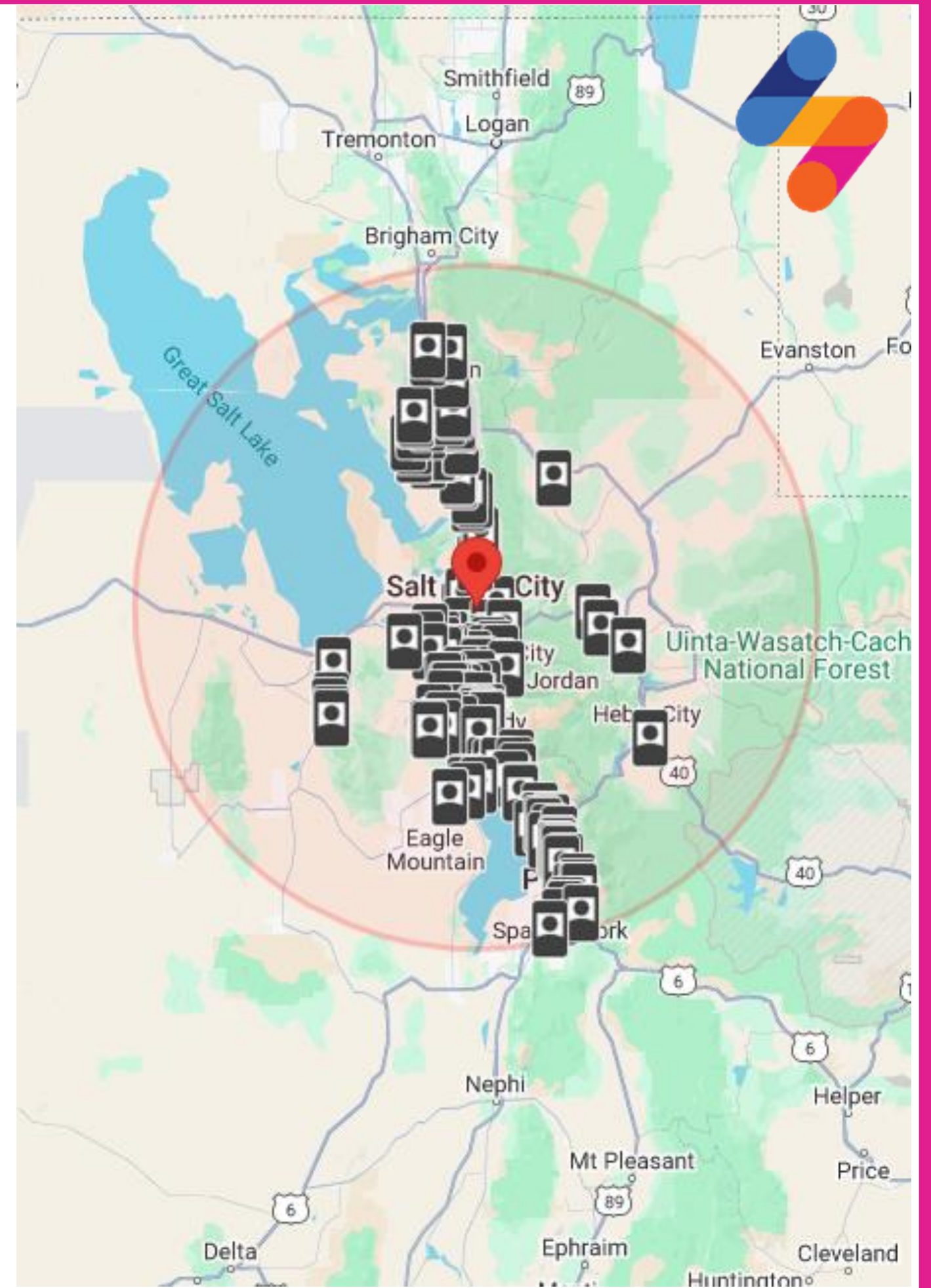
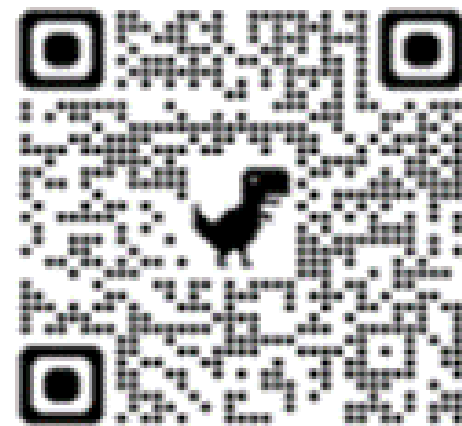


Northwest Regional Telehealth Resource Center



Telehealth Access Point (TAP) Mapping

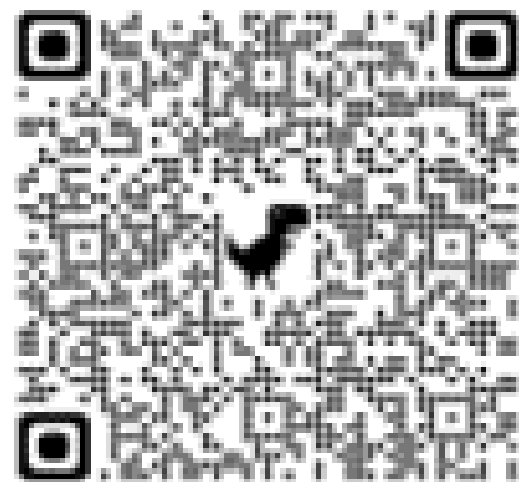
- Dedicated public spaces
- Providing internet and devices
- Privacy
- Where to go
- Rural areas
- Scaling across the country





Digital Health Navigation Resources

Navigating the Telehealth
Neighborhood



- Mediating the digital divide
- A great introduction to telehealth
- A guide to telehealth access for digital navigators
- “This training program seems like one of the most comprehensive training resources for this purpose that I have seen”



4

Abram Sherrod

Supervisor, South Salt Lake Community
Opportunity Center





South Salt Lake Community Opportunity Center

The Co-Op



- Access to resources
- Technical skills
- Devices in everyone's hands
- Knowing how to utilize devices
- **Social determinants of health**



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Ze Min Xiao

President and CEO, Economic Opportunity
and Belonging Center





Economic Opportunity and Belonging Center

Communities who are closest to the disparities are at the table to co-design, implement, and monitor solutions

Economic Opportunity and Belonging Center



THE CENTER
FOR ECONOMIC
OPPORTUNITY
& BELONGING

Seats at the table

For those who are most impacted

Form a coalition
To inform state planning



Compete for funding
National Telecommunications
and Information Agency



Economic Opportunity and Belonging Center: What We Do

- Co-create mission, vision, core values
- Define who it is for and ensure participation
- Educate coalition participants
- Manage a digital literacy database
- Communicate collective value



Utah Digital Opportunity Network (UDON)



- Engage with state and contribute to plan
 - Population served
 - Funding allocation
- Empowered by seeing the plan at the end

Q&A Panel



**Leana
Mayzlina**

Digital Program
Manager, Public
Rights Project

**Jaleen
Johnson**

Program Manager,
Northwest Regional
Telehealth Resource
Center

**Abram
Sherrod**

Supervisor, South
Salt Lake Community
Opportunity Center

**Ze Min
Xiao**

President and CEO,
Economic
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**Natali
Betancur**

Deputy Director,
Queens University
Charlotte





Panel Discussion Question

What are the key factors that contribute to the success of digital literacy programs in your experience?





Panel Discussion Question

Can you share specific examples of challenges you have faced in implementing digital literacy programs and how you overcame them? What pitfalls should new practitioners watch out for?





Panel Discussion Question

How do you ensure community engagement and empowerment in your digital literacy initiatives?





Panel Discussion Question

What role do emerging technologies play in your digital accessibility strategies, and how do you address potential barriers they may present?



Questions to Ask as You Get Started



What's my role and where can I make the biggest impact?

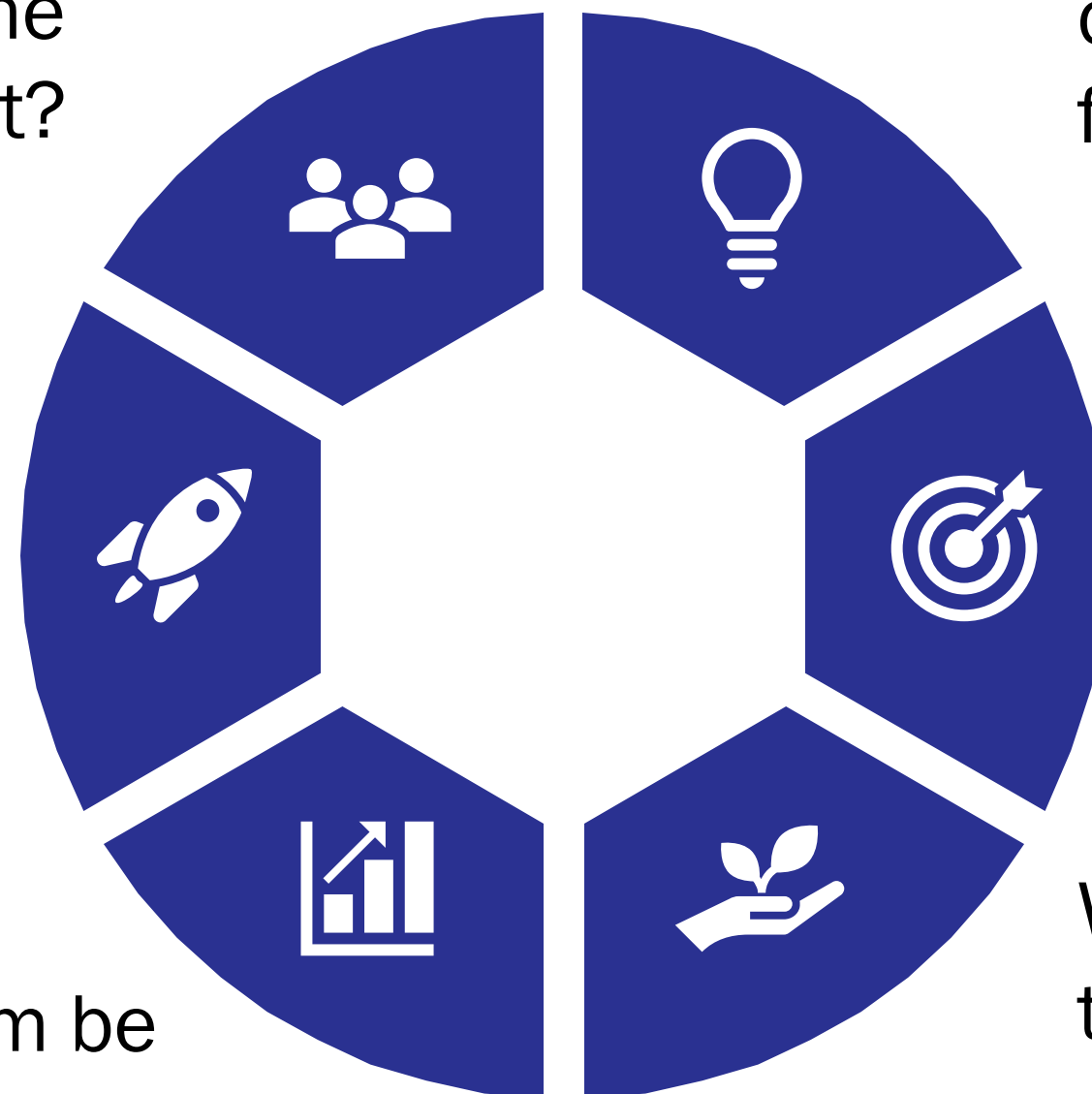
What's the issue or component I want to focus on?

What are the assets and gaps in digital literacy?
Who is most impacted?

Who can I collaborate with and what partnerships can I leverage?

How will this program be integrated?

What steps do I need to take towards sustainability?





Additional Resources

Digital Literacy Guides,
Materials, and Lists

- Switchboard's [Digital Literacy Resource Page](#)
- [DigitalLearn.org](#)
- [GCFLearnFree.org](#)
- Mozilla's [Web Literacy Core Curriculum](#)
- [Techboomers.com](#)
- Northstar's [Digital Literacy Skills Assessment](#)
- Microsoft's [Digital Literacy Curriculum](#)



Additional Resources

Low-Cost Broadband
and Devices

- [PCs for People](#)
- [EveryoneOn](#)
- Alliance for Technology Refurbishing and Reuse's [Device Refurbishers Map](#)
- [Honor Roll of Low-Cost Internet Plans](#)



Additional Resources

Organizations & Associations

- [Nonprofit Technology Enterprise Network](#)
- [Benton Foundation](#)
- [Schools, Health & Libraries Broadband Coalition](#)



Audience Q&A



Audience Questions