

Digital Inclusion

Case studies and practices

RMC Broadband Symposium

June 21, 2023

Dr. Jinhee Kim, Professor

UMD Extension, jinkim@umd.edu

Dr. Mega Subramaniam, Professor

UMD INFO, mmsubram@umd.edu

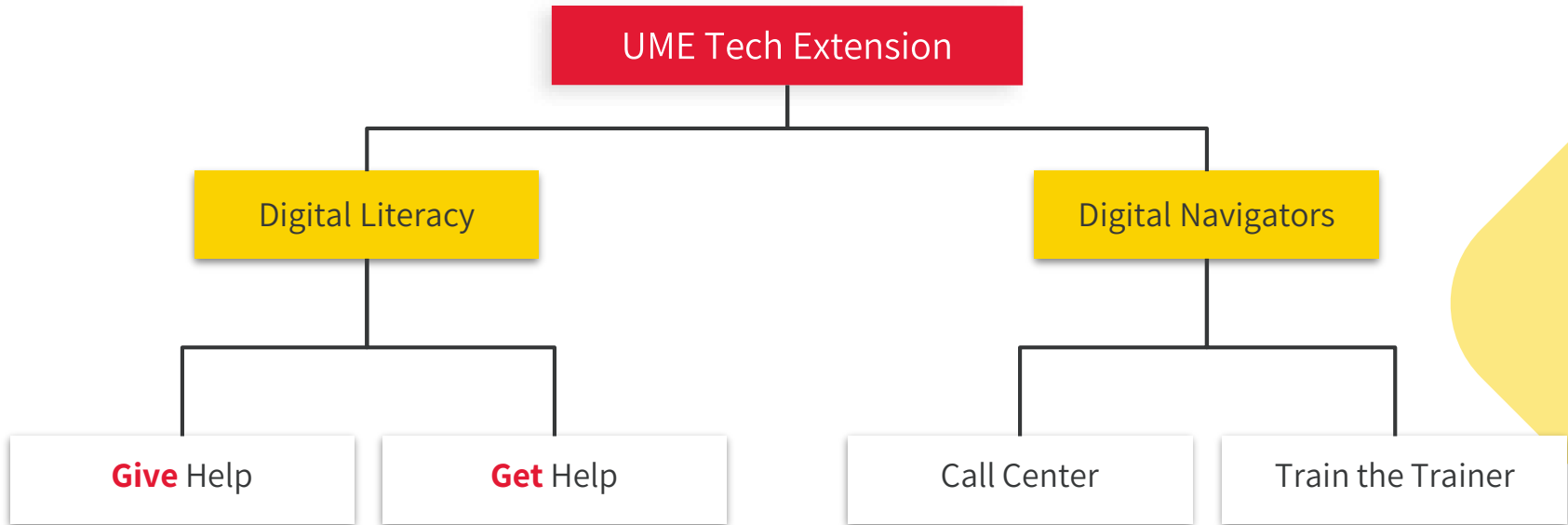
Isaias Tesfalidet, Project Director

UMD Extension, itesfali@umd.edu

Presentation Outline

1	Introduction to UMD Extension and Marylanders Online
2	Community-driven approach to building digital literacy curriculum repository
3	Building Capacity through Partnerships - It takes a village!
4	Digital Navigation
5	Tech Extension
6	Q & A

Project Overview



University of Maryland Extension

- Federal, State, County Partnerships
- 31 Locations in Maryland (23 County, Baltimore City Office)
- Close 350 Faculty & Staff
- 5000 +Volunteers
- Direct Contacts 150,000/year
- Indirect Distribution 300,000+

University of Maryland Extension

- 4-H Youth Development
- Agriculture & Food Systems
- Environment & Natural Resources
- Family & Consumer Sciences

UNIVERSITY OF MARYLAND EXTENSION CLUSTER MAP



Digital Literacy Approach

GOAL: Increase the digital literacy skills and competency of Maryland residents

DEVELOP DIGITAL LITERACY PARTNERSHIP NETWORK

Develop/adapt
appropriate **curricula**

Create a **digital
literacy repository
website**

Provide **training and
support** for instructors
and Marylanders

What does it mean to be digitally literate?

The Stakeholder Perspective



“What does it mean to be digitally literate?”

The Stakeholder Perspective

Stakeholder Needs Assessment Survey: **Recruitment**

“For the purposes of this project, we are casting a very wide net regarding what is considered digital literacy and inclusion work. This work can take the form of formal and informal classes and workshops on digital skills, one-on-one assistance in signing up for government resources that are now fully housed online, providing access to devices or broadband, or any of the multitude of other ways in which people are being assisted in navigating the digital world.”

(Language from recruitment email)

“What does it mean to be digitally literate?”

The Stakeholder Perspective

Stakeholder Needs Assessment Survey: **Data Collection**



When conducted?
April - July 2022



How many respondents?
196 stakeholders



At what level?
Local, state, national

“What does it mean to be digitally literate?”

The Stakeholder Perspective

Digital Literacy Summit: **Data Collection**



When conducted?
October 2022



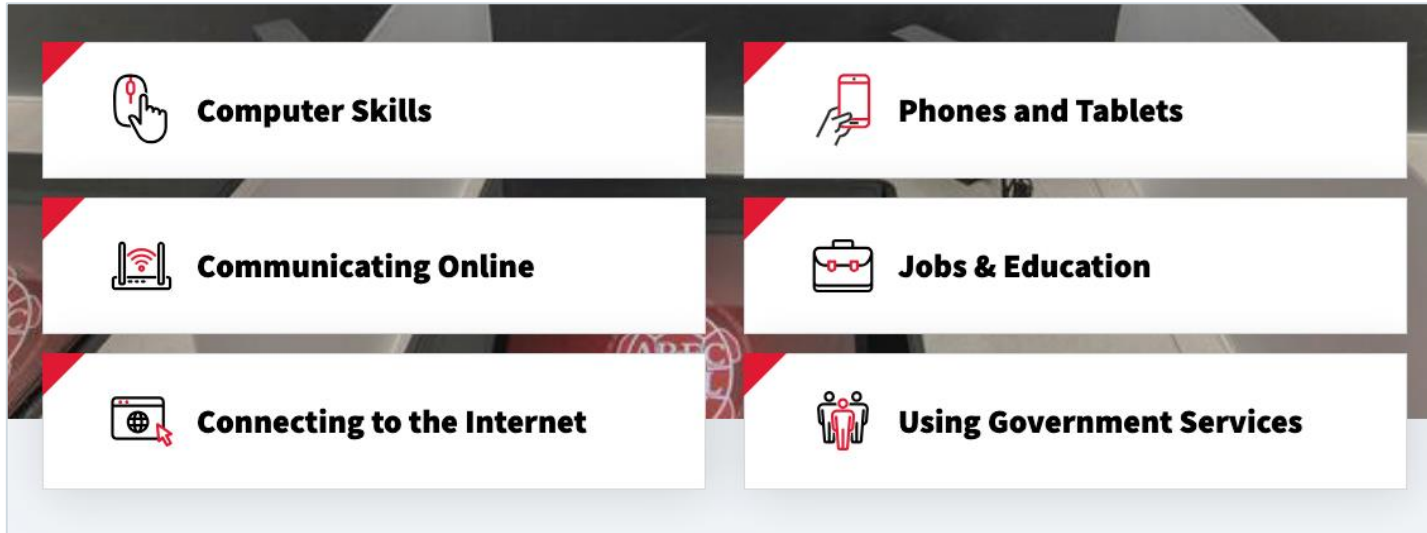
How many participants?
80+



Who were participants?
**Digital literacy scholars,
stakeholders, and
practitioners**

“What does it mean to be digitally literate?”

The Stakeholder Perspective



“What does it mean to be digitally literate?”

The Stakeholder Perspective

CONNECTING TO THE INTERNET

What is the Internet?



Internet Network Devices



Wi-Fi



**Affordable Connectivity
Program (ACP)**



Internet Privacy



Navigating Websites



“What does it mean to be digitally literate?”

The User Perspective

Community interviews: **Data Collection**



Started **May 2023**



85+ Participants from various communities including BIPOC, low-income, youth, seniors, immigrants, unhoused/precariously housed



Rural and Urban areas, Public Libraries, Colleges, Senior Centers, Housing Authorities around the state of MD

“What does it mean to be digitally literate?”

The User Perspective

Community Interviews: **Preliminary Findings**



Accessibility to devices

Technology guides for those with visual impairments



Cybersecurity

Training on safe internet practices



Resources for Intermediary

Resources geared towards caretakers

“What does it mean to be digitally literate?”

The Stakeholder Perspective

Community Interviews: **Preliminary Findings**



Government Services

Online government requires more advanced skills to use services



Infrastructure

People who indicate they are unable to access the internet in rural areas



Artificial Intelligence

Tactics to combat online scamming



Resources for Digital Literacy Learning

Curation and Development

Resources for Digital Literacy Learning

Curation and Development

→ Get Help

Building self-paced resource for

Marylanders to “Get Help”

- Collecting digital literacy vetted resources that are free and available online
- New content are being developed

Digital Literacy Project

The Digital Literacy Project is an initiative through the University of Maryland Extension (UME) that aims to bridge the digital divide throughout the state of Maryland. Our mission is to bring digital inclusion to Marylanders by providing resources and education to help guide communities through the process of increased digital literacy.

WHAT ARE YOU INTERESTED IN?



Computer Basics



Phones and Tablets



Communicating Online



Connecting to the Internet



Jobs and Education



Using Government Services



Resources for Digital Literacy Learning

Curation and Development

→ Give Help

Building programs and curriculum for digital literacy providers to “Give Help”

- Collecting digital literacy programs, classes, and curriculum that are free
- New programs, classes, and curriculum are being developed

At Marylanders Online, we believe that digital literacy and inclusion are essential to building a better world for everyone. That's why we've compiled a carefully curated list of external organizations and resources on our Certifications and Training page.

These organizations, such as Tech Goes Home, GCF Global, and Northstar Digital Literacy, offer invaluable opportunities for certification and training in digital literacy and navigation. With their help, you can develop the skills and knowledge needed to navigate the digital landscape with confidence and make a positive impact in your community.

So whether you're a student, a professional, or just someone who wants to make a difference, we encourage you to explore the resources on our Certifications and Training page. By doing so, you'll be joining a community of digital literacy pioneers who are working towards a better, more inclusive world for all.

TechGoesHome Learning



Applied Digital Skills by Google



GCF Global | Learn your future



External Resources by Northstar



Grow with Google



Future Learn



FreeCodeCamps





Building Capacity of Digital Literacy Providers

A Partnership Approach

Building Capacity of Digital Literacy Providers

A Partnership Approach

Digital Navigator Curriculum Modules

Module 1

**Introduction to
Computers and
operating system**

Module 2

**Introduction to Mobile
Devices**

Module 3

**Internet and Web
Browsing**

Module 4

**Email and
Communication**

Module 5

**Productivity and
Collaboration**

Module 6

**Online Security and
Privacy**

Module 7

Telemedicine support

Module 8

Soft Skills



Digital Navigation

**An Integrated & Layered
Approach**

Digital Navigation **Approach**

GOAL 1: **Provide information and connect with resources.**

GOAL 2: **Provide FREE basic technical support.**

DEVELOP INTEGRATED & INCLUSIVE SERVICES

Marylanders Helpline
Call Center

Training **digital**
navigators

Develop network of
community
partners

Asset mapping of **local**
resources

Digital Navigation - Ongoing Activities

Asset Mapping

Digital
Navigators
Training

Technical
Support to
Partners

Helpline/Call
Center



Asset Mapping of Local Resources

- Purpose
 - Identify existing locally available resources
 - Digital Navigators can use the resources to refer callers
- Approach
 - Online / Open source
 - Survey - for resources we are unable to find publicly, we have requested organizations to send us their materials

Asset Mapping of Local Resources

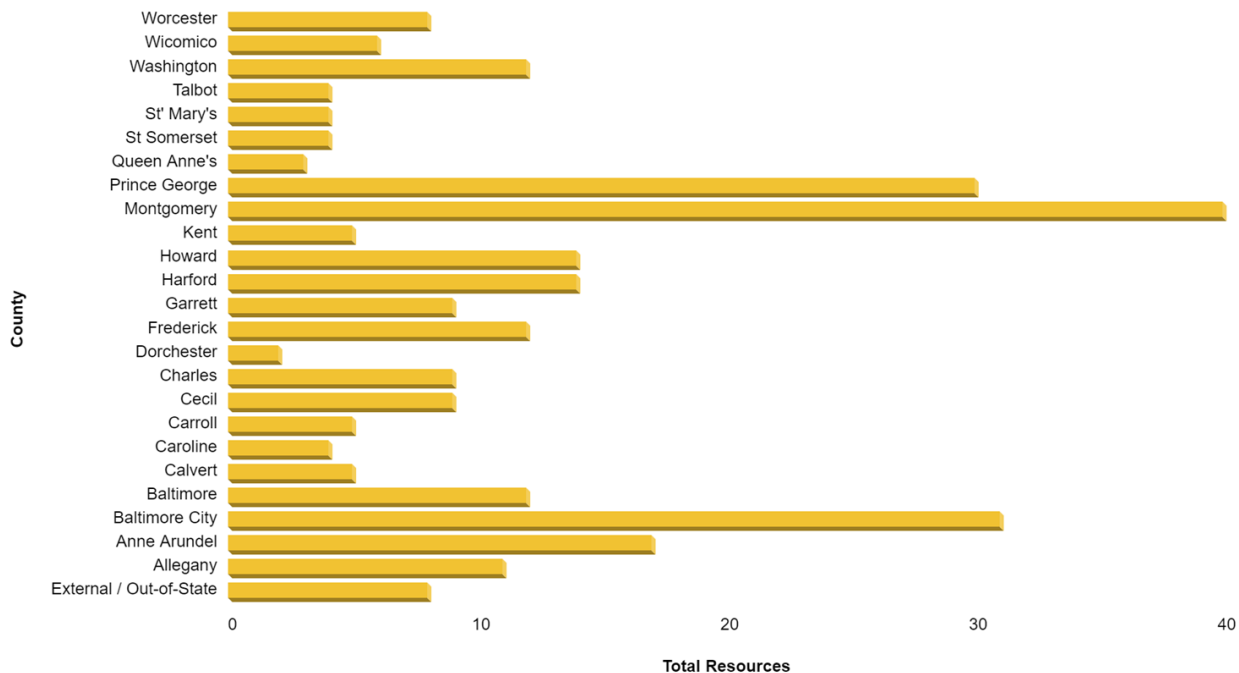
A total of 278 Local resources across all MD Jurisdictions

Major Resource Categories are:

- FREE Devices
- Wifi Availability
- Public Access Computers
- Laptop Rentals
- Hotspot Rentals
- Tablet Rentals

Asset Mapping of Local Resources

Digital Navigation Resources



Marylanders Online Call Center

- Can receive Eight calls any given time
- Phone call:
 - o Number: 301-405-9810
 - o Toll Free: 1-866-206-8467
 - o Mon - Fri: 10 am to 8 pm, Saturday: 10 am to 5 pm
- Email: marylandersonline@umd.edu
- Schedule an appointment via Marylanders Online Website:

****All services are available in English and Spanish****

Marylanders Online Call Center

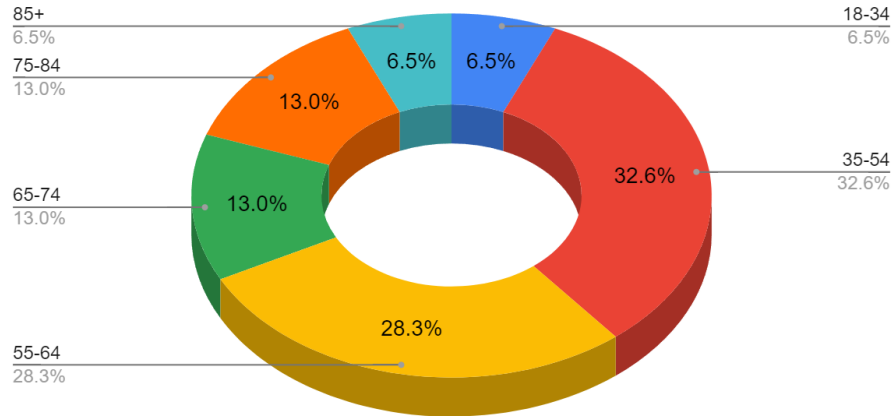
Marylanders Online call center provides

- Tech support in English and Spanish, other languages upon request
- Tech support related to hardware or software (e.g. how to block spam emails)
- Assistance in getting connected with internet (e.g. ISP providers, Wifi availability)
- Application Assistance for Affordable Connectivity Program (ACP)
- Connect with local resources that provide digital skills classes either online/in-person (e.g. resources in Baltimore City, Counties)
- Connect with device assistance program (e.g. free device vs rental)

****All services are available in English and Spanish****

Marylanders Online Call Center

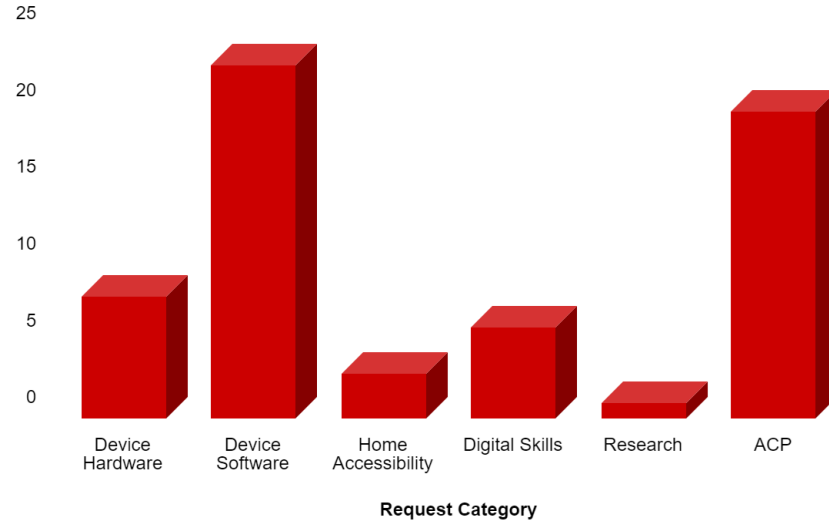
Served 76 individual callers so far. Most callers are in 35-54 age range.



Marylanders Online Call Center

Most requested topics

- Device Hardware
- Device Software
- Home Accessibility
- Digital Skills
- Research
- ACP



Call Center - Supporting Device Recipients

Congratulations on Your New Device!

Create a Google email
account by scanning the
following QR code



SCAN ME

How to get started with
your Chromebook



Video Tutorial on navigating
your new Chromebook



Free and open to everyone! English and Spanish tech support available.

Marylanders Online offers FREE one-on-one tech support and training to help you learn to use the internet and stay connected with technology. Call the Marylanders Online Call Center or visit our website to build your internet skills and online confidence at your own pace.

Call Us Today

1-866-206-8467

Monday-Friday, 10 a.m. - 8 p.m.

Saturday, 10 a.m. - 5 p.m.

marylandersonline@umd.edu

Inclusive Programming - Assistive Tech Devices

- Collaboration with Maryland Accessible Telecommunications (MAT)
- Training Call Center Digital Navigators to support persons with disabilities
- MAT delivered sample devices for use by Digital Navigators
- Continuous learning and improvement



Tech Extension

**Community-centered Digital
Skills Training**

Tech Extension Educators

- 10 Tech Extension Educators/Navigators
 - 3 Onboard - we continue to search for qualified candidates
- Partner with local communities and gov't
 - Identify needs
 - Co-design for curriculum development
 - Organize events ...
 - Provide digital skills training to community members
 - Provide information and referral to resources
- Train-the-trainer (instruction, educators, volunteers, partner org's staff)

Community-centered digital skills training

Upcoming Partnerships

- **The Arc of Southern Maryland**
 - Staff Training: Chrome Browser, Microsoft SSO, Microsoft Outlook, and Microsoft Teams.
 - ACP Sign-up Events for Residents.
 - Digital Skills Classes with a Creative Focus for Members of The Arc.
- **Boys and Girls Club of Southern Maryland**
 - Combining art and tech to teach kids 6-18 the fundamentals of digital skills in a fun and creative way. This series will be taught for 6 weeks throughout the summer.
- **Calvert County Public Library**
 - Series of workshops at the Calvert County Library for people 50+ to learn the ins and outs of how to safely navigate the internet.

Inclusive Programming - Some Suggestions

- Incorporating trainings in adaptive / assistive technology - both for end users and those seeking to help persons with disabilities
- Partner & collaborate with advocacy organizations and industry producers of assistive/adaptive technology devices
- Adopt marketing / promotion / awareness raising activities and channels to the needs of the communities intended to benefit (e.g., language access, access to the internet, transportation, etc)

Thank You!

Any Questions?

Dr. Jinhee Kim, Professor

UMD Extension, jinkim@umd.edu

Dr. Mega Subramaniam, Professor

UMD INFO, mmsubram@umd.edu

Isaias Tesfalidet, Project Director

UMD Extension, itesfali@umd.edu