LOCAL DIGITAL INCLUSION

ECOSYSTEMS

The Case for Community-Based Digital Navigator Initiatives

Prepared by

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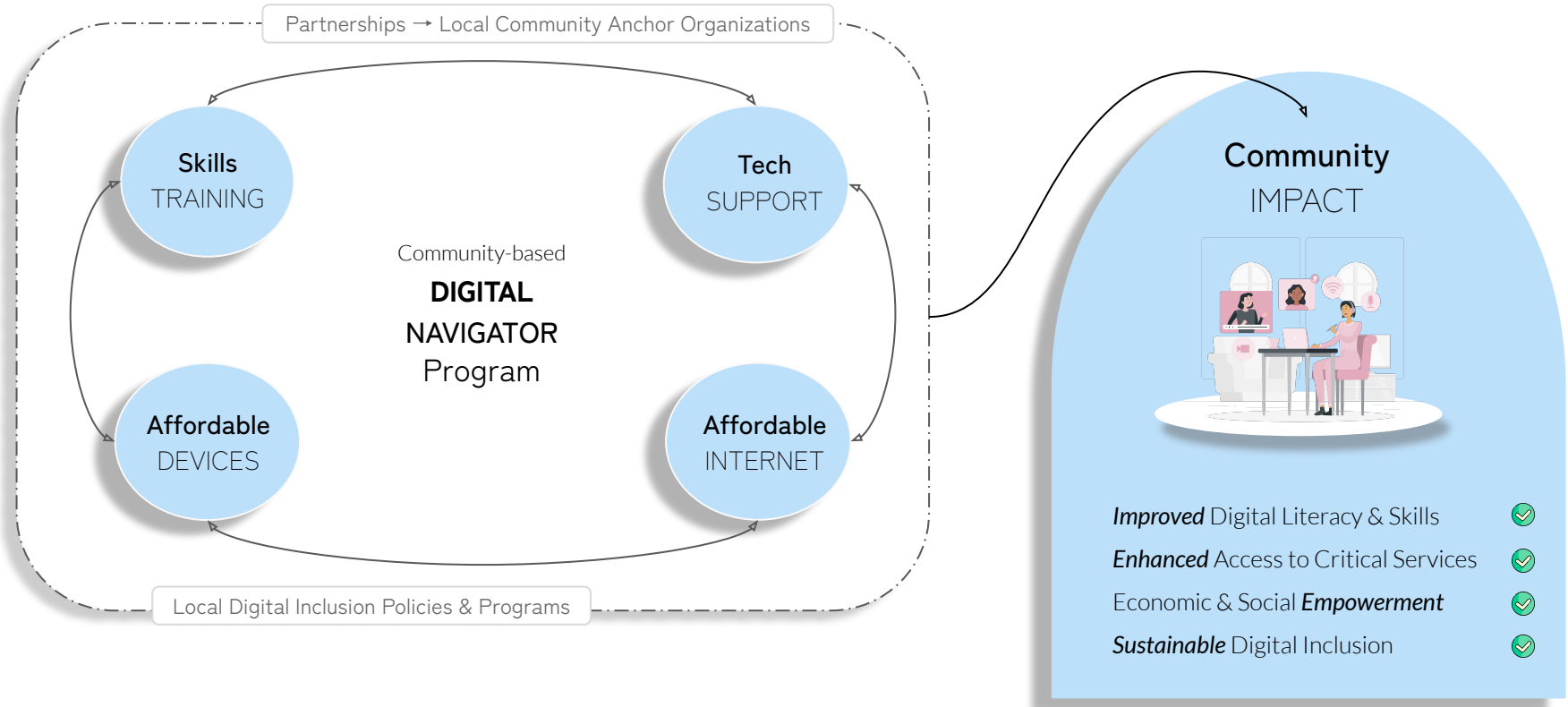
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DIGITAL INCLUSION ECOSYSTEM

Partnerships → Local Community Anchor Organizations

Skills
TRAINING

Tech
SUPPORT

Community-based
DIGITAL
NAVIGATOR
Program

Affordable
DEVICES

Affordable
INTERNET

Local Digital Inclusion Policies & Programs

Community
IMPACT

Improved Digital Literacy & Skills ✅

Enhanced Access to Critical Services ✅

Economic & Social *Empowerment* ✅

Sustainable Digital Inclusion ✅

Partner-focused Model Overview

COMMUNITY-BASED DIGITAL NAVIGATOR PROGRAM

Community Asset
MAPPING

Program
CUSTOMIZATION

Program
ROLLOUT

Impact
REPORT

STEP 1:
COMMUNITY PARTNERSHIPS

Engage ***established community partners*** already serving target population. These partners possess extensive community insight and ***can identify individuals eligible*** for the program.

STEP 2:
COMMUNITY-BASED SOLUTIONS

Digital Navigator Program's Services ***tailored to meet the specific needs*** of community partner's ***constituents***.

STEP 3:
OPERATIONAL PHASE

Community Partner initiates the ***identification and registration*** process for participants

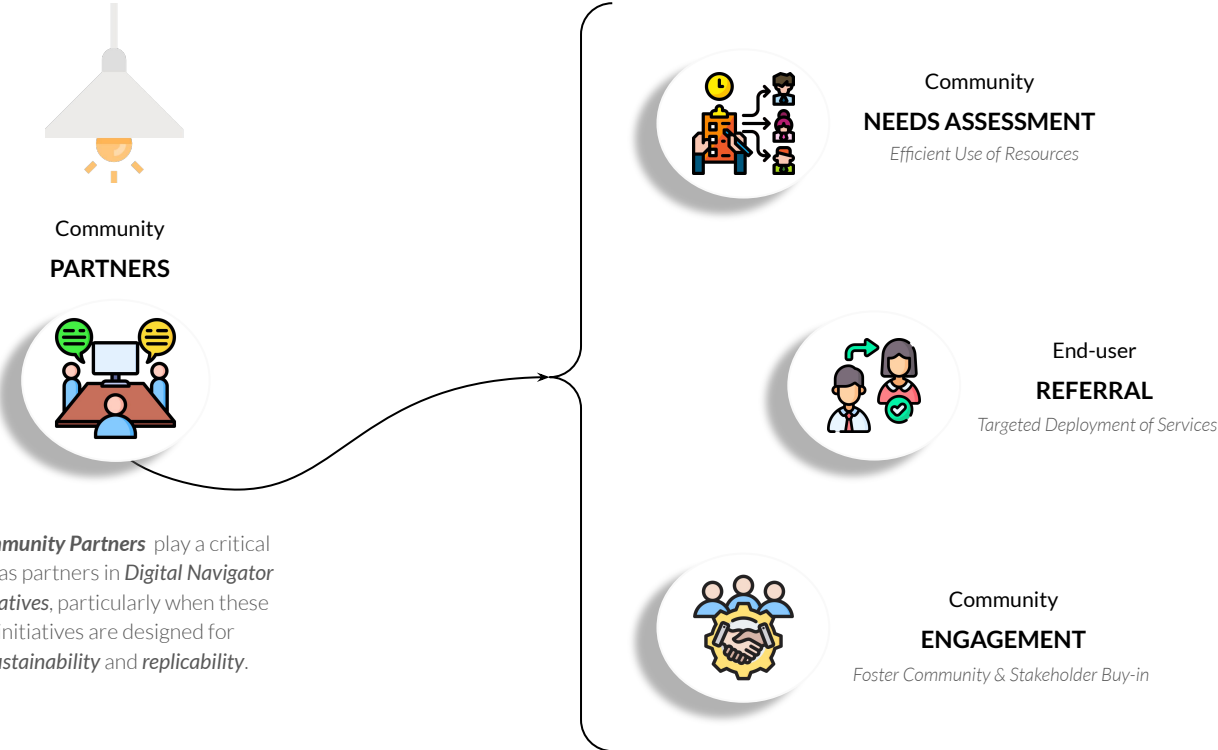Digital Navigators ***deliver services to participants***.

STEP 4:
ONGOING REPORTING

Continuous ***monitoring*** of the program's impact, providing ***real-time updates*** on ***project status*** and ***detailed*** impact reports.

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The Critical Role of Community Partners

COMMUNITY-BASED DIGITAL NAVIGATOR PROGRAM
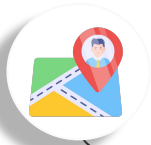
Community

PARTNERS

Community Partners play a critical role as partners in *Digital Navigator Initiatives*, particularly when these initiatives are designed for *sustainability* and *replicability*.

Community

NEEDS ASSESSMENT

Efficient Use of Resources

End-user

REFERRAL

Targeted Deployment of Services

Community

ENGAGEMENT

Foster Community & Stakeholder Buy-in

Hiring Local Digital Navigators: A Critical Step

COMMUNITY-BASED DIGITAL NAVIGATOR PROGRAM

Local
DIGITAL NAVIGATORS

Local digital navigators are **indispensable bridges**, fostering trust & accessibility within digital inclusion ecosystems.

Community
TRUST & ACCESSIBILITY

Local Digital Navigators **foster trust and accessibility** in digital inclusion ecosystems.

They **bridge gaps between the program and the community** through their deep understanding of local context, culture, and community needs.

Stakeholder
ENGAGEMENT

Digital Navigators **serve as liaisons** between the program and local stakeholders.

Their **connections enable effective engagement**, facilitating seamless integration with existing resources and initiatives.

Cultural
COMPETENCE

Local Digital Navigators **enhance program cultural competence**.

Their familiarity with community cultural norms **enables effective communication, crucial for inclusive efforts**.
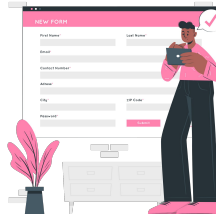
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COMMUNITY-BASED DIGITAL NAVIGATOR PROGRAM

Business Incubator
PROGRAM

Enrolled in *Incubator Program*? ✅

Owns a *Computer Device*? ❌

Has *Digital Skills proficiency*? ❌

Has *Access to* **Affordable connectivity solutions**? ❌

Referral
INITIATED

The Community Partner **registers the End-user** for the digital navigator program.

Digital Navigator
PROGRAM

Access to Computer Device ✅

Customized Digital Skills Training ✅

Ongoing *Tech Support* ✅

Handoff to *Community Resources* ✅

A Practical Application from Rural Pennsylvania

COMMUNITY-BASED DIGITAL NAVIGATOR PROGRAM

Washington Co, PA
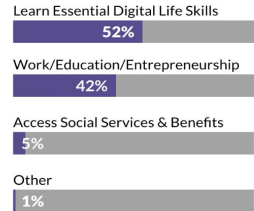## DIGITAL NAVIGATOR PROJECT
Managed by Computer Reach Program
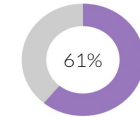
As of April 12, 2024

We Served

191
End-users

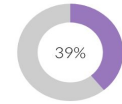**What goals motivated our end-users
to participate in our program?**

Learn Essential Digital Life Skills
52%

Work/Education/Entrepreneurship
42%

Access Social Services & Benefits
5%

Other
1%

We have provided

328 hours
of Digital Navigator Services to our End-users

61%

in-Person Training

200 hours

39%

Tech Support

128 hours

Data Source: www.ComputerReach.org/WashCoDNProject

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FOUR KEY CONSIDERATIONS FOR SCALABILITY & SUSTAINABILITY

MINIMIZE REDUNDANCY

Assess **existing** digital inclusion initiatives to ensure your program **complements and strengthens** these efforts **without** duplication or competition.

①

Strategic Partnerships

Prioritize **partnership** development with community partners **offering complementary services or resources**.

②

DATA COLLECTION & REPORTING

Collect data to report on the program's impact, as well as to **efficiently allocate resources** and **adapt the program's services and tools** accordingly.

③

STORYTELLING FRAMEWORK

Storytelling **humanizes the impact** of digital inclusion efforts, making them **relatable and compelling** to diverse audiences

④

STANDARDIZATION LEADS TO REPLICABILITY

Standardization **ensures** consistent service and **supports** program adaptation and expansion, **enhancing** efficiency in achieving **digital inclusion objectives**.
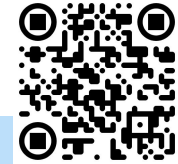
⑤

Will Perez

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Empowering Communities, Connecting Futures:

Bridging the Digital Divide with Innovative Solutions.

Let's Collaborate!

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