Key Elements of Effective Digital Inclusion Programs for Seniors

September 18, 2018
Senior Tech Academy

Marian D Christmon, Nashville Public Library
Challenges

- Relevancy
- Too difficult
- Cost
- Vision
- Memory
- Dexterity
- Mobility
Tips for Overcoming Challenges

- Tablets
- Small class size
- Slow pace
- Information in small chunks
- Simple Instructions
- Repetition
- Avoid jargon

- Handouts
- Multi-modal
- Breaks
- Relative
- Practice
- Make it fun!

"Teaching Technology to Seniors" Renate Robey
Benefits

- Cognitive stimulation
- Eliminates isolation
- Reduces depression
- Build bonds
- Easier access
- Re-enter workforce

“6 Benefits of Senior Citizens Entering the Digital Era” Adam K
Partnerships

- Devices
- Volunteers
Outcomes: I feel more knowledgeable

- 56% Strongly agree
- 38% Agree
- 8% Disagree
- 0% Strongly disagree
- 0% N/A
Outcomes: Will use what I’ve learned

- 65% Strongly agree
- 29% Agree
- 6% Disagree
- 1% Neither
- 0% Strongly disagree
- 0% N/A
Age Range

- 60-69: 47%
- 70-79: 32%
- 80+: 13%
- 50-59: 8%
“I did not think I was capable; I felt like I was too old to learn. But I’m standing here to tell you that you’re never too old to learn. You put one foot in front of the other, and you’ll succeed.”

Samuel M.
Easy Tablet Help for Seniors: Don’t Reinvent the Wheel

Katie Burke, Generations on Line
Easy Tablet Help for Seniors App

To begin learning how to use your tablet, tap on one of the options below:

- **The Basics**: Start here to learn or review basics.
- **The Web**: Connect to anything on the Web.
- **Email**: Contact people you know via email, text message or Face Time.
- **More**: Find help and learn about “Apps,” viewing pictures, and more!
Let your fingers do the walking!

Use your fingers to enlarge and shrink what you see on the screen:

Sometimes the letters on the screen are too small to read.

You can enlarge (and shrink) what you see by using your hands!

Let your fingers and thumb do the work!

1. Place your thumbs or fingers on the two green fingerprints.

2. Then, swipe your thumbs apart while keeping them on the screen.

Clothesline Page  Previous Page  Help
What does a site need to run a Café?

- WiFi
- Few tablets with app
- Table and chairs
- Coach
- Perhaps a beverage (or bring own)

How does session work?

- Coach (volunteer or staff)
- Learners
- GoL provided materials via email
- Skills Checklist/Certificate of Accomplishment
“I like that it went slow for us old timers!”  S. Kamrath (age 76)
Sandra wanted to learn to use a tablet so she could download her grocery store’s coupons onto her store card. Now she can and is happily saving money!

Sandra Obederah
Stumbling Blocks

● Tablets
● Charging devices
● WiFi – red tape, delays
● Coaches
● Resources limited - why spend on older adults who are not clamoring for Internet

Solutions

● Grants, companies
● Find one secure location, use spike bar
● Patience and persistence
● Peer, inter-generational, service hours at local schools, scouts…
● Divide getting deeper, social isolation studies
Program Works

- In over 600 surveys 99% of respondents would recommend program to a friend
  - “It opens a whole new world to you!”
    L. Hoyt (Age 71)
  - I can now Skype with my son who lives in China.”
    M. Ackerman (Age 65+)

- Never too old! Oldest Sip & Swipe Café graduate to date 100

Wisconsin Café graduate Mary Gilbertson
Visually impaired
“When I first started, I was so afraid of the computer. I felt like it was going to bite me,” she said. “Through the app, I learned how to use the tablet and how to go online, and I am enjoying it. It has opened up a whole new world for me.”

--C. Walker
North Little Rock Housing Authority
Tech Fit Seniors

Shanta Nunn-Baro, NLRHA
About NLRHA Tech Fit Seniors

- NLRHA Tech Fit Seniors is a pilot, part of T.H.R.I.V.E.
- T.H.R.I.V.E. holistic health and wellness program
- TFS, launches September 24, 2018
- Pilot program that will introduce 6 seniors (55+) to tablet and internet use
- TFS will include 2 senior residents taking part in our Senior GED program
- 4 weeks, 1 hour
- Trained volunteers from local university
- Coordinated by T.H.R.I.V.E. Interns
- Prizes, included 😊
NLRHA Tech Fit Seniors: Program Building

- **Feasibility** - Should we do it?
- **Monitor** - What should we survey?
- **Sustainability** - Can we keep it up? If so, how, funding? Expansion?
- **Accessibility** - How to address vision, motor, cognitive challenges?
- **Staff Resources** - Who will oversee this?
- **Device Maintenance** - Who will service tablets?
- **Keep or Give Away** - Who will own it?
- **Digital Literacy** - Which one to choose?
- **Connectivity** - Who will provide internet?
- **Marketing** - Who will sell it?
NLRHA Tech Fit Seniors: Focus

- Basics of tablet use
- Social connections
- Safety
- Health management
- Educational opportunities
- Online purchasing
- Financial management
- Apps
NLRHA Tech Fit Seniors: Partnerships

CURRENT PARTNERS

● Generations Online
● AARP
● Arkansas Rehabilitation Services/ICAN
● Humana Health
● Centennial Bank
● Comcast Internet Essentials
● University of Arkansas at Little Rock
● University of Arkansas at Pine Bluff

PENDING PARTNERS

● Walmart
● Arvest Bank
CURRENT TABLET and HOT SPOT
RCA Viking Pro 10.1” Android 2-in-1 Tablet 32GB Quad Core

Average rating: 4.2907 out of 5 stars, based on 3227 reviews
RCA

Walmart # 554302314
$69.98 List $129.99
Optimism, Design, & Identity
Aligning Technology with Future Identity

Alex Glazebrook, Older Adults Technology Services
Senior Planet: Building a New Identity for Older Adults

- Technology trainings as conduits to empowerment
- Founded in 2004
- 20,000 students taught
- 10,000 courses offered
- 35+ computer labs built
- 2 flagship centers, 2 more on the way
Optimism

The Silver Tsunami
Impact Verticals: Technology with a Purpose

- Social engagement
- Health & wellness
- Creativity and lifelong learning
- Civic engagement
- Financial literacy
A high-tech Age Suit, made by a tech firm, Applied Minds, for Genworth Financial, an insurance company, simulates vision and hearing loss as well as reduced mobility from muscle deterioration...
Technology Adoption by Age

Source: Survey conducted Sept.29-Nov.6, 2016. Trend data are from previous Pew Research Center surveys. “Tech Adoption Climbs Among Older Adults”
Awesome Design is an Antidote to Ageism
Lessons Learned:

- Be an aging optimist
- Embrace new identities
- Design awesome experiences
Key Elements of Effective Digital Inclusion Programs for Seniors

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Apps and Tech for Resident Services
Programming

September 18, 2018
Connecting communities with GitHub and Open Source

September 18, 2018
GitHub: The software library
Open Source is like …

a free little library

- Developed by one (or more), shared to many
- Iterations building on the works of others
- Slight tweaks can bring a new use to an old piece of software
Philly311 service request tracker

You can use this tool to track the status of your 311 service request.

Type in your service request number.
For example: 10901544

We're still working on this page's design and content. How can we make it better?
Council of Global City CIOs

- Developing a Smart Cities model
- Bringing broadband connectivity to everyone, and
- Accelerating the digitization of government through open source code-sharing

Includes San Francisco, Washington, DC, New York City, The Hague, Boston, Seattle, Chicago, Atlanta, Austin, and Dubai
Code for America Projects

Statistics
670 public repos
30 members
@codeforamerica

Recently updated
View All on GitHub
- civic-tech-patterns Sep 11, 2018 - 131 watchers - 21 forks
- autoclearance Sep 11, 2018 - 3 watchers - 1 fork
- clientcomm-rails Sep 11, 2018 - 11 watchers - 4 forks

civic-tech-patterns
Ruby
common patterns and anti-patterns for civic tech and civic apps

autoclearance
Ruby
Clear My Record: Automatically clear convictions under prop 84

clientcomm-rails
Ruby
rails port of clientcomm

michigan-benefits
Ruby
Digital Assister for Michigan

colorado-benefits
Ruby

rap_sheet_parser
Ruby

citygram
Ruby
Subscribe to your city.

open311status
Ruby
Open311 Status monitors and

redirect
JavaScript
Redirect places.

brigade
HTML
The Code for America Brigade

rubymine-settings
Standard settings for RubyMine
MyNYCHA

MyNYCHA App
NYCHA residents can create and manage work tickets for their apartment or public spaces, pay rent, and more. Use in English or Spanish.

MyNYCHA Web
The same features as in the MyNYCHA App, available on the NYCHA website. Use in English or Spanish.

Public Housing and Section 8 Self-Service
Tenants and applicants for Public Housing and Section 8 can manage their information on file.

nycha-repair-charts
visualizations of data regarding NYCHA repair violations using Javascript's D3 library
Network effects
What can you solve together?
Next steps

- Set up an account on GitHub, and a free Organization to hold your problems
- Prioritize communities problems
- Engage with each other and come to shared solutions
- And how can you open this up to your residents and local community
New York City Housing Authority Connects
Agenda

- About NYCHA
- NextGen NYCHA
- NYCHA eService and MyNYCHA App
- NYCHA’s Opportunity Connect
- The Landlord Extranet
- Financial benefits of this technology

Residents use NYCHA’s Digital Vans to complete their Annual Reviews and even complete classes online.
NYCHA seeks to deliver safe, clean, and connected communities to over 600,000 New Yorkers

- Over 175K apartments and 85K Section 8 vouchers
- NYCHA residents and Section 8 participants are 11.8 percent of NYC rentals
- Residents and voucher holders are
  - Multi-lingual (English, Spanish, Russian, Mandarin)
  - Multi-generational (seniors, families, single adults)
  - Mix of income levels (Working, fixed income, public assistance)

110,000 Children under 18 years old
77,000 Seniors 62 years or older
25% Employees reside in public housing
$23,000 Average Household Income
Digital Initiatives Central to NextGen NYCHA

- NextGeneration NYCHA focuses on
  1. Achieving financial stability and diversified funding for the long term
  2. Operating as an efficient and effective landlord
  3. Building, expanding, and preserving public and affordable housing stock
  4. Developing best-in-class resident services and resident engagement models

Connecting digitally with our residents and Section 8 stakeholders is crucial to the success of NextGen NYCHA
NYCHA Self-Service Portal

Accessed by
- ~200,000 residents and applicants
- ~90,000 Section 8 participants and applicants
- ~100 users from other City agencies
- Anytime, anywhere, any device

✓ Apply for Public Housing online
✓ Annual and Interim Income Recertifications
✓ Check application status and select Development
✓ Pay Rent
✓ Reasonable Accommodation requests

✓ Request Apartment Transfers
✓ DHS and other Agency Referrals
✓ Section 8 Inspections
✓ Portability Requests
✓ Smoke-free complaints
✓ Lead Consent Decree information page
MyNYCHA ‘NYCHA in the Palm of Your Hand’

- Award-winning and free
- Empowers residents to create service requests, view scheduled appointments, and pay rent, 24/7/365
- Available in Spanish
- Single-sign On
- As of mid-September, over 121,000 app downloads and ~868,000 work orders created
NYCHA’s **Opportunity Connects**

- **Self service** for REES* Customers and Partners
- **Online platform** for connecting, registering and obtaining information
- **Connects to** available, local services
- **Funded in part** by Citi Community Development

- Employment opportunities
- Training opportunities
- Counseling Referrals

*Resident Economic Empowerment & Sustainability*
Landlord Extranet - 35K Owners Online

- **Over 25K** Lease Renewals online so far in 2018
- **80%** of public space repair certifications online so far in 2018
- Landlords can:
  - View rent-related tenant information
  - Post vacant rental apartments
  - Manage payments and rent changes
  - Review service requests and related documents
  - Online 1099 statements
  - Online submission of lead inspection issues
  - Change of mailing address

- 84% of all lease renewals were done online in 2017
Improving Tech Optimizes Labor

- Good apps and tech helps residents and helps NYCHA
- Online apps allow NYCHA staff to focus on working with residents rather than on pushing paperwork
Official SAT Practice on Khan Academy

Farhad Asghar, fasghar@collegeboard.org
College Board’s Commitment

- **Fee Waivers**: SAT fee waivers and 4 college application fee waivers for 11 & 12 graders (https://collegereadiness.collegeboard.org/sat/register/fees/fee-waivers)

- **FREE Test Prep**: Unlimited access to SAT practice tools, including diagnostic quizzes, practice questions, interactive advising, test explanations, and 4 official full-length practice tests.

- **FREE College Planning**: Customizable college search and plans, including scholarship and financial aid information.
Khan Academy

A free world-class education for anyone, anywhere

Free personalized study plan for students: satpractice.org

Free resources for educators: satpractice.org/k12
Introduction to Official SAT Practice on Khan Academy

Free personalized study plan for students: satpractice.org

Free resources for educators: satpractice.org/k12
The Daily Practice App

“Designed so students who might not have access to the Internet at home or expensive SAT prep courses and books can still practice for the SAT directly from their mobile device.”
SAT Score Improvements and Official SAT® Practice

Number of points gained from PSAT/NMSQT® to SAT correlated to hours spent practicing

<table>
<thead>
<tr>
<th>Hours of Official SAT Practice</th>
<th>~60 pts. increase</th>
<th>~90 pts. increase</th>
<th>~115 pts. increase</th>
</tr>
</thead>
</table>

16,000 students saw gains of 200 points or more.
Jump Right In

<table>
<thead>
<tr>
<th>Action</th>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Explore the resources on Official SAT Practice:</td>
<td>satpractice.org/k12</td>
</tr>
<tr>
<td>Plan a time when students can create and link their College Board and Khan Academy accounts.</td>
<td>How to Link Your College Board + Khan Accounts</td>
</tr>
<tr>
<td>Plan a time for students to practice.</td>
<td>satpractice.org/k12</td>
</tr>
<tr>
<td>Develop measurable goals</td>
<td>satpractice.org/k12</td>
</tr>
<tr>
<td>Plan community engagement</td>
<td>satpractice.org/k12</td>
</tr>
<tr>
<td>Make practice fun and rewarding</td>
<td>satpractice.org/k12</td>
</tr>
</tbody>
</table>

How to Link Your College Board + Khan Accounts:
- Linking Powerpoint Presentation
- Accessing College Board Scores

Start Practicing:
- Lesson Plans
- Facilitator’s Guide
- Coach Tools Guide
- Coach Tools FAQ

Digital Marketing kit: sat.org/promotepractice
BigFuture™: Educator Resource Center

- Handouts and posters
- Site demos and lesson plans
- Presentations
- Spanish-language resources
- Webinars – live and recorded

Educator Resource Center

Here you’ll find college planning resources to support the work you do every day with students and families. Check back regularly for new items or sign up below to stay connected.

NEW AND NOTABLE
Step-by-Step Guides
Download free handouts for your students
How to Make a College Plan (.pdf/131KB)
How to Build a College List (.pdf/144KB)

ConnectHomeUSA
Propel Fresh EBT
We're making America's safety net more user-friendly.

We build software for low-income Americans who are often overlooked by traditional tech innovation.

Our current focus is food stamps, a $70 billion program that reaches 45 million Americans.
Fresh EBT Demo
Best Buy Social Impact
Best Buy 2020 Goal:
Annually, help prepare 1 Million youth from underserved communities prepare for the tech-reliant jobs of the future.
Our Programs

Best Buy Teen Tech Centers
Career Pathways
Geek Squad Academy
Community Grants
Best Buy Teen Tech Centers
Locations

Bellevue WA
TX
Washington D.C.
MN
Jersey City NJ
Denver CO
Oakland CA
CA
San Marcos CA
Las Vegas NV
New Orleans LA

San Antonio
Minneapolis
Chicago IL
Dallas TX
Los Angeles
St. Paul MN
Pittsburgh PA

Opening this fall: Phoenix, Cleveland, Fort Lauderdale and Boston, bringing the total to 21.
Expansion Plans and Application Process

➔ Expanding to more than 60 locations by 2020.

➔ New sites will also be opening soon in Brooklyn, Milwaukee, St. Louis MO, Hartford CT, Houston, Indianapolis and Detroit.

➔ Currently seeking partners in new cities, including Salt Lake City and Louisville. For more information and additional cities, visit theclubhousenetwork.org/bestbuy
Career Pathway Program
# Career Pathways Pilot Program

## 4 Key Criteria

1. Prepare Youth for Tech Reliant Career
2. Hard Skill Training
3. Soft Skill Training
4. Work-based experience

### Tracks

- **Cyber Security**
- **Digital Arts/ Communication**
- **Computer Repair/Help Desk**
- **Retail**
- **Programming/ App Development**
Geek Squad Academy
Technology training program to build new youth skills in 3D Design, Digital Music creation, Robotics, Coding, and more.

Held throughout the year, targeting ages 10-18

→ academy.geeksquad.com/proposal
Mood Ring App

How are you feeling?

- excited
- worried
- lonely
- tired
- peaceful
- confused
- irritated
- sad
- motivated
- happy
- mad
- overwhelmed

I'm feeling...

because...

Why do you feel that way?

enter
Community Grants
Grants of up to $10,000 to support local programs.

Nonprofits and Public Entities eligible to apply. Applications accepted in the spring with determinations early fall.

For more information: https://corporate.bestbuy.com/community-grants-page/
Apps and Tech for Resident Services Programming

Farhad Asghar fasghar@collegeboard.org
Jimmy Chen jimmy@joinpropel.com
Jamie Jones jbjonesjr@github.com
Robert Marano bobmarano@nycha.nyc.gov
Andrea Wood andrea.wood1@bestbuy.com
Webcasting will resume after a brief recess. Thank you for your patience.
Welcome back! The next panel will begin shortly. Please take your seats.
Strategies for Collaboration
Among School System, Housing, Community & Banking Leaders

September 18, 2018
Dr. Paul Resta
Chair, Board of Directors
National Collaborative for Digital Equity
Digital Equity in LMI Communities

U.S. falling rapidly behind other nations

Digital equity:

- Needs to be **systemic** (more than “boxes & wires”)
- Should yield gains not only in equitable tech access but also in
  - Educational opportunity
  - Economic opportunity
Community Reinvestment Act (CRA): A Promising Funding Source

- NCDE’s advocacy: Federal Reserve guidance (2016)

- National Banking Leader Advisory Council on Digital Equity: Guide to CRA Grantmaking for Digital Equity and Economic Inclusion


- NH Bankers Association and Banking Commissioner: NH Summit on October 9th

- MA Summit at Boston Federal Reserve on December 7th
Dr. Letty Ann Shapiro
Community Development Expert
Office of the Comptroller of the Currency
U.S. Treasury Department
Community Reinvestment Act

**History** – Enacted in 1977 to prevent redlining and to encourage banks to meet the credit needs of all segments of their communities, including LMI individuals and areas.

**Supervision** – Provides framework for evaluation of a bank’s record
- For most banks, evaluation factors include a bank’s lending performance and qualified community development-related loans, investments, and services
- OCC assigns a CRA rating to a bank
- Public Evaluations and ratings are posted to OCC.gov

**Digital Equity** – Banks may receive CRA consideration
- Community development grants and programs advancing financial inclusion and literacy for LMI individuals
- Broadband finance primarily serving LMI populations of rural underserved distressed middle income areas
Banks Supporting Digital Inclusion

• 2015: ConnectHome pilot
  – Connecting broadband technology for HUD-assisted housing residents
  – Partnership between San Antonio Housing Authority and Wells Fargo Bank
  – Digital Inclusion Manager – resident training on use of the internet

• Financial literacy and technology
  – Offering financial literacy through digital technology
  – Partnership between San Antonio Housing Authority and Frost Bank
  – Digital Training and computers
Preparing Your CRA Case

Examples under CRA:

• Grants that offer home WiFi and computers and training for LMI students

• Financing of broadband infrastructure that benefits LMI communities

• Grants to organizations that provide community services for LMI residents

• Grants to organizations that sustain economic development for LMI people, such as workforce development

• Bank employees that offer financial literacy and digital inclusion training to LMI people
Preparing Your CRA Case - Continued

Making your case to the bank:

• Demographic make-up of the geography, including LMI resident?

• How the effort supports those needs, including for LMI residents?

• How the digital inclusion effort supports the bank’s alternative delivery systems?

• How the digital inclusion effort helps the bank’s broader community development strategy and CRA story?

Geography served by the digital inclusion effort?

The credit, community, and digital inclusion needs of the geography, including LMI residents?

The roles and expectations for your organization, the bank, and other community partners, including financial support?
Resources

• **OCC Resources** – OCC’s website ([www.occ.gov](http://www.occ.gov)) has information for banks and consumers:
  – **CRA**: How banks may use the regulation to benefit LMI persons and struggling communities. To comment on the OCC’s modernization effort, visit [www.occ.gov](http://www.occ.gov). (Search: CRAANPR and Community Reinvestment Act)
  – **Web Resource Directory on Rural Broadband Finance**: Resources and examples for banks financing rural broadband infrastructure. See OCC’s video on rural broadband finance and New Markets Tax Credits. (Search: rural broadband)
  – **Financial Literacy Updates**: OCC’s bimonthly newsletter that provides financial literacy and financial inclusion events, publications, and resources of OCC, federal government, and nonprofits. (Keywords: financial literacy)
  – **OCC Publications**: Safe and sound approaches to broad range of community development financing and financial accessibility topics: [www.occ.gov](http://www.occ.gov). (Search: Community Affairs Publications)

• **Broadband Interagency Working Group** – OCC and 16 federal agencies are working to ensure the effective deployment of federal assets for rural broadband development. (Visit [https://broadbandusa.ntia.doc.gov/](https://broadbandusa.ntia.doc.gov/) and [https://www.ntia.doc.gov/category/broadband-interagency-working-group](https://www.ntia.doc.gov/category/broadband-interagency-working-group))

Dr. Robert McLaughlin, Executive Director
National Collaborative for Digital Equity
School System Leaders – Key Partners

- NCDE working with leadership of national school board & superintendent associations (who have authority to determine where their district banks)
- Helping them extend partnership with their banks (see map)
  - Coaching for educational leaders – navigating bank partnership development
  - Coaching for banking leaders – why & how to support systemic digital equity
Mobilizing Inclusive Cross-Sector LMI Leadership Teams

- NH & MA summits: statewide network of cross-sector leadership teams in LMI areas
- School systems, affordable housing, banking, workforce & community development
- Resource providers from each essential dimension of systemic digital equity
- LMI teams’ diversity must reflect and give agency and voice to community diversity
NCDE Proposal: CRA Grant Support to Sustain Digital Equity Staffing at ConnectHomeUSA Housing Authorities

- Collaborate with HA to secure CRA grant support for digital equity coordinator based at HA

- NCDE provides ongoing PD and technical assistance for coordinator

- Coordinator reports to the HA’s ConnectHome project director, impacting digital access & skill for HA families

- Bank CRA funding tends to be inertial – i.e., sustained once piloted & proven
Q & A
Resources

OCC Resources – OCC’s website (www.occ.gov) has information for banks and consumers:

- **CRA:** How banks may use regulation to benefit LMI persons and struggling communities. To comment visit www.occ.gov
- **Web Resource Directory on Rural Broadband Finance:** Resources and examples for banks financing rural broadband infrastructure
- **Financial Literacy Updates:** OCC’s bimonthly newsletter (Keywords: financial literacy)
- **OCC Publications:** www.occ.gov. Search: Community Affairs Publications

Broadband Interagency Working Group – OCC and 16 federal agencies are working to ensure the effective deployment of federal assets for rural broadband development:
https://broadbandusa.ntia.doc.gov/  
https://www.ntia.doc.gov/category/broadband-interagency-working-group

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Dr. Robert McLaughlin
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Video: Connectivity Initiative at the Housing Authority of the City of Brownsville
Panel Discussion with Philanthropic Representatives

Matthew Hennessey
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Stephanie Powers
powers@cof.org
Wrap-Up and Charge to Attendees

September 18, 2018