

2024

Creating Technology Access in Harlem: A Collaborative Success Story



A CRITICAL TECHNOLOGY GAP IN HARLEM'S NEW YORK CITY HOUSING AUTHORITY

In the vibrant community of Harlem, a significant technology challenge confronted high school students living in New York City's Housing Authority (NYCHA) – the largest public housing development in the nation – the lack of a computer at home. This absence of technology access created substantial obstacles for young residents and their families, restricting their ability to complete school assignments, seek employment opportunities, access essential public services, and develop crucial skills for academic and professional advancement.

“STUDENTS MAY NOT EXPRESS HOW MUCH THEY APPRECIATE THIS OPPORTUNITY, BUT THEY DO. THEY'LL REMEMBER IT FOR THE REST OF THEIR LIVES. I WAS A NYCHA KID - I KNOW WHAT IT WAS LIKE.” —MUSA JACKSON, CO-FOUNDER OF HARLEM CULTURAL FESTIVAL FOUNDATION

TECHNOLOGY MEETS COMMUNITY IN A THREE-WAY PARTNERSHIP

Recognizing this widespread need, DoubleVerify, Harlem Cultural Festival Foundation and Everyone On partnered to create a tailored solution: Digital Access Day. The triple collaboration resulted in a tailored program designed to provide 75 high school students living in New York City Housing Authority in Harlem with the technology and knowledge they and their families needed at home to stay safely connected, complete homework assignments, communicate with their schools, pay bills and access healthcare.





75

high school students living in
New York City Housing
Authority received Mac
laptops & digital skills
training



Each student received a free Mac laptop provided by DoubleVerify, accompanied by a “Learn Your Mac” digital skills training. Everyone On and DoubleVerify instructors guided participants through Mac setup processes and practical skills development. They explored Mac features like Launchpad, Mission Control, touchpad techniques and Finder file management. Simultaneously, DoubleVerify’s Chief Information and Security Officer walked students through an essential cybersecurity training, equipping students with vital knowledge to protect themselves online.

BUILDING LASTING CHANGE

The community's response was remarkable. When invitations to the program were first made, registration filled more than half its capacity within a few hours, showing the intense desire parents had for their kids' technology education and access.

The enthusiastic response highlighted the community's recognition of technology's importance in contemporary education and professional development. The initiative's impact extended beyond immediate skill acquisition. By providing students with personal laptops, the program created opportunities for continued learning, communication, and exploration beyond what can be accomplished on a smartphone. This program shows how cross-sector strategic partnerships can create meaningful change.

On a bigger level, the program serves as a powerful model for community-driven technology education, showing how targeted, collaborative efforts can make a significant difference in young people's lives and futures.



If you would like to learn more about Everyone On and investing in digital inclusion in under-resourced communities, visit www.EveryoneOn.org or contact us at support@EveryoneOn.org.