IT'S A WIN-WIN:
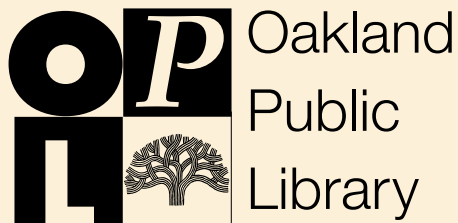
Engaging Volunteers to Advance Digital Literacy

AMY SONNIE & KAMI GRIFFITHS

Introductions

Oakland Public Library

AMY SONNIE

LIBRARIAN, OAKLAND PUBLIC LIBRARY

DIRECTOR, SECOND START ADULT LITERACY

@BANNEDLIBRARIAN

COMMUNITY TECHNOLOGY network

KAMI GRIFFITHS

FOUNDER & DIRECTOR, COMMUNITY TECHNOLOGY NETWORK

@CTNBAYAREA

Agenda

- Introductions

- Need for Digital Literacy

- The Problem

- The Solution: 3 Model Volunteer Programs

- What We Have Learned

- Getting Started / Things to Think About

- Q&A / Discussion
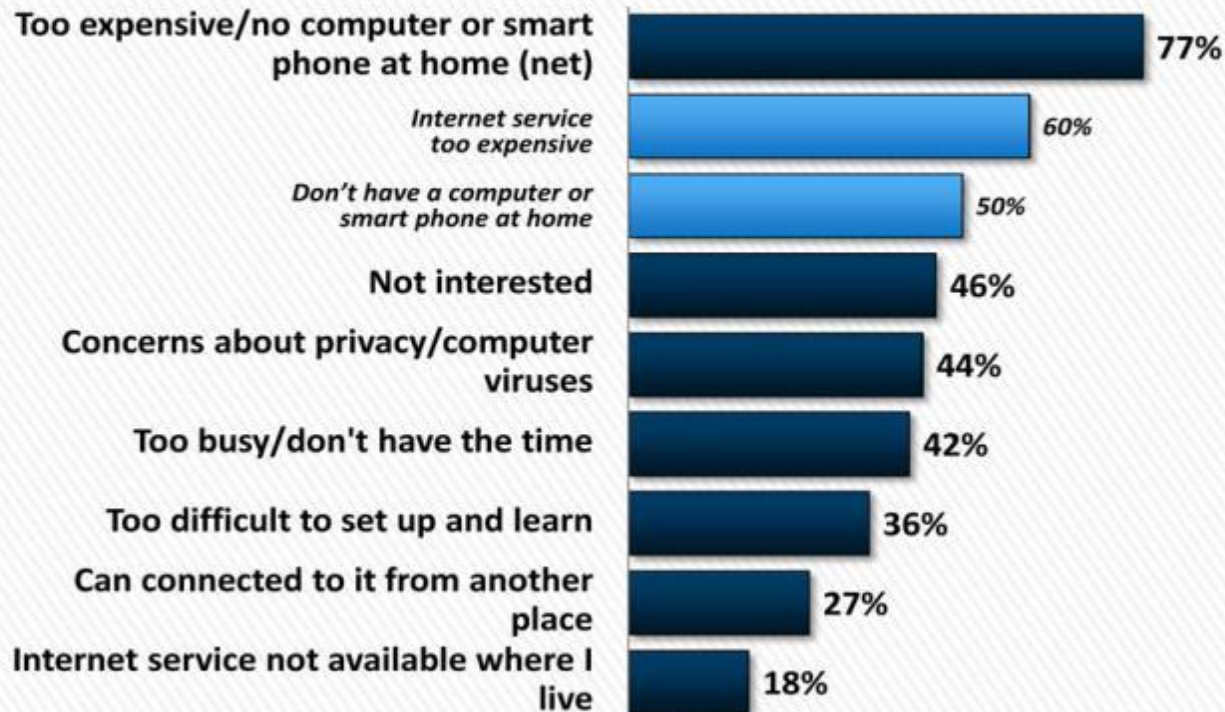
Need for Digital Literacy

Broadband connectivity at home
(by region, household income and tenure)

	Computer	Smart phone only	
Total statewide	71	8	79%
Region			
Los Angeles County	66	10	76%
Inland Empire	69	13	82%
South Coast	78	5	83%
Central Valley	74	5	79%
San Francisco Bay Area	76	6	82%
Other California	66	7	73%
Household income			
Less than $20,000	49	16	65%
$20,000 - $39,999	66	10	76%
$40,000 - $59,999	77	4	81%
$60,000 - $99,999	86	4	90%
$100,000 or more	97	1	98%
Tenure			
Homeowner	78	3	81%
Renter/other	66	11	77%

Need for Digital Literacy

Table 2
Reasons for not having Internet connectivity at home

Reason	Percentage
Too expensive/no computer or smart phone at home (net)	77%
Internet service too expensive	60%
Don't have a computer or smart phone at home	50%
Not interested	46%
Concerns about privacy/computer viruses	44%
Too busy/don't have the time	42%
Too difficult to set up and learn	36%
Can connected to it from another place	27%
Internet service not available where I live	18%

Percentages add to more than 100% due to multiple mentions.

The Problem: San Francisco Bay Area

CTN Model

Unite organizations and volunteers to transform lives through digital literacy.

partner

By working with CTN we have been able to provide more classes for our guests due to their ability to find and train highly skilled volunteers.

Also, through CTN's extensive network we have been able to brainstorm with other service providers and develop stronger service plans.

Megan Trotter
Program Manager
Tenderloin Technology Lab

network

trainer

I can't describe how moving it is to see the look of amazement on a senior's face when they recognize the power of an Internet search engine.

Adriana Gordon
Computer Tutor and
Basic Skills Teacher

network

student

With the help of CTN volunteers, Aracely has learned how to use Google translate and online Spanish-English dictionaries to improve her English skills and understand websites that used to frustrate her. She now uses Google translate daily and has shared her new knowledge with several friends.

Aracely Melendez
Computer Student

network

3 Model Programs

Ready, Set, Connect!	Second Start	SF Connected
• Formal	• Less formal	• Formal
• 7 Libraries	• Single Lab	• 30 Senior Centers
• Cross-generational	• Adult Tutors	• Peer & Service Learning
• Multilingual	• English	• Multilingual
• Youth & Adult Skills	• Builds Adult Skills	• Builds Adult Skills
• Stipends provided	• Volunteer	• Volunteer or Stipend

What They Share

- Maximize resources & talent

- Respond to ever-changing technologies

- Co-Learning approach

- Nurture leaders for community and workplace

About Ready, Set, Connect!

- 20 youth (ages 16-24)

- 8 months

- 7 libraries

- Engage youth in service to help patrons with computer questions

- 64 hours of job readiness and advanced tech training for <u>each</u> youth

- Monthly stipend & completion bonus

- Engage corporate volunteers as trainers and mentors, like Google →

About Second Start Adult Literacy

- Enlist existing tutors with tech savvy

- Tiered levels of engagement: "Digital literacy corps" among volunteers to train other tutors and recruit new ones

- 1-on-1 tutoring *and* workshops

- Expanded lab capacity by 30%

- Out of 2,691 individual help sessions in the library last year, 1,199 (45%) took place within Second Start
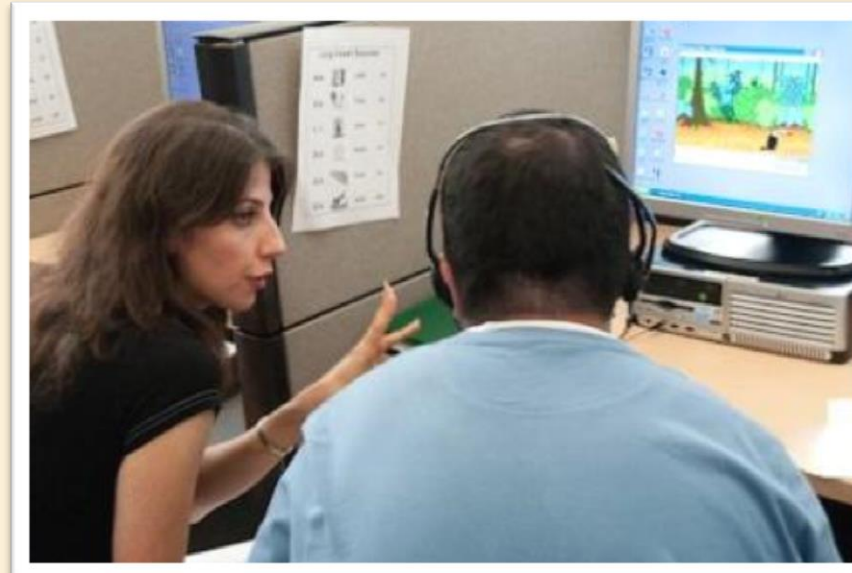
About SF Connected

- With SF Dept. of Aging & Adult Services

- CTN provides volunteer trainers/tutors

- Volunteers ages 16–65+

- Volunteers speak English, Spanish, Cantonese, Mandarin and Russian

- 1-on-1 tutoring *and* workshops

- Tablet and mobile phone donations

- 3 hours of volunteer training plus continuing education
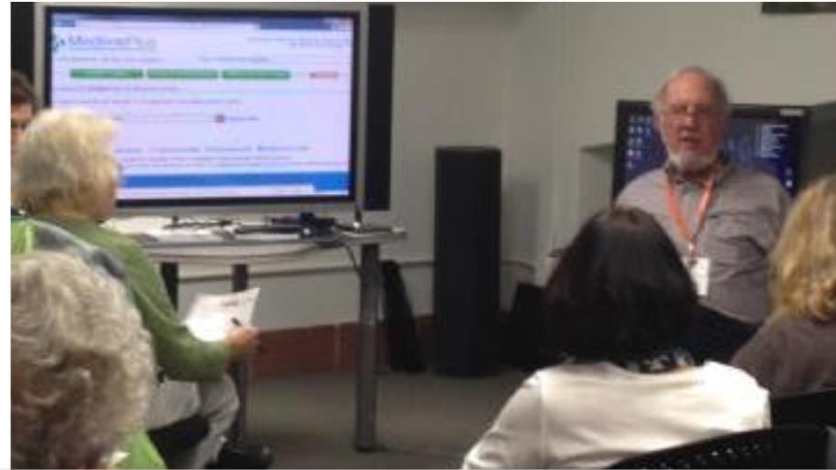
Impacts

Ready, Set, Connect!	Second Start	SF Connected
1,143 1-on-1 Sessions	**1,079** 1-on-1 Sessions	**8,308** Sessions
30% in Foreign Language	**11** Classes, **64** Attendees	**500** unique learners yearly
809 Hours of Instruction; **64** Hours Professional Training for Youth	**900** Additional Hours of Instruction Last Year	**6,000** Training Hours
20 Youth Tutors per year	**3** Tutors + **2** PT staff	**60** monthly volunteers
54 Total Youth Trained		
3 Got Jobs w/ Library!		

"I have gained much more than community service hours. I've gained leadership skills, marketing, and resume building, and I have even visited a few of the top tech companies. Tutoring at the main library has changed my life"
— Teah, RSC Youth Tutor

"I am more connected to my family and friends."
– SF Connected Student

What We've Learned

- Skilled Volunteers = Win, Win, Win

- Training Makes a Difference

- Screen, Match and Manage

- Stipends Increase Accountability and Retention, especially for youth

- Create a Ladder of Engagement!

- Volunteers ≠ Staff, but staff roles can change

- Define Your Objectives and Track Impact

"There is no possibility for teaching without learning. As well as there is no possibility for learning without teaching."

– Paolo Freire

Getting Started

- Identify the need (more than just data)

- Identify Partners -- and Funders

- Create a volunteer job description

  - Roles/Responsibilities, Length of commitment, Guidelines

- Recruit & Select

  - Tailor this to your intended audience; Look for capable co-learners

  - Volunteermatch.org, Idealist.org, community centers, colleges, local businesses

- Orientation and Ongoing Support

- Evaluation

Things to Think About / Challenges

- Engaging volunteers without sending message that we don't need staff.

- How to evaluate program impact and effectiveness?

- Finding talented volunteers who are good teachers.

- How to fund volunteer training and stipends?

Let's Discuss!

Resources

HANDOUTS

The 10 Principles for Working with New Computer Users

Favorite Activities for New Users

Internet Safety

from Community Technology Network via Dropbox (click here)

REPORTS

Ready, Set, Connect! Program Report: 2013

Ready, Set, Connect! Program Report: 2014

Ready, Set, Connect! Program Report: 2015

MAKING THE CASE

The State of Digital Inclusion Discussion with Karen Archer Perry & Kami Griffiths

Building Digitally Inclusive Communities

Digital Readiness - John B. Horrigan

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