Seizing the Moment: Closing the Digital Equity Gap

May 3, 2022

The Campaign for
GRADE-LEVEL
READING

Presenter

Amina Fazlullah
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Common Sense

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Digital Equity

Shawn Gross – **Baltimore City Public Schools**

155

Total schools and programs

22,420

students in grades 9 to 12

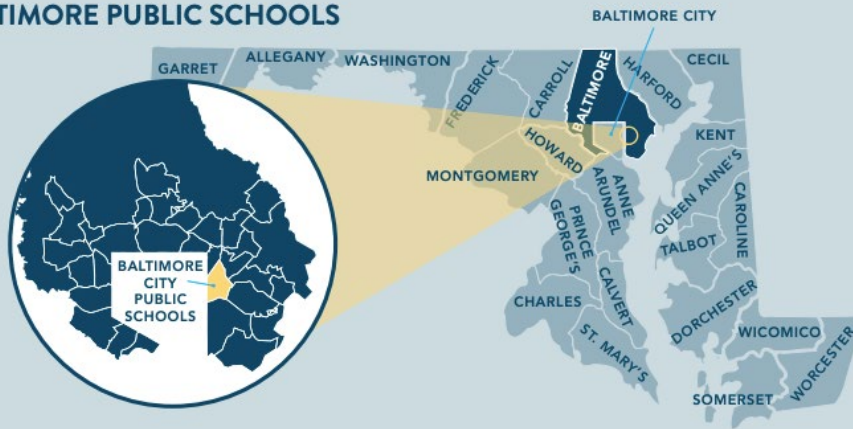**37,988**

students in pre-k to grade 5

77,807

total enrollment

55%

Children living 200% of poverty

By the numbers

17,278

students in grades 6 to 8

BALTIMORE PUBLIC SCHOOLS

GARRET · ALLEGANY · WASHINGTON · FREDERICK · CARROLL · BALTIMORE · HARFORD · CECIL · BALTIMORE CITY · KENT · HOWARD · MONTGOMERY · ANNE ARUNDEL · QUEEN ANNE'S · TALBOT · CAROLINE · PRINCE GEORGE'S · CALVERT · DORCHESTER · CHARLES · ST. MARY'S · WICOMICO · WORCESTER · SOMERSET
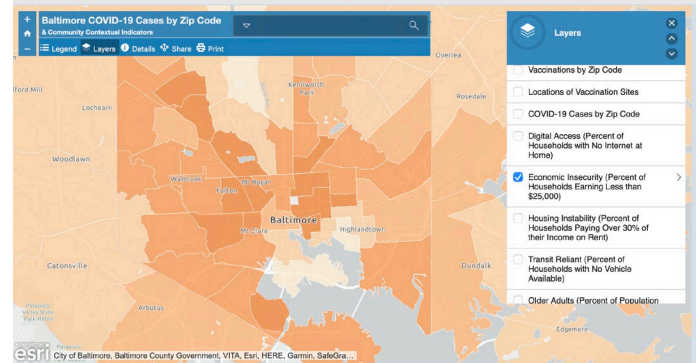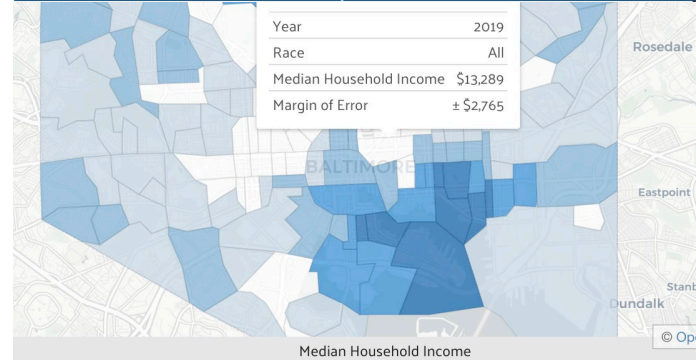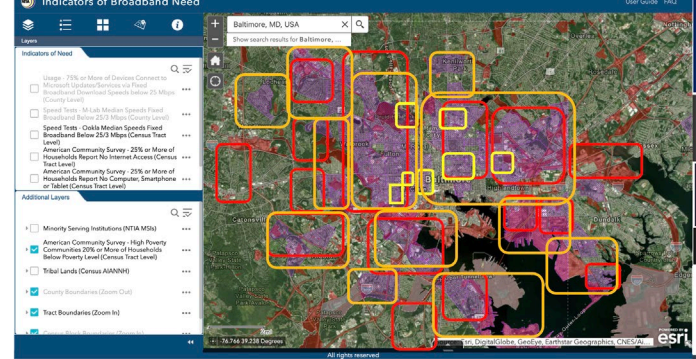
BALTIMORE CITY PUBLIC SCHOOLS

Digital Equity Skills Inhibit our Ability to get Everyone on

Despite having deployed thousands of hotspots, each month many of them are underutilized.

Based upon feedback from parents and guardians, the primary reason they are not getting online is because they do not know how!

Identify Your Target Audience

- Utilize the following evaluation criteria leveraging high quality data inputs:
  - *Income*
  - *Percentage of families experiencing homelessness*
  - *Housing instability (percentages of families paying over 30% of their income on housing)*
  - *Transit reliant*
  - *Lack of access to high speed Internet and devices.*
  - *Easily accessible to Pratt branch locations*

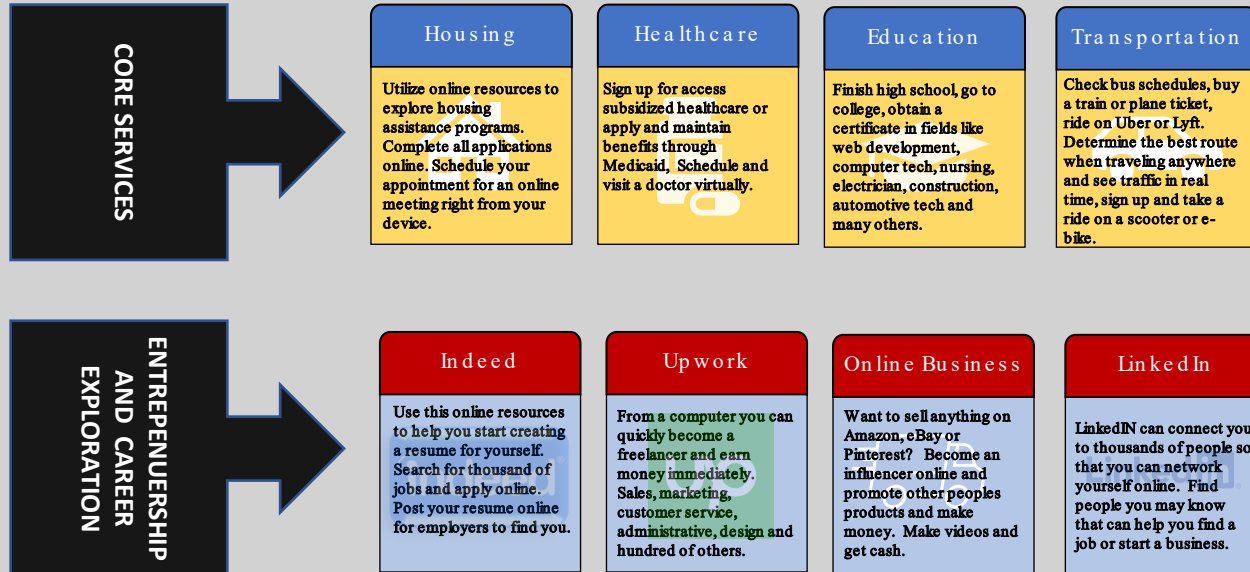Median Household Income

Sustainability

Beyond programs like ECF, Corporate Sponsors

Goal for Digital Equity Program is to go away and neighborhood revitalization
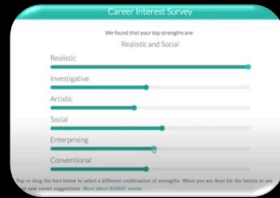
Helping families and individuals rise up

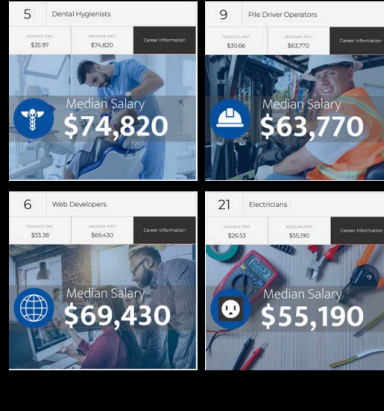Eliminate the need for a digital equity program

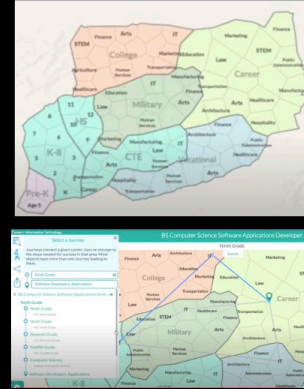# Make Learning About Getting Online Personally Relevant Through Examples

CORE SERVICES

Housing
Utilize online resources to explore housing assistance programs. Complete all applications online. Schedule your appointment for an online meeting right from your device.

Healthcare
Sign up for access subsidized healthcare or apply and maintain benefits through Medicaid, Schedule and visit a doctor virtually.

Education
Finish high school, go to college, obtain a certificate in fields like web development, computer tech, nursing, electrician, construction, automotive tech and many others.

Transportation
Check bus schedules, buy a train or plane ticket, ride on Uber or Lyft. Determine the best route when traveling anywhere and see traffic in real time, sign up and take a ride on a scooter or e-bike.

ENTREPENUERSHIP AND CAREER EXPLORATION

Indeed
Use this online resources to help you start creating a resume for yourself. Search for thousand of jobs and apply online. Post your resume online for employers to find you.

Upwork
From a computer you can quickly become a freelancer and earn money immediately. Sales, marketing, customer service, administrative, design and hundred of others.

Online Business
Want to sell anything on Amazon, eBay or Pinterest? Become an influencer online and promote other peoples products and make money. Make videos and get cash.

LinkedIn
LinkedIN can connect you to thousands of people so that you can network yourself online. Find people you may know that can help you find a job or start a business.
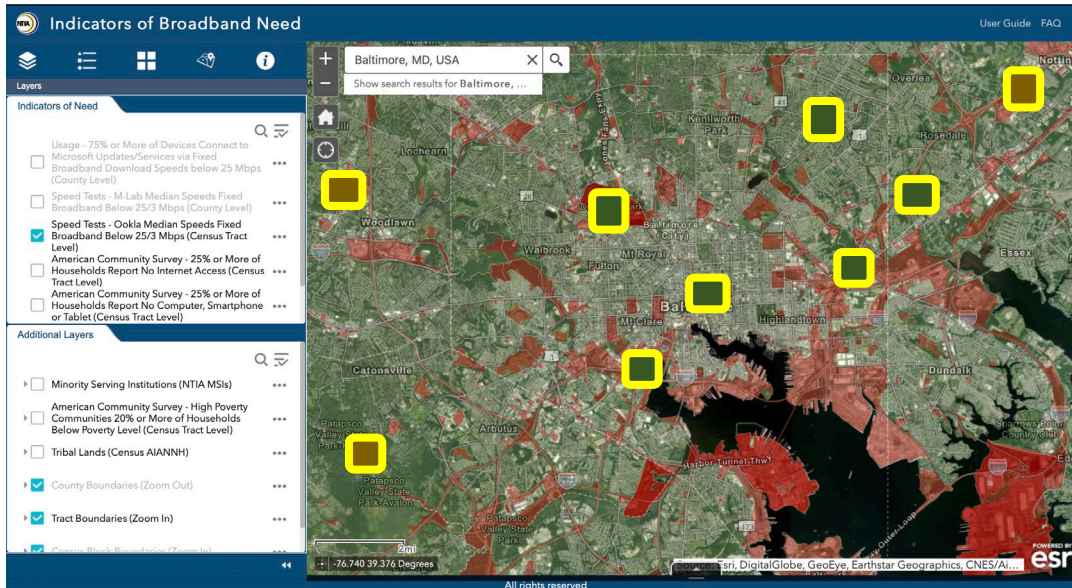
Journey to Success

Sustainability

Lack a device and access to high-speed Internet

Neighborhood is Gentrified & Infrastructure is improved

Goal is for the existing community to have access to an upgraded infrastructure, devices, connectivity and then to become digitally empowered.

Eliminate the need for Digital Equity Resources as individuals and families will have the resources to select services.

Leverage Community Partners

- Create alliances between anchor institutions (i.e., libraries, schools and city hall)

- Engage organizations that have relationships in your target communities to foster trust.

- Develop public-private partnerships that enable access to mentors and real employment opportunities.

- If any major sports teams are located in your community, partner with them. The NFL, NBA and MLB all currently include strategic priorities consistent with digital equity outcomes

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Questions & Discussion

Upcoming GLR Learning Tuesdays Webinars:

LEARNING LOSS RECOVERY CHALLENGE
Showing Up Matters for R.E.A.L (Routines, Engagement, Access to Resources and Learning)
Tuesday, May 10, 3−4:30 p.m. ET/12−1:30 p.m. PT

CRUCIBLE OF PRACTICE SALON
Let's Strive Together
Tuesday, May 10, 12:30−2:00 p.m. ET/9:30−11:00 a.m. PT

FUNDER-TO-FUNDER CONVERSATION
There's Still Time: Promoting the Child Tax Credit
Tuesday, May 17, 12:30−2:00 p.m. ET/9:30−11:00 a.m. PT

LEARNING LOSS RECOVERY CHALLENGE
Innovation in Parent & Educator Supports Critical to Kindergarten Readiness
Tuesday, May 17, 3−4:30 p.m. ET/12−1:30 p.m. PT

LEARNING LOSS RECOVERY CHALLENGE
Elevating Educators: Investing in Teacher Professional Development for Long-term Payoff
Tuesday, May 24, 3−4:30 p.m. ET/12−1:30 p.m. PT

Please Join Us!

GLR Learning Tuesdays

The Campaign for GRADE-LEVEL READING