

EquityLink

DIGITAL LITERACY AND EQUITY

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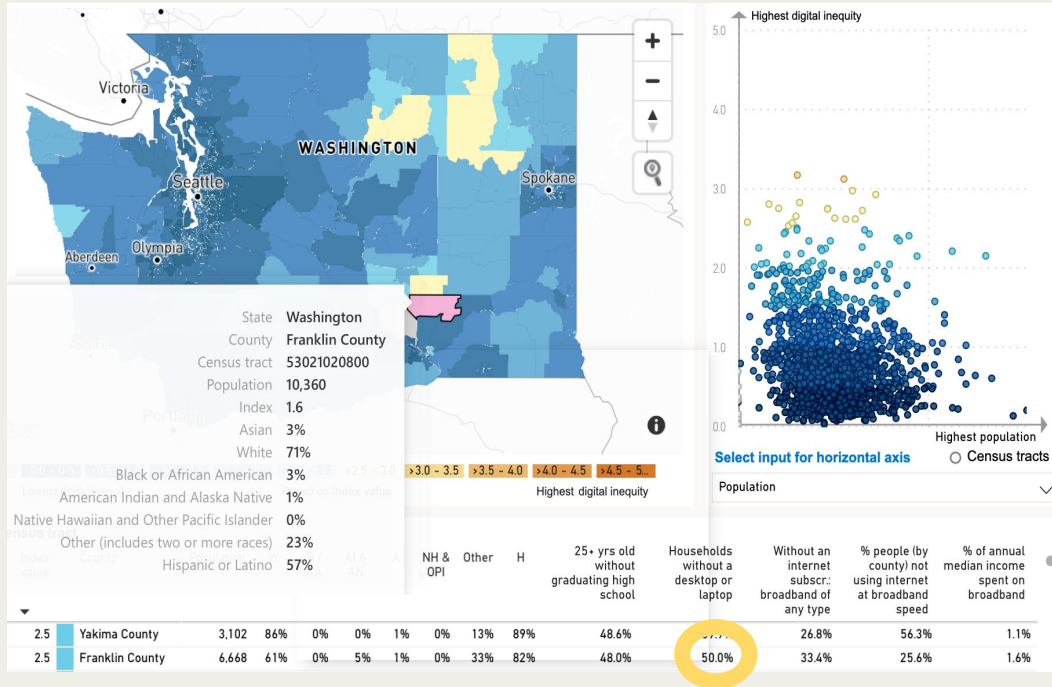
Yueh-Chi

Definitions

Digital Equity Practitioner: an individual implementing a digital literacy program

Cultural Broker: the intermediary between the community and digital equity practitioner

Problem context



- Need for digital equity in the tri-cities area
- Practitioners require low barrier entry resources to address community digital literacy needs

Problem Statement

How might cultural brokers and digital equity practitioners in the Tri-Cities area find resources to help communities expand their digital literacy?

Key research insights

- Program Goal, Measurement and Evaluation, Implementation Plan, are important parts to successful programs”
 - **identified areas to focus on to create the most impact**

- “the pandemic response has severely reduced libraries and other community organizations’ ability to offer their traditional digital inclusion programs”
 - **there is a need for more community run programs to support those who don’t receive support**

Persona - Jessica

Digital Equity Practitioner



- Rural Hispanic Community Member in tri-cities
- Receives information from Maria on what programs the community is seeking
- Carries out requested programs such as computer classes

Persona - Maria

Cultural Broker



- An immigrant from Mexico, resides in Benton County
- Aims to bridge the digital divide in her community
- Seeks support from digital equity practitioners to provide tailored digital resources for her Hispanic community

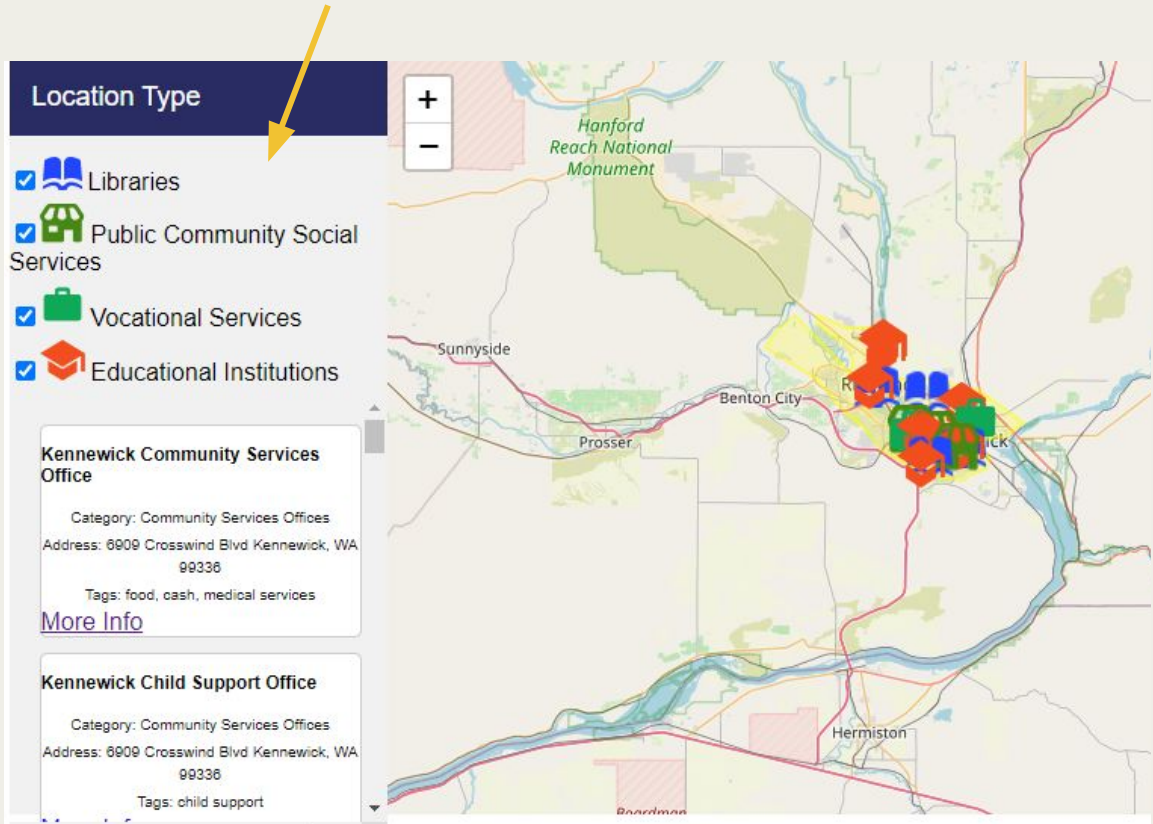
Key Features

01 Interactive Map

02 Spanish Translations

03 Practitioner Support

Users can filter out the layers



The screenshot shows a web-based interactive map interface. On the left, there is a dark blue sidebar with the heading "Location Type". Below the heading, there are four filter options, each with a checked checkbox and an icon: "Libraries" (blue book icon), "Public Community Social Services" (green car icon), "Vocational Services" (green briefcase icon), and "Educational Institutions" (red graduation cap icon). Below the filters, there are two information panels for "Kennewick Community Services Office" and "Kennewick Child Support Office", each displaying category, address, and tags. On the right, a map shows a geographical area with a river and several towns labeled: Sunnyside, Prosser, Benton City, Kennewick, and Hermiston. The map is overlaid with numerous colorful 3D-style icons representing different facility types, clustered primarily around the Kennewick area. A yellow arrow points from the text "Users can filter out the layers" to the "Location Type" header in the sidebar.

Interactive Map

Practitioners can find essential facilities near their locations

Spanish Translations

The screenshot shows a web browser window with the following elements:

- Browser tab: "Aplicación Reaccionar"
- Address bar: "localhost:3000/AboutUs"
- Google Translate: "Translated to: Spanish" with a "Show original" button.
- Navigation menu: "Encontrar recursos", "Presupuesto", "Kit de herramientas para profesionales", "Sobre nosotros".
- Logo: "EQUITYLINK".
- Main content area: A large image of a snow-capped mountain range with the text "NUESTRA MISIÓN" overlaid in white, circled in yellow.
- Language dropdown menu: Open on the right side, listing various languages. "Spanish" is selected and highlighted with a blue bar and a yellow circle.

Below the main content area, there is a paragraph of text:

Bienvenido a nuestro sitio web, dedicado a cultivar la inclusión digital dentro de las comunidades hispanas de Tri-Cities, Washington. Explore guías, un mapa interactivo, consejos presupuestarios y talleres para empoderar a su organización y ayudar a los grupos subrepresentados a acceder a educación y recursos

EquityLink Finding Resources Funding Tools for Practitioners About us English

PRACTITIONER TOOLKIT

Programs

The following online programs are comprehensive resources designed to empower cultural brokers and digital equity practitioners to expand digital literacy in their communities. Below are the available resources such as articles and programs for the practitioners to look at. Through our platform, practitioners can access insights for program success, connect with organizations for support, and understand how to bring services to their communities effectively.

Recording
February 24, 2024
WORKSHOP SERIES FOR DIGITAL SUCCESS
Join us for a series of free hybrid and virtual events to prepare for your digital success.
[Continue Reading](#)

Recording
February 17, 2024
DISTANCE EDUCATION ONLINE TRAINING
Join us for a series of free hybrid and virtual events to prepare for your digital success.
[Continue Reading](#)

Article
January 28, 2024
VOLUNTEERING IN A LITERACY PROGRAM
Join us for a series of free hybrid and virtual events to prepare for your digital success.
[Continue Reading](#)

Article
January 15, 2024
WORKSHOP SERIES FOR DIGITAL SUCCESS
Join us for a series of free hybrid and virtual events to prepare for your digital success.
[Continue Reading](#)

Resources for practitioners to build their programs



Practitioner Support

Offering information for practitioners to improve/build their programs

User Testing & Validation

“ I love interactive maps, it’s just makes it easy to see all [resources] out there”

- Improving map aspect name to further clarify purpose and benefits to users
- How does this differ from a Google Map view?

User Testing & Validation

“I get the idea behind [the Budgeting Calculator] but I want information that I can apply to all aspects”

- More benefits from direct budgeting information sharing
- Better to focus on resources and direct insights for users

Demo Video

We also support partnering with organizations that Quoted offices for free program implementation.

The diagram illustrates a five-stage process for organizational transformation, centered around knowledge sharing. The stages are:

- STAGE 1: GOING FROM AS-IS TO DESIRED TO-BE STATE**
- STAGE 2: WORLD STRATEGICAL ALIGNMENT**
- STAGE 3: DESIGN OF THE TRANSFORMATION PLAN**
- STAGE 4: IMPLEMENTATION PLAN IMPLEMENTATION**
- STAGE 5: RESULTS FEEDBACK AND LEARNING**

A central circle labeled **BEST PRACTICES & KNOWLEDGE SHARING** is connected to all five stages by bidirectional arrows, indicating a continuous exchange of information throughout the process.

video

Values

- Inclusive
- Easy Access
- Cultural Respect

Concerns

- Digital Literacy Equity
- Inclusive Tech Education

Ethical Considerations

Goals

- Ethical Digital Inclusion: Training, Inclusiveness and Empowerment
- Tri-Cities Hispanic Equity: Digital Literacy, Access and Support

Solutions

- Prioritize Accessibility
- Hispanic Inclusivity
- Enhance User-Friendliness
- Cater to Diversity

Next Steps Beyond Capstone

- Sponsor Katya will be managing the website
 - update information and resources
 - shared among her practitioner connections located in Tri-Cities, Wa

Contact Us

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THANK YOU

For Listening