



U.S. DEPARTMENT OF LABOR

**ETA VISION 2030**

**REGIONAL CONVENING**

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NOVEMBER 14-15, 2023

# Advancing Digital Literacy in Underserved Communities



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**KANSAS**

**COMMERCE**



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**KANSAS**  
**COMMERCE**



- Business Development
- Workforce Development
- Community Development
- Kansas Main Street
- Office of Rural Prosperity
- Office of Innovation

- Office of Minority and Women Owned Business Development
- Kansas Tourism
- International Trade
- Office of Broadband Development
- Office of Registered Apprenticeship





# KANSAS

## THE STATE OF UNEXPECTED





# WE HAVE GROWING PAINS

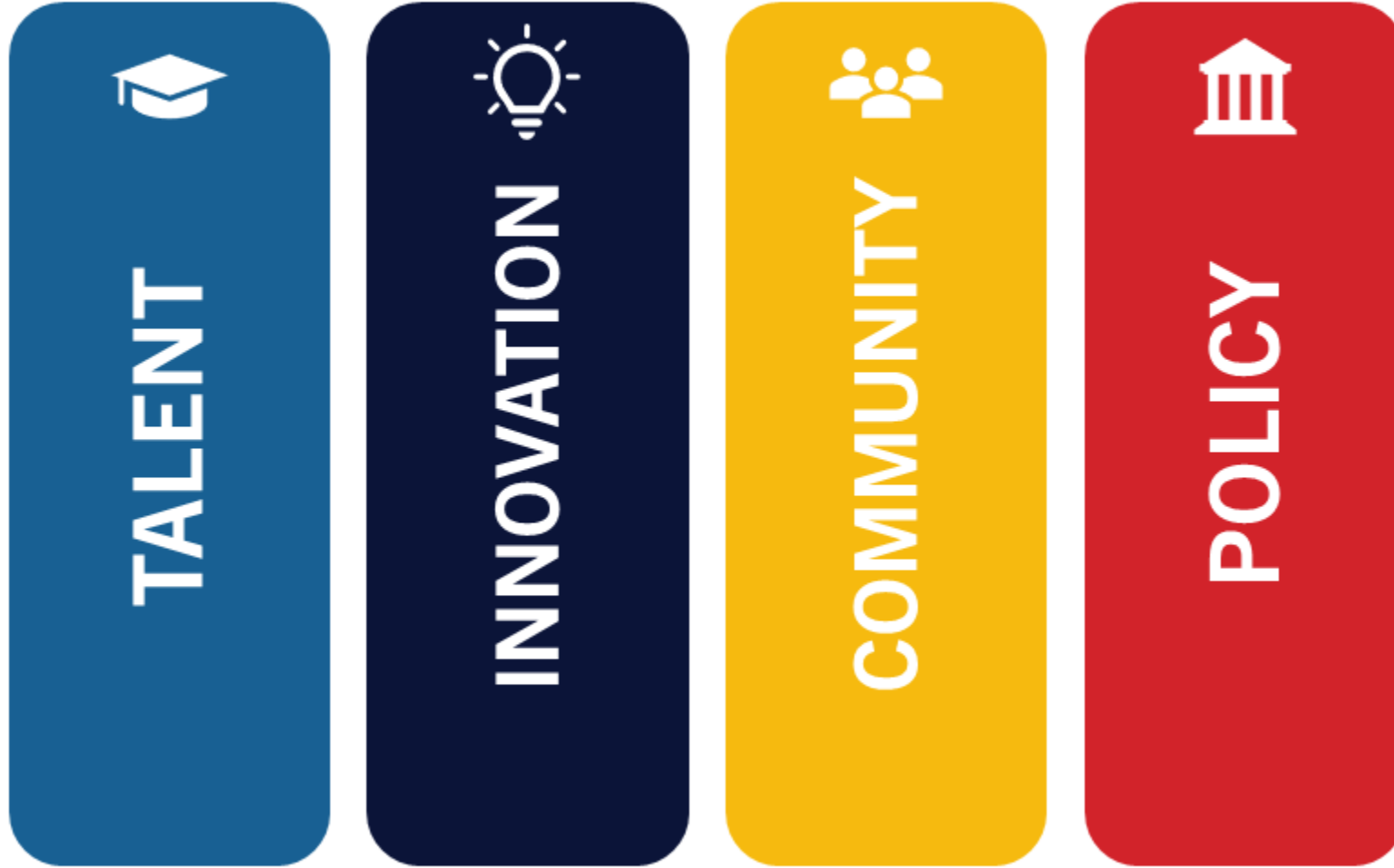
Housing, Workforce, Inflation, Childcare, Broadband Access

# KEEPING KANSAS



# ON THE ROAD TO GROWTH


## Strategic Pillars:



# Target Sectors:


Target Sector

**Advanced Manufacturing**




Target Sector

**Aerospace & Defense**




Target Sector

**Distribution, Logistics, and Transportation**




Target Sector

**Food & Agriculture**




Target Sector

**Professional & Technical Services**




Target Sector

**Animal Health & Biosciences**



Target Sector

**Transformative Technologies**





# Priority Areas:

Priority Area

**Housing**



Priority Area

**Childcare**



Priority Area

**Broadband**



Priority Area

**Workforce Development**

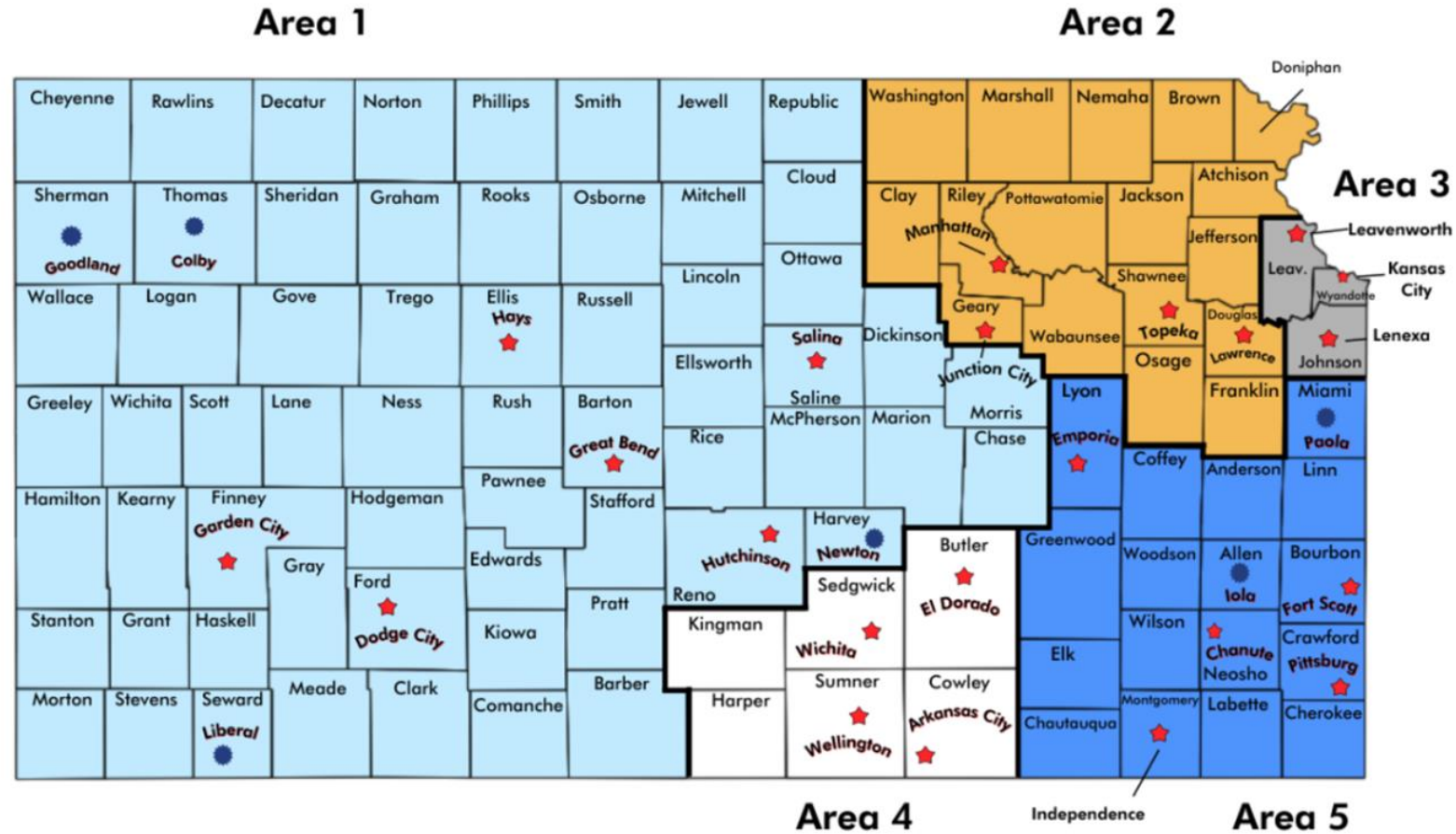


Priority Area

**Placemaking**



# KANSASWORKS – State Workforce System



# 2021-2022 Workforce Services Study


KANSASWORKS | June 2022

## Discovery -

- Virtual Services
- Digital Skills / Digital Literacy
- Access to quality broadband
- Access to Career & Training Services
- Soft Skills -vs- Hard Skills
- Meeting customers where they are at

Why are you interested in this position?

Question Library



Self Review

External Reviews

Answers the question well

Conveys relevant qualifications

Communicates enthusiasm

Keeps answer concise

Does not use fillers (UMS/UHS)

Speaks clearly


Steady eye contact

Appropriate body language

Appropriate attire

No nervous gestures


ANSWER RELEVANCE



You have answered this question with relevant detail.

LEARN MORE >

PACE OF SPEECH




175 WORDS / MIN

Your overall rate of speech is 175 words per minute, which falls within the most natural and engaging range of 115 to 180 words per minute.

LEARN MORE >

UM COUNTER



1 DISFLUENCIES / 100 WORDS

Congratulations! Your answer was polished with either 0 or 1 ums per 100 words.


LEARN MORE >

VOCABULARY

Sophisticated

Basic Language


Simple



Your vocabulary score indicates that you are using mostly basic language.

IMPROVE NOW >

POWER WORD




31 POWER WORDS

That's a powerful score! Based on our analysis, your language is confident and enthusiastic.

LEARN MORE >

FILLER WORDS




3 FILLER WORDS / 100 WORDS


Congratulations! Your answer was polished with no issues with disfluencies or filler words.

LEARN MORE >


PAUSE COUNTER




NEGATIVE TONE



LENGTH





Welcome to **KANSASWORKS** Chat! Please fill in the form below before starting the chat.

Question about UI? Please contact the Kansas Department of Labor at 800-292-6333 or visit [getkansasbenefits.gov](https://getkansasbenefits.gov)

Need help looking for a job? For a complete list of Workforce Centers to assist with your job search and employment services needs, visit [KANSASWORKS.com/contact](https://KANSASWORKS.com/contact) or call 877-509-6757.

Name: \*

E-mail: \*

Question: \*



Choose An Appointment

<

>

today

February 2023

month

Sun	Mon	Tue	Wed	Thu	Fri
29	30	31	1	2	
5	6	7	8	9	
12	13	14	15	16	
19	20	21	22	23	
26	27	28	1	2	

search for available appointments.

ASHLEY

Play chat here.

Thank you for contacting KANSASWORKS.com!

Can help you with this. Please check to verify your identity. One-time password sent to your email. 1. Enter and read name. 2. Last first of your email. 3. Birthday. 4. Zip Code.

Thanks, I've received a message and I'll be right back. I will send you more information to get a response. While you wait, you can find information about our system on the website.

Thanks, I've received a message and I'll be right back. I will send you more information to get a response. While you wait, you can find information about our system on the website.

Click the link below and enter the username and email code provided. You will then be prompted to create a new password.

With a Kansas Department of Labor ID card, I can verify your identity.

Username: [redacted] Password: [redacted] Please enter the code provided. That's an excellent result. Thank you for contacting KANSASWORKS.com. Please call 877-509-6757 or visit [KANSASWORKS.com/contact](https://KANSASWORKS.com/contact) for more information.

Thank you for contacting KANSASWORKS.com. Please call 877-509-6757 or visit [KANSASWORKS.com/contact](https://KANSASWORKS.com/contact) for more information.



# KANSAS

Business Investment, Bolstered by Quality of Life



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NOVEMBER 14-15, 2023

# Digital Skills Ready@50+

## Advancing Digital Literacy in Underserved Communities

Triscia McGuinness, Director, Programs





For a future without senior poverty.

### **Our Mission:**

AARP Foundation serves vulnerable people 50 and older by creating and advancing effective solutions that help them secure the essentials.

### **Our Focus:**

We're tackling senior poverty by sparking bold, innovative solutions that help vulnerable older adults build economic opportunity and social connectedness — fostering resilience, strengthening communities and restoring hope.



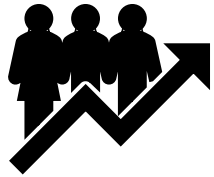
# AARP Foundation Workforce Programs

**AARP Foundation Workforce Programs** offer solutions to help unemployed, underemployed, and low wage older workers chart a course toward financial security by helping them take advantage of the skills and experience they already have and providing training and guidance to help them find and secure jobs and explore entrepreneurship.

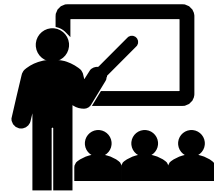
## **Signature Programs include:**

- Senior Community Service Employment Program (SCSEP)
- Back to Work 50+
- Work for Yourself@50+
- Digital Skills Ready@50+

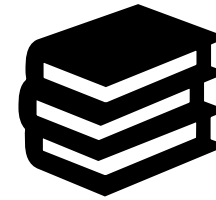
# 37 million adults over 50 are either living in or at risk of falling into poverty



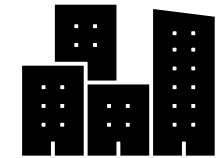
During the pandemic millions of older adults' lost jobs and income while demand for digital skills has only increased



Nearly one in three workers lack foundational digital skills and 28% of workers over 50 living with low-income lack digital literacy skills (National Skills Coalition)

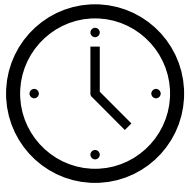


Digital skills gaps are disproportionately larger for individuals facing barriers such as limited English proficiency, poverty, and limited education



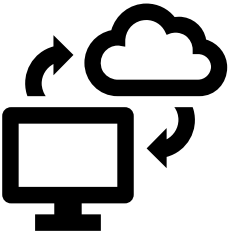
Older adults who are proficient in technology have higher income and are better positioned to compete for jobs of the future (Urban Institute)

# Older Adult Workers With Low Income Face Unique Challenges



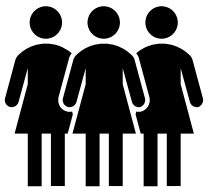
## Long-Term Unemployed

Older adults suffer from long-term unemployment at higher rates than younger workers. When older workers become unemployed, they tend to take about twice as long to find a new job and 41% make less in their new job than they did in their previous job.



## Digital Skills

Digital skills are necessary for all jobs today, with most good jobs requiring advanced and specialized digital skills. Many older adults with low income lack the knowledge, skills, and technology to compete for those jobs.



## Lack of Access to Workforce Programs and Supportive Services

Older workers lack access to resources, training, tools, supportive services, and workforce programs that would provide skill development opportunities and career navigation guidance.



## Ageism

In 2022, AARP research found that 62% of workers over 50 saw or experienced age discrimination at work, 93% reported it was common, and 17% said they were the recipient of negative comments about their age at work.



## Lack of Resources and Time

With limited resources and time, people over 50 with low income have challenges juggling the demands of work or looking for work, learning, financial hardships, and family obligations such as caregiving.



## Lack of Social Capital

Older workers lack trusted advisors, good career guidance, and social networks that could help them navigate the labor market and provide access to high-quality jobs.

# Digital Skills Ready@50+ Overview

**AARP Foundation partnered with OATS from AARP to deliver digital skills training through community-based organizations.**

**Partnered with organizations who share a commitment to supporting older adults in underserved communities along with the ability to reach, serve, and impact the target population.**

**Training was delivered in two formats virtually through Senior Planet instructors or through their own instructors (TTT model).**

**Variety of curriculum and formats**

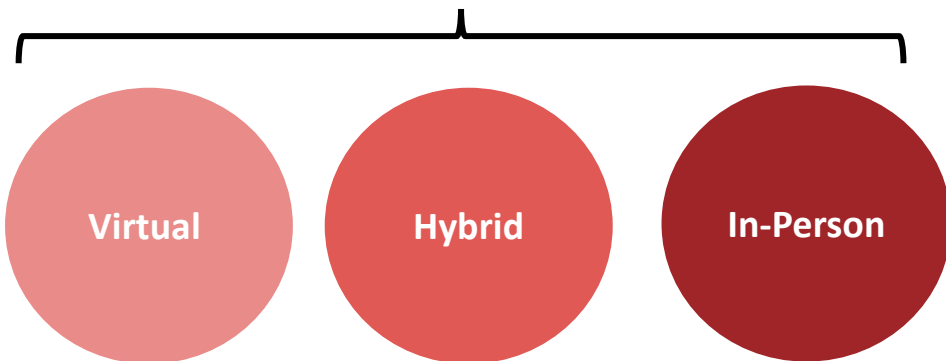
**No cost to partner organizations**

**Provided microgrants to support implementation and capacity building**

# Training Models

## Senior Planet Trainers (virtual instructors)

Partners provide classroom space, technology, and participants to engage with DSR @50+ trainings delivered virtually by Senior Planet trainers. Participants can be in-person, virtual or hybrid.



## Train the Trainer Model

Partners are trained to deliver through a Train the Trainer series to deliver the curriculum. OATS provides onboarding, curriculum, and ongoing technical support. Only available in-person.



# Digital Skills Training

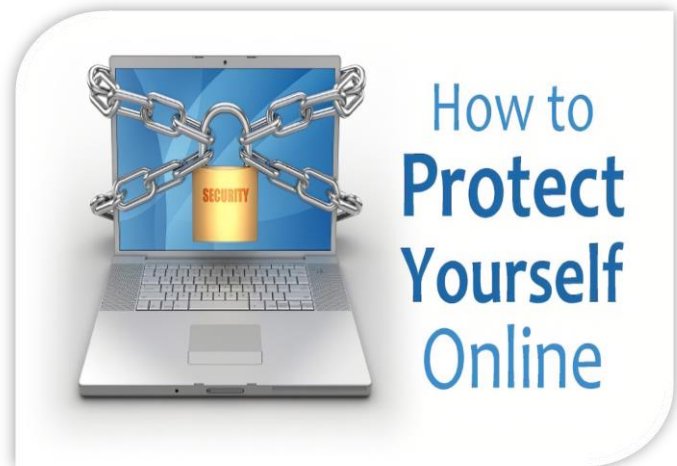
Formats: Lectures (60 minutes), Workshops (75 minutes) and Multi-Session Courses focused on Workplace Essentials, Remote Work Ready, and Tools for Aspiring Entrepreneurs

Examples of Curriculum:

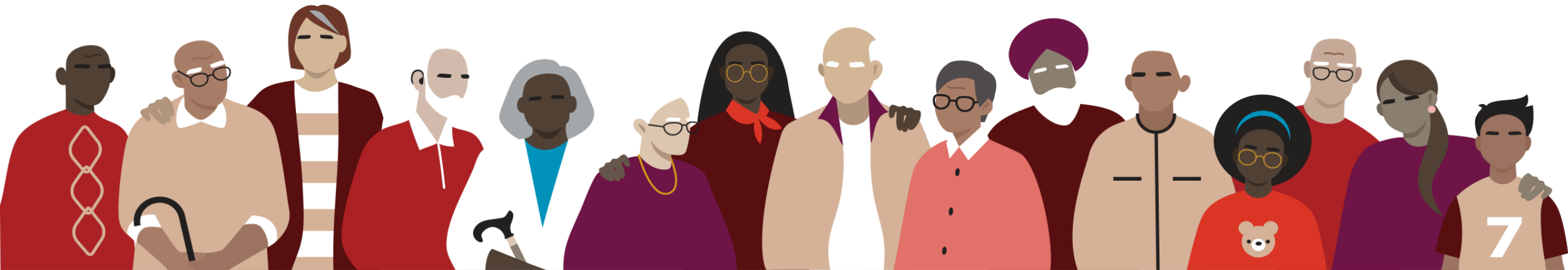
- **Staying Safe Online**
- **All Things Zoom**
- **Office Productivity Software**
- **Google Workspace**
- **Chrome Essentials**
- **Android Essentials**
- **iPad Essentials**
- **Crowdfunding for Entrepreneurs**
- **eBay and PayPal**
- **P2P Payments**
- **Staying Safe Online**
- **Cloud Storage**
- **How to Choose a New Computer**



## Senior Community Service Employment Program (SCSEP) and Digital Skills Trainings



- Asynchronous Pre-Recorded Senior Planet Trainings
- Virtual Trainings By Senior Planet Instructors



## By the Numbers

**24,000+**

Older Adults Trained

**120+**

Partners

**65%**

Take More Than One Class

**74%**

Low-Income

**73%**

Female

**44%**

People of Color

# Thank You!

Triscia McGuinness  
Director Programs  
tmcguinness@aarp.org  
digitalskillsready@aarp.org



U.S. DEPARTMENT OF LABOR

# ETA VISION 2030

## REGIONAL CONVENING

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NOVEMBER 14-15, 2023



## Our Mission

To provide technology access and education to under-resourced youth and their communities.

## Who We Serve:

### Youth Aged 7-26 + Caregivers

- **66%** Hispanic
- **25%** Black
- **5%** White
- **2.5%** Other
- **< 1%** More than one race

**75%**  
of students  
are at risk  
of dropping  
out.

**52% Female**  
**48% Male**

**54%**  
Live in  
households  
that earn less  
than \$27,750  
Equip. Connect.

**100%**  
Live in  
economically  
disadvantaged  
households.

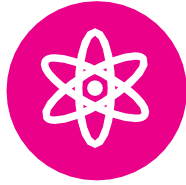


# The Need for Digital Literacy Solutions:



**41%**

of our families  
still lack access  
to a computer  
at home.



**58%**

of all stem jobs  
on the market  
are computer  
science jobs.



**98%**

current U.S. job  
openings  
require  
technical skills.



**35%**

of U.S. high  
schools teach  
computer  
science.

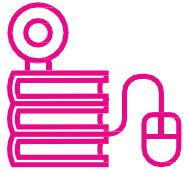
## Barriers to Access

- After school employment that contributes to the household income
- Transportation availability to the site
- Support available only in English or English/Spanish
- No parental or in-home buy-in for participation
- Child-care challenges

# Our Solutions:

Digital Literacy is just one part of the challenge when it comes to ensuring that underserved youth gain economic mobility...

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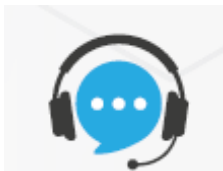
**Learn2Earn (Grades 9-12):** Afterschool enrichment program for high school students to work with real-world programs and technology as well as learning about education and employment opportunities.



**Pathways (Ages 16-26):** This rigorous, immersive learning experience introduces participants to knowledge and skills in Information Technology and helps them explore careers in IT.



**Digital Literacy (Any age):** The Digital Skills Builder Program is a digital literacy program to help learners navigate their way around both computers and the internet.



**Wraparound Services:** Compudopt offers a holistic suite of support services including device access, the Compudopt Support Center, our community portals, ACP-enrollment and connectivity services.

## Recommendations

- Leverage NTIA funding that supports digital equity solutions in your community
- Support programs which holistically address all digital needs for students
- Incentivize collaboration and continuous engagement by trusted community agencies to increase reach to diverse pockets of high need community members
- Invest in local initiatives that support digital literacy programming for students of all ages through a variety of implementation methodologies
- Consider supporting and supplementing participation through stipends
- Go beyond basic skills and deliver programming which is workforce-aligned and demystifies career pathways
- Integrate and coordinate efforts through various state and federal workforce programs to elevate significant numbers of unemployed/under-employed youth via pathway programs
- Work with various State Broadband Offices to ensure that digital literacy and workforce development is a part of every digital equity conversation

# Thank You!

Connect with us!



Megan Steckly, CEO: [megan@compudopt.org](mailto:megan@compudopt.org)



Equip. Connect. Inspire.



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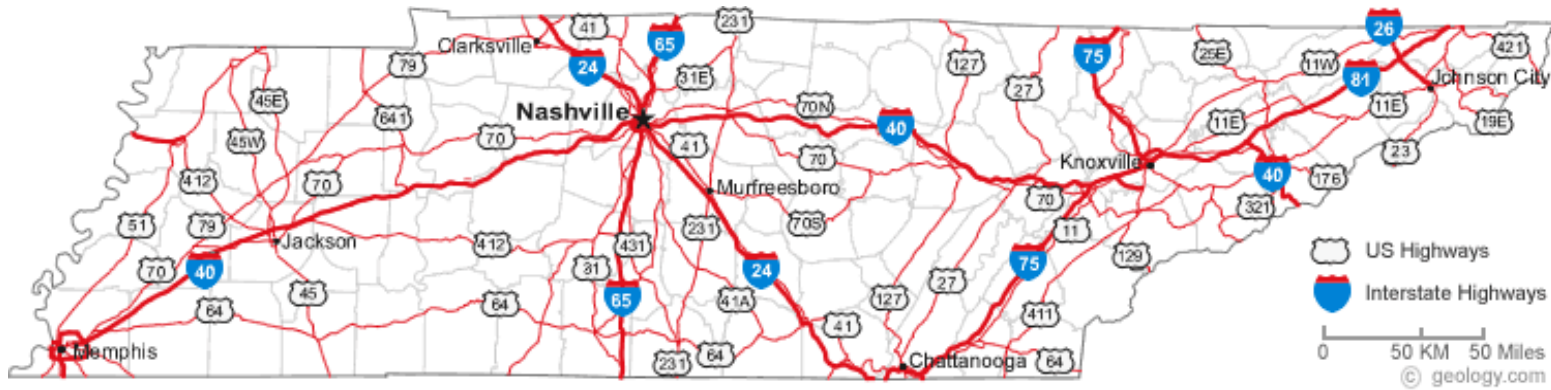
NOVEMBER 14-15, 2023



Department of  
**Labor & Workforce  
Development**

Workforce Services

# MOBILE AmericanJobCenter® TENNESSEE



***“Mile By Mile”***

***Providing Job Searching and Workforce Services to Tennessee***



# Mobile American Job Centers



# Mobile American Job Centers

Provide workforce services to areas and populations that lack access to a brick-and-mortar American Job Center in a mobile capacity.

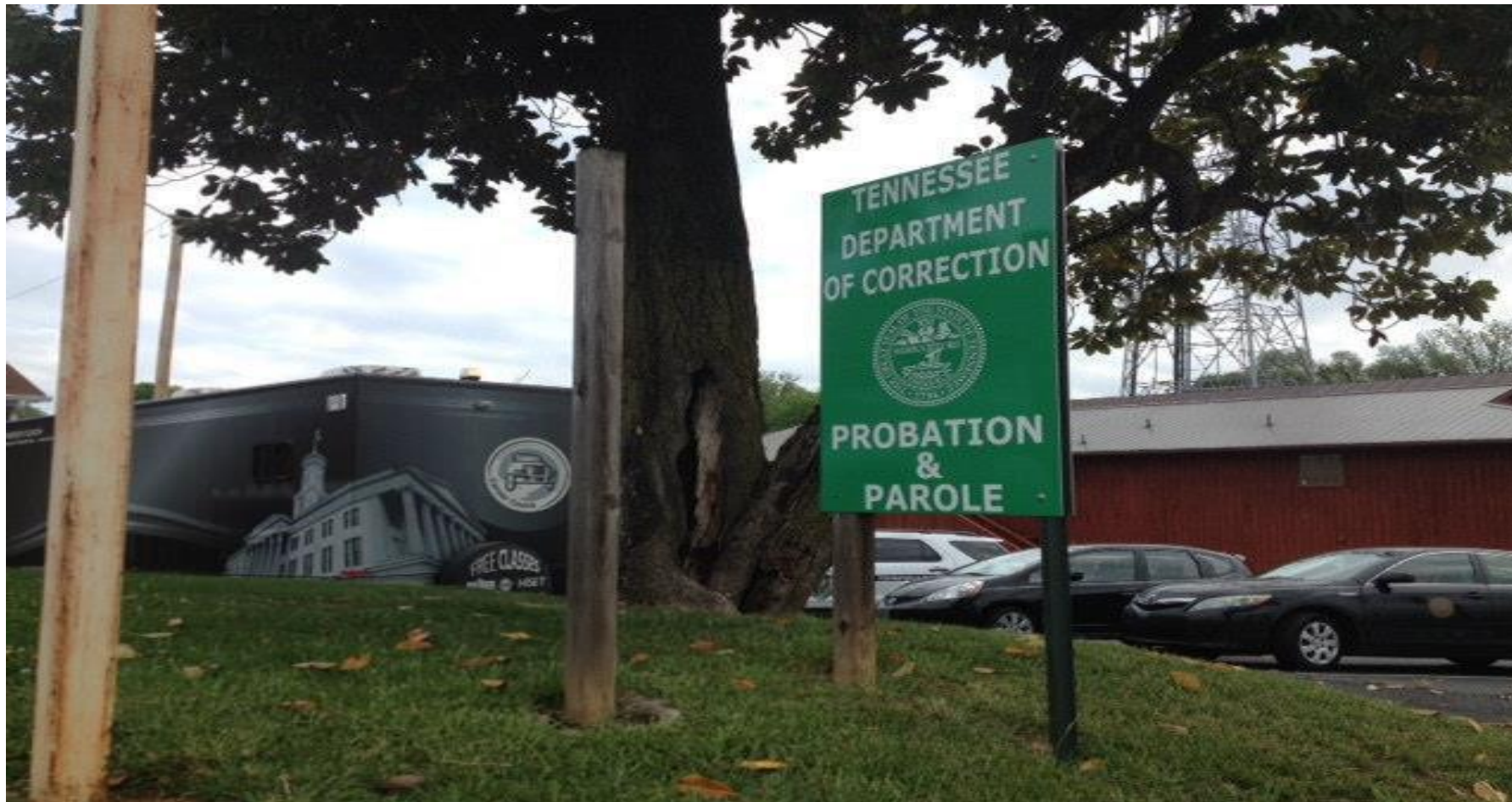
Significant barriers identified:

- Rural areas / lack of transportation
- Homeless
- Justice involved
- Lack of access to technology
- Lack of digital literacy
- Veteran
- Disability
- Older population

# Digital Literacy Workshops



# Justice Involved



# Rural Community



# Mobile American Job Center

## Program Contact:

Parnell Turner

State MAJC Assistant  
Director

Workforce Services

(615) 487-0054

[Parnell.Turner@tn.gov](mailto:Parnell.Turner@tn.gov)