

DIGITAL INCLUSION & NEIGHBORHOOD COLLABORATIONS IN MINNEAPOLIS

**Minnesota Library Association Conference
Building Neighborhood & State Collaborations to
Close the Digital Divide**

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NEIGHBORHOOD COLLABORATIONS TOWARD DIGITAL INCLUSION

PROGRAM OUTLINE

Examples in Minneapolis

- The “TLC Phillips Hub” in South Minneapolis
 - Developing the Phillips Hub
 - Tools for Community Technology Service Providers – the Technology Literacy Collaborative (TLC) and the Hub Templates
 - Members and why members attend – the value from their perspectives
 - Success stories and outcomes
 - What makes it work?

- Logan Park Neighborhood Association and Minneapolis Public Housing
 - Another example of leadership and partnerships

Opportunities – we are stronger together

NEIGHBORHOOD COLLABORATION EXAMPLES IN MINNEAPOLIS



- The “TLC Phillips Hub” in the Phillips Community
- Logan Park Neighborhood Association and Minneapolis Public Housing
- The City’s role

TOOLS FOR COMMUNITY TECHNOLOGY SERVICE PROVIDERS

- Technology Literacy Collaborative
 - Leadership – a forum for making personal connections
 - Repository of resources and community technology centers
- State Library Services
 - Connections with state and national efforts
 - Shared framework for “Building Digital Communities”
- Hubs concept – Goals and Tools
 - TLC members developed templates to share
- The Technology Literacy Collaborative started as a “hub”

Goals

- Create more ways for community technology centers to network to
- Share best practices
- Engage in collaborative problem solving
- Create shared resources
- Better understand and meet the needs of our neighborhoods

Tools for Hubs

- CTC finder
- Sample invitation to join a hub
- Sample agenda for a first hub meeting

DATA AND ASSET MAPPING

LOOKING AT PHILLIPS

2013 Minneapolis Community Technology Survey

- 63% of residents in the Phillips Community have computers with Internet at home, compared to 84% in Minneapolis overall
- Lower quartile for digital literacy skills

Digital Inclusion Blog

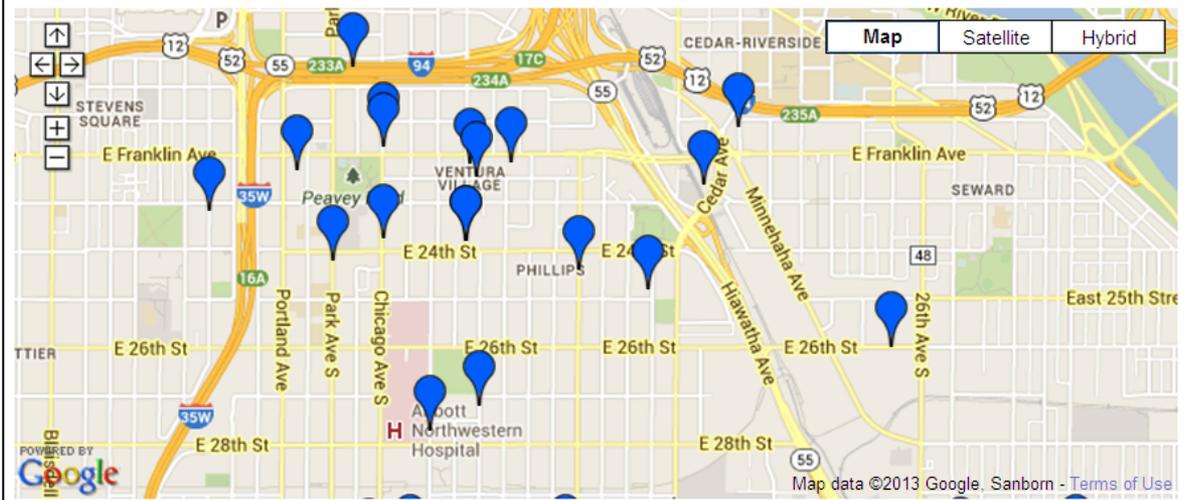
Curriculum & Digital Inclusion Aids

Find a Community Technology Center

Find a Community Technology Center

Looking for a place that offers free Internet access, computers, software, and perhaps assistance and instruction? Community Technology Centers (CTCs) and free technology services are offered by local public libraries, some government agencies, and many community-based organizations. Use this list to find access via a location near you! Some organizations limit access, so check the description for details! Add your organization to the list if you don't find it here. To update your organization's information, contact us!

[Click here to add your Community Technology Center to the list.](#)



Community Technology Centers on TLC Website

DEVELOPING THE TLC PHILLIPS HUB

- Started with data, a map of resources, a framework and tools to use, a suggestion to gather, and the group emerged!
- The Phillips Hub is...

A group of community technology service providers and others interested in

- *Overcoming the digital divide in the Phillips community*
- *Discussing ideas and suggestions for how computer labs located in the Phillips area might work more together to best serve the community*

PHILLIPS HUB MEMBERS

- Anderson School – Minneapolis Community Education
- City of Minneapolis IT Department
- City of Minneapolis Neighborhood and Community Relations
- CommonBond Communities
- East Phillips Improvement Coalition
- East Phillips Park Community Design Team
- Hennepin County Library and Franklin Library
- Minneapolis Community Education
- Minneapolis Public Housing High Rise Resident Council
- Minnesota Computers for Schools
- Minnesota Indian Women's Resource Center
- Project for Pride in Living
- Takoda Institute
- University of Minnesota - Office for Public Engagement
- Waite House-Pillsbury United Communities

WHY MEMBERS ATTEND

“I like knowing where we can refer people and what things we don’t have to offer because someone close by is doing such a good job at it already.”

~ *Ani*

“It has been interesting to hear successes and challenges that other programs are facing. It helps us to learn how to cooperate and work together to share resources.”

~ *Nancy and Elizabeth*

“I attended a meeting because I was looking for a Service Learning Experience that would be of actual service to someone other than myself-the 5th Ave Highrise computer lab was exactly that.”

~ *Mark*

“For the connection with other resources in the neighborhood. We get to know each other better and it provides great referral opportunities for our clients.”

~ *Angie*

OUTCOMES

- Personal connections resulted in collaborations that improved services and increased computer/Internet access and skills for residents
- A new computer lab was created at the 5th Ave Public Housing High Rises
- Coordinated and delivered a presentation about the GED test moving online and resources available
- Created a “Phillips Hub” resource flyer to handout to residents and increase awareness of services
- Publish meeting notes and resources online for reference

SUCCESS STORIES

“New and enhanced relationships with other CTCs and their staff. Since participating, I’ve had other Phillips Hub members come to my sites for learning and observation. As a result, we’ve had productive info and idea sharing that has helped in streamlining operations. It’s also nice to put a name with a face with the staff from these other orgs”

~ *Tavyer*

“I have taken on a similar project in my own neighborhood. I have become a Do-Gooder, and it feels good!”

~ *Mark*

I’ve gone to other sites to share ideas about physical layout, rules, and programming.

~ *Ani*

SUCCESS STORIES



It has been a great experience for us at Franklin Library. We have learned so much about nearby community resources.

We have one story where one of the Franklin Library Learning Center (FLC) students was looking for a job and also needed help using computers. He is an immigrant elder and has very beginning reading and computer skills. He studies reading and does some work on the computer with us.

- ✓ We connected him with Waite House.
- ✓ He got a job after working with the CTEP AmeriCorps member at Waite House.
- ✓ He also opened an email account through them and when he studies at FLC, we practice email skills with him.
- ✓ The level of service he needed to gain these skills was very high, and we feel it has positively impacted his life.

It's been really helpful to strengthen our connection at the Phillips neighborhood level.

~ Nancy and Elizabeth



WHAT MAKES IT WORK?

- Leadership and outreach
- Personal connections
- Participation – Members bring topics of interest
- Rotate meeting location
- Dedication to meeting coordination, scheduling, team communication and follow up

WHAT MAKES IT WORK?

“The Hub meetings are facilitated well and have not been a huge time commitment.

The Core members are open and welcoming to new people attending and participating.”

~Tavyer

“The fact that we’re located in Phillips and serving a similar population”

~Angie

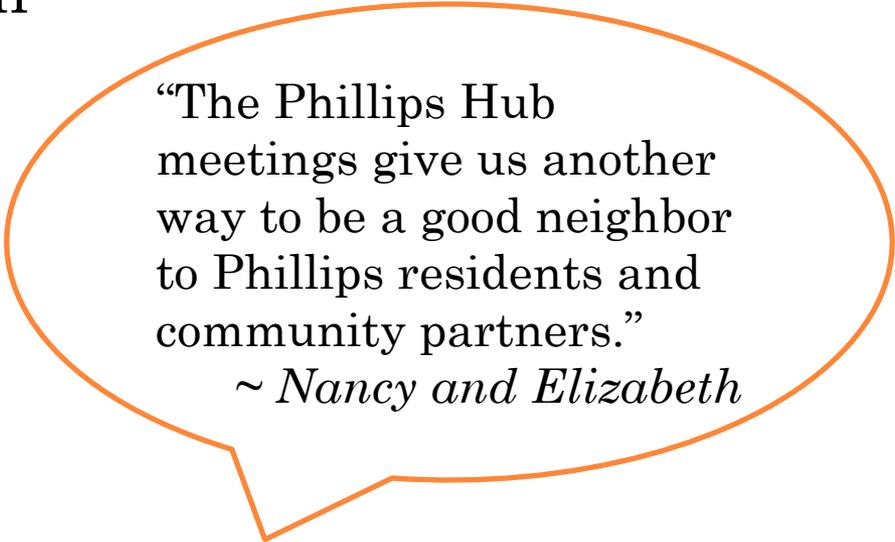
“Like with any community organizing, the momentum for the effort really has to come from within the neighborhood.

Also, the hub can take many forms. In some cases, what may be most important to people is making initial connections and sharing information about programs without necessarily committing to on going meetings.”

~ Sara

VALUE OF THE LIBRARIES

- A welcoming partner
- A natural place to gather and share information
- Locations are well placed within Minneapolis to facilitate CTC hubs
- Hennepin County Library webpages include a Community Links section



“The Phillips Hub meetings give us another way to be a good neighbor to Phillips residents and community partners.”

~ Nancy and Elizabeth

OPPORTUNITIES

- Continue connections based on member interests
- Event planning and outreach specific to community based on experience
- Connect with community organizers and neighborhood associations to increase awareness of digital literacy services
- Reach out to other community resource programs that interact with residents
- CTEP AmeriCorps Member – City of Minneapolis position for capacity building
- Leverage the Northstar Digital Literacy Assessment
- Share stories, challenges and opportunities with policy makers – maintain connections with state and national efforts

- A model to expand

LOGAN PARK NEIGHBORHOOD ASSOCIATION & HOLLAND HIGH RISE

Another neighborhood example coming from a different angle:

- Started with data, a meeting at the Northeast library, a neighborhood activist's leadership, a need for a computer lab, a desire to increase community engagement, and the group emerged!
- Funding – Obtained approval from Logan Park Neighborhood Center
- Partnerships: Logan Park Neighborhood Assoc, City of Minneapolis and Minneapolis Public Housing, Volunteers of America, USI Wireless, Minnesota Computers for Schools, Takoda Institute
- Opportunities – Could be a catalyst for Hub in Northeast

RESOURCES

- Technology Literacy Collaborative
 - <http://tlc-mn.org>
 - Hub Overview and Templates:
<http://tlc-mn.org/curriculum/templates-starting-technology-hub>
- Minneapolis Community Technology Survey
 - www.minneapolismn.gov/it/inclusion
- Phillips Hub and Logan Park Initiatives
 - www.minneapolismn.gov/it/inclusion (See Projects and Partnerships section)
- Building Digital Communities
 - Institute of Museums and Library Services website:
www.ims.gov/about/building_digital_communities

HUB INVITATION TEMPLATE

Let's work together to meet our neighborhood's technology needs!

Hello. We are writing to invite you to a meeting of the community technology centers located near [intersection of major roadways] in [city or neighborhood]. [List of centers] all provide a public computer lab, computer training, and other technology services to communities in [neighborhood]. The purpose of the meeting is to discuss the resources that each lab provides and the potential benefits of trying to more closely coordinate our programs and services.

If you are willing to meet, we are happy to host at [one of the centers]. We have taken the liberty of identifying some potential meeting times, which are listed in a Doodle poll at this link. [insert link]

Thanks for considering. We hope to hear from you soon.

Best regards,

AGENDA TEMPLATE FOR INITIAL HUB MEETING

- Introductions
- Asset Mapping: Strengths and Challenges of Each Center
 - The Basics: Where is your community technology center (CTC) located? What are your hours? Who do you serve? (Use the CTC finder to show the relative locations of centers. <http://tlc-mn.org/ctc>)
 - What are the strengths of your CTC?
 - What are the most common issues you assist users with? What are the biggest needs that you see?
 - What are your biggest challenges?
- How can our services/resources complement each other?
- How can we coordinate our activities to
 - Maximize benefits to our communities?
 - Sustain and strengthen our programs?

POSSIBLE COLLABORATIVE ACTIVITIES FOR NEIGHBORHOOD TECHNOLOGY HUBS

- Share best practices and brainstorm about challenges.
- Refer clients to each other's centers as appropriate.
- Collaborate on marketing, for example, create a shared flyer that advertises all the centers and their special strengths.
- Coordinate programming. For example, one center in the hub might focus their programming on job search, another on computer basics and a third on classes for small businesses.
- Share trainers or other staff.
- Share curriculum materials.
- Plan to meet the specific technology needs of your neighborhood. For hubs in Minneapolis, check out the community technology survey data for your area. www.minneapolismn.gov/it/inclusion
- Collaborate on a funding proposal for meeting unmet technology needs in your neighborhood