



## Digital Connectors

*Producing Next Generation Leaders and Communities*



# One Economy's Strategy

**The Beehive:**  
Online Consumer Content



the  
**Beehive**  
Welcome to the Sweet Life.



**Digital Connectors:**  
Connecting Youth to  
Greater Opportunities



**Access Services:**  
Helping People Connect  
to the Internet



**Municipal Initiatives:**  
Helping Local Governments  
and Businesses Plan and Execute  
Digital Inclusion Activities



**1 Global**  
**Economy**  
Corporation



# The Digital Connectors Program

One Economy's Digital Connectors program is a best practice, **youth development movement** that engages teens and young adults, ages 14-21, in leadership development, digital education, life skills management and community service.

By learning and involving themselves in their respective communities, youth are able to hone **technical competencies** and grasp **lifelong principles** that inspire educational advancement and workforce preparation.

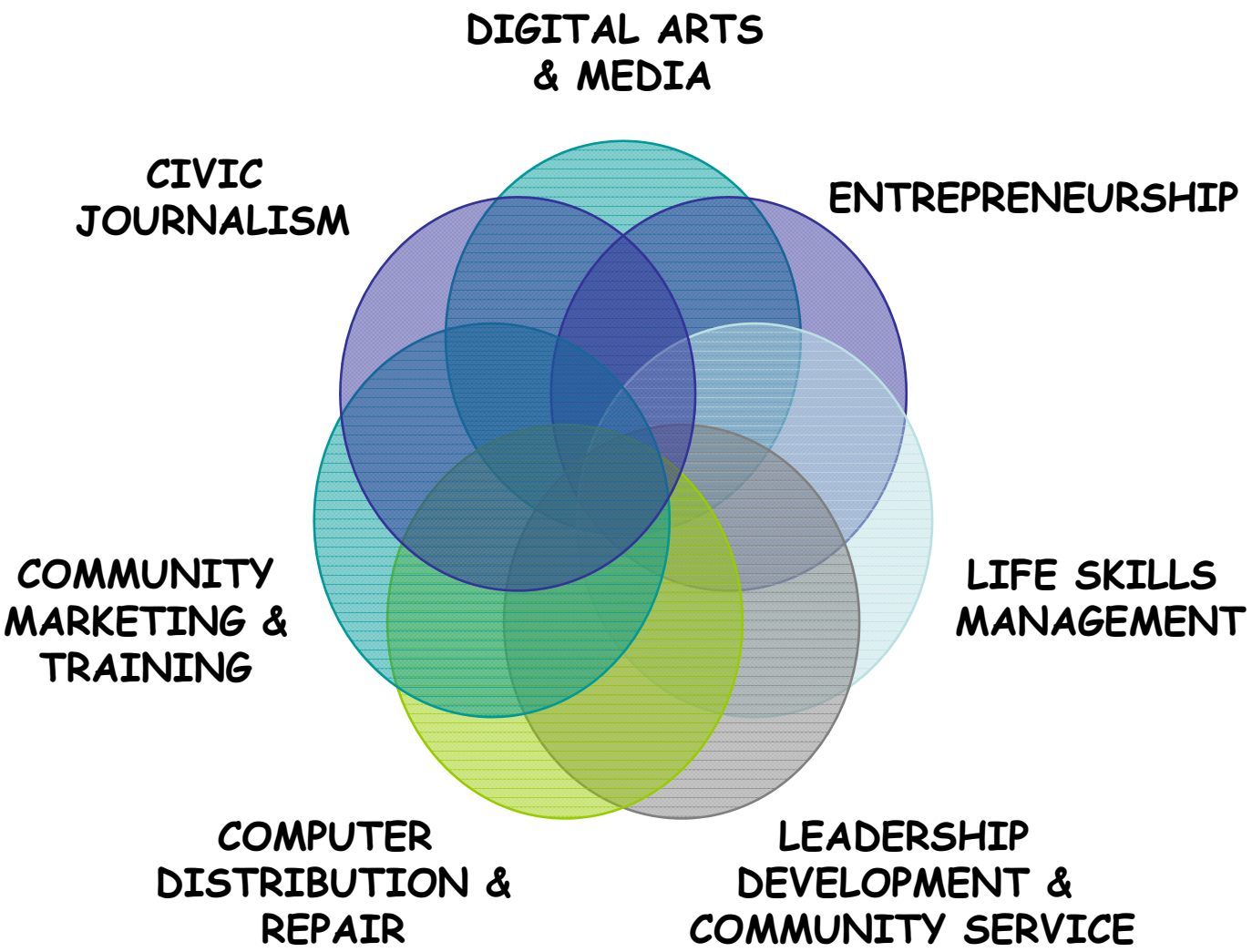


# National Program Overview

- 2,600 youth engaged now; Target=5,000 by end of FY09
- 56,000 hours of community service completed; Target=100,000 hours by end of FY09
- 25+ national programs
- Partnerships with national youth organizations (e.g., YWCA, YMCA, YMHA, Boys & Girls Club)
- Integration of program into city's youth employment programs
  - See "Youth Employment Program Handout"
- Programs operate in housing developments, community centers, libraries, park districts and schools (See Program Manual)
- Programs operated by both internal staff and program consultants



# Core Program Competencies



# Program Models

- One Economy Managed Affiliates - Two Tiers
  - Tier 1: OE received the funding and is responsible for deliverables (e.g., Hewlett Grant)
  - Tier 2: OE provides general consulting and technical support (e.g., YMHA New York) - National Affiliates who contract services with us will fall here
- Program Types
  - Digital Connectors @ Home - Programs connected to our housing properties (e.g., NEF projects, housing authorities)
  - Digital Connectors @ Work in the Community - Programs involved in our Connected Communities Initiatives (e.g., Chicago's Lawndale Community Wireless Project) and special media division projects (247 TownHall)



## Local Implementation of a Digital Connectors Program

### Recommended Resources

- Coordinator
- Adult mentors and volunteers
- Youth employment stipends
- Central program site, e.g. community center
- Access to computer training facilities
- Network of corporate and university partners
- Media lab and training expertise
- Youth development training expertise
- Wrap-around support for youth and families



## Measuring Success

- ✓ Improved neighborhood relations
- ✓ Increased adoption and use of technology within low-income communities
- ✓ Demonstrated impact on the lives of youth and families
- ✓ Reengagement of low-income youth in their own education
- ✓ Greater awareness of post-secondary school opportunities
- ✓ Preparedness for real-world employment
- ✓ Youth participation in civic engagement



## Determining Costs for a Digital Connectors Program

- **Number of Youth and Scale of Program**
- **Compensation for Connectors**
- **Coordinator's Salary**
- **One Economy Oversight and TA**
- **Activities and Events**
- **Training**
- **Materials and Equipment**
- **Documentation**
- **Transportation**



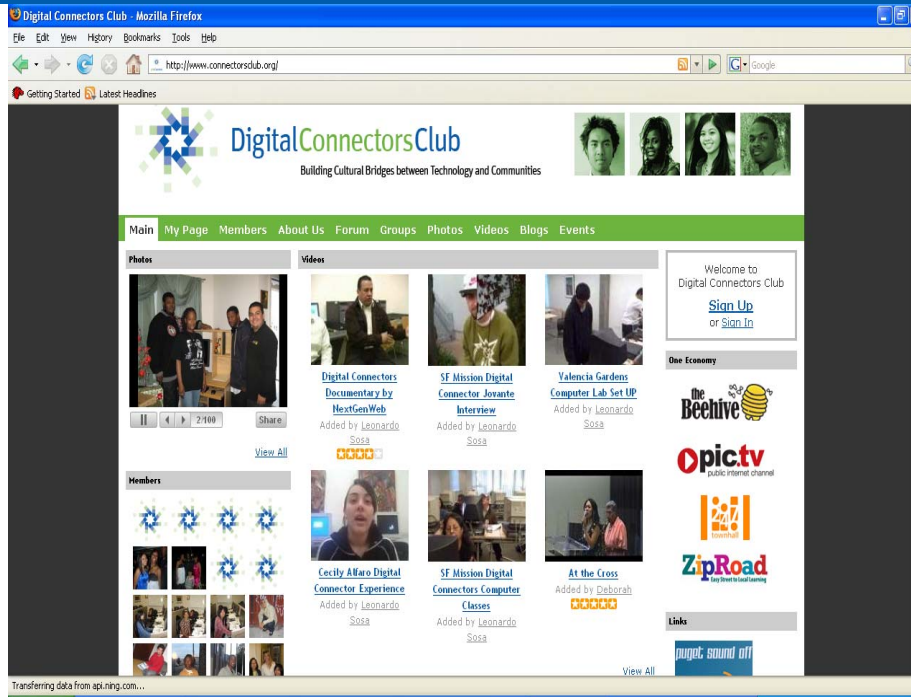
# The Digital Connectors Program

## Program Incentives include:

- Personal Computer or Lap Top
- Free Internet Access
- “The Digital Connector Tech Started Kit” (Flash drive, mouse pad, apparel, portfolio, lanyard and back pack)
- Innovative Technology Gadgets (Flip cameras, audio visual recorders)
- Stipend or Youth Employment Opportunity
- Certificates of Recognition
- Field Trips
- Guest Speakers
- Access to Connector Club web site and social networking portal ([www.connectorsclub.org](http://www.connectorsclub.org))
- Engagement in socially responsible youth content - 247 Town Hall ([www.townhall.org](http://www.townhall.org)), Zip Road ([www.ziproad.org](http://www.ziproad.org))



# The Connectors Club



**Launched September 2008**

**Focus on social networking and affinity group development.**

**Targeted demographic – 16 to 21 years old**

**Highlights include:**

**100+ members**

**Digital Connectors video products, blogs and profiles**

**Active calendar of events**

