

DIG's Innovative Model



- Participants earn full TechPacks via “sweat equity”
- TechPack includes a new laptop, home broadband, customized training, targeted content, and ongoing, local support.
- Efficient qualification & distribution achieved via partnerships with established CBOs
- Example partnerships:

JOB

- Metropolitan Career Center
- Unemployed workers
- Job search and workforce training

EDUCATION

- Philadelphia Academies
- Low-income public H.S. students
- Higher education; employment

ECONOMIC DEV.

- Project R.I.S.E.
- Disadvantaged small entrepreneurs
- Business development; e-commerce



Evaluation Findings



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- 1. Participants learn significant tech skills via program**
- 2. Participants use services for employment and education**
- 3. Effective trickle up/down to other adults and children**
- 4. Packaging services is a strong enabler for use**
- 5. Partnership with other nonprofits an effective model**
- 6. Model yields sustainable broadband adoption**

*Two-year Study Conducted by OMG Center for Collaborative Learning
Funded by the William Penn Foundation*



Looking Ahead



- **Round One BTOP Applications**

- **City of Philadelphia/Free Library:**

- Unified application includes DIG and other community-based organizations for sustainable adoption programs.

- **Wilco Inc./Philadelphia Housing Authority:**

- Partnership with private, minority-owned cable provider.
DIG is the key organization for developing and implementing sustainable adoption programs.

- **Statewide Expansion**

