

New Jersey Libraries: Leading the Way to Digital Equity

*Presented by
Mimi Lee
Director of Literacy & Learning
New Jersey State Library*

‘Working Together for Digital Equity’ Webinar

May 24, 2022

12:00 noon – 1:00 pm

Via Zoom



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Agenda

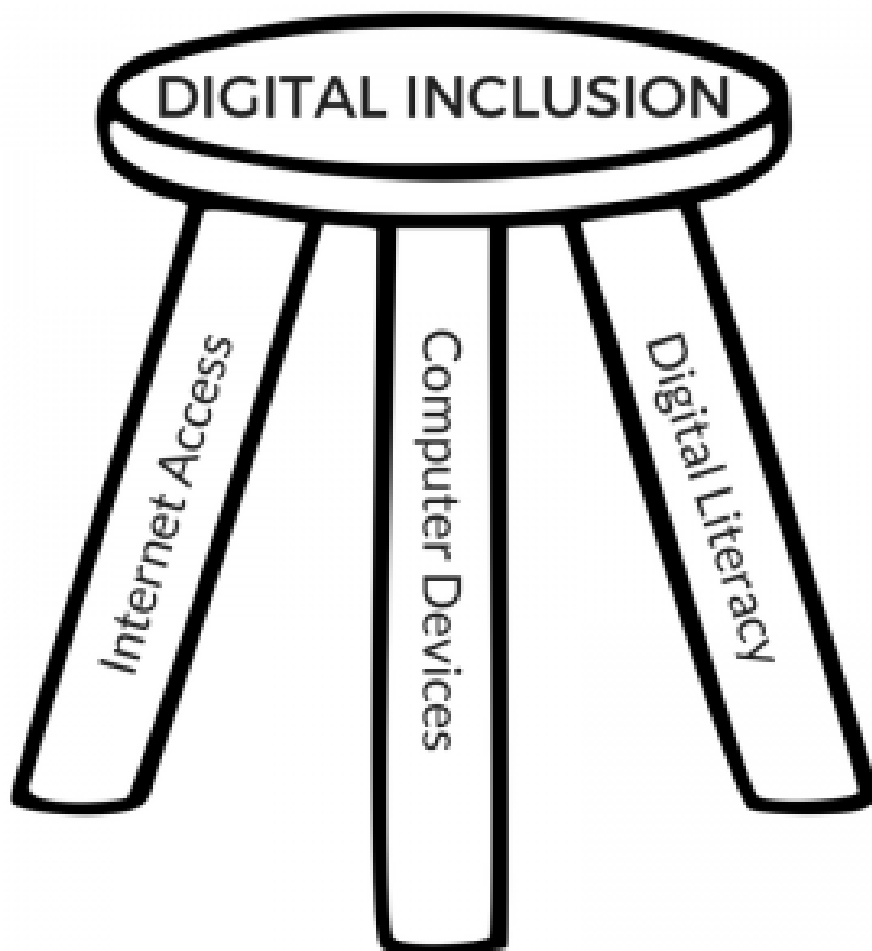
Definitions

NJSL+Partners Literacy Project

- Program Models
- Participating Libraries
- Program Design & Curricula
- Evaluation
- Success Stories

Partnerships

Thank you



Three-legged stool of digital inclusion

Digital Inclusion refers to the activities necessary to ensure that all individuals and communities, including the most disadvantaged, have access to and use of Information and Communication Technologies (ICTs).

(National Digital Inclusion Alliance)



Digital Literacy is the ability to use information and communication technologies to find, evaluate, create, and communicate information, requiring both cognitive and technical skills.

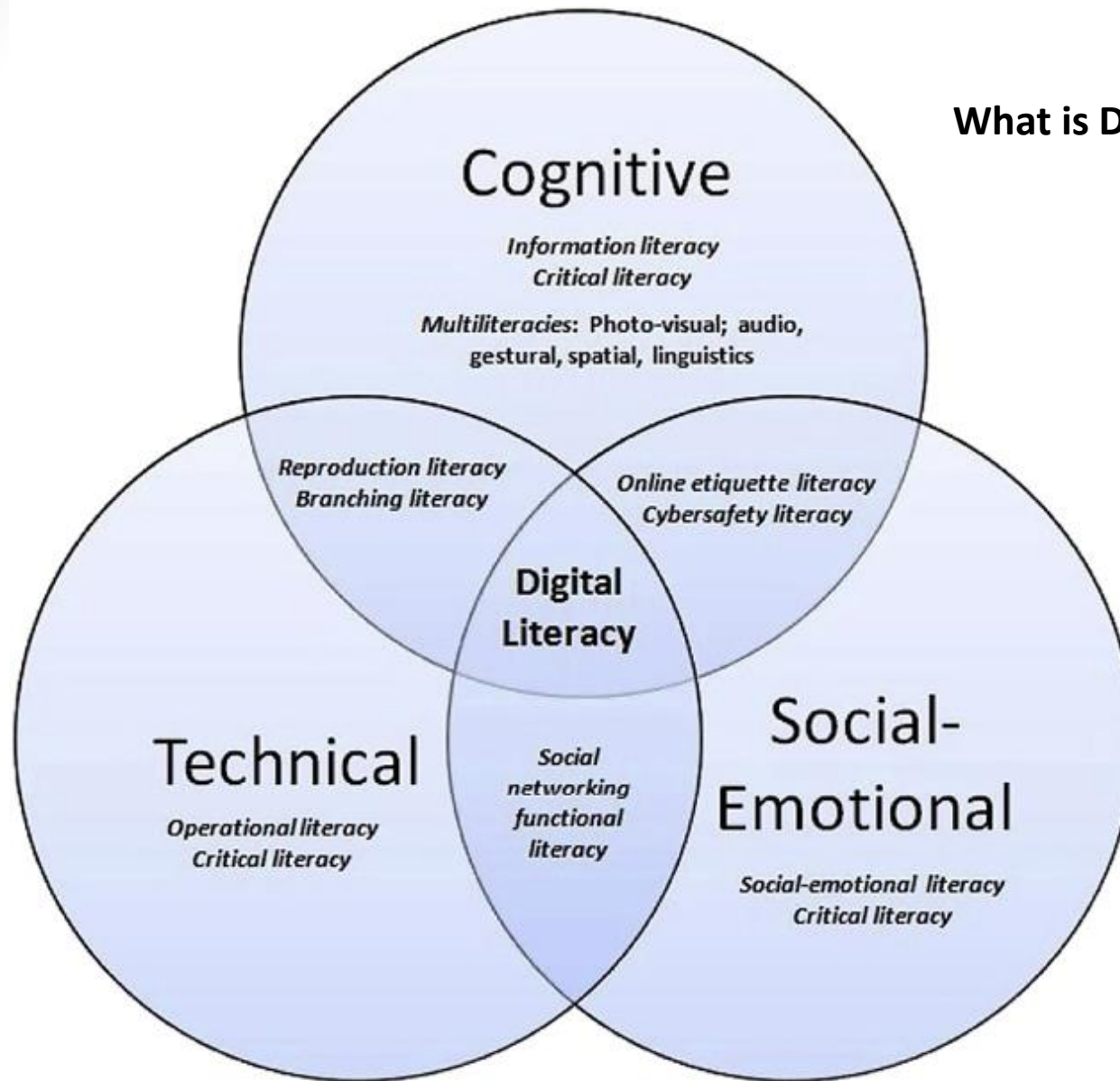
A person with digital literacy skills:

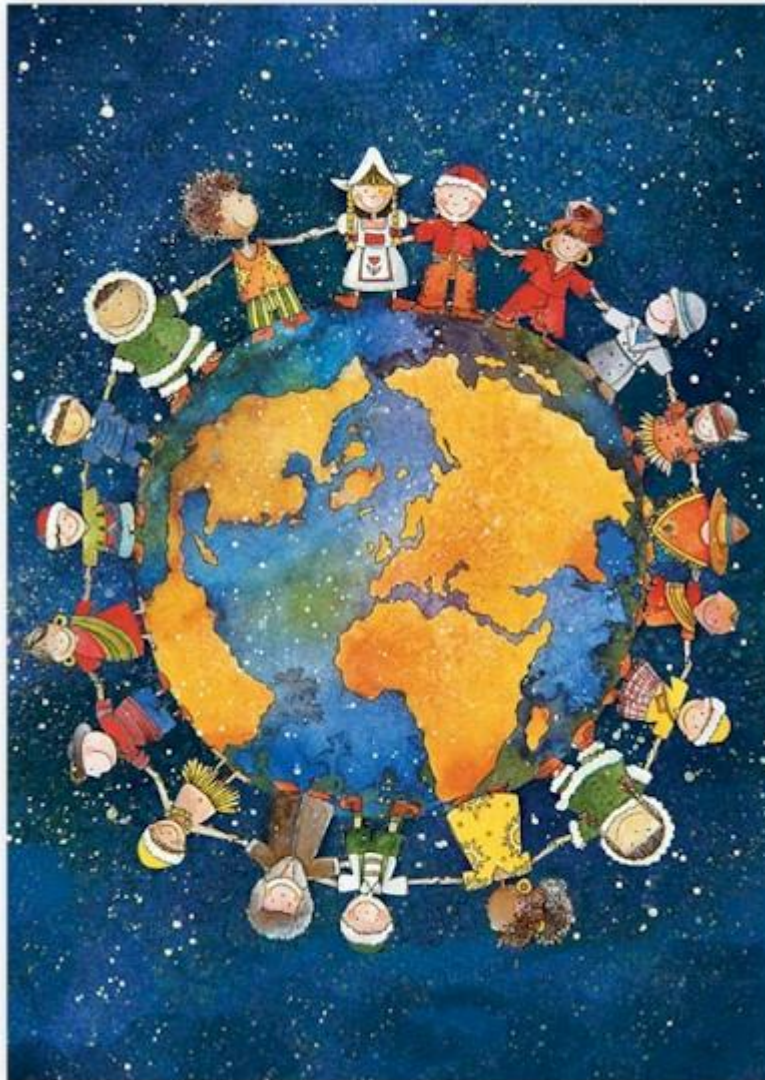
- Possesses the variety of skills – technical and cognitive – required to find, understand, evaluate, create, and communicate digital information in a wide variety of formats
- Is able to use diverse technologies appropriately and effectively to retrieve information, interpret results, and judge the quality of that information;
- Understands the relationship between technology, life-long learning, personal privacy, and stewardship of information;
- Uses these skills and the appropriate technology to communicate and collaborate with peers, colleagues, family, and on occasion, the general public; and
- Uses these skills to actively participate in civic society and contribute to a vibrant, informed, and engaged community.

(American Library Association Digital Literacy Task Force)



What is Digital Literacy?





Digital Equity is a condition in which all individuals and communities have the information technology capacity needed for full participation in our society, democracy and economy.

Digital Equity is necessary for civic and cultural participation, employment, lifelong learning, and access to essential services.

(National Digital Inclusion Alliance)



DISTANCE LEARNING

Digital Divide

The gap between those who have affordable access, skills, and support to effectively engage online and those who do not.

Digital Equity (what/goals)

Digital Inclusion (how/activities): Access/Device/Training



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LIBRARIES



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NJSL

Plainfield Public Library

NJ Library Association

Hub and Spoke Libraries

Access Navigators Program

Hub Libraries (3)

Atlantic City
Free Public
Library
Paterson Public
Library
Red Bank Public
Library

Spoke Libraries (11)

Bradley Beach Public Library
Burlington County Public
Library
Cumberland County Public
Library
Florham Park Public Library
Gloucester City Public Library
Gloucester County Public
Library System
Newark Public Library
South Brunswick Public
Library
Trenton Public Library
Union City Public Library
West Orange Public Library

Access Navigator Libraries (12)

Butler Public Library
Elizabeth Public Library
Keyport Public Library
Long Branch Free Public
Library
Montclair Public Library
North Bergen Free Public
Library
Pennsauken Free Public
Library
Princeton Public Library
Wanaque Public Library
Warren County Library
West Deptford Free Public
Library
Wharton Public Library



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Hub Libraries (3)
 Atlantic City Public Library
 Paterson Public Library
 Red Bank Public Library

Spoke Libraries (11)
 Bradley Beach Public Library
 Burlington County Public Library
 Cumberland County Public Library
 Florham Park Public Library
 Gloucester City Public Library
 Gloucester County Public Library System
 Newark Public Library
 South Brunswick Public Library
 Trenton Public Library
 Union City Public Library
 West Orange Public Library

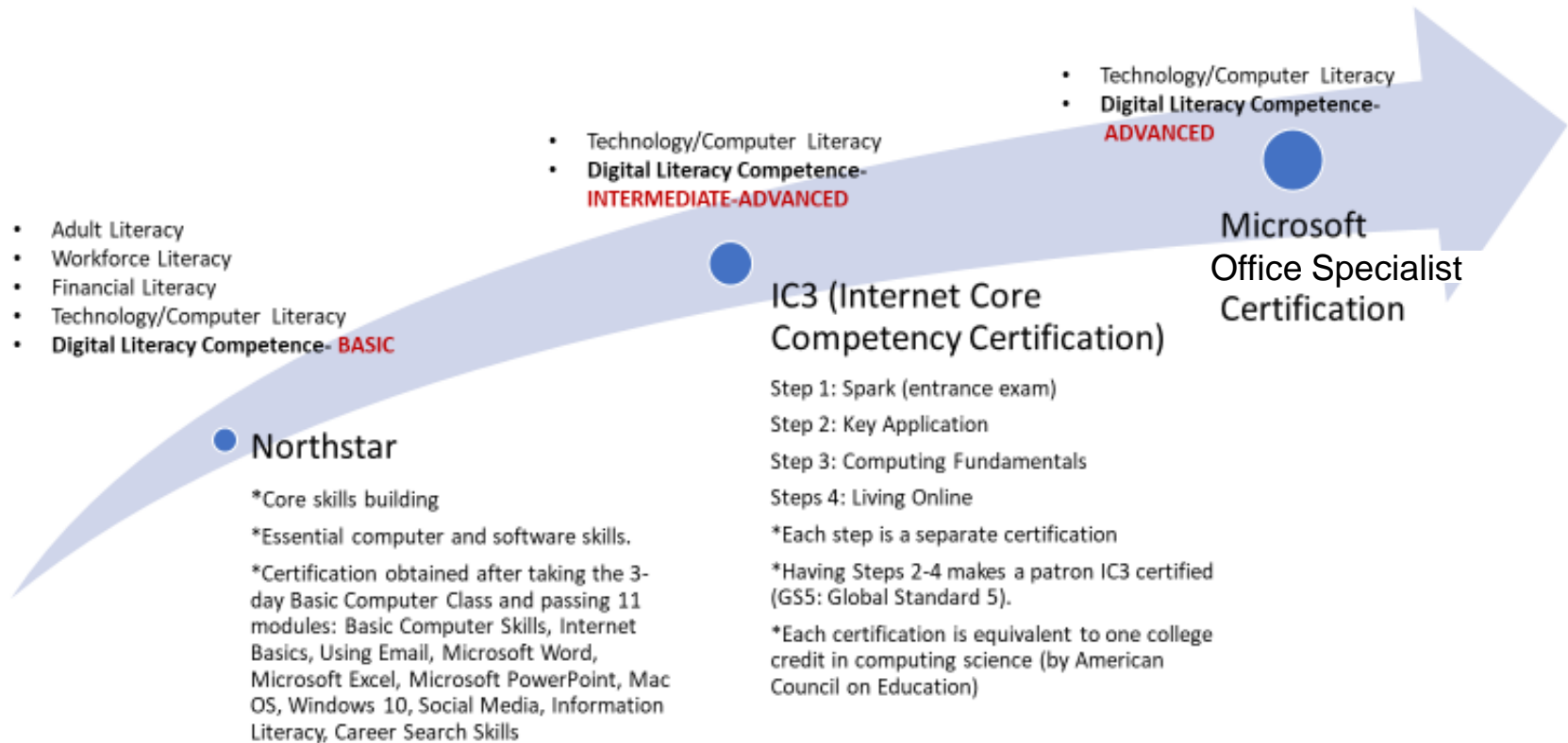
Access Navigator Libraries (12)
 Butler Public Library
 Elizabeth Public Library
 Keyport Public Library
 Long Branch Free Public Library
 Montclair Public Library
 North Bergen Free Public Library
 Pennsauken Free Public Library
 Princeton Public Library
 Wanaque Public Library
 Warren County Library
 West Deptford Free Public Library
 Wharton Public Library

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Digital Literacy Certification Pathway



IC3 Certification

IC3 Certification is an abbreviation for the “Internet and Computing Core Certification”.

IC3 is a global certification designed to certify an individual’s digital literacy skills associated with basic computer and internet use.

Participants are required to take and pass three exams: 1) Computing Fundamentals, 2) Key Applications, and 3) Living Online.

The average income of professionals who have that IC3 certification is higher than the minimum wage.

The IC3 Digital Literacy Certification is a great place to start if you’re either planning a career in IT or wanting to become more effective with technology.

IC3 was created by Certiport, Inc. in 2000.



Join us for

FREE COMPUTER TRAINING



Learn computer skills & gain your Digital Literacy Certification from your local library through our remote IC3 Boot Camp!

IC3 REMOTE BOOT CAMP: MAY 23 - JULY 21

- No cost to you!
- Entry-level computer training
- In-person support at your local library
- Instructor-led classes taught in English
- An in-person or online remote class option for you to choose from



Visit <https://tinyurl.com/NJSL-IC3> to learn more & secure your spot!

Questions? Contact Sarah Antonelli at sarah.antonelli@plfdpl.info or (908) 757-1111 x142.



SUCCESS STORIES

<https://certiport.pearsonvue.com/Certifications/IC3/Digital-Literacy-Certification/Success-stories>



PLAINFIELD PUBLIC LIBRARY PROMOTES TECHNOLOGY SKILLS IN THE COMMUNITY WITH IC3 AND MOS

As more people find their employment journey crossing multiple careers, industries, and roles, the need grows for programs that quickly and efficiently help job seekers update and certify their skills, particularly in Digital Literacy. Few modern jobs do not require the ability to proficiently, efficiently, and securely, use technology and the Internet.

That is where institutions like New Jersey's Plainfield Public Library and Certiport come in.

"Plainfield is a community disproportionately affected by the digital divide," says Mary Ellen Rogan, PPL Director. "The lack of access to computers and the skills that would come with that access hurts our residents, particularly when seeking employment. Wi-Fi, and public access machines are great, but they aren't

enough to close the skills gap and level the employment playing field for our residents. We need to provide the training and certifications necessary for adults to reenter the workforce and thrive in jobs in today's economy."

In partnership with the City of Plainfield and The New Jersey Department of Labor and Workforce Development, PPL added an intense IC3 Digital Literacy and Microsoft Office Specialist training and certification program with the help of Certiport exams and prepared learning materials.

Certiport's industry-recognized certifications help define the knowledge and skills needed as a trusted metric to measure learning outcomes, while validating the learner's success and preparing them for 21st century employment.

"The program has been a massive success due to a few important factors," says Scott Kuchinsky, PPL's Adult Literacy Coordinator, citing strong partnerships, client support, and high-quality training. "We also knew that an entry-level, industry-recognized digital literacy certification like Certiport's is one of the fastest and most cost-effective ways to make clients more employable. There is almost no career for which these foundational skills

would not be an asset and a huge value added."

Certiport's IC3 Digital Literacy certification measures introductory computer skills that apply to almost any career pathway. The program includes three exams to help one progress from a basic understanding to a mastery of the concepts required to be digitally literate. IC3 Spark targets the same foundational concepts as IC3 Digital Literacy but was created for individuals, who are totally new to computers and the Internet, to address their lack of digital skills.

The Microsoft Office Specialist certification takes the next step to guarantee that every certified user has demonstrated the ability to command the features and functionality of Microsoft Office products, preparing them to get the most out of these widely used applications.

"Offering a variety of certifications allows us to address our learners varied needs," says Colleen Connell, PPL Program Administrator. "We have participants who have never used a mouse, and we have others who come in wanting to learn Microsoft Access. The combination of offering IC3 and Microsoft Office Specialist certifications allows us to cater to both."



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Essential Computer Skills

 Basic Computer Skills

 Internet Basics

 Using Email

 Windows

 Mac OS



Essential Software Skills

 Microsoft Word

 Microsoft Excel

 Microsoft PowerPoint

 Google Docs



Using Technology in Daily Life

 Social Media

 Information Literacy

 Career Search Skills

 Accessing Telehealth Appointments

 Your Digital Footprint

 Supporting K-12 Distance Learning

<https://www.digitalliteracyassessment.org>



Northstar certificates in Basic Computers obtained by brothers from Burkina Faso who work as Uber drivers— West Orange Public Library



Success Stories



Diana Gowen and Goerge Forest in the
Bradley Beach Public Library computer lab.

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"After five weeks of being mentored in the North Star program, I've a better understanding of computer language, landscape, techniques etc. I like how the lessons are set up in progressive steps followed by review questions, making for smooth learning. Although the program has its quirks, all in all I highly recommend it for anyone wanting to learn or improve their computer skills. **I'm a grateful student who went from being intimidated to having a new friend in my computer!"**

— *George Foerst*

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Success Stories

"The instructor is very pleasant and very patient and courteous. He helps you to comprehend what you don't understand. Helps me to stay encouraged and not to give up. **He helps reinforce my strengths where I am weak. It helps me get better each day.**"

— *Barbara Thomas*



Barbara Thomas and Guide, Christian Malave, using one of the computers in the [Labor and Literacy Lab](#) at the Trenton Free Public Library.



Evaluation

Measuring Outcomes & Impact

	Project Models		Forms	Timeline
Organizational Level	PPL HQ/Hub and Spoke Libraries	NJLA HQ/Access Navigator Libraries	• Project Team Evaluation	October 1 – 31, 2022
	Library Admin (directors, staff coordinators)		• Admin Evaluation	
	Lab Guides, Instructors	Access Navigators	• Staff Evaluation	
Community Level	Patrons/Users/Clients/Students		<ul style="list-style-type: none"> • Exit Survey • Program Evaluation 	February 1 – September 30, 2022 (7 months)

Key questions:

- How effective was NJSL+Partners project in providing in providing digital literacy services, particularly to individuals living in poverty?
- Did the two models achieve similar results?
- What were key barriers to implementation? What were success factors?

Moving Toward Digital Equity

- **Defining digital literacy**
Frameworks, related terms, target audiences, needs, barriers
- **Evaluating and measuring digital literacy**
Standards, competencies, metrics, assessments
- **Social media, content creation, digital citizenship**
Computer Literacy, Hyperliteracy, Internet Literacy, Web Literacy, Media Literacy, Transmedia Literacy, Information Literacy and more
- **Equity & Inclusion**
- **Collaborations and partnerships**



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If you want to go fast, go alone.
If you want to go far,

GO TOGETHER.

African Proverb







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HUB + SPOKE LIBRARIES



Plainfield Public Library and New Jersey State Library Staff



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ACCESS NAVIGATORS



Access Navigators Team: NJLA, NJLA Access Services Task Force & NJSL

New Jersey State Library Launches Statewide Literacy Initiative To Address Adult Literacy, Workforce Development, And The Digital Divide



<https://njac.org/new-jersey-state-library-launches-statewide-literacy-initiative-to-address-adult-literacy-workforce-development-and-the-digital-divide/>

Thank you!

Questions?

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