New Jersey Libraries: Leading the Way to Digital Equity

Presented by
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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
Agenda

Definitions
NJSL+Partners Literacy Project
  - Program Models
  - Participating Libraries
  - Program Design & Curricula
  - Evaluation
  - Success Stories

Partnerships
Thank you
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)

Three-legged stool of digital inclusion
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)
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
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
Digital Literacy Certification Pathway

- Northstar
  * Core skills building
  * Essential computer and software skills.
  * Certification obtained after taking the 3-day Basic Computer Class and passing 11 modules: Basic Computer Skills, Internet Basics, Using Email, Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Mac OS, Windows 10, Social Media, Information Literacy, Career Search Skills

- IC3 (Internet Core Competency Certification)
  1. Spark (entrance exam)
  2. Key Application
  3. Computing Fundamentals
  4. Living Online

  * Each step is a separate certification
  * Having Steps 2-4 makes a patron IC3 certified (GS5: Global Standard 5).
  * Each certification is equivalent to one college credit in computing science (by American Council on Education)

- Technology/Computer Literacy
- Digital Literacy Competence - INTERMEDIATE-ADVANCED

Microsoft Office Specialist Certification
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.
As more people find that 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 Rogers, 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 skill gap and level the employment playing field for our residents. We need to provide the training and certifications necessary for adults to maintain 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. “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 the those widely used applications.

“Offering a variety of certifications allows us to address our learners’ varied needs,” says Colleen Cornell, 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.”
Northstar certificates in Basic Computers obtained by brothers from Burkina Faso who work as Uber drivers– West Orange Public Library
Success Stories

“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

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

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<td>October 1 – 31, 2022</td>
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<th>Community Level</th>
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<td>Patrons/Users/Clients/Students</td>
<td>• Exit Survey • Program Evaluation</td>
<td>February 1 – September 30, 2022 (7 months)</td>
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### Key questions:

- How effective was NJSL+Partners project 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
If you want to go fast, go alone.
If you want to go far,
GO TOGETHER.

African Proverb
THANK YOU
Plainfield Public Library and New Jersey State Library Staff
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

Thank you!

Questions?

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