Empowering Digital Equity

Digital Navigation through Human-I-T's Innovative Approach and Data-Driven Insight

human-i-t

Agenda

1. Who is Human-I-T
2. Our Digital Navigation Model
3. Assessment Best Practices
   a. Methodology
   b. Case Study: 2,500 Individuals
   c. How research can better serve the needs of practitioners
   d. Challenges
4. Q&A
5. Closing

Presenters

Charles Pellicane
Executive Vice President, Business Development

AJ Middleton
Senior Vice President, Programs

Our Vision

To inspire a world where conscious capitalism drives sustainable and just opportunities for all people, organizations, and our planet to thrive.

Our Mission

Human-I-T is a social enterprise that creates equitable access to opportunity by providing devices, internet access, digital skills training, and tech support for communities left on the wrong side of the digital divide, while at the same time, empowering businesses and organizations to do good by diverting technology from landfills to protect our planet.

Two Problems

E-waste is the fastest growing, most toxic waste stream in the world.

150,000 computers are thrown away daily in the United States.

At the same time…

75 million Americans lack access to a personal computer, internet connection, or both.

The digital divide prevents individuals from tapping into opportunity in today.

One Solution

Human-I-T built a platform that:

- Takes in excess technology from across the U.S.

- Refurbishes and redistributes devices back to underserved communities

- Provides wraparound digital inclusion programs

All towards the goal of creating digital equity.

What is Digital Equity?

When we talk about digital equity, we envision a future in which all people and communities are connected, informed, and included, without barriers to access, affordability, or usage.

Digital Equity = Access to Opportunity

Health equity, workforce equity, education equity, racial equity, housing equity, and more are all catalyzed and advanced by digital equity.

Holistic Digital Inclusion Services

We believe that a sustainable approach to shrinking the digital divide requires holistic support.

Computing Devices (Laptops, Tablets, & Desktops)

High-Speed, Low-Cost Internet Connections

Digital Literacy Classes

Personalized Technical Support

Outputs

Since Human-I-T's founding in 2012,
we have accomplished the following:

90K devices distributed

101K households assisted
with internet

6K digital literacy
learners

28K tech support
tickets resolved

12M pounds of
e-waste diverted

Digital Navigation Model

Digital Navigation Model

Ensuring people can equitably access opportunities online is a nuanced challenge, as every individual has their own unique digital inclusion needs and goals.

- Digital Navigators start by understanding an individual's personal goals, as well as the needs of the full household.

- From there, they provide a needs assessments to understand what digital gaps exist in achieving those goals.

- Navigators develop an action plan to support the individuals by prioritizing their most urgent need (e.g. device).

- Human-I-T fulfills those gaps in-house and follows up periodically to ensure the user doesn't have any other needs.

Digital Navigation Model
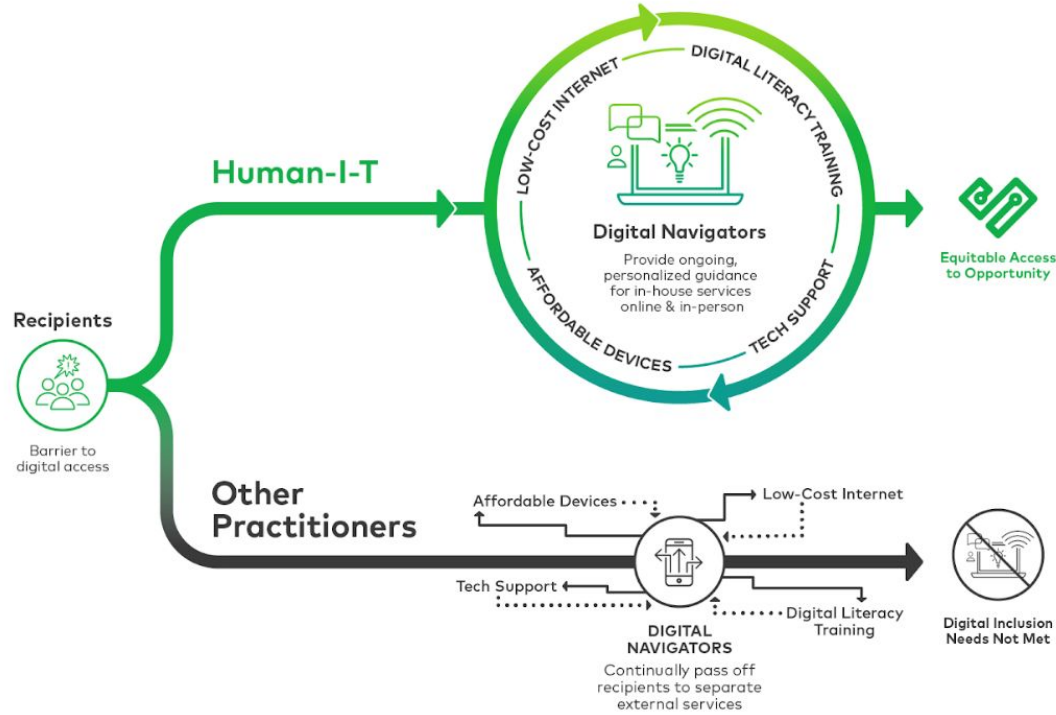
Human-I-T Store

Outcomes

Within 3 months of benefitting from our programs, individuals report the following:

- **83% of students report increase in grades**

- **57% access social services**

- **50% connect with family**

- **47% access medical/health care**

- **1 in 3 apply for a new job**

Assessment Best Practices

Our Methodology & Case Study

Methods

- Webforms

- Over-the-phone

Response metrics

- 2,589 provided assessment

- 1,895 in California

- 694 outside California

Goals reported by the recipients

- Communication: 5.24%

- Education: 30.67%

- Entertainment: 6.36%

- Financial: 10.67%

- Health Care: 13.14%

- Other: 3.93%

- Social Services: 9.33%

- Workforce: 20.66%

How Research can Better Serve the Needs of Practitioners

Key Actions

- Inquire upfront about motivations of individuals

- Validate their ability to achieve those goals

- Focus analysis on outcomes (how people's lives changed as a result of technology) and less on outputs (how many received a particular service).

Challenges to Our Approach

Things to Consider

- Choice of tracking platform
  - Challenges in follow-up
  - Response: Research, Talk to others
- Overwhelming Recipient
  - Too much info at once
  - Response: Introduce services throughout recipient journey, not all at once

Challenges to Our Approach

Things to Consider

- Ongoing Costs
  - Expenses for multiple functions, follow-ups
  - Response: Fundraise, Enterprise, Budget
- Collaboration with CBOs, including Universities
  - Bureaucracy, Funding
  - Response: Research, Creativity
- Partnering with ISPs
  - Time, Effort
  - Response: Mentally prepare, Work with multiple

Questions

Thank you!

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Appendix:
Additional Information about Human-I-T

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Our Origins

2012 Computers for a Cause is founded to provide underserved communities with computing devices.

2013 Computers for a Cause moves into its first warehouse.

2014 Computers for a Cause becomes Human-I-T, unveiling a new vision for comprehensive digital inclusion support.

2016 Human-I-T begins to offer digital literacy training and assistance signing up to the internet through *Connect Home*, a federal program to bridge the digital divide.
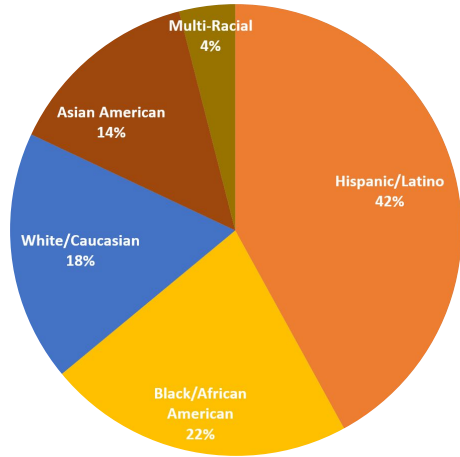
2017 Human-I-T moves headquarters to Long Beach, CA.

2019 Human-I-T establishes its second regional operations in the City of Detroit.

2022 Human-I-T surpasses 100,000 households assisted in signing up for no-or-low-cost broadband plans.

What Makes Us Different

Diverse Staff

Diverse Staff

- 60% male / 31% female / 1% self identifying

- 82% of our staff identifies as non-white or BIPOC

Impact

- Wrap around digital inclusion support

- Tracking outputs and outcomes

- Commitment to innovating how we define and measure impact

Focus on Sustainability

- Community Centric approach to expansion

- Collaboration to cultivate revenue with local stakeholders, unique to each region

Tech Donors

- Our tech donors represent over 100 industries from Accounting to Wine & Spirits
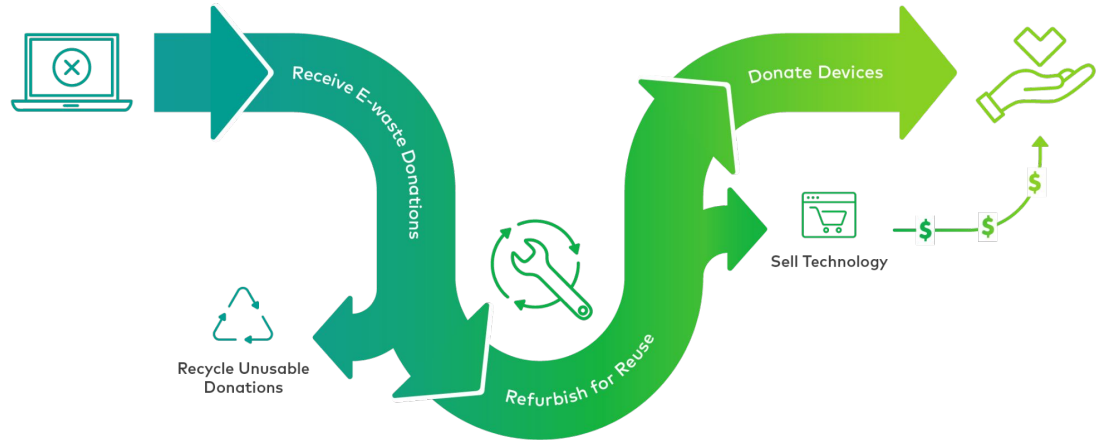
Our E-Waste Process

To ensure our partners get the maximum value out of our partnership, every donation comes with:

- Itemized, tax-deductible receipts

- Corporate-grade data destruction

- Nationwide logistical capabilities

- Comprehensive impact reporting

All donated technology goes through the process below, known as **The Life of a Device**, to become the devices we use to empower people with digital opportunities.

Receive E-waste Donations

Donate Devices

Recycle Unusable Donations

Refurbish for Reuse

Sell Technology

Our Corporate Partners

Join these amazing organizations that work with Human-I-T:

Populations Served

- 100% of the people we serve are income-qualified

- Individuals earning 250% of the federal poverty threshold qualify for donations

- We use household income and enrollment in specific social services programs to verify eligibility

Program Partners - Detroit

- Detroit Housing Commission

- Detroit Public Schools

- Samaritas

- Detroit School of Digital Technology

- Brilliant Detroit

- NPower

- Urban Alliance

- United Way SEM

Program Partners - Los Angeles

- Housing Authorities of the City of Los Angeles and City of Long Beach

- US Housing and Urban Development

- Los Angeles Unified School District

- Long Beach Unified School District

- Los Angeles Community Colleges District

- YMCA

- United Way

- Teach for America

- Boys and Girls Clubs

- Code 313

- St Jude Children's Research Hospital

- Cedars-Sinai Medical Center

- UCLA Health

Recipient Testimonials

"[This technology] has definitely changed my life for the better. I now attend college and I was able to acquire employment at my school also! Thank you so much."

—Human-I-T Recipient

"[This laptop] will let me see my grandkids clowning around. Right now, I'm trying to do it all over the phone, and it's just not the same. [It] is a big life changer."

—Human-I-T Recipient

"With this computer, I can still finish school work at home even though we're back in the classroom. I don't have to worry about using public computers at a library anymore."

—Human-I-T Recipient