



# **UTAH BROADBAND CENTER CONNECTING UTAH**

## **CENTRO HISPANO DIGITAL ACCESS PLAN**



**Note:** This document is intended to serve as an organizational tool that supports each community organization in capturing notes and developing its Digital Access Plan. Each community organization should review the Utah Digital Access Planning Guidebook and reference it while drafting its plan.





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# EXECUTIVE SUMMARY

**VISION** Centro Hispano’s Vision is to remove barriers to digital access by providing community classes, support, and solutions for difficult cases.

<b>KEY BARRIERS</b>	Low Computer knowledge	Language/Cultural Barrier	Renter’s access	Continuing Support
	Many individuals lack basic knowledge of how to use a computer	Getting access is often compounded with language and cultural issues	Renters have issues gaining access when Landlords don’t provide access	Much of the current funding for internet access is tied to Covid. Many programs didn’t include funding for continuing support

<b>COVERED POPULATIONS</b>	Spanish speakers	Latinx	New Immigrants	Utah County	





## GOALS

Create classes that help bridge the gap between basic usage and being fully computer literate

Provide internet hotspots as a potential solution for individuals with little control over access to wired connections

Provide “New Immigrant” Classes to help individuals understand available programs and services

Provide continuing technological support for recipients


## KEY STRATEGIES

Centro Hispano currently offers programming classes. Centro Hispano would offer more basic skills training classes

Funding from state and local organizations could provide funding for hotspots that could be loaned. Additionally, ACP could be used on hotspot solutions

Centro Hispano is well connected with school districts in Utah County. Many have expressed interest in new immigrant courses that could help integrate individuals from very disparate backgrounds into our community

In discussions with Provo City, the main issue with current programs is the lack of support for individuals once they receive devices or training. Having a central location for individuals to come to when they had issues or questions could be very beneficial





# **1 COMMUNITY OR ORGANIZATION PROFILE**

## **1.1 GENERAL COMMUNITY OR ORGANIZATION PROFILE**

Centro Hispano's mission is to empower Latino and Utah families by providing equitable access to information, resources, and educational programs to advance and strengthen the community.

## **1.2 COVERED POPULATION PROFILE**

Centro Hispano is focused on serving the Latinx population in Utah County.

The Latinx population in Utah County, Utah, represents a significant portion of the local community (12.7% or 89,000+ people) and contributes to the area's cultural diversity and economic vitality. Here is a comprehensive profile of the Latinx population in Utah County:

**Population Size:** The Latinx population in Utah County has experienced substantial growth in recent years, with an increasing number of individuals identifying as Hispanic or Latino. While exact figures may vary, the U.S. Census Bureau estimated a significant Latinx population in the county.

**Cultural Diversity:** The Latinx community in Utah County encompasses people from various countries in Latin America, including Mexico, Puerto Rico, Cuba, the Dominican Republic, and others. This diversity adds to the vibrant cultural tapestry of the region, fostering cross-cultural exchange and appreciation.

**Language:** Spanish is commonly spoken within the Latinx community, serving as an essential means of communication, cultural preservation, and connection with ancestral roots. Many Latinx individuals in Utah County are bilingual or multilingual, proficient in both English and Spanish.

**Education:** Education is highly valued within the Latinx community, with individuals pursuing academic success and higher education. Latinx students are enrolled in local schools, colleges, and universities, striving to expand their knowledge and skills for personal and professional growth.





**Economic Contributions:** Latinx individuals in Utah County contribute to the local economy through various sectors, including agriculture, construction, healthcare, education, and small businesses. Many Latinx individuals are skilled workers, entrepreneurs, and professionals who play a crucial role in the county's economic prosperity.

**Family Values:** Strong family ties and values are integral to the Latinx community in Utah County. Family plays a central role in social interactions, support systems, and cultural celebrations. Important events such as quinceañeras (coming-of-age celebrations) highlight the significance of family and cultural traditions.

**Cultural Celebrations:** The Latinx community in Utah County celebrates and preserves its cultural heritage through various festivities and traditions. Events such as Cinco de Mayo, Día de los Muertos (Day of the Dead), and cultural festivals provide opportunities for community members to come together, showcase their traditions, and promote cultural understanding.

**Challenges:** While the Latinx community in Utah County contributes positively to the region, its members may face challenges related to healthcare access, education, employment opportunities, housing, and equitable treatment. Addressing these challenges and promoting equity and inclusivity is a crucial goal for organizations and advocates working with the Latinx population.

The Latinx population in Utah County, Utah, represents a vibrant and diverse community that enriches the region through its cultural heritage, economic contributions, and strong familial bonds. Understanding and addressing the unique needs and aspirations of the Latinx community are essential for fostering an inclusive and thriving environment for all residents of Utah County.





## **2 DIGITAL ACCESS VISION AND GOAL(S)**

### **2.1 VISION**

Centro Hispano's goal is to remove barriers to digital access by providing community classes, support, and solutions for difficult cases.


Our vision is to foster digital empowerment and equitable access to technology in our community, empowering individuals with the necessary skills and resources to thrive in the digital age.

### **2.2 GOALS AND OBJECTIVES**

1. **Increase Basic Computing Skills:** Our goal is to provide comprehensive and accessible community classes that teach basic computing skills. By offering these classes, we aim to equip individuals with the foundational knowledge and confidence to navigate and utilize technology effectively in their personal and professional lives.
2. **Provide Internet Access for Individuals with Limited Connectivity:** We strive to ensure that individuals with little control over access to wired connections have access to the internet. By offering wireless hotspots for checkout and working with Internet Service Providers (ISPs) to enable Affordable Connectivity Programs (ACP) options for these hotspots, we aim to bridge the digital divide and empower individuals with internet access wherever they may be.
3. **Raise Awareness of Available Resources:** We are committed to conducting community "new immigrant" classes that raise awareness of available resources, including ACP, computer training, and more. These classes will provide individuals with information about local community organizations, support services, and resources that can assist them in accessing the internet and navigating the digital landscape.







4. **Provide Continuing Technological Support:** We recognize the importance of ongoing technological support for our community. Our objective is to ensure that individuals have a dedicated space where they can receive assistance and guidance for their technology-related issues, whether it be troubleshooting devices, setting up accounts, or accessing online resources.

5. **Facilitate Community English Classes:** In order to enhance individuals' effectiveness with internet access, we are dedicated to providing community English classes. These classes will empower individuals to improve their English language proficiency, enabling them to navigate online platforms, communicate effectively, and fully utilize the internet's vast resources.

By achieving these objectives, we aim to empower individuals within our community by equipping them with essential computing skills, increasing access to the internet, raising awareness of available resources, providing technical support, and improving English language proficiency. Through these efforts, we envision a digitally literate and connected community that embraces the opportunities and benefits offered by technology.

### 3 CURRENT STATE OF DIGITAL ACCESS

#### 3.1 DIGITAL INCLUSION ASSETS

##### 3.1.1 Affordable High-Speed Internet Assets

Existing high-speed internet assets include all the programs and activities that relate to affordable internet access Utah County currently performs or has performed in the past.

Program Name	Description
Provo Accessibility Initiative	<a href="https://www.provo.org/departments/information-systems/digital-inclusion">https://www.provo.org/departments/information-systems/digital-inclusion</a>
<b>Partnering Organizations and/or Programs</b>	Contains a list of all available resources for the community. Additionally Provo City has monthly meetings inviting stakeholders to work on digital accessibility
Provo City, United Way, Centro Hispano, various ISPs and more NGO	





Covered Population(s) Served

Provo City

### 3.1.2 Useful Device Assets

Existing useful device assets include all the programs and activities that relate to providing access to useful devices that Utah County currently performs or has performed in the past.

Program Name	Description
Basic Computer Class	United Way teaches a class of basic computing skills. Anyone who finished the class can receive a desktop computer
Partnering Organizations and/or Programs	
United Way	
Covered Population(s) Served	Utah County

### 3.1.3 Skill-Building Tool Assets

Existing skill-building tool assets include all the programs and activities that relate to providing digital skills, training and tools that Utah County currently performs or has performed in the past.

Program Name	Description
Basic Computer Class	United Way teaches a class of basic computing skills.
Partnering Organizations and/or Programs	
United Way	
Covered Population(s) Served	United Way



## 3.2 NEEDS ASSESSMENT

### 3.2.1 Digital Equity Barriers (Covered Populations)

Covered Population	Barrier(s)
Latinx in Utah County	Low Computer knowledge, Language/Cultural Barrier, Renter's access, Continuing Support
Assessment Data	Need(s)
over 89,000 Latinx within Utah County. Over 60% have limited English proficiency. Many have had no computer training. Many are renting from landlords with varying desires to provide internet accessibility. Many don't have access to devices that allow them to access the internet.	Funding to support basics of computing classes, english classes, Welcome to America classes, wireless internet access, and digital support for the community. Additionally more work needs to be done to ensure individuals are getting enough speed on their internet plans





### **3.2.2 Digital Equity Barriers (General Population)**

We interviewed 77 families about their access to the internet. The great majority (98%) of surveyed individuals had access to the internet in their home. 79.7% of these individuals earned less than \$50,000 annually. A large majority of the individuals interviewed did not know what their internet speed was (35.1%) but 47.3% had access to the internet with speeds less than 25 Mbps.

We also interviewed 9 families in the provo school district that had received internet support during covid. The majority of those interviewed (77.8%) said that monthly cost was the greatest deterrent for being able to receive internet in their homes. 1 individual mentioned that the owners of their apartment didn't allow them to use the internet.

Our next steps is to perform more surveys related to digital literacy.



## **4 IMPLEMENTATION PLAN**

### **4.1 PLANNED ACTIVITIES**

Centro Hispano is planning to offer English classes, Basic Computer Literacy courses, Welcome to America classes, and create a wireless internet checkout program. Finally we would also like to provide ongoing support for digital access throughout.

### **4.2 IMPLEMENTATION STRATEGIES**

Centro Hispano will focus on providing all classes in spanish. Additionally marketing will focus on new immigrants. The welcome to America class will be used as a marketing tool to bring awareness to the other programs being offered. English classes will be the main draw, then once individuals are further engaged, we can cross market the other classes we are offering. Individuals who finish the computer class can qualify for a computer.

Our internet access points will be distributed based upon need for short periods of time (3 months).

Support will be provided to the community at large. This support will include help with basic computer problems and getting people connected to the internet.

#### **4.2.1 Stakeholder Engagement Process**

We will continue our collaboration with Provo city and other stakeholders that have already been gathered. We will work on creating these types of collaboration throughout the rest of Utah County

#### **4.2.2 Program Evaluation and Assessment**

Centro Hispano will evaluate the program every 6 months to determine if projects are being effective. Effectiveness will be measured by determining the amount of individuals helped, and hosting evaluations at the end of the class to determine how effective the training has been. For the New American class, effectiveness will be measured by measuring the amount of cross registration occurring between classes.

### **4.3 TIMELINE**

Centro Hispano will begin an English class in June, with the rest of the classes beginning in August. Welcome to America will be a 2 hour class provided at each school district every 3 months. English classes will be 6 week courses held every 3 months. Basic computing courses will be held every quarter for 6 weeks. Wireless access points will be acquired when funding occurs. Technical support will also begin with the Basic computing course.



#### **4.4 ESTIMATED IMPLEMENTATION COST**

Full-time digital access coordinator ~ \$70,000

Program Manager ~ \$15,000

Executive Director ~ \$7,000

Communications Officer~ \$3,000

Fringe Benefits \*10%~ \$9,500

Wireless Access Points ~ (\$50/month \* 20 devices \* 12 months) ~ \$12,000

Supplies ~ \$2,000

Mileage~\$2,000

Total Cost ~ \$111,000 per year

#### **4.5 ALIGNMENT**

This plan was developed after having multiple conversations with many key stakeholders including Provo City, United Way, and many other organizations. The New America program has already been pitched to Provo and Alpine School Districts

#### **4.6 TECHNICAL ASSISTANCE AND OTHER SUPPORT REQUIRED**

None





## **5 PLANNING PROCESS REPORT**

The planning team took several steps to determine the current state of digital access in Centro Hispano. The planning team included Provo City, Provo School District, Alpine School District, United Way, Utah County Health Department, and more. The activities performed include:

### **5.1 COLLABORATION AND STAKEHOLDER ENGAGEMENT**

Monthly meetings in Provo about digital access strategy for the city, One on one meetings with Stakeholders including all previously mentioned organizations, and participation in all Digital Access grant meetings. Many other organizations were reached out to, but Centro Hispano did not receive a response.

### **5.2 COORDINATION AND ALIGNMENT WITH OTHER DIGITAL INCLUSION EFFORTS**

Centro Hispano worked closely with United way of Utah County and other Latinx focused groups to ensure no wasted efforts and to ensure sufficient coverage.

### **5.3 RESEARCH AND DATA FINDINGS**

77 families were interviewed for the main finding and 9 individuals were interviewed from Provo School District who received wireless Access Points during Covid. Most individuals felt that they had sufficient access to the internet. There appears to be a gap in whether the speeds are sufficient. There are some problems on the low end that occasionally show up such as owners of apartments preventing individuals from accessing the internet that can be solved with Wireless Access Points.



Appendix A

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