

The City of Minneapolis

Digital Equity Program – Pilot Launch Event

*Financial Stabilization and Employment Placement Assistance
with Technology Access*

Date: Thursday, August 9, 2012
Time: 1:00 p.m.
Location: Build Wealth Minnesota, 2100 Plymouth Ave N, Suite 104
Site contact: David McGee, Executive Director, Build Wealth, 612-877-4184
City contact: Karen Francois, Director of Employment Equity, 612-673-2053

Program Agenda

Welcome – David McGee

Minneapolis City Council Members Elizabeth Glidden and
Don Samuels

Digital Equity in Minneapolis – Otto Doll, CIO, City of
Minneapolis

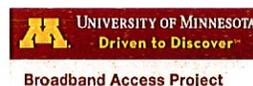
USIW Service and Installation – Joe Caldwell, USI
Wireless

Intro to your PC – Casey Sorenson, PCs for People

Training program – Terrell Towers, DEED; Cheryl
Vanacora, University of Minnesota

Registration

Families take PCs home!

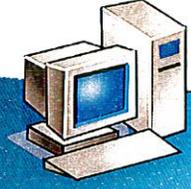


 give help save

Your New Computer

User Training and Information

PCs for People



About PCs for People

- ▶ Founded in 1998 in Mankato, Minnesota
- ▶ Headquartered in St. Paul
- ▶ For more information or general questions:
 - www.pcsforpeople.org
 - 1481 Marshall Ave
St. Paul, MN 55104
 - donate@pcsforpeople.com
 - (651) 354-2552
 - Hours: Monday – Friday 10am – 5:30pm



Computer Components



Your Warranty

- ▶ Good for 90 days from today
Through November 7, 2012
- ▶ **PCs for People**
1481 Marshall Ave
St. Paul, MN 55104
(651)354-2552
- ▶ After 90 days, \$25 repairs at PCs for People
 - You can get a new computer at our offices for a suggested donation of \$50 once a year per household



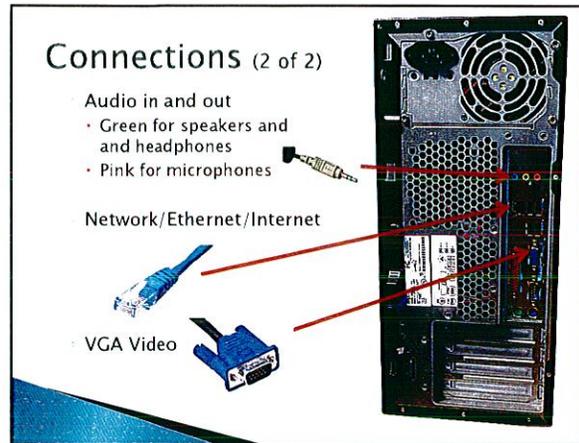
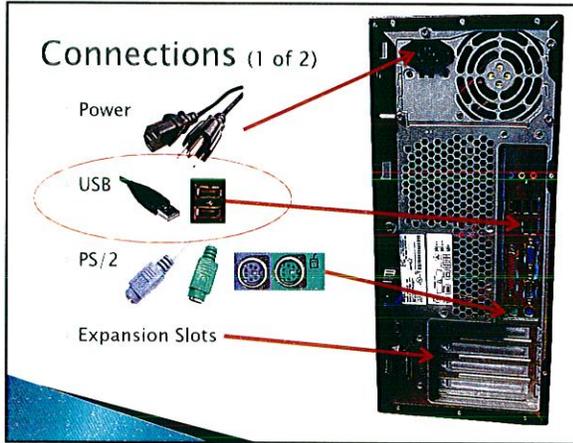
Common Peripherals

- ▶ USB “Flash” or “Thumb” Drive
- ▶ Webcam
- ▶ Headset
- ▶ Speakers
- ▶ Printer



Setting up your Computer

- ▶ It's a good idea to use a surge protector to protect the equipment
- ▶ Plug everything in before you turn on the computer
 - Match shapes and colors
 - Don't force anything (it could break the pins)
- ▶ The monitor and computer have their own power buttons; both need to be on to operate
- ▶ Each computer is a little different depending on its make and model



Connecting to the Internet

- ISP (Internet Service Provider)
 - Dial-up, DSL, Cable, Satellite, Cellular
- Home Network
 - Needed to connect multiple computers to one internet connection and to share files and resources (such as printers)
 - Wireless vs. Ethernet

This section includes an illustration of a laptop on the left, a wireless router in the middle, and a network switch on the right. The network switch has four labels with red arrows pointing to its ports: "Reset" (pointing to a small button), "WAN/Buton Port" (pointing to a single port), "LAN Port" (pointing to a group of four ports), and "Power" (pointing to a power jack).

Finding an ISP

- Undiscounted rates generally in the range of \$30-70 per month, but some offer bundling discounts and subsidies
- Charter Communications*
 - 1-888-438-2427
 - Starting in Sept. will offer discounted (\$9.95/month) internet for families with children in reduced and free school lunch program (call and ask for "Internet Basics" to determine eligibility)
- Century Link (formerly Qwest)*
 - 1-800-366-8201
 - Offers discounted (\$9.95/month) internet for individuals who qualify for federal LifeLine program
- Comcast*
 - 1-800-COMCAST
 - Internet essentials (\$9.95/month) must have a child in free or reduced lunch (ask for "Internet Essentials")

*For information purposes only. Each area is different. Call to see if these companies offer service/special programs in your area.

Sharing and Backing up Files

- Backing up files is important if you have important files you don't want to lose to hardware failure or a virus
- Methods of sharing files
 - Internet
 - Email
 - USB ("Thumb" or "Flash") Drive
 - Burning a CD or DVD
 - External Hard Drive
 - Local Area Network

Ways to Backup your Computer

- Offsite remote backup over the internet
 - Mozy, Dropbox, Carbonite, etc.
 - Monthly or annual cost
- Burning files to a CD/DVD
 - Requires a "burner"
- Backing up to a thumb/flash drive
- Backing up to an external hard drive

This section includes an illustration of an external hard drive on the left and a CD/DVD burner on the right.

Operating System (OS)



- ▶ How you use, configure and maintain your computer
- ▶ Your computer has Windows 7 OS
- ▶ Other common operating systems:
 - Older version of Windows (95, 98, 2000, Vista)
 - Mac OS X, Linux
- ▶ If you buy software make sure it is compatible with your OS

OpenOffice



- ▶ Similar to Microsoft Office
- ▶ Can open files created by Microsoft Office applications
- ▶ By default, saves to its own file format, but can be changed to save to Microsoft formats
- ▶ Several applications
 - **Writer** - Word Processing (Similar to Microsoft Word)
 - **Calc** - Spreadsheet (Similar to Microsoft Excel)
 - **Impress** - Presentation tool (Similar to Microsoft PowerPoint)
 - **Draw** - Image/Diagram Editing (Similar to Microsoft Visio)
 - **Base** - Relational Database Management tool (Similar to Microsoft Access)

Mozilla Firefox



- ▶ Internet browser
- ▶ Used to "surf" the web and view web pages
- ▶ Similar to Internet Explorer
- ▶ Other browsers: Chrome, Opera, Safari
- ▶ Some people prefer this browser to Internet Explorer because they believe it's faster, more secure, and displays pages better

Microsoft Security Essentials



- ▶ Anti-virus software
- ▶ Keeps your computer safe from malicious files and programs
- ▶ Virus definitions need to be updated because new viruses are coming out all the time
- ▶ Runs all the time and will alert you if it finds a virus
- ▶ You should still be careful about downloading files and opening attachments

MalwareBytes



- ▶ Finds malware that other anti-virus and anti-spyware programs generally miss, including rogue security software, adware, and spyware.



CCleaner



- ▶ System optimizer and privacy cleaner
- ▶ Fixes errors in the Windows registry
- ▶ Deletes temporary files, cookies, and download history in browsers
- ▶ Can be used to permanently delete files
- ▶ Launch program to run and optimize system

VLC



- ▶ Used to play many different types of multimedia files such as videos
- ▶ Similar to Windows Media Player  but can play additional file types

Acrobat Reader



- ▶ Allows you to read documents formatted using the "PDF" file type
- ▶ Needed for opening files with the ".pdf" file extension
- ▶ Read only (can't modify documents or save forms)

Viruses, Malware, Spyware

- ▶ **BAD!**
 - Can slow down and even break your computer
 - Can cause your personal private information to get into the wrong hands
 - You can accidentally infect other computers
 - Your computer could be "hijacked" and used by hackers and cyber criminals
- ▶ You can protect yourself by staying smart and using anti-virus software
 - Needs to be updated regularly
 - Included with your computer



Searching for a job

- ▶ Career websites
 - Monster.com, Indeed.com, CareerBuilder.com
- ▶ Career counseling centers in your community can help you find local job sites
- ▶ Use discretion and caution!
- ▶ You can work on your resume using OpenOffice Writer and can get templates online
- ▶ Remember: Save your resume as PDF doc/docx



Creating an email account

- ▶ Most common free providers:
 - Gmail (www.gmail.com)
 - Google. Very common.
 - Hotmail (www.live.com)
 - Microsoft. Also called "Windows Live"
 - Yahoo! Mail (mail.yahoo.com)
- ▶ Free
 - Make their money by displaying advertising
- ▶ You must sign up for an account



Local computer training

- ▶ **Minnesota WorkForce Center**
 - 1-888-438-5627
 - Check to see if they offer training in your area.
- ▶ **Local Library**
 - Check with your local library, many offer free training.
- ▶ **Great free resources online**
 - www.GCFLearnFree.org
 - www.DigitalLiteracy.gov
 - www.bbc.co.uk/webwise/

2012 Digital Equity Program - City of Minneapolis



USIW Internet service for Build Wealth Families in the Digital Equity Program

- 12 months Internet service via USIW Trial Account Vouchers. The vouchers are part of the Wireless Minneapolis Community Benefits Agreement, to help overcome the digital divide in Minneapolis.
- **Home service set up:**
 - **USIW will contact you directly to schedule the installation – we've already collected the information necessary to set up your accounts.** Build Wealth is the central point for billing/payment to USIW for the installation
 - The technician will help you set up your service, explain how to login, and how to manage your account. You can change your password at any time by calling the customer service line at 952.253.3262 (Option 3)
 - **Your accounts will be valid until Aug 12, 2013**
- Your service includes a roaming account, so you can use the service outdoors or anywhere you can access the USIW network signal, on any wireless device.
- Up to 1Mbps download speed.
 - This level of service is good for most activities on the Internet. Streaming video may require a higher speed. You are welcome to upgrade to a higher level if you'd like to pay the difference in cost (see price sheet enclosed).
 - You can test your speed on the USIW website, or Speedtest.net
- The sheet in your packet describes the service levels
- USIW tech support will help with issues related to the modem or to the service connection. **Computer support questions should be directed to PCs for People at (651) 354-2552**

We hope you enjoy your 12 months of service, and we look forward to hearing your feedback as your counselors check in with you throughout the year.



people



USI Wireless Contact Information

USI Wireless Headquarters

12450 Wayzata Blvd., Suite 224

Minnetonka, MN 55305 USA

www.usiwireless.com

Customer Support

Phone: 952.253.3262 (Option 3)

Fax: 952.545.0302

Email: customerservice@usiwireless.com

Hours: 8am-midnight, 365 days a year

Technical Support

Phone: 952.253.3262 (Option 2)

Fax: 952.545.0302

Email: support@usiwireless.com

Hours: 8am-midnight, 365 days a year

USI Wireless offers multiple service packages that are tailored towards meeting your individual wireless needs.

SERVICE PACKAGES	Month to Month	Annual Payment Best Value!
Up to 6Mbps Download*	\$35.95/month	\$287.40/year
Up to 3Mbps Download*	\$29.95/month	\$227.40/year
Up to 1Mbps Download*	\$19.95/month	\$179.40/year

* Requires a USI Wireless modem for maximum signal quality and speeds. All services up to 1Mbps upload.

WIRELESS MODEM PRICING	Rental	Purchase
Wireless Modem±	\$4.95/month	\$79.95
Laptop Card/Antenna	N/A	\$159.95

± A USI Wireless modem is required for maximum signal quality and speeds.

ON-SITE PRICING	Setup
Professional On-Site Installation†	\$34.95

† Installation is required for all new residential services.

Satisfaction Guaranteed!

We are so confident you'll love our service we'll refund your first month service fee if our service does not meet your expectations!



Manage Your Account Online

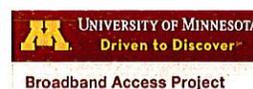
USI Wireless is now offering the ability to manage your wireless account online.



Speed Test: on the USIW Technical Support page: <http://speedtest.usiwireless.com/>
Or <http://speedtest.net/>



people



Rave Reviews

"I found MinnesotaWorks.net very helpful because the categories are set up to help me find an interesting job that best uses my experience. I wouldn't hesitate to use it again — it's tremendous!"

Stephen S

"The resume matching tool worked very well for me and I would

definitely use MinnesotaWorks.net again."

— Linda K.



MinnesotaWorks.net

is a service of the

**Minnesota Department of Employment
and Economic Development**

POSITIVELY
Minnesota

Department of Employment and Economic Development

First National Bank Building, 332 Minnesota Street, Suite E200

St. Paul, MN 55101-1351

Website: www.MinnesotaWorks.net

PHOTO: GETTY IMAGES/ALAMY



**Minnesota
works.net**

Your no-fee online job bank
for finding jobs in
Minnesota

Job Seekers Guide

Looking for a job?

How-to Guide

Looking for a new job?

- ▶ Build, post or upload your resume
- ▶ Create up to five unique resumes
- ▶ Easy to use and available 24/7
- ▶ Search verified job openings statewide
- ▶ Perform advanced job searches
- ▶ Use updated technology to match your resume to job openings
- ▶ Receive e-mail notification of new jobs



Registering to Access Job Openings

- ▶ Select "Job Seeker" registration button to enter your information.
- ▶ Review and accept Terms of Use. All asterisked fields are required to complete registration process.
- ▶ Create a username and password to logon and access your account.
- ▶ Usernames must have a minimum of six characters and ARE NOT case sensitive. Passwords are six to 12 characters and ARE case sensitive.



Entering a Resume

- ▶ Logon to your account. Select "Resumes" link from left navigation menu to create, upload or copy and paste your resume.
- ▶ Select radio button next to "Create a Resume" and select "Next."
- ▶ Complete all required sections.
- ▶ Select radio button to "Paste from another Application" and select "Next" to copy and paste existing text from another resume.
- ▶ Select radio button to "Upload" and select "Next." Click on "Browse," select your file name and open. Review all resume sections to ensure it uploaded correctly.

Matching Your Resume to Jobs

- ▶ Go to "Search for Jobs" on the left navigation bar.
- ▶ Select resume from the drop down menu. Click the "Search" button.
- ▶ The list of jobs you'll see represents the best match for your resume ranked by a 5-star rating system. Save the search by selecting it at the bottom of the page. If you like a specific job, check "Best Picks" for later review.

Search Techniques

- ▶ Use specific and unique terms or keywords. They will provide the best results.
- ▶ If you want results using one term or another, separate terms with the word "or."
- ▶ If you want results using all the terms, connect the terms with the word "and" or group terms together with quotation marks.
- ▶ Use an asterisk at the end of a series of letters to find results with those letters

and anything else following them.



Print/ Save Your Resume

- ▶ Choose a resume to Print/Save in either PDF or Word document format. Select button in the format you wish to use then select "print" or "save."





A Workforce System Partner

Minneapolis WorkForce Center

We are open Monday through Friday
8:00 AM until 4:30 PM



South Minneapolis
777 East Lake Street
Minneapolis, MN 55407
Phone: 612-821-4000

North Minneapolis
1200 Plymouth Avenue
Minneapolis, MN 55411
Phone: 612-520-3500

Finding a Good Job

The Resource Room is Your "Mini-Office."

- write résumés
- complete applications
- do an internet job search
- use career and skills assessment software.



**Find Out What Your WorkForce Center Can
Do To Help You!**

Attend a WorkForce Center ORIENTATION:

Monday through Friday

9:00 AM 10:30 AM 1:00 PM

Services and Workshops offered at the
Minneapolis WorkForce Center:

- Dislocated Worker Program
- Veteran's Services
- The Zone for Youth
- Basic Computer Classes
- Unemployment Insurance
- Step Up Summer Youth Employment
- Minnesota Family Investment Program
- Employment Ready U
- New Leaf Series
- CareerNext
- and much more...

From: Francois, Karen L.

Sent: Friday, August 10, 2012 4:08 PM

To: david@buildwealthmn.org; Doll, Otto; Cheryl Vanacora (vana0043@umn.edu); Towers, Terrell (DEED) (terrell.towers@state.mn.us); 'Casey Sorensen (csorensen@pcsforpeople.com)' (csorensen@pcsforpeople.com); Ebhardt, Elise C.; Grosen, Beth A.

Cc: Samuels, Don H.; Glidden, Elizabeth A.; Korb, Velma J; Polasky, Cathy A.; Lindstrom, Matthew B

Subject: Digital Equity Program

Hello All,

Thank you all so much for your participation in this program. Yesterday's launch was a huge success. The families were so excited to get their computers and are eager to get set up and start training.

Council Members Elizabeth Glidden and Don Samuels were there to show their support for the program and to give encouragement to the families. Thank you both for taking the time to be there.

Channel 5 showed up and aired reports on the program at 5 and 6:30 last evening. KFAI is planning to broadcast about the program on Monday morning at 7:40. So thanks to Matt Lindstrom for putting out the press release.

A big thanks to the partners, University of Minnesota Broad Band Access Program (Cheryl Vanacora), DEED (Terrell Towers), PCsforPeople (Casey Sorenson), USI Wireless (Joe Caldwell) and of course Build Wealth Minnesota (David McGee) for your willingness to work together toward the goals of digital equity and closing the employment gap. Elise, Velma and Cathy, we missed you all but be assured Otto represented the City very well and we were so glad to have Beth Grosen there.

As promised here is a link to the report about the digital inclusion program in Australia. As you will see there is great potential in growing this program to benefit the entire City and the community at large.

http://www.digitalinclusion.net.au/sites/www.digitalinclusion.net.au/files/Assessing%20the%20economic%20benefits%20of%20digital%20inclusion_0.pdf

Thanks again everyone and I look forward to working with you all over this next year as the program progresses.

Sincerely,

Karen

KAREN L. FRANCOIS, Director of Employment Equity

"We all do better when we all do better." Senator Paul Wellstone

2012 Digital Equity Program – Pilot

Financial Stabilization and Employment Placement Assistance with Technology Access

Focus Group

October 27, 2012, 1:30 pm at Build Wealth Minnesota

Agenda

1. Complete Family questionnaire and training attendance grid as people come in
2. Welcome – **David**
3. Feedback – Flip chart – **Elise**
 - a. Do you all have your computer and Internet set up at home? If not, please explain:
 - b. Please give us your feedback on the program so far; what’s has worked well, and how can we improve? (use flip chart to collect responses)

Use list to prompt as needed

- The launch event, PC delivery
- Setting up your PC in your home
- Internet installation process
 - Your first use / connecting at home
 - Changing your password
- Using software on your PC
- Has anyone interacted with PCs for People for tech support? If so, for what reason and how did it go?
- Training
 - Overall feedback?
 - Are classes engaging, how is the material how is the pace of class?
 - Do you like the new format of doing the post-test at the end of class?
 - What else do you need to learn (computer skills specifically)

4. Training discussion

a. Scheduling and timing for training – **Regina**

How can we find a day/time that works best for the group? (use prepared flip chart with grid below to collect responses for each time block)

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Morning							
Afternoon							
Evening							

- b. Discuss next steps for Workforce Center DEED programming, additional employment training – **David and Terrell**
Give a bit of overview of what DEED has to offer – **Terrell**

2012 Digital Equity Program

Financial Stabilization and Employment Placement Assistance with Technology Access

Family Feedback

October 27, 2012

1:30 pm at Build Wealth Minnesota

1. It's been about 12 weeks since you received your computers. How much difference did having a computer and Internet at home have on your employment situation?

Please circle the response that fits best for you and provide comments.

Major improvement on my employment situation	Some improvement	A little bit of improvement	No improvement	Not Applicable
1	2	3	4	N/A

Comments / Please explain:

2. Did the program help you manage your income (personal finances, succeed in Build Wealth program goals)? No Yes If yes, how?
3. Do you find it necessary to have a computer and internet service to be more successful in Build Wealth's Family Stabilization program. No Yes If yes, why?
4. What area of your family's program goals did the program help you in the most?

(over)

5. Please check to indicate your level of agreement with the following:

	Strongly agree	Somewhat agree	Somewhat disagree	Don't agree
The computer/internet service helped me apply the financial education that I received in the Family Stabilization Plan program	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The usefulness related to speed, access and functionality of the computer/internet service my family received to meets our needs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Building savings, budgeting and maintaining good credit will be much easier with the computer/internet service my family received	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. How comfortable, if at all, are you at each of the following?

	Very comfortable	Somewhat comfortable	Not at all comfortable
Using a computer laptop/desktop	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Accessing the Internet	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Using email	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Searching or applying for jobs online	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Locating information online (bus schedules, weather, news, etc.)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Protecting your computer (stop viruses, backup files, avoid scams)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Creating documents or spreadsheets	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Troubleshooting computer problems	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Comments:

7. What do you think about having a computer with Internet at home, compared to using a computer at a workforce center, library etc.?

8. How do you think a program like this could help others? What suggestions do you have to help others in need?

Thank you!

Technical Support Services and Follow Up from October 2012 Focus Group with Build Wealth Families

Malware and Anti-virus tools

Your computer includes three tools to keep your computer safe from viruses and to keep it running well: Microsoft Security Essentials, MalwareBytes, and CCleaner.

Using the Tools and Keeping Up to Date:

- These tools are FREE and are running for you in the background.
- If you get messages for **purchasing**, you can click "No" or click the "X" to close. You can purchase the extra security services if you want, but the free tools provide good protection.
- **Keeping the software current:** You will get messages to **update** the software. **You don't need to purchase anything to run the update.** Follow the instructions to keep the free tools up to date.
- **You can run the programs yourself to check for issues or viruses.** Click on the icon for any of these tools and follow the instructions to run them or do a scan at any time.
- Problems? Call PCs for People at 651-354-2552 to ask for help. You can also bring your computer into the PCs for People office to have it cleaned or repaired for a cost of \$25.

Microsoft Security Essentials



- Anti-virus software
- Keeps your computer safe from malicious files and programs
- Virus definitions need to be updated because new viruses are coming out all the time
- Runs all the time and will alert you if it finds a virus
- You should still be careful about downloading files and opening attachments

MalwareBytes



- Finds malware that other anti-virus and anti-spyware programs generally miss, including rogue security software, adware, and spyware.



CCleaner



- System optimizer and privacy cleaner
- Fixes errors in the Windows registry
- Deletes temporary files, cookies, and download history in browsers
- Can be used to permanently delete files
- Launch program to run and optimize system

Prompts for Passwords

You will occasionally get a prompt about setting a password.

- This is an automatic feature of your Windows 7 Operating System.
- Click "Ok" at the prompt and the password will stay blank.
- You can set up a password if you want to by following the instructions.

Computer Support

PCs for People

Hours: Monday – Friday 10:00am – 5:30pm

Phone: 651-354-2552

- PCs for People is a busy place! If staff can't answer the phone when you call, leave a message. All calls are returned. If you aren't getting the help you need, call the Executive Director, Casey Sorenson at 612-567-8435

Web: www.pcsforpeople.org

Email: dontate@pcsforpeople.com

Office: 1481 Marshall Ave, St. Paul MN 55104

Phone support is free. Repairs done at the office are \$25. You can get a new computer at the PCs People office for a suggested donation of \$50 once a year per household.

Internet support

Contact your Internet Service provider for questions or problems with your Internet, your modem, and your Internet performance speed.

- **USIW Technical Support**
Phone: 952.253.3262 (Option 2)
Email: support@usiwireless.com
Hours: 8am-midnight, 365 days a year
- **CenturyLink Technical Support**
Phone: 1 877-348-9005
Web: <http://qwest.centurylink.com/internethelp/>
24-hour support
- **Comcast Technical Support**
Phone 1-800-XFINITY (1-800-934-6489)
Web: <http://customer.comcast.com/help-and-support/internet/>
24-hour support

If you have a different provider, refer to their instructions or contact Elise Ebhardt, 612-673-2026

2012 Digital Equity Program – Pilot

Financial Stabilization and Employment Placement Assistance with Technology Access

Program Wrap Up and Celebration

**August 27, 2013, 11:00 am at Build Wealth Minnesota
2100 Plymouth Ave N, Minneapolis, MN 55411**

Agenda

1. Welcome – David

2. Year in Review

Program components – Elise

- a. Partnerships: Families, Build Wealth Minnesota, City of Minneapolis, PCs for People, USI Wireless, University of Minnesota, Minnesota Workforce Center**
- b. Computers**
- c. Internet**
- d. Training**
- e. Northstar Digital Literacy Certificates**
- f. Focus Group**
- g. Technical support follow up materials**
- h. Training opportunities with Minnesota Workforce Center**

Feedback from Families – Survey Results - Elise

Discussion - All

- Other feedback from families**
- Recommendations for the future**

3. Closing Remarks – David, Karen, Terrell, Otto

4. Lunch and Conversation

~ Thank you! ~