



**Closing the digital equity gap by providing
technology tools, training and support**

SEE OUR IMPACT →

United Nations Sustainable Development Goals
addressed with this program:



1.4



4.4, 4.5



8.5



12.5

THE SOCIAL IMPACT OF TechPaks

This impact value map shows the estimated cost per TechPak, including Digital Navigator support, and the projected lifetime benefits generated by each recipient.

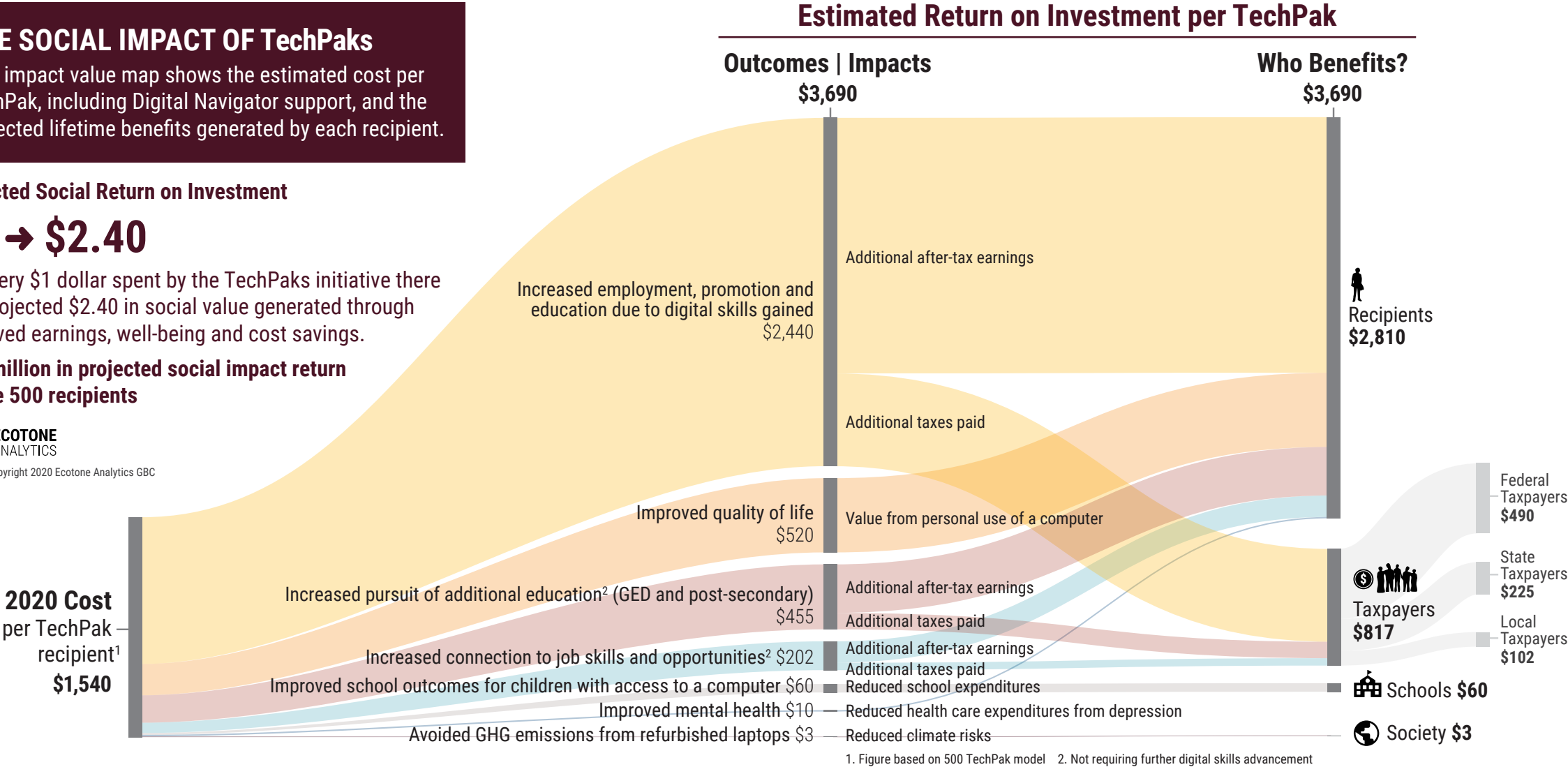
Projected Social Return on Investment

\$1 → \$2.40

For every \$1 dollar spent by the TechPaks initiative there is a projected \$2.40 in social value generated through improved earnings, well-being and cost savings.

\$1.8 million in projected social impact return for the 500 recipients

ECOTONE ANALYTICS
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IMPACT MANAGEMENT PROJECT

TechPaks FIVE DIMENSIONS OF IMPACT

WHAT:

Increased economic inclusion through increased access to digital literacy training, skills and internet technology

WHO:

Ramsey County residents experiencing job loss, reduction in hours, change in income or other barriers and uncertainties related to COVID-19 pandemic

HOW MUCH:

Over 500 TechPaks distributed to recipients who receive 0.5 - 2.5 hours of Navigator support, a year of internet access and hardware support, and their own computer - supporting lifelong opportunities.

CONTRIBUTION:

There is a persistent gap in digital literacy skills and unmet demand for internet access in Ramsey County that would not be reduced without TechPaks.

IMPACT RISK MITIGATION:

TechPaks offers support on computer skills training and makes referrals as indicated by individual assessments and goals, empowering recipients to develop the skills they desire. Non-profit, business and government partnerships strengthen the model by providing a complete service offering that increases the likelihood of continued digital skills development and use.

LOGIC MODEL

THEORY OF CHANGE: Supporting economic inclusion by providing computers, internet and digital literacy training into the homes of Ramsey County residents

INPUTS	ACTIVITIES	OUTPUTS	SHORT TERM OUTCOMES	INTERMEDIATE OUTCOMES	LONG TERM OUTCOMES	IMPACTS
<ul style="list-style-type: none">Ramsey County Investment and Support Efforts (RISE) Program with CARES Act FundingTechPak, including laptop, internet access, and pre-loaded guidesDigital NavigatorsPartnership between non-profits, government and businessesNeed-based lottery system to select Ramsey residents	<ul style="list-style-type: none">Support recipients in accessing and using TechPaksDigital literacy assessments on basic computer, internet basics, and email skillsComputer skill training as indicated by assessments and goalsAdditional referrals and courses as needed, on internet basics, ESL, adult basic education, social services, etc.	<ul style="list-style-type: none"># of TechPaks available and distributed# of assessments completed# of trainings completed# of referrals made (by resource)# of TechPaks used for:<ul style="list-style-type: none">Job searchEducationESLStaying connectedFamily/Children use	<ul style="list-style-type: none">↑ Access to computers and Internet for recipients↑ Access to digital skills training↑ Awareness of other community services available↑ Demand for refurbished hardware	<ul style="list-style-type: none">↑ Use of computers, Internet, and online services↑ Digital literacy and tech skills↑ Application to jobs and ability to interview↑ Career advancement↑ Educational pursuit↑ Connectivity↑ Academic attendance and performance for children↑ Opportunity to volunteer↑ Use of refurbished hardware	<ul style="list-style-type: none">↑ Civic engagement↑ Health and health literacy↑ Access to creative expression opportunities↑ Earnings↑ Entrepreneurial opportunities↑ Educational attainment↓ Social isolation↑ Future earnings for children↑ Health and likelihood of volunteering again↓ GHG emissions	<div>Workforce development</div> <div>Social cohesion</div> <div>Economic inclusion and growth</div> <div>Quality of life</div> <div>Climate action</div> <div>Reimagination of human interactions, creating a new type of future</div>
Cost per Techpak: \$1,540			Projected Lifetime Benefits per Recipient: \$3,690			

All Job Seekers Adult students Families, Children, Older residents Volunteers Technology recycling and reuse

KEY PERFORMANCE INDICATORS (KPIs)
Improvements in the following areas:
SCALE KPIs
of Techpaks available
of trainings completed
of recipients reporting improved digital literacy
QUALITY KPIs
% who would not otherwise have internet access (not including phone)
% who would not otherwise have computer access
% previously without basic computer skills

LETTER FROM THE DIRECTOR

Community members,

COVID-19 has brought about many hardships which disproportionately affect our communities of color, including record-high unemployment. The need for digital inclusion is clear. Access to and the ability to use technology is essential for our residents to participate in the economy.

Clearly, this was an opportunity to innovate and leverage key stakeholders to collaborate more deeply in a shared purpose. In response to COVID-19, we connected with local organizations to launch Ramsey County's TechPak initiative. With the help of Literacy Minnesota, Tech Dump/Tech Discounts, City of St. Paul, Ramsey County libraries and others, Ramsey County transformed federal CARES Act dollars into workforce solutions.

Going beyond just providing technology, each TechPak provided comprehensive tools which combined technology, training and support. As we continue to strive to be a county where all are valued and thrive, we recognize there is much work to do. In the attached summary, you will see that the TechPak initiative provided us a powerful model to align key components to close the digital equity gap for our residents in order to help move them forward.

We look forward to continuing our mission of strengthening the economic success of our community through personalized, inclusive, and responsive workforce development strategies and programs for all Ramsey County Residents.

LING BECKER, Ramsey County Workforce Solutions Director



OUR GOALS

Ramsey County



Well-Being: Strengthen individual, family and community health, safety and well-being



Prosperity: Cultivate economic prosperity and invest in neighborhoods with concentrated financial poverty



Opportunity: Enhance access to opportunity and mobility for all residents and businesses



Accountability: Model fiscal accountability, transparency and strategic investments

TechPaks MODELS

2,150 TechPaks distributed

Model	Original	AIFC	Expansion	Tech4Future
Quantity	750 TechPaks	150 TechPaks	500 TechPaks	750 TechPaks
Funding	County CARES 	County CARES 	City of Saint Paul CARES 	County CARES
Electronics				
Community Partners	 			

TESTIMONIAL

"Without TechPak none of this would happen. You give people hope" - RICH, TechPak Recipient

Rich's Story: He was one of the first people to be assigned a TechPak. His navigator helped him set up his computer and referred him to Northstar classes, where he's been attending the Word class and working with a tutor. He also worked on his resume as part of his long-term goal to change careers from automotive support to remote tech so he can caretaker his mom from home. During a meeting with one of the integrated education and training programs, they told him that the prerequisites to register were an updated resume and some Northstar certificates. He was able to produce both on the spot, and now is looking at an opportunity where an organization might pay him to get certified in CompTIA and other programs as part of the hiring process.

RAMSEY COUNTY

RISE | Ramsey County Investment and Support Efforts

For more information: WSEvalSupport@CO.RAMSEY.MN.US

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