



University of Idaho
Extension



**DIGITAL
ECONOMY
PROGRAM**

**DIGITAL ACCESS FOR ALL IDAHOANS:
COMMUNITY COALITION CALL
DECEMBER 2, 2024**



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Extension



**DIGITAL
ECONOMY
PROGRAM**



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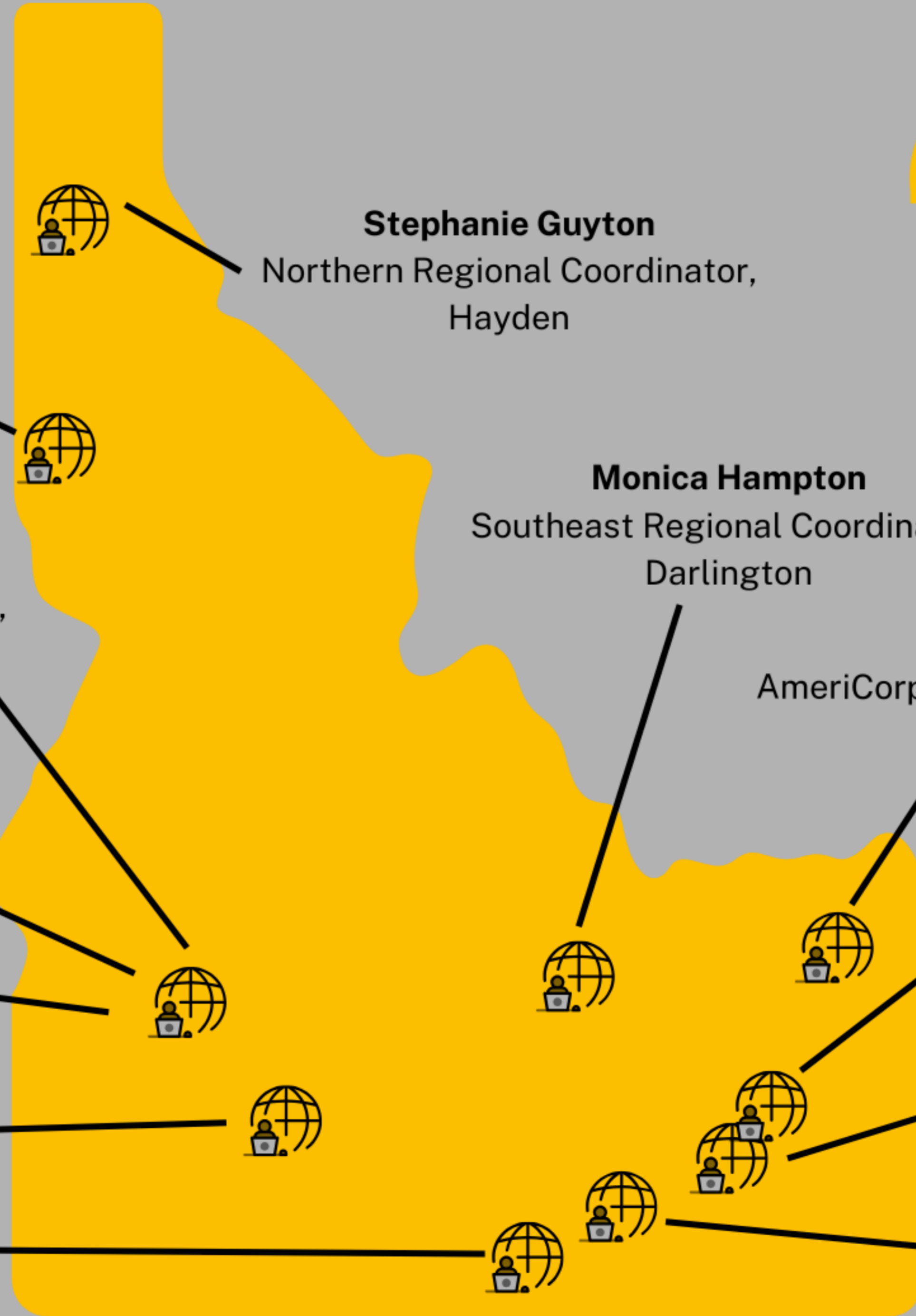
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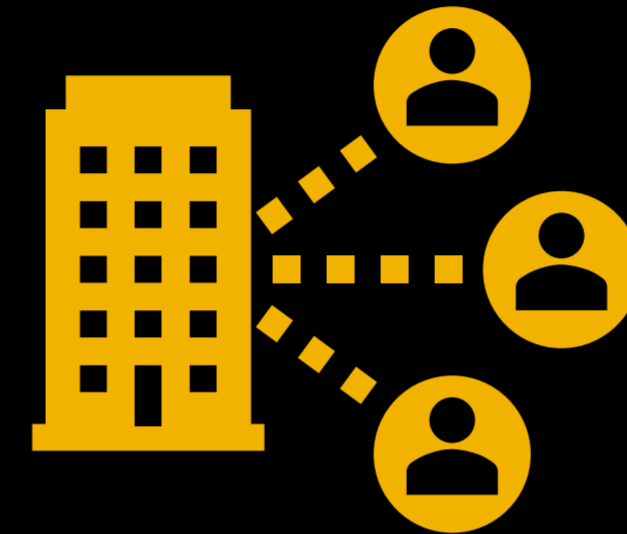
DIGITAL ECONOMY PROGRAM COMPONENTS

Mission: Enhancing the capacity of Idahoans to take advantage of the evolving digital economy for more inclusive development.

Learn more at:

- uidaho.edu/digital-economy
- DigitalIdaho.org

REMOTE WORK PROFESSIONAL
CERTIFICATES



E-COMMERCE TRAINING
FOR SMALL BUSINESSES



INTERNET ADOPTION



EMPOWERING COMMUNITIES TO
BRIDGE THE DIGITAL DIVIDE

- BROADBAND ACTION TEAMS
- DIGITAL SKILLS DEVELOPMENT



CERTIFIED REMOTE WORK COURSES

Certified Remote Work Professional

- Supports employees, freelancers and entrepreneurs who want to work remotely – Work where you want to live
- Retains local talent
- Increases median household income, which in turn strengthens local tax base

Certified Remote Work Leaders


- Supports employers who wish to
 - Access a larger talent pool – no geographical restrictions
 - Reduce overhead costs
 - Increase employee productivity and reduce absenteeism & turnover



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A Realistic, Practical Course For Real Life Success:
Enroll in the Remote Work Professional course!

DIGITAL ECONOMY PROGRAM
Remote Online Initiative
UtahStateUniversity.



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**Offering Remote Work Positions
Reduces Business Operating Costs**

DIGITAL ECONOMY PROGRAM
Remote Online Initiative
UtahStateUniversity.

BUILD AND GROW YOUR E-BUSINESS COURSE



HELPING ENTREPRENEURS TAKE THEIR BUSINESS ONLINE

- Put your businesses on the digital map
- Build a social media presence
- Launch an online store
- Access new markets and expand sales using the internet
- Access general business planning information, additional Idaho resources and more!



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Increased Broadband Availability Will Boost Rural Idaho's Business Potential



**DIGITAL
ECONOMY
PROGRAM**

- ✓ Register anytime and jump into the four learning modules at your pace
- ✓ Dive deeper into learning and practicing skills through monthly interactive webinars delivered via Zoom
- ✓ Due to support from the State of Idaho, this course is FREE through June 2025



BUILD DIGITAL SKILLS

LEARN TO NAVIGATE THE DIGITAL WORLD WITH CONFIDENCE.

- **FREE** access to Northstar Digital Literacy skills training modules in the areas of
 - Essential computer skills
 - Essential software skills
 - Using technology to accomplish tasks
- Complete proctored assessments to measure basic skills & earn a certificate



Scan here to create a **FREE** Learner Account



Ready To Improve Your Digital Skills?
Northstar has the training you need!



AmeriCorps Digital Navigators



What do they do?

- Teach digital skills to a wide variety of people in the community
- Assist with affordable internet access, device acquisition, technical skills, and application support
- Work alongside local leaders, community partners, and Broadband Action Teams to improve internet access and digital opportunity to Idaho communities.

PARTNERING AS IDAHOANS TO ADDRESS THE DIGITAL DIVIDE

- ✓ Broadband internet expansion and adoption planning
- ✓ Digital opportunities



IT'S AN UNPRECEDENTED TIME FOR *BROADBAND INTERNET EXPANSION IN AMERICA. THE GOAL IS TO ENSURE THAT NO ONE IS LEFT BEHIND, OR OFFLINE, IN OUR INCREASINGLY DIGITAL SOCIETY.*



**DIGITAL NAVIGATOR ONLINE
TRAINING COURSE
EARN SKILL STACK BADGES**

DIGITAL NAVIGATOR MODULES

1 MODULE = 1 DIGITAL STACKABLE BADGE



**FOUNDATIONS OF
DIGITAL
NAVIGATION**



**NAVIGATOR
TECHNICAL SKILLS
& STRATEGIES**



**CLIENT
EXPERIENCE**

DIGITAL BADGE #1

FOUNDATIONS OF DIGITAL NAVIGATION



**FOUNDATIONS OF
DIGITAL
NAVIGATION**

Provides a solid foundation in digital equity, effective communication, and adult learning principles

DIGITAL BADGE #2

NAVIGATOR TECHNICAL SKILLS AND STRATEGIES



**NAVIGATOR
TECHNICAL SKILLS
& STRATEGIES**

Strategies for providing basic procedural training, troubleshooting, and support as well as basic cybersecurity.

DIGITAL BADGE #3

CLIENT EXPERIENCE




**CLIENT
EXPERIENCE**

Information about assistive technology tools, information about assistive technology tools, conducting a needs assessment, track learner progress, and measure impact.

DIGITAL BADGE #4

ASSISTIVE TECHNOLOGY

Under consideration!



**ASSISTIVE
TECHNOLOGY**

What?

What: Online course in Canvas or Cloud-based or SCORM file
Stackable digital badges via Idaho Division of Career and Technical Education

WHEN?

When: Hope to release in early 2025



Updates: Folks enrolled in updates on the Digital Access for All Idahoans Plan (DAAI Plan) will be notified.



How much: Free and open to anyone interested

How?

How: Enroll via 'Keep Learning Idaho' University of Idaho Extension

TIPS FOR A SUCCESSFUL DIGITAL NAVIGATOR EXPERIENCE

CONNECTING AND ENGAGING

- Identifying internal and external mentors –help make the introduction
- Inviting the Digital Navigator to known local events
- Listening Sessions and Asset mapping – Helps the Digital Navigator become familiar with the community needs and other service providers, especially in the first 4-6 weeks.
- Tailor services and approach based on what was learned in listening sessions
- Engage and meet people where they are – senior center luncheons, school events, consistent tech help drop-in hours.
- Implement data tracking systems that capture KPI's

MORE TIPS FOR A SUCCESSFUL DIGITAL NAVIGATOR EXPERIENCE

ADDITIONAL RESOURCES

- ICfL –IdahoDigitalSkills.org - Provides additional resources, including a list of other organizations who offer Digital Navigator programs as well.
- Connecting with local resource – Library hot spots
- Access to statewide Northstar Digital Literacy account



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dep@uidaho.edu

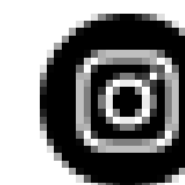
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