



S O U T H E R N D O Ñ A A N A C O U N T Y

FINDINGS AND RECOMMENDATIONS REPORT

BASED ON THE COMPREHENSIVE NEEDS ASSESSMENT TO INCREASE THE DIGITAL LITERACY SKILLS OF THE RESIDENTS OF SOUTHERN DOÑA ANA COUNTY

ABOUT MAMACÍAS CIBERNÉTICAS



Mamacías Cibernéticas team from left to right: Cassandra Huhn, Michelle Valverde, Melanie Goodman, Tony Cruz, Cruz Saenz, Norma Hernandez and Luce Rubio and front Maria Chaparro

MAMACÍAS CIBERNÉTICAS

GOAL



Increase the digital literacy skills of the residents of Southern Doña Ana County

TARGET COMMUNITY



Parents in Gadsden Independent School District (GISD) and community members in Sunland Park and rural communities of La Union, and Anapra

HOW



Incentivized Community Needs Assessment – to determine feasibility of a pilot digital literacy education program (Phase 1)

WHY



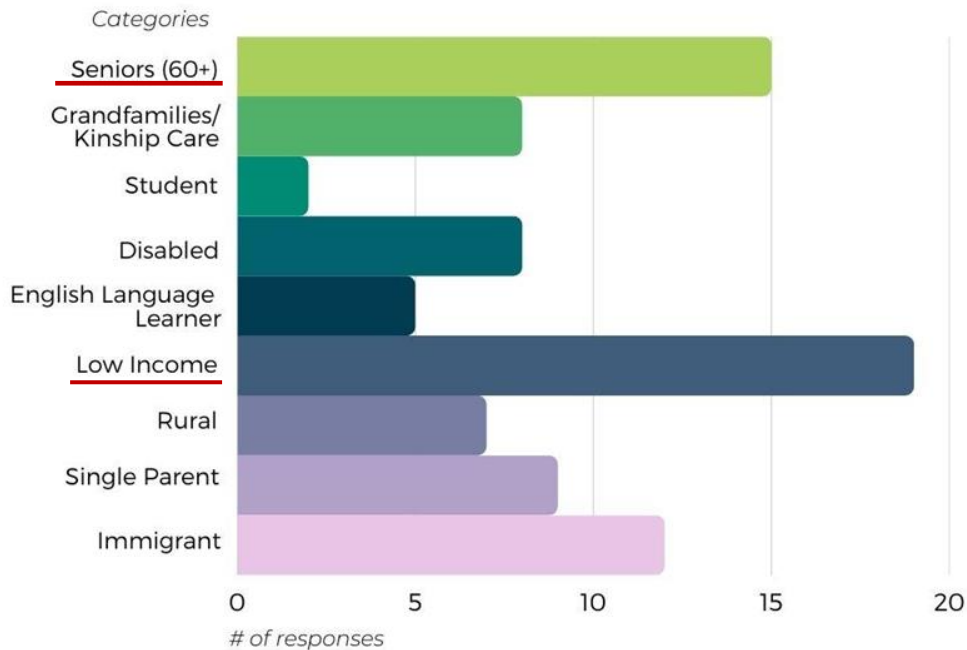
To gather valuable information/insight from our residents to guide the development of the digital curriculum (Phase 2) to make certain that a program will reflect the true needs of our community



This Findings & Recommendations Report presents the findings and recommendations from the CCNA, as well as the next steps that we propose for the implementation of applicable digital literacy services that include the creation of a community-wide coalition to serve Southern Doña Ana County.

SURVEY DEMOGRAPHIC DATA

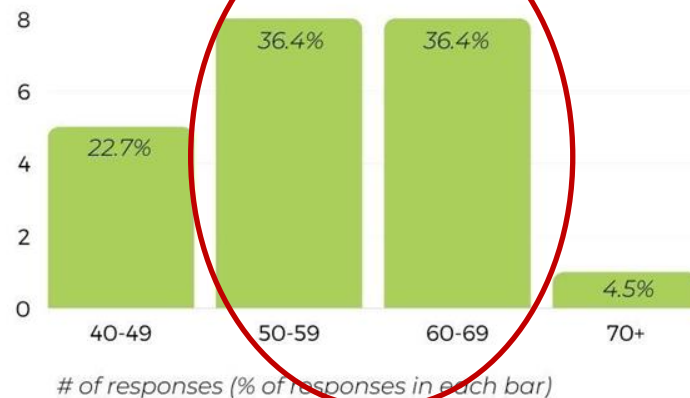
Population Groups



Gender

Female – 34
Male – 1

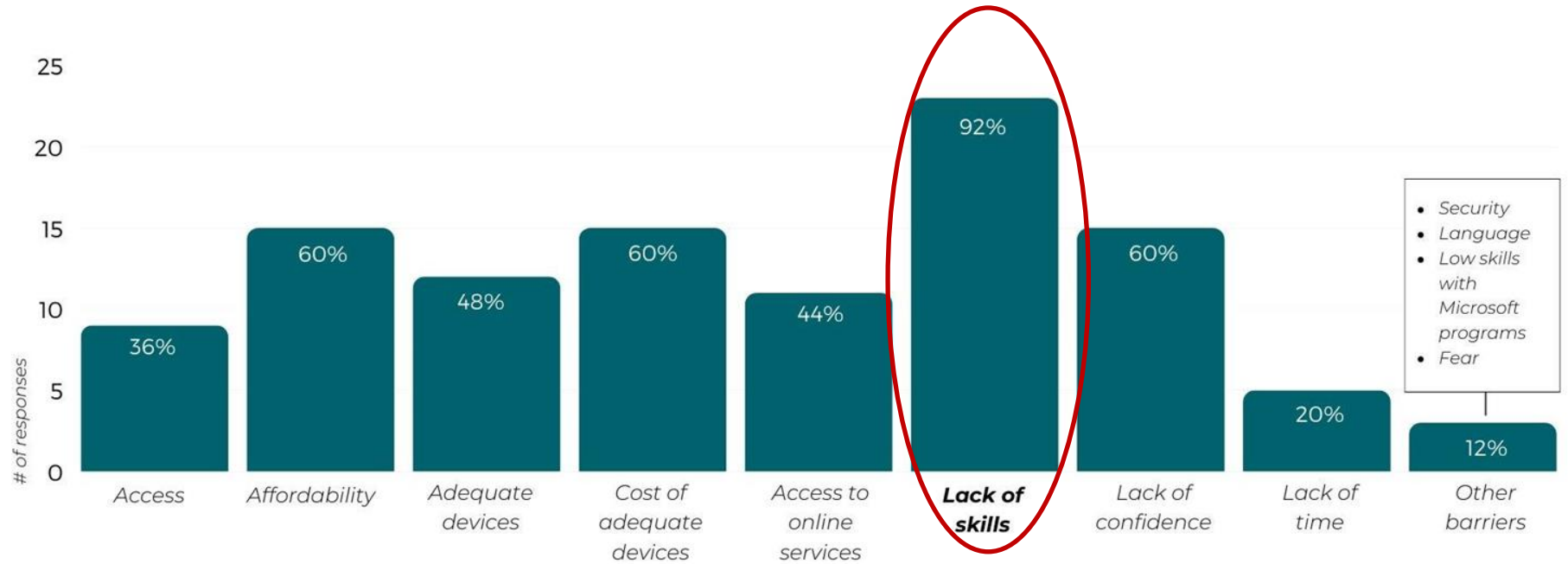
Ages



Some participants did not answer demographic survey. When percentages are listed, these amounts are based on the unique responses per question.

SURVEY DEMOGRAPHIC DATA

What do you consider the biggest barriers to your use of the internet?



SURVEY DEMOGRAPHIC DATA

What kind of devices do you regularly have access to?



Laptop

7



Desktop
Computer

3



Smartphone

27



Tablet

9



No Devices

2

KEY INFORMANT INTERVIEW PARTICIPANTS FOR DIGITAL LITERACY EFFORTS IN SOUTHERN DOÑA ANA COUNTY

| Organization or Group | Area of Expertise |
|--|---|
| <p>City of Sunland Park Community Library</p> | <p>Insights on digital literacy services and needs Identify potential focus group participants</p> |
| <p>City of Sunland Park Leadership</p> | <p>Insights to community broadband needs Status of current resources used for digital navigation services Insights of creating additional digital workforce</p> |
| <p>Gadsden Independent School District</p> | <p>Insights on the digital literacy needs of GISD parents, specializing in Spanish speaking groups, immigrant families, rural, low income Identify potential focus group participants</p> |
| <p>Santa Teresa High School</p> | <p>Insight to develop intergenerational teaching and learning between students, parents, grandparents and community</p> |
| <p>Doña Ana Community College</p> | <p>Description of current digital literacy classes in Southern Doña Ana county Insights on how educational institutions can adapt to community needs</p> |
| <p>Doña Ana County Health & Human Services Department</p> | <p>Description of current promotora programs in the region and barriers to Community Health Worker (CHW) certifications for providing digital navigation services</p> |
| <p>Empowerment Congress of Doña Ana County</p> | <p>Insight on how Promotoras can potentially be certified digital navigators</p> |
| <p>Community Engagement Experts</p> | <p>Vast experience in community engagement with Latino and Spanish speaking groups Local educator experienced in delivering digital literacy classes to adult community members</p> |

THEMES/FINDINGS AND RECOMMENDATIONS FROM THE COMMUNITY FOCUS GROUPS

MAMACÍAS FOCUS GROUP MEETING



LACK OF DIGITAL LITERACY SKILLS FOR BASIC NEEDS

“

Nowadays the internet is a very basic need as well as having all the devices—people now need to have more skills to manage more than one device.

”

LACK OF KNOWLEDGE AND TERMINOLOGY OF DEVICES AND USES

“

I went on a trip and lost my flight because I didn't know how to 'scan the barcode.' I didn't know what that was and when I asked for help they told me to scan the little square and I didn't know how. I was in a foreign country and I was lost for a complete day and night. That's why I need to learn more about technology and the internet.

”

BARRIERS TO LEARN DIGITAL SKILLS

“

When I am alone and need to use my smartphone, I get scared because I don't remember which buttons to push and that holds me back from trying. I get scared to push a button because maybe something else will happen that you didn't intend to.

”

BENEFITS OF TECHNOLOGY

“

We realize that understanding technology and the internet is the future and we have to improve ourselves, especially us women and those of us that don't drive—we can do mostly everything through the internet now. That's why I came to this group, to learn about new opportunities and be able to improve myself!

”

WHAT THE COMMUNITY WANTS TO LEARN

“Nowadays the doctors facilitate everything on-line and they don't care if their patients have the skills to manage their healthcare through the internet—they just send a link and expect that this will take care of our health.”

“Our smartphones, they are mini laptops—we have everything there but I don't know how to use it to download applications or change the font size to suit my needs.”

BARRIERS TO ATTENDING STRUCTURED CLASSES

“It is important for my peers to support me and that I feel comfortable and secure in a learning environment and learning from people that can teach people with very low knowledge about technology, like me.”

BARRIERS TO GETTING THE WORD OUT ABOUT DIGITAL LITERACY CLASSES AND SERVICES “NOBODY GOES, PORQUE?”

“When I had kids at the schools, one of the problems was that flyers about classes would be given to the kids and we parents never got the information on time or they didn't want to see us at school! (laughter from group).”

THE KEY COMPONENTS TO CREATE A SUCCESSFUL COMMUNITY WIDE DIGITAL LITERACY PROGRAM

- Community Engagement
- Age-Appropriate and Culturally Competent Curriculum
- Free Digital Literacy Classes Offering a Variety of Class Schedules
- Incentives to Promote Community Participation
- Variety of No Cost Digital Navigation Services (DNS) and Locations
- No Cost Internet
- On-going Support



FINDINGS

Information gleaned from the Key Informant interviews indicated the following:

- The presence of resources already in or near the target community.
- The interest and willingness of these resources to engage in acquiring funding and shape existing service delivery structures to fit the needs expressed in the Comprehensive Community Needs Assessment.

We believe the best approach would be the formation of a community-wide coalition made up of the local key stakeholders that implement multi-component digital literacy services to the residents of Southern Doña Ana County. In the spirit of continuing our grassroots *palabra*, we offer naming the coalition **Comunidad Cibernética**.



BASED ON THE FINDINGS OF THE COMMUNITY NEEDS ASSESSMENT, MAMACÍTAS CIBERNÉTICAS OFFERS THE FOLLOWING RECOMMENDATIONS:

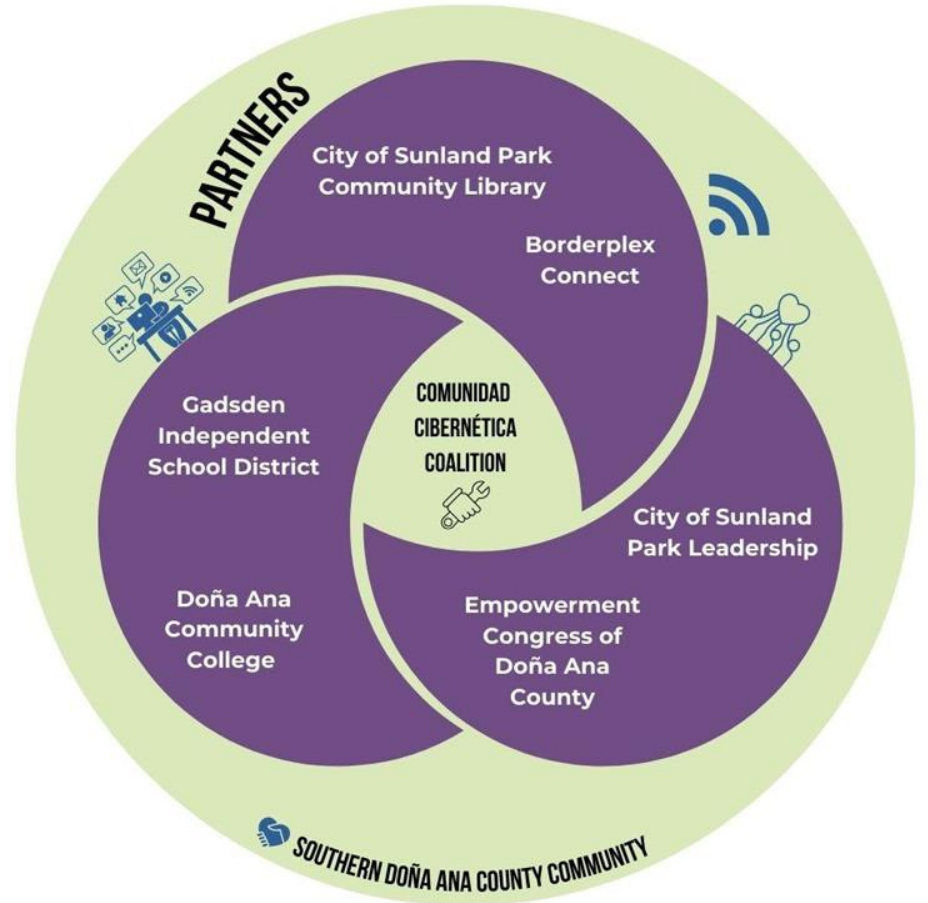
- 1** Use the Key Components outlined in this report. It provides the blueprint created by community input and insights from local stakeholders residing in Southern Doña Ana County.
- 2** Conduct an internal Inventory of Assets and Gaps in services to assess program readiness and explore opportunities for collaboration with local partners.
- 3** Keep track of on-going regional meetings conducted by Connect New Mexico/Office of Broadband Access & Expansion for updates on important deadlines for funding applications.
- 4** Include the Mamacítas Cibernéticas team as a partner in program evaluation efforts to ensure the feedback loop with service recipients because of our knowledge and expertise in community engagement.

COMUNIDAD CIBERNÉTICA: A COMMUNITY-WIDE COALITION TO SERVE SOUTHERN DOÑA ANA COUNTY



Potential Role of Mamacitas Cibernéticas

- Provide and aid in technical assistance and capacity building for the coalition
- Facilitator for community input to gain insight for unique stakeholder needs
- Inform on pathways and strategies for local and sustainable digital workforce
- Provide ongoing assessments of digital navigation programs



QUALITATIVE / CONVERSATIONS / EXPERIENTIAL

- Ask the community *first* and let them *describe* to you their true needs and barriers to services. No need for ‘vigorous analysis’—*listen and honor their palabras, words*
- Community engagement is a *continuous dialogue* and begins with understanding what matters to a community and including them as partners in designing and evaluating the digital literacy services
- There is no “control group” to determine if the digital literacy activities had an impact – just ask the community to give you their honest feedback on what worked, what didn’t and what needs to change

THANK YOU | MUCHAS GRACIAS

!A TRABAJAR!

