

LATINOS & SOCIETY

 aspen institute

**ASPEN PRINCIPLES FOR
LATINO DIGITAL SUCCESS**

Digital Inclusion Research Forum

October 12th, 2023

Dallas, TX

ASPEN PRINCIPLES FOR LATINO DIGITAL SUCCESS

About us



The Aspen Institute is a global nonprofit organization committed to realizing a **free, just, and equitable society**.

Founded in 1949, the Institute drives change through dialogue, leadership, and action to help solve the most important challenges facing the United States and the world.

Founded in 2015, the Latinos & Society Program works to increase economic opportunity in US Latino communities.

We believe that **business ownership and entrepreneurship, digital success, and leadership development** are the necessary tools for Latinos to build intergenerational wealth to the benefit of the US economy and its global competitiveness.

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ASPEN PRINCIPLES FOR LATINO DIGITAL SUCCESS

Context

1. The Covid-19 pandemic accelerated the adoption of digital technologies and exacerbated digital inequities.
2. Latinos are particularly underserved regarding digital opportunities, with 57% of Latino adults having low to no digital skills (National Skills Coalition, 2020).
3. Once-in-a-lifetime federal investments represent a unique opportunity to address the digital gap:
 - FCC's Affordable Connectivity Program (\$14.2B)
 - NTIA's Broadband Equity, Access, and Deployment Program (\$42.45B)
 - NTIA's Digital Equity Act Programs (\$2.75B)

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Context

Smartphone



Home
Broadband
Access



Desktop
computer
or Laptop



With Low to
No Digital skills



US average

85%

0%

80%

-15%

78%

-10%

31%

+26%

Latinos

85%

65%

68%

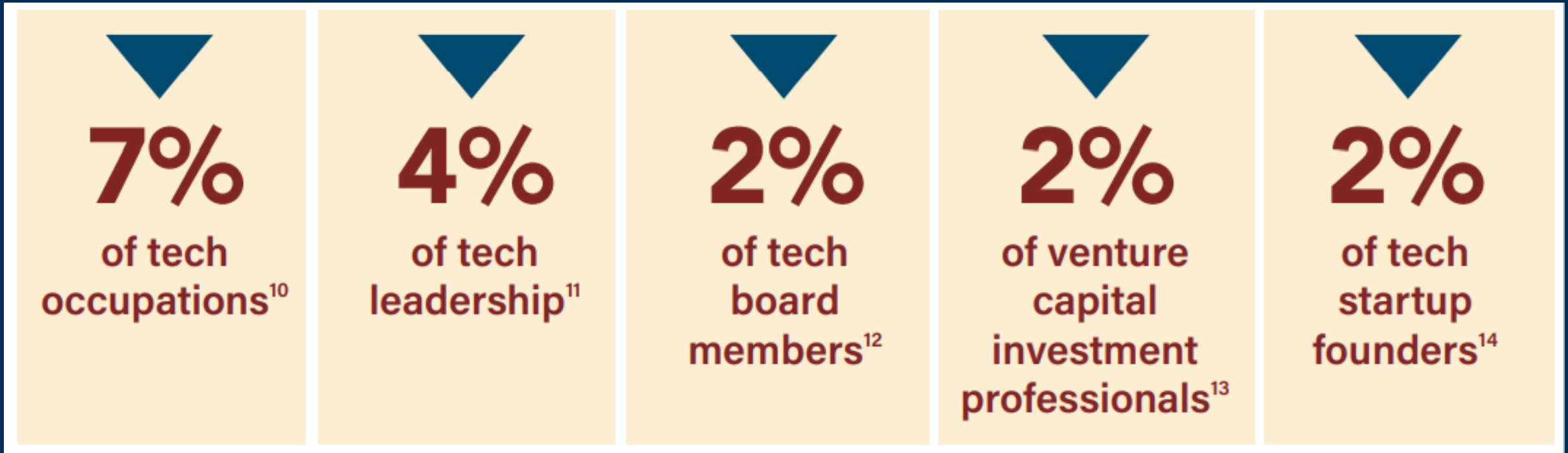
57%

Source: US Census Bureau, 2021; Pew Research Center, 2021; National Skills Coalition, 2020

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Context

Despite comprising 18% of the US workforce, Latinos represent:



ASPEN LATINO DIGITAL SUCCESS TASK FORCE

Co-Chairs



Hector Mujica

Head of Economic Opportunity, Americas
Google.org



Amanda Renteria

CEO
Code for America



Juan Otero

SVP of Diversity, Equity, and Inclusion
Comcast Corporation

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Members



Alex Alonso

Chief Knowledge Officer,
Society for Human Resource
Management



Plinio Ayala

President & CEO,
Per Scholas



Amanda Bergson-
Shilcock

Senior Fellow,
National Skills Coalition



Emmanuel Caudillo

Senior Advisor
White House Initiative on
Advancing Educational Equity,
Excellence, and Economic
Opportunity for Hispanics

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Members



Garfield DeBarros

Senior Vice President,
Technology and Innovations
Blackstone



Lili Gangas

Chief Technology Community Officer
Kapoor Center



Yscaira Jimenez

Chief Innovation Officer,
Opportunity@Work



Steve Preston

CEO
Goodwill Industries Inc.

Aspen Principles for Latino Digital Success

- 1 DIGITAL ACCESS
- 2 DIGITAL SKILLS
- 3 DIGITAL EMPOWERMENT
- 4 INVESTMENTS FOR SUSTAINABILITY

The Principles for Latino Digital Success were conceived as a series of guidelines to inform the design and implementation of effective digital equity efforts targeting the Latino community in the United States.



ASPEN PRINCIPLES FOR LATINO DIGITAL SUCCESS

The Principles

1

Digital Access

The basic infrastructure for Latino Digital Success consists of affordability, access, and adoption of high-quality internet services and updated digital devices.

2

Digital Skills

Digital skills-building opportunities are responsive to Latino participants' expertise and potential while providing the support they need to succeed.

3

Digital Empowerment

Employers' workforce and leadership reflect the full diversity of the Latino communities they serve, and they consequently develop products and services in line with the needs of these communities.

4

Investments for Sustainability

Sufficient investments across the capital continuum are secured to support digital equity efforts in the long run, and impact is measured to prioritize the most effective approaches.

1

Digital Access

The basic infrastructure for Latino Digital Success consists of affordability, access, and adoption of high-quality internet services and updated digital devices.

Actionable guidelines

For providers of internet services and digital devices:

- High-quality internet services mean that consistent high download and upload speeds are available and affordable to residences, businesses, and central hubs (libraries, schools, etc.) in every neighborhood.
- Internet service providers, device manufacturers, and retailers provide customer support and troubleshooting, using effective communication and language assistance to accommodate cultural and linguistic diversity.
- Latino users have access to information on different types of technologies and services and sufficient options to choose the internet services and devices that best adjust to their needs and expectations.

For policymakers:

- Data sovereignty requirements are critical to safeguarding consumers' data rights.
- Whenever possible, burdensome requirements on the subscriber are kept at a minimum, especially for programs focused on affordability. Requirements for enrollment, such as a government-issued ID or credit card, may exclude a large share of eligible households.

For nonprofits and educational institutions:

- Organizations distributing devices or enrolling eligible households in affordable internet services are trusted, culturally competent community providers that bridge the digital gap to ensure affordability, access, and adoption. A thorough understanding of the community being served is essential.
- Latino users understand their rights as consumers of internet services and digital devices and can exercise their choice to opt out.
- Awareness of online safety and cybersecurity is critical to any strategy focused on access to internet services and devices.

Guiding Questions

- What does high-quality, high-speed internet look like in the local context?
- Can these services meet the needs of an entire household, or are the policies narrowly drawn to favor products that support only one individual?
- How do we remove barriers to access and adoption of the internet and devices?
- What languages other than English are spoken in the local community? Are troubleshooting and technical support available in those languages?
- What other features beyond language are critical to ensure internet accessibility in the local Latino community?
- What strategies may increase the Latino community's participation in digital access efforts? How can programs such as the Federal Communications Commission's Affordable Connectivity Program improve their outreach to eligible Latino households?
- Whenever possible, are eligibility and enrollment requirements for the user kept at a minimum?
- What education efforts would be most relevant to ensure Latino users understand their options when shopping for internet services and devices?
- Are any mechanisms in place to get feedback on needs and expectations from the community?

Principle in Practice

[Chicago Connected](#)

Chicago Connected is a model public-private partnership program between the City of Chicago, Chicago Public Schools (CPS), the philanthropic community, and community organizations that expands access to high-speed internet service for CPS students and their entire household by covering the monthly cost of services. At the onset of the pandemic, [Kids First Chicago](#), a local nonprofit organization working to improve education for Chicago's children by ensuring their families are respected authorities and decision makers in their children's education, conducted a phone survey of hundreds of CPS parents to understand the best way to support them through the pandemic. It soon became evident that internet accessibility and affordability were a top concern for many, with an estimated 1 in 5 families within the CPS system not having access to adequate digital resources for remote learning; Black and Brown communities were disproportionately affected. In June 2020, Chicago Connected was launched as a community-centered response to those challenges.

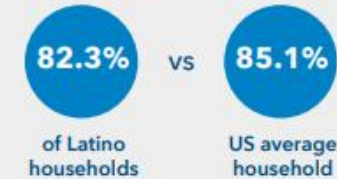
To align the program to the needs of all 77 Chicago neighborhoods, the initiative established a citywide network of 35 community-based organizations to conduct outreach, including Hispanic-serving organizations such as Back of the Yards Neighborhood Council and Latinos Progresando. In addition to supporting access to high-speed internet services, the CPS system distributed over 200,000 devices to high-need students to enable learning, and partner community-based organizations



provided digital literacy training to families. Because of its comprehensive approach and public-private partnership structure, Chicago Connected soon became a role model for similar programs around the country. Over time, the program was made available to more than 228,000 eligible students and their families, and over 40,000 households are currently enrolled. As a result of the initiative, the connectivity gap among CPS families was reduced to 1 in 10 lacking access ([Kids First Chicago 2022](#)). Chicago Connected has also expanded to provide no-cost internet to eligible students enrolled in Chicago City Colleges.

DID YOU KNOW?

Households with a Broadband Subscription



- According to data from the 2018 American Community Survey, 82.3% of Latino households had a broadband subscription, compared to a US average of 85.1%. The difference equates to almost half a million Latino households. Regarding access to digital devices, 67.9% of Latino households had a desktop computer or laptop, whereas the US average was 77.5% ([Martin 2021, 5](#)). Similarly, this translates to a difference of over 1.5 million Latino households.
- A 2021 National League of Cities report with data from the American Community Survey identified that affordability is one of the main reasons Latinos give for not going online. Although 25% percent of Latinos cite this as a reason, the percentage for the entire US population decreases to 19% ([Geraghty et al. 2021, 6](#)).
- A 2022 report by the Hunt Institute for Global Competitiveness, University of Texas at El Paso, identified that every \$1 invested in El Paso's broadband infrastructure would add \$2 to the region's economic output ([Hunt Institute 2022, 91](#)).

Aspen Latino Digital Success Summit

Miami Dade College, July 7th, 2023



ASPEN LATINO DIGITAL SUCCESS SUMMIT

Officials in attendance



Alan Davidson

Administrator

National Telecommunications
and Information
Administration (NTIA)



Narda Jones

Chief of Staff

Federal
Communications
Commission (FCC)



Mark Madrid

Associate Administrator for the
Office of Entrepreneurial
Development (OED)

U.S. Small Business
Administration



Daniella Levine-Cava

Mayor

Miami-Dade County

Questions?



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