

# Net Tuesday Social Entrepreneur Showcase

Presentation by Stanley R. Pokras, Executive Director

Nonprofit Technology Resources

1524 Brandywine Street

Philadelphia PA 19130

<http://NTRweb.org>

215-564-6686

267-968-0407

[Pokras@NTRonline.org](mailto:Pokras@NTRonline.org)

We are seeking to build these two elements of a larger plan NOW. Can you help???:

- a) A network of volunteers using the idea of "Crowdsourcing" (as exemplified in Wikipedia) to collect and display up to date information about community-based Tech Center activities and other educational opportunities in Philadelphia
- b) A Web accessible database of information displaying the offerings of educational activities at the Tech Centers and a host of other facilities collected by project staff and the network of volunteers

Here is the context:

## Philadelphia Broadband Comprehensive Adoption Project (Philly B-CAP)

### I. The Need

Philadelphia is a large city with dozens of small neighborhoods and hundreds of relatively distinct community clusters. Nearly half of the residents of Philadelphia fall among the lowest 20% of the national average [we need these stats checked out] in measures of wealth, employment and literacy. Their ability to spend time and effort learning about the Internet and related technology is limited by their lack of awareness, lack of resources and lack of time.

### II. Project Name: Philly B-CAP

The Philadelphia Broadband Comprehensive Adoption Project (Philly B-CAP) will promote broadband adoption through local media, offering one number to call for further information about Broadband services and free or low-cost computer learning opportunities for entertainment, career enhancement, and education. It will offer a hundred places to go for training, and provide convenient low cost access and support for equipment. Philly B-CAP offers community-based training, convenient access centers, low-cost computers, and free computer maintenance workshops providing an important new pathway to existing adult education and career development resources.

### III. Proposal introduction

The theme of our project is represented in its name. We propose a comprehensive approach to Broadband adoption for Philadelphia. NTR has been providing supportive, educational and collaboration-building services for our fellow urban citizens for over twenty five years. We understand the depth of the problems facing the low-income residents of Philadelphia. We herein propose a set of specific services and activities to overcome the difficult individual, family, social,

and economic issues which prevent many of our fellow Philadelphians from knowing about, understanding, and adopting computer and Broadband information and communication technologies. We acknowledge that this project will not in itself solve the problems faced by our citizenry and social structures, but as a link to existing adult education and career building resources, it will assist many people to move forward towards a better future in spite of the barriers they face.

#### IV. Project components

- A. A Public Marketing Campaign offers one number to call for technical help and referral to training and support resources
- B. Information Resources
  - 1. Information Call Center
  - 2. Web Information Resource
    - a) A network of volunteers using the idea of "Crowd sourcing" (as exemplified in Wikipedia) to collect and display up to date information about Tech Center activities and other educational opportunities in Philadelphia
    - b) A Web accessible database of information displaying the offerings of educational activities at the Tech Centers and a host of other facilities collected by project staff and the network of volunteers
    - c) A centrally managed registration process as part of the Information Call Center to help students find and sign up for Tech Center workshops in their neighborhood and in their preferred language.
  - 3. Help Desk
    - a) A telephone information and support hotline to be staffed by highly trained former welfare recipients and unemployed individuals
- C. Training
  - 1. A hands-on computer training program in refurbishing used computers for welfare recipients and unemployed individuals to start them on a career development path
  - 2. Up to 100 Community Tech Centers offering neighborhood-based computer access and instruction.
  - 3. A city-wide pool of culturally & technically appropriate trainers to provide free or low-cost training at the Tech Centers
  - 4. Training for welfare recipients and unemployed individuals to become help desk technicians
- D. Tech Support
  - 1. A mobile Tech Team to provide technical support and maintenance services for the Tech Centers
  - 2. Any excess capacity in the Tech Team will provide charitable in-home computer support for home-bound individuals
  - 3. "Bring A Computer, Ask A Question" workshops that provide low-income clients needed hardware maintenance, upgrading, and one-on-one assistance with issues relating to a particular computer including how to install software or how can this computer be made to work again.
  - 4. Low-cost Computer Repair Services
- E. Access
  - 1. A centrally located Computer Thrift Store and other sources of computer hardware to be identified through calls to the Help Desk and Information Call Center..