

Grow with Google



the Ujima Project



Agenda

- Introductions
- Grow with Google
- Grow with Google Partner Program
- Applied Digital Skills
- Primer
- NDIA
- Q&A



Meet the teams!

The Grow with Google Team



Tia McLaurin

Grow with Google,
National Partnerships



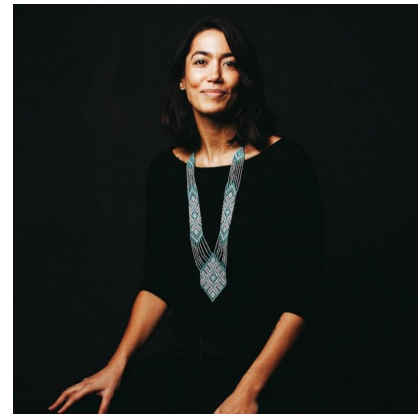
Justine Benisch

Grow with Google,
Partner Program



Pilar Gogorza

Applied Digital Skills,
Marketing Lead



Carol Teixeira

Google Primer,
Marketing Lead

The NDIA Team



**Kristi
Zappie-Ferradino**

Consultant, NDIA

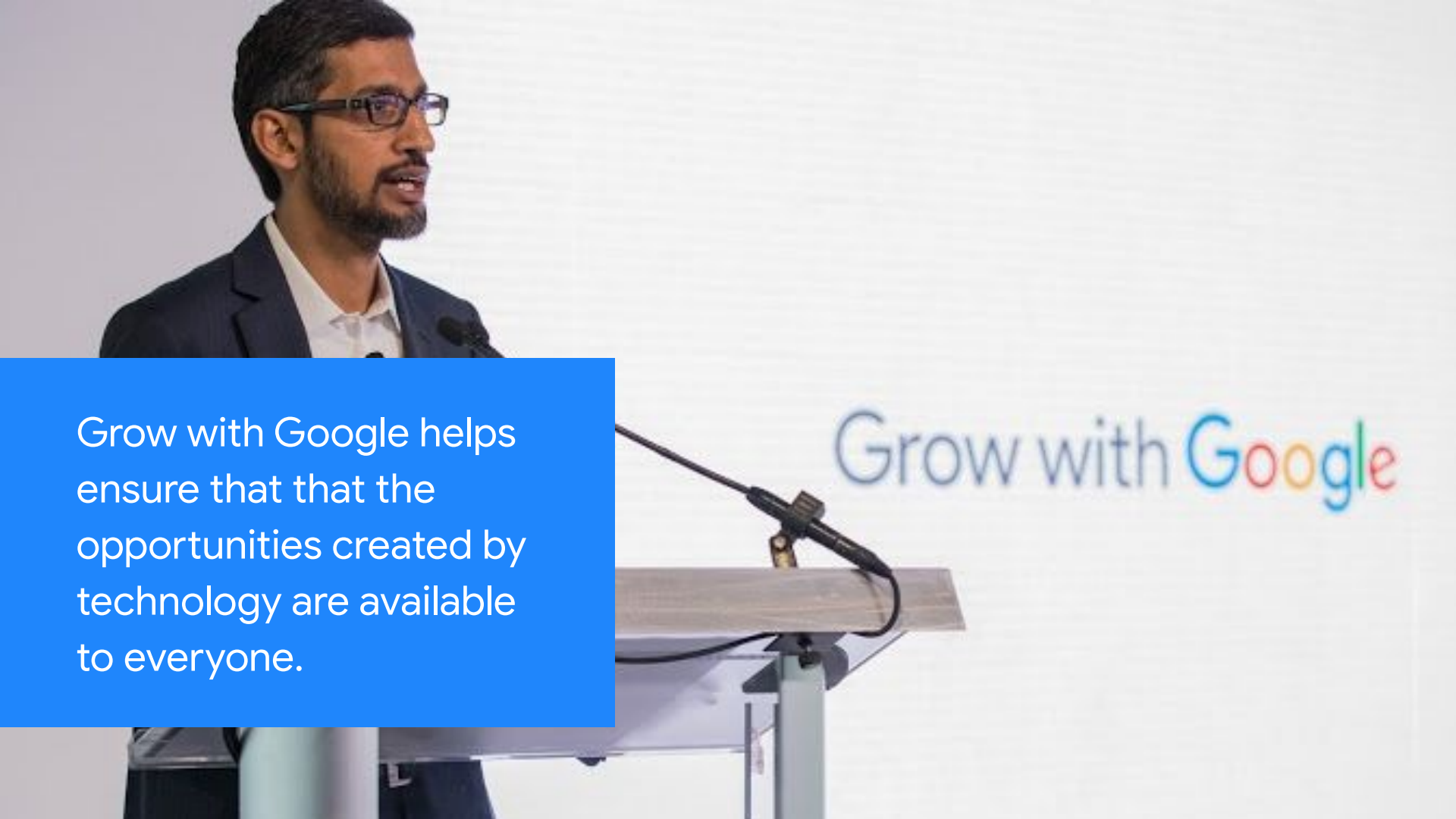


Miles Miller

Program Associate,
NDIA



About
Grow with Google

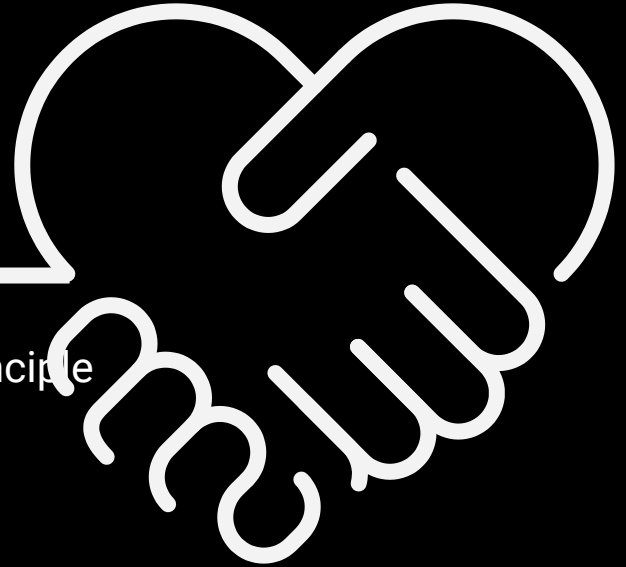
A photograph of Sundar Pichai, CEO of Google, speaking at a podium. He is wearing a dark suit, a light-colored shirt, and glasses. The background is a plain white wall with the 'Grow with Google' logo. A blue rectangular box is overlaid on the left side of the image, containing white text.

Grow with Google helps ensure that the opportunities created by technology are available to everyone.

Grow with Google

Ujima:

pronounced oo-JEE-mah, is the third principle
of Kwanzaa and means
“collective work and responsibility.”



The Ujima Project

1

In partnership with the National Digital Inclusion Alliance (NDIA), Grow with Google will launch the **Ujima Project** - a \$150K challenge grant to help NDIA affiliates leverage Grow with Google resources to support Black communities.

2

The Ujima Project will challenge NDIA affiliates to design a project that creatively activates Grow with Google tools to upskill Black jobseekers or students. Applicants will describe how they can put the GwG workshops and trainings into action to provide upskilling for Black communities.

3

Grant criteria:

- Requests should not exceed \$25K
- Projects/initiatives should be episodic or cohort based. One-time projects will not be considered.
- Projects/initiatives serving at least 50 people over the course of the grant are preferred.

Grow with Google

The Grow with Google Partner Program

grow.google/partners

#GrowWithGoogle



The Grow with Google initiative helps people across the United States **grow their skills, careers, and businesses** by offering free tools, training, and events.



Grow with Google



But we can't do it alone.

We've already partnered with **thousands** of organizations like yours -- providing everything that partners need to **teach digital skills** using Grow with Google tools and curriculum.

AUDIENCES OUR PARTNERS SERVE

Partners who get the most from this program [work directly with one or more of the audiences below](#) in their local communities and have [training programs or goals](#) to help these individuals grow.



Small businesses



Educators



Veterans & military families



Students



Startups



Job seekers

HOW DO WE SUPPORT OUR PARTNERS?



Resources: Get-started guides, presentation decks and outreach materials.



Workshop support: Guides for organizing and facilitating digital-skills trainings, and access to trainers to help get them started.



A direct line to Google: A dedicated team to get them onboarded and available anytime to address questions or concerns.

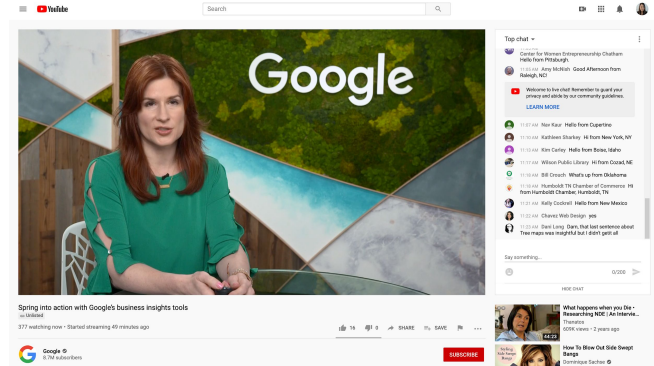


Discussions Board: An online forum where partners can connect to share ideas, and inspire each other.

TYPES OF TRAININGS



Self-facilitated



Livestream






Trainer-supported



1:1 coaching

SAMPLE TOPICS

	Workshops	Livestreams
 Small Business	<p>Get Your Local Business on Google Search and Maps</p> <p>Using Data to Drive Business Growth</p> <p>Reach Customers Online with Google</p>	<p>Manage Your Business Remotely in Times of Uncertainty</p> <p>Spruce Up Your Holiday Marketing Plan</p> <p>Spring Into Action with Google's Business Insights Tools</p>
 Jobseeker	<p>Power Your Job Search with Google Tools</p> <p>Digital Skills for Everyday Tasks</p> <p>Collaborate, Meet, and Work Remotely</p>	<p>Use Google Tools to Help You Land Your Next Job</p>
 Students	<p>Ace Your School Presentation</p> <p>Coding for Kids</p>	<p>Get Productive with Google's Digital Tools</p>

VISIT OUR PARTNER PAGE

1

Visit

grow.google/partners

2

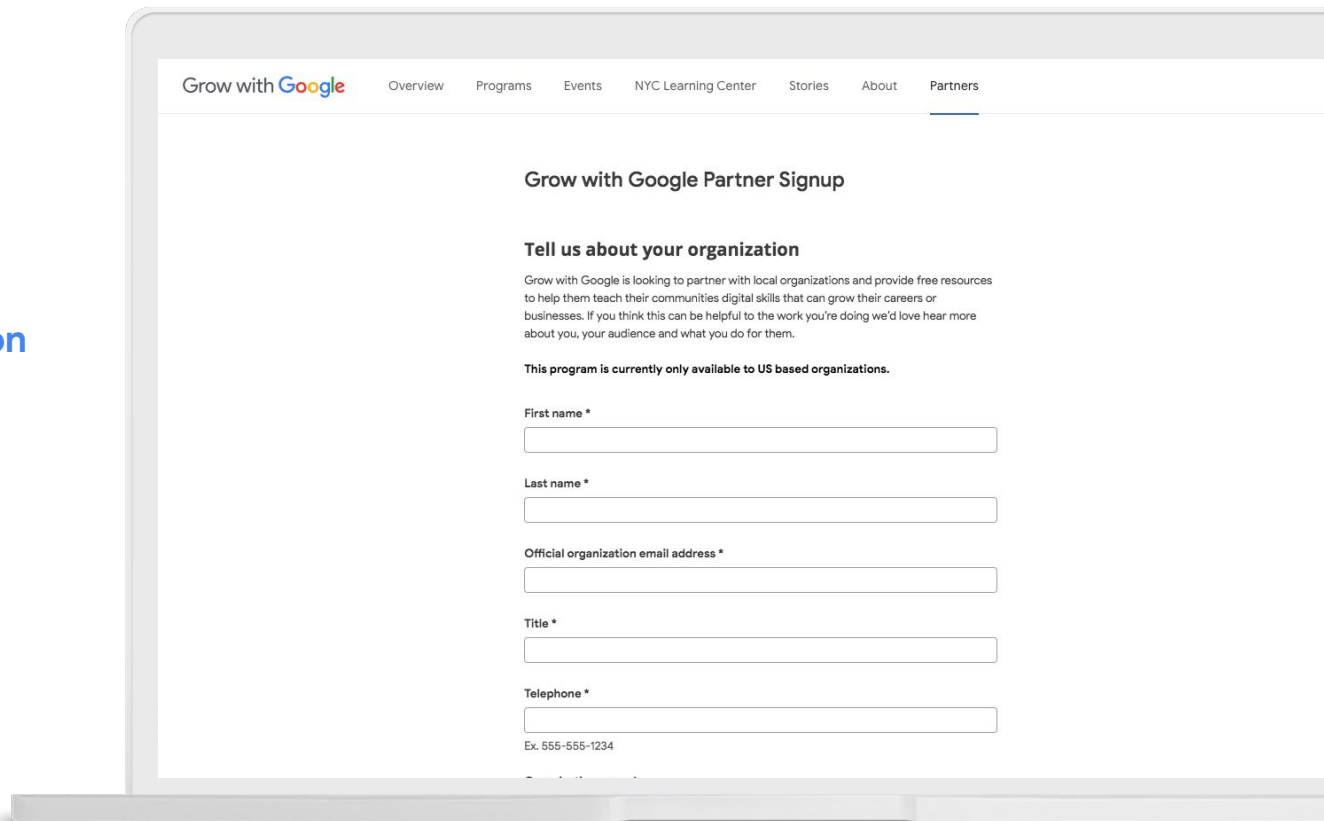
Complete the registration

form to become a Grow with Google Partner.

3

Your application will be

reviewed and you'll hear back from our team in about 2-3 business days.



The image shows a laptop displaying the 'Grow with Google Partner Signup' page. The page has a navigation bar with links: Overview, Programs, Events, NYC Learning Center, Stories, About, and Partners (which is underlined). The main heading is 'Grow with Google Partner Signup'. Below it is a section titled 'Tell us about your organization' with a paragraph explaining the program's goal. A note states: 'This program is currently only available to US based organizations.' The form contains five input fields: 'First name *', 'Last name *', 'Official organization email address *', 'Title *', and 'Telephone *'. Below the telephone field is an example number: 'Ex. 555-555-1234'.

Grow with Google

Overview Programs Events NYC Learning Center Stories About Partners

Grow with Google Partner Signup

Tell us about your organization

Grow with Google is looking to partner with local organizations and provide free resources to help them teach their communities digital skills that can grow their careers or businesses. If you think this can be helpful to the work you're doing we'd love hear more about you, your audience and what you do for them.

This program is currently only available to US based organizations.

First name *

Last name *

Official organization email address *

Title *

Telephone *

Ex. 555-555-1234

Grow with Google

Thank You





Applied Digital Skills

Introduction to our digital skills curriculum

g.co/AppliedDigitalSkills



OUR COMMITMENT:

As more and more workplaces require digital skills, we believe that everyone deserves access to the tools and training that will **set them up for success in the jobs that are growing right in their own communities.**

CHALLENGE:

The job market is changing — and employers are looking for skills that many people aren't learning.



44%

Percentage of 18- to 25-year-olds who believe their education gives them the skills they need to enter today's workforce

[Source: The Economist](#)



$\frac{1}{3}$

Proportion of jobs in 2020 that will require skills that aren't commonly taught today

[Source: World Economic Forum](#)

SOLUTION:

Applied Digital Skills is a set of **free, video-based technology lessons** that prepare learners of all ages for the growing number of jobs that require basic digital skills.



Building real-world skills

Prepares learners for the jobs available in their communities

Lessons grounded in familiar topics and work environments

Curriculum encourages instructors to interact with learners in small groups



Digital skills

Coding

Spreadsheets

Data visualization

Graphic design

Website publishing

Document formatting

Internet search

File organization



Practical life skills

Communication

Organization

Budgeting

Event planning

Research

Group decision-making

Creating presentations

Resume writing



Script



Slides



Search



Sheets



Maps



Mail



Docs



Sites



Forms

Free, flexible, easy-to-use

Takes just minutes to get
started and learn new skills

Modular lessons can be taught
as full curriculum or one-off

Learners can complete lessons
in groups or on their own

Lessons include teacher
resources like lessons plans
and rubrics

Lesson Plan - Use Google to Get a Job - Applied Digital Skills

File Edit View Tools Help

100% View only

Outline

Lesson Plan: Use Google to Get ...

Unit Overview

Activity 1 Lesson Plan: Unit Introducti...

Lesson Overview

Activity 2 Lesson Plan: Create a Job ...

Lesson Overview

Example Outcome

Example Outcome (continued)

Example Outcome (Class Presentation)

Activity 3 Lesson Plan: Create a Job ...

Lesson Overview

Example Outcome

Activity 4 Lesson Plan: Search for Jobs

Lesson Overview

Lesson Plan: Use Google to Get a New Job

Unit Overview

Participants research jobs in their area, craft a resume, and practice interview techniques.

This is a new unit. Email questions and feedback to: applieddigitalskills@google.com

Unit Objectives

By the end of this unit, participants will be able to:

- Create and share a job guide with tips and ideas for finding a job in their area
- Create a job search plan to track tasks and job search progress
- Search for open positions using Google's job search feature and track the jobs they're applying for
- Write a resume
- Practice interview techniques

Total Duration

- 5 to 10 hours

Materials

- Computer with internet access (per participant)
- Headphones (per participant)
- A Google account (create an account at accounts.google.com/signup)
- [Basic Digital Skills Guide](#) (print and distribute to learners before their first class)

Designed for learners with any level of technology experience

Video-based curriculum allows
users to learn at their own pace

Lessons range from digital
basics to more advanced skills

Allows learners to apply existing
knowledge and experience to
digital lessons

“

Learners are **better prepared for working in business** if they... know a variety of digital applications.

– Technical college instructor

Inside the curriculum

A look at the ways people across the country are using Applied Digital Skills.



4 - 8 hours for lesson

Use Google to Get a New Job

DESCRIPTION

Practice job search skills with Google tools

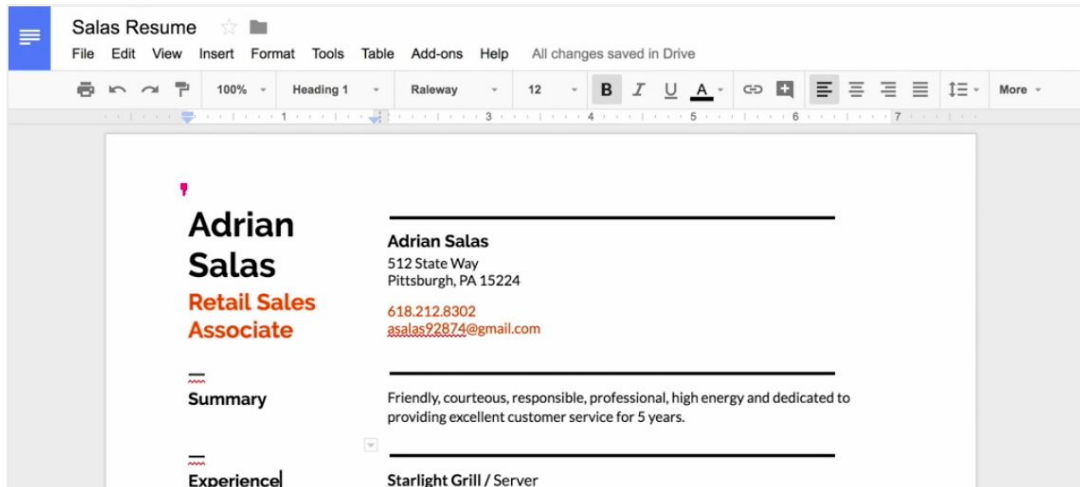
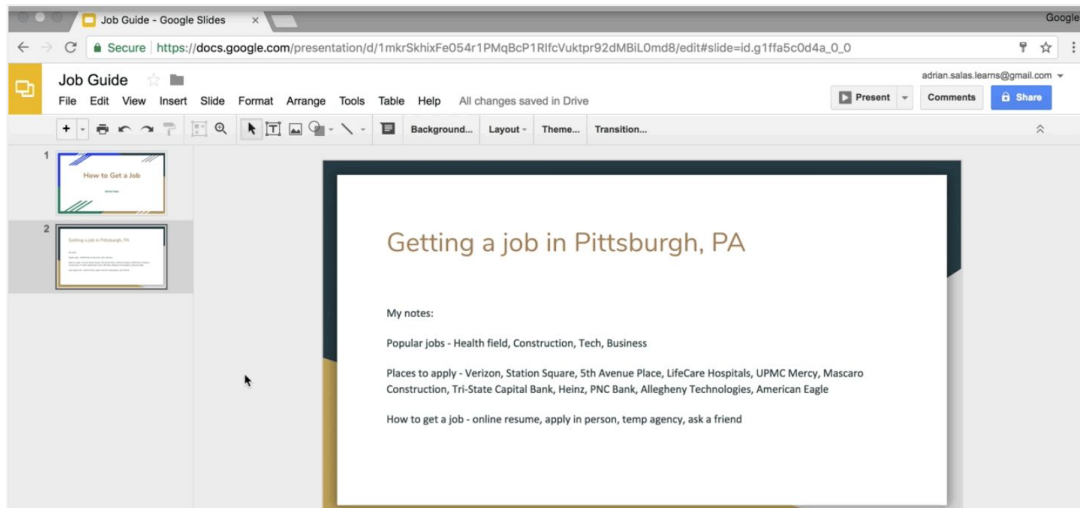
PRACTICAL LIFE SKILLS

Research, resume writing, job search

DIGITAL APPLICATION SKILLS

Document formatting, spreadsheet organization

Grow with 





4 - 9 hours for lesson

Use Digital Tools for Everyday Tasks

DESCRIPTION

Learn foundational digital skills to make your life more efficient

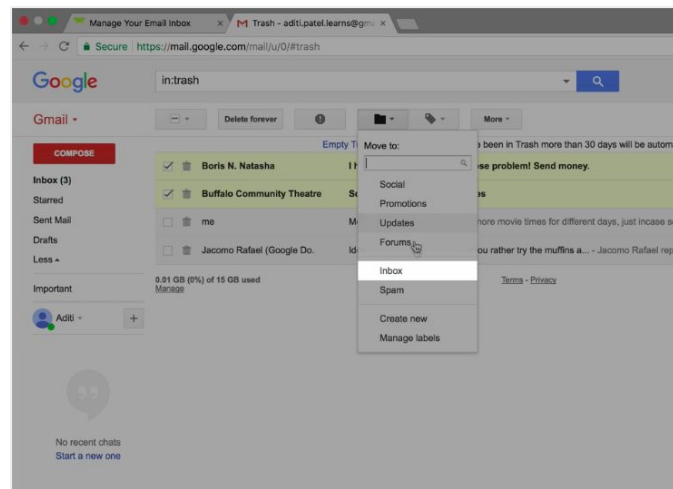
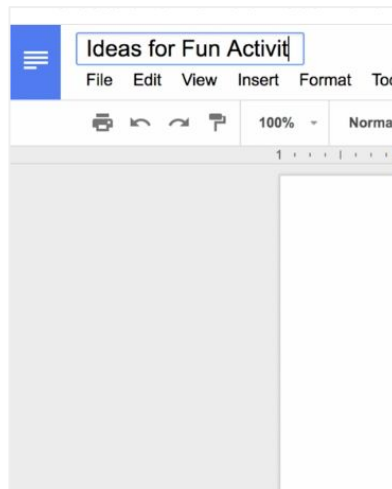
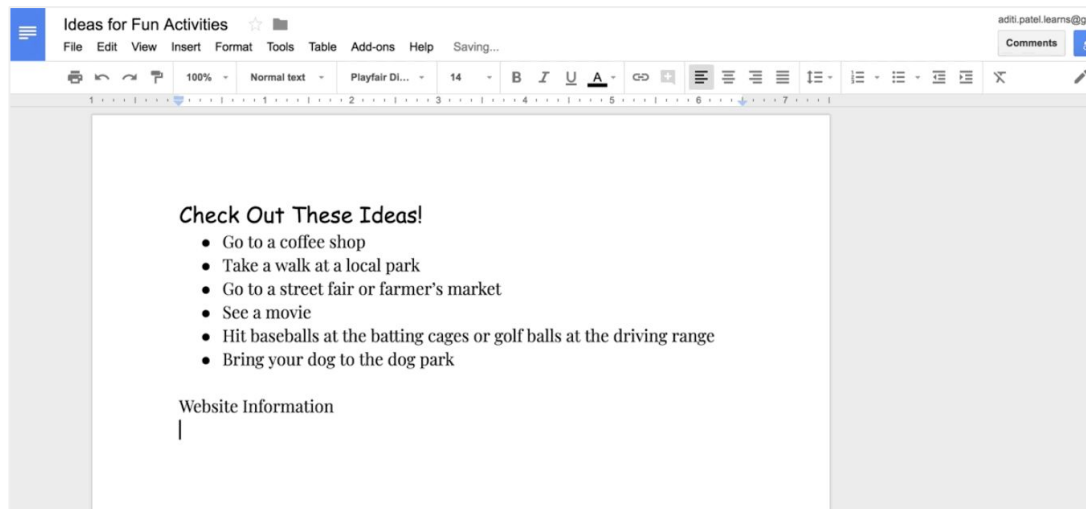
PRACTICAL LIFE SKILLS

Communication, research

DIGITAL APPLICATION SKILLS

Account setup, email, documents, internet search

Grow with 





7 - 9 hours for lesson

Plan and Budget

DESCRIPTION

Make good financial decisions by analyzing spending, researching and comparing costs, and planning major purchases

PRACTICAL LIFE SKILLS

Research, financial analysis, problem solving, decision making

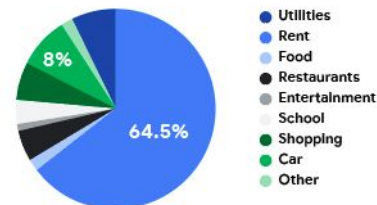
DIGITAL APPLICATION SKILLS

Data analysis, conditional formulas, spreadsheet organization

Product Comparisons								
File Edit View Insert Format Data Tools Add-ons Help Last edit was 11 days ago								
<div> Print Undo Redo Find \$ % .0 .00 123 Arial 10 B I U A </div>								
fx	Product							
	A	B	C	D	E	F	G	H
1	Product	Battery Life	Camera	Screen Size	Storage Capacity	Website	Silver Available?	Coolness Factor
2	HTV Desire 626	14.5 hrs	8mp	5 in	8 GB	https://www.crick	No	Pretty Cool
3	Galaxy S7	33 hrs	12 mp	5.1 in	32 GB	https://republicwi	No	Really Cool
4	HTC 10	28 hrs	12 mp	5.3 in	32 GB	http://www.gsma	Yes	Not That Cool
5	Droid Maxx 2	48 hrs	21 mp	5.5 in	16 GB	http://www.gsma	No	Really Cool
6	LG G5	27 hrs	16 mp	5.3 in	32 GB	http://www.gsma	Yes	Really Cool

		School	\$39.99					
		Shopping	\$57.10					
		Car	\$65.01					
		Other	\$14.00					
Type	Description	Debit	Credit	Category				
Debit	Fast Food	\$7.83		Food				
Debit	Casa Mexicana	\$22.76		Restaurant				
Debit	Rent Payment	\$509.10		Rent				
Credit	Birthday Gift		\$50.00					
Debit	Online Movie Streaming	\$7.99		Entertainment				
Debit	Clothing Store	\$23.21		Shopping				
Debit	Haircut	\$14.00		Other				
Deposit	Online Deposit		\$100.00					
Debit	Taco Shop	\$8.24		Restaurant				
Debit	University Bookstore	\$39.99		School				
Deposit	Check Deposit		\$25.00					
Debit	Gas	\$21.01		Car				
Debit	Online Purchase	\$33.89		Shopping				
Debit	Apartment Electricity	\$39.00		Utilities				
Debit	Oil Change	\$44.00		Car				
Debit	Water Bill	\$18.84		Utilities				
Debit	Overdraft Fees	\$6.99						

Monthly Expenditures



SAMPLE OF ADDITIONAL LESSONS:

1

Write an If-Then Adventure Story

Create an interactive, If/Then Adventure Story in Google Slides.

2

Research and Develop a Topic

Conduct research while learning about source credibility.

3

Explore a Topic: Technology, Ethics, and Security

Research a topic and create a deliverable to communicate findings.

4

Create a Guide to an Area

Use structured data to create an interactive guide to an area in a spreadsheet.

5

Create a Presentation "All About a Topic"

Create an interactive presentation to share information about a topic.

6

Explore a Topic: Technology's Role in Current Events

Research a topic and create a deliverable to communicate findings.

7

Explore a Topic: Technology at Work

Research a topic and create a deliverable to communicate findings.

8

Pick the Next Box Office Hit

Analyze movie data to formulate a hypothesis based on trends to pick the next box office hit.

9

Explore a Topic: Equal Access to Technology

Research a topic and create a deliverable to communicate findings.

10

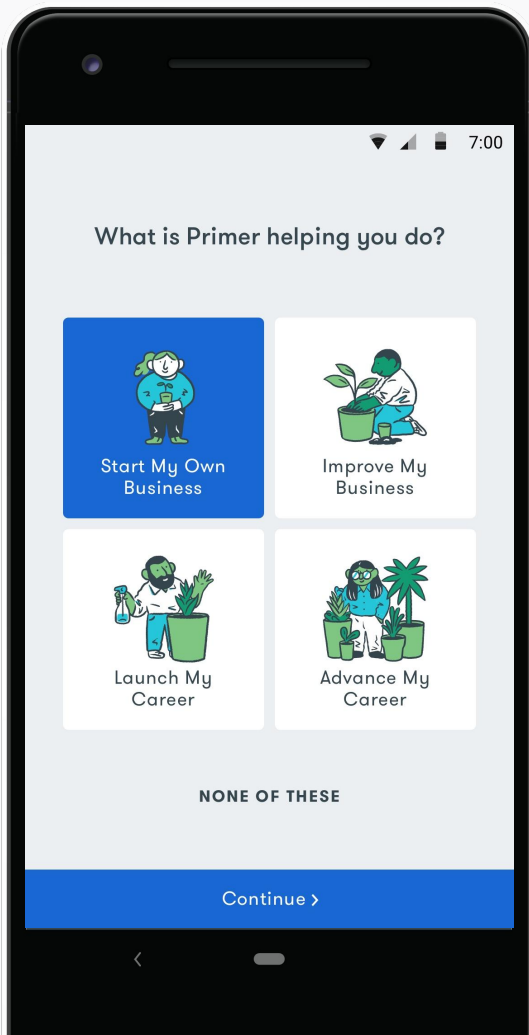
Create an Editing Tool with Programming

Create an "Auto Editor" tool that finds and highlights overused words in a piece of writing using Google Docs.

Get to know Primer

a Grow with Google learning app





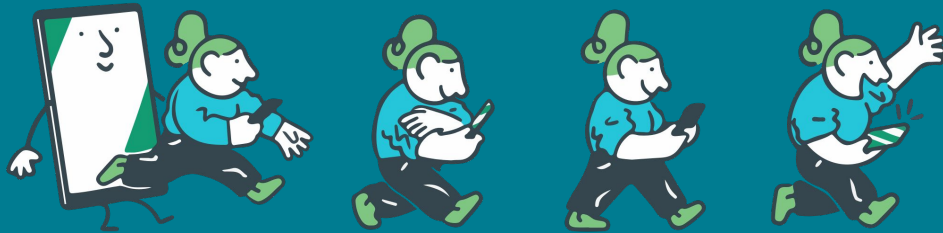
What is Primer?

- free mobile app for learning digital skills
- quick, easy-to-understand lessons for business owners and career professionals
- personalized next steps to help improve your business or career right away



yourprimer.com

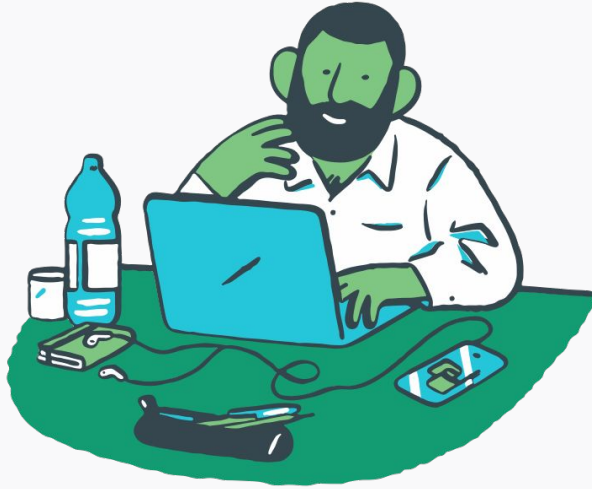
What can you learn with Primer?





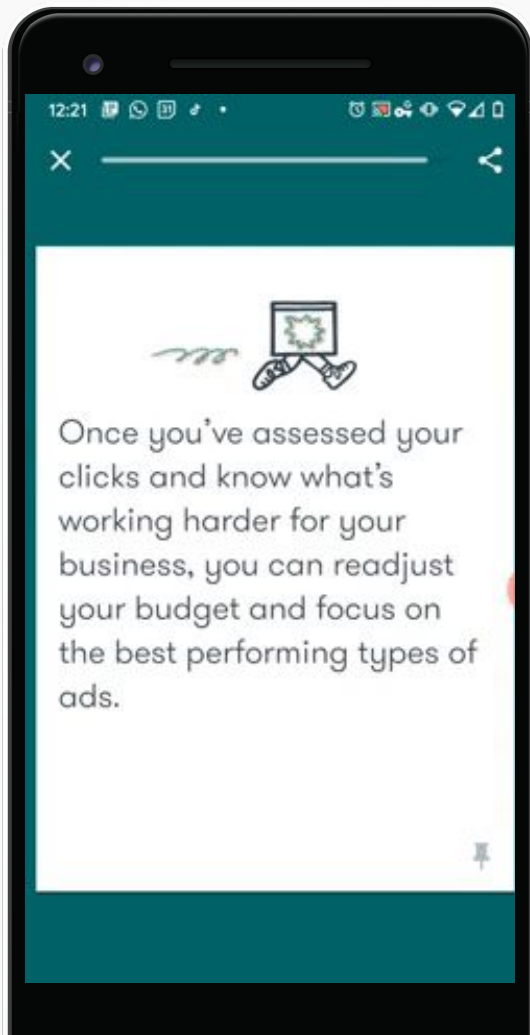
What can **BUSINESS OWNERS** learn with Primer?

- how to **get your business idea off the ground**, step by step
- actionable tips and ready-to-use checklists to **improve and grow your business**
- quick, interactive lessons offer **useful guidance without compromising your valuable time**
- **get to know the basics** of building a business plan, managing finances, connecting with customers online, and more



What can **JOB SEEKERS** learn with Primer?

- get **skills that set you apart from the crowd** in today's changing job market
- empower yourself with the **confidence to pursue new career opportunities**
- **make the most of your current role** to keep advancing in your career
- **brush up on concepts** like collaboration, networking, digital marketing, and more

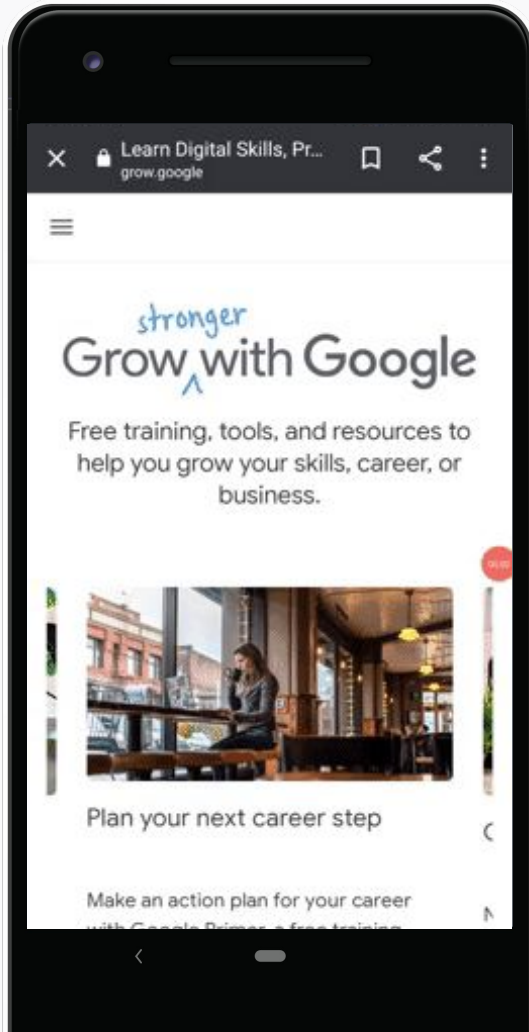


What makes using Primer different?

- **Swipeable cards** make complex concepts easier to digest
- **Digestible content** with jargon-free and easy to understand language
- **Illustrations** stimulate the imagination, freeing up barriers to learning
- **Curated minicourses** group together lessons focused on specific needs or for specific audiences
- **Actionable activities** offer next steps to keep learners moving towards their goals

What's Primer for Websites? (P4W)

- all the goodness of the Primer app, as a web experience for desktop and mobile
- a customized learning portal integrated into your website
- [Learn more](#)



What do users have to say about Primer?



“What can I say? This app is a game changer. I feel like taking a lecture but fun and easy to digest. The examples they put through are really helpful. And the UI is great, too.”

- Faisal



“Excellent and totally useful! Every time I have a free moment, instead of playing a game, I start reading one more chapter of a topic. I feel like I’m investing my time instead of spending it.”

- Rubiel



Key Dates

December 17, 2020 - January 14, 2021	Applications Accepted
February 2021	Grantees Announced
March 2021	Kick-Off Session Held with Grantees
April 2021 - May 2021	Distribution of Grants and GwG resource training
April 1 - October 31, 2021	Implementation of Grantee Projects
October 2021	Partner Check-in (virtual meeting) & updates on initiative
December 2021	Final partner report due

Application Process Details

- Six grants of \$25k each will be awarded.
- Applications accepted online at:
<https://www.digitalinclusion.org/ujima-project>
- Applicants must be an NDIA affiliate and a registered GwG Partner
 - (Complete the free registration before submitting an application.)
- Applications will be reviewed by an external panel of judges.
- Questions?

Thank You