



Hennepin County, City of Minneapolis, Minneapolis Public Schools IT Digital Equity Collaborative

2022 Trailblazer Application - Indicator 1

Your local government has, or directly funds, at least one full-time staff dedicated to digital inclusion initiatives, policies and/or programs.

Checklist (Must meet 1 of 2):

- There is a dedicated full-time staff person working on digital inclusion initiatives for your government or for a nonprofit entity representing your government for that purpose.
- That staff position is fully funded by your government using public funds or funds granted to your government by another entity.

Required Supporting Documentation (Must meet 3 of 4):

1. Identity and contact information for dedicated digital inclusion staff.
2. Job description.
3. Staff's current work plan or performance agreement or MOU between nonprofit entity and local government.
4. Government's budget document showing current funding of position.

Identity and contact information for dedicated digital inclusion staff

FT - Phil Essington

Business Information Officer, Operations & Disparity Reduction

Hennepin County, Minnesota

612-348-0221

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FT - Ashley Schweitzer, she/her/hers

Program Manager & Strategist, Office of Broadband & Digital Inclusion

Hennepin County, Minnesota

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PT - Dana Nybo

Director, IT – Collaboration

City of Minneapolis

dana.nybo@minneapolismn.gov

PT - Elise Balderrama

IT Interagency Coordinator



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June 30, 2022

City of Minneapolis
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PT - Justin Hennes
Senior Information Officer
Minneapolis Public Schools
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Job description - Digital Navigator (FT positions)

About the position type:

These are limited duration (temporary), full-time, benefit earning positions lasting up to 24 months.

Starting September 1, 2021, all new job offers are conditional based on the candidate being fully vaccinated for COVID-19. "Fully vaccinated" means 14 days after receiving the second dose in a two-dose vaccination series approved by the U.S. Food and Drug Administration (FDA) on a full or emergency-use basis, or 14 days after receiving a single-dose vaccine approved by the FDA on a full or emergency-use basis. After a conditional job offer is made, the candidate must show proof of full vaccination prior to their start date. A COVID-19 vaccination card from the Center for Disease Control and Prevention (CDC), a vaccination record from your doctor's office or a personal digital vaccination record constitutes sufficient "proof." The candidate must also attest they are vaccinated by completing a form on the first day of employment. Reasonable accommodations to this vaccination requirement will be considered upon request by a candidate for medical or religious reasons as required by applicable law.

In these positions, you will:

- Receive, return, or initiate in-person, phone or email contact for residents seeking technology assistance or clients referred by other county staff.
- Assess information submitted by or, on behalf of, residents regarding their eligibility for relevant county, state, and federal programs that offer low-cost technology or internet service plans.
- Conduct technology needs assessments with residents to determine current technology access, barriers, and needs. Make recommendations on appropriate device, connectivity, and training options.
- Connect internal stakeholders and residents with community organizations that provide training, services and other resources that facilitate digital literacy.
- Help distribute computers and/or hotspots to eligible residents; support their technology use by orienting recipients to the device(s) and providing basic training and online safety best practices.
- Assist in collecting data and contribute to the evaluation and continuous improvement of the programs offered by the county.
- Assist in carrying out other projects and tasks within the Office of Broadband and Digital Inclusion.

Staff's current work plan or performance agreement or MOU between nonprofit entity and local government

Hennepin County Board Action Request, July 20, 2021



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June 30, 2022

[21-0263](#)

Office and Digital Equity Plan: The Disparity Reduction line of business would establish an Office of Broadband and Digital Inclusion to lead this work, coordinating with federal, state, and local government partners, internet service providers, and community organizations to develop and implement a Digital Equity Plan for Hennepin County. It would include program staff necessary to operationalize the work.

- **Connectivity:** A combination of wired and wireless partnerships to address rural connectivity barriers and affordability issues among low-income residents. Partnerships with internet service providers are being pursued to bridge gaps in home and mobile internet access. The county would not become an internet service provider.
- **Digital literacy and navigation:** Hire temporary or limited-duration staff to assist clients determine and resolve technology needs by enrolling clients into available programs, accessing available device distribution programs, and offering digital literacy support to facilitate technology adoption.
- **Devices:** Provide county clients and other prioritized residents with free, low-cost or loaned computers and other technology peripherals. Technical support for these devices will be provided and connected to digital skill building and job-training initiatives.
- **Community based digital adoption/navigation programs:** Funding for trusted messengers or current contracted providers for outreach to residents in need of support and digital navigation services to help people take advantage of available technology programs.
- **Community engagement and coalition building** to engaging with internal and external stakeholders to develop a Digital Equity Plan that includes strategies for broadband, devices, digital literacy and outreach for technology adoption.
- **Metrics and evaluation** will include the number of people served, demographic and geographic information, including the American Community Survey, and feedback loops with participants and partners to measure the program’s effectiveness.

Government’s budget document showing current funding of position

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Authorize up to \$10,000,000 in federal funds for eligible costs, operations, and services to continue and expand the “Connecting Hennepin” initiative that aims to eliminate the Digital Divide in Hennepin County; delegate authority to the County Administrator, neg agmts for services; 07/01/21–12/31/24; direction to provide an update and additional recommendations



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