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
Grow with Google helps ensure that the opportunities created by technology are available to everyone.
Ujima: pronounced oo-JEE-mah, is the third principle of Kwanzaa and means “collective work and responsibility.”
The Ujima Project

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.

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.

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

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<th>Workshops</th>
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<td>Manage Your Business Remotely in Times of Uncertainty</td>
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<td>Using Data to Drive Business Growth</td>
<td>Spruce Up Your Holiday Marketing Plan</td>
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<td>Reach Customers Online with Google</td>
<td>Spring Into Action with Google’s Business Insights Tools</td>
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<td>Power Your Job Search with Google Tools</td>
<td>Use Google Tools to Help You Land Your Next Job</td>
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<td>Digital Skills for Everyday Tasks</td>
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<td>Collaborate, Meet, and Work Remotely</td>
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<tr>
<td>Ace Your School Presentation</td>
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<tr>
<td>Coding for Kids</td>
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### Small Business

- Get Your Local Business on Google Search and Maps
- Using Data to Drive Business Growth
- Reach Customers Online with Google

### Jobseeker

- Power Your Job Search with Google Tools
- Digital Skills for Everyday Tasks
- Collaborate, Meet, and Work Remotely

### Students

- Ace Your School Presentation
- Coding for Kids

- Get Productive with Google's Digital Tools
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.
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.

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

44%

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

\[ \frac{1}{3} \]

Source: The Economist

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

Grow with Google
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 lesson plans and rubrics
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.
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
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 Google
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

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