



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**



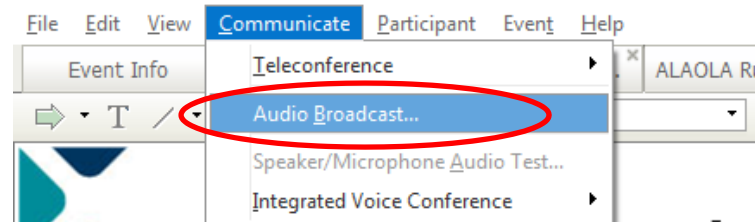
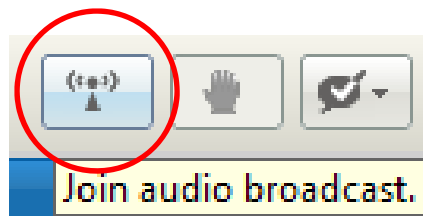
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:



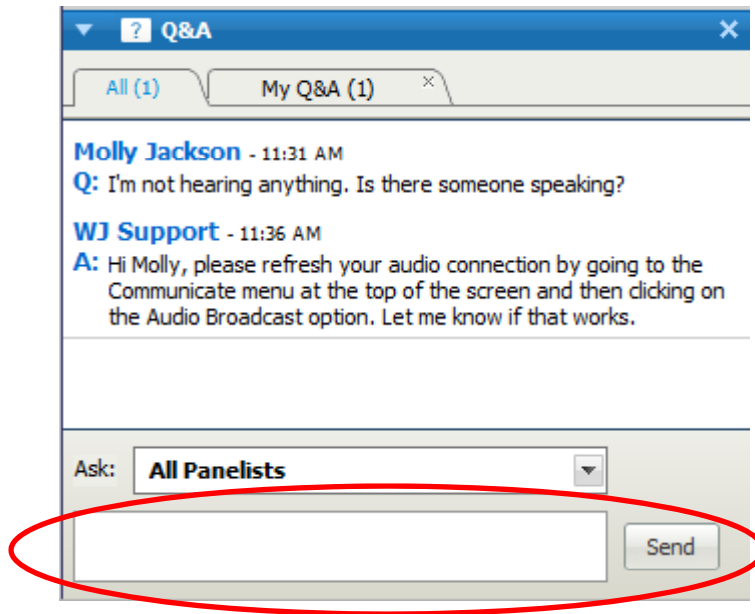
**Lost all sound? Hear an echo?** Click on the **small radio tower icon** (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.





# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



**Step 1:** Type the problem in the **dialog box**.

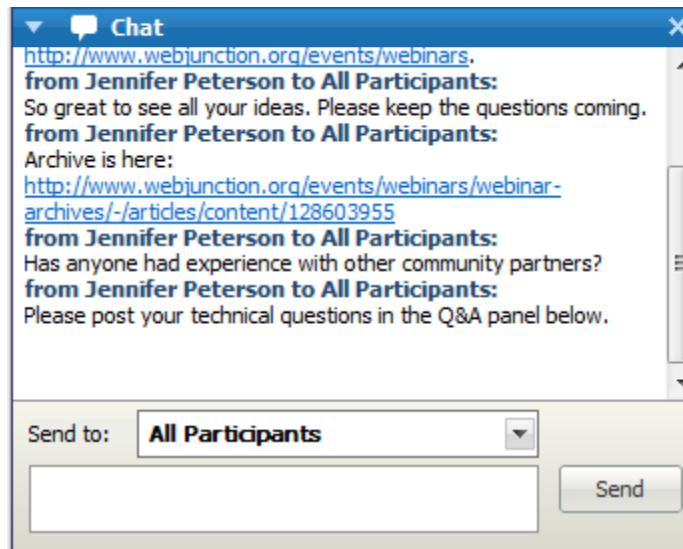
**Step 2:** Click **Send**.



# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.



And if you're tweeting, use this hashtag: **#wjwebinar**



# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

Hover over edge of panels to drag and resize.

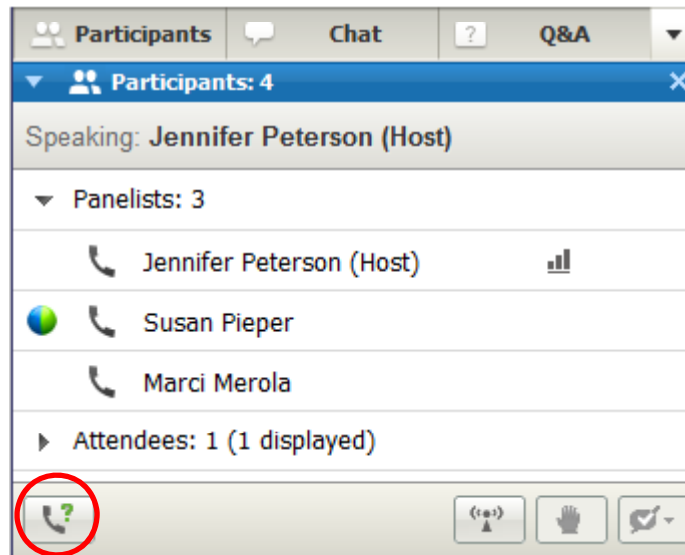


The screenshot displays a webinar interface with two main panels. The top panel is titled "Participants" and shows "Participants: 4". It lists "Speaking: Jennifer Peterson (Host)", "Panelists: 3" (Jennifer Peterson (Host), Susan Pieper, Marci Merola), and "Attendees: 1 (1 displayed)". The bottom panel is titled "Chat" and shows a message from "WJ Support to All Participants" with a "Send" button. A red circle highlights the close button (X) on the Participants panel, and a red arrow points down to the Q&A panel. Another red arrow points to the right edge of the Chat panel.



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** Click on **Phone Icon** under the Participants list.

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** and **Attendee ID** provided.



Remember to post to **Q&A panel** if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 713 754 997**

**Phone: 1-866-229-3239**



Co-Produced by:

**Jennifer Peterson**

WebJunction  
Community Manager

Co-Produced by:

**Zola Maddison**

WebJunction  
Project Coordinator





# Stay Informed

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Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Connecticut** State Library

**Florida** Department of State's Division of  
Library and Information Services

**Georgia** Public Library Service

**Idaho** Commission for Libraries

**Illinois** State Library

**Indiana** State Library

State Library of **Kansas**

**Maine** State Library

**Minnesota** State Library Agency & Minitex

**Mississippi** Library Commission

**Missouri** State Library

**Montana** State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

**Texas** State Library & Archives Commission

Library of **Virginia**

**Washington** State Library



## Today's Presenters



### **Jennifer Donsky**

Public Services Technology  
Library Coordinator,  
The Free Library of  
Philadelphia

### **Lorelei Shingledecker**

Program Manager,  
Broadband Technology  
Opportunities Program,  
People's Emergency Center

THE INTERNET. TURN IT ON.

# KEYSPOT

Powered by Freedom Rings Partnership

## Freedom Rings in Philadelphia, Community Technology Adoption

Jennifer Donsky, Free Library of  
Philadelphia

Lorelei Shingledecker, People's Emergency  
Center

October 25, 2012



**BROADBANDUSA**  
CONNECTING AMERICA'S COMMUNITIES

  
**FreedomRingsPartnership**

# Mission

KEYSPOT, Powered by Freedom Rings Partnership

Together our mission is to...

- ❖ Deliver high-quality technology and digital literacy training
- ❖ Promote digital equity through community internet adoption
- ❖ Develop and share research, data, information, and best practices pertaining to access, adoption, training, and literacy

# Ribbon Cutting!



# A Look Inside



**WEST PHILADELPHIA**

- 1 **ACHIEVability**  
39 N 46th Street
- 2 **Chubby Recreation Center**  
728 S 53th Street
- 3 **Enterprise Center**  
548 Market Street
- 4 **Family First/People's Emergency Center**  
3939 Warren Street
- 5 **Francis J. Myers Recreation Center**  
3800 Chestnut Avenue
- 6 **Glarin's Plaza/People's Emergency Center**  
3902 Spring Garden Street  
RESIDENCY REQUIRED
- 7 **Kingswing Recreation Center**  
4901 Kingswing Avenue

- 8 **Marine Boulevard Community Center**  
431 N 39th Street
- 9 **Millbank Family Services of Philadelphia**  
4309 Mountbait Road | RESIDENCY REQUIRED
- 10 **Elizabeth Taylor's AM Society**  
111 N 49th Street | RESIDENCY REQUIRED
- 11 **Partnership CDC**  
4027 Market Street
- 12 **Passmore Children III**  
3900 Haverford Avenue
- 13 **Philadelphia Student Union**  
4205 Chestnut Street | MEMBERSHIP REQUIRED
- 14 **Smith Allen Senior Center**  
4035 Parrish Street

- 15 **SELF - Chilly House (Men's Shelter)**  
6901 Woodford Ave | RESIDENCY REQUIRED
- 16 **Shogun Recreation Center**  
5708 Haverford Avenue
- 17 **Turning the Tide**  
429 S 61st Street
- 18 **Unified Taxi Workers Alliance PA**  
4233 Chestnut Street

- 19 **VICA Technologies LLC**  
4153 Lancaster Street
- 20 **YMCA West Philadelphia**  
5120 Chestnut Street  
MEMBERSHIP REQUIRED

**NORTH PHILADELPHIA**

- 21 **Asopero de la Niñez/Children's Safe Harbor**  
107-109 E Lurye Street
- 22 **Athletic Recreation Center**  
1401-35 N 27th Street
- 23 **Cecil B. Moore Recreation Center**  
2551 N 22nd Street
- 24 **Congreso de Latinos**  
2800 N American Street
- 25 **Congreso de Latinos**  
216 W Somerset Street
- 26 **Congreso de Latinos**  
3439 N Hutchinson Street  
MEMBERSHIP REQUIRED
- 27 **Community Women's Education Project**  
2801 Frankford Avenue
- 28 **Dignity Housing**  
5227 Germantown Avenue
- 29 **Dignity Housing II**  
5151 Weyne Avenue | RESIDENCY REQUIRED
- 30 **Dwain's Village Program**  
2642 N Marshall Avenue
- 31 **Breadwinning Center/Project Balance**  
413 W Market Street | RESIDENCY REQUIRED
- 32 **Franklinville Recreation Center**  
1737-39 Francis Street
- 33 **Happy Hollow Recreation Center**  
4740 Weyne Avenue
- 34 **Legion CDC**  
4342 N 11th Street
- 35 **Shelley Playground**  
100-70 E Johnson Street

- 36 **Marie Luther King, Jr. Recreation Center**  
2181-23 Cecil B Moore Avenue
- 37 **Ruby Neighborhood Ministries**  
4139 W Vancora Street
- 38 **Harbor Playground**  
2900-34 N 3rd Street
- 39 **GHART**  
2532 N Broad Street, 1st Floor
- 40 **Progress Haven (Couples' Shelter)**  
2260-62 N 30th Street  
RESIDENCY REQUIRED
- 41 **Passmore Playgroup**  
1181 W Southampton Avenue
- 42 **Philadelphia OIC, Inc.**  
1231 N Broad Street
- 43 **Prevention Point Philadelphia**  
166 W Lehigh Street
- 44 **Brown Recreation Center**  
3201 N 5th Street
- 45 **SELF - Shelter House (Women's Shelter)**  
2481 N Broad Street
- 46 **The Village of Arts and Humanities**  
2544 Germantown Avenue
- 47 **Waterline Recreation Center**  
5824 McPherson Street
- 48 **YMCA Columbia North**  
1460 N Broad Street  
MEMBERSHIP REQUIRED
- 49 **YMCA Rittenhouse**  
7261 Ridge Avenue  
MEMBERSHIP REQUIRED

**NORTHEAST PHILADELPHIA**

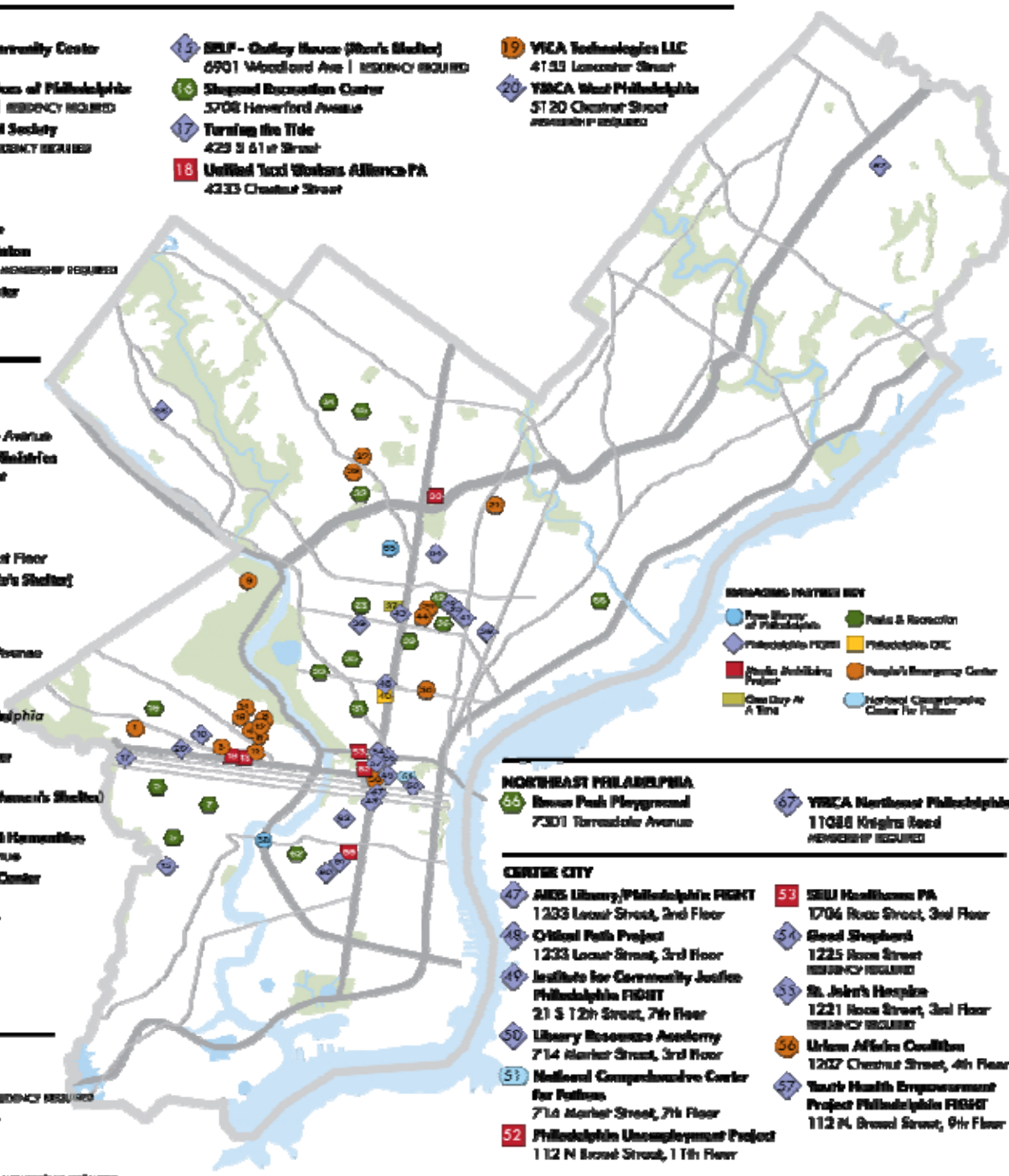
- 56 **Brown Park Playground**  
7301 Torresdale Avenue
- 57 **YMCA Northeast Philadelphia**  
11088 Knights Road  
MEMBERSHIP REQUIRED

**CENTRE CITY**

- 47 **AMES Library/Philadelphia FIGHT**  
1233 Locust Street, 2nd Floor
- 48 **Critical Path Project**  
1233 Locust Street, 3rd Floor
- 49 **Institute for Community Justice Philadelphia FIGHT**  
21 S 12th Street, 7th Floor
- 50 **Library Resource Academy**  
714 Market Street, 3rd Floor
- 51 **National Comprehensive Center for Families**  
714 Market Street, 7th Floor
- 52 **Philadelphia Unemployment Project**  
112 N Broad Street, 11th Floor
- 53 **SELI Healthcare PA**  
1706 Race Street, 3rd Floor
- 54 **Good Shepherd**  
1225 Race Street  
RESIDENCY REQUIRED
- 55 **St. John's Hospital**  
1221 Race Street, 3rd Floor  
RESIDENCY REQUIRED
- 56 **Urban Affairs Coalition**  
1237 Chestnut Street, 4th Floor
- 57 **Youth Health Empowerment Project Philadelphia FIGHT**  
112 N. Broad Street, 9th Floor

**SOUTH PHILADELPHIA**

- 58 **Anderson High School**  
3201 Taylor Street
- 59 **One Riverfront**  
1448 S 17th Street
- 60 **Bloom House**  
1920 S 28th Street
- 61 **RxAidly House**  
1860 Morris Street | RESIDENCY REQUIRED
- 62 **Yum Recreation Center**  
2660 Morris Street
- 63 **YMCA Cheltona Street**  
1724 Christian Street | MEMBERSHIP REQUIRED



# Partnership-Wide Impact

INDICATOR	AS OF MARCH 2012	AS OF JUNE 2012
OPEN KEYSPOTS	70	76
WORKSTATIONS	763	847
AVERAGE CLIENTS PER WEEK	4,242	4,795
HOURS OF TRAINING	107,776	146,922
PARTICIPANTS TRAINED	10,097	13,851
TOTAL PARTICIPANTS SERVED IN REPORTING QUARTER (OPEN ACCESS)	50,902	57,534
TOTAL PARTICIPANTS (CUMULATIVE)	107,820	165,354
BTOP JOBS CREATED (F/T and P/T)		113



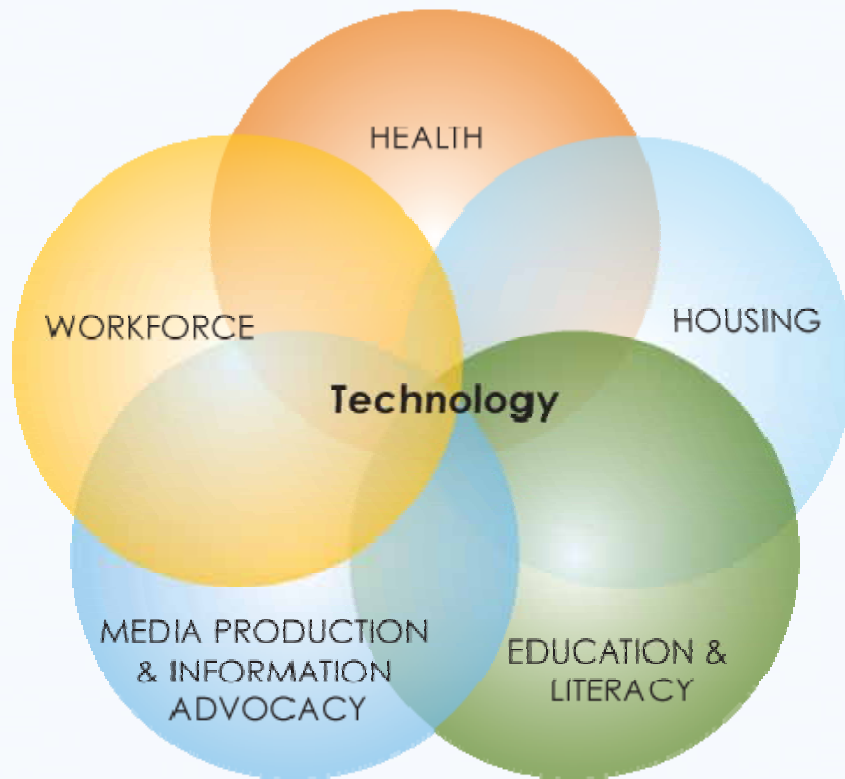
# PEC's Digital Connectors Graduation



# After-School Enrichment



# Technology Supported Outcomes: KEYSPOTS as Keystones



- The twenty-first century workforce requires access, technical know-how, and on-going skills development.
- Access to education, public benefits, city services, and community organizing all have similar technological requirements.
- KEYSPOTS exist to comprehensively support people in their individual, familial, and community-based goals.

# Community Partners in Digital Literacy



Literacy and Learning



Media Production



Youth and After School Programs



Housing and Community Development



Preventative and Health Services



Workforce Development

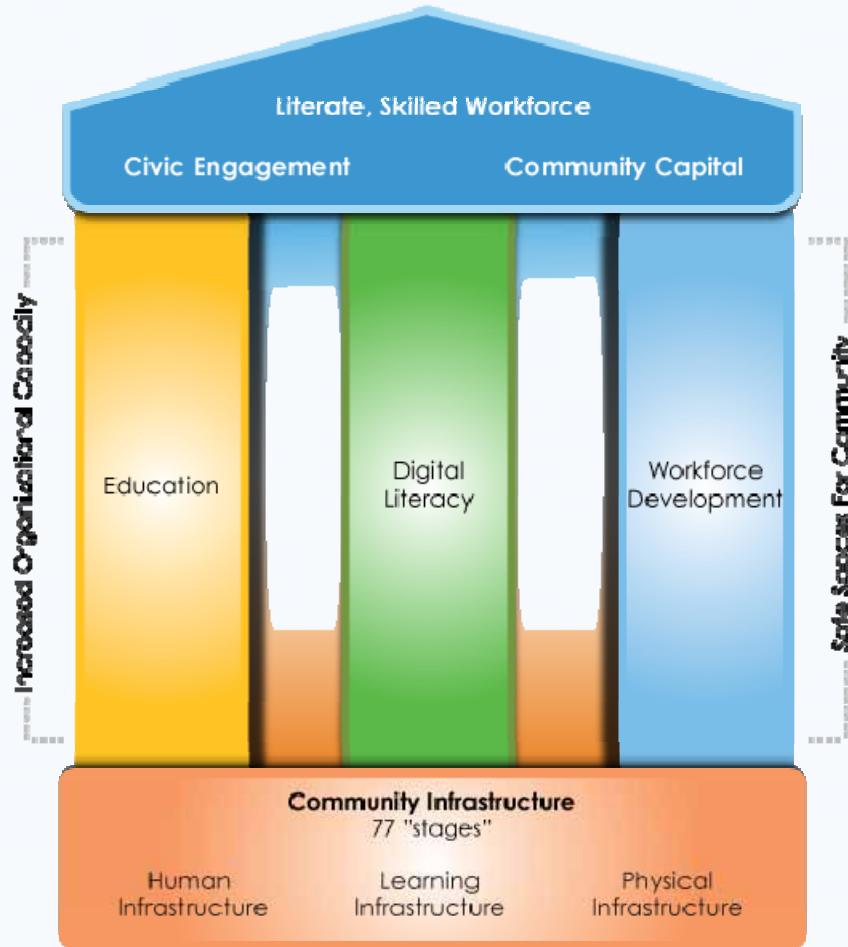
# Workforce Development



# Community Engagement



# Vision: Moving Philadelphia Forward



- KEYSPOTS serve as community stages in neighborhood settings across the city.
- Stages support citywide educational, literacy, and workforce development goals.
- We develop a skilled workforce, engaged community, and place where people want to live, work, earn, and play.

# Stages for Programs





# Value of the Partnership

- ❖ Coordinate a citywide effort to address digital inclusion in Philadelphia for diverse stakeholders.
- ❖ Support high-performing non-profit organizations through capacity building and technical assistance efforts.
- ❖ Support organizations who are applying for related funding opportunities to sustain and expand digital inclusion efforts across the city.
- ❖ Create a city-wide referral system where organizations are actively aware of related educational, recreational, and social programs.

# Cross-Sector Leadership



phillyKEYSPOTS.org



THE INTERNET. TURN IT ON.  
**KEYSPOT**  
Powered by Freedom Rings Partnership

## What is a KEYSPOT?

KEYSPOTS are locations for Internet access, technology and training opportunities across Philadelphia.

Each location creates a space for self-defined success – whether it's completing school work, searching for jobs, researching colleges, or accessing health information.



THE INTERNET. TURN IT ON.  
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### Marketing

- Transit ads (115 bus kings, 120 subway interior cards, 20 bus shelters)
- Signage at each KEYSPOt
- Map brochure and flyers
- KEYSPOt merchandise/giveaways
- Media kit, talking points, branding usage guidelines
- Ongoing multimedia content development and media relations

# Partnership Strategies

- ❖ Training Roundtables (two): professional development sessions
- ❖ Sustainability planning and forums (monthly)
- ❖ “Pop-Up” mobile labs in high-visibility spaces
- ❖ Storytelling as Best Practice workshop with Andy Goodman (200 attendees)
- ❖ Bootcamps (twelve): orientation sessions for new facility assistants
- ❖ Bi-weekly Steering Committee sessions: topical forums for partners
- ❖ National BTOP webinars, conferences, and activities

# Philadelphia OIC's NOMAD



# Techmobile Outside Free Library



# Next Steps Works-in-Progress

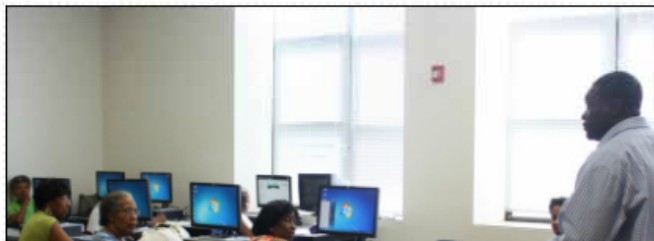
## TECHNOLOGY LEARNING COLLABORATIVE

[HOME](#) ■ [ABOUT US](#) ■ [JOIN](#) ■ [BLOG](#) ■ [CONTACT](#)

Imagine a Philadelphia where  
all citizens are digitally literate  
and can access the Internet.

Welcome to TLC, Philadelphia's first professional  
association dedicated to innovation in digital literacy  
programming.

[Join us](#)



### Who are we?

We are a professional association of service organizations committed to leveraging technology resources to reduce poverty, improve public health, decrease homelessness, mobilize through media, and prepare individuals and communities to be more employable in the 21st century.

[tlcphilly.org](http://tlcphilly.org)



# Resource Dashboard



- Wiki Home
- Recent Changes
- Pages and Files
- Members
- Manage Wiki

Search Wiki

## Resources

### What's HOT!

- Job Board
- Calendars
- How-to Videos
- About Us
- Library Resources
- Local Resources
- Voter Resources

### Users

- Beginner Computer Users
- Job Seekers
- Families & Children
- Students
- Teens
- New Americans

## Welcome



Job Board



Calendars



How-To Videos



About Us



Library Resources



Beginner Computer Users



Job Seekers & Small Business



Families & Children



# KEYSPOTS: Evaluating Site Performance

Criteria	Rating			
	1	2	3	4
Safety & suitability of space				
Management-staff relations				
Community commitment				
Usage (Outreach, lab utilization, composition of participants)				
Timely reporting and invoicing				

# Philly KEYSPOTS. The Internet. Turn it on.

vimeo

Join

Log In

Explore

Help

Search



**Philly KEYSPOTS: The Internet. Turn it on.**

from Media Mobilizing Project TV [PLUS](#) 5 months ago /

<http://vimeo.com/41526154>



# KEYSPOT Partnership



Office of Innovation & Technology



PHILADELPHIA  
**PARKS &  
RECREATION**

