



MV Digital Equity Team Meeting

February 1, 2024

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Agenda

- An update and discussion on the TECH PRO program which launched Jan 1
 - *Who been served?
 - *What have we learned?
 - *What changes do we need to make going forward?
 - *What additional needs have been uncovered?
 - *Positioning this program within our landscape of technology offerings/services
- Objective setting for 2024 and how to accomplish our goals



What is CALL THE TECH PRO?



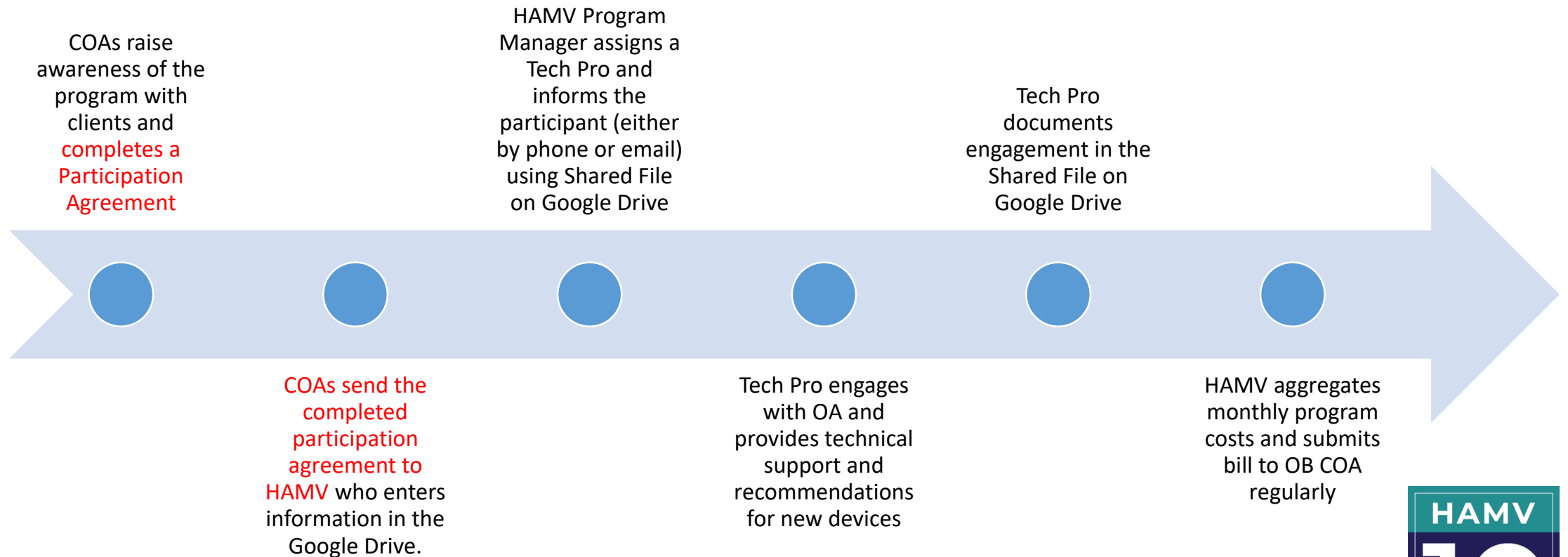
Technology assistance for Older Adults with cell phones, tablets, computers, internet, and personal mobility devices

- Educate
- Diagnose & fix
- Recommend next steps
- Fund new device if needed

*In-home and by phone,
on-demand, [extends existing tech support offerings across MV, reaching new audiences.](#)
[MA EOEA Grant Funded to Island COAs and HAMV](#)*


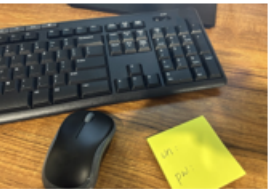
How the CALL THE TECH PRO Program Works

(Revised mid January, 2024)



Participant Agreement (revised 1/31/2024)

- Now that COAs are completing the Participation Agreement, we are seeking additional contact information;
 - Printed name, signature, date, address, phone, email

CALL THE TECH PRO Pilot Program


For more information on this program, call your Council on Aging.
Oak Bluffs (508) 693-4509
Up-Island (508) 693-2896
Edgartown (508) 627-4386
Tisbury (508) 696-4205

Participation Agreement

I agree to the following:

- I give permission for individuals associated with the CALL THE TECH PRO Program to enter my home.
- I give permission for individuals associated with the CALL THE TECH PRO Program to assess my technology support need, advise me on a solution, and make necessary changes directly on my devices as and when needed.
- I consent to release Healthy Aging Martha's Vineyard from any liability associated with this program, including but not limited to data loss.
- I give permission for photographs, without disclosing location, to be used in reports and marketing materials for the CALL THE TECH PRO Program.
- I am 60 years or older.
-

Printed Name _____
Address _____
Phone _____
Email _____
Signature and Date _____



Tech Pro Job Responsibilities (revised mid Jan)

- Provide tech support reaches out w/in 3 business days of registration of participation agreement
 - Computer
 - Internet connectivity
 - Printers
 - iPhones, iPads, and other mobile device support
 - Smart TVs/integration
- Provide tracking information about each support call in a shared file on Google Drive w/in a week of completed request
- CORI checked

2024 Budget (originally a 15 month budget, now 12 months)*

Direct Program Costs	Amount	Comments
On demand program development, Program management, TECH PRO services	\$60,000	
Devices	\$10,000	Potentially used for TECH PRO hours if needed and other device sources identified
Website Content Development	\$1,500	
Reference Card and marketing/printing	\$3,500	
TOTAL	\$75,000	

*Note: Many thanks to Oak Bluffs Council on Aging and Town of Oak Bluffs for managing program funds.

Let's Revisit Our Success Measures that we created in putting this program together

- Minimum of 150 satisfied customer engagements documented between October 2023 and December 2024
- A minimum 20% of users will be "new visitors" to the COAs (people previously not using COAs)
- 5 Older Adult testimonials of how they benefitted from the program
- Positive word-of-mouth between Older Adults across the island "Did you 'CALL THE TECH PRO?' "That's a question for "CALL THE TECH PRO," they're easy to work with!"

Updates

- There have been widespread delays in MA getting these programs off the ground.
- Expectations from funders have been adjusted accordingly
 - The Interim Report covers the contract start date through March 31, 2024 and is due April 30, 2024
 - The Final Report covers April 1 through December 31, 2024 and is due January 31, 2025
- We spent the fall putting together the program, identifying TECH PROs, creating marketing materials and the program launched Jan 4, 2024.

Our First month's experience

- Program launch has far exceeded expectations! Holy S***!
- We needed to course correct on the process to connect Older Adults with their COAs initially.
- It became immediately obvious to the TECH PROs that we need to move to a ticketing system (easier for them to use), we are exploring options.
- We need to create policies for return visits (especially in light of the demand).
- There is need for education on when this is the right program to use and how it fits with other tech resources – libraries have been a great partner to date
- Still finding our way on providing devices (and other sources of devices)

Program Stats (Jan 4, 2024 – Jan 29, 2024)

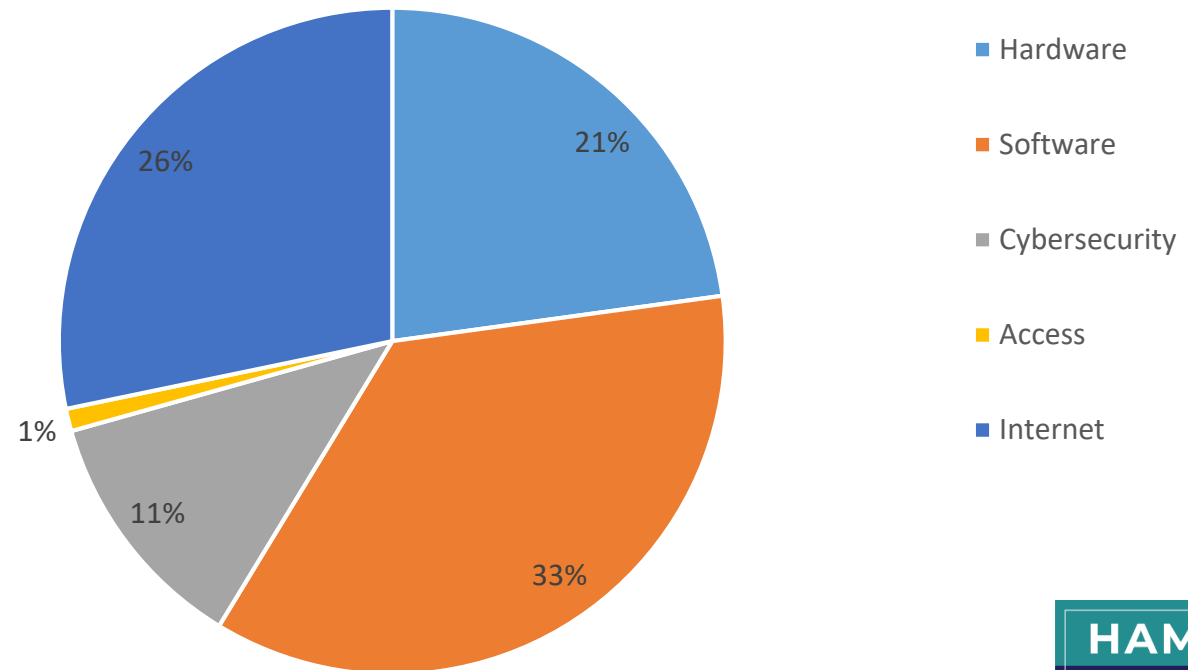
- 56 Older Adults have requested information on how to participate in the program
- 39 have completed participation agreements (which triggers a TECH PRO assignment)
- 32 Tech Pro Visits have been completed (serving 24 Older Adults)
 - 5 had 2 visits
 - 1 had 3 visits
- Visit length (including travel time) – 1.71 hours

Program Stats Cont.(Jan 4, 2024 – Jan 29, 2024)

Issues relatively evenly distributed and typically have multiple challenges

- Hardware (mostly printers, routers)
- Software (applications, updates, OS)
- Internet ("the cloud," social media, passwords, email, banking, etc.)
- Cybersecurity (many think they've been hacked, making sure they are not and educate how not to)
- Access (lack of access)

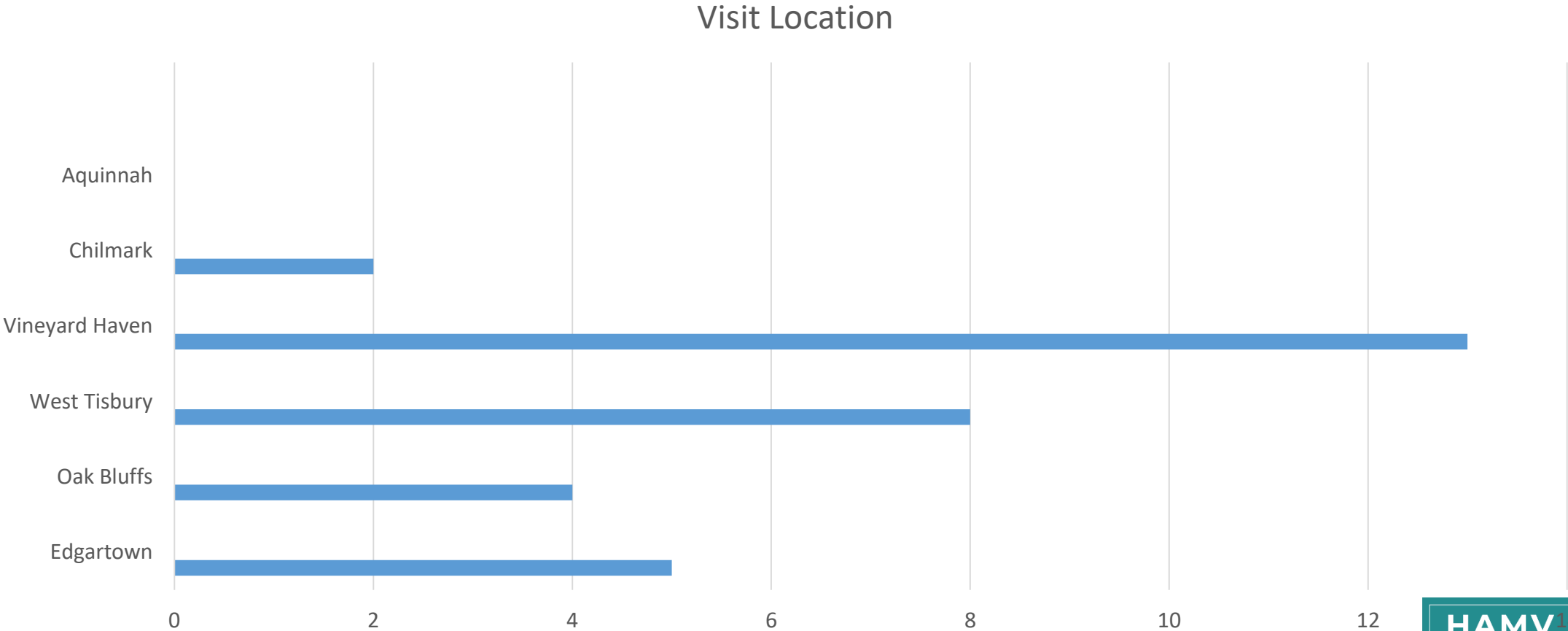
Tech Problem Addressed



In the words of TECH PROs

- *Printer connection/firmware update*
- *Set up his printer, cleaned up his laptop, removed files, updated drivers, helped with streamlining projects*
- *Helped figure out login to Windows, then found and cleaned multiple problems/infections*
- *She needed a new computer, brought her one, got her set up with new laptop/email/basic computer skills/fire TV stick set up and basic instruction*
- *Deleting email from a full account and going over Chromebook usage. Also connected and confirmed printer. Helped Pam with her Macbook, email and printing. Also scanning.*

Location of Visits (Jan 4 – Jan 29, 2024)



On deck Next we need to....

- Create a follow up survey to be mailed to participants and set up process to analyze feedback and collect testimonials
- Develop and communicate a narrative around other tech support resources (should we put together another rack card)?
- Explore and select a ticketing system and implement
- Create a policy on number of visits per client
- Monitor requests over the first 90 days to determine if we are experiencing “pent-up demand” and adjust size of our TECH PRO team accordingly
- Use what we are learning to identify “low hanging fruit” for education/training programs that could be held at COAs and libraries

What did we accomplish in 2023?

- All MV Libraries provided technology support and led technology training and support sessions at the Libraries and COAs.
- We tested the PC Repair program at WT and Aquinnah Libraries.
- In partnership with Comcast, we launched the Affordable Internet Program, successfully signing up at least 4 Island Elderly Housing residents.
- All 4 Island COAs worked together with Healthy Aging MV to apply for and receive a Grant to conduct an "on-demand, in-home, island-wide" technology support program for Older Adults called "CALL THE TECH PRO."
- Patient Gateway training was hosted at the West Tisbury library.
- We did some research on technology education programs for Older Adults.

What are our objectives for 2024?

- Priorities
 - What do we continue doing?
 - What do we stop?
 - What do we add?
- Working together
 - Cadence of Group Meetings
 - Smaller work groups