



# Scaling Technology Training/Support Capacity for Older Adults

July, 2022



## Mission

Reduce the Digital Divide for the  
Island's Older Adults

## Steering Committee

- ❖ HAMV
  - ❖ Martha's Vineyard libraries
  - ❖ NAACP
  - ❖ YMCA
  - ❖ Consumer Activists/Volunteers
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# Older Adult Technology Training Assistance Vision

## Purpose

- To provide ongoing technology training assistance to **increase the confidence and competence of Older Adults in accessing essential services online (telemedicine and other support services) and enrichment opportunities (education, social interaction etc.)**.

## Objective

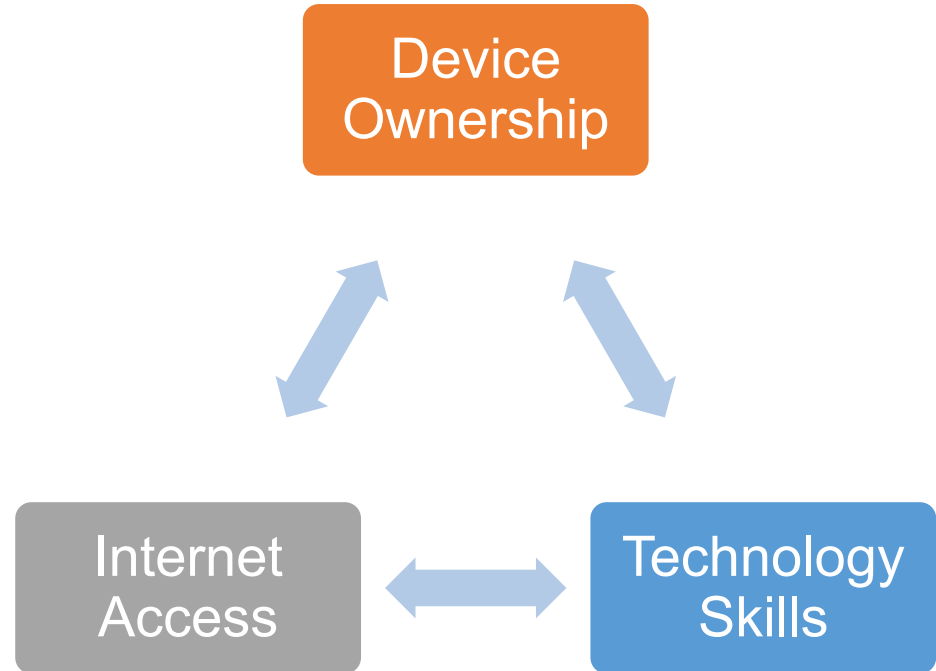
- To strengthen, expand, and scale the existing technology assistance resources provided to Older Adults ( via MV libraries, YMCA, COAs)

## Goal

- To provide 1-on-1 technology training assistance to any Older Adult who wants it when they want it (cell phones, tablets, laptops, computers)

# The Need: Optimizing the Technology Trinity via Training

- While Older Adult device ownership is high, it is unclear how much these various devices are actually being used or how fit-for-purpose they are.
- Internet access is reported by 9 out of 10 respondents, although this may occur via their smartphones and the quality is unknown.
- Older Adults express a desire to stay current and are looking to strengthen their technology skills.



# The Need: Older Adults express a desire to learn more and some feel insecure about technology skills

Almost **1 in 3** admit they feel uncomfortable when others talk about digital technologies; this increases to almost **1 in 2** for those over 85+ and with incomes <\$50K.

**4 in 10** feel behind their peers in digital technology usage.

**9 in 10** Older Adults are willing to learn more about digital technologies and feel it is important to do so.

# State of the Island - Current Providers of Older Adult Technology Training\*

High school volunteers provides training, monthly sessions at the YMCA (1 on 1), Managed by the Y  
Up to 20 attendees at each session (doesn't run in the summer), hasn't

Provides on-demand and scheduled assistance  
VH – 20+ per week  
Edgartown -6 per week  
Chilmark – 1 per week  
Aquinnah – 3 per month  
West Tisbury - 20+ per

Provides on-demand & scheduled assistance  
Oak Bluffs – none in COVID  
Up Island COA – none  
Tisbury COA – summer program with student



\*All training is in-person

# State of the Island -Technology Training Today

- A mix of drop-in visits to the libraries and scheduled appointments
- Librarians schedule visits (at each library) and provide 1-on-1 training (in addition to all other responsibilities)
- Edgartown COA provides group training (up to 4 in a group)
- Training covers cell phones, tablets, notebooks, any computer
- All training done in person (no other way!)
- Many clients need ongoing assistance (focus on device function, how do I?)
- Libraries provides hotspots and chrome notebooks on loan
- Little recourse when problem with hardware/software is identified
- Unclear if YMCA will restart program post COVID

# State of the Island – Demand is greater than supply

- Current island training capacity is approximately 75 sessions per week
- Many need ongoing support and return for additional training
- 7,500 60+ Older Adults on-island, many have expressed need
- Each agency manages all part of the process
- Word-of-mouth is primary form of communication about training offer
- Resources constrained at libraries/COAs and looking for support

# A Scalable and Efficient Solution Could Look Like\*

Island-wide coordinator provides additional training capacity at a central location

Island-wide coordination of various options

Add a new capability to include a resource to fix computers (at low or no cost)

Point-of-contact for Older Adults to learn about training options



\*Similar programs have been successful in other rural communities



# How This Could Work

Provides oversight to pilot program development  
Research technology training approaches  
Create communications strategy  
Finds funding

Provides in-person technology support  
Refers Older Adults to coordinator for additional capacity  
Participates in steering committee (1 per

Connects with Older Adults to provide information  
Completes an intake form with each Older Adult interested  
Conducts 1-1 technology training



\*HAMV will host steering committee, hire and oversee project coordinator, raise awareness of program

# Investment necessary – Year 1

Resource	In Kind Contribution	Costs
Steering Committee Participation (10 agencies at 3 hours per month @ \$35 per hour) X 12 months	\$12,600	
HAMV Contribution – 20 hours per month @\$35 per month X 12 months	\$ 8,400	
Marketing/Advertising Costs		\$ 2,500
Coordination (9 months at 100 hours per month @ \$35 per hour)		\$31,500
Hardware budget (to augment existing inventories at libraries)		\$ 5,000
On-call IT professional to fix computers (12 months at \$600 per month)		\$ 5,000
Subtotal	\$21,000	\$44,000
Total		\$65,000

H A

M V

# Next Steps

Action Steps	Who Owns	Timeline
Raise awareness of our efforts and broaden steering committee	Steering Committee	Q2-Q4, 2022
Identify funding sources for pilot program	Steering Committee work group	Q3/Q4 2022
Establishing program/hiring coordinator	HAMV with support from Steering Committee	Q3/Q4 2022
Pilot Program begins		Jan 2023
Check-in on pilot program roll-out	Steering Committee	Monthly meetings
Revaluation of program effectiveness	Steering Committee/ Project Coordinator	Quarterly, 2022



# Expected Outcomes

There are 4 measurable outcomes for this program;

- A viable program model (do we have adequate capacity to meet the need, if not how do we evolve)
- The number of Older Adults who participate in the program (pilot and scale)
- Satisfaction with the program and impact on their lives (pre/post participation surveys)
- Awareness of the program (annual survey)