

# Executive Summary

## Project Overview:

This project, spearheaded by The Toolbox, Inc., is designed to elevate digital literacy among Spanish-speaking immigrants in Kansas City, KS and Wyandotte County, an area characterized by economic distress and a significant digital divide. The initiative addresses a pressing community need—enhancing digital skills among adults who face barriers due to language, income, and access to technology. In partnership with Loyal Academy, LLC, and the Kansas City, KS Public Library, the project aims to deliver comprehensive digital literacy training,

## Digital Literacy Training Programs

### 1. Introduction to Microsoft Apps & Google Apps + Online Safety

- Duration: 6 weeks, 2 hours per week
- 6 Cohorts
- Goal: 72 students, 60 graduates
- Description: This foundational course offers participants an overview of essential Microsoft and Google applications, including Word/Docs, Excel/Sheets, and PowerPoint/Slides, tailored for those new to or less familiar with these platforms. The program emphasizes practical skills for creating documents, spreadsheets, and presentations, enhancing workplace productivity. Additionally, it incorporates crucial lessons on online safety, teaching participants how to navigate the internet securely, recognize common cyber threats, and protect personal information online. This dual focus ensures learners not only gain vital digital skills but also become conscientious digital citizens.

### 2. In-depth Microsoft Excel/Google Sheets Training

- Duration: 8 weeks per cohort, 2 hours per week
- 6 Cohorts
- Goal: 72 students, 60 graduates
- Description: Designed for individuals looking to deepen their understanding and mastery of Excel or Google Sheets, this comprehensive course dives into advanced features and functionalities of these powerful spreadsheet tools. Participants will learn about use formulas for math and functions, data analysis techniques, creating datalists, and visualization tools to manage and interpret data effectively. This training is ideal for those aiming to enhance their analytical

skills, improve data management capabilities, or pursue roles requiring advanced spreadsheet knowledge.

### 3. Intro to QuickBooks

- Duration: 6 weeks per cohort, 2.5 hours per week
- 6 Cohorts
- Goal: 72 students, 60 graduates
- Description: Tailored for small business owners, freelancers, and anyone interested in managing finances more efficiently, this introductory course on QuickBooks covers the basics of using this popular accounting software. Topics include setting up accounts, tracking expenses and sales, managing invoices, and producing financial reports. Participants will gain hands-on experience, enabling them to streamline business operations, maintain accurate financial records, and make informed financial decisions.

### 4. Introduction to Canva

- Duration: 1.5 hours each
- 8 workshop sessions
- Goal: 72 students, 60 graduates
- Description: This engaging program introduces Canva, an intuitive design tool that enables users to create professional-quality graphics for various purposes, such as social media posts, marketing materials, presentations, and more. With a focus on Canva's user-friendly interface, participants will explore a range of design principles, templates, and customization options. By the end of the sessions, learners will be equipped with the skills to craft visually appealing designs, enhancing their creative expression and supporting their marketing or personal branding efforts.

Each of these programs is designed to address specific aspects of digital literacy and skills development, catering to a wide range of needs and interests within the community. By offering these tailored training sessions, participants are empowered to navigate the digital world more effectively, unlocking new opportunities for personal and professional growth. These trainings will equip participants with the essential skills needed for personal and professional advancement.

### **Location and Partners:**

Situated in Wyandotte County, this project leverages the strengths of community partners to maximize impact. Loyal Academy, LLC, led by Norma Loya, brings expertise in digital skills training tailored for Spanish-speaking learners. The Kansas City, KS Public Library provides a trusted and accessible venue for training sessions, contributing to the project's outreach and implementation.

### **Goals and Community Need:**

The primary goal is to bridge the digital divide for Spanish-speaking immigrants, a targeted population that resides in an economically distressed area of Kansas City, KS. The project addresses the compelling need for digital literacy as a means to enhance economic opportunities, improve access to essential services, and foster social integration.

### **Short and Long-term Benefits:**

In the short term, participants will gain vital digital skills, improving their employability and ability to navigate online platforms. Long-term benefits include sustained economic growth within the community, as individuals leverage their new skills for entrepreneurship or career advancement, and enhanced overall digital inclusivity.

### **Community Engagement Strategies:**

Engagement efforts will focus on outreach through local media, social networks, and community organizations to ensure wide visibility and participation. Special attention will be given to engaging economically disadvantaged and hard-to-reach segments of the population.

### **Raising Awareness:**

Awareness of the program will be raised through a multi-channel marketing campaign, leveraging social media, community events, and partnerships with local businesses and organizations. Promotional materials will be available in both Spanish and English to maximize reach and inclusivity.

### **About The Toolbox, Inc.:**

The Toolbox, Inc. is a nonprofit organization whose mission is to Empower the community to own their economic future! Founded on the belief that access to knowledge and resources catalyzes growth, its goal is to equip individuals with the skills necessary for success in the digital age. With a history of successful digital literacy

projects such as Quickbooks and Microsoft Excel training, The Toolbox, Inc. has established itself as a leader in digital literacy training in the Hispanic community.

The organization boasts extensive experience in designing and implementing digital literacy and skills training programs. Past initiatives have successfully equipped hundreds of community members with critical digital competencies, demonstrating The Toolbox, Inc.'s capability to address educational needs and foster long-term community resilience.

In conclusion, this project represents a strategic effort to enhance digital literacy among Spanish-speaking immigrants in Kansas City, KS, driven by a coalition of community partners and stakeholders. Through targeted training and comprehensive support, The Toolbox, Inc. aims to bridge the digital divide, contributing to the economic and social vitality of the community.