



AB&C

BASIC COMPUTER

CLASSES FOR SPANISH

SPEAKERS



EXECUTIVE SUMMARY

The project aims to address the digital skills gap among Spanish-speaking individuals, particularly within the Latino community, by providing comprehensive computer literacy training. Recent findings from the National Skills Coalition highlight a significant disparity in digital proficiency, with over half of Latino workers lacking adequate skills compared to one-third of the overall American workforce. Recognizing this pressing need, our initiative seeks to empower Latino individuals with fundamental digital competencies, thereby enabling them to navigate essential online services and applications with confidence.

Over the past years, community members have expressed a growing demand for assistance in basic digital literacy. Existing resources are often inaccessible to Spanish speakers or fail to meet their specific learning needs. To bridge this gap, our project will offer tailored digital training sessions conducted in Spanish in person catering to individuals in the area of Wichita and potentially extending, via Zoom, to reach rural areas in Kansas. These sessions will cover a range of topics, including selecting appropriate computing devices, utilizing email, leveraging Google tools, and navigating essential online services.

While government initiatives focus on improving broadband access, there remains a critical need to support underserved communities in developing the requisite digital skills. Many essential services, such as utility payments and transportation tolls, now rely heavily on digital platforms, leaving individuals without adequate proficiency feeling overwhelmed and excluded. By equipping Latino individuals with practical digital skills, our project aims to alleviate this apprehension and foster a greater sense of empowerment and inclusion within the digital landscape.

Our plan is to partner with other local organizations such as libraries, community centers, schools, and others to reach as many people as possible.

In summary, our project seeks to address the pressing need for digital literacy among Spanish-speaking individuals, particularly within the Latino community. Through tailored training sessions and a focus on practical application, we aim to empower individuals with the skills and confidence necessary to navigate essential online services and participate fully in the digital economy.



A description of the location (City(s), County(s), etc.), partners involved, and anticipated improvements.

The program will start in Wichita Kansas with classes in person. Other communities that we would like to reach, because we already have a relationship with the Latino community in those areas, if we get the funds are Emporia, Great Bend, Coffeyville, Windfield, Lyons, Dodge City, Garden City, Lakin, and Liberal.

Our partners so far will be community leaders in those areas, and we plan to partner with local libraries, community centers, schools, and other organizations.

Teaching digital skills to the Latino community in Kansas is anticipated to bring about several significant improvements:

- 1. Empowerment and Inclusion:** By equipping individuals with digital literacy, we empower them to participate more fully in the digital age, fostering a sense of inclusion and belonging within the broader community.
- 2. Enhanced Access to Opportunities:** Digital skills open doors to a wide range of opportunities, from accessing online educational resources to pursuing remote employment opportunities. By bridging the digital divide, we enable members of the Latino community to access these opportunities and enhance their economic prospects.
- 3. Improved Access to Essential Services:** Many essential services, such as healthcare, education, and government services, are increasingly moving online. By teaching digital skills, we enable individuals to access and navigate these services more effectively, improving their overall quality of life.
- 4. Increased Financial Literacy:** Digital literacy goes hand in hand with financial literacy, enabling individuals to manage their finances, make online payments, and access banking services securely. This improved financial literacy can lead to greater financial stability and independence within the Latino community.
- 5. Community Building and Support:** Digital literacy training provides an opportunity for community members to come together, share knowledge, and support one another in their learning journey. This sense of community can foster collaboration, resilience, and mutual support among members of the Latino community in Kansas.

Overall, teaching digital skills to the Latino community in Kansas has the potential to enhance individual empowerment, economic opportunities, access to essential services, financial literacy, and community cohesion. These improvements can contribute to a more equitable and prosperous future for all members of the Latino community in the state.



Goals of the project and community need to include the targeted population if the solution is within an economically distressed area and identify the compelling need.

Goals of the Project:

1. **Empower Latino Individuals:** The primary goal of the project is to empower members of the Latino population in economically distressed areas of Kansas by providing them with essential digital skills and knowledge.
2. **Address the Digital Divide:** The project aims to bridge the digital divide by ensuring that Spanish-speaking individuals have equitable access to digital resources and opportunities, regardless of their economic circumstances.
3. **Increase Digital Literacy:** Another goal is to increase digital literacy among Spanish speakers in Kansas, enabling them to confidently navigate online platforms, applications, and services.
4. **Promote Economic Opportunities:** By equipping individuals with digital skills, the project seeks to enhance economic opportunities within the Latino community, including access to remote work, online education, and entrepreneurship opportunities.
5. **Foster Community Engagement:** The project aims to foster community engagement and support by providing a platform for Spanish-speaking individuals to come together, share knowledge, and support one another in their digital learning journey.

Community Needs:

1. **Economically Distressed Areas:** The project acknowledges the unique challenges faced by individuals living in economically distressed areas and aims to address these challenges by providing accessible and affordable digital literacy training and resources in their language and at their level.
2. **Latino Population:** Recognizing the specific needs of the Latino population in Kansas, the project tailors its resources and services to cater to Spanish speakers, ensuring that language barriers are not a hindrance to accessing digital skills training.
3. **Compelling Need for Digital Skills:** There is a compelling need for basic digital skills among Spanish speakers in Kansas, as evidenced by the increasing reliance on digital platforms for essential services, education, and employment opportunities. The project seeks to address this need by providing relevant and practical digital literacy training in Spanish.



The short and long-term benefit to the community.

Receiving basic digital skills training in Spanish can yield significant short and long-term benefits for the overall community in Kansas:

Short-Term Benefits:

- ✓ **Immediate Access to Essential Services:** Individuals can quickly gain access to essential services such as healthcare, education, and government assistance programs that are increasingly moving online. They can navigate websites, fill out forms, and communicate with service providers more effectively.
- ✓ **Increased Confidence and Empowerment:** Learning basic digital skills empowers individuals with the confidence to explore and utilize digital tools and platforms. This newfound confidence can lead to a sense of empowerment and independence in navigating the digital world.
- ✓ **Enhanced Communication and Connectivity:** Basic digital skills training enables individuals to communicate with friends, family, and community members more easily through email, social media, and messaging platforms. This connectivity fosters stronger social connections and a sense of belonging within the community.
- ✓ **Expanded Employment Opportunities:** With basic digital skills, individuals can access online job opportunities, create professional resumes, and communicate with potential employers through email and online job portals. This increases their chances of securing employment and improving their financial stability.

Long-Term Benefits:

- ✓ **Improved Educational Opportunities:** Basic digital skills lay the foundation for lifelong learning and educational advancement. Individuals can access online educational resources, enroll in online courses, and pursue further education and skill development to advance their careers.
- ✓ **Entrepreneurial Endeavors:** With digital skills, individuals can explore entrepreneurship opportunities, such as starting their own online businesses or freelancing in digital marketplaces. This can lead to increased economic independence and empowerment within the community.
- ✓ **Digital Citizenship and Advocacy:** By understanding how to navigate digital platforms and engage with online communities, individuals can become active digital citizens and advocates for themselves and their communities. They can participate in online discussions, access important information, and advocate for social causes more effectively.
- ✓ **Inter-generational Impact:** Individuals who receive digital skills training can pass on their knowledge and expertise to future generations, empowering their children and grandchildren with the tools they need to succeed in a digital world.

Overall, basic digital skills training in Spanish can have a transformative impact on the Latino community in Kansas, providing immediate access to essential services, enhancing employment opportunities, fostering economic empowerment, and promoting lifelong learning and advocacy.



The community engagement strategies to reach and support the target population.

Community engagement strategies to reach and support the target population, leveraging existing relationships with local leaders, organizations, and [Planeta Venus](#) digital and print newspaper (a Newsroom under AB&C Bilingual Resources, LLC), could include:

- 1. Collaborative Workshops and Events:** Partner with local leaders and organizations to host collaborative digital skills workshops and events specifically tailored to the Latino community. These events can provide hands-on training, resources, and networking opportunities for participants.
- 2. Utilize Planeta Venus Newspaper and social media:** Leverage the extensive reach of Planeta Venus digital and print newspaper to promote digital skills training programs and events. Publish articles, features, and advertisements highlighting the importance of digital literacy and showcasing success stories from individuals who have benefited from the training.
- 3. Community Outreach Campaigns:** Launch targeted community outreach campaigns to raise awareness about the availability and importance of digital skills training. Distribute flyers, posters, and digital advertisements in areas with high Latino populations, emphasizing the accessibility and relevance of the training.
- 4. Engage Local Leaders as Advocates:** Engage local leaders, influencers, and organizations as advocates for digital skills training within the Latino community. Encourage them to endorse and promote the training programs through their networks and platforms, emphasizing the benefits and opportunities it offers.
- 5. Multilingual Support and Resources:** Ensure that all promotional materials, resources, and training sessions are available in both English and Spanish to accommodate the language needs of the target population. This inclusive approach demonstrates a commitment to accessibility and cultural sensitivity.
- 6. Community Partnerships and Referral Networks:** Forge partnerships with local organizations, schools, libraries, and community centers to expand outreach and facilitate referrals to the digital skills training programs. These partnerships can help reach individuals who may not have direct access to Planeta Venus or other media channels.
- 7. Feedback and Continuous Improvement:** Establish channels for feedback and communication with the target population to continuously assess their needs and preferences regarding digital skills training. Incorporate feedback into program design and implementation to ensure relevance and effectiveness.

By employing these community engagement strategies and leveraging existing relationships with local leaders, organizations, and Planeta Venus newspaper, the digital skills training program can effectively reach and support the Latino population in Kansas, empowering them to thrive in the digital age.



How the organization plans to raise awareness of the program.

AB&C Bilingual Resources plans to raise awareness of the digital skills training program by leveraging its expertise in translation, publishing articles, data, and stories in both English and Spanish through various channels. Here's how the organization intends to do so:

- 1. With its own newsroom, Planeta Venus:** AB&C Bilingual Resources will utilize its newsroom, Planeta Venus, a prominent digital and print newspaper with a significant reach among Latinos in Kansas. Planeta Venus will publish articles, features, and success stories about the digital skills training program in both English and Spanish, maximizing visibility and engagement within the target audience.
- 2. Multilingual Content Creation:** AB&C Bilingual Resources will develop multilingual content, including articles, blog posts, infographics, and social media posts, to raise awareness of the program. By crafting content in both English and Spanish, the organization ensures that it effectively communicates with diverse segments of the community, including bilingual individuals and those more comfortable in one language over the other.
- 3. Targeted Distribution Channels:** The organization will strategically distribute content through targeted distribution channels, including social media platforms, email newsletters, community forums, and local events. By reaching out through multiple channels, AB&C Bilingual Resources maximizes the program's visibility and accessibility to the target audience.
- 4. Data-driven Messaging:** AB&C Bilingual Resources will incorporate relevant data and statistics into its messaging to highlight the need for digital skills training among Spanish-speaking individuals in Kansas. By presenting compelling data and evidence, the organization reinforces the importance and urgency of the program, motivating individuals to participate and take advantage of the opportunities it offers.
- 5. Storytelling and Testimonials:** The organization will feature personal stories, testimonials, and success stories from program participants to illustrate the impact of the digital skills training program on individuals' lives. By sharing real-life experiences and outcomes, AB&C Bilingual Resources humanizes the program and inspires others to join and benefit from it.
- 6. Engagement with Community Leaders and Organizations:** AB&C Bilingual Resources will engage with local community leaders, organizations, and influencers to amplify the program's message and reach a broader audience. By building partnerships and collaborations within the community, the organization enhances its credibility and effectiveness in raising awareness of the program.

In conclusion, AB&C Bilingual Resources plans to leverage its bilingual expertise and its newsroom, Planeta Venus and other stakeholders to effectively raise awareness of the digital skills training program among Spanish-speaking individuals in Kansas. Through targeted content, data-driven messaging, storytelling, and community engagement, the organization aims to maximize participation and impact within the target audience.



A concise summary of the applicant's organization, detailing its history, mission, and primary objectives.

AB&C Bilingual Resources, LLC is a Bilingual Marketing and Media company, founded in May 2017, working to close the gap of communication by connecting businesses and services to the Spanish speaking community, providing Marketing consulting, translation services and Spanish advertising. Our local economies are struggling, and we need to consider everyone in the community to thrive together.

AB&C Bilingual Resources, LLC, founded in Kansas in 2017, began as a bilingual marketing company. With a vision to enhance communication through creativity and digital tools, the organization aims to drive development, growth, and productivity within communities. It incorporated Planeta Venus in 2022, a bilingual newsroom with the mission of informing underserved segments of the community through reliable and professional journalism, fostering an inclusive perspective within the local media ecosystem.

AB&C Bilingual Resources, LLC seeks to achieve its objectives by providing bilingual marketing services and promoting access to trustworthy information, thereby empowering individuals and contributing to community advancement.



The organization's experience in providing digital literacy and skills training to individuals and/or communities.

Claudia Yaujar-Amaro, the founder and executive director of AB&C Bilingual Resources, LLC, brings a wealth of experience in providing digital literacy and skills training to individuals and communities. Claudia's diverse background and education uniquely position her to lead initiatives aimed at empowering others through technology education.

As a former math and English teacher, Claudia has a strong foundation in education and instructional design. Her experience in the classroom has honed her ability to effectively communicate complex concepts in a clear and accessible manner, making her well-suited to teach digital skills to learners of all levels.

Additionally, Claudia holds a leadership teacher certificate from the Kansas Leadership Center, demonstrating her commitment to fostering leadership skills and driving positive change within her community. This training equips her with valuable insights into effective leadership practices and community engagement strategies, which she applies to her work in digital literacy training.

Claudia's educational background also includes completing an Associate of Applied Science (AAS) degree in advertising from Butler County Community College in 2020. During her time at Butler County Community College, she took several technology classes ranging from Microsoft to Adobe programs. This exposure to various technology platforms and tools has equipped her with the knowledge and skills necessary to teach basic computer skills in Spanish effectively.

With her bilingual proficiency, teaching experience, leadership training, and technical expertise, Claudia Yaujar-Amaro is well-prepared to lead AB&C Bilingual Resources, LLC in its mission to provide digital literacy and skills training to underserved communities in Kansas. Her passion for education and community empowerment drives her commitment to bridging the digital divide and fostering a more inclusive and digitally literate society.