



Essential FamiliesSM
"Everything Starts At Home"

Digital Opportunity Connecting Kansans (DOCK) Grant Request.
Submitted to the Kansas Office of Broadband Development
February 28, 2024

Short on time? Just click below link to listen to Essential Families DOCK grant request

<https://url.targettext.io/DOCK-Grant-Request02282024>

(15:20 seconds)

Executive Summary

Essential Families, a 501(c)(3) nonprofit based in Missouri, with offices in Jackson County, Missouri and Wyandotte County Kansas presents our **Essential Digital Equity Program**.

With a \$250,000 Digital Opportunity Connecting Kansans (DOCK) grant award, Essential Families will pilot the Essential Digital Equity Program in collaboration with the Kansas Community Partners listed below. **179** households/families will participate in the Essential Digital Equity Program DOCK pilot.

- 10 Essential Families trained Digital Navigators
- Quindaro C.O.G.I.C
- Avenue Life
- Unified Government of Wyandotte County

Essential Families is approaching this project as a pilot to demonstrate how the Essential Digital Equity Program scales to any rural and urban community across the state of Kansas, closing the Digital Divide.

As our 5% grant match, Essential Families will provide our Essential Digital Equity Program to nine (9) additional households, at no cost to Kansas Office of Broadband Development (KOBD), bringing households/families served with \$250,000 DOCK grant to **188**.

Today, Essential Families has **87** people residing in Wyandotte County on our Essential Digital Equity Program waitlist.

The Essential Digital Equity Program, built based on empirical data (direct feedback from covered population collected during our pilots), has a very strong and proven digital literacy and skills training components. Our unserved and underserved clients receive life-changing Digital Equity training that enhances digital literacy and skills mastery, is very easy to use, includes brand new touch-screen Chromebook, and more.

In October 2023, Essential Families presented our Essential Digital Equity Program Model to Wyandotte County Commissioners, with the following results:

- Essential Digital Equity Program received well by all commissioners.
- Commissioner Townsend wanted to ensure residents of the NE part of Wyandotte County are served as this is part of her area.
- Commissioner Stikes wanted to ensure Edwardsville and Bonner Springs Kansas are served, in addition to the West end area of Wyandotte County, as this is part of his area.
- It was also noted by the commissioners to serve families East of 55th street in Wyandotte County.
- All Commissioners were very impressed with our programs and knowledge of data that proves the need for our services in Wyandotte County, Kansas.

Our Essential Digital Equity Program satisfies the DOCK grant, and more. In other words, the Essential Digital Equity Program provides Digital Navigator support, enhanced digital literacy and skills training. It also includes a very easy to use, brand new touch-screen Chromebook, and virtual wrap around services that stabilize unserved and underserved households and families, closing the Digital Divide.

Description of Location and Anticipated Improvements

Kansas, specifically Wyandotte County and surrounding rural communities, face significant disparities in digital access and economic development opportunities. As mentioned earlier in this DOCK grant proposal:

- Commissioner Townsend wanted to ensure residents of the NE part of Wyandotte County are served as this is part of her area.
- Commissioner Stikes wanted to ensure Edwardsville and Bonner Springs Kansas are served, in addition to the West end area of Wyandotte County, as this is part of his area.
- It was also noted by the commissioners to serve families East of 55th street in Wyandotte County.

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Essential Families, in collaboration with our above-mentioned Kansas Community Partners will improve:

- **Access to services**
Help ensure that people have access to essential services, such as healthcare, education, and employment that stabilize individuals and families to make them ready for digital equity.
- **Civic participation**
Help Kansas Covered Populations to ensure that people can participate in civic and cultural activities.
- **Economic mobility**
Help Kansas Covered Populations achieve economic mobility.
- **Digital literacy**
Help Kansas Covered Population develop digital literacy skills, which are the foundational computer skills needed to access, create, and share digital content and participate in the digital economy.
- **Social services**
Help Kansas Covered Populations make social services more accessible online.
- **Cybersecurity**
Ensure Covered Populations understand Cybersecurity and how to protect themselves and their families online.

Goals and Community Needs

The Essential Digital Equity Program goal is to close the digital divide by first stabilizing families, by providing proven Digital Literacy, a Digital Navigator and then empowering individuals and families to participate in the digital economy. The compelling need lies in ensuring that personal stability precedes digital readiness, allowing for effective learning and digital economic participation.

The Essential Digital Equity Program targets residents facing economic distress, including the aging, incarcerated, veterans, disabled individuals, and racial or ethnic minorities in Wyandotte County, and surrounding rural communities.

Once the Essential Digital Equity Program is proven in Wyandotte County and surrounding rural communities, it is the intent of Essential Families, with additional funding, to provide Essential Digital Equity Program across the state of Kansas.

Lastly, and our most important goal, is to provide DOCK grant funding accountability by measuring the impact, relative to the significant disparities in digital access and economic development opportunities Kansas community needs. Essential Digital Equity Program impact data will be reported to KOBD in real time through our AI/ML relational database architecture.

Short and Long-Term Community Benefits

In the short term, Kansas unserved and underserved residents will receive the above-mentioned improvements and benefits.

Long term, with additional funding, Kansas unserved and underserved citizens will have access to our Essential Telehealth, Essential Parenting, Essential Youth Group Mental Telehealth, DIANE, and Digital Workforce Development opportunities. DIANE is our Digital Equity service that supports seniors raising their grandchildren.

Essentially, long term benefits include increased economic opportunities, reduced reliance on public assistance, and enhanced community resilience. By eradicating the digital divide, we aim to create sustainable income and prosperity for generations to come.

Community Engagement Strategies

The DOCK funded Essential Digital Equity Program is a data driven pilot. Essential Families used datasets from our 2 successful pilots, to identify the below Kansas counties, whose residents qualify for the Affordable Connectivity Program (ACP). Although the ACP is set to expire April 2024, these **122,126** unserved and underserved Kansas county residents, will benefit tremendously from participating in the Essential Digital Equity Program.



Essential Families
"Everything Starts At Home"

AI/ML Relational Database State of Kansas Counties/Households

KS Allen	966	KS Elk	168	KS Marshall	611	KS Sherman	433
KS Anderson	564	KS Ellis	1111	KS Mcpherson	982	KS Smith	249
KS Atchison	945	KS Ellsworth	280	KS Meade	142	KS Stafford	281
KS Barber	285	KS Finney	1681	KS Miami	918	KS Stanton	39
KS Barton	1669	KS Ford	1540	KS Mitchell	305	KS Stevens	190
KS Bourbon	1133	KS Franklin	1380	KS Montgomery	2196	KS Sumner	962
KS Brown	713	KS Geary	2609	KS Morris	325	KS Thomas	360
KS Butler	2418	KS Gove	103	KS Morton	75	KS Trego	152
KS Chase	114	KS Graham	145	KS Nemaha	486	KS Wabauensee	276
KS Chautauqua	215	KS Grant	315	KS Neosho	1228	KS Wallace	59
KS Cherokee	1568	KS Gray	161	KS Ness	148	KS Washington	383
KS Cheyenne	128	KS Greeley	78	KS Norton	274	KS Wichita	88
KS Clark	39	KS Greenwood	318	KS Osage	1027	KS Wilson	658
KS Clay	446	KS Hamilton	51	KS Osborne	249	KS Woodson	231
KS Cloud	629	KS Harper	353	KS Ottawa	279	KS Wyandotte	1147
KS Coffey	513	KS Harvey	1343	KS Pawnee	345		
KS Comanche	66	KS Haskell	93	KS Phillips	337	Total	122126
KS Cowley	1986	KS Hodgeman	64	KS Pottawatomie	753		
KS Crawford	2442	KS Jackson	896	KS Pratt	432		
KS Decatur	164	KS Jefferson	652	KS Rawlins	113		
KS Dickinson	1027	KS Jewell	166	KS Reno	3358		
KS Doniphan	399	KS Johnson	10328	KS Republic	285		
KS Douglas	3096	KS Kearney	118	KS Rice	592		
KS Edwards	191	KS Kingman	297	KS Riley	1805		
		KS Kiowa	107	KS Rooks	360		
		KS Labette	1688	KS Rush	213		
		KS Lane	66	KS Russell	456		
		KS Leavenworth	2701	KS Saline	2997		
		KS Lincoln	218	KS Scott	208		
		KS Linn	499	KS Sedgwick	20883		
		KS Logan	198	KS Seward	1161		
		KS Lyon	1908	KS Shawnee	9179		
		KS Marion	477	KS Sheridan	88		

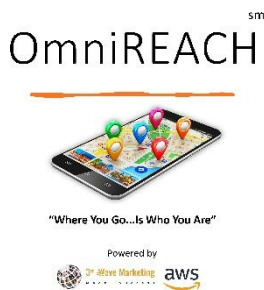
As a Wyandotte County, and surrounding rural community pilot, our Essential Digital Equity Program will close the Digital Divide for **188** individual/households. ***This approach, as proven on the Missouri side, will benefit unserved and underserved Covered Populations in all the Kansas counties, shown above, closing their Digital Divide.*** Please see the letter of support from the City of Kansas Digital Equity Office.

OmniReach, our AI/ML Digital Marketing platform, will be used to reach and inform unserved and underserved Kansas Covered Population about Essential Digital Equity Workshops, which includes brand new Chromebook pickup, and enhanced computer and internet training.

Awareness-Raising Efforts:

As mentioned earlier, Essential Families already has **87** unserved and underserved clients on our Essential Digital Equity Program waitlist. Furthermore, as shown earlier in the DOCK grant request, Essential Families already has data on over **17,000** unserved and underserved people living in Wyandotte and surrounding rural communities.

Essential Families will utilize **OmniReach**, our AI/ML Digital Marketing platform, to reach, inform, and schedule workshops for our current 87 Kansas unserved and underserved individuals and households.



OmniREACH is Machine Learning Marketing.

Machine Learning Marketing is an Artificial Intelligence (AI) technique, that learns and captures data of habits, interests, and patterns of people's online, social, mobile app usage, and physical locations visited.

This "learned" collected data is programmatically analyzed and optimized to determine the best method, relative to cost and management, to stay connected to a person, until "call to action" desired decision is achieved, or purchase is made.

OmniREACH targets and sends Facebook, Instagram, TikTok, Tweets, Snap Chat, LinkedIn, Google Ads, and TargetText messages to people who are posting on social media, searching online, tweeting, and watching social and economic development content on Roku, Apple TV, Amazon Fire, PS4, and xBox.

OmniReach will also be used to raise Essential Digital Equity Program awareness and register an additional **101** unserved and underserved individual and households, bringing total served to **188**.

Again these 188 unserved and underserved individuals and households will be served in collaboration with Essential Families trained Digital Navigators, Quindaro C.O.G.I.C, Avenue Life and Unified Government of Wyandotte County; by acting as locations, and resources for digital equity needs to be fulfilled.

Essential Families History, Mission, and Primary Objectives.

Essential Families, a 501(c)(3) nonprofit based in Missouri, with offices in Jackson County Missouri and Wyandotte County Kansas, provides crucial children and family development services, virtually, 24 hours a day, 7 days a week, from anywhere -like AMAZON delivers products and services to your front door!

Our Essential Digital Equity Program has **five (5)** services designed and built to stabilize children and families, leveraging affordable and reliable broadband Internet.

Once the individual/family is stable, Essential Families has **nine (9)** Digital Workforce Development services (job training programs) designed to enable participation in the Digital Economy by way of good paying work-from-home digital jobs or starting a business.

This proven and sustainable model solves the Digital Divide, enables participation in the digital economy, and eradicates the need for Affordable Connectivity Program (ACP).

The Essential Digital Equity Program scales to any rural or urban community in the United States.

ALL Essential Families Programs and services have established Key Performance Indicators (KPI) and are measured in real time. Program Data is reported in real time to Funders, Donors, Families and Providers like KOBD through our digital portal.

Essential Families has **55** Digital Navigators, with **82** people on our waitlist wanting to be a Digital Navigator. Three (3) of our Essential Families District Navigators Directors and two (2) of Digital Navigators reside in Wyandotte County.

Essential Families wholeheartedly supports additional funding for the Affordable Connectivity Program (ACP). However, our Essential Digital Equity Program is a proven and sustainable model that solves the Digital Divide, enables participation in the digital economy, and eradicates the need for Affordable Connectivity Program (ACP).

Our Essential Digital Equity Program satisfies the objective of the Digital Opportunity Connecting Kansans (DOCK) program administered through the KOBD, and more. A complete description of our Essential Digital Equity Program, with digital literacy, Cybersecurity, and skills training overview, is provided below.

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Essential Digital Equity Program List of Services

1. **Digital Navigator**- Essential Families has **51** Digital Navigators, **15** are Hispanic Americans. The Essential Families Digital Navigator provides case management-style interventions in the form of individualized support to low income, veteran, those with language barriers, rural inhabitants, those with disabilities, the aging population, racial and ethnic minorities, and incarcerated citizens in rural and urban communities.

The first point of contact for the Essential Families Digital Navigator and the above-mentioned clients is in person, when they pick up their Chromebook. All follow-ups, twice a month, for 3 months, are conducted using Essential Families NoW video streaming platform, a secure Zoom-replacement.

2. **ACP Internet Access Assistance**- Digital Navigators assist clients with Affordable Connectivity Plan registration, if available. If not, Digital Navigator assist clients with finding the best ISP for each household.
3. **New Chromebook**- Essential Families provides a brand new, easy to use, touch screen Chromebook to ensure everyone has an equal opportunity to reach their full potential through digital technology. **To our knowledge, we are the only digital equity entity that provides everyone in a household with a new Chromebook.**
4. **Basic Computer Training**: Participants receive instruction on the fundamental aspects of computing, including the parts of a laptop, mouse navigation, basic keyboarding, cybersecurity awareness, an introduction to Microsoft 365, and assistance from a Digital Navigator. These navigators help participants identify low-cost, reliable broadband services and conduct scheduled meetings to ensure their ongoing needs are met.
5. **Enhanced Computer Training**: Building upon the basics, this component provides more in-depth training tailored to individual needs and interests, empowering participants to utilize technology effectively in various aspects of their lives.
6. **Senior-Focused Training**: Recognizing the unique needs of older adults, this training focuses on tasks relevant to seniors, such as accessing the Social Security Administration website, online banking, email usage, and other technology-related topics pertinent to their daily lives.

[Here is a video](#) from a recent local news report about the impact of our programs for those in Kansas City.

7. **Everything**- Providing local essential resources online 24/7 for Families, through multiple languages, using Google model.
8. **NoW Video Conference**- Easy Video Conference Anywhere you can Trust. NoW Video is a STRONG alternative to Zoom, Microsoft Teams, and Google meets. NoW was designed and built by our strategic partner 3rd Wave Marketing and will soon have "real time" voice translation support.

9. **Essential Telehealth**- Patients can see licensed Primary Care Doctors and/or Mental Health therapists or psychologists 24/7 - by video or phone. Essential Telehealth provides the same accurate diagnosis and high-quality care they would receive in person, but from the comfort of their own homes, cars, or ANYWHERE! There are no waiting lists. Physicians can diagnose, treat, and prescribe prescriptions electronically and send them to the pharmacy of choice.
10. **Essential Parenting**- Essential Families offers 10 weekly virtual parental education sessions taught by trained Essential Parental Educators (EPE). This program supports expectant mothers, parents, grandparents, or guardians of children birth to nineteen (19). The importance of having parenting training cannot be understated as a connection to a family's readiness to receive training to close the digital divide. If the home environment is struggling, there is no laptop or job training program that can be effective. Good parenting is an important component of closing the divide.
11. **Essential Youth Mental Telehealth Groups**- Youth 10 years of age and up, Mental Telehealth group sessions by licensed clinicians **24/7**.
12. **DIANE**- Essential Parenting, Essential Telehealth, and EveryThing (local essential resources) for grandparents raising their grandchildren.
13. **Digital Workforce Development**- Nine (9) highly Google searched, high-paying, work-from-home jobs and business startup opportunities. Work-from-home and business startup opportunities include Digital Navigator, Remote Digital Marketing Professional, Essential Parental Educator, AWS Linux Administrator, AWS Cloud Job, Virtual Chef (Meal Prep), AI/ML Developer, and Digital Content Creator.

Organization's Experience in Providing Digital Literacy and Skills Training to Individuals and/or Communities

Today, Essential Families has served **356** Covered Population individual/households, with **1186** individuals/households on our waitlist.

Over the past two years, Essential Families has conducted two (2) very successful Essential Digital Equity pilots. Our first pilot was funded by Kauffman Foundation and our second pilot was funded by the City of Kansas City Digital Equity Office, with a grant from the Missouri Broadband Office.

During the State of Missouri Digital Demonstration Pilot, Essential Families, in partnership with the City of Kansas City, and nine other grantees were awarded \$25,000 to demonstrate programming to close the digital divide.

Essential Families outperformed the other grantees in every measurement. The data can be found here: <https://efamilies.org/clientregistration/state-of-missouri-digital-opportunity/>.

Again, our Essential Digital Equity Program is designed and built to scale to any rural or urban community across the state of Kansas.

On behalf of Kansas children and families, we look forward to the DOCK grant award notification.

Essential Families Executive Management Team



Terri English-Yancy BA, MA, MA, is Founder and Chief Executive Officer (CEO) for Essential Families, brings over 30 years' experience of program policy, procedure, responsible fiscal management, and strategic planning with tactical detail experience.

Data and positive outcome driven, Terri effectively manages compliance and finance matters, relative to Essential Families operations, while making efficiency decisions, and appropriate delegations.

Additionally, Terri successfully completed the WIPFLI Head Start fiscal management training and is a former board member of Nurture KC. Terri is a trained trauma informed care facilitator, with a strong diverse

individual collaboration "know how".



Jaycee Greene, is Chief Financial Officer

With 25+ years of commercial banking and financial services experience, Jaycee provides Strategic CFO Consulting services for real estate developers, small to mid-sized business owners, and non-profits.

Formerly a Director of Lending with a CDFI in the Midwest, Jaycee specializes in affordable housing-related projects with developers that are looking to "give back" to their communities through their real estate development skills.

Jaycee work on all types of properties, including residential, commercial, and mixed use that involve both rehab and new construction throughout the United States. Given Jaycee's prior investor real estate underwriting experience, his highest and best use is my ability to translate a developer's concept into a financial proforma that attracts lenders and investors to provide funding for their project.

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Riza Artizuela is Executive Administrative Assistant

With 8 years of diverse professional experience, she's taken on roles such as tutor, Powerlifting Competitions Desk Official, Content Writer, Digital Content Coordinator, Copywriter, Social Media Manager, Ghostwriter, and Administrative Assistant.

Dedicated to community service, Riza has been actively involved in spearheading feeding and nutrition programs for malnourished kids and seniors since 2016. During typhoons, she extends support by providing families with essential supplies. She's thrilled to contribute to Essential Families' mission of reaching, informing, and inspiring the lives of children and families, addressing the Digital Divide.



Kenneth P. Yancy I, BBA, AWS CTO FELLOW is Chief Digital Marketing, Software, and Data Officer

Kenneth is a serial entrepreneur and visionary, "gifted and talented" in the areas of Digital/ Mobile Marketing, Software Development, Telecommunications, Artificial Intelligence, and Real Estate Development.

Kenneth's unique expertise and background is a result from 40 years of leading successful multi-million-dollar projects for Big Data, software, marketing, Real Estate Development, and telecommunications powerhouses IBM, Sprint, Cisco Systems, NoW Video, NoW Broadband, and 3rd Wave Marketing.

Recently, Kenneth was inducted into the UMKC Innovation Center Fellow program, and AWS CTO Fellowship community.



Amy Fortney, BA, PMP, is Chief Operating Officer (COO) and leads the

Program Management Office (PMO) for Essential Families.

Amy is a certified Project Management Professional (PMP), with more than 20 years of experience. Amy has led Operations and Project Management initiatives for a Fortune 100 company, the nation's third largest non-profit health system, and in the service of small businesses and federal and state government contracts.



Carmen Scott Dawson, is Chief Digital Equity Officer

Carmen Scott Dawson is a serial social entrepreneur that creates ICT-based education, community, and entrepreneurial solutions. He was named "Business Advocate Winner of the Year" by the Philadelphia Business Journal Minority Executive Leaders Awards Program in 2014. Carmen has 4 National Awards in "Business Creativity in Entrepreneur Education" from Consortium for Entrepreneur Education. He has also earned Congressional and Senatorial Letters of Recognition, federal, state, and local support, and government proclamations.

Carmen also keynoted the 2010 Fox School of Business White House Urban Entrepreneur Forum and was the first Global Entrepreneurship Week State Director in 2008 and National Entrepreneur Week Director since 2007. Since 2005, Carmen has fostered **UnleashErie** Development Strategy, a Cisco-powered network of enterprises in Center City Erie to fight poverty and inequality. Carmen's clients have funded \$10 million and created 30+ living wage jobs since 2011.