Benefits of a Digitally Literate Community

Civic Engagement
- 35% of people seek information online about local government
- Almost half of college students take at least one class online

Workforce
- 8 out of 10 Fortune 500 companies today require online job applications
- 50% of today’s jobs require some tech skills – this is expected to grow to 77% in the next decade

Economic Development
- The internet accounts for 21% of GDP growth in the last 5 years in mature countries
- Internet usage results in a 10% increase in productivity for small & medium businesses

Health
- 67% feel that easier access to medical information online has made them better informed as a patient
- 80% of internet users have looked online for health information
- Electronic Health Records and Remote Monitoring tech alone could create over $700B in net savings over 15 - 25 years

Education
- 8 out of 10 teachers say that eLearning increases student engagement and quality of work
- There have been over 1 million K-12 enrollments in online courses

The Digital Divide
A lack of digital literacy is a major barrier to full participation in our society

1 in 5 adults are not online
meaning that 1 in 5 of your community members are not able to take advantage of the benefits of a digitally literate community

Groups with the largest % of people that are not online:

<table>
<thead>
<tr>
<th>Group</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low Income</td>
<td>38%</td>
</tr>
<tr>
<td>Disabled</td>
<td>46%</td>
</tr>
<tr>
<td>No High School Diploma</td>
<td>57%</td>
</tr>
<tr>
<td>Seniors</td>
<td>59%</td>
</tr>
</tbody>
</table>

Anchor institutions such as libraries provide internet access and digital literacy training

“Training on how to use the internet is critical to closing the digital gap. Of the efforts on the ground, digital literacy courses held at local public libraries were the most effective…”
- Knight Foundation

Perceived lack of relevance is the main reason people don’t go online.

<table>
<thead>
<tr>
<th>Libraries Provide Digital Literacy Training</th>
</tr>
</thead>
<tbody>
<tr>
<td>Point-of-use Technology Training</td>
</tr>
<tr>
<td>Formal Technology Classes</td>
</tr>
<tr>
<td>One-on-one Appointments</td>
</tr>
</tbody>
</table>

= National
= Colorado

One Colorado Project
Broadband Technology Opportunity Program grant expands digital literacy support in libraries

260,000 Coloradans have increased their digital literacy skills through project locations

245K: one-on-one tutoring
15K: formal classes (95% of class participants stated they learned a valuable skill)

You can help!
Contact your local library or the Colorado State Library to find out how to do your part to build digital literacy in your community.

Quotes from Class Participants about this project:

- I’m feeling empowered to use computers, no longer intimidated
- Valuable to my future success
- Gave me the confidence to keep improving
- I’m learning something I didn’t think I would ever do
- This is a life saver

Sources: Digital Differences: For Some Groups Digital Disparities Still Remain, 4/2012, Pew Internet and American Life Project; Connect Detroit: Lessons from one city’s efforts to bridge the digital divide, 4/2012, Knight Foundation; 2011-2012 Public Library Funding and Technology Access Survey: Survey Findings and Results, 6/2012, Information Policy and Access Center; Colorado Public Computer Centers Project Reports, 7/2012, Colorado State Library