APHSA
American Public Human Services Association

INFLUENCE BUILD CONNECT

presents

Strategies to Increase Digital Literacy and Create Better Long-term Outcomes for Citizens

Thursday, October 12, 2023

– In partnership with –

Adobe

ABOUT US

Member Driven

Representing leaders from state, county, and city human services agencies across the country.

Bipartisan

With a focus on building common ground and generating practical solutions that work for people and communities.

MISSION & VISION

Mission

APHSA advances the well-being of individuals, families, and communities nationwide by **influencing** modern approaches to sound policy, **building** the capacity of public agencies to enable healthy families and communities, and **connecting** leaders to accelerate learning and generate practical solutions together.

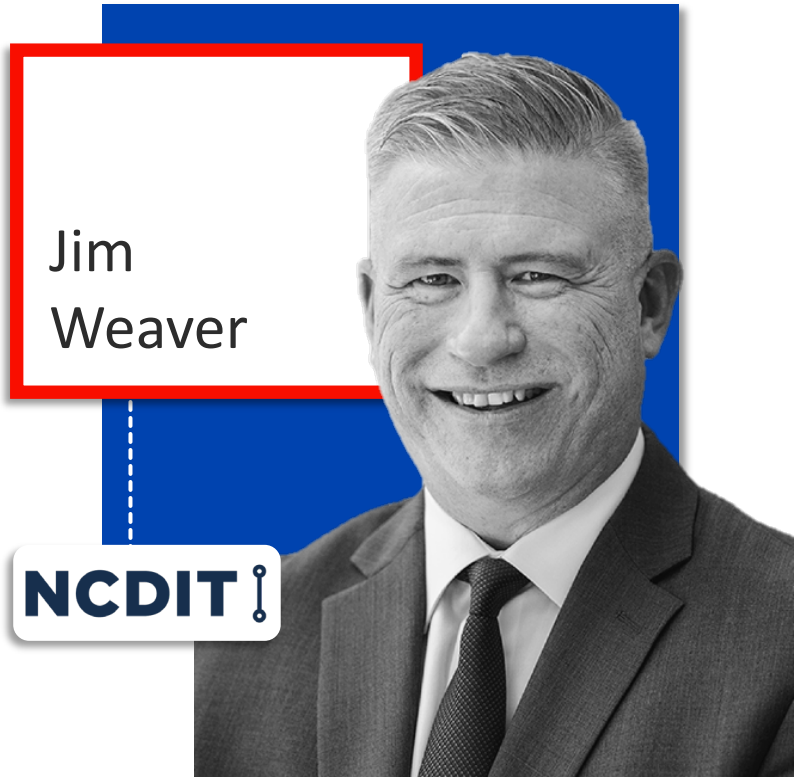
Vision

Thriving communities built on human potential.

Remaining 2023 Conferences & Events

ORGANIZATIONAL EFFECTIVENESS

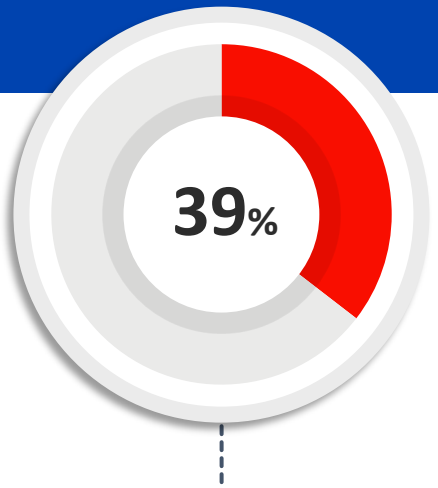
TODAY'S PANELISTS



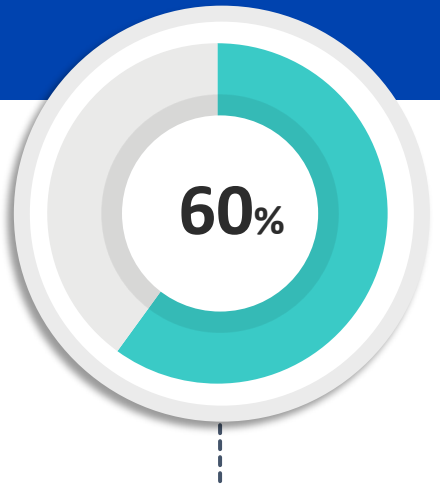
THE NEED FOR DIGITAL EQUITY

In recent years, the following factors have fueled the digital divide:

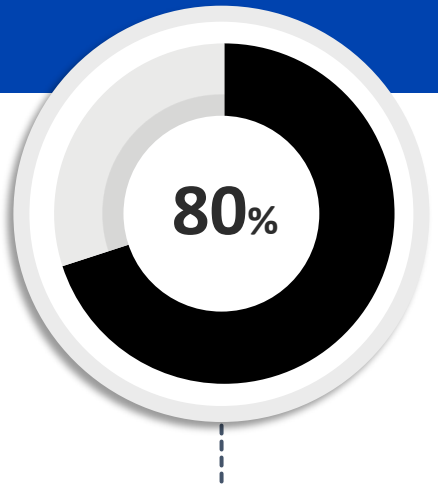
- Systematic barriers to access
- Lingering impacts of the pandemic
- Unprecedented advancements in technology



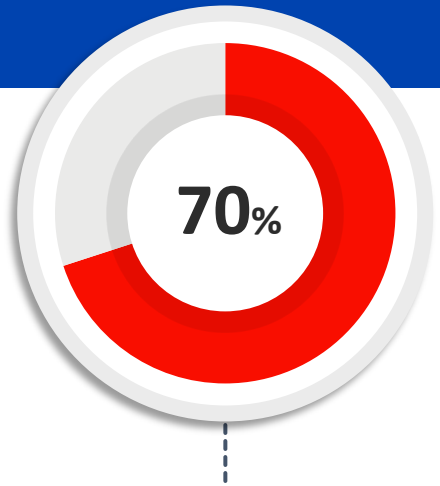
in rural areas **lack access** to fast broadband service [1]



of adults can't answer basic **digital literacy** questions [2]



adults **rely on digital methods** to get information about public services [3]



Users **experience problems** when using digital government services [4]

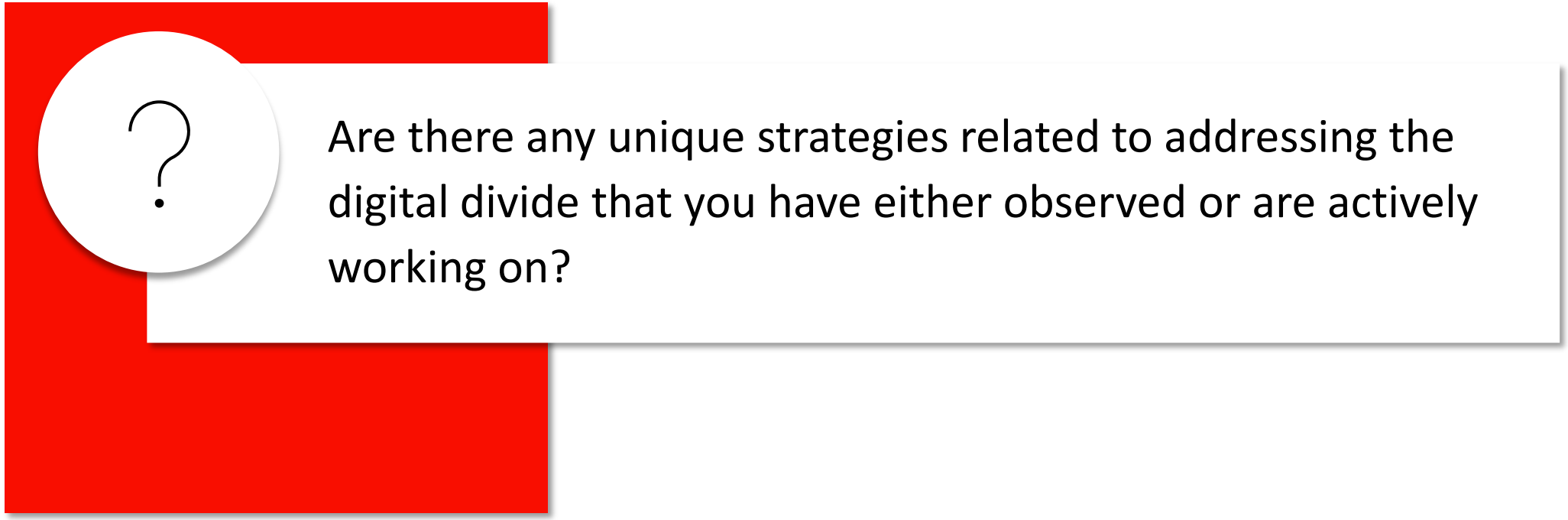
Source: 1. Pew Research Center, Americans and Digital Knowledge; 2. BCG; 3/4. Adobe and Deloitte Digital

POLL QUESTION

From your perspective, which initiative should be prioritized to most effectively address the digital divide?

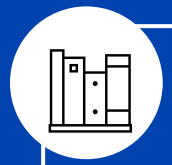
a. Expanding access to affordable high-speed internet.
b. Providing digital skills training programs
c. Ensuring accessibility of digital government services
d. Collaborating with community organizations to promote digital inclusion
e. Other: _____

POLL QUESTION



EQUITABLE CLIENT EXPERIENCES

Adobe recommends four areas of focus for agencies to create an inclusive & equitable digital experiences:



Digital Skilling & Literacy

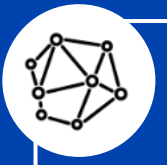
Arm customers with the digital familiarity needed to access information and services, apply to jobs, and protect them against fraud

Establish Digital Foundation

Design accessible and inclusive experiences across all digital properties that members of all communities can use

Proactive Service Delivery

Proactively connect customers to relevant services and support their journey on their preferred channels (e.g., text, email, offline)



Measure & Operationalize

Leverage data and user research to measure and optimize digital experiences and ensure that they adapt to meet diverse needs

Read Adobe's Article in Policy & Practice:
'Bridging the digital divide goes beyond infrastructure'

https://shorturl.at/erH01

Evaluate your agency's maturity:
'Digital Equity Maturity Quiz'

https://shorturl.at/cjkp6

Adobe