GET SENIORS ONLINE

Maximizing Seniors Online
The Chicago Woodlawn Case Study -
Demographic And Marketing Matrix

Pierre A. Clark, Director
Southside Broadband Expansion
Collaborative NFP
Broadband Strategies Institute
Getting Seniors Online – A Summary Discussion:
• Why It’s An Important Initiative
• Why It’s Important For Community Development
• Why Seniors Online Are An Important Economic Resource

National Numbers: How Many Seniors Are Online?
• How Are They Connected?
• What Tools Are They Using?
• What Tasks Are They Performing?

Seniors In Woodlawn: The Market Analysis
• How Do Seniors In Woodlawn Compare In Knowledge, Adoption And Training To Seniors Nationally
• How Can We Identify And Help Seniors Get Online In Woodlawn?
Census And National Studies Of Senior Use of The Internet Say Senior Adoption Has Increased Significantly, Though Still Lagging Mainstream.

53% Of Seniors 65 And Over Use Either The Internet Or E-Mail

70% Of Seniors 65 And Over Who Use The Internet Use It On A Typical Day

VS.

82% Of All Adults 18 And Over Use Either The Internet Or E-Mail

67% Of All Adults Who Use The Internet Use It On A Typical Day
Although 53% of seniors 65% and over use the internet or e-mail, use drops rapidly with age. Among seniors 76 and older, only about a third (34%) use the Internet or e-mail.

Users cite difficulty in understanding how to use tools and affordability of the hardware and software options as the two main barriers to greater senior adoption.
How Can We Develop A Training Model That Addresses Barriers To Getting Seniors Online?

- Do a market analysis of your community, identifying key elements (number of seniors, ...).
- A basic digital literacy curriculum which introduces the tools and senior-focused training can be key to increasing use and adoption among seniors.
- Since cost is an identified barrier for low-income seniors, subsidized training, lower-cost tools and access support can be ways to increase use and adoption among low-income seniors.
Creating A Senior-Focused Training Program – The Woodlawn Case
In Chicago’s Woodlawn community, we have worked for over 2 years to bring broadband capacity to all community residents.

Through our efforts, a gigabit-speed fiber-optic network is being developed for Woodlawn and eight (8) other Southside communities.

We know that extensive training in digital literacy and using digital tools for all user populations is important to maximizing the potential benefits from the coming broadband network.

Getting seniors online in Woodlawn is very important to our over-all community development efforts.
Step One: Identifying Woodlawn’s Senior Population

This is a color map of Chicago’s Woodlawn community at the block level, showing the number of seniors in each block. The City’s O
SURVEY. A community-based survey, conducted door-to-door, in apartment buildings, 2-6 unit buildings and single-family homes, of potential senior candidates for digital literacy training, would be undertaken to determine:

- Levels of technology knowledge and exposure
- Educational Levels
- Current Job Status And Income
- Availability Of Internet Resources (Training Centers, Public Wi-Fi, Connectivity Providers)
Step Three: Drive community and identify Internet access points offering FREE wi-fi.

- Here is a list of the few that we discovered:
  - Robust Coffee Shop, 6300 South Woodlawn 60637
  - YMCA, 6300 S. Stony Island Avenue 60637
  - YWCA, 6600 S. Cottage Grove Avenue 60637
  - Apostolic Church, 6300 S. Dorchester Avenue 60637
  - Bessie Coleman CPL, 700 East 63rd Street 60637
  - McDonalds, 6600 South Stony Island Avenue 60637
A flexible, adaptable training curriculum is important for providing training instruction for seniors, particularly since a significant segment of seniors may have not been in a classroom setting in years and learning styles/educational levels vary greatly.

Our guidelines would include:
- One student per computer, max 12 students
- One assistant to the instructor for every three participants
- Online support website.
In Woodlawn, there are stand-alone organizations that can and in many cases already offer digital literacy classes.

The list includes churches, nonprofits, and local small businesses.

Many of the organizations have computer labs within their premises.

Interested organizations can contact the organizer, Pierre Clark.
In Woodlawn, we’ve planned and are launching a marketing class registration form
- A calendar with class dates, times and locations
- Flyers, brochures and pluggers circulated throughout the community
- A targeted mailing campaign to identified seniors (from a mailing list we built from the earlier census analysis)
- Promotional mailings to community organizations
Ongoing support helps seniors reinforce the knowledge they gain in the workshops/classes. Seniors in particular need “live person” help while they are internalizing the skill set to become a “digital” citizen. We’ve developed:

- A hotline staffed by volunteers we recruit to answer tech-related and training-related questions
- A web-based chat room where seniors can leave questions to which our volunteers can respond
- Regular FAQ sessions on free web audio-video services like Skype, Paltalk, and Google Hangouts
The Southside Broadband Expansion Collaborative - Broadband Strategies Institute focuses on helping communities adopting broadband connectivity identify and develop network expansion, community engagement and use-case development strategies.

Mapping Southside Chicago assets for broadband expansion network
- Designing 100Mbps wi-fi networks for communities within the Chicago Southside Broadband Network footprint
- Creating and implementing broadband user market adoption strategies including training and support resources
- Crafting community-benefits agreements for broadband expansion partnerships

Broadband Strategies Institute
Pierre A. Clark, Director
312-970-0249 • 312-912-9595