# Benefits of a Digitally Literate Community

## Civic Engagement

35% of people seek information online about local government

43% of people seek information online about local transportation

54% of U.S. adults went online to get news or information about the 2010 midterm elections

## Workforce

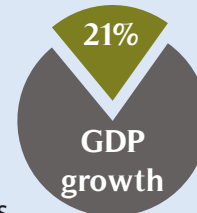8 out of 10 Fortune 500 companies today require online job applications

Using the Internet to look for a job reduces average unemployed time by 25%

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

21%
GDP growth

Internet usage results in a 10% increase in productivity for small & medium businesses

51% of adults that get news and information about restaurants rely on the internet for that information

## 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

Almost half of college students take at least one class online

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

Bank

Colorado State Library
www.coloradostatelibrary.org
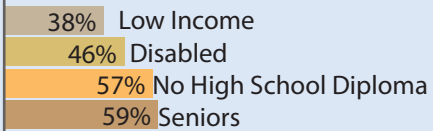
# The Digital Divide

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:

| | |
|---|---|
| 38% | Low Income |
| 46% | Disabled |
| 57% | No High School Diploma |
| 59% | Seniors |

I'm not interested

Perceived lack of relevance is the main reason people don't go online.
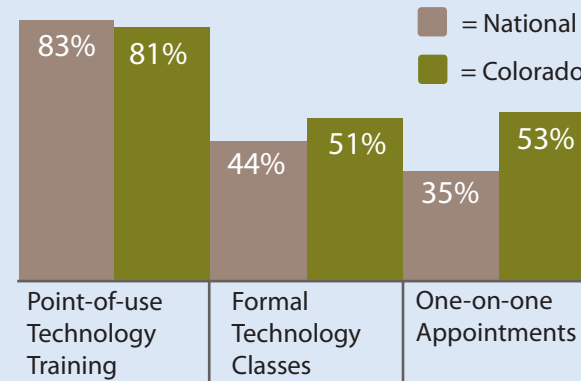
# Libraries & Digital Literacy

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..."
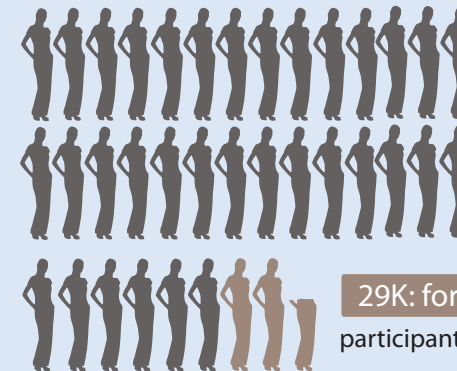
- Knight Foundation

Libraries Provide Digital Literacy Training

= National
= Colorado

| Point-of-use Technology Training | Formal Technology Classes | One-on-one Appointments |
|---|---|---|
| 83% / 81% | 44% / 51% | 35% / 53% |

# One Colorado Project

Broadband Technology Opportunity Program grant expands digital literacy support in libraries

425,721 Coloradans have increased their digital literacy skills through project locations

396K: one-on-one tutoring

29K: formal classes (95% of class participants stated they learned a valuable skill)

## 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

## 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.

Colorado State Library

www.coloradostatelibrary.org