

**Building  
Potential:**

*Digital Skills  
for*

*Economic  
Mobility*



# Digital Inclusion & Economic Mobility



**Job Training &  
Career  
Development**



**Create &  
Share  
Resumes**



**Search &  
Apply For  
Jobs**



**Learn  
Fundamental  
Digital Skills**

**Digital skills are now required for 92% of jobs in tech, healthcare, finance, and many other industries.**

**-Government Technology**



# Learn Fundamental Digital Skills

## Basic Computer Skills

- Use operating systems
- Navigate file systems
- Understand/use hardware
- Install and uninstall software

## Internet Navigation

- Search for information online
- Send, receive, and organize emails
- Use instant messaging/video tools
- Using social media platforms

## Online Safety and Security

- Recognize secure websites
- Create/use strong passwords
- Recognize phishing and malware
- Understand privacy settings



# Search and Apply for Jobs

## Online Job Search Skills

- Use job search websites
- Understand job descriptions
- Navigate company websites
- Research company career paths

## Emails & File Sharing

- Write professional emails
- Store documents in the cloud
- Share documents securely
- Organize and use email features

## Online Job Applications

- Navigate job application platforms
- Attach supporting documents
- Protect sensitive information
- Create and maintain login information



# Create Resumes and Interview Preparation

## Resume Builders

- Use word processors
- Use formatting tools
- Use Online Resume tools
- Use of digital editors/proofreaders

## Social Platforms

- Create a profile on social platforms
- Update content on current platforms
- Optimize/create a professional brand
- Build a robust network

## Interview Preparation

- Video conferencing
- Company research
- Mock interview questions
- Post follow up communication



# Job Training & Career Development

## Workforce Programs

- Job Training & Certification Programs
- Work Readiness Programs
- Career Pathways Programs
- Apprenticeships & Internships

## High Demand Skills

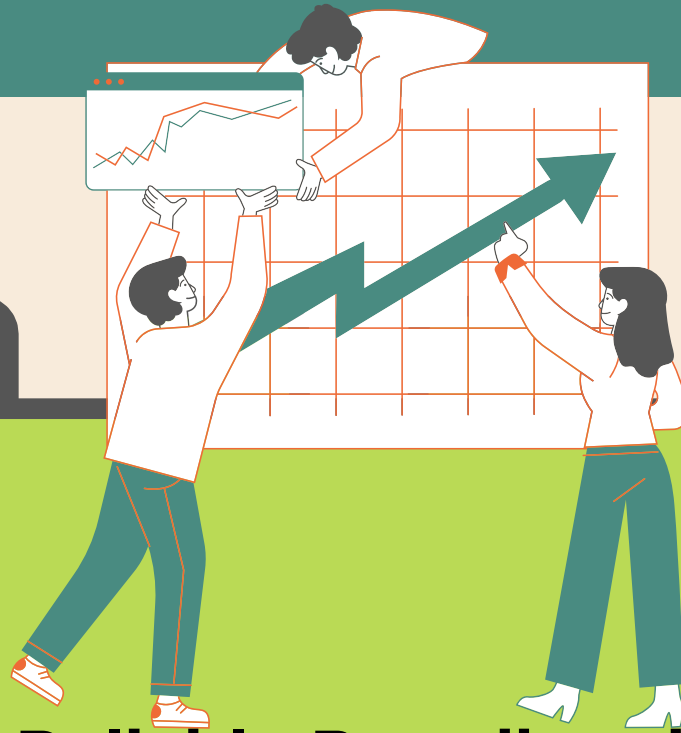
- Workplace Technology Skills
- Continuous Learning & Development
- Financial Literacy
- Business/ Leadership Skills

## Mentors & Internships

- Identify clear goals and needs
- Leverage College/Industry Networks
- Attend Industry Conferences
- Use Internship-Specific Programs



# Return on Investment



## Reliable Broadband & Digital Skills:

**Offers \$2M+ more over a lifetime\***

**Leads to a 3% increase in new businesses formations\*\***

**Creates a \$2.40 for every \$1 invested\*\*\***

- ✓ **Positive Economic ROI**
- ✓ **Expanded Workforce**
- ✓ **Lasting Impact**