Laptops **4** Life

CalFresh E&T Supported Delivery Webinar
3/29/2023

Welcome & Introductions

Galit Erez, Partner Success Manager

Natalie Henderson, VP Partner Success

- **Please use the Q&A feature for questions.**

- **We will address questions at the end of the session.**

- **The webinar will be recorded, emailed, and added to the Toolkit.**

L4L Laptops 4 Life

Agenda

- Welcome, Introductions, and Reminders
- L4L Program
- Getting Started
- Toolkit and Equipment Requests
- Supported Delivery
  - Why This Work Matters
  - Supported Delivery Roles
- Cell-Ed Overview
- Getting Help & Next Steps
- FAQs, and Questions

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Laptops 4 Life

Laptops 4 Life (L4L) Program

Laptops **4** Life

Laptops 4 Life Program

CDSS partnered with Cell-Ed to launch the Laptops 4 Life (L4L) pilot in the Summer of 2021 to distribute laptops and smartphones to vulnerable Californians who were eligible clients participating in **CalFresh E&T**, CalWORKs Home Visiting Program, Tribal TANF, and Indian Health Clinics.

Laptops 4 Life

Laptops 4 Life Program

The L4L program covers all costs related to procuring, distributing, managing, and tracking laptops and smartphones for clients.

The program provides clients with wraparound education and support to ensure they are set up for success.

Laptops 4 Life

Laptops 4 Life Program

Benefits for your clients

1. Digital literacy courses
2. Tips & tricks sent via email and text message
3. Access to Cell-Ed's full course catalog
4. A coach to help with Cell-Ed courses and any technical issues

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Laptops 4 Life Program

Staff Task list

- [Sign up](#) to gain access to the L4L Toolkit

- Join a webinar on L4L, including supported delivery to clients ✔

- Request equipment for your clients

- Deliver equipment using Supported Delivery Checklist to register devices & help clients get set up

- Introduce and sign up clients to Cell-Ed (optional)

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Getting Started

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Overall Process

Equipment Requested	• All equipment requests and ordering links will be on the L4L Toolkit
Key Contact	• This form should be completed by your organization's equipment ordering **key contact.**
Supported Delivery	• Use the Supported Delivery Checklist in the Cell-Ed app
Clients Receive Tips & Tricks	• Clients receive emails & texts (can choose to opt out) • Clients can sign up to take Cell-Ed courses

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Getting Started

1. Sign up to gain access to the L4L toolkit
2. Set up your **staff profile** on the Cell-Ed App to get the Supported Delivery Checklist
3. Laptops Requested (by you or supervisor)
4. Deliver Laptop using the Supported Delivery Checklist on the Cell-Ed App

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Getting Started

1. <u>Sign up</u> to gain access to the L4L toolkit

Laptops **4** Life

Getting Started

2. Set up your **staff profile** on the Cell-Ed App to get the Supported Delivery Checklist
    - Download the app on your smartphone from <u>Google Play Store</u> (Android) or <u>Apple App Store</u> (iOS);
    - On a computer, access on <u>gocelled.com</u>

> **The Supported Delivery Checklist will be used when you deliver the laptop to your client.**
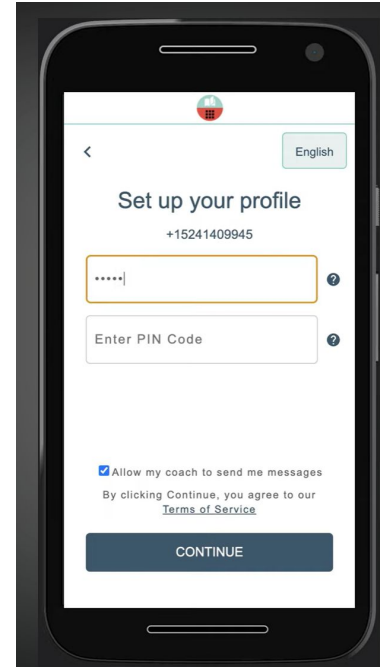
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Getting Started

2. Set up your **staff profile** on the Cell-Ed App
   - Click CONTINUE
   - Create password with 6+ characters
   - Enter **STAFF PIN 5459** *(don't share this PIN with clients)*
   - Click yellow play button to start;
     you'll be asked some questions about your role

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Getting Started

2. Set up your staff profile on the Cell-Ed App

Laptops 4 Life

Getting Started

1. Sign up to gain access to the L4L toolkit
2. Set up your **staff profile** on the Cell-Ed App to get the Supported Delivery Checklist
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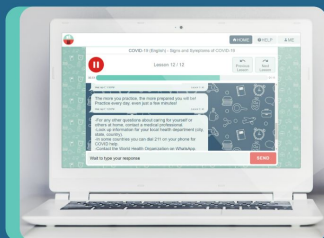
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L4L Toolkit & Equipment Requests

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L4L Toolkit

Demonstration

Laptops 4 Life
Toolkit

Laptops 4 Life - **L4L**

L4L is a program in partnership with Cell-Ed and Tech Exchange to provide CDSS clients with Chromebooks & Smartphones to help bridge digital access gaps!

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Equipment Requests

Updated Process and Ordering System

- New system to make the process easier for all partners

- Incorporated partner feedback about:
  - Wanting to see own agencies allocations
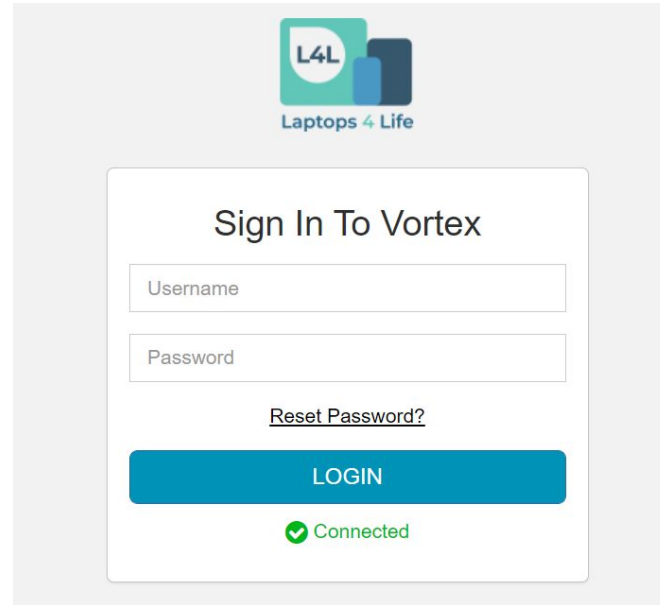 - Getting tracking numbers for equipment

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Equipment Requests

Updated Process and Ordering System

- [This form](#) should be completed by your organization's equipment ordering key contact.

- After we receive your submitted form we will set up access for the primary person (and any others) placing equipment orders for your organization.

- After you are registered and receive confirmation, you may order equipment through our new sales software, [LilyPad Vortex](#)
  - Once confirmed allotments are received from CDSS

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Equipment Requests

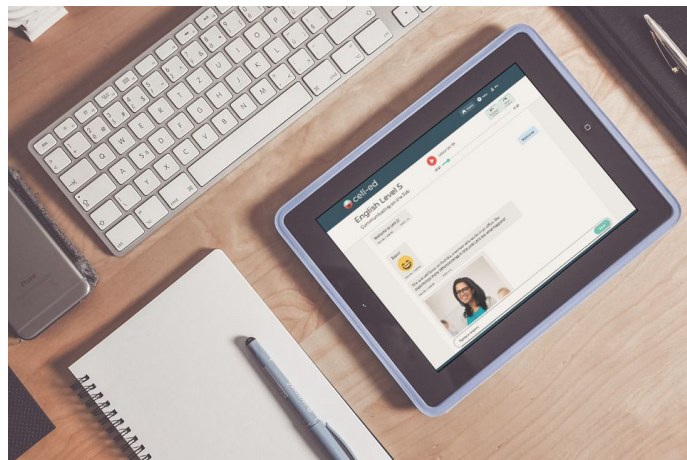**Demonstration**

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Role of Supported Delivery Staff

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Why This Work Matters

The COVID pandemic exposed gaps in literacy and access to essential skills and digital resources.

- 1 in 5 U.S. adults cannot read

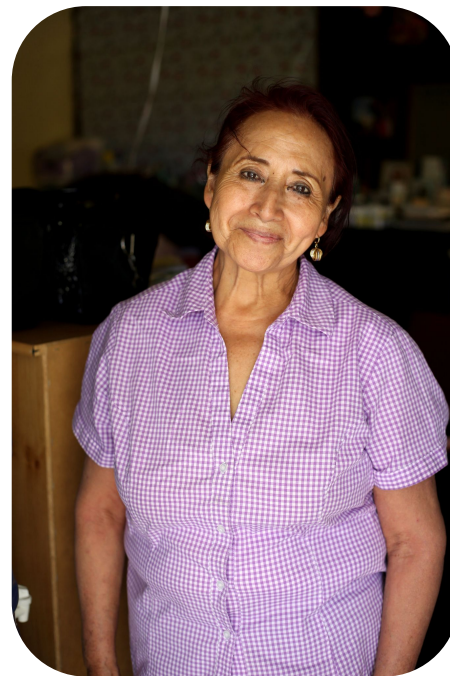- 1 in 4 lack digital access

- 1 in 2 need essential skills

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Why This Work Matters

Digital Literacy Bias

25% of all U.S. workers with no digital skills are between ages 16-34

29% of all U.S. workers with limited skills are between ages 16-34

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Why This Work Matters

Why are digital skills important?

- Most **jobs** require digital literacy skills
  - Many jobs now require applicants to submit online applications

- **Social connection** via digital platforms (e.g., Facebook, email, texting, Instagram)

- **Schools**
  - Digital platforms for parent-teacher communication
  - Student learning and homework (e.g., Google Spaces)

- **Medical portals** and virtual appointments

- **Online banking**

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L4L **Laptops 4 Life**

Supported Delivery Staff

Staff who provide Supported Delivery help clients get set up to learn relevant digital literacy skills, such as:

- Checking emails on a phone or computer

- Using online search engines to find job opportunities

- Sending money to family through online banking

- Creating an online profile on a social media platform

> **Clients who get supported delivery are more likely to be successful with their new equipment.**

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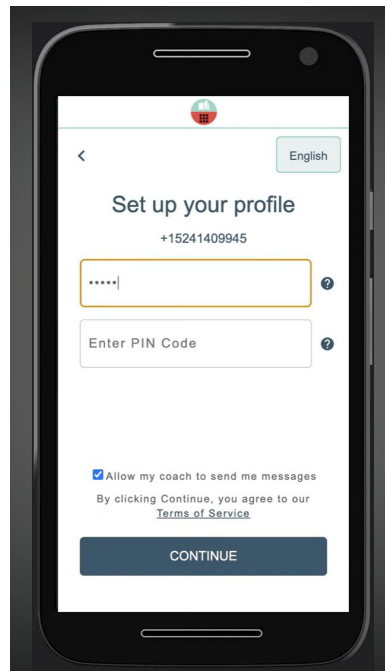
Supported Delivery

Using the Supported Delivery Checklist

1. Deliver equipment to clients

2. Register equipment at delivery

3. Answer basic questions the client may have

4. Send complex questions to Cell-Ed

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Supported Delivery

Using the Supported Delivery Checklist

Staff will use the **Supported Delivery Checklist** when delivering the laptop to the client.

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Supported Delivery

Using the Supported Delivery Checklist

You will need internet access to set-up the device!

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Supported Delivery

Wifi Access at Work Site

- Identify where you will be meeting the client

- Prior to meeting ensure there is access to Wifi at the site
  - Will you need a access to a guest login and password?
  - Work with tech at the site to ensure you have everything ready to go

If you don't have wifi you will not be able to set up the device!

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Supported Delivery

Accessing Low-Cost Internet

You can access low-cost internet by finding a provider in the client's area.

- The California Emerging Technology Fund: **1-844-841-INFO (4636)**

- Available plans from CDE.ca.gov

- Providers by zip code from Everyoneon.org

- Affordable connectivity program (ACP) helps low-income households by offering discounts of up to $30/month on internet services or up to $75/month for households on qualifying Tribal lands.
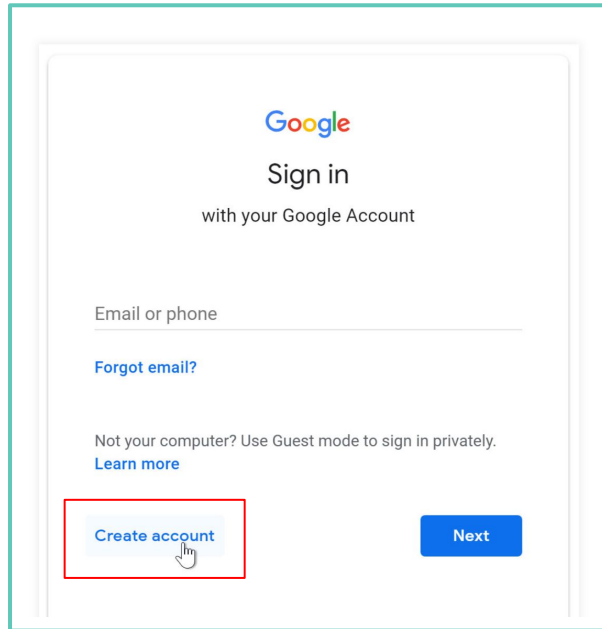
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Supported Delivery

Setting up a Google Account

Email is required!

1. Initial Chromebook screen will ask for Google login information

2. Check to see if your client has a Google account (e.g., Gmail address or Google Play account)

3. Ask client to log in or help them create an account

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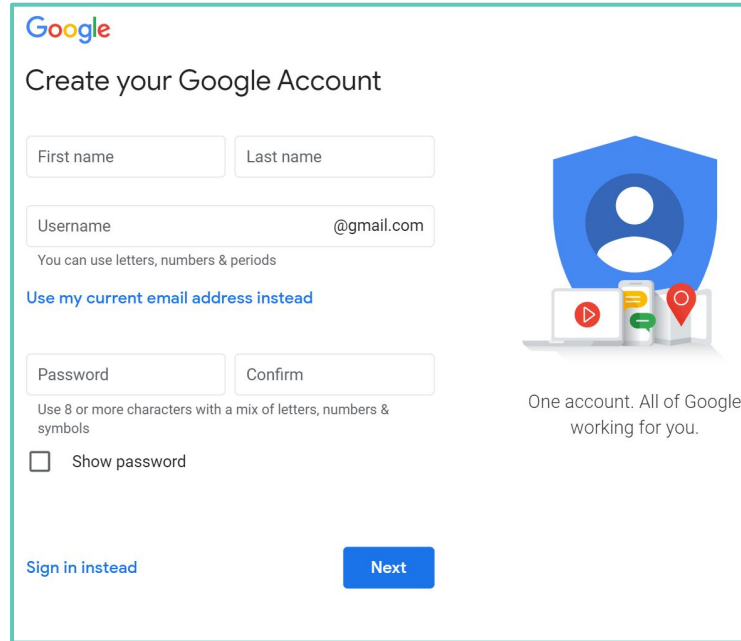# Supported Delivery

Setting up a Google Account

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Supported Delivery

Creating Usernames

- Encourage the client choose something professional

- Remember their Google Account name will become their Gmail alias

- **DO** use given name; insert periods or numbers if name is taken; use something easy to remember and say to people (e.g., CarlaFlores55)

- **DON'T** use a nickname or a name that is difficult to remember

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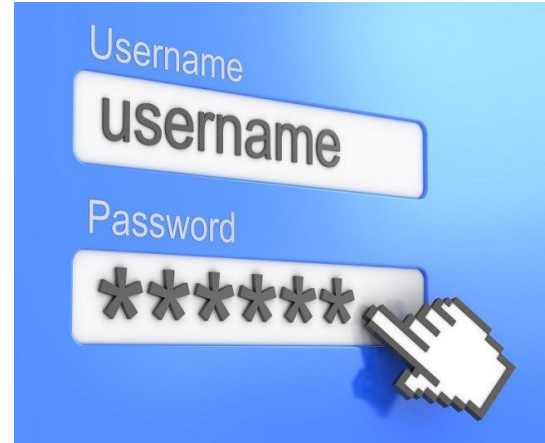
Supported Delivery

Creating Passwords

- Passwords should be at least 8 characters, with upper and lowercase letters, numbers, and symbols (e.g., *, & @, #)

- **DON'T** use personal information such as family members, home address, birthdates, or any information that is easy to find online

- **DON'T** use common words or combinations (e.g., 123456, abcde, password)

- When possible let Chrome's Google password manager create secure passwords and save them for you!

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Supported Delivery

Creating Passwords

- Choose something that will be remembered (e.g., a favorite song, book, or movie; the beginning letters of each word from a sentence)

    Single Ladies = S!ngleL@di3s

    Vivir Mi Vida= V!v!rM1.vid@

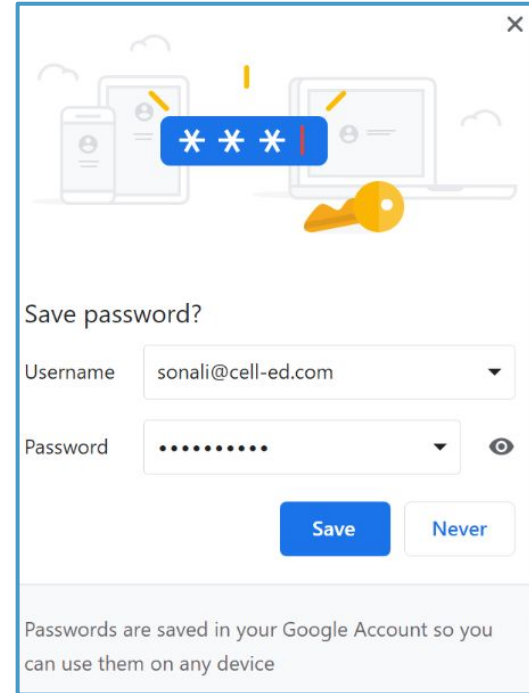   **I love you so much my dear friend = iLySmMDf**

- Then add some numbers and symbols: **iLySm:MDf7**

Don't ask for the password.

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Supported Delivery

Usernames and Passwords

- Many sites require usernames and passwords

- Recommend using different passwords for each site

- Google will sync passwords between devices if it is saved through Chrome's Google password manager

Save password?

Username   sonali@cell-ed.com

Password   ••••••••••

Save   Never

Passwords are saved in your Google Account so you can use them on any device

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Supported Delivery

Fraud Prevention: Security and Privacy

- Clients can safely share phone number and date of birth when creating an email account

- Considerations of privacy: Social Security Number, address, bank account, credit card, passwords

- Storing information

- Logging off public devices

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Supported Delivery

Fraud Prevention: Security and Privacy

Scammers will:
- Pretend to be from organizations known to the target

- Say there is a problem (e.g., someone owes money; they need to verify information)

- Pressure people to act immediately (e.g., threaten deportation or legal issues)

- Tell them to pay in a specific way (e.g., money transfer, gift card)

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From: Federal Trade Commission: Consumer Information

Supported Delivery

Fraud Prevention: Security and Privacy

Tell Clients to:

- Block unknown calls and texts

- Avoid giving personal or financial information in response to a request they didn't expect

- Resist acting immediately

- Talk to someone they trust

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From: Federal Trade Commission: Consumer Information

Supported Delivery

What if the client is getting the equipment directly?

- The staff can still meet with the client and provide the Supported Delivery

- Cell-Ed Coach Coordinator can provide Supported Delivery via phone to the client (not preferred as not in person)
  - Client calls the **Helpline: (916) 252-4667**
  - Select language preference: (1) English, (2) Spanish
  - **Press 2** to speak with a Cell-Ed coach who will help client set up new device

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Supported Delivery

You can make a difference!

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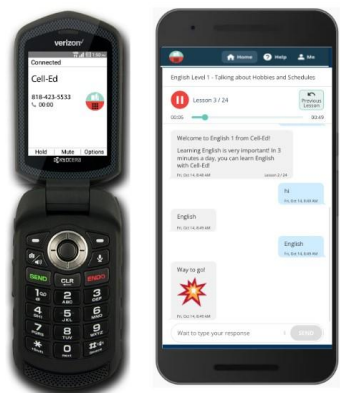
Cell-Ed Overview

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About Cell-Ed

Enables low skilled, low literacy, low wage workers access to remote workforce training opportunities, increasing their employability.

- Digital literacy courses and coaches to support learning

- Digital access to acquire essential skills

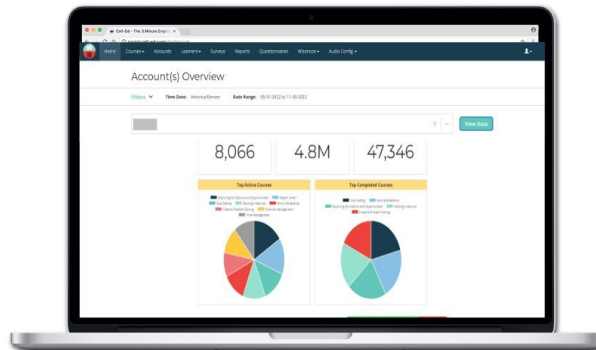Laptops 4 Life

About Cell-Ed

Inclusive Mobile Learning

reach & train   engage & support   track & improve

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About Cell-Ed

Accessible Programming

radically accessible via mobile messaging

engaging audio-lessons relevant & localized, using voice artists

designed to reach low literate & resource populations

microlearning provides proven gains in fraction of the time

customizable programming data, content, & communications

multi-lingual live coaching support

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About Cell-Ed

Uniquely designed for Vulnerable Californians

Universal Access
Available across any device. No smartphone or data plan required
call-in/text - WhatsApp - Smartphone app - tablet - laptop - computer

Micro Lessons
Adults are busy - juggling a lot, family, life & more
**three-minute lessons - available 24/7 - anytime, anywhere**

Stackable
From beginner to work & college ready
two-way Q&A check for understanding - certificates

Integrated
Relevant work and life skills in every lesson
designed for today's adults - aligned with national standards

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About Cell-Ed

Connecting Clients

- Cell-Ed is free to all clients who are participating in L4L (optional)

- Short lessons on any platform
  - Cell phone, tablet, and laptop

- Coaching support

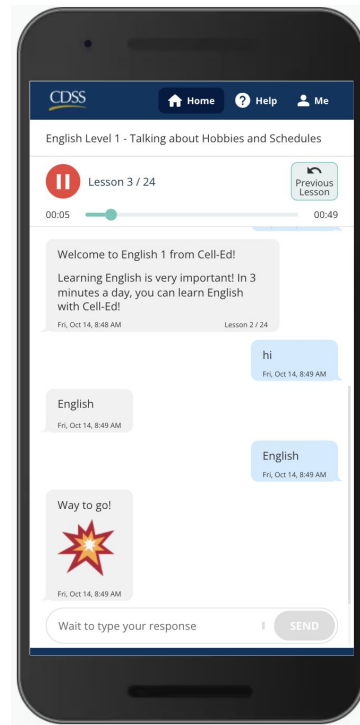- Countable hours

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Laptops 4 Life
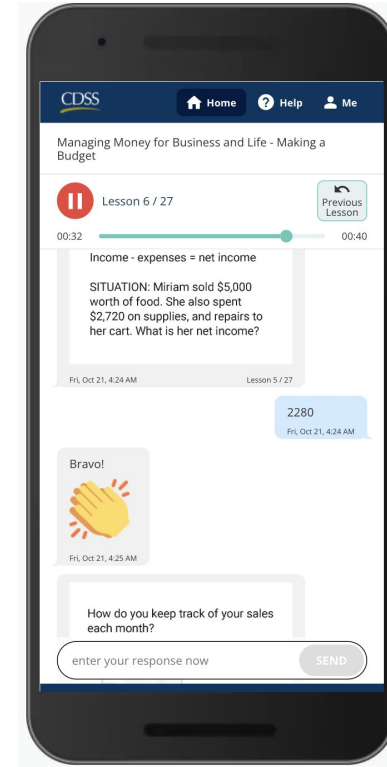
About Cell-Ed

Connecting Clients

- Play around on your own Cell-Ed account to understand the navigation (you will have access to the Digital Skills courses!)

- Get clients started on the Cell-Ed App or on their web browser

- Show clients how to use Cell-Ed and how to reach out for help
  - **Helpline: (916) 252-4667**

- Let them know that Cell-Ed will be sending them tips & tricks via text/email and a Cell-Ed Coach will reach out to them
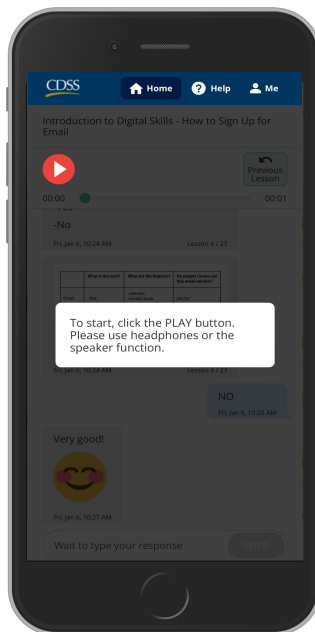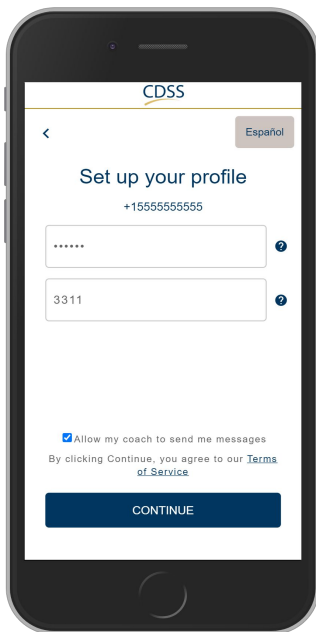
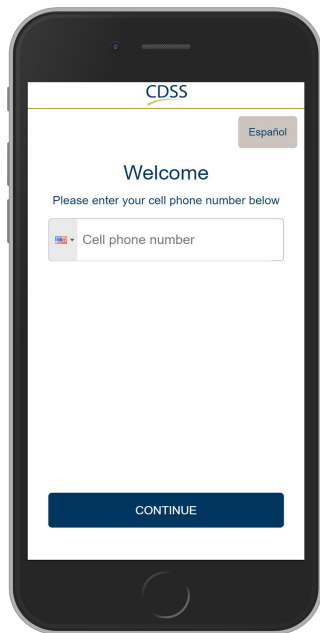Laptops 4 Life

About Cell-Ed

Connecting Clients

- Create a Cell-Ed account for client on the App

- Toolkit has client flyers with easy access for clients to sign up

- Client landing page

- Some clients may actually already use Cell-Ed in which case let them know about the new digital skills courses, and the tips & tricks they will be receiving via text/email.
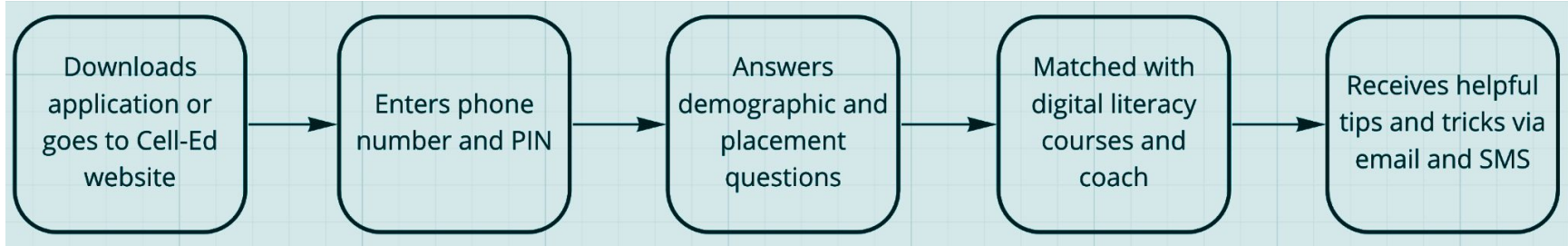

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About Cell-Ed

Create a Cell-Ed Account for Clients

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About Cell-Ed

Learner Onboarding Flow

```
Downloads
application or      →    Enters phone       →    Answers          →    Matched with       →    Receives helpful
goes to Cell-Ed         number and PIN          demographic and       digital literacy        tips and tricks via
website                                         placement             courses and             email and SMS
                                                questions             coach
```

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About Cell-Ed

Digital Literacy Content

Introduction to Digital Skills
Basic functions, internet safety, and limits for sharing personal information

Digital Skills for Work
Identify resources for finding a job, building a resume, and the interview process
Digital collaboration, word processing, spreadsheets, and social media

Digital Skills Health/Social Services
How to use a health portal and fill out online forms

Digital Skills for Online Banking
Setting up an online account safely and using different payment systems

Digital Skills for Social Media - *NEW COURSE*
Introduction to setting up social media accounts, privacy settings, awareness around mental health, and identifying red flags to keep safe online
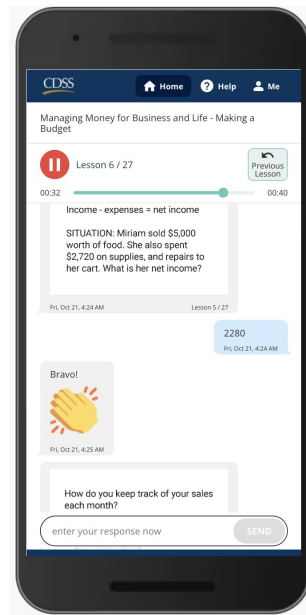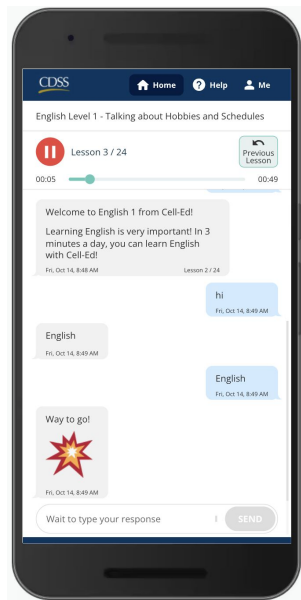
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About Cell-Ed

Work, Life, and Language Content

SkillBuilder Reading & Writing	Vamos a Leer	SkillBuilder Math
WorkReady: Skills for Work	Digital Skills	Business Skills & Managing Money
Early Childhood Development	U.S. Citizenship	S.T.E.Ps (Steps to Educational Pathway Success)
English on the Go	English for Work	Spanish on the Go

Full suite of essential skills & information for adults aligned with national standards.

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About Cell-Ed

Interactive Courses for Clients

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About Cell-Ed

Interactive Courses for Clients

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About Cell-Ed

Switching Courses

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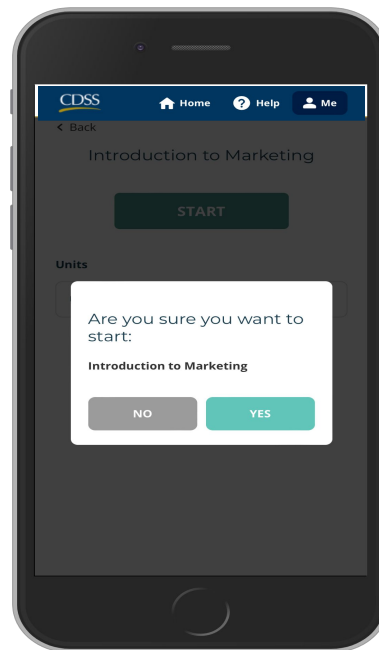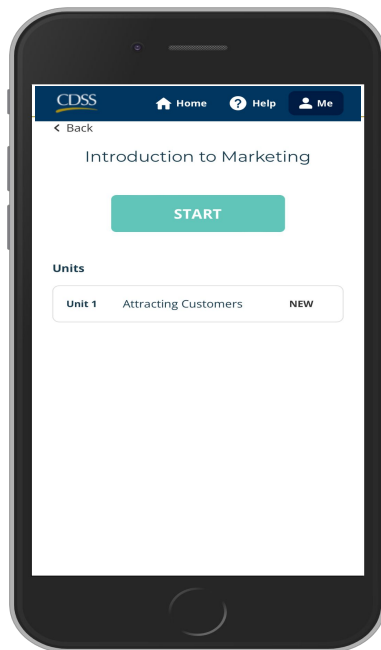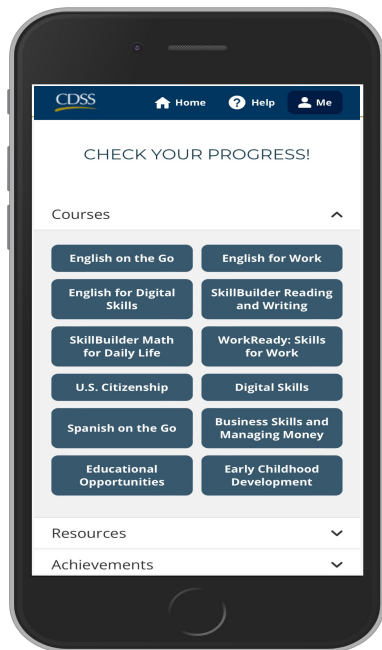
About Cell-Ed

Coach Help

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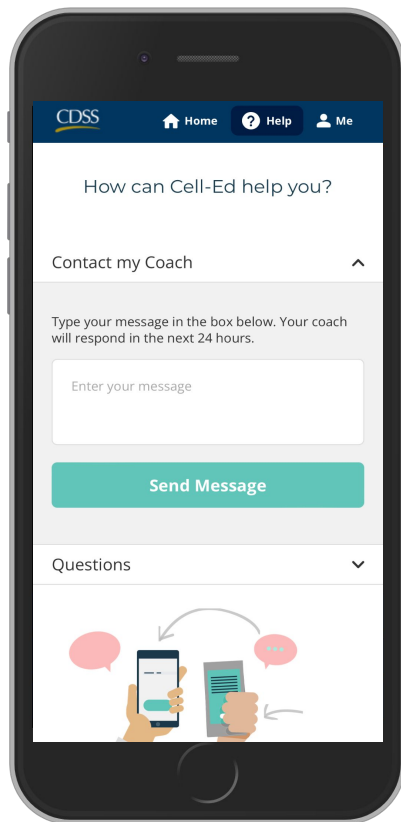
About Cell-Ed
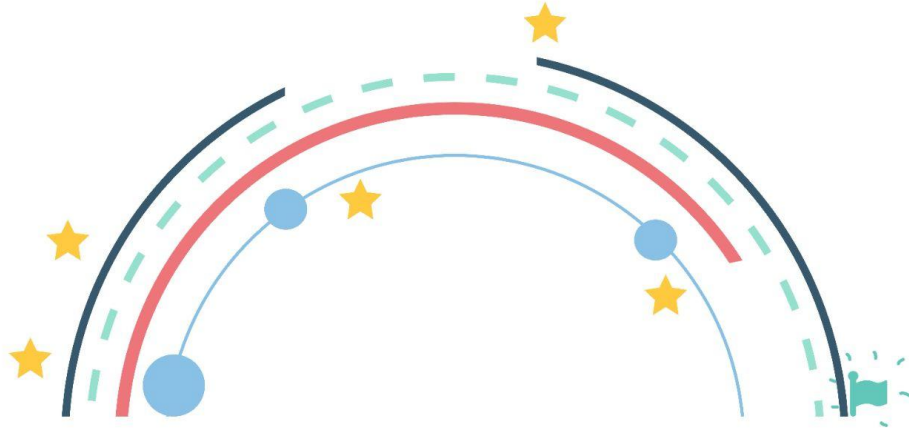
Coach Roles

⭐ Problem Solver

- - - Researcher / Analyst

—●— Advisor

—— Reporter

—— Nudger

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About Cell-Ed

Coach Roles

Power of coaching to nudge & support:

- **280%** increase in engagement after coaching nudges!

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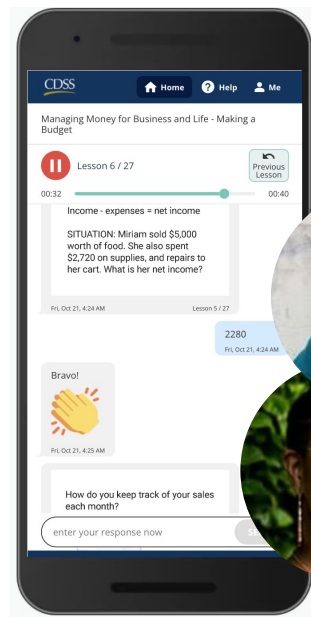
Quotes from CDSS Clients

Coaching

Confidence

Relevancy

*"**Wow, I have my own coordinator**. That's exciting alone right there."*

\- Randall G.

*"**The courses are good. I feel like they gave me my confidence back.** That's why I am going for an interview next week. I am not sure if I'll get it, but I am still going."*

\- Van N.

*"It's a very rich program - in every course they put something to help you get a leg up, even this phrase I learned from the course: to get a leg up. **On a daily basis I am learning new things and even the way I am writing is better.**"*

\- Mahmoud E.

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Getting Help & Next Steps

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Help for You & Your Clients

Three easy ways to get help

1. Help link on Toolkit
2. Help section on Cell-Ed App
3. Email california@cell-ed.com

Clients can contact their individual coach by responding to a coach's text or using the **Help section** of the Cell-Ed app.

First name

Last name

Email *

Phone number

Organization

California County

Please Select

CDSS Program (check all that apply)

☐ CalWORKS
☐ CalFresh E&T
☐ Fresh Success
☐ Tribal TANF/Indian Health Clinics

How can we help you today?

Submit

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Help for You & Your Clients

Good To Knows

- Cell-Ed App
  - Staff Pin 5459
  - Set up your staff profile
  - Use the Supported Delivery Checklist to deliver equipment to clients *(will enter client's information)*

- The devices can be used for anything the client would like

- Let clients know their devices are ready to use once they have received supported delivery and are comfortable using the equipment
  - **Helpline for clients: (916) 252-4667**

- Share info on Cell-Ed, clients have access to free courses!

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Next Steps

- [Register for Toolkit access](#) & familiarize yourself with the program information on the Toolkit page

- [This form](#) should be completed by your organization's equipment ordering **key contact**.

- We will set up access for the primary persons placing equipment orders for your organization
  - Once you have registered & received confirmation that the allocations are ready, start ordering your equipment

- Supported Delivery Staff set up staff profile on Cell-Ed App
  - Deliver equipment using Supported Delivery Checklist
  - Help clients with set-up and registering devices
  - Introduce and sign up clients with Cell-Ed (optional)

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Frequently Asked Questions

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FAQs

1. Who is part of the target population?

The Laptops 4 Life program provides clients who do not have access to technology at home with a loaner laptop to participate in virtual home visiting or family educational activities. Clients currently participating in CalFresh E&T are eligible for the program.

2. Will the laptops and smartphones be delivered to the agency or to the client directly?

This is dependent on the agency's request. We recommend items go to the organization so that Supported Delivery Staff can help clients set-up and start using their new equipment successfully.

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FAQs

3. Will participating programs be liable for missing, damaged, or stolen laptops/equipment?

    No, programs and staff who agree to participate in the L4L will not be held liable for missing, broken, or damaged laptops.

4. If the client loses the laptop and they need another laptop, is there a cutoff on the amount of laptops they are allowed to have replaced?

    Yes, however there will be no questions asked when the first replacement request is made. If this happens more than once, CDSS and Cell-Ed will investigate to ensure accuracy of need.

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FAQs

5. What data will be captured and saved from clients?
Required client information includes: Name, email, phone number, DOB, last 4 digits of social security number, language preference, CDSS Program, and county of residence.

6. Who will provide support to counties?
Support will be available through Cell-Ed and our partner Tech Exchange in Oakland.

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FAQs

7. What type of tech support will Cell-Ed be providing to clients?
There will be coaches available throughout the work week, though it is not a hotline. Cell-Ed will provide support on basic technical issues. In the case of a broken laptop or hardware issues, we'll connect clients with Tech Exchange.

8. How long will the loan of equipment last?
Loan of laptop is as long as the client is participating in CalFresh E&T.

Laptops 4 Life

FAQs

9. What happens to the laptop if/when the client is discontinued from CalFresh E&T?
Staff can initiate a laptop return using the link in the Toolkit.

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Questions

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Laptops 4 Life

Galit Erez, Partner Success Manager

Natalie Henderson, VP, Partner Success

california@cell-ed.com