

Q & A

Questions




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Questions

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How SMBs Can Expand Their Training Reach
Webinar ID# 915-121-936

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April 3, 2013 - Webinar:

Turning local news into information empowerment

Liz Everson



incourage
community foundation

Leo Burd



MIT CENTER FOR
CIVIC MEDIA

What's Up South Wood County

Low Cost & Free Events

Today's Outline

- Background information and community context
- The problem we're trying to solve
- The initiative and why it's working
- Lessons learned
- Next steps

**You'll receive a complimentary copy of our
whitepaper following the webinar.**

What's Up South Wood County

Low Cost & Free Events



Quick Poll

Where is everyone calling from today?

type in your chat window



Population
45,803

200 + Service Providers

Since 2007

↑ 75% FoodShare

37% low-income families

NOT connected to Internet






VERSION 1.1

COMMUNITY INFORMATION TOOLKIT

GUIDE TO BUILDING STRONGER COMMUNITIES
THROUGH INFORMATION EXCHANGE
www.infotoolkit.org

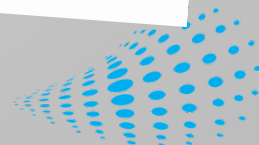


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*Key
Research
Finding*

91%

reported getting their neighborhood
news and information through
word of mouth.



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*Key
Research
Finding*

55%

of low-income 18-24 year olds
have no computer at home



Using the phone
is just within my
comfort zone.

Poll Question

Do you have a digital divide in
your community?

Poll Question

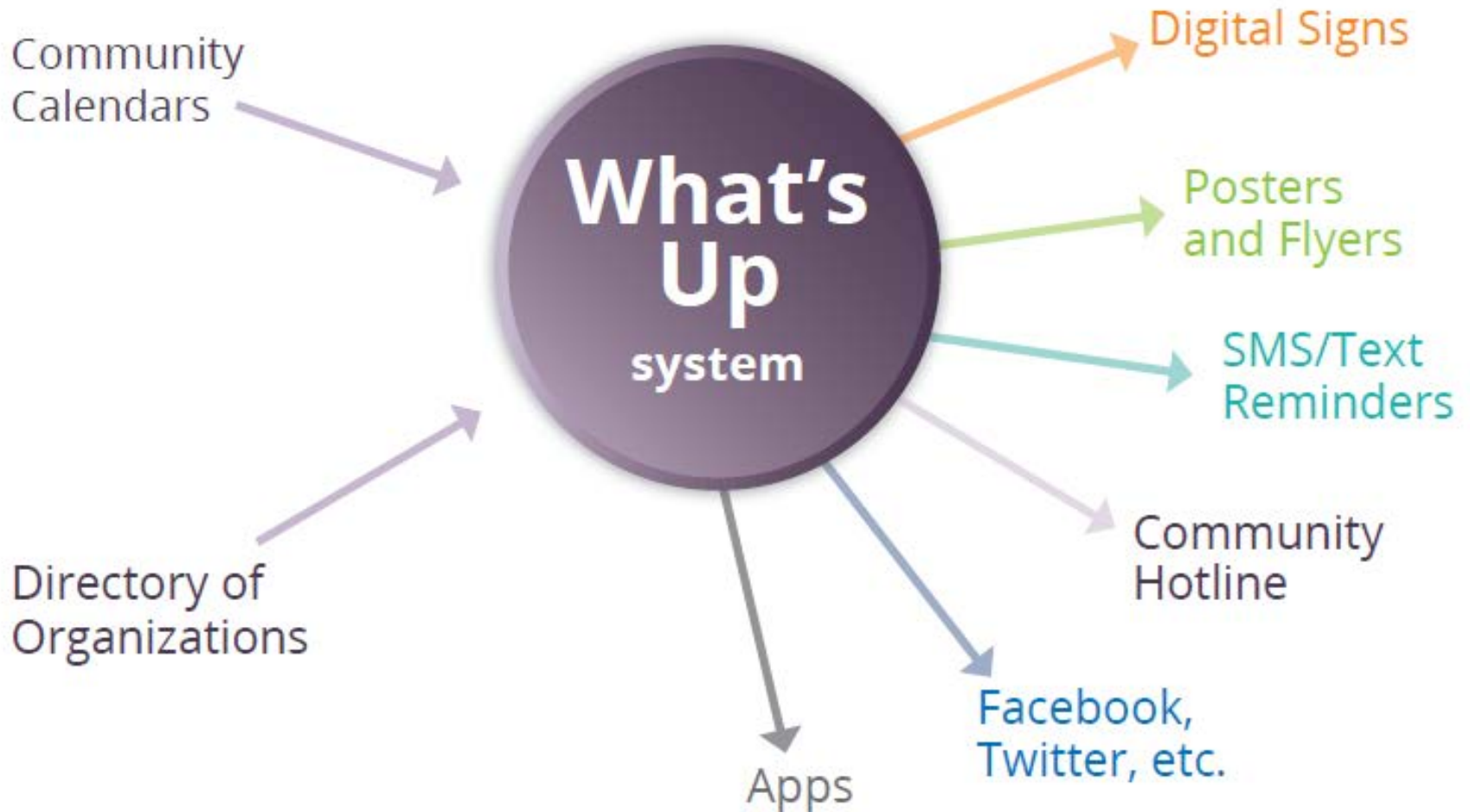
For those who have a divide, about how much of the local population do you believe does not have access?

What's Up ►

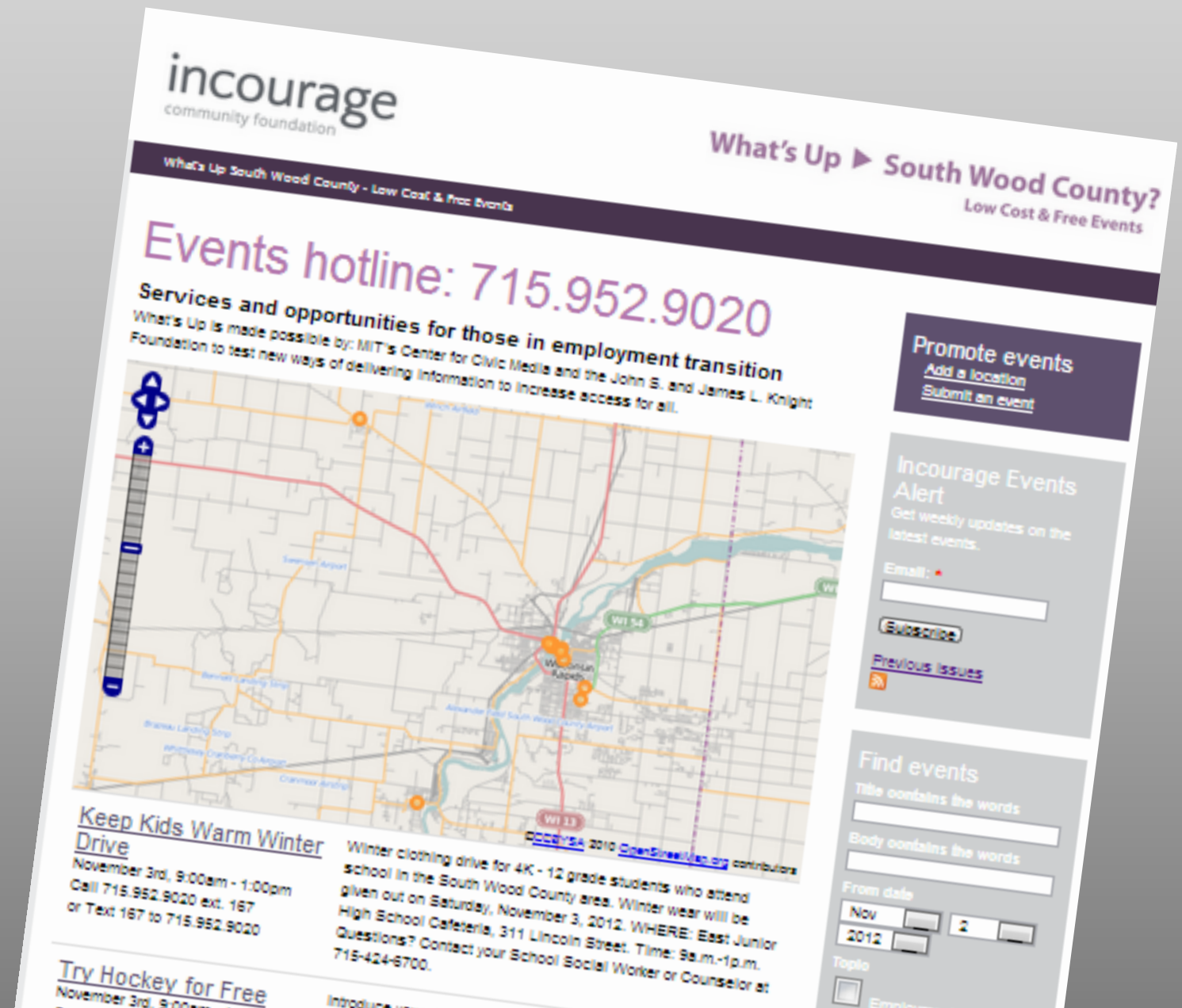
Informed people. Stronger community.

Provides real-time employment service information, traditionally found online - into “offline” channels that people use every day

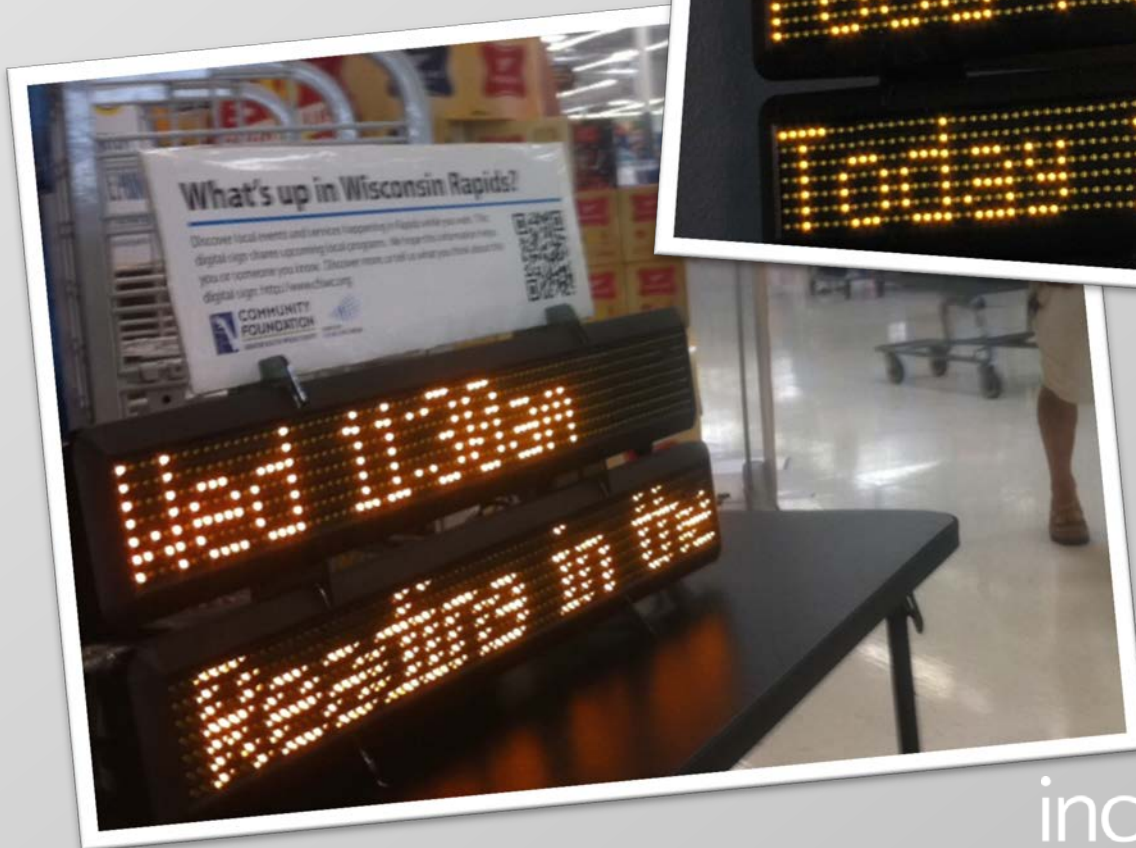
How does it work?



Central Calendar System



Signs located at: Walmart Job Center Food Pantry



Bulletins:

Buyers Guide

Job Center

Food Pantry

Page 18

What's Up in South Wood County?

Provided by Community Foundation of Greater South Wood County in Partnership with MIT

English Language Class

October 21st, 9:00am - 1:00pm. Also occurs on: 10/28. MSTC, 500 32nd St N, PH 715.422.5300. Looking to improve your English speaking skills? This free class is offered by MSTC Academic Support Center. Registration is required.

GED Test Prep

October 21st, 9:00am - 1:00pm. Also occurs on: 10/28. MSTC, 500 32nd St N, PH 715.422.5300. Need help studying for the GED? MSTC Academic Support Center offers a free test prep class.

SWEPS Food Pantry

October 21st, 1:00pm - 3:00pm. Also occurs on: 10/24, 10/25, 10/26, 10/27. First Congregational Church, 311 2nd St S, PH 715.422.2050. South Wood Emergency Pantry Shelf provides emergency food for local families and individuals in need, based on referral from North Central Community Action Program. Walk in-first come first served.

Food Pantry Screening

October 21st, 1:00pm - 3:00pm. Also occurs on: 10/24, 10/25, 10/26, 10/27. North Central Community Action Program, 2111 8th St S, PH 715.424.2581. Food pantry applicants must provide proof they are a Wood County resident and are required to provide Social Security Card, Picture ID, verification of income and if available, Food Share/Quest card.

English Language Class

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Free Community Meal

October 24th, 5:00pm - 6:00pm. Faith Reformed Church, 1321 32nd St N, PH 715.423.3055. Faith Reformed Church offers a free meal for individuals in need.

Breastfeeding Info & Support Event

October 24th, 5:30pm - 7:30pm. Riverview Hospital Lower Level, 410 Dewey St, PH 715.421.8937. Topics include: getting off to a good start, avoiding challenges, working and pumping, the myth of the nursing timeline. Light dinner is included. Sponsored by the South Wood County Breastfeeding Coalition and the Wood County Health Department.

Wood County Buyers' Guide

STP

Dining • Food Specials

Someplace

Weddings • Ann

Upcoming Enter

October 22nd

Saturday, Oct. 22 •

*20.00 All Brats & Beer

October 21st

J-Ruge

Daily Lunch & Din

Smoking Lounge

SA

Bar & Grill

Wea

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SMS & Phone Hotline

715.952.9020

(i.e. Ext. 31)

Automatic SMS Alerts



Questions

Liz Everson



Leo Burd



Lessons Learned

- Experimentation is key.
- Be ready to fail forward and frequently.
- High-tech projects need a strong local backbone organization.



Lessons Learned

- Backbone organizations need to be grassroots.
- Place-based nonprofits can help.
- To measure partnership impact, look beyond the project.



Next Steps

- Enhance support to case managers/social workers.
- Add social media and landline phone alerts.
- Establish a network beyond central WI.



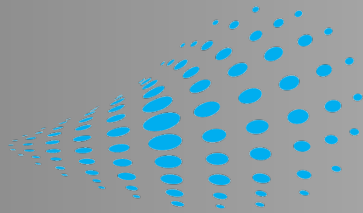
Questions

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Whitepaper

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