



Digital Literacy/EveryoneOn

CAMPAIGN SPONSOR: Connect2Compete

CAMPAIGN OBJECTIVE:

Promote the importance of digital literacy skills and increase access to free computer and Internet training classes.

BACKGROUND:

Low-income and minority Americans disproportionately find themselves on the wrong side of the digital divide and excluded from the \$8 trillion digital economy and all of its benefits. More than 80% of FORTUNE 500 companies post their job openings online only and require online applications. Fifty percent of today's jobs require technology skills, and this percentage is expected to grow to 77% in the next decade.

CAMPAIGN DESCRIPTION:

The EveryoneOn campaign aims to help the millions of Americans who do not have the digital literacy skills they need to succeed and help them understand the relevance the Internet has in their lives. Whether it's finding a job, helping their children complete homework for school or accessing e-commerce, electronic medical records and connecting with distant family, it is vital that we encourage every American to take advantage of the tools they need to succeed.

By calling 1-855-EVERY1ON or visiting www.everyoneon.org, users have access to a zip code search tool to find free computer and internet training classes in their area. The website also includes information on computer basics, job searches, accessing government resources and how to connect with friends and family.

TARGET AUDIENCE:

Adults who are non- or limited internet users, with a specific focus on minorities. Consideration is also given to varying levels of digital literacy. (English and Spanish speaking)

DID YOU KNOW:

- 1 in 5 Americans consider themselves non-users of the Internet.
- 80% of teachers give homework online.
- According to the Federal Communications Commission (FCC), digital literacy is one of the top three reasons Americans don't use PCs and the Internet, with 46% of non-users responding that they lack the necessary skills.

**FOR ADDITIONAL
CAMPAIGN
INFORMATION, PLEASE
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**TO ORDER ADDITIONAL
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