

# CALIFORNIA EMERGING TECHNOLOGY FUND

## BAY AREA FACT FINDING CONVERSATION WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS TUESDAY, JANUARY 30, 2007

### – ORGANIZATION AND PROJECT OVERVIEWS –

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| Name of Organization   | <b>OCCUR AND THE EASTMONT COMPUTING CENTER (ECC)</b>  |
| Name(s) of Principal(s) and Complete Titles  | David Glover, Executive Director, OCCUR, <a href="mailto:occur@sbcglobal.net">occur@sbcglobal.net</a><br>Tony Fleming, Project Director, Eastmont Computing Center, <a href="mailto:tony@eastmont.net">tony@eastmont.net</a>  |
| Contact Information  | OCCUR: 1330 Broadway, Suite 1030, Oakland, CA 94612, P (510) 839-2440, F (510) 268-9065<br>Eastmont Computing Center: Eastmont Town Center, 7200 Bancroft Ave. Suite 209, Oakland, CA 94605, P (510) 382-0555, F (510) 382-1050, <a href="http://www.eastmont.net">www.eastmont.net</a>   |
| Name of Program or Project   |   |
| Geographic Location or Focus of Program or Project   | OCCUR and the Eastmont Computing Center's (ECC) entire geographic focus is the entire Greater Oakland/East Bay region.  |
| Demographic Overview of Focus Community or Population  | ECC primarily serves low-income African-American, Hispanic and Asian/Pacific Islanders. Constituents and participants also come from the area's significantly large youth, senior, special needs and single-parent and family community.  |
| Description of Program or Project  |   |
| <ul style="list-style-type: none"> <li>o Goals, Objectives, Strategies, Actions, Outcomes</li> </ul> | <p>OCCUR/ECC is a community-based learning center providing computer training, Internet access and career skills instruction to promote upward mobility and improve the lives of low-income youth, residents and families. ECC supports the learning and access needs of students of local area schools, housing developments, educational institutions and community organizations in the community. ECC's mission remains bridging the Digital Literacy and Inclusion divides, supporting business networking and increasing cooperation, collaboration and effectiveness of organizations working to solve problems in communities through community building.</p> <p>ECC offers free classes, professional-level workshops, orientations, computer access labs, and training in a safe, healthy environment staffed by caring, competent and supportive instructors. ECC supports a sustainable, productive, well-connected, economically-vibrant and technologically-skilled community, actively engaged in the use of computers and technology to improve the delivery of education and provide in-demand career skills training anytime, anywhere. ECC also prepares residents to utilize emerging technology and social media tools, such as citizen journalism, blogs, and social podcasts to document community history, legacy and assets.</p> |
| <ul style="list-style-type: none"> <li>o Brief History (when founded or launched)</li> </ul>         | OCCUR has offered 51 successful years of service and support for Oakland's communities. In 1997 through the initial receipt of a U.S. Commerce Department Technology Opportunity Program (TOPS) grant OCCUR founded ECC. Over the subsequent 10 years OCCUR/ECC has positively impacted the lives of well over 47,000 participants and utilized the help and support of 250 volunteers. OCCUR has also helped to found a number of collaboratives and important efforts to address issues and programs urban communities face. ECC is a major factor in the unique resurgence of the Eastmont Mall and continues to serve over 450 participants of all ages each week.  |
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| <ul style="list-style-type: none"> <li>○ Size or Magnitude of Program or Project</li> </ul>  |   |
| <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>  | See “Brief History” above   |
| <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Budget and Staff</li> </ul> </li> </ul>   | Due to drastic reductions in funding for Digital Divide mitigation programs, current budget is \$329,000/year. There are 5 staff members, and a dedicated core of consultants and volunteers.   |
| <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul> </li> </ul>   | Funders include the City of Oakland (CDBG), Intel, AT&T, HP, the California Technology Foundation of California, California Consumer Protection Foundation, and various banks/lenders and technology industry companies.  |
| <ul style="list-style-type: none"> <li>○ Results and Evidence of Success</li> </ul>  |   |
| <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>  | <ul style="list-style-type: none"> <li>▪ Designation as a “National Best Practice” by the Covenant with Black America</li> <li>▪ Recognition as an important model program by the U.S. Commerce Dept.</li> <li>▪ 82% successful participant completion rate</li> <li>▪ One of few programs that supports all ages and needs</li> <li>▪ Recognized as one of the most successful Senior Literacy classes in Bay Area</li> <li>▪ Continuity throughout funding reductions for Digital Inclusion and technology programs</li> <li>▪ Proven solutions to technology access and computer training needs in E.O.</li> <li>▪ High resident utilization, attendance and project participation numbers</li> <li>▪ Helped to found a number of successful collective efforts to Bridge the Digital Divide</li> <li>▪ Success serving all ages and needs through 11 concurrent programs/activities</li> </ul>  |
| <ul style="list-style-type: none"> <li> <ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time (How long does it take to secure results?)</li> </ul> </li> </ul> | <ul style="list-style-type: none"> <li>▪ Seniors: Enhancement in their quality of life through computer literacy (Results are immediate and outcomes are enhanced through social contact, community and family involvement).</li> <li>▪ Youth: Transition to Higher Education, Technical Literacy and exposure to opportunities and careers. Eastmont Intel Clubhouse youth and teens are also provided a safe harbor and creative alternatives to the negative influences of gangs, drugs, violence and crime that negatively impacts their lives and communities (Results are their increased interest in technology, a commitment to enter college or careers and diversion from negative behavior and engagement in community leadership).</li> <li>▪ Adults: Development of workforce skills (Results are revealed over the careers of participants and their increasing opportunities and qualifications for quality jobs and opportunities).</li> <li>▪ Families: Development of strategies to foster greater utilization of effective technology in the homes of program participants, and cultivate a contagious appetite for learning expanded application patterns and exercising informed consumer behavior.</li> </ul> |