

# CALIFORNIA EMERGING TECHNOLOGY FUND

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## ORGANIZATION PROFILE: ORGANIZATION NAME DATE

### – ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	<b>WOMEN'S ECONOMIC AGENDA PROJECT (WEAP)</b>
Name(s) of Principal(s) and Complete Titles	Ethel Long-Scott, Executive Director
Contact Information (complete)	<b>510.986.8620 (p) 510.986.8628 (f)</b> <a href="mailto:weap@weap.org">weap@weap.org</a> <b>Executive Director/Contact Person: Ethel Long Scott</b>
Name of Program or Project (if different from organization)	<b>Technology In Our Community (TIOC) program</b>
Geographic Location or Focus of Program or Project	Oakland, California
Demographic Overview of Focus Community or Population	Low-wage and No-Wage Women, Youth and Disabled People
Description of Program or Project named above o Goals	This program will introduce low wage and no-wage women, disabled people and at-risk youth to the power of broadband, media and digital technology in sustaining and nurturing their individual paths to success and the life of their communities.  It will be based upon three primary goals: 1) Understand how and in what context participants and the broader community utilize technology 2) Increase access of relevant and needed broadband, digital and media technology to Oakland's Low-Income and Minority Women and Youth 3) Produce a replicable program and sustained technology use by TIOC participants of the technological resources of WEAP and the community at large.
o Objectives	Each objective corresponds to the goals as stated above. 1a) Assemble a program committee composed of WEAP members/TIOC participants, community partners and community members to monitor and review program and design. 1b) Craft a community survey tool to assess the current levels, purposes, applications and contexts of technological use. 1c) Consult with partners and community members to decipher the barriers to technological use. 1d) Assess community resources for technological access, training, service and acquisition. 2a) Partner with Oakland-based Peralta Colleges to recruit, perform intake, train, monitor and assist in the

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	<p>educational progression of program participants.                  2b) Acquire and update multi-user licenses, software and hardware for WEAP’s computer lab, specifically targeting online applications for media production (webcasting, video editing for online content, website production programs, etc) and disability access.                  2c) Bring technology and corresponding personnel together effectively to provide maximum utilization and progress by program participants.                  2d) Partner with local organizations (educational, health, employment agencies, drug recovery, domestic abuse, etc) to provide wrap-around support for program participants.                  2e) Produce publicity materials and advertise these in partner organizations, online and at public events                  3a) Quarterly convening of review committee to monitor, review and make recommendations on TIOC program.                  3b) Engage employment agencies and partners in industry to understand which applications are in highest demand.                  3c) Publish regular progress reports for online and hard-copy consumption.                  3d) Promote self-motivated use of the computer lab and technological tools by TIOC participants in the lab itself, through personal technology acquisition, and through WEAP’s “technology library.”                  3e) Promote utilization of WEAP’s resources and technology use through “snowball” effect of participant networks</p>
<ul style="list-style-type: none"> <li>o Strategies</li> </ul>	<ol style="list-style-type: none"> <li>1) Train participants in computer literacy, focusing specifically on media, digital and broadband technologies for community and personal/professional betterment.</li> <li>2) Create a “technology library” for current and past TIOC participants to access and utilize the technological resources of WEAP for their own use in attaining employment, creating community media and contributing to relevant community content online.</li> <li>3) Provide access to and referrals to “wrap-around” service to current and past participants to promote life stability and sustained utilization of technological resources in their personal, professional and community lives.</li> <li>4) Strengthen community partnerships to ensure “wrap around” service, TIOC program monitoring and review, participant recruitment and community relevance and responsiveness of the program.</li> </ol>
<ul style="list-style-type: none"> <li>o Actions</li> </ul>	<ol style="list-style-type: none"> <li>1) Design and conduct community technology survey in partnership with WEAP’s network of community organizations</li> <li>2) Acquire updates and new hardware, software and licensing for WEAP’s computer lab.</li> <li>3) Bring together the technological expertise and physical technology effectively in computer literacy training for program participants</li> <li>4) Create a check-out system and usage procedures for WEAP’s “technology library”</li> <li>5) Provide assistance, training, intake and follow-up for TIOC participants</li> <li>6) Form a review committee to review, monitor and refine program</li> </ol>
<ul style="list-style-type: none"> <li>o Outcomes</li> </ul>	<ol style="list-style-type: none"> <li>1) Train 45 participants (3 sets of 15) in first year of program in digital, media and broadband technology.</li> <li>2) Provide “wrap-around” and follow-up services to ensure sustained, independent and growing use of technology by current and past participants as well as their community networks</li> <li>3) A refurbished and updated computer lab and “technology library” for community and personal/professional use.</li> </ol>
<ul style="list-style-type: none"> <li>o Brief History (when was</li> </ul>	<p>The Women’s Economic Agenda Project (WEAP) was established in 1983 to “demand economic justice for poor</p>

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<p>the organization founded or when was the program launched?)</p>	<p>women and their families.” Our mission states: “WEAP envisions a world in which all women and their families have the skills, shelter, and nourishment to achieve a livable wage by providing technical training, emotional support, and linkage to resources. WEAP recognizes that the policies that affect the poorest of our sisters affect all people. WEAP works to change societal and governmental policies that relegate women to the bottom of the economic pyramid.” Over the past 25 years, the Women's Economic Agenda Project has strived towards the elimination of poverty through the unique marriage of direct service and social justice.</p> <p>WEAP has extensive and pioneering experience with technology services and community involvement. In 1997 WEAP established a 7-year Computer Telecommunications Services Center program aimed at increasing employability in an increasingly computer-literate job market. Components included a 12-week technical training courses called “Computer in our Future” and “Opening Doors to Employment Opportunities” and a 9-month Welfare-to-Work program aimed at training participants in economic management and retention programs focused on participant involvement an responsibility. During these programs, WEAP provided 425 low-income community members annually with access to computer and technology training, matched 125 youths with mentors, trained 160 female welfare recipients in in-depth financial management and employment skills, and placed 100 adults in employment situations.</p>
<ul style="list-style-type: none"> <li>o Size and Magnitude of Program or Project             <ul style="list-style-type: none"> <li>▪ Number of People Served, Involved, Impacted</li> </ul> </li> </ul>	<p>WEAP understands its TIOC program to primarily affect its participants but for its impact to ripple throughout the community in the form of sustained technological use, production of relevant community content, and through public events intended to promote the online, digital and media products of TIOC participants. Through the community survey we aim to assess the “point of synergy” between current technological use and potential technological use of the community. By identifying what technologies are currently used and what potential markets exist for expansion in the underserved Oakland community, we will strategically promote the broadest utilization of technology in the community for personal, professional and community purposes.</p> <p>WEAP will have a dual technological emphasis upon employment and career skills (personal and professional technological use) and community application (producing online and media content relevant to the communities that are served so as to increase “buy-in” and market relevance)</p> <p><b>Number of People Served in First (Pilot) Year:</b> 45 (3 sets of 15)</p> <p><b>Number of People Involved:</b> 153 (45 participants, 90 people from participant’s “network,” 18 WEAP volunteers, staff and community partners)</p> <p><b>Number of People Impacted:</b> 303 (45 participants, 90 network, 18 WEAP volunteers, staff and community members, 150 community members and participants in partner organizations)</p>
<ul style="list-style-type: none"> <li>▪ Annual Budget, Percentage of Earned Income and Staff</li> </ul>	<p><b>Annual Project Budget:</b> \$440,000 (Note: as the initial pilot year, this year’s budget would be higher than the successive years as acquisition and updating of the computer lab and “technology library” would need major funding in the first year of the program)</p>

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	<p><b>Earned Income First Year:</b> \$0 (as the program gains in capacity, we will receive in-kind assistance from former trainees through volunteer and community work and from partners in providing referrals, teaching expertise and recruitment to the program)</p> <p><b>Staff:</b> 2 TIOC Trainers/Teachers, Internet-Savvy Community Liaison/Outreach Coordinator, Program Director, Administrator/Data Tracking Specialist, Executive Director (25%)</p>
<ul style="list-style-type: none"> <li>▪ Funding Sources and Partners</li> </ul>	<p><b>Other Funding Sources:</b> Community Technology Foundation of California and the Office of Community Services of the Administration for Children and Families</p> <p><b>Partners:</b> Peralta Colleges and WEAP’s community partners (local low-wage worker organizations, women’s health organizations, foster youth organizations, low-income senior centers, drug recovery programs, technology assistance organizations)</p>
<ul style="list-style-type: none"> <li>○ Results and Evidence of Success             <ul style="list-style-type: none"> <li>• Metrics for Evaluation Progress</li> </ul> </li> </ul>	<p><b>Metrics:</b></p> <ul style="list-style-type: none"> <li>• How many people are served per year?</li> <li>• How many people have been impacted per year?</li> <li>• What upgrades/acquisitions have been made to the computer lab and “technology library”?</li> <li>• What partnerships have been built and strengthened?</li> <li>• What is the level of satisfaction of the program participants?</li> <li>• Has the program created sustainable technology use by program participants?</li> <li>• Has the program produced relevant community and personal/professional technological applications for participants?</li> <li>• Has the program accurately assessed and executed its budget?</li> <li>• Is the project reviewed and monitored adequately?</li> </ul>
<ul style="list-style-type: none"> <li>• Change in Outcomes or Metrics Over Time</li> <li>• How long does it take to secure results for the program above?</li> </ul>	<p>Change in metrics or outcomes over time:</p> <ul style="list-style-type: none"> <li>• We aim to increase participant levels and the numbers of those impacted by the program</li> <li>• We aim to increase availability and accessibility of technology to current and past participants.</li> <li>• We aim to be responsive to the needs of the targeted communities and participants.</li> <li>• We aim to tend to the wrap-around and follow-up services to promote sustained technological use.</li> <li>• We aim to coordinate our training and applications with the needs of local industry and technological advancements</li> </ul> <p><b>Duration of Program:</b> The program will produce results in the first 3 months as we assess community technological needs and uses and match these needs and uses with a feasible and effective program to train participants in media, digital and broadband technology. The speed and effectiveness of the program will increase after the initial assessment stage and the first training cycle. By the end of the second cycle (within 9 months), we aim to have the entire program (intake, training, ongoing community assessment, technology library) operating effectively.</p> <p>1<sup>st</sup> Quarter:</p> <ul style="list-style-type: none"> <li>• Community Assessment</li> </ul>

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## CALIFORNIA EMERGING TECHNOLOGY FUND

REGION FACT FINDING CONVERSATION  
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

DATE  
ORGANIZATION AND PROJECT OVERVIEWS

	<ul style="list-style-type: none"><li>• Acquisition/Updating of Computer Lab and “Technology Library”</li><li>• Personnel Orientation and Curriculum Creation</li><li>• Creation of Review Committee</li><li>• Community Partners Meeting to Assess Community Resources</li><li>• Produce Publicity Materials and Recruit Participants</li></ul> <p>2<sup>nd</sup> Quarter:</p> <ul style="list-style-type: none"><li>• First Training</li><li>• Ongoing Community Assessment</li><li>• Ongoing Acquisition/Updating</li></ul> <p>3<sup>rd</sup> Quarter:</p> <ul style="list-style-type: none"><li>• Second training</li><li>• “Technology Library” Operation</li><li>• Public Event for Participants of First Training</li></ul> <p>4<sup>th</sup> Quarter</p> <ul style="list-style-type: none"><li>• Fully Functioning TIOC program</li><li>• End-of-Year Review Committee Convening</li><li>• Public Event for Participants of First Training</li><li>• Year-End Public Event to Publicize Program and Exhibit Products of Participants</li><li>• Follow-up services for All Participants Would Proceed Throughout the Year</li></ul>
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Note: By submitting the Organization Profile you are agree that the:

- Your Organization expressly grants permission to post the submitted information in a public area of the CETF website,
- Statements and representations made about your non-profit are true and contain falsehoods, and
- Your Organization will keep the information updated either on its own or at the prompting of CETF to ensure that it remains true and accurate reflects the current status and historical operating results of your organization.

You also give CETF the right to share the information with its Board, officers, employees and agents in printed documents as the Fund seeks to share examples.

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