



4-H TECH CHANGEMAKERS

#TechChangemakers

National 4-H Council and Microsoft are working together to close the connectivity gap in rural areas by empowering teens to bring technology and digital skills access to their communities.

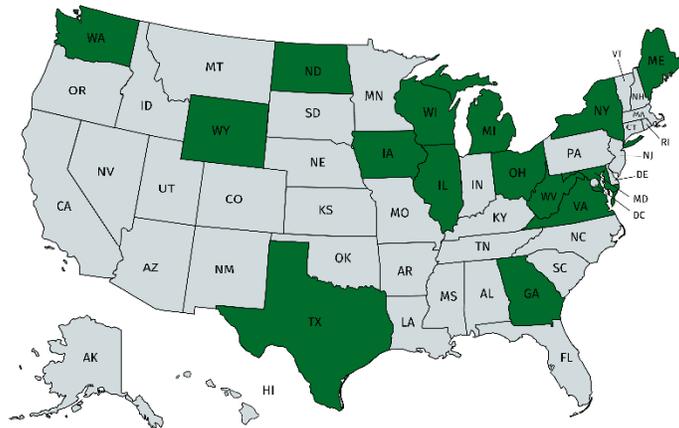
The 4-H Tech Changemakers program puts teens at the forefront of creating change in their communities, empowering them to serve as digital ambassadors by equipping them with the tools, resources and technical partners to help them be successful.

The Need:

- 7 in 10 teachers assign homework that requires internet access, yet over 3 million kids don't have internet access at home.
- An increase in access to broadband is correlated to higher employment rates.
- Over 90 percent of the total jobs in the economy now require experience with digital tools.

The Projects

The 4-H Tech Changemakers program equips 4-H teens with the tools and training they need to use technology as a force for good in their communities. Some are developing solutions to food insecurity, mental health awareness and other critical community issues, while others are teaching important digital skills serving as digital ambassadors in their communities. The project spans 92 communities across 15 states.



Digital Ambassador Project

Marathon County is currently forming the Digital Ambassador team. Teens and adult advisors will train, identify needs, plan educational sessions and then teach members of the community. This program will go through July 2020, with about 10 youth and 2 adult leaders, educating members of the community including 65+ year-olds, parents, job seekers, county leaders and more.



Goals & Expected Outcomes:

- Empower community members to adopt and use technology to improve their opportunities and outcomes with broadband Internet. Community members will gain technology awareness and skills related to what broadband Internet can provide.
- Raise the visibility of the partnership and mission as 4-H Tech Changemakers engage with lawmakers, media and other stakeholders. Teen leaders will be trained as spokespeople to lift and expand youth voice in this critical conversation.
- Infuse positive youth development approaches in relation to citizenship and technology skills development throughout the life cycle of the project. Teen leaders will successfully engage their local community to solve their digital literacy issues.

Project Timeline:

January-February 2019: Form Team
March 2019: Training in Chicago & Team Planning
April 2019: Community sessions planning
May 2019 – May 2020: Deliver programs and evaluate (planning and trainings as needed)
July 2020: Submit final report



Contact Marathon County Digital Ambassadors

Kaitlyn Bernarde, 4-H Program Coordinator

Kaitlyn.bernarde@ces.uwex.edu

715-261-1230

Visit Marathon.extension.wisc.edu/4h/ambassadors or on Facebook @4HDigitalAmbassadorsMC

