

# Austin Digital Inclusion Strategic Plan Update

## Activation and Implementation

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# Strategic Plan Implementation Update

Connect 4.1  
Innovation  
Project

Engage 4.2  
Engagement &  
Outreach  
Strategy

Engage 4.2  
Relevancy &  
Advocacy  
Campaign



# Connect 4.1 – Innovation Project



# User Research

- Innovation interns developed a script that will be used to interview our digital inclusion partners. Topics discussed will include:
  - General questions about how they **describe and promote programs**
  - Organization-specific questions **programmatic trends and challenges**
  - Questions about **AustinConnects.net** including awareness, usage, benefits and challenges
  - Questions about Aunt Bertha, **an existing program inventory tool**, including awareness, usage, benefits and challenges
  - Questions about how **Austin Digital Assessment data** can be used to **support programs** and how that information should be **shared**
  - Supplemental questions about **City support** and **collaboration** with other organizations
- Findings will be integrated into the design of web-based program inventory and data visualization tool(s)
  - To be developed at ATX Hack for Change

## Engage 4.2 - Engagement & Outreach Strategy



## Tech Task Force

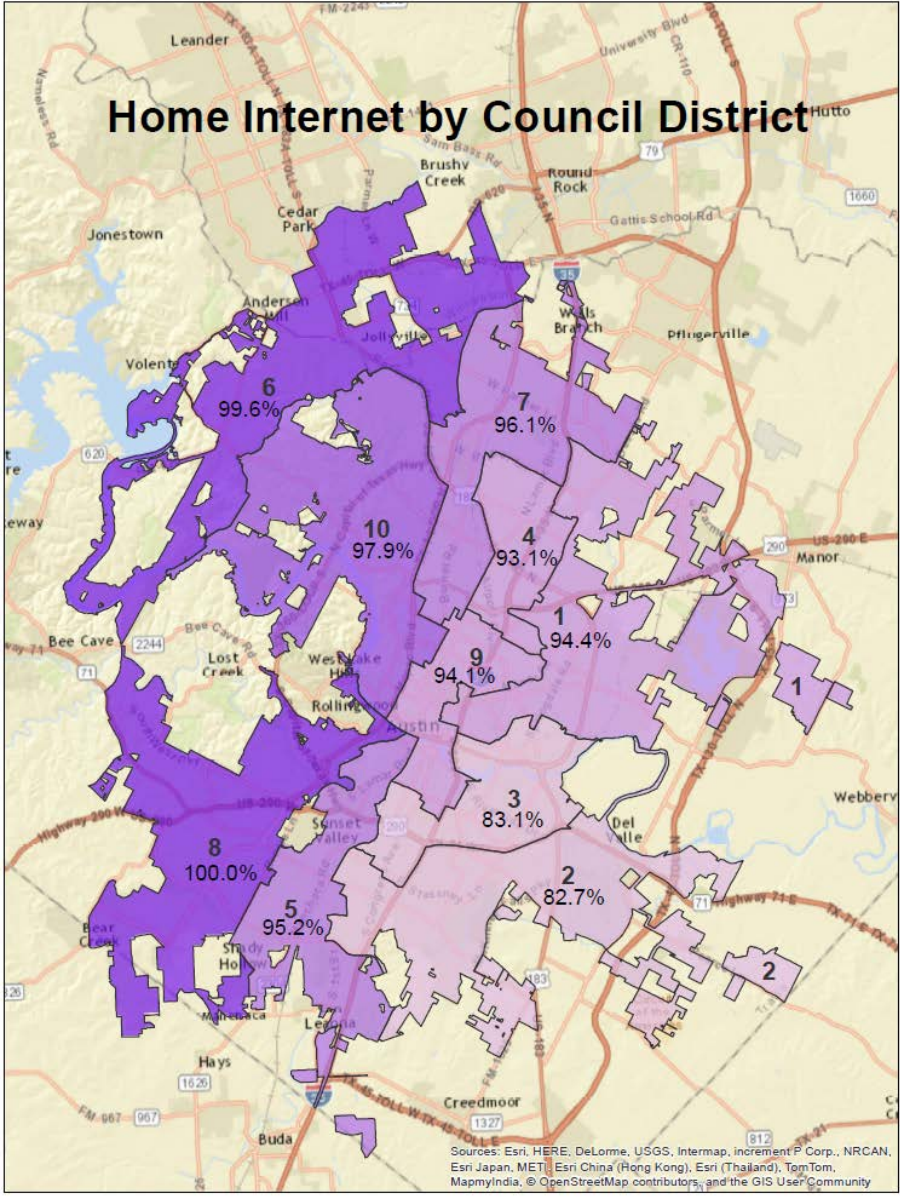
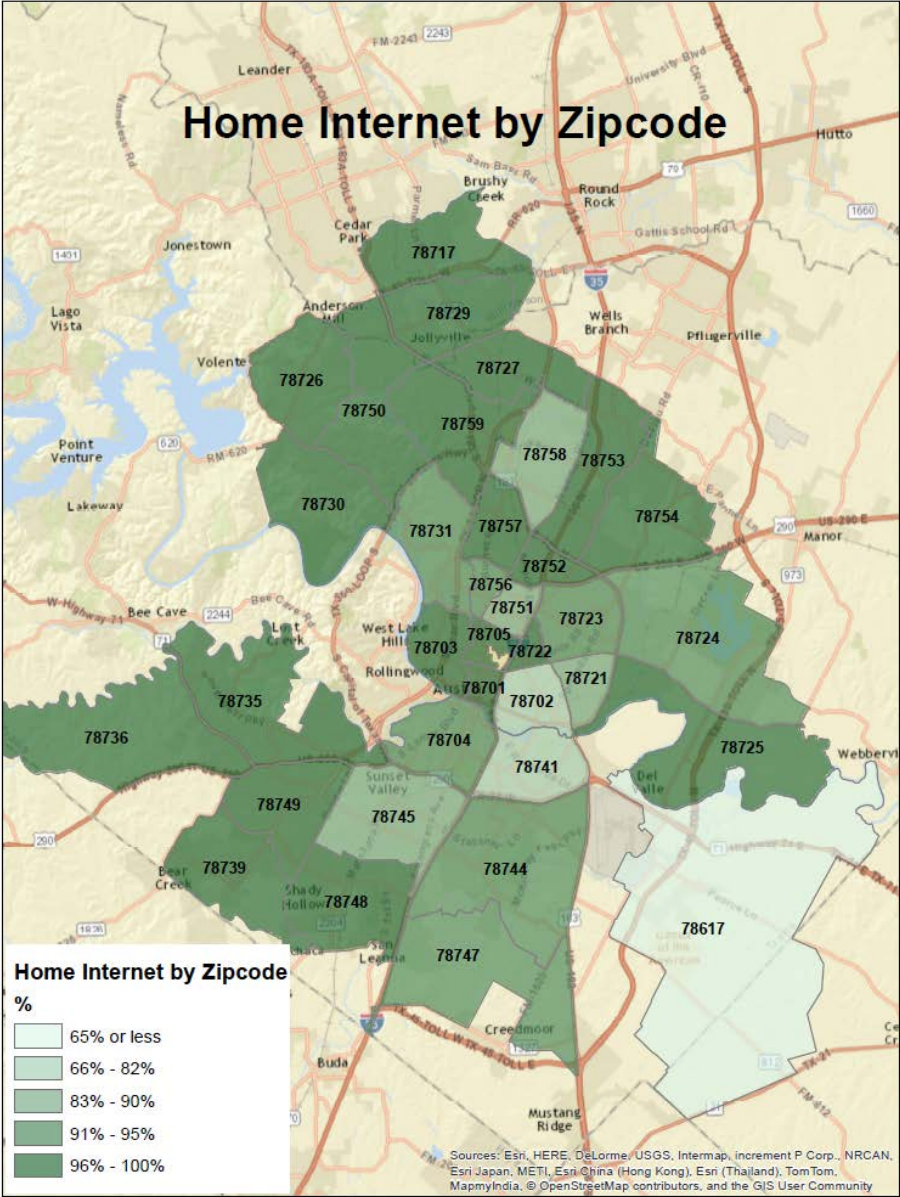
- East Town Lake Citizens Neighborhood Association
- 7 members signed up on March 12<sup>th</sup>
- East Cesar Chavez/East Town Lake/Holly neighborhood survey and block walk

# Engage 4.2 - Relevancy & Advocacy Campaign



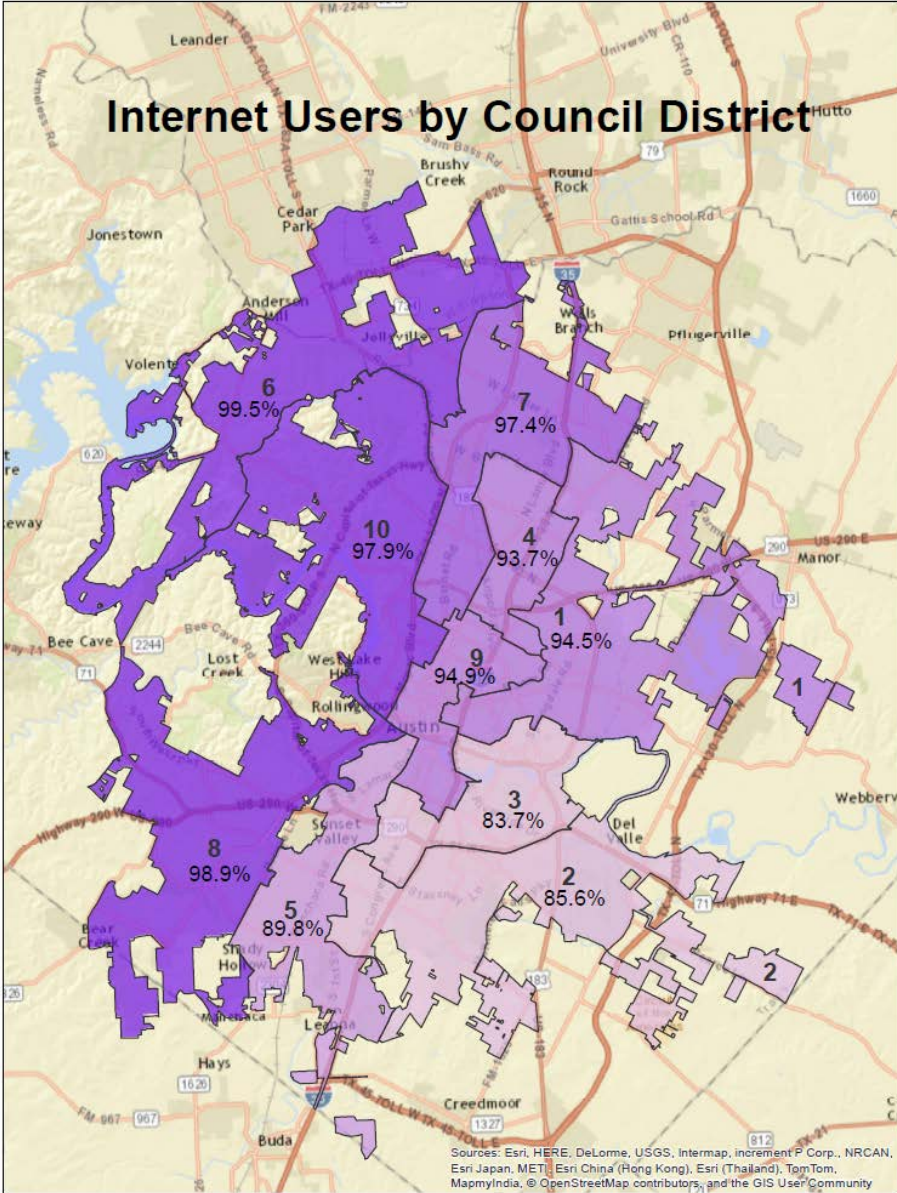
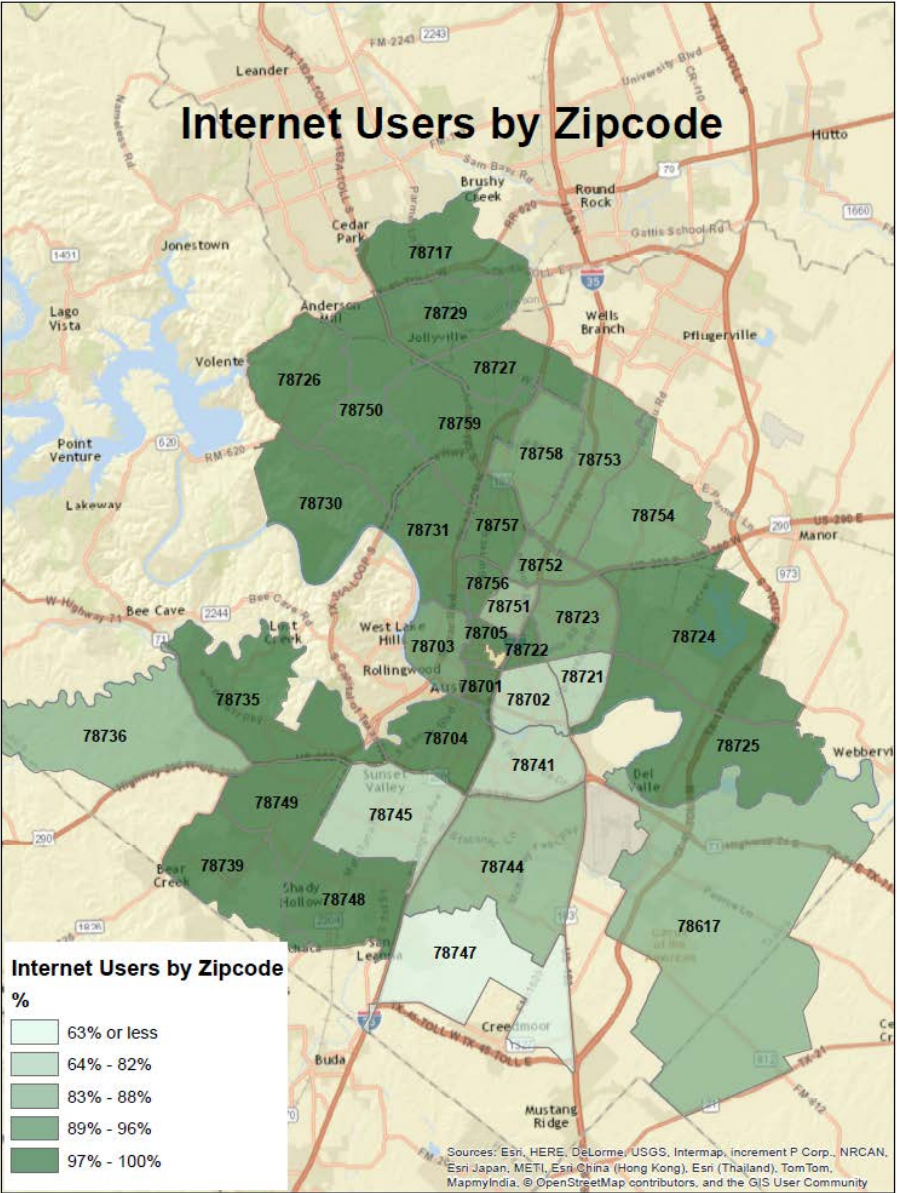
Engage 4.2 - Relevancy & Advocacy Campaign

Austin Digital  
ASSESSMENT



Engage 4.2 - Relevancy & Advocacy Campaign

Austin Digital  
ASSESSMENT



# Contact

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