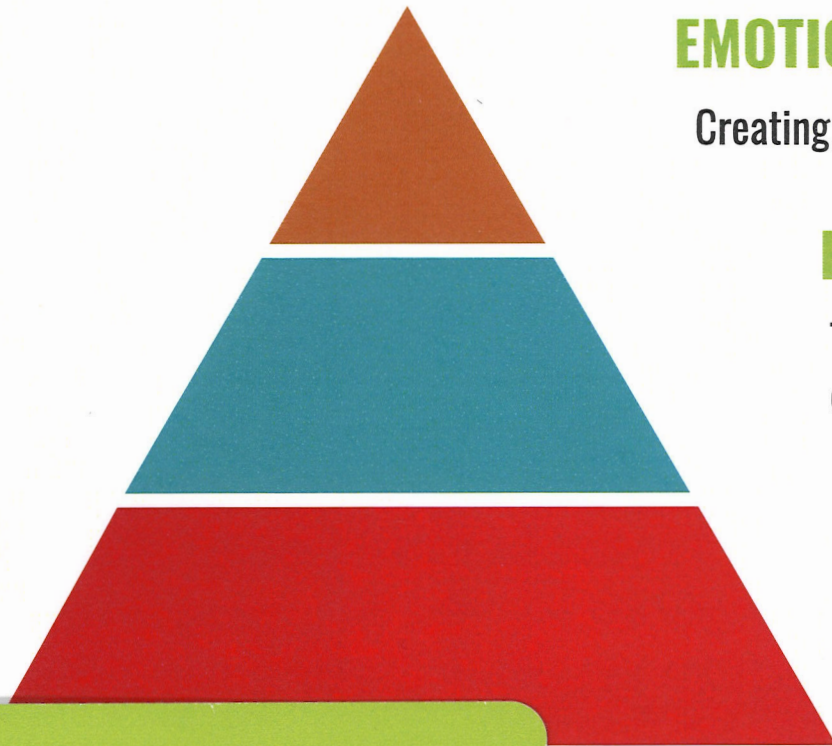


# BRANDING PYRAMID



## EMOTIONAL SPACE

Creating an emotional connection with your audience

## BENEFITS

The benefits of engaging with your product or service on a person's life

## FEATURES

The "stuff" – The products or services offered

*Adapted from Ricochet Ideas | Presented by Stacie Ledden Consulting*

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# DIGITAL NAVIGATION PROGRAM

OVERVIEW

**YEAR 1: NOVEMBER 2023 - OCTOBER 2024**

**YEAR 2: SEPTEMBER 2024 - AUGUST 2025**





Digital  
Skills



Digital  
Inclusion

Digital  
Equity

## WHAT DOES A DIGITAL NAVIGATOR DO?

- Can support learning basic computer and internet skills
- Help learn steps to create an email account, or to manage an existing email account effectively
- Share good practice for online safety including privacy and security
- Offer ongoing continuous digital learning

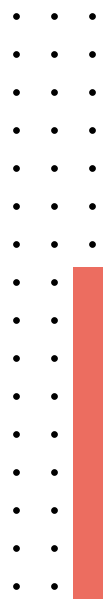


## DIGITAL SKILL BUILDING TO INCREASE DIGITAL LITERACY

- Who is the program for? Any patrons who seek to increase their basic digital skills
- How does it work?
- BPLD offers 1:1 appointments with a Digital Navigator 30-45 minutes, weekly or biweekly depending on availability
- We have one 30-hour Digital Navigator, and one 20-hour Bilingual Digital Navigator
- Appointments are offered on Mondays, Tuesdays, Wednesdays & Thursdays

# PROGRAM HIGHLIGHTS

- Patrons have directly shared with the Digital Navigation team that this program is meeting needs that have gone unmet by similar programs in the larger community
- Patrons expressed that the tech-help program at Main's neighbor, the Age Well Center, has capacity to meet only one patron per weekday, and the waiting list is quite long
- Digital Navigators have a limited number of laptops for low-income eligible patrons. For Year 2 patrons need to complete 6 training sessions to receive a laptop



“Digital Navigators consistently provide holistic, individualized support through repeat interactions”

*National Alliance for Digital Inclusion*

## RESOURCES:

The Learning Source:

<https://thelearningsource.org/digital-navigation-classes/#learn-more>

Colorado Department of Labor and Employment:

<https://servecolorado.colorado.gov/digitalnavigators>

National Alliance for Digital Inclusion:

<https://www.digitalinclusion.org/digitalnavigatormodel/>

