DIGI
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CLOSING THE DIGITAL DIVIDE

WHAT IS THE DIGITAL DIVIDE?

The digital divide refers to the gap between those who can access and take full advantage of computers and the internet and those who cannot. For those who cannot, the reasons range from lack of access to devices or internet to lack of access to digital training.

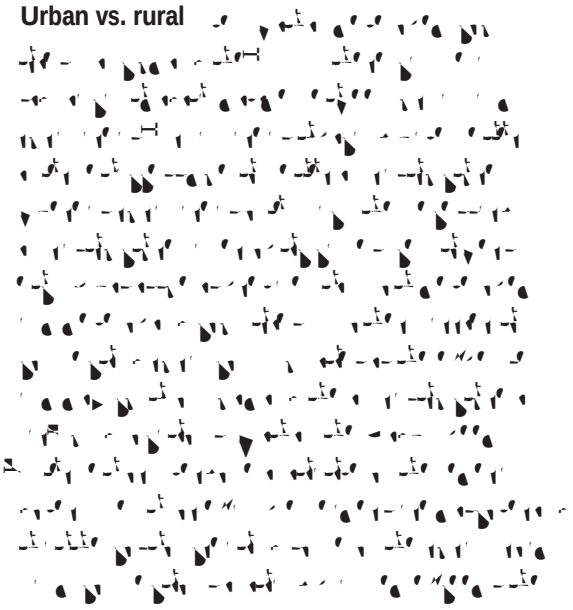
The EY commitment to addressing the digital divide

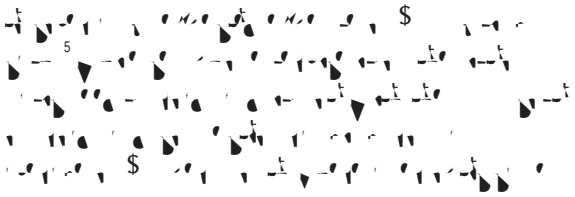
Even before the COVID-19 pandemic, EY citizenship leaders including Kevin Brown identified concerning trends, including that one-third of young people (disproportionately Black, Latinx, and/or low-income) lacked access to broadband and devices at home. This disparity was intensified during the pandemic. To address this issue, the firm created several anti-racism interventions, including the Ernst & Young LLP (EY US) Bridging the Digital Divide initiative. EY people were inspired to use their time and connections to close the divide in their local communities. EY US noticed that there was a need for private sector leadership on the issue, so the organization used its network and influence to activate multiple stakeholder groups across the country and raise millions of dollars in support of the cause. The foundation of EY US's commitment to this issue is through its mentoring programs, where EY people volunteer to help upskill beneficiaries on how to succeed in a digital age.

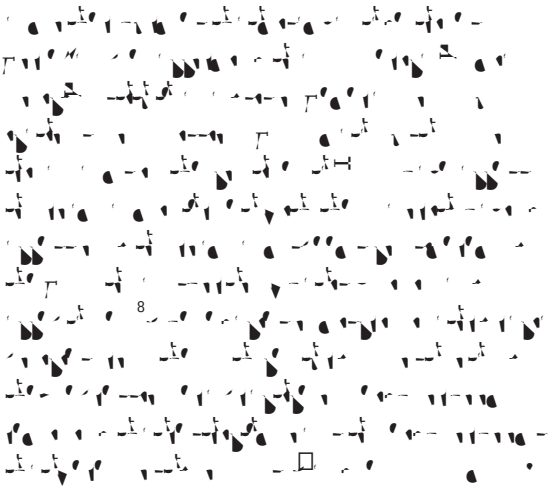
In the three years since the Bridging the Digital Divide initiative was launched, the program has:

- Impacted more than 600,000 lives via programs that provide mentoring, hardware, and/or connectivity.
- Established targeted local programs involving more than 4,300 EY professionals and including dozens of mentoring and learning programs.
- Raised $4.3 million through public-private coalitions and an additional $4.8 million in charitable contributions from EY professionals through the company's annual United Way giving campaign.
- Engaged the support of and established collaborations with other corporate leaders, including clients whose mission and purpose align to the firm's.
- Convened more than 200 collaborations with other organizations, including coalitions of education departments and public sector agencies, nonprofits, community service organizations, and the private sector.

Urban vs. rural







Inequality by the numbers: How the digital divide perpetuates economic inequality

Alabama
Ala ka
A i ona
A kan a
Califo nia
Colo ado
Connec ic

FIGURE 5
English is the internet's universal language

% of eb i e ing elec ed lang age **% of in e ne' e peaking ha lang age**

63.7

Engli h

Economic bene ts of closing the digital divide

FIGURE 6
Science and technology occupations, 2020 and projected 2030

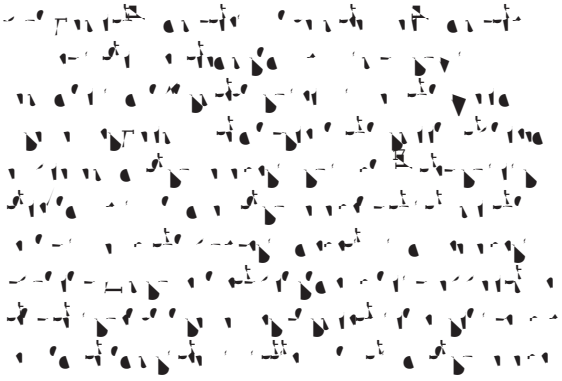
(Numbers in thousands)

Bridging the digital divide and building a better working world

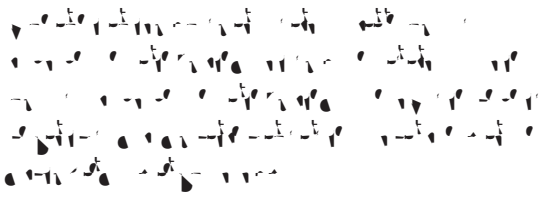
”Our initiative embraces a ’Now, Next and Beyond’ strategy that applies our consulting acumen, with an eye toward social inclusion. ‘Now’ focuses on working with organizations to support

The future of work—and prosperity

Key technologies of the Fourth Industrial Revolution

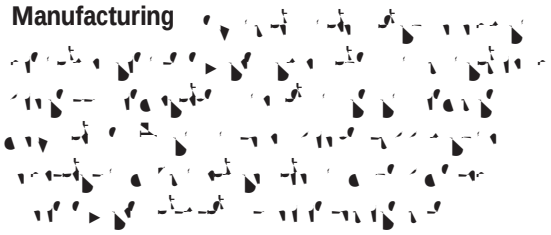


Neurotechnology and digital technology

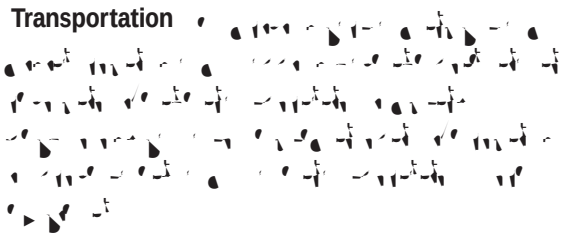


Industry use cases
how digital technologies are likely to be adopted across industries[18]

Manufacturing



Transportation



Retail

Education

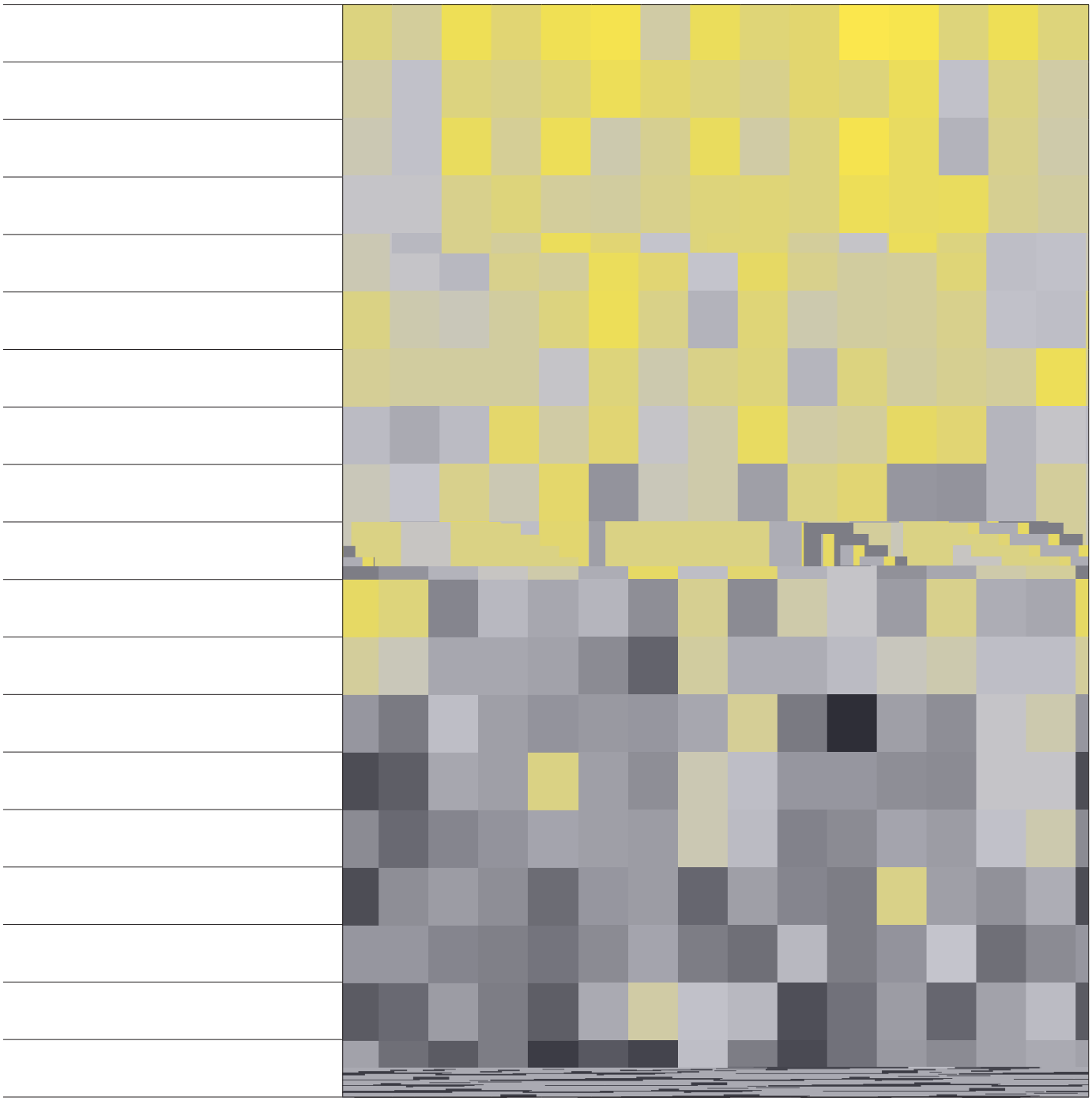
Energy

Media and entertainment

Which jobs are predicted to be most a□ected by technological disruption?

19

FIGURE 11



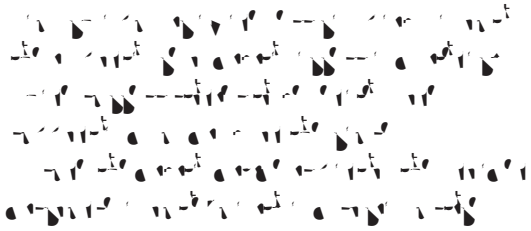
The toolkit: Concrete actions companies can take to build the bridge across the digital divide

Investment in infrastructure

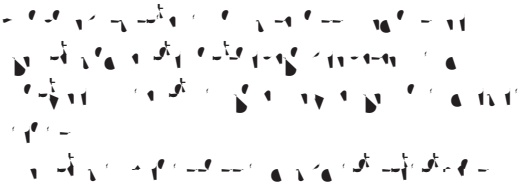
EY commitment to addressing the digital divide of Now, Next, and Beyond

To meet all the dynamic needs of the communities in which EY US professionals live and work, the firm implemented a three-phase activation approach—Now, Next, and Beyond. The first phase (Now) focuses on

Public awareness campaigns



Long-term sustainability



Data literacy

Soft skills

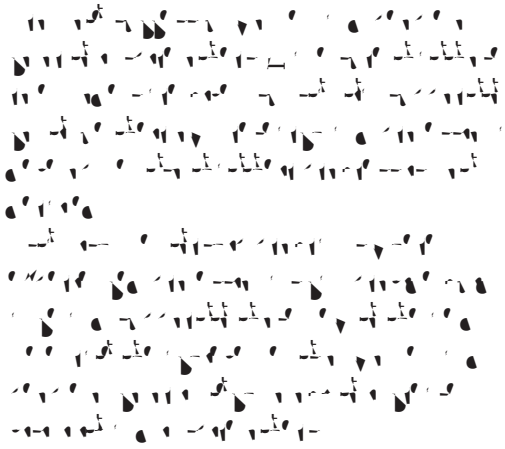
Industry-specific tech skills

New sector skills

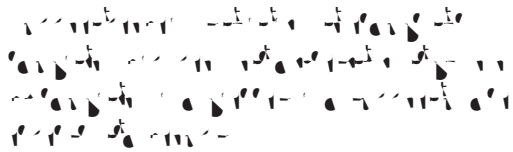
Specialized ethics

Lifelong learning

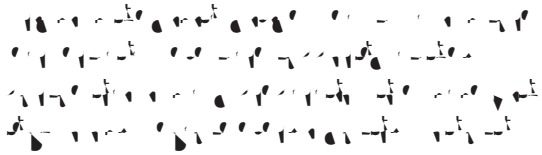
3. Mentorship and role models



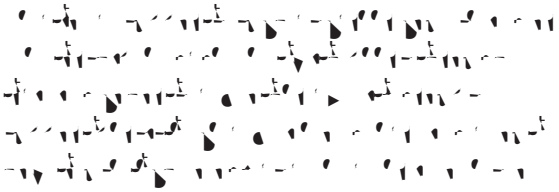
4. Create inclusive work environments



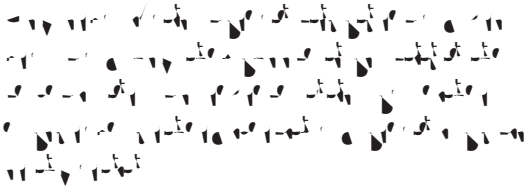
Tools for mentors and Digital Divide program leaders



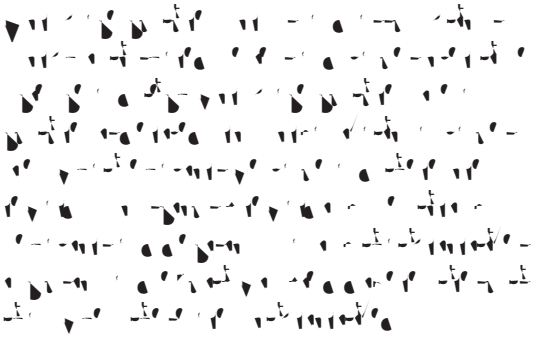
Social interactions and support



Organizational structures



Organizational values and tech inclusion culture



Do I belong here?

[24]

[25]

[26] **The great news is that both self-efficacy and self-identification regarding tech and data mastery can be developed with support**

Bridge building block: BELIEVE

1. Personal experience of mastery

2ers.

2 u r e o e e n - U S 5 / P < e o t h -

3. Verbal persuasion

29

4. Positive framing

From each side of mentoring

Bridging the digital divide is an important component of

Supporting the bridge builders
mentoring, role models, and cohort development

- **Mentoring**

[43]

- **Career education and career counseling**

- **Positive self-talk**

[44]

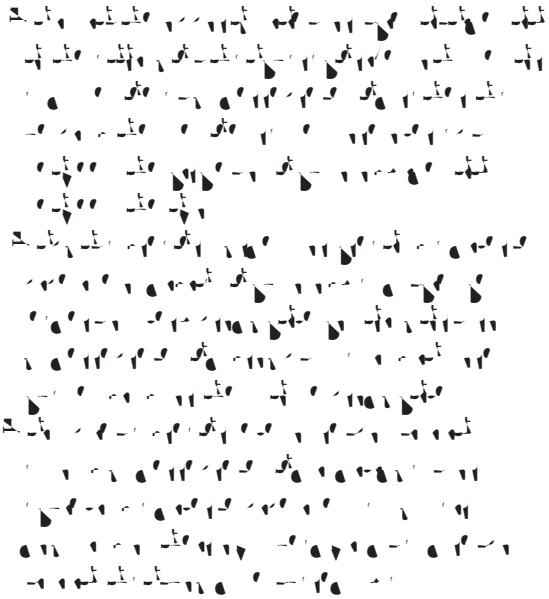
- **Team-based projects and cohorts**

[45]

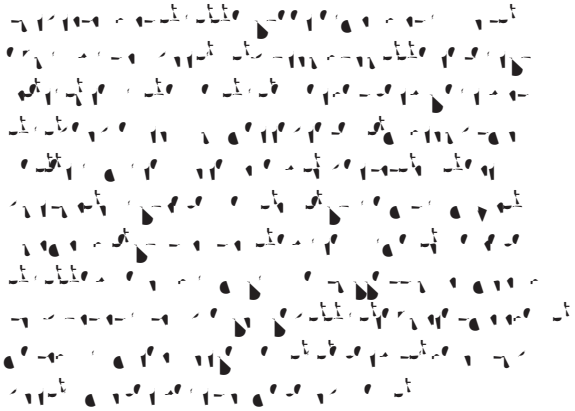
- **thderrepresented gro74.9 (u)15.7 (p)-4.2 (s6o)11 (r l)-7.3 (e a)-**

[illegible][47] [illegible]

[illegible]



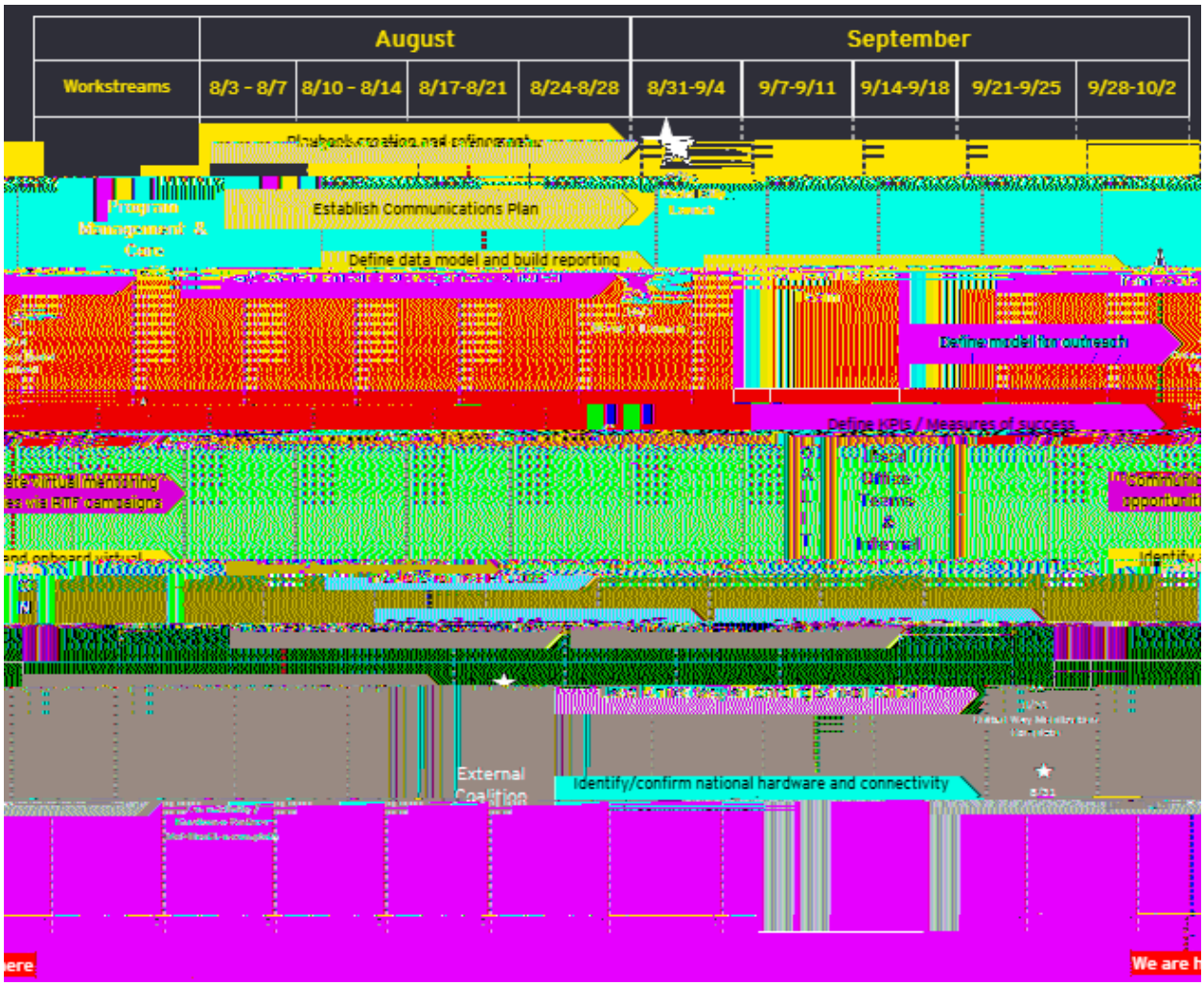
Bringing it all together: Employing an ecosystem of support for developing a tech-ready workforce



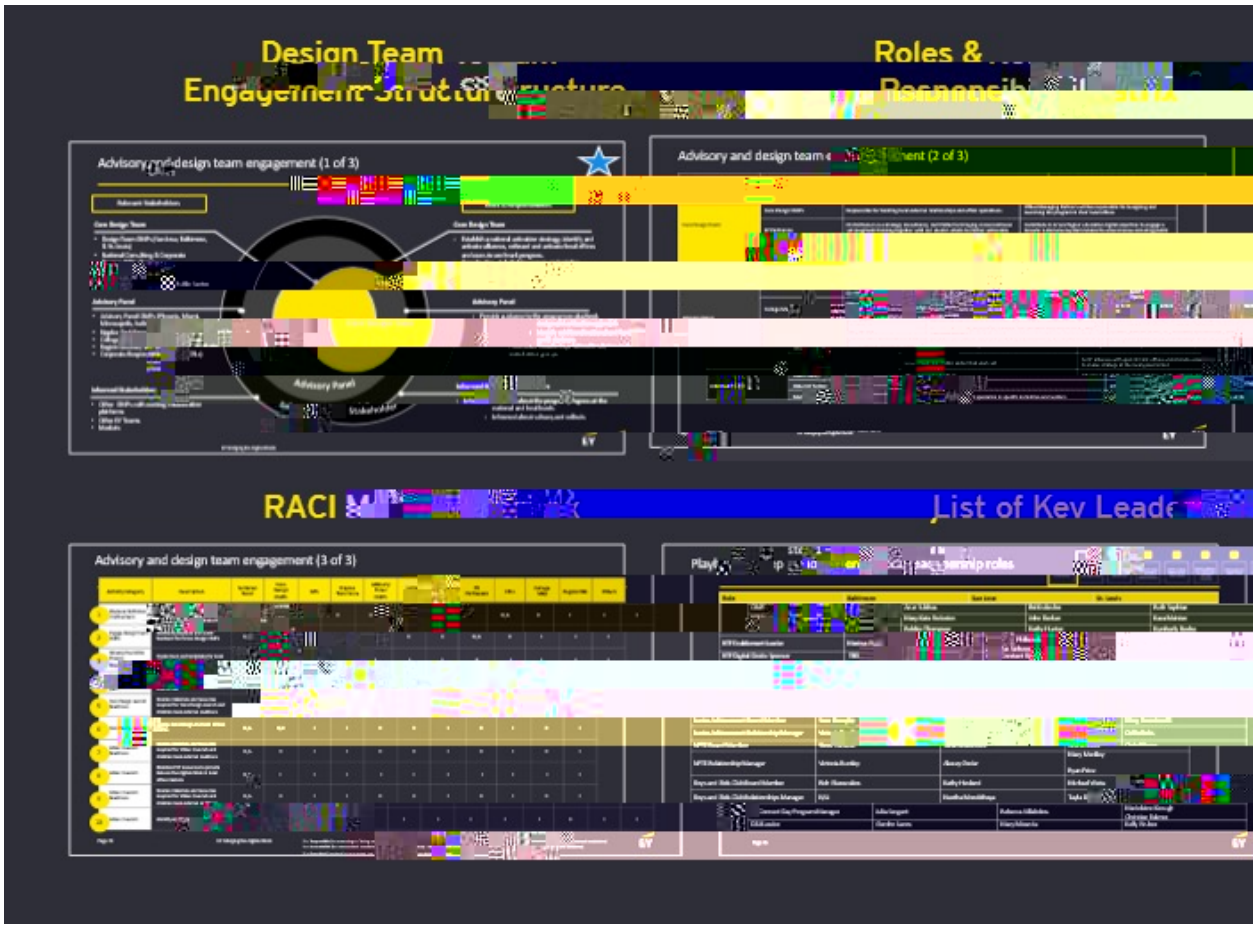
	Technology Identity	Social Interactions and Support	Organizational Culture and Values Characteristics	Digital Technology Adoption Culture
Vicarious Experience	• Mentoring with mentor training for identity narrative • Diverse role models with identity narrative framing • G			

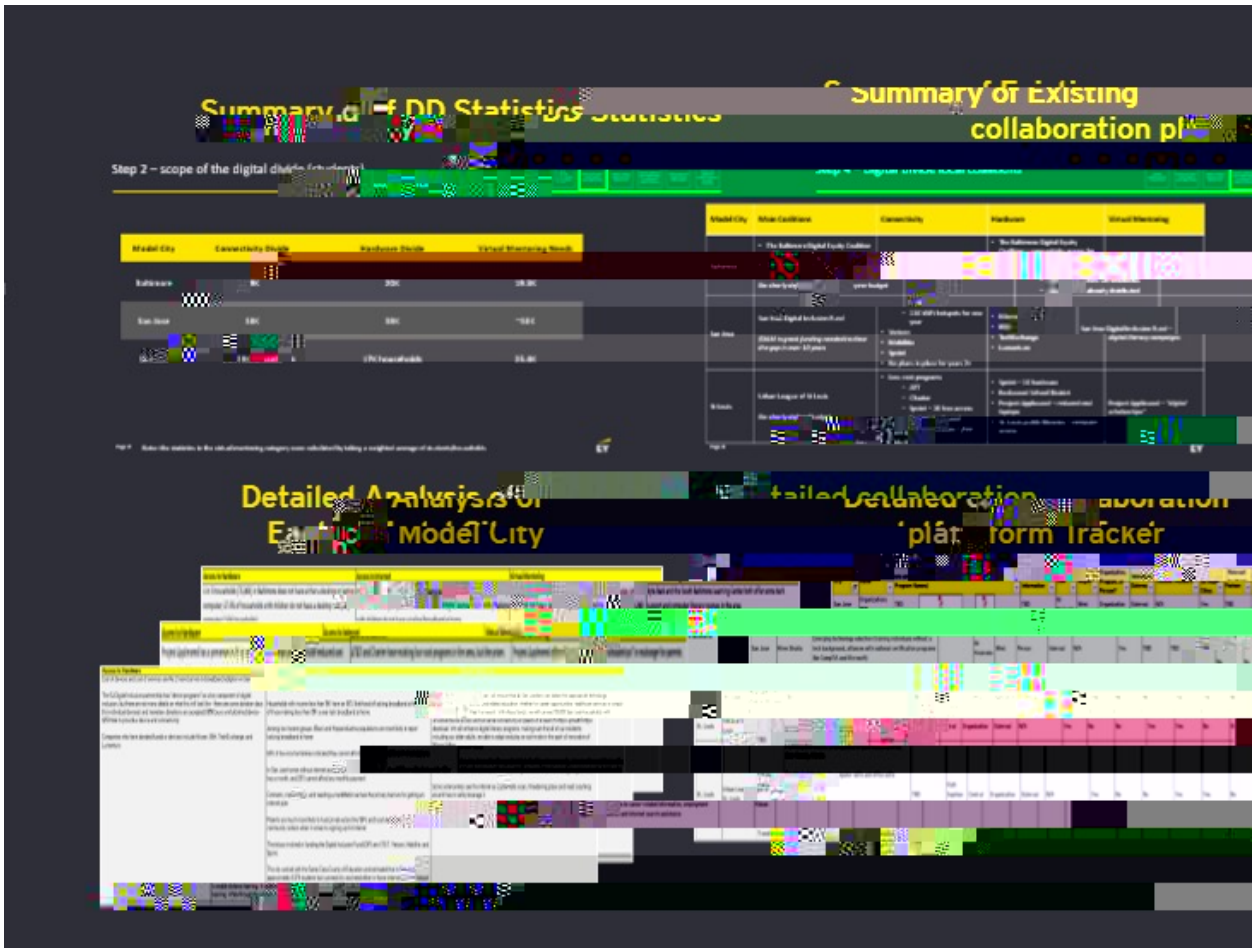
	Technology Identity	Social Interactions and Support	Organizational Culture and Values Characteristics	Digital Technology Adoption Culture
Verbal Persuasion	• In all programs, define key identity messages to be delivered in addition to technical content • Explicit narratives about identity • Explicit narratives about self-e□cacy and belonging • Reinforcing successes • Level-setting beliefs about comparative performance • Coaching positive self-talk ***Sa le ea e:*** • Pre- and post-self-assessment of self-e□cacy and feeling of belonging • Pre- and post-mentor/supervisor assessment of growth • Number of employ			

A roadmap for getting your company


August
September
Workstreams
8/3 - 8/7
8/10 - 8/14
8/17-8/21
8/24-8/28
8/31-9/4
9/7-9/11
9/14-9/18
9/21-9/25
9/28-10/2
Establish Communications Plan
Define data model and build reporting
Define model for outreach
Define KPIs / Measures of success
External Coalition
Identify/confirm national hardware and connectivity


Completed
On Track
Should be
Project lead engages
As you complete each step, ask yourself:


Design Team
Roles &
Advisory and design team engagement (1 of 3)
Advisory and design team engagement (2 of 3)
RACI
List of Key Leade
Advisory and design team engagement (3 of 3)


Summary of DD Statistics
Summary of Existing collaboration pl
Step 2 – scope of the digital divide
Detailed Analysis of Model City
Detailed collaboration platform Tracker

Getting to a digital support ecosystem

United to Learn:[57]

References

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$ *T e Wa S ee J a eb e*

Pa f Se Ca e eb e

Ec fac eb e

Re e eb e

ACLU eb e

NBC Ne eb e

I *Sa e J a eb e*

P bMed eb e I

Na a L b a f Med c e eb e

V a Ca a eb e

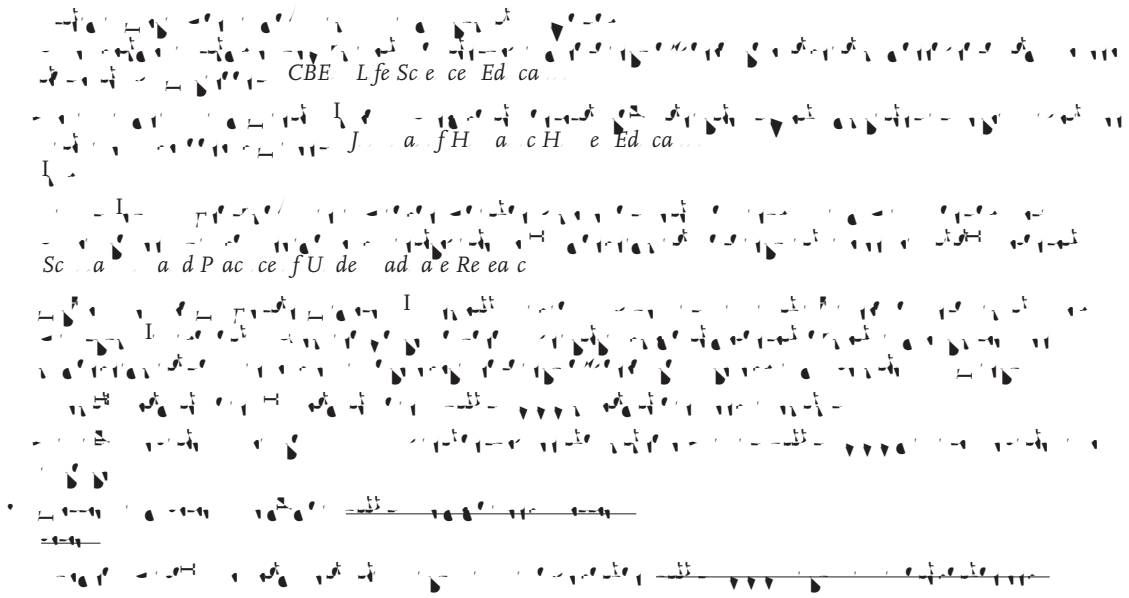
I *T e Sca d a a J a f Ec c eb e*

Ed ca C f e S a e eb e

M Lab Re e eb e

I *Re ea c Ga e eb e*

S a a eb e



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