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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

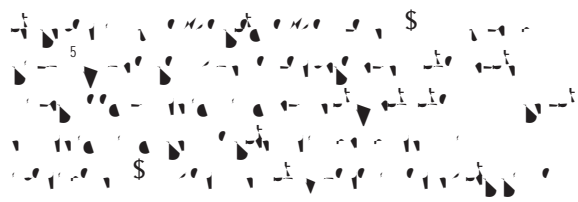
Even before the COVID-19 pandemic, EY citizenship leaders including Kevin Brown identified concerning trends, including that one-third of young people (disproportionately Black, Latinx, and/or low-income) lacked access to broadband and devices at home. This disparity was intensified during the pandemic. 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

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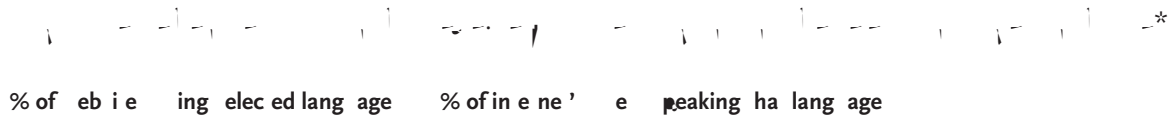
Inequality by the numbers: How the digital divide perpetuates economic inequality



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



FIGURE 5
English is the internet's universal language



63.7

English

Economic benefits 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

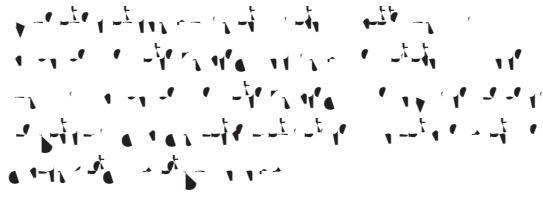
"Our initiative embraces a 'Now, Next and Beyond' strategy that applies our consulting acumen, with an eye toward social inclusion. 'Now' focuses on working with organizations to support

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 industries¹⁸



Manufacturing

Manufacturing

Transportation

Retail

...

Education

Education is a sector that is being transformed by digital technology. The rise of online learning platforms and digital content has opened up new opportunities for students and educators alike. However, the digital divide remains a significant barrier to access, particularly in rural and low-income areas. Addressing this divide is crucial for ensuring that all students have the opportunity to benefit from the advantages of digital education.

Energy

The energy sector is undergoing a major transformation as digital technology enables more efficient and sustainable energy production and distribution. Smart grids and digital meters are being deployed to optimize energy usage and reduce waste. However, the digital divide in energy infrastructure remains a challenge, particularly in developing countries where access to modern energy services is limited.

Media and entertainment

Media and entertainment are sectors that have been heavily impacted by digital technology. The rise of streaming services and digital content has disrupted traditional media models. However, the digital divide remains a barrier to access, particularly in rural and low-income areas where internet access is limited.

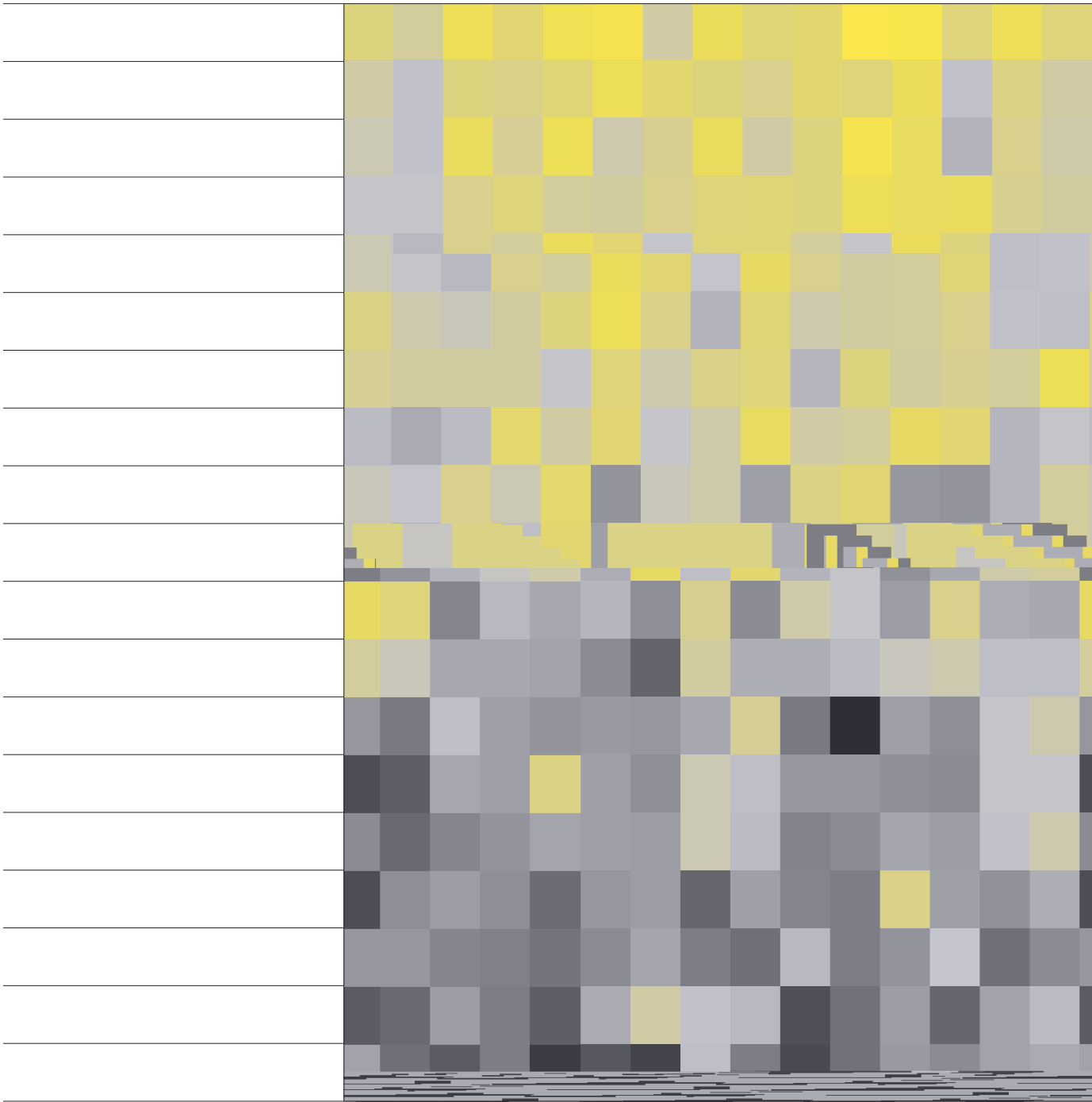
The digital divide in media and entertainment is a significant barrier to access, particularly in rural and low-income areas. Addressing this divide is crucial for ensuring that all individuals have the opportunity to benefit from the advantages of digital media and entertainment. This includes ensuring that all individuals have access to the internet and digital devices, and that digital content is available in local languages and formats.

The digital divide in education is a significant barrier to access, particularly in rural and low-income areas. Addressing this divide is crucial for ensuring that all students have the opportunity to benefit from the advantages of digital education. This includes ensuring that all students have access to the internet and digital devices, and that digital content is available in local languages and formats.

Which jobs are predicted to be most affected by technological disruption?

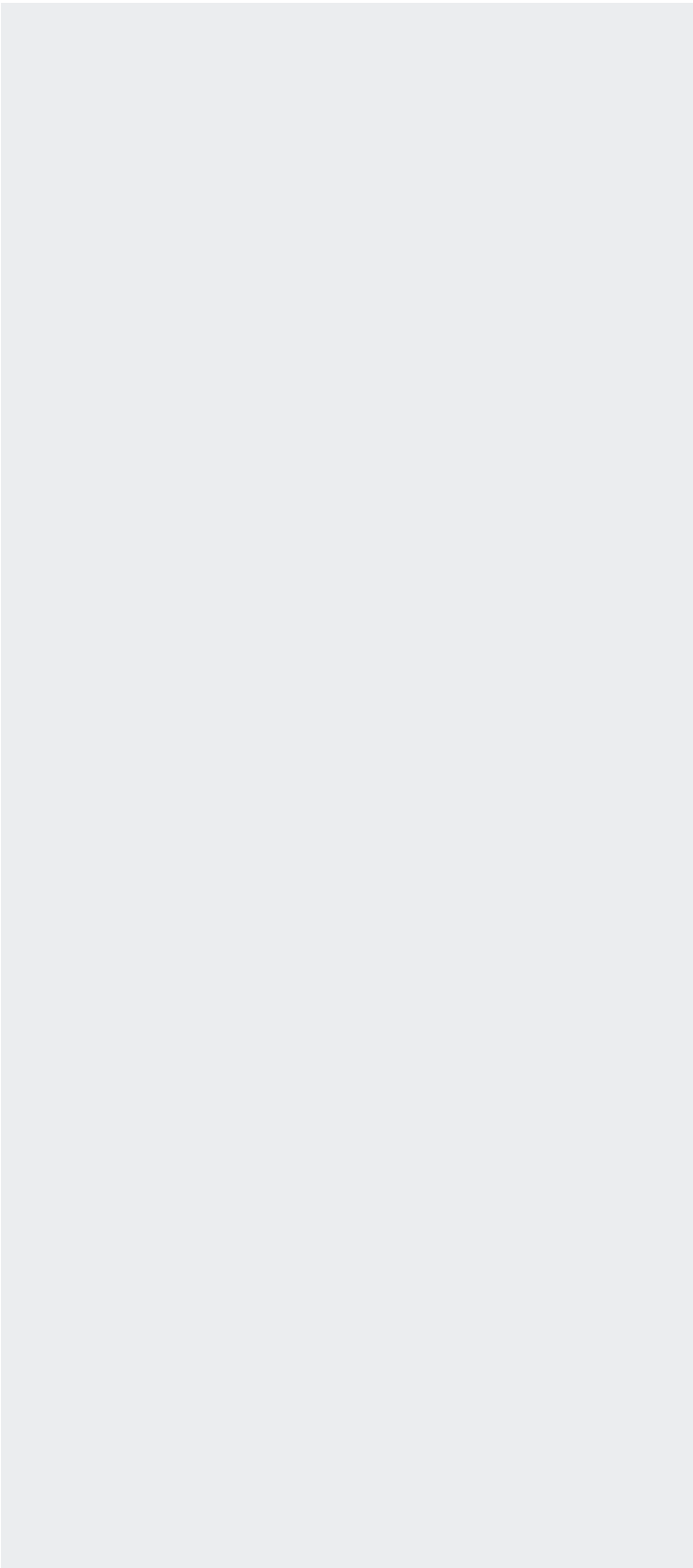
Technological disruption is predicted to have a significant impact on the labor market, particularly in the manufacturing and service sectors. Jobs that are routine and repetitive are most at risk of being automated. However, jobs that require complex problem-solving, creativity, and interpersonal skills are less likely to be automated. Addressing the digital divide is crucial for ensuring that all individuals have the opportunity to benefit from the advantages of digital technology and to acquire the skills needed for the future labor market.

FIGURE 11



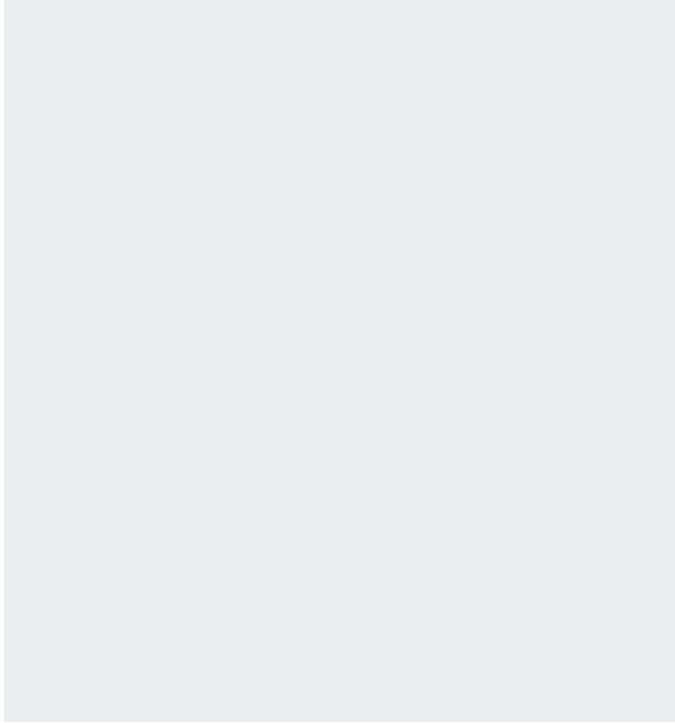
The toolkit: Concrete actions companies can take to build the bridge across the digital divide

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

Public awareness campaigns are essential for reaching underserved populations. These campaigns can be conducted through various channels, including community meetings, social media, and local radio. The goal is to educate the public about the benefits of digital services and how to access them. For example, a campaign might focus on teaching basic computer skills or how to use online government services. This helps to build confidence and reduce the fear of technology that often hinders digital adoption.

Long-term sustainability

Ensuring long-term sustainability is crucial for the success of digital inclusion initiatives. This involves creating a local ecosystem of support, including training centers, community groups, and local businesses that can provide ongoing assistance. Sustainable models often rely on local leadership and resources, rather than external funding. For instance, a community center might offer digital literacy classes, while a local business might provide internet access for its customers. This creates a self-sustaining environment where digital skills are continuously reinforced and updated.

Data literacy

As the world of work continues to evolve, data literacy is becoming an essential skill for all workers. Data literacy is the ability to understand, interpret, and communicate data. It is a critical skill for making informed decisions and solving problems in a data-driven world.

Soft skills

Soft skills are the non-technical skills that are essential for success in the workplace. These skills include communication, teamwork, problem-solving, and adaptability. Soft skills are often the differentiating factor between good and great employees.

Industry-specific tech skills

Industry-specific tech skills are the technical skills that are required for success in a particular industry. These skills vary by industry and are often specific to a particular job or role. Examples of industry-specific tech skills include programming, data analysis, and project management.

New sector skills

New sector skills are the skills that are required for success in emerging industries and sectors. These skills are often interdisciplinary and require a combination of technical and soft skills. Examples of new sector skills include artificial intelligence, blockchain, and sustainable business practices.

Specialized ethics

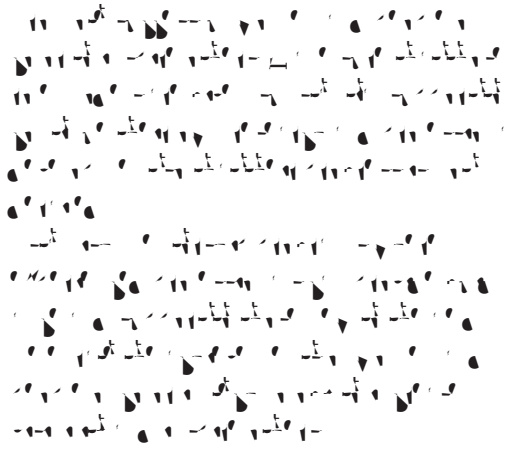
Specialized ethics are the ethical principles and standards that are specific to a particular industry or profession. These ethics are often developed by professional associations and regulatory bodies. Examples of specialized ethics include medical ethics, engineering ethics, and business ethics.

Lifelong learning

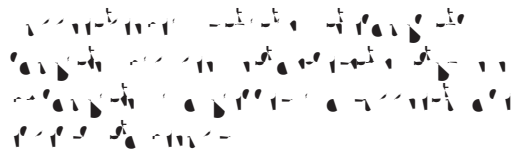
Lifelong learning is the continuous process of acquiring new knowledge and skills throughout one's life. It is a key component of career development and personal growth. Lifelong learning can be achieved through formal education, self-directed learning, and experiential learning.

The world of work is constantly evolving, and workers must be prepared to learn and adapt to new challenges. This requires a combination of technical skills, soft skills, and specialized ethics. Lifelong learning is essential for staying relevant in a rapidly changing job market. Workers should focus on developing a strong foundation of skills and knowledge, and be open to learning from a variety of sources. This will ensure they are equipped to succeed in the future of work.

3. Mentorship and role models



4. Create inclusive work environments



Tools for mentors and Digital Divide program leaders

1. **Communication tools**
- Email
- Phone
- Video conferencing
- Instant messaging

Social interactions and support

2. **Support resources**
- Online forums
- Webinars
- Live chat
- Helpdesk

Organizational structures

3. **Organizational structures**
- Flat structure
- Hierarchical structure
- Matrix structure
- Project-based structure

Organizational values and tech inclusion culture

4. **Organizational values and tech inclusion culture**
- Transparency
- Accountability
- Collaboration
- Innovation
- Diversity and inclusion

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

Verbal persuasion is a form of persuasion that involves using words to influence someone's beliefs, attitudes, or behaviors. It can be done through direct communication, such as a speech or a conversation, or through indirect communication, such as a written message or a social media post. Verbal persuasion is often used in marketing, advertising, and public relations to promote a product or service. It can also be used in education to teach students about a particular topic or to encourage them to adopt a certain behavior. Verbal persuasion is a powerful tool that can be used in a variety of ways to achieve different goals.

4. Positive framing

Positive framing is a technique used in persuasion to present information in a way that is more likely to be accepted and acted upon. It involves focusing on the benefits and positive aspects of a product or service, rather than the drawbacks or negative aspects. For example, a car manufacturer might focus on the car's speed and fuel efficiency, rather than its high price or small size. Positive framing is often used in advertising and marketing to make a product or service more appealing to consumers. It can also be used in education to encourage students to learn and to adopt positive behaviors.

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

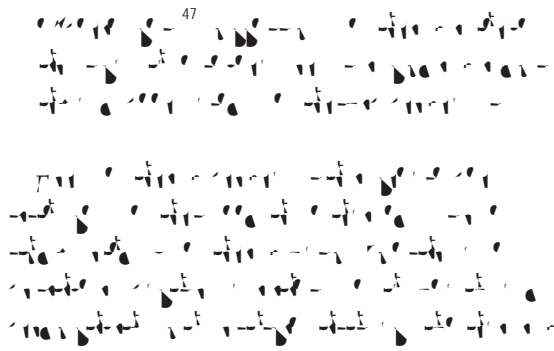
- Career education and career counseling

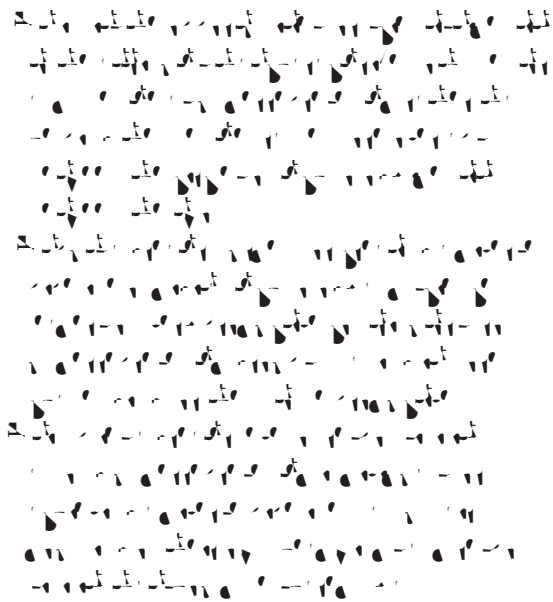
- Positive self-talk



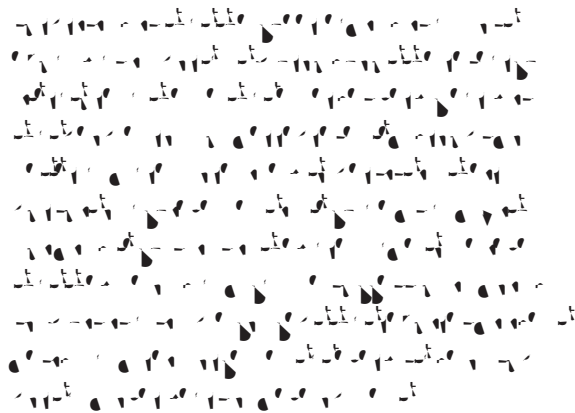
- Team-based projects and cohorts

- Underrepresented groups





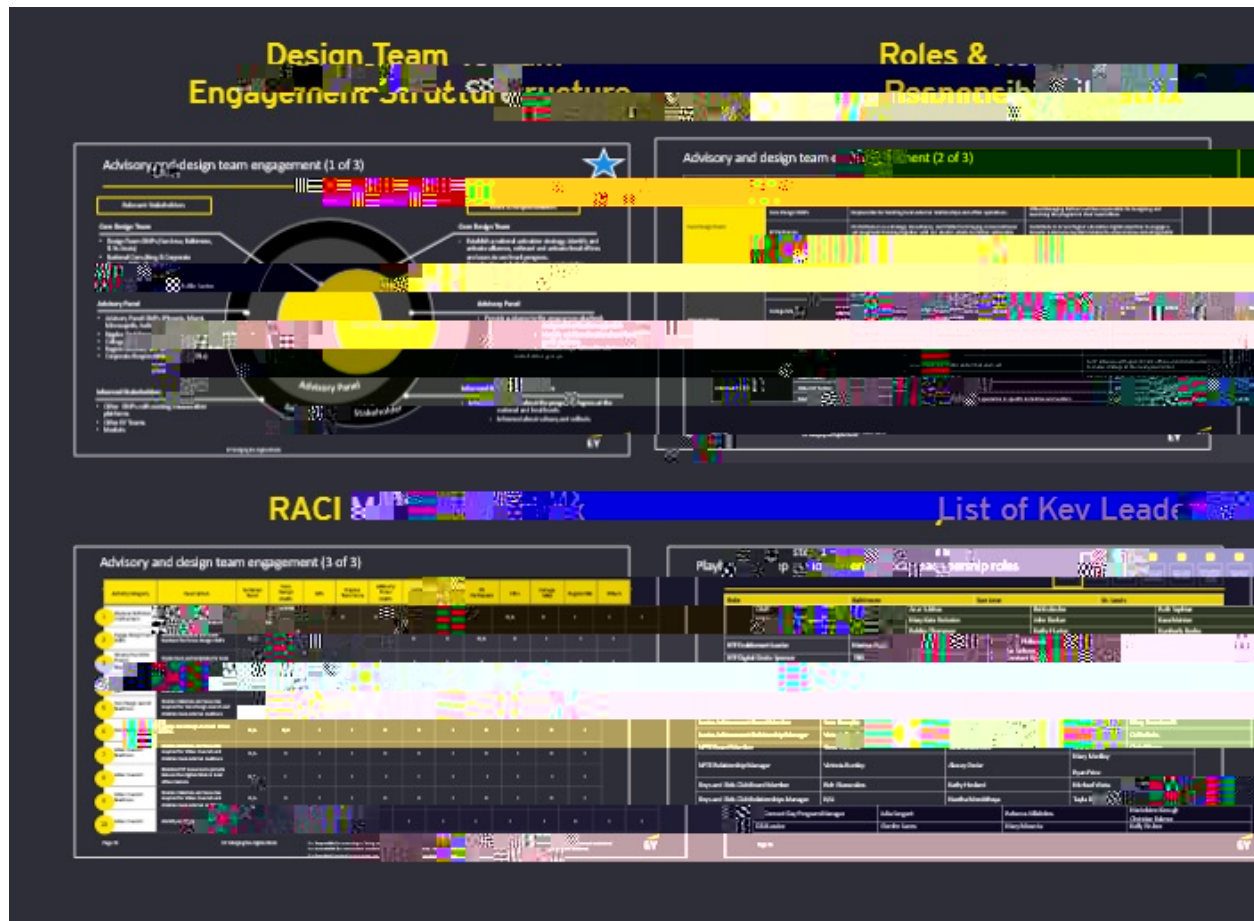
Bringing it all together: Employing an ecosystem of support for developing a tech-ready workforce

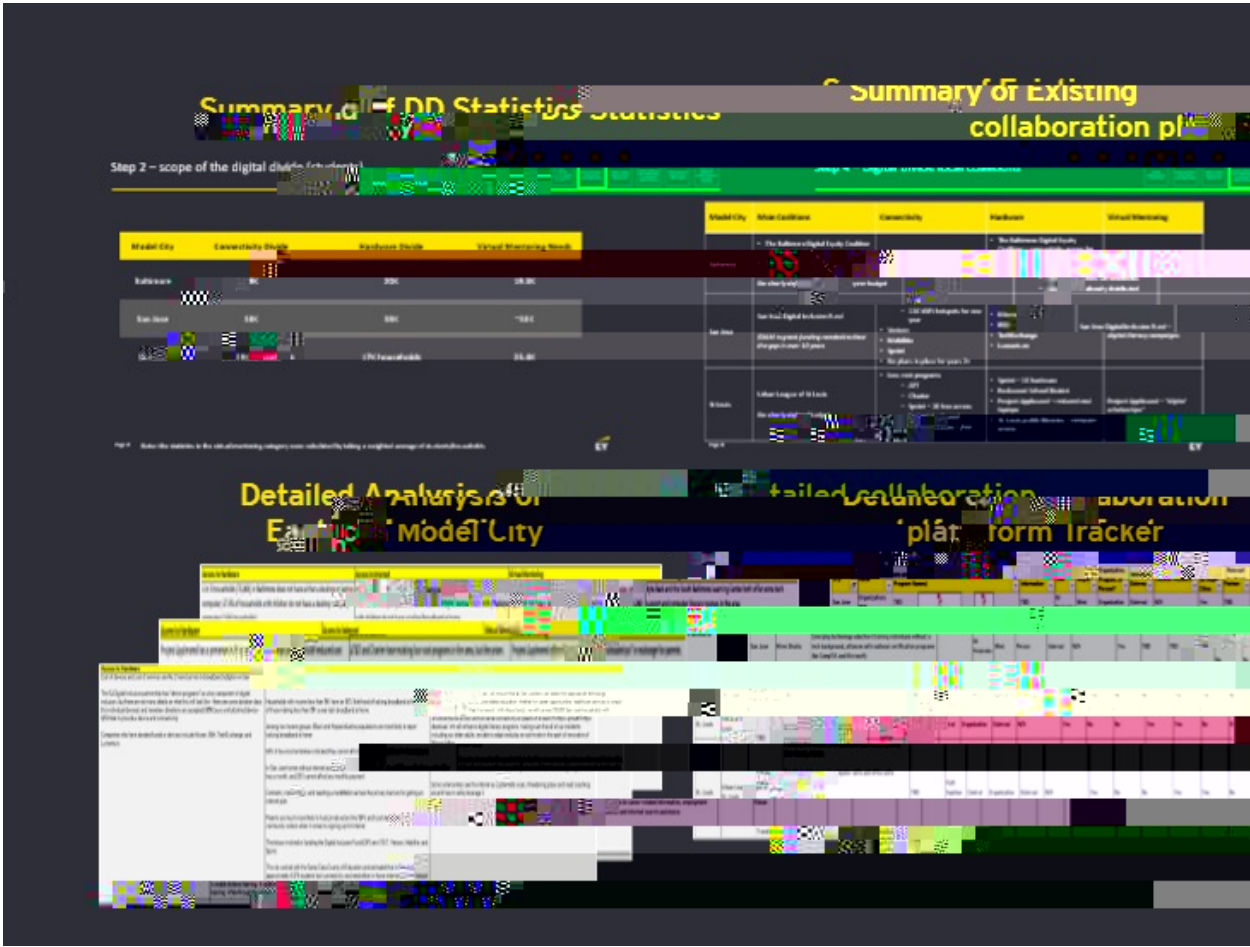


	Technology Identity	Social Interactions and Support	Organizational Culture and Values Characteristics	Digital Technology Adoption Culture
Vicarious Experience	<ul style="list-style-type: none"> • Mentoring with mentor training for identity narrative • Diverse role models with identity narrative framing • G 			

	Technology Identity	Social Interactions and Support	Organizational Culture and Values Characteristics	Digital Technology Adoption Culture
Verbal Persuasion	<ul style="list-style-type: none"> • In all programs, define key identity messages to be delivered in addition to technical content • Explicit narratives about identity • Explicit narratives about self-efficacy and belonging • Reinforcing successes • Level-setting beliefs about comparative performance • Coaching positive self-talk <p>Self-efficacy:</p> <ul style="list-style-type: none"> • Pre- and post-self-assessment of self-efficacy and feeling of belonging • Pre- and post-mentor/supervisor assessment of growth • Number of employ 			

A roadmap for getting your company

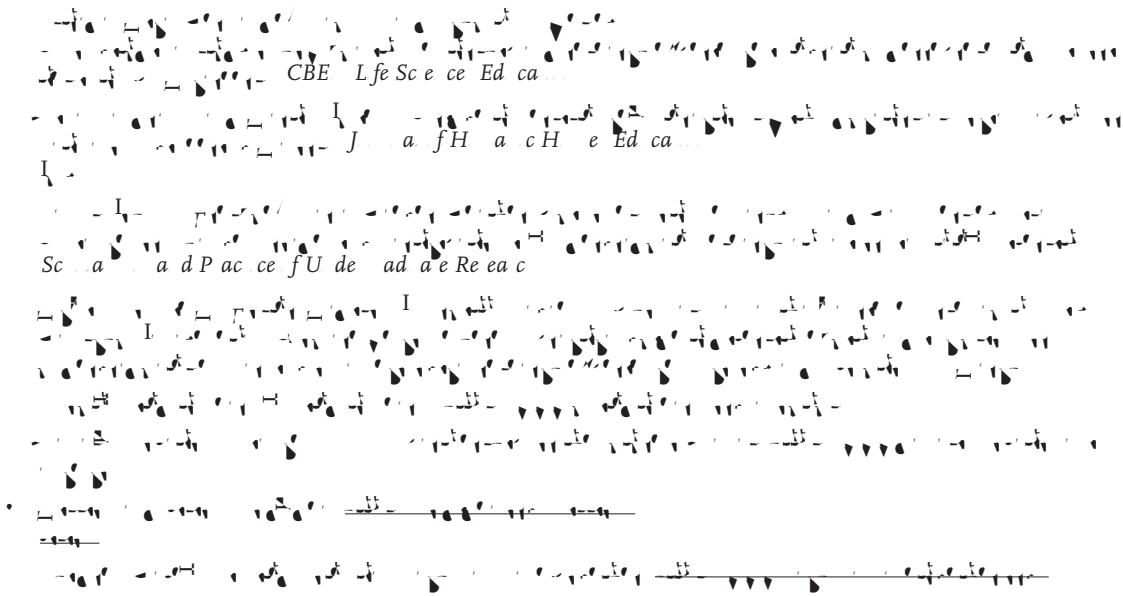




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