



GREATER AUBURN-GRESHAM
DEVELOPMENT CORPORATION

eChicago

Jimmy Prude
Community/Technology Organizer
Auburn Gresham Development Corporation

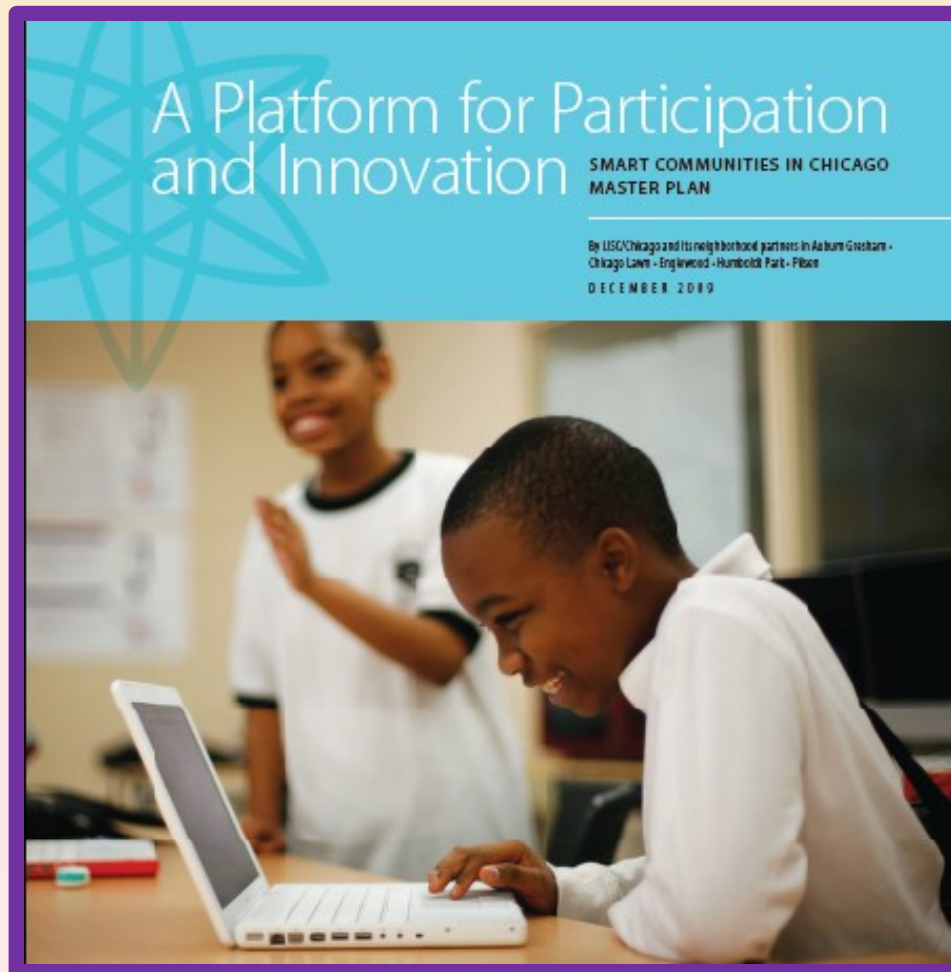
Networks of Power: Digital Literacy Meets Community Organizing in Auburn Gresham



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What Is A “Smart Community”

click icon to add picture



Auburn Gresham Digital Literacy Statistics

What Does This Mean & How Do We Mediate

DIGITAL PARTICIPATION

Community	Population 2000	Current Broadband Usage	Residents Without Broadband	Reason: Cost	Reason: No Interest	Reason: Difficult to Use
AUBURN GRESHAM	55,928	38%	34,675	49%	41%	35%
CHICAGO LAWN	61,412	51%	30,092	50%	39%	32%
ENGLEWOOD	40,222	56%	17,698	35%	39%	18%
HUMBOLDT PARK	65,836	43%	37,527	53%	33%	29%
PILSEN	44,031	38%	27,299	62%	39%	41%

Targeting Markets & Creating Networks Of Power

Identifying Vertical Markets

Adoption Training Markets	Location	Demographics & Numbers	Demand (High or Low)	Interventions (1:1's)	Evaluations (How are People Learning)
Seniors					
Working Families					
Kids (Day Care Centers)					
Small Business					
Non Profits					
Ministers*					
Schools (PTA)					

Small Business Sustainability



www.AuburnGreshamPortal.org

How Do We Obtain Buy In?



First: Instill **HOPE**

Second: Identify

Third: Ask The Questions

➤ Who Are You

➤ Why Are You Here

➤ What Do You Want To Do
With Technology

How Can I Help You?

Offline-to-Online Community Organizing

Creating Good Decision Making Skills

Purchasing technology (Computers)

Do I buy High: \$\$\$\$

Do I buy Medium: \$\$

Do I buy Low: \$

Streamlining Personal Finances

Online bill payments & E-Commerce

Paying Parking Tickets

Paying property taxes online

Online Community Organizing

Block Clubs

Parental Groups

Elected Official



Civic Engagement In Digital Media Learning



1. Crime Data
2. Local School Test Scores
3. Foreclosure Data
4. City of Chicago City Resources

er subtitle style

1. Alderman, State Rep, State Senator, Congressman, and Senator.
2. Ward numbers, prescient numbers, district numbers, Post Number

Networks of Power In Auburn Gresham

Click to

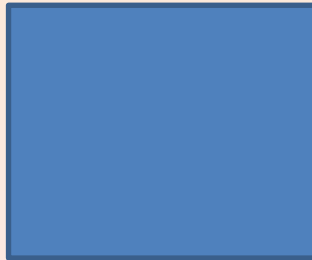


“In predominantly African American communities. Black women are the most active organizational force in the Black community. The majority of the members of the black church are made up of Black women. Increasingly, Black women’s political groups are having strong impacts within the Black community. “

Oba T’Shaka.
San Francisco State University,
Professor & Chair of Black Students

Ultimately

We Want To The Help Residents of Auburn
Gresham Reach Their Full Potential and
Improve The Human Condition



Another Tool In Your Tool Belt