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31st Annual NYAR Conference (March 8-11, 2020)

Mar 9th, 3:00 PM - 4:15 PM

4-H Tech Changemakers Project: Empowering Teens & Serving Rural Communities

Kasey Bozeman
kaseyb@uga.edu

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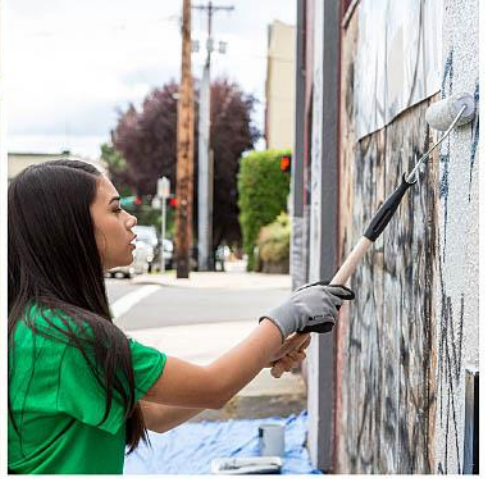

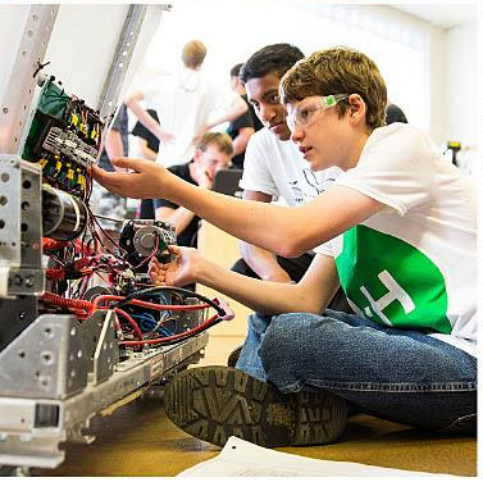

UNIVERSITY OF GEORGIA EXTENSION

4-H Tech Changemakers Project

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Welcome!

- University of Georgia Extension
- Georgia 4-H
- 4-H Tech Changemakers Project

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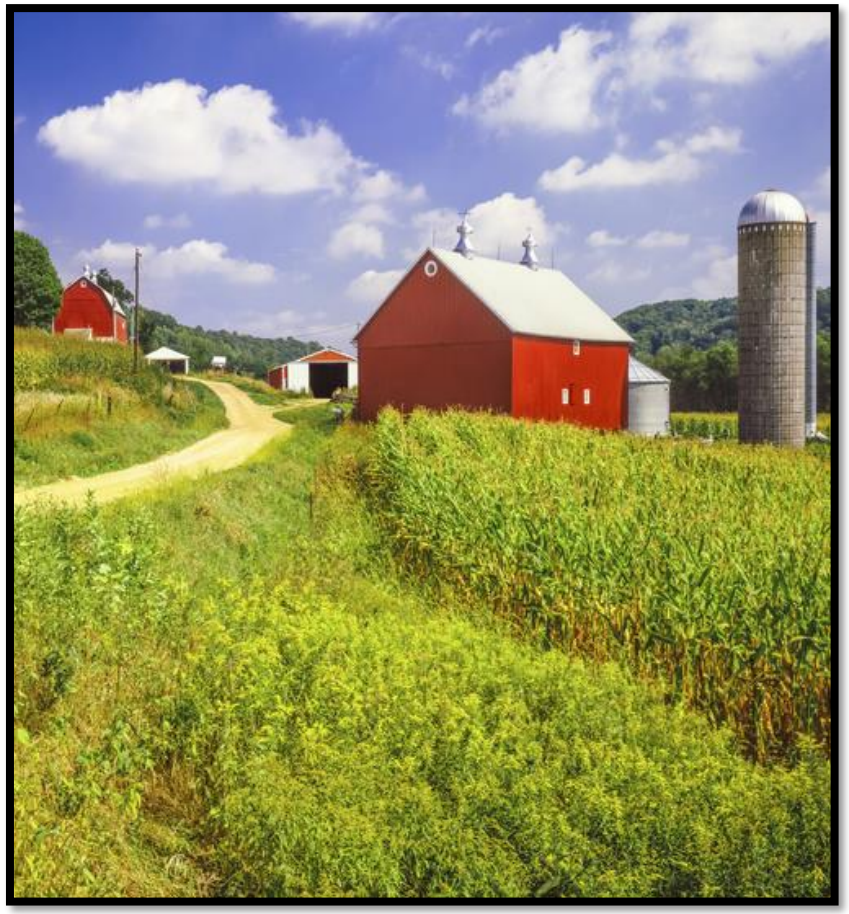
Technology Terminology Activity

What is rural?



- USDA Economic Research Service
  - Counties are the standard building block for collecting economic data and for conducting research to track and explain regional population and economic trends.
- Metro-Nonmetro Dichotomy
- Nonmetro
  - open countryside
  - rural towns (places with fewer than 2,500 people)
  - urban areas with populations ranging from 2,500 to 49,999 that are not part of larger labor market areas (metropolitan areas)

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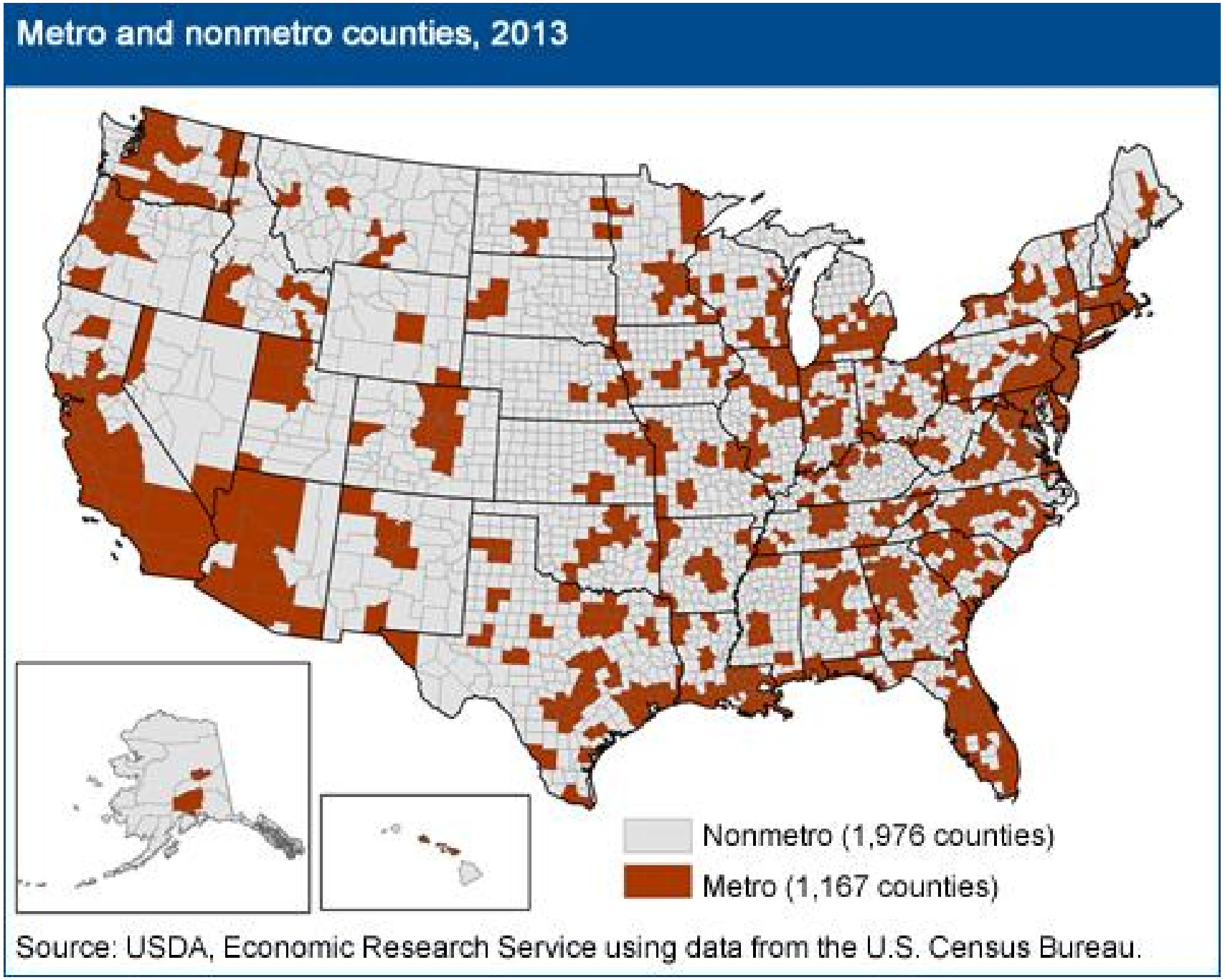

Rural Classifications

Multi-level county classifications to measure rurality in more detail and to assess the economic and social diversity of nonmetro America

Rural-Urban Continuum Codes

Urban-Influence Codes

Natural Amenities Scale

ERS Typology Codes

What is broadband?

- Internet access that is always on and faster than dial-up
- Defined by speed
  - Download: 25 Mbps
  - ◦ Upload: 3 Mbps
- Different technologies, different speeds
  - Digital Subscriber Line (DSL)
  - Cable Modem
  - Fiber-optic
  - Fixed Wireless
  - Satellite
  - Broadband over Power Line (BPL)
- Advertised versus actual speeds

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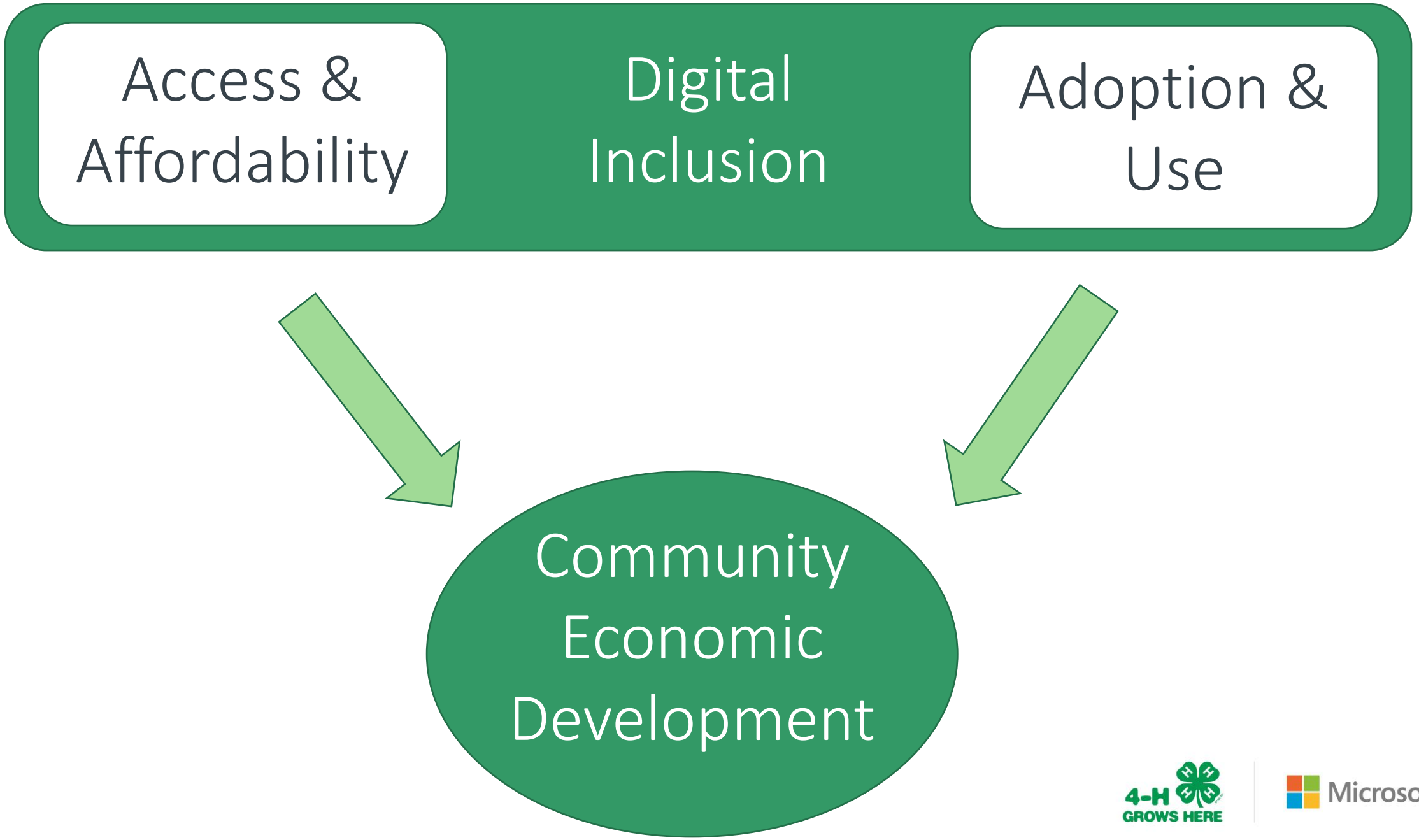

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Broadband Challenges

- Lack of Leadership
- Lack of Density
- ROI Inexistent
- Property & Easements
- Topography
- Lack of Adoption/Use

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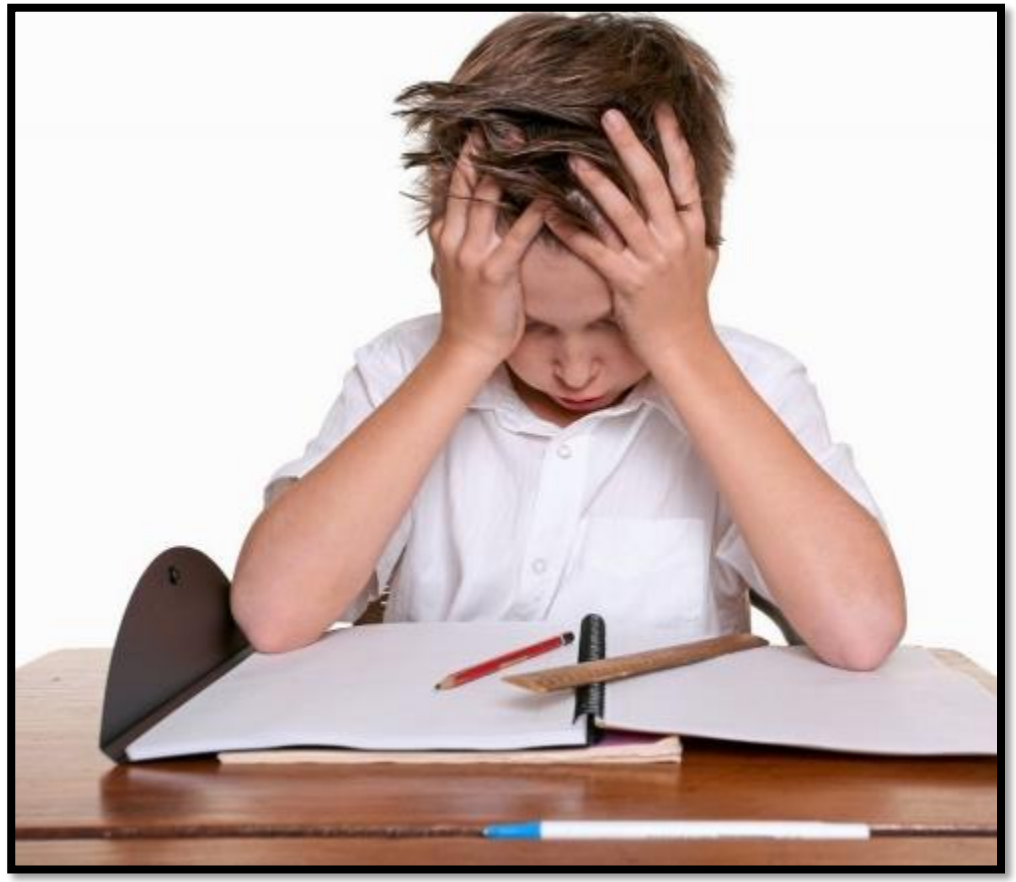
Students without Internet at home*

**or dependent on a cell phone alone*

- Perform lower on range of metrics, including digital skills
- Lack of homework completion
- Lower SAT scores
- Less likely to intend on completing a college degree
- Less interested in STEM careers



Hampton, K. N., Fernandez, L., Robertson, C. T., & Bauer, J. M. Broadband and Student Performance Gaps. James H. and Mary B. Quello Center, Michigan State University. https://doi.org/10.25335/BZGY-3V91

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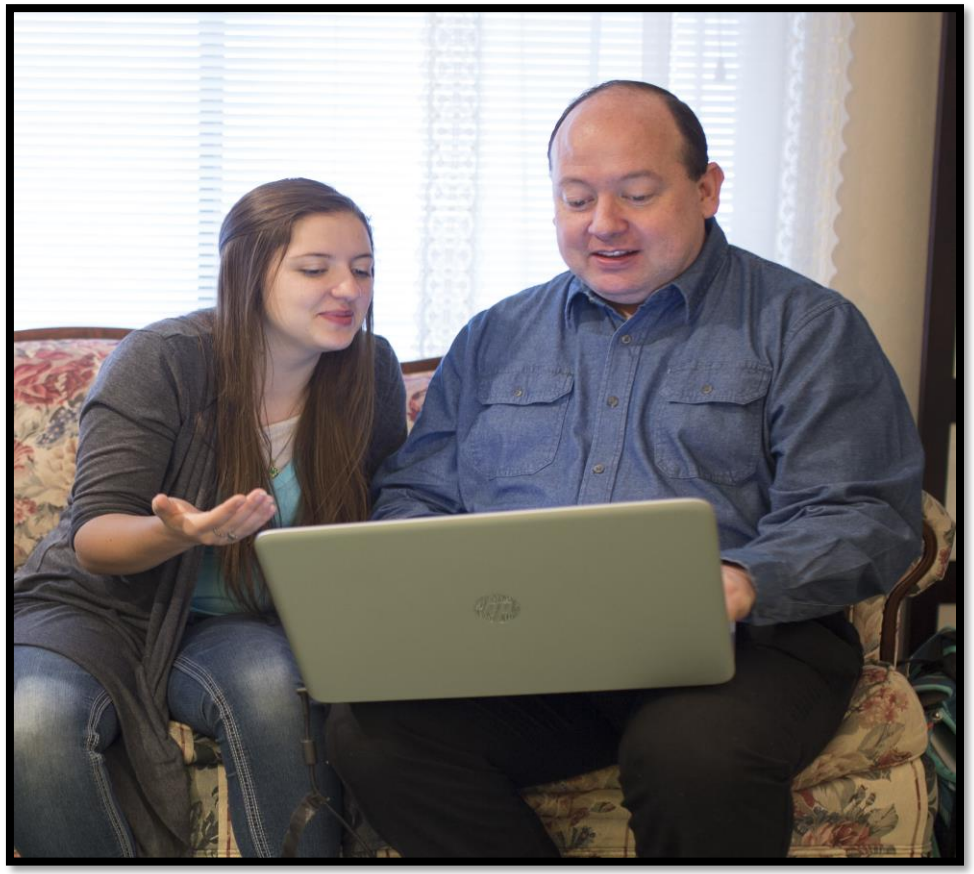
Project Goals & Objectives

- The Microsoft and 4-H Tech Changemakers partnership empowers youth to help close the broadband internet gap.

- Through the course of their work 4-H teen leaders will work with 4-H educators, broadband service providers, community members, civic leaders and Microsoft to help people thrive in a digital economy and benefit from high-speed connectivity.



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Content Areas

- Communication
- Computer Applications
- Information Literacy
- Netiquette
- Online Shopping
- Parental Roles
- Privacy and Security
- Smart Devices
- Social Media & Gaming
- Workforce Development

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Activity Sampling

- Strong Passwords
- Netiquette

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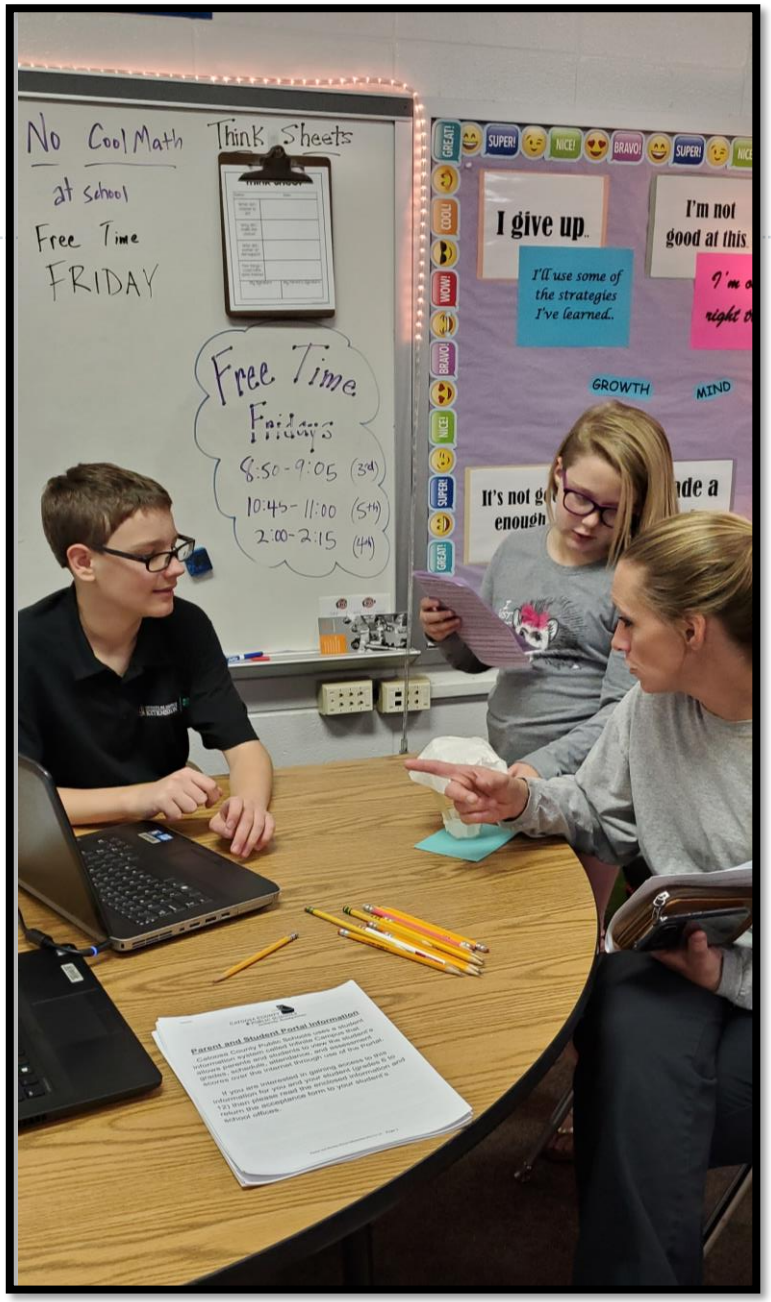
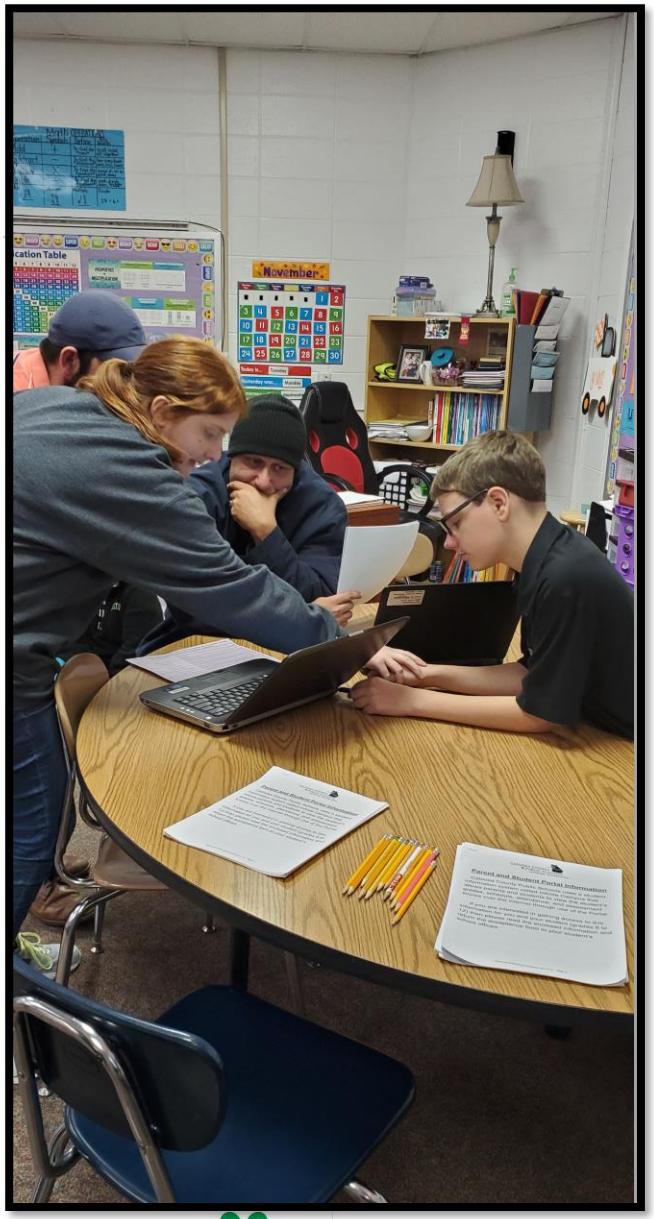
Catoosa County





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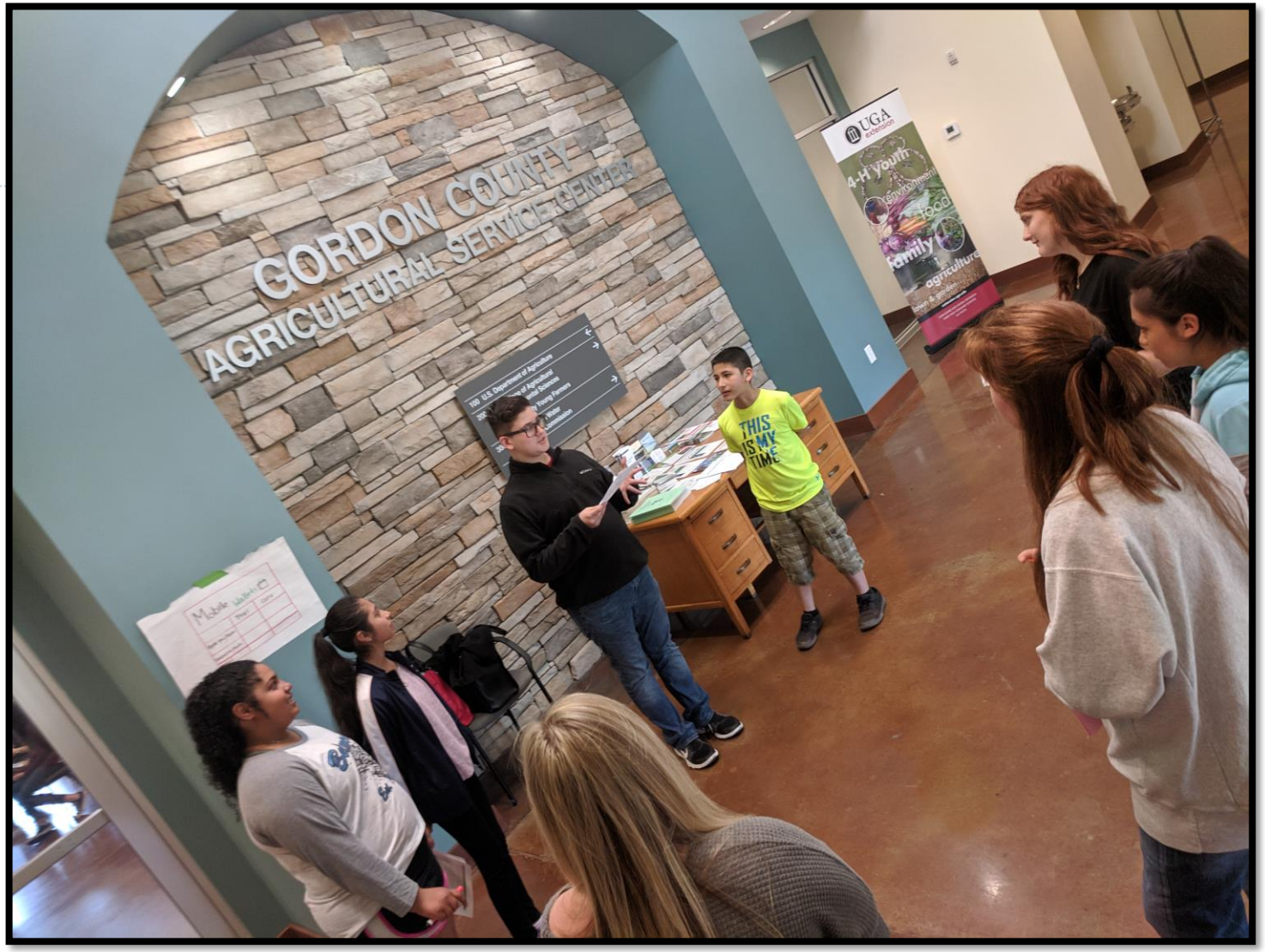
Gordon County



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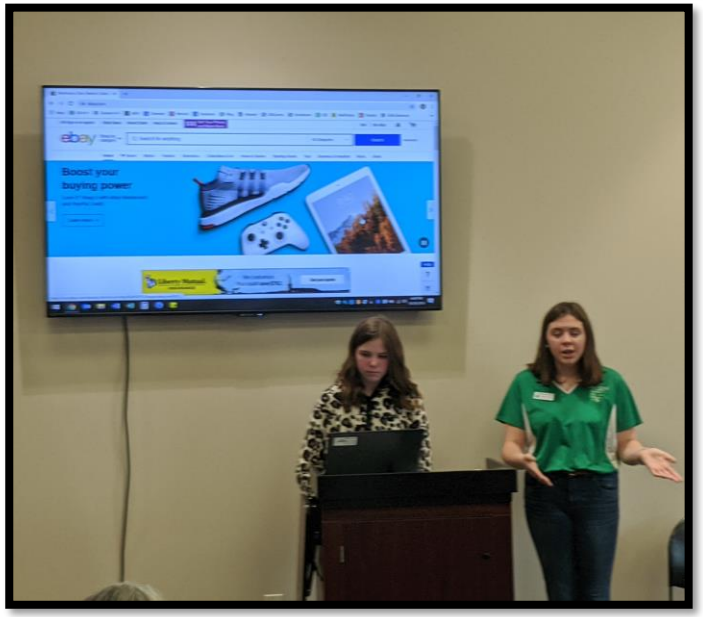
Gordon County



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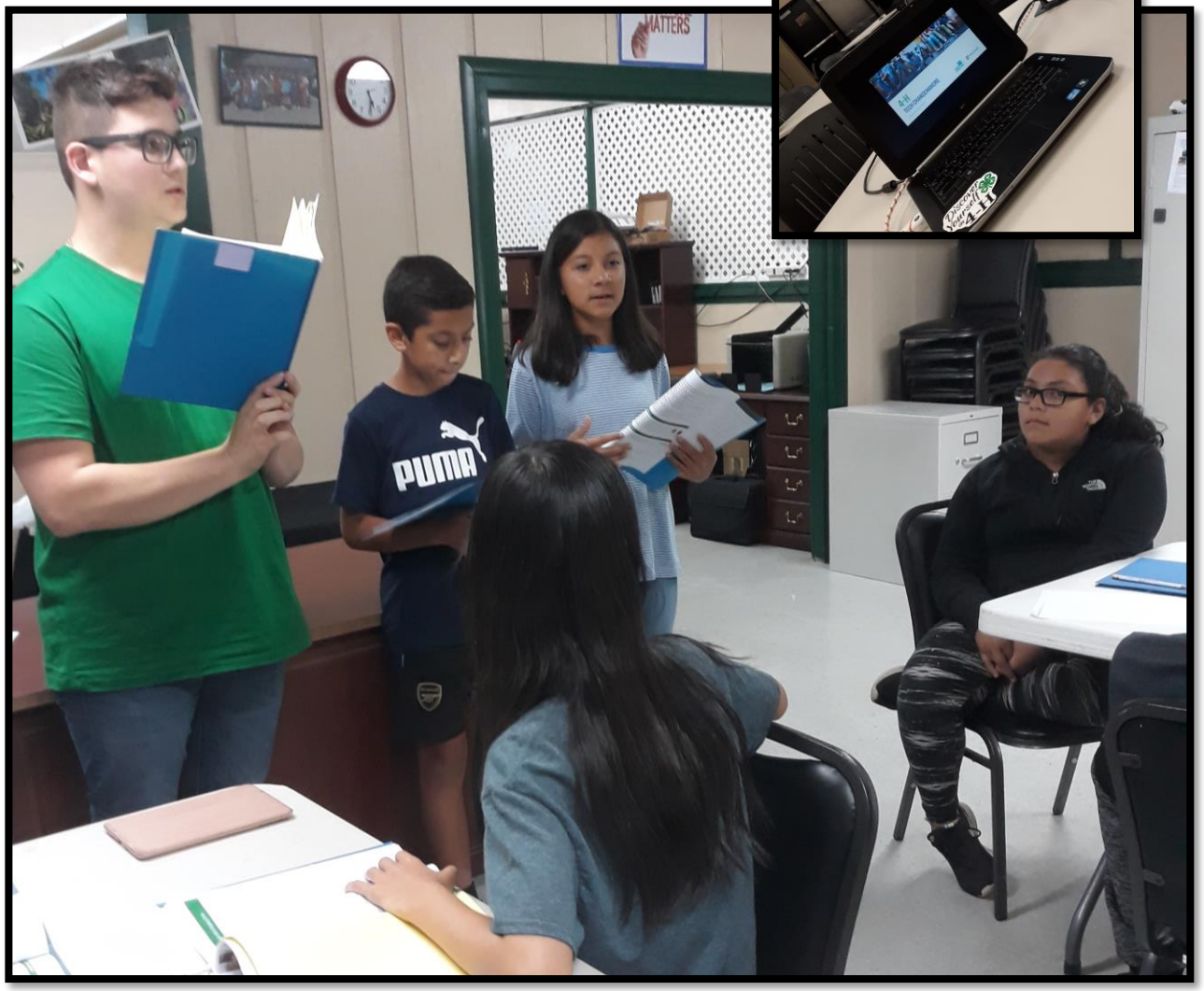
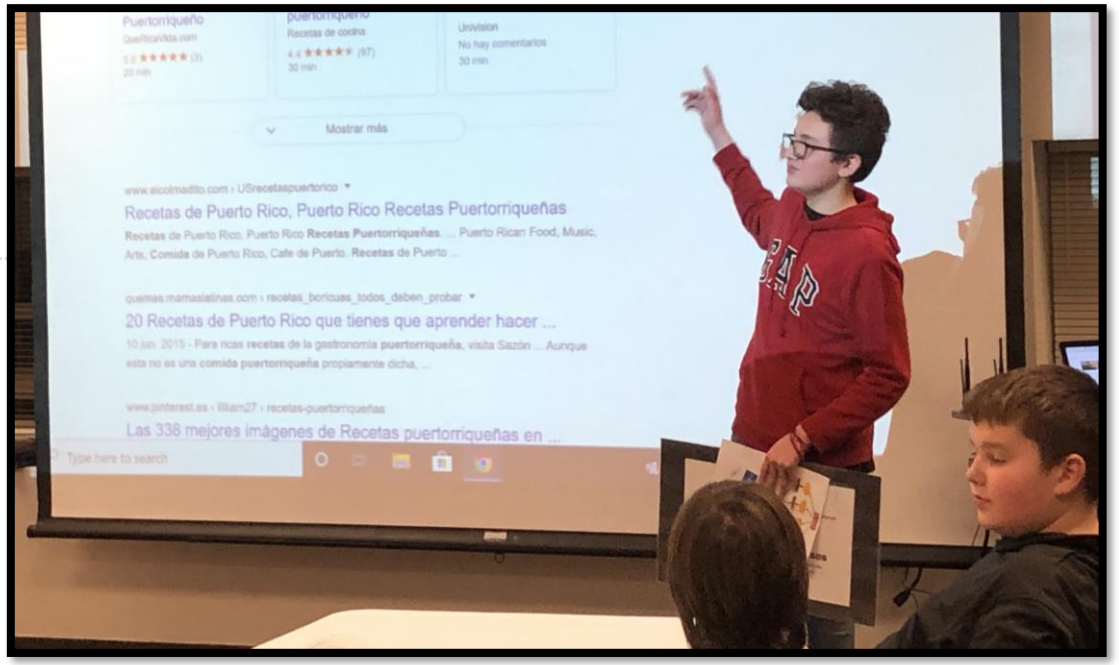
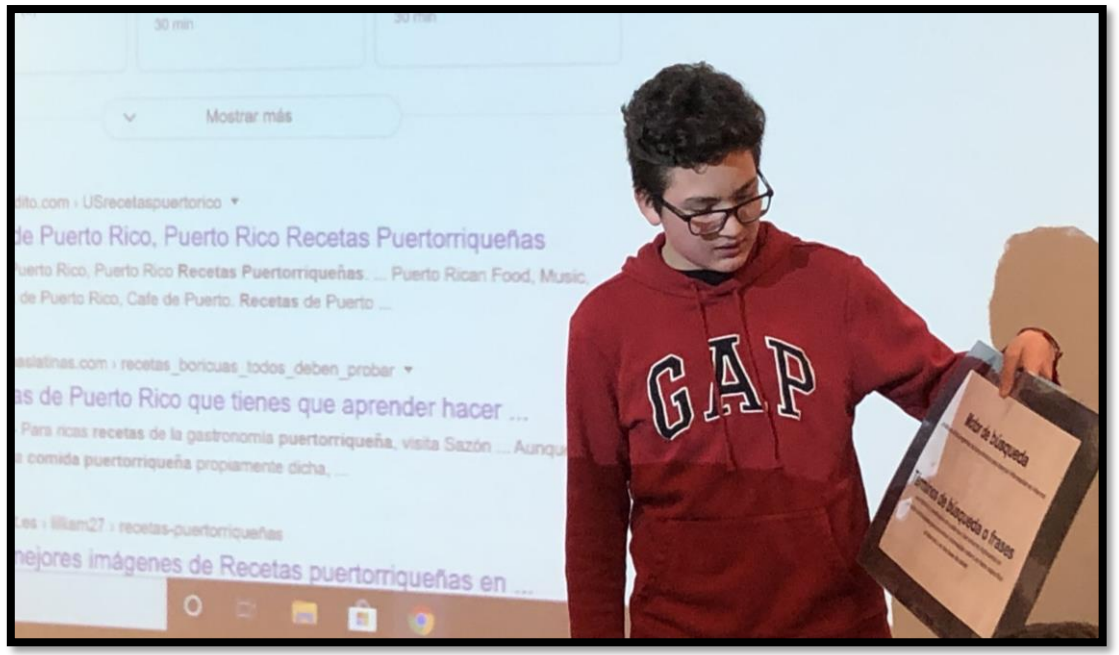
Whitfield County

Whitfield County







Next Steps

- Download the Guidebook:

  https://4-h.org/ways-to-give/corporate-foundation-support/microsoft-tech-changemakers/
- Interested Youth
- Community Needs Assessment
- Target Audiences
- Strategic Partnerships
- Plan & Implement Programming
- Reflect & Evaluate
- Celebrate Successes

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Questions?

Kasey Bozeman, State 4-H Staff

kaseyb@uga.edu

Kandi Edwards, Whitfield County

kandi@uga.edu

Allie Griner, Gordon County

allie723@uga.edu

Caleb Millican, Catoosa County

4hcaleb@uga.edu

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Don't forget to complete the session evaluation!

31st Annual
National Youth-At-Risk Conference

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University of Alabama at Birmingham
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K

Katherine Quinnell
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C

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University of South Alabama
Presenter

Surveys

Session Evaluation

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