



Asset Development Institute
Center on Hunger and Poverty
The Heller School for Social Policy
and Management, Brandeis University

Present a Major Conference, April 4-5, 2002 at Brandeis University



The Digital Age:

*The New Challenges for
Low-Income People, CAAs,
& Community-Based
Organizations*

The conference will explore the impacts of information technology (IT) on socio-economic issues, low-income people, and organizations. It will discuss ways and means to address them—as well as to reap IT's benefits.

Designed for administrative staff, program staff, IT/MIS staff, activists, and all those interested in: related public policy issues; administration, planning, and development at community action agencies (CAAs), community technology centers, and other community-based organizations; efforts to close the digital divide; IT education and training; and the development and management of MIS/IT systems at CAAs/CBOs.



Presented with
support from the
America
Connects
Consortium

Underwritten in part by:
The Massachusetts
Department of Housing and
Community Development

Featured Speakers:

Robert Reich

Former U.S. Labor Secretary;
Professor at Brandeis

Mel King

Former State Legislator and
Professor at MIT

- **Candidates for Governor of Massachusetts Invited**
- **20 Workshops with expert panels on a wide range of topics**
- **Exhibitors' Hall**

Register by March 25 !

Program (As of March 12, 2002)

Key to Track Codes that Appear after Workshop Titles:

- A:** Administrative Focus
- P:** Public Policy Focus
- C:** IT Access & Education Projects/Community Technology Centers focus
- I:** Focus on the technical and operational issues of IT: for staff who do MIS/IT work
- T:** Focus on IT Training and Education for Staff and Others

Day 1: Thursday, April 4

10 AM—Welcome

Patricia Daly, President, MASSCAP
Jack Shonkoff, Dean, The Heller School, Brandeis University
Jane Gumble, Director, Massachusetts Department of Housing and Community Development (DHCD)

10:30 AM—Workshops, Round 1

1. Towards “Digital Inclusion:” Challenges in a Multi-racial/ethnic/cultural Society. P, C. Racial and ethnic minorities in the U.S. are among those on the “wrong side” of the digital divide: the issue is both one of access and content. This panel will explore these issues.
Panelists: *Janet McGill*, Women’s Educational and Industrial Union; *Rachel Kimboko*, America Connects; *Jorge Santiago*, Associate Professor, Northern Essex Community College; *David Cortiella*, Executive Director, IBA. **Moderator:** *Leonard Lee*, Dorchester Neighborhood Center, ABCD.

2. IT Training for Staff of CAAs and other CBOs: Issues, Models. T, A, C. Computers have become commonplace at CAAs and other CBOs, yet many among their staff still lack the skills to use them effectively or fully tap the potential. How can we upgrade staff IT skills? This panel discussion will examine issues related to IT training and successful models that other groups have used.
Panelists: *Kenny Tomarkin* and *Deborah Snow*, Massachusetts Dept. of Education System for Adult Basic Educational Support (SABES); *Kristina Ickes*, LifeLinks. **Moderator:** *Pat Pelletier*, Community Action, Inc.

3. Current Technical and Operational Issues for MIS/IT Staff and Other Staff Who Do This Work, Part 1. I.

This forum will offer an opportunity for staff who do MIS/IT work to discuss current technical and operational issues that they share. **Moderator:** *Mark Isenberg*, Action for Boston Community Development (ABCD).

4. Overview of the Mass. E-Government Initiative, Part 1. P, A. The Commonwealth of Massachusetts has launched a new initiative to make state government more accessible via the Web to the public. This workshop will describe the initiative and the role CBOs can play.

Panelists: *Sylvia Kauffman*, Senior Project Manager, Information Technology Division, Massachusetts Governor’s Office; *Prudence Lange*, Information Center Coordinator, Massachusetts DHCD. **Moderator:** *Christina Seiber*, ABCD.

12:00 PM

Exhibit Hall Opens (open until 7 PM)
Lunch

12:25 PM—Introduction to the Keynote:

J. Larry Brown, Director, Center on Hunger and Poverty, Brandeis University

12:30 PM—Keynote: Robert B. Reich,

Former Secretary, U.S. Dept. of Labor, and Professor, Brandeis University.

1:00-2:00 PM—Panel Discussion

The Digital Economy, The Digital Divide, and Poverty: The Links. What is the “Digital Economy?” Is it truly a “new economy?” How has it changed New England? What has been its impact on jobs, skills in demand, and poverty? How does the “digital divide” fit in? What do the changes mean for anti-poverty efforts?

Panelists: *Lynn Browne*, Federal Reserve Bank of Boston; *John Schneider*, Massachusetts Institute for a New Commonwealth; *John B. Horrigan*, Pew Internet and American Life Project; *David Pudlin*, Majority Leader, Connecticut State Assembly. **Moderator:** *Larry Beeferman*, Director, Asset Development Institute, Brandeis University.

2:00-3:30 PM—Workshops, Round 2

1. Panel: Presentations by Massachusetts CAAs’ IT Access & Education Projects. C, T, A, P. Representatives of 10 Massachusetts CAAs with IT Access & Education Projects will discuss their efforts to close the digital divide in their communities. Also, a representative of the UMASS/Boston team assessing these projects will make a report.

Panelists: *Representatives of 10 Massachusetts CAA IT Access & Education Projects; Elaine Werby*, McCormack Institute for Public Affairs, UMASS/Boston. **Moderator:** *MA State Rep. Christopher Fallon*.

2. Public Policy and the Digital Divide: Overview of Efforts at the Federal Level and in the States. P, C.

What public policy initiatives have been launched at the federal level and in the states to close the digital divide and to

widen access to IT training and education? What can be learned? What is happening with these efforts now?

Panelists: *Sandra Venner*, Associate Director, Asset Development Institute; *Andy Carvin*, Benton Foundation Digital Divide Network. **Moderator:** *Former MA State Rep. Henry Gillet*.

3. Data Collection and Reporting: Issues and Challenges for CAAs. A, I.

CAAs and other human services agencies that contract with multiple state and federal agencies face growing challenges to keep up with demands for data from these funding sources—each of which has its own requirements, etc. How can provider agencies meet the challenge—and develop the necessary infrastructure? Is reform and simplification in the system possible? What are the states doing? What specific issues with the current system present obstacles for measuring outcomes and for ROMA? A panel will focus on untangling this maze.

Panelists: *Lyndell Durr*, Columbus (Ohio) Metropolitan Community Action; *Alan Day*, Systems Engineering, Inc.; *Ken Grout*, Action for Boston Community Development. **Moderator:** *Al Sax*, Chair, MASSCAP IT Committee.

4. The Challenges of IT Staffing for Nonprofit Organizations, and Some Realistic Solutions. A, I.

The purpose of this workshop is to illustrate why IT staffing can be so challenging and to present viable IT staffing solutions for small to medium-sized nonprofit organizations. This presentation will teach nonprofit managers how to assess their organization’s staffing needs and how to manage an IT team (full and part time staff). From this presentation, nonprofit decision-makers should have an understanding of the different roles for IT staff within their organization and should be prepared to budget for and manage IT staff effectively.

Presenters: *Andy Hastings* and *Kate Belmont* of TechFoundation’s TechConnect Team. **Moderator:** *Jane Sanders*, MASSCAP Vice President.

3:45-5:00 PM—Workshops, Round 3

1. Funders’ Roundtable. C, A. Representatives of foundations and the private sector will discuss how CBOs can identify appropriate potential funders, successfully make their case, and obtain funding for their efforts, with opportunities for questions and practical tips.

Panelists: *Gena Pirtle*, Cisco Systems; *David Altshuler*, The Tech Foundation; *Donna Socha*, consultant. **Moderator:** *Geeta Pradham*, Boston Foundation New Economy Project.

2. Succeeding in the Digital Divide Economy: The Promise of Asset Development. P, A. How do we create the capacity to succeed in the Digital Economy? How can low-income people build assets? Why is asset development essential to achieving economic well-being? What state and federal policies can enhance asset development for those of less means?

Panelists: Larry Beeferman and Sandra Venner, Asset Development Institute. **Moderator:** John Cuneo, Community Action, Inc. of Haverhill.

3. Designing Successful Programs. C, A, T. Program design is a process to connect people with opportunities for them to achieve their goals. Good program design links assessment, goals, program activities, success indicators, and evaluation. This session will use a case study to guide participants through the program design process.

Presenter: Rachel Kimboko, America Connects Consortium. **Moderator:** Pam Brown, Tri-CAP.

4. Current Technical and Operational Issues for MIS/IT Staff and Other Staff Who Do IT Work, Part 2. I. MIS/IT staff will discuss any issues left over from the earlier session.

5:00-6:00 PM— Candidates for Governor of Massachusetts Invited to Speak on Conference Themes

6:00 PM— Mingling Time and Cash Bar

Day 2: Friday, April 5

8:00-9:00 AM
Continental Breakfast/Mingling Time

Candidates for Governor of Massachusetts Invited to Speak on Conference Themes

9:00 AM—Introduction to Day 2
Larry Beeferman, Director, Asset Development Institute (ADI), Brandeis

9:05 AM—Kick-off Speaker: Mel King, Technology Center at Tent City; Adjunct Professor (retired), MIT; and former MA State Representative

9:30-10:45 AM—Workshops, Round 4
1. Training and Job Opportunities Available to Low-income People in Digital Age Industries in New England. P, C, T. A panel including representatives from IT-intensive firms, training organizations, and the Massachusetts Workforce Investment Board will discuss opportunities.

Panelists: Carmon Cunningham,

Jobs for the Future; a representative from the Massachusetts Workforce Investment Board; others TBA. **Moderator:** Philip Bronder Giroux, Tri-CAP.

2. Networking Options for CAAs, CBOs—and Obtaining High Speed Access. I, A. This panel discussion will focus on the perils and the triumphs of establishing wide area networks, VPNs and Intranets. Insights will be provided by several CAA tech staff and consultants.

Panelists: Dan Scharfman, Baird Associates; William McGuirk, Hampshire Community Action; Matinol Chan, Community Teamwork, Inc.; Bobbi Injami, Consultant. **Moderator:** Linda Duffy, Montachusett Opportunity Council.

3. Community-based Efforts to Close the Digital Divide: History and Models. C, T. A look at the community technology center movement and various approaches and models that have been used to widen IT access and education.

Panelists: Peter Miller, CTC VISTA Project, UMASS/Boston and former director, CTCNet; Kate Snow, CTCNet; Claire Murray, Newland Media Education Center; Steve Sala, U.S. Dept. of Commerce Technology Opportunity Program. **Moderator:** Laura Breeden, Director, America Connects Consortium.

4. What Do Executive Directors Need to Know about IT? A. Why is IT now an important factor in agency decision-making in various areas? This workshop will focus *not* on technical details, but on some of the key issues that the IT revolution presents for the management of CAAs and other CBOs, both externally as well as within agencies.

Panelists: Bob Cardamone, Executive Director, Community Action of Jefferson County, PA; Sheldon Barr, Executive Director, Health Care of Southeastern Mass.; Deborah Elizabeth Finn, The Tech Foundation; Ken Grout, ABCD. **Moderator:** Pat Daly, Executive Director, South Shore Community Action.

11:00-12:30 PM—Workshops, Round 5
1. Beyond Access: How can IT Access and Education Projects open the doors to education, training, jobs, etc.? C, P. Expanding access to IT and basic IT education are the first steps in closing the digital divide. But what are the next steps? How will projects that are widening access link participants to further education, training, job opportunities, and needed social services? This workshop will discuss possible next steps, existing models, and the future.

Panelists: Felicia Sullivan, Lowell Community Technology Consortium; Corrin Williams, CEDC, New Bedford;

George Moriarty, Career Place. **Moderator:** Peter Miller, CTC VISTA Project, UMASS/Boston.

2. Strategic Planning and Budgeting for IT. A, I. Why and how should IT be integrated into strategic planning efforts of CAAs and other CBOs? Are there models? The workshop also will cover tips on budgeting for IT.

Panelists: Prof. Jon Chilingierian, Brandeis University; Barry Goff, The Charteroak Group; Patsy Lewis, Worcester Community Action; Linda Duffy, Montachusett Opportunity Council. **Moderator:** Kathy McDermott, Montachusett Opportunity Council.

3. IT Training for Staff, Part 2. T, A, I. This workshop will examine models and methods being used at different Massachusetts CAAs—their strengths and weaknesses—as well as new ideas.

Panelists: Mark Isenberg, ABCD; Pat Pelletier, Community Action, Inc., Haverhill; Earl Eddy, Greater Lawrence Community Action; Brian Angus, Montachusett Opportunity Council; Dona Gartrell, The Learning Community Group. **Moderator:** Beth Hogan, North Shore Community Action Programs.

4. The E-Government Initiative, Part 2— Massachusetts Dept. of Housing and Community Development (DHCD)'s Projects. P, A, I. This workshop will focus specifically on DHCD's E-Government projects. **Panelists:** Prudence Lange, Information Center Coordinator, Massachusetts DHCD; Jeffrey Brown, Community Networks, Inc. **Moderator:** Joe Diamond, MASSCAP.

12:30—Lunch and Plenary Session
Lunch
Introduction to Wrap-up Reports:
Joe Diamond, MASSCAP Exec. Direc.

Wrap-up Reports
Recorders following each of the tracks will present brief wrap-up reports on ideas that emerged from workshops.

Open Forum:
Next Steps and Collaboration Possibilities: How CAAs and other CBOs can work together on issues raised at this conference. An opportunity for those attending to offer suggestions for future action. MASSCAP plans to record specific suggestions.

Moderators: Al Sax, MASSCAP IT Committee Chair; Geeta Pradham, Boston Foundation New Economy Project.

2:00-2:30 PM—Closing Remarks
Larry Beeferman, ADI; Alwin Schmidt, MASSCAP IT Project Coordinator and conference planner; Al Sax, MASSCAP IT Committee Chair.

Travel to Brandeis and Parking

Driving to Brandeis Hassenfeld Conference Center, 415 South St., Waltham, MA: **From I-95/Rte.128 South**, take Exit 24, at traffic light at top of ramp proceed across Route 30. **From I-95/Rt.128 North**, take ramp for Exits 23,24,25, take Exit 24 for Rt. 30 Newton/Wayland, turn left at top of ramp, and right at the first traffic light. From **Mass Pike I-90 East**, take Exit 14, follow signs to I-95/Rt.128 North, take Exit 24 for Rt. 30 Newton/Wayland, turn left at top of ramp, and right at first traffic light. From light, Brandeis University is 2 miles ahead on the left.

Parking: Turn left at the entrance to the campus and proceed to parking **Lot H**, on the left. The walkway to the Hassenfeld Center is on the right. (If Lot H is full, go back toward the entrance and turn right into Lot T. Follow signs to walk to Hassenfeld Center.) For taxi drop-off, turn left at the entrance to the campus and proceed to walkway to Hassenfeld Center, across for parking Lot H.

U.S. Shuttle: Serves all area hotels and Brandeis University. 1-800-714-1115 (out-of-state); 1-877-748-8853 (in-state). Call to make a reservation at least 24 hours ahead. For pick-up at Logan Airport to a hotel, fare is \$26 for the first person, and \$5 for additional people in the party. For pick-up at Logan Airport to Brandeis University, fare is \$20 for the first person, and \$5 for additional people in the party. (Regularly scheduled departures from Newton Marriott only, to the airport at quarter past the hour. Fare is \$15 for hotel guests.)

Taxi to and from Logan Airport. Fare is approximately \$45. Travel time by motor vehicle to and from Logan Airport is anywhere from 35 minutes to over an hour, depending on time of day, weather, etc.

Public Transportation to and from Logan Airport (and Downtown Boston). The **commuter train (Fitchburg Line)** runs about every hour between North Station in Boston and the Brandeis/Roberts stop next to campus. (For the schedule, call Kristen Stevens at the Center at #781-736-8885.) The Riverside stop of the **MBTA Green Line** (runs about every ten minutes) is three miles from Brandeis and easily accessible by taxicab. To reach both from the airport, take the airport bus from your terminal to the MBTA subway station (Blue Line). Take the subway Inbound to Government Center. Go upstairs and take the Green Line either in the direction of North Station (for the commuter train) or Riverside (via Park St. to continue on the MBTA). To go to the airport, take the Green Line Inbound to Government Center; go downstairs to the Blue Line Outbound in the direction of Wonderland, and get off at the Airport stop. Outside of the subway station, take the airport bus to your terminal. *Note:* Via both commuter train and MBTA subway to Riverside you should allow at least an hour travel time to and from Logan Airport.

Hotel Information (Nights of April 3, 4)

(All three hotels in Waltham are located north of Brandeis University, just off I-95.)

Hotel	Rate	Block Reserved	Address	Phone	Amenities
Holiday Inn Express	\$89	30—Call by March 16	385 Winter St. Waltham, MA	1-781-890-2800	Continental Breakfast Free Van Transport to Brandeis
Home Suites Inn	\$109	31—Call by March 16	455 Totten Pond Road, Waltham	1-781-890-3000	Continental Breakfast Exercise Room Free Van Transport to Brandeis
Best Western Inn	\$79	33—Call by March 16	477 Totten Pond Road, Waltham	1-781-890-7800	Continental Breakfast, Indoor Pool
Newton Marriot	\$179	No rooms held or blocked; call for availability	2345 Commonwealth Ave. Newton	1-617-969-1000	Indoor Pool, Exercise Room, Room Service

MASSCAP

www.masscap.org

105 Chauncy Street
3rd Floor
Boston, MA 02111

The Digital Age:

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Conference Registration Information and Form

Fees

(Fees cover admission to the conference for both days plus two lunches and a breakfast)

Individual: \$130

Organizational:

First registrant, \$130; Next three registrants, \$95 per registrant; Additional registrants: \$75 per registrant.

A limited number of **Scholarships** may be available for individuals and members of small nonprofit organizations. For more information, e-mail Joe Diamond, MASSCAP Executive Director, joediamond@prodigy.net

Please fill in the registration form below and send with the payment by March 25, 2002 to MASSCAP, 105 Chauncy Street, 3rd Floor, Boston, MA 02111. Please make check payable to **MASSCAP**. In lieu of a check, an organization purchase order or check request form would be acceptable. Questions? Call 617-357-6086.

***The Digital Age* Conference Registration Form (Conference Registration due by March 25, 2002.
Hotel reservations deadline: March 16, 2002)**

Name _____ Fee enclosed: _____

Organization _____

Street or P.O. Box Address _____

City, State, Zip Code _____

Phone: _____ FAX: _____

E-mail Address: _____

If your organization is registering **more** than one person for the conference, please list names of all others below:

_____ Fee enclosed: _____

_____ Fee enclosed: _____

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_____ Fee enclosed: _____

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Conference Exhibitors' Information and Form

For a fee of \$500, each exhibitor at the conference will be provided with one standard rectangular table with a white skirt. The exhibitors will set up at 11:00 am on April 4th in the main lobby of the Hassenfeld Conference Center at Brandeis University, Waltham, MA. The main lobby runs the length of the Conference Center and is adjacent to every meeting room. Exhibitors must bring any audio-visual equipment they will need.

The Exhibitors' Hall will be open from NOON to 7:00 pm on Thursday, April 4.

If you wish to exhibit, please respond by March 25, 2002 and make checks payable to **MASSCAP**, 105 Chauncy Street, 3rd Floor, Boston MA, 02111. Please write "Conference Exhibitor" in the memo line.

Please call Joe Diamond at (617) 357-6086 if you have any questions. Thank you for your interest and support.

The Digital Age *Conference Exhibitor's Form*

Contact Name: _____

Organization: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Please indicate with a check mark if you will need:

___ Electricity

___ Extension Cord (please bring your own if you have it)

___ Easel