



Methodist Healthcare Ministries

SERVING HUMANITY TO HONOR GOD

Digital Equity Strategy Overview

Monica Gonzalez, Digital Equity Supervisor

MHM Services

- Church and faith connections
- Medical, behavioral, and dental care
- 80+ Wesley Nurses and community health workers throughout region
- Provided programs such as Get Fit and parenting programs
- Policy and advocacy
- Community investments – grantmaking
- Prosperemos Juntos/ Thriving Together Learning Collaboratives



Impacting Systemic Change: Digital Equity

Project Goal:

Ensure all people in its service region have access to reliable, affordable broadband service and the skills and opportunities to use this technology safely and effectively to support their economic, health and social needs.



MHM Digital Equity Implementation Strategy

1. Ecosystem Development

A healthy digital equity ecosystem requires central organization and coordination of program delivery partners, best practice development and dissemination, metrics / impact tracking, and funding – for both digital inclusion programs and to address infrastructure gaps.



2. Device Access

- Develop Public Computer Centers
- Promote ACP device subsidy
- Facilitate bulk purchasing and distribution (or corporate donations)



3. Digital Skills

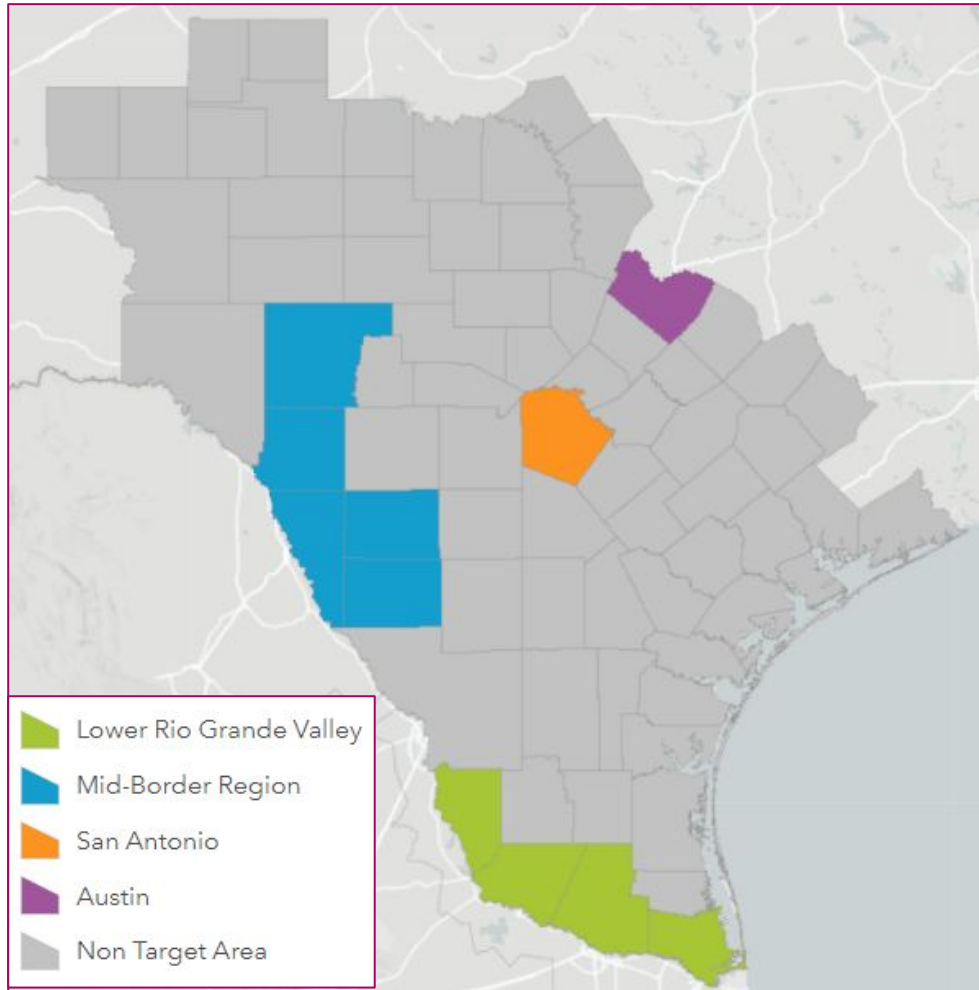
- Empower “Digital Connectors” for direct training
- Run public classes
- Provide online tutorials
- Establish call-in help desk



4. Public Benefit Adoption

- Promote Affordable Connectivity Program (ACP), Medicaid, and Supplemental Nutrition Assistance Program (SNAP)

Digital Equity Target Areas & Populations



MHM has identified four Digital Equity Target Areas that will be prioritized for investment:

1. Lower Rio Grande Valley: Zapata County, Starr County, Hidalgo County, Cameron County
2. Mid-Border Region: Dimmit County, Maverick County, Kinney County, Edwards County, Zavala County
3. San Antonio: Bexar County
4. Austin: Travis County

Proposals delivering services to these eight “covered populations” will also be prioritized:

- Aging Individuals (60+)
- Racial/Ethnic Minorities
- Incarcerated Individuals
- Rural Residents
- Veterans
- Individuals w/a Language Barrier
- Persons w/ Disabilities
- Low-Income Households

Digital Equity Grantee Cohort

Objectives

- To increase the capacity of community-based organizations and community anchor institutions to provide critical digital resources and services.
- To build relationships and build a sense of collective work to achieve digital equity in South Texas.
- Align efforts, strengthen partnerships, and lay the groundwork for a state and federal funding opportunities.



Grantee Cohort Members

Brownsville Housing Opportunity Corporation*	Institute for Local Self-Reliance*
Building Promise USA*	La Union del Pueblo Entero (LUPE)
City of Mercedes*	MHP Salud*
City of Pharr*	Mission Road Development Center*
Community Council of South Central Texas, Inc. *	People's Community Clinic*
Community Tech Network*	Restore Education*
Compudopt*	SA Digital Connects
Empower House SA*	San Antonio Foundation for Excellence in Education
Family Service Association of San Antonio, Inc.*	South Texas Family Planning & Health Corporation
Family Violence Prevention Services, Inc.*	South Texas Rural Health Services, Inc.*
Girls Inc. of San Antonio*	Su Clinica Familiar
Goodwill Industries of Central Texas*	Sunrise Homeless Navigation Center*
Goodwill Industries of San Antonio	Texas Appleseed
Human-I-T*	Tropical Texas Behavioral Health

Digital Equity Team

Internal Digital Equity Coordinator:

- Works with clinical and regional staff to support client's digital needs to improve health & SDOH outcomes
- Helps identify clients' needs and resource gaps, and coordinate the implementation of trainings and programs



External Digital Equity Coordinator:

- Works with local, regional, and statewide coalitions, trade associations, and Texas Broadband Development Office (BDO)
- Develop relationships in Mid-border and RGV regions to create and implement digital equity programs

Digital Equity Coordinators:
Antonio Westmoreland, Jr & Eliseo "Eli" Ceja