



LESSONS FROM THE Y-ZONE: Internet is a value proposition

Presented by: Margaret Käufer
mkaufer@theSTEMAlliance.org



Y-ZONE SERVICES DELIVERED

628

**CHROMEBOOKS
DISTRIBUTED**



375

**CLIENTS RECEIVED
15 HOURS OF
TECH EDUCATION**



173

**153 CLIENTS ENROLLED
IN ACP & 20 RECEIVED
HOTSPOTS**



Based on 993 clients requested help / 708 received services

WORKFORCE & ECONOMIC IMPACT

Y-Zone participants indicated that Y-Zone Services helped them in the following ways:

81%



**BETTER MANAGE
MONEY &
PERSONAL FINANCES**

74%



SAVE MONEY

57%



**IMPROVE
WORKFORCE
SKILLS**

45%



**START A NEW BUSINESS
OR MARKET A
PRE-EXISTING ONE**

WHAT INFORMS A CLIENTS' SENSE OF INTERNET AFFORDABILITY?



**1/2 AS MANY
CLIENTS**

REPORTED THAT IT WAS
"VERY DIFFICULT"
TO AFFORD THEIR INTERNET
(21% v. 11%)



**ONLY
25%**

OF Y-ZONE CLIENTS
RECEIVED DIRECT INTERNET
ASSISTANCE FROM US



Affordability is determined by value

**▶ DEVICE OWNERSHIP & SKILLS MUST
ACCOMPANY INTERNET AFFORDABILITY
& ACCESS PROGRAMS**