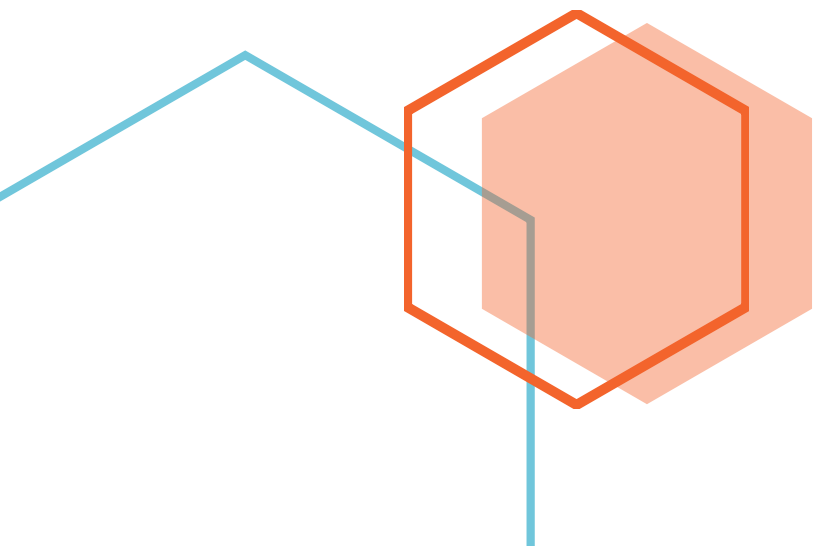




Digital Solutions Daycare Report

Report and Data

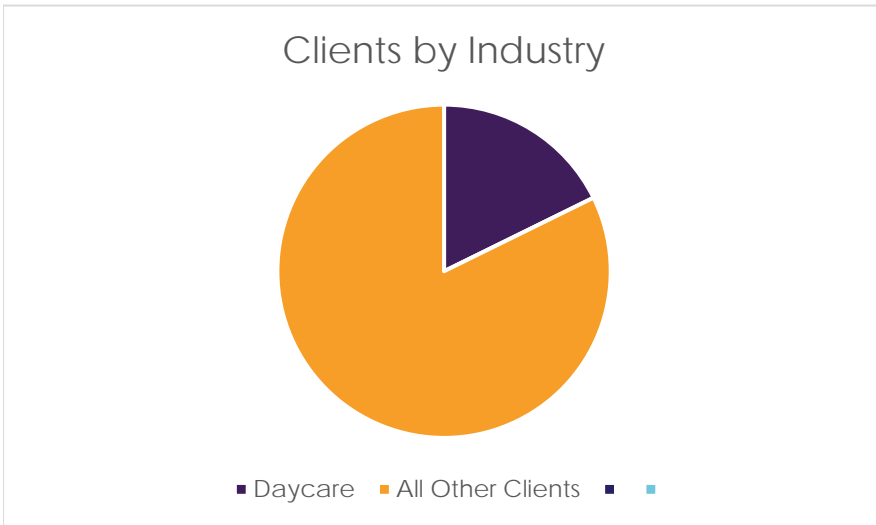
The Digital Solutions program has over the course of one year has brought important assistance to many businesses in and around El Paso, with approximately 18% of total clients being in the childcare industry.





Beginnings

The Digital Solutions Program was born from a pandemic and at an uncertain time. The needs of many industries were tested during this period, from retail to education. WSB recognized early that one of the largest necessities during this time was childcare. Families whose children could not attend school had to go somewhere, and not all parents had the opportunity to work from home to accommodate them. The Digital Solutions program sought to target childcare providers to assist them with the hardware and assistance they needed to keep their businesses safe, and modernize them for the future.



Planning

In working with the YWCA to connect our services to childcare clients, we had discovered a great need for upgrades in physical technology. 91% of all childcare providers through the Digital Solutions program received some form of new technology; from a new tablet/desktop/laptop, to educational devices for their children. Even hardware meant for preventative COVID measures was provided to some, giving digital scanning thermometers to screen staff/parents. Other childcare providers simply needed help getting their name out, letting the people know that they were in fact, still open during these uncertain times. For those clients we connected them to our partners at Monster Link for strategizing an ad campaign for Facebook or Instagram. No matter the concern, we had a Digital Solution for it.

Daycare Statistics:

Out of 316 total clients, 56 of them were in the Daycare industry, accounting for a total of 18% of the Digital Solutions client base.

Of those 56 clients, the biggest need was the need for physical technology, with 91% receiving new hardware, like laptops or tablets.



Education

Another large offering of the Digital Solutions program was its training opportunities. All of our childcare industry clients received a license to LinkedIn Learning, a platform dedicated to upskilling and training for anyone from employer to employee. Our clients received passing certificates on training from things like social media management to software trainings on things like Microsoft Excel and Word. This was meant to upskill employers as well as employees, to keep their knowledge current and ahead of the curve, ensuring the technology doesn't leave them behind. An average of 6 hours per viewer was spent on trainings across our clients in the Digital Solutions program.

Engagement highlights (Oct 1, 2020 - Oct 1, 2021) ⓘ			
1,267 Hours viewed	208 People logged in	192 People viewed content	6h 36m Avg. time per viewer

LinkedIn Learning content highlights (Oct 1, 2020 - Oct 1, 2021) ⓘ			
3,247 LinkedIn Learning course views	1,168 LinkedIn Learning course completions	29,400 LinkedIn Learning videos viewed	26,891 LinkedIn Learning video completions

Closing

At the start of the Digital Solutions Program, our goal was to assist 100 businesses in 4 months. When that goal was met, we set another goal of 100 more clients assisted by the end of 2021. We reached that goal in March of 2021, and as of this writing, has assisted a total of 335 clients through our program, 56 being in the childcare industry. Thanks to the grant contributions of Texas Mutual and other funders, well over a million dollars were spent to bring the digital makeovers to businesses all over El Paso and the surrounding areas. \$136,000 alone was spent on the childcare industry, between hardware upgrades, software licenses, and social media offerings.

Daycare Statistics

Over 1200 hours of upskilled training was participated in through our clients in the Digital Solutions Program, with an average viewer time of 6 hours, 36 minutes.

Approximately \$136,000.00 was spent to assist our daycare clients through the Digital Solutions program.