Community Technology Investment Initiative

VISION

The Community Technology Investment Initiative (CTII) will achieve its mission by interfacing directly with citizens, documenting their needs, and working together to create sustainable tech-enabled solutions.

MISSION

Discover and understand how to align technology, to produce sustainable community improvements for its citizens.

How Can We Use Technology and Training to Support Existing Solutions in the Community?

Areas served by the Penny Foundation are underserved in social outcomes, entrepreneurship, education, health, and safety. The Foundation has engaged BlueJireh to determine when, and if, to leverage technology to serve distinct populations.

If deemed viable, we will leverage resources in the most creative and economical ways possible. Desired technology will be assessed for near-term effects and long-term potential. It will also be supported by community, funding partners, and local leadership.

Our goals extend to helping other "like" communities, across the country, allowing for similar methods to accomplish similar goals.

WHO WE ARE

The Penny Foundation leads through the lens of technology and innovation, to impact economic and community developments, as well as families. Established after The Penny Savings Bank - the first African-American owned financial institution in the state of Alabama - The Penny Foundation works to eliminate economic inequality throughout underserved communities.

BlueJireh supports businesses by developing clear paths to, navigate and utilize, technology resources. Our mission is to listen, understand and empower people to embrace advancing tech demands. BlueJireh has more than 15 years of experience in bridging the gap between business and information technology.

PROJECT APPROACH

We anticipate a five-month timeline, which will begin April 2020.

This will include two consultants from BlueJireh, 5-10 community leaders, an Advisory Council chaired by the Penny Foundation and two high school interns. See the framework illustration for details.
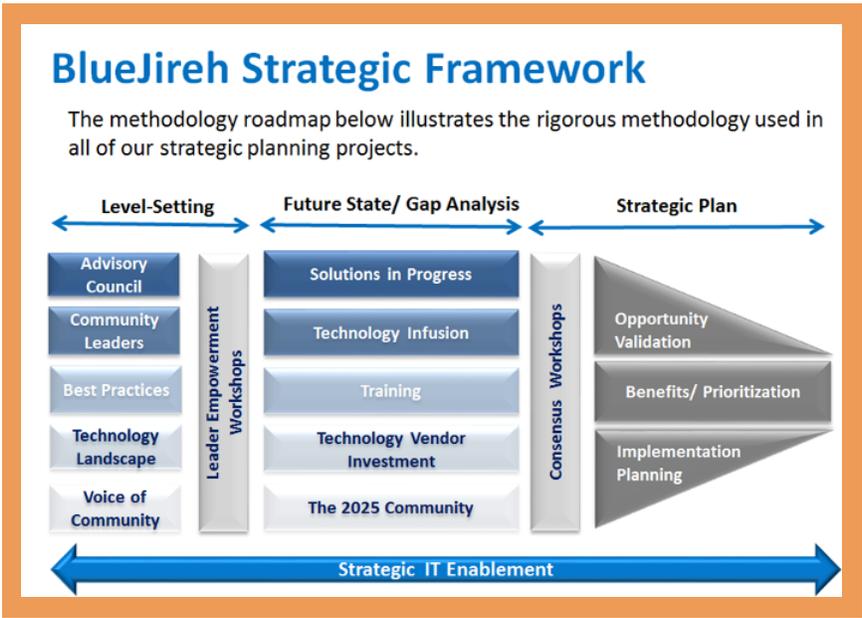
DELIVERABLES

The final deliverable will be in PowerPoint form and written in plain English, so that it is able to be presented and understood to a wide variety of audiences in a wide variety of settings. It will be a standalone, meaning the reader can fully understand the contents without narration from a presenter. The presentation will memorialize the "burning platform" for the CTII, each step of the process, and the conclusions of the overall strategy.

The intent of the presentation will be to capture a visually compelling story that educates and compels an audience to take action. The deliverable will be fact based with footnotes and appendices to back any conclusions placed forth in the slides.

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