2020 Annual Report

Digital Respons-Ability

Educate | Inform | Empower

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DIGITAL RESPONSABILITY

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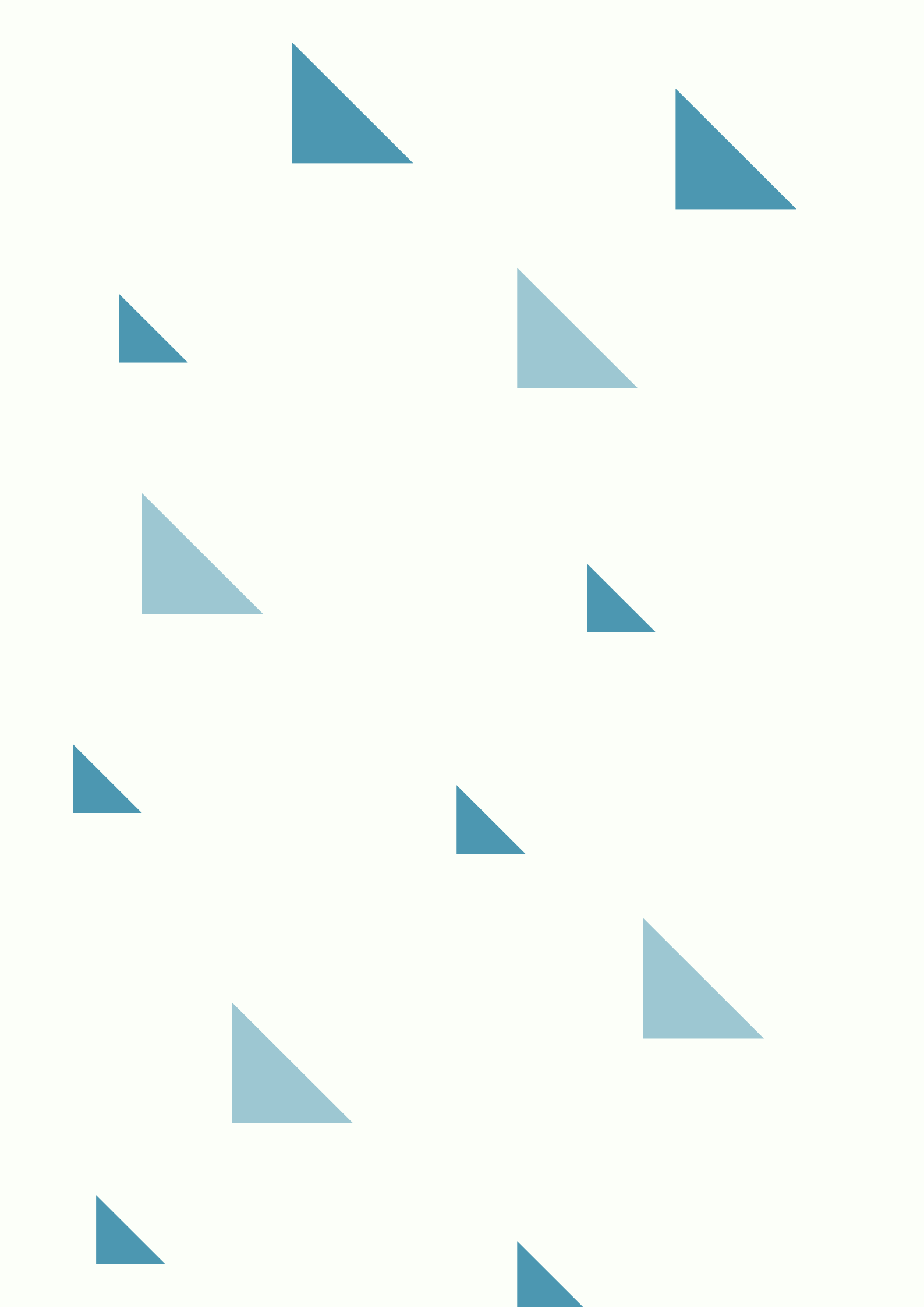


A letter from our CEO

2020 has been quite the year for education, technology, digital citizenship and the world. Like many others, this year found Digital Respons-Ability pivoting to online delivery models. We've worked with students and parents this year through a screen, rather than in a classroom.

While I am eager to get us back face-to-face with the students, this year has broadened our outreach of digital means to share our work, and share it we did. 2020 brought Digital Respons-Ability's first federal contract, educating teachers with our online professional development around the world. Digital delivery also meant we were able to gather hundreds of teens together for an exciting, first-ever Virtual Healthy Teens Summit. While we did not teach as many students and parents as we predicted in 2019, we were able to reach certain populations that would be difficult to talk to in person. Our website, free online resources, webinars and video resources reached those people we could not educate in person. We created a new website, digital-parenting.com that shared educational resources and advice for families adjusting to pandemic living. More importantly, the ability to work virtually kept our staff and others in our community safe.

There will be many books, theses and documentaries created about 2020 analyzing what changed, and what didn't. I can't predict the future; but like others working in educational technology, I feel fairly certain that virtual learning will grow, but it will increase alongside in-person education. 2020 taught us that the Internet can be a lifeline, but nothing replaces human contact. I look forward to 2021 and continuing to expand our work to create better digital humans--but in a real-life space.

Carrie Rogers-Whitehead

Our Partners

Prevent Child Abuse Utah (PCAU) and Internet Crimes Against Children (ICAC)

From trainings to curriculum to keeping kids safe online, PCAU and ICAC are always there for us and ready to get to work. Their professionalism and dedication to preventing harm from happening in the first place are just one reason why we're privileged to have them as partners. Many thanks to both organizations for their continued support. We look forward to many more years of partnership.

Salt Lake County Health Department

Summer and Fall 2020 we joined with the Salt Lake County Health Department to present their Healthy Teen Summit. Our trainer, Taryn Nenow, helped organize the event and also present about healthy tech habits and media literacy, reaching over 400 students in Salt Lake County.

International Rescue Committee (IRC)

Working with IRC has always been a pleasure and in 2020 our work developed into more actively teaching parents who participate in their programs. With kids schooling from home and spending more time online, parents were craving education on ways to help their kids. Working with a translator and teaching some tech basics, we were able to teach Parent Empowerment Workshops via online conferencing to IRC refugee cohorts in the Salt Lake Valley

State Educational Technology Directors Association (SETDA)

2020 had its ups and downs, but one of our favorite parts was being selected as an Emerging Private Sector Partner with SETDA. The opportunity to connect with other companies working to accomplish similar goals as Digital Respons-Ability has been beneficial and even fun. We navigated together how to reach schools and teachers digitally as we worked to make their jobs a little easier. We found that working together to get through a difficult time made things a little less difficult. Thank you, SETDA, we are so proud to work with you.

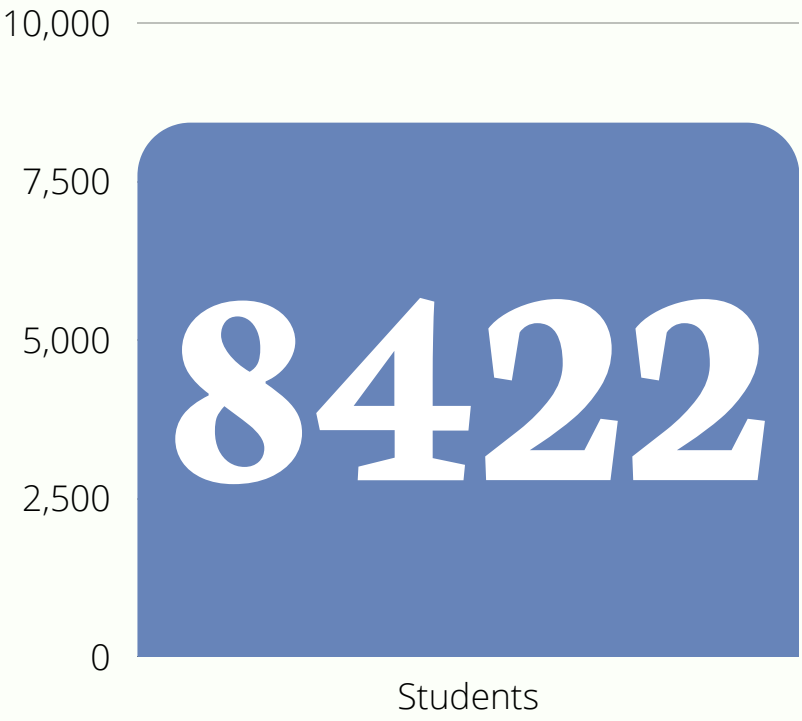
SchoolTube

One of our newest partners, SchoolTube specializes in K12 video creation hosting and sharing. Their commitment to ensuring safe media consumption on a platform that can be implemented for free for schools and students is a cause we fully support. We are happy to say that all of our videos and webinars have been uploaded to their site and are accessible to everybody. We look forward to furthering our partnership in the years to come. We're so glad to have connected with you in our SETDA Emerging Private Sector Partners cohort.

Mindfulness Utah

Mindfulness is a skill we like to spend time on in our curriculum as it serves as part of Social Emotional Learning and has immediate benefits. Joining with Mindfulness Utah for a webinar and ensuring that our K-12 curriculum includes mindfulness has only benefitted our research and curriculum. We're excited to have them around and helping us find calm in what has been such an intense year.

The Numbers

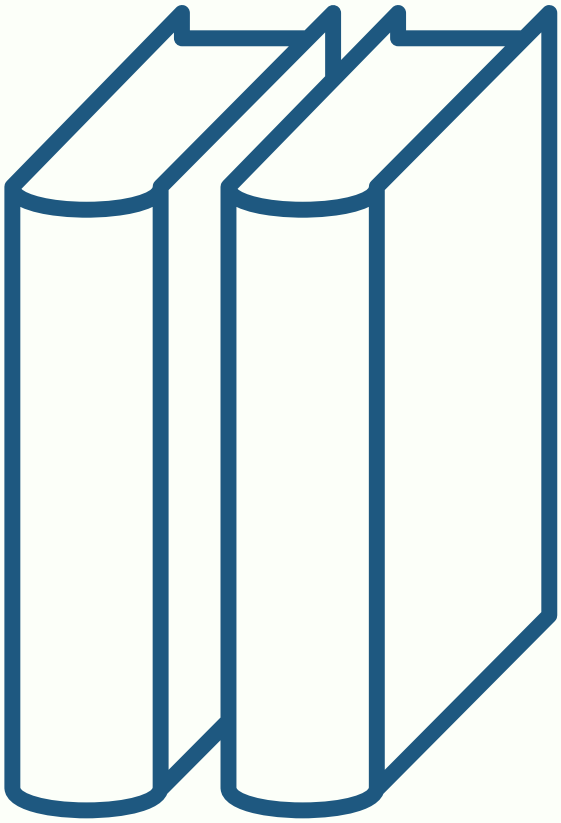


Interacting with students in classroom and virtual settings was still the most incredibly impactful part of our job.

> The teachers loved that it was done in class instead of an assembly. Their students were engaged because it was done at their level.
> - Educator survey response

Even with the pandemic reducing our in-person presentation numbers, we taught

166 presentations



1 NEW BOOK!

Becoming a Digital Parent:

A Practical Guide to Help Families Navigate Technology

> Educators and others working with youth need to stay abreast of best practices in teaching digital citizenship, and this book gives them the resources to develop successful strategies in this area, including worksheets, activity sheets, lesson plans and assessment tools.
> - Nicole Clara, Vocal.media

> This program is undoubtedly beneficial for teachers and parents alike.
> - edWeb participant, 12/2020

6931

educators taught at our webinars

2020 Achievements

Some highlights of our favorites

Online Educator Training

We created and curated curriculum to train educators on teaching digital citizenship in the classroom.

Our Online Educator Training is SCORM-compliant and compatible with any LMS. Taking this course can also be counted towards CEUs, with the option of getting a certificate of completion through Utah Valley University.

This curriculum was created, delivered in person and taught to Utah teachers, and then adapted for online. It utilizes our thousands of hours working with students and educators. It has also been **purchased by the United States Department of Defense** for use in their schools around the globe.

Free Monthly Webinars

When SARS-COVID-19 hit in the spring, we knew we needed to support educators and the community.

With budgets tighter and everything moving online, we knew that providing support for free could help spread encouragement and knowledge. One way we do this is through free webinars. On the second week of every month, we present a webinar on various topics. Recent webinars include the topics: Teacher Burnout, Digital Wellness, and Media Literacy.

New and Improved Websites

With so much going on at Digital Respons-Ability, we needed a more functional site.

With the help of Jericho Cline, we were able to create a more seamless and beautiful website at https://respons-ability.net/. Definitely check it out!
We also launched our brand new Digital Parenting site: https://digital-parenting.com/. Both websites are full of free information and resources for caregivers and families.

Growing Use of Virtual Resources

Even before everything went online, we were working to create things that were online focused.

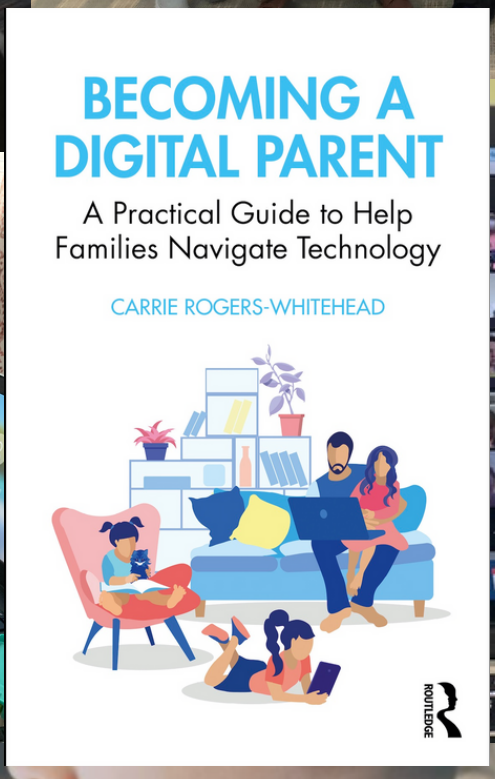
We work hard to spread the word about digital citizenship and create better ways to access information about it online. Between our monthly free webinars and creation of online trainings and newsletters, we have an ever-growing list of resources. Our website digital-parenting.com appears on the second page of a 'digital parenting' Google search. Both websites are resources for parents, students and educators.

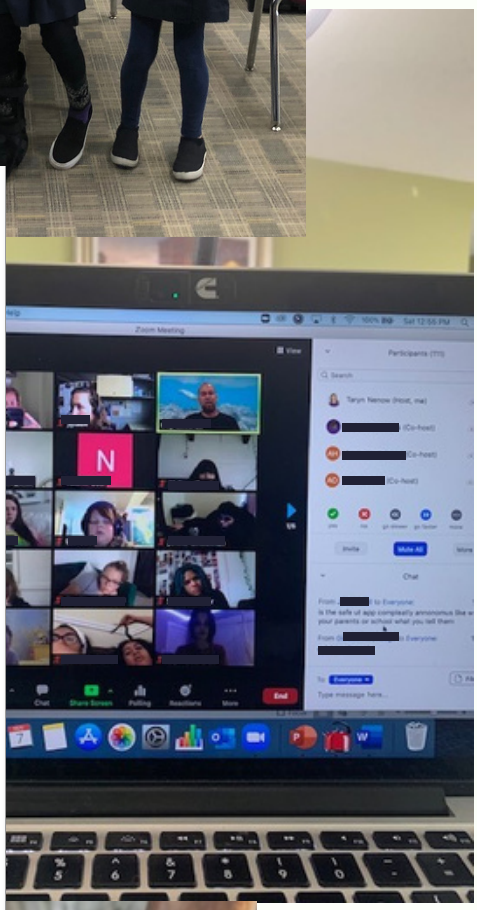
In the Community

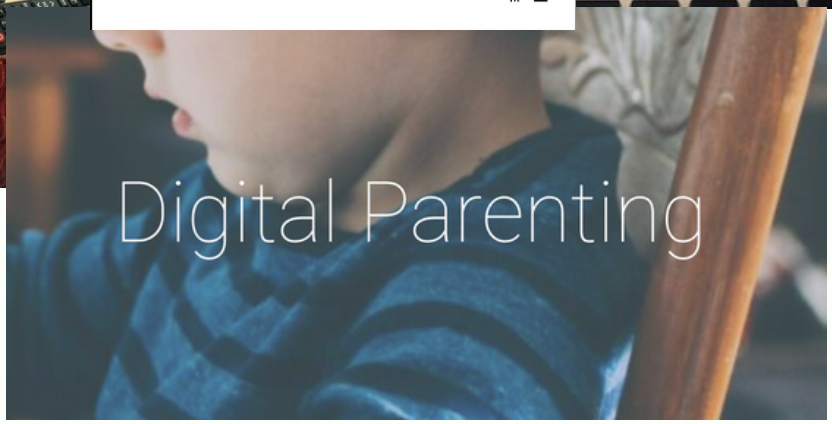
Working with our local partners brings so much richness to our company.

We have loved continuing our work with refugees in Salt Lake County, and expanding to our work with the Salt Lake County Health Department. Our interactions with the student-aged kids in our community bring us hope and excitement for the future of tech and the digital world. These experiences fuel our curriculum and make us a better company.

readers
LEADERS


BECOMING A
DIGITAL PARENT
A Practical Guide to Help
Families Navigate Technology
CARRIE ROGERS-WHITEHEAD
ROUTLEDGE




Digital Parenting

Our Plans: 2021

We have our intentions set and are ready to get to work.

The biggest thing we learned this year was to plan to need a new plan. That being said, we have a few exciting things in the works this upcoming year! We look forward to reaching more students and parents in 2021, and getting back into the classroom. In addition, we plan to:

- Expand our reach in Southern Utah. We trained a new contractor there to reach out to organizations in Iron and Washington County in fall 2020.
- Continue partnering with Prevent Child Abuse Utah and co-create a new sex trafficking educational training aimed at showing the connection between online safety and child sex trafficking.
- Have our online digital citizenship teacher training reach more states and educators around the world.
- Promote the launch of two digital parenting books: Becoming a Digital Parent (released by Routledge at the end of 2020) and The 3Ms of Fearless Digital Parenting (released by Skyhorse Publishing in August 2021).

After the pandemic settles, we hope to reestablish relationships, increase outreach, and teach more students and parents across the state and country.

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