CORNERSTONE DIGITAL SKILLS CENTRE

Digital Citizenship has never been so important,

ICT EVANGELIST

Bridging the Digital Divide: A Community-Based Digital Literacy School for Rural Empowerment

1. Executive Summary

This proposal outlines the establishment of a **Digital Literacy School** in **Upper Kayambo and surrounding areas**, aiming to equip the local community with essential computer skills to thrive in the digital age. The school will offer structured training on computer basics, internet use, digital productivity tools, and online safety—targeting youth, adults, and local businesses.

Digitally Bridging Rural Futures

2. Vision Statement

To create a digitally empowered community capable of leveraging technology for education, employment, and entrepreneurship.

3. Mission Statement

To provide affordable, accessible, and practical computer training that addresses the digital divide in rural Kenya.

"Unlocking Rural Potential through Digital Literacy."

4. Objectives

- Bridge the digital literacy gap in the village.
- Enable access to digital job opportunities.
- Support local economic development through digital skills.
- Promote safe and productive internet use.

5. Target Audience

- **Primary:** Students, Pupils, School leavers, unemployed youth, and small business owners.
- **Secondary:** Elderly individuals, teachers, women's groups, and local government staff.

6. Courses Offered

Basic Package

For beginners aiming to build confidence in digital environments.

- Introduction to Computers & Typing
- Microsoft Office Suite (Word, Excel, PowerPoint)
- Internet and Email Use
- Online Safety and Cyber Hygiene
- Basic File Management (folders, saving, USBs, backups)
- Introduction to Online Learning Platforms (e.g., YouTube, Google Classroom, Zoom)
- Social Media for Communication (Facebook, WhatsApp Web, YouTube)

Advanced Package

For learners ready to apply their skills for income generation and creative expression.

- Freelancing and Remote Work Basics (Upwork, Fiverr, transcription)
- Introduction to Digital Marketing (social media, email, SEO basics)
- Web Development (HTML, CSS, WordPress basics)
- Graphic Design Basics (using Canva or Adobe Express)
- Data Entry and Excel for Business
- Mobile App Literacy (smartphone-based tools for business, agriculture, health, etc.)
- Entrepreneurship and E-commerce (Jumia, Facebook Marketplace, Hiddekel Stores case study)

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7. Duration and Scheduling

Basic Package

- **Duration:** 2 months
- Each course spans 4–6 weeks depending on content depth
- **Sessions:** 1.5 hours, held 3–5 times per week
- Flexible scheduling options available (evenings and weekends)

Advanced Package

- **Duration:** 2 months
- Designed for learners who have completed the Basic Package or have equivalent experience
- **Sessions:** 1.5 hours, held 3–5 times per week
- Includes project-based work and real-world practice tasks

Module	Duration	Learning Outcomes	Assessment Methods
Introduction to Computers & Typing	1 week	Understand parts of a computer, basic operation, and proper keyboard use	Practical typing test, oral Q&A
Microsoft Word	3 days	Create and format documents, insert images/tables	Project: formatted CV or letter
Microsoft Excel	1 week	Enter data, use formulas, and create basic charts	Hands-on data entry and chart task
Microsoft PowerPoint	1 week	Create engaging presentations with transitions and media	Create a 5-slide presentation
Internet and Email Basics	1 week	Browse safely, search effectively, and use Gmail or Outlook	Send a formal email, browsing task
Online Safety and Cyber Hygiene	4 days	Recognize scams, create strong passwords, practice safe internet habits	Quiz and scenario-based questions
Social Media and Online Communication	3 days	Use WhatsApp Web, Facebook, and YouTube for communication and learning	Group task: Create a learning post/video
Online Learning Platforms	1 week	Use Zoom, Google Classroom, and YouTube for tutorials and courses	Attend and complete a virtual class

Advanced Package

Module	Duration	Learning Outcomes	Assessment Methods
Freelancing & Remote Work	1 week	Create online profiles, bid for jobs, and manage freelance tasks	Create an Upwork/Fiverr profile
Digital Marketing	1 week	Understand digital strategy, create social media content, and basic SEO	Develop a Facebook ad or SEO plan
Web Development Basics	2 weeks	Build a simple webpage using HTML, CSS, and WordPress	Project: create a personal or business site
Graphic Design Basics	1 week	Use Canva or Adobe Express to design posters and flyers	Design a promotional poster
Data Entry and Excel for Business	1 week	Advanced Excel skills including filtering, formulas, and business records	Excel-based invoice/project

Mobile App Literacy	0.5 week	Use mobile tools for farming, health, business, and education	Download and demonstrate app usage
Entrepreneurship & E-commerce	1.5 weeks	Learn business planning, online selling platforms, and customer engagement	Present a basic business model (e.g., for Hiddekel Stores)

Schedule and Timetable Structure

- **Class Days:** Monday to Friday (5 days a week)
- **Learning Hours:** 9:00 AM – 1:00 PM
- **Class Sessions:** Two sessions daily, each lasting **90 minutes**
- **Break Time:** 30-minute break between sessions

Time	Activity
9:00 AM – 10:30 AM	First Learning Session
10:30 AM – 11:00 AM	Break
11:00 AM – 12:30 PM	Second Learning Session
12:30 PM – 1:00 PM	Q&A / Individual Support

- Each module is delivered across multiple sessions, ensuring both theoretical instruction and hands-on practice.
- Learners are grouped based on skill level: **Beginner (Basic Package)** and **Intermediate (Advanced Package)**.
- Class size is kept small (10–15 learners per group) to ensure effective engagement and personalized attention.

Flexible Learning Options

- **Weekend Classes:** Available on Saturday mornings (optional)
- **Evening Classes:** Offered from 5:30 PM to 7:00 PM for working adults
- **Custom Schedules:** Can be arranged based on group needs (e.g., women's groups, teachers, shift workers)

8. Teaching Approach

- Hands-on, practical training in a computer lab environment
- Use of visual aids and real-life local examples
- Regular assessments and project-based learning

9. Facilities and Equipment

- Computer lab with 10 to 20 PCs
- Stable internet connection
- Projector or TV for instructional presentations
- Backup power system (solar/UPS recommended)

4. Staff Recruitment Plan

Job Descriptions and Roles

Position	Responsibilities
ICT Trainers (1–2)	Deliver course content, prepare lesson plans, assess learners, provide support
Admin/Operations Officer	Handle student registration, class scheduling, records, and general coordination
Support Staff (optional)	Assist with cleaning, security, or technical maintenance (depending on facility size)

Qualifications and Requirements

- **ICT Trainers**
  - Diploma or degree in ICT, Computer Science, or related field
  - Experience in training or tutoring preferred
  - Strong communication and hands-on technical skills
- **Admin/Operations Officer**
  - Diploma in Business Administration, ICT, or related course
  - Strong organizational, record-keeping, and interpersonal skills
  - Familiarity with Microsoft Office and data entry
- **Support Staff**
  - Basic literacy and reliability
  - Willingness to learn basic tech support (optional)

Recruitment Timeline

Activity	Timeline
Job Advertisement & Outreach	Week 1
Application Review	Week 2
Interviews & Selection	Week 3
Orientation & Training	Week 4

| Staff Deployment (Go Live) | Week 5 (Program start) |

Volunteer and Internship Opportunities

- **Volunteer ICT Mentors:** Experienced professionals from universities or tech hubs can mentor learners.
- **Student Internships:** University students in education or ICT can serve as teaching assistants.
- **Community Service Roles:** Local youth can assist in operations or awareness campaigns in exchange for skill development or certification.

10. Code of Conduct

A clear code of conduct will ensure a respectful, productive, and inclusive learning environment for all students and staff at the Digital Literacy School.

Student Behavior Expectations

- Treat fellow learners, staff, and school property with respect.
- Maintain a positive and cooperative attitude in class.
- Avoid disruptive behavior (e.g., noise, lateness, misuse of equipment).
- Mobile phones must be used only for learning purposes during class hours.
- Observe internet and content use rules—no access to harmful or unrelated sites.

Staff Professional Conduct

- Exhibit professionalism, punctuality, and preparedness at all times.
- Foster a safe and supportive learning environment.
- Maintain confidentiality of learner records and personal information.
- Provide fair and timely assessments and feedback.
- Report misconduct and uphold school values.

Attendance and Participation Rules

- Learners must attend at least **80% of sessions** to receive certification.
- Arrive on time; repeated lateness may lead to warnings or removal.
- Active participation in group tasks and projects is required.
- Missed sessions must be communicated in advance where possible.

Disciplinary Actions

- **Verbal Warning:** For minor or first-time offenses.
- **Written Warning:** For repeated or serious issues (e.g., cheating, harassment).

- **Suspension or Dismissal:** In cases of continued misconduct or severe violations.
- **Appeals Process:** Learners may request a review of disciplinary actions through the admin officer.

Fee Structure Plan

Course Fees

Course	Fee	Duration	Payment Options
Basic Package	**KSh 3,000**	2 months	Full payment or two installments (KSh 1,500 per month)
Advanced Package	**KSh 5,000**	2 months	Full payment or two installments (KSh 2,500 per month)
Upgrade from Basic to Advanced	**KSh 4,000**	2 months	Full payment or two installments (KSh 2,000 per month)

Fee Payment Guidelines

- **Payment Deadline:** Full payment or first installment must be made before the course starts.
- **Installment Options:** If choosing the installment plan, payments must be made by the **15th of each month** to avoid disruption of access to classes.
- **Late Payment Penalties:** A late fee of **KSh 200** will be applied for any payment made after the 15th of the month.

Scholarships and Discounts

- **Scholarships:** A limited number of full or partial scholarships will be available for the most vulnerable learners (orphans, single parents, disabled persons).
- **Group Discounts:** Groups of 5 or more learners from the same community or organization will receive a 10% discount on the total course fee.

Payment Methods

- **Mobile Money (M-Pesa):** Easy and secure payments through mobile money transfers.
- **Bank Transfer:** Learners can also pay via local banks for those who do not have mobile payment access.
- **Cash Payments:** Accepted at the school's administration office (with receipts provided).

Monitoring and Evaluation

The Digital Literacy School will implement a practical, skill-based evaluation system to ensure that learners develop the competencies required for success in the digital world.

1. Student Registration and Attendance Tracking

- **Student Registration:** All learners will be registered at the start of each course and assigned a unique identification number for tracking purposes.
- **Attendance Monitoring:** Daily attendance will be recorded for each session. Learners with poor attendance (below 80%) will be reminded of the attendance policy, and follow-up actions will be taken as necessary.

2. Pre- and Post-Training Assessments

- **Pre-Training Assessment:** Conducted at the beginning of each course to assess learners' baseline skills and identify their learning needs.
- **Post-Training Assessment:**
  - Practical assessments will be conducted at the end of each course, where learners will demonstrate their ability to apply the skills they've learned in real-world scenarios.
  - For example, learners will:
    - Complete tasks such as creating a document in Microsoft Word, building a simple website, or using Excel for data management.
    - Solve problems or complete assignments using internet tools, social media, or online marketing strategies.
  - These practical tasks will form the basis of evaluation rather than written exams.

3. Issuance of Certificates

- Certificates of completion will be awarded to learners who:
  - Successfully complete the practical assessments.
  - Demonstrate competence in real-world tasks during their training.
  - Maintain a minimum of 80% attendance throughout the course.
- Certificates will be issued in the final week of each course, signed by the training coordinator.

4. Regular Feedback Collection from Participants

- **Mid-Course Feedback:** Learners will be asked to provide feedback on the course content, delivery, and instructors midway through the program to allow for adjustments.
- **End-of-Course Evaluation:** A comprehensive survey will be conducted at the end of each course to gather detailed feedback on the learning experience, including:
  - The effectiveness of practical tasks and assignments.
  - Suggestions for improving the course content or delivery.
- **Continuous Improvement:** This feedback will be reviewed by the administration team and used to make adjustments to future training programs.

Budget Summary

A detailed budget has been created to ensure that funds are allocated effectively to support the operations and growth of the Digital Literacy School.

1. Equipment Procurement (Initial Cost)

Item	Estimated Cost (KSh)
Computers (for students, 10 units @ KSh 20,000)	200,000
Routers (Airtel, 1 router)	10,000
Monthly Internet Subscription (Airtel for 12 months)	54,000
Networking Equipment (cables, RJ45, crimping tools, faceplates)	15,000
Projector/TV for presentations	60,000
Backup Power (Solar/UPS)	30,000
Electricity installation	15,000
Total Equipment Costs	**KSh 369,000** + 15,000 = **KSh 384,000**

2. Staff Salaries and Trainer Allowances

Position	Monthly Cost (KSh)	Staff	Total Annual Cost (KSh)
ICT Trainers	5,000	2	120,000
Trainer Allowances (KSh 500 per assessment × 2 trainers × 2 assessments/month)	—	—	24,000
Total Salaries and Allowances	**KSh 12,000/month**	—	**KSh 144,000/year**

3. Utilities and Ongoing Costs

Item	Monthly Cost (KSh)	Annual Cost (KSh)
Internet Subscription	4,500	54,000
Electricity	1,000	12,000
Total Utility Costs	5,500	**KSh 66,000**

4. Furniture and Learning Materials

Item	Estimated Cost (KSh)
Furniture (Desks, Chairs)	50,000
PCs for Tutors (2 @ KSh 30,000)	60,000
Learning Materials (start-up)	20,000
Stationery	10,000
Total	**KSh 110,000**

5. Marketing and Promotion

Item	Estimated Cost (KSh)
Flyers	5,000
Posters	2,000
Social Media Ads (1 month)	24,000
Total Marketing Costs	**KSh 31,000**

6. Total Projected Budget

- **Total Equipment Procurement**: KSh 384,000
- **Total Staff Salaries**: KSh 144,000
- **Total Utilities and Ongoing Costs**: KSh 66,000
- **Total Furniture and Materials**: KSh 110,000
- **Total Marketing and Promotion**: KSh 31,000

Total Estimated Budget: KSh 735,000

14. Conclusion

The Digital Literacy School will play a vital role in transforming **Upper Kayambo** into a digitally aware, skilled, and economically empowered community. By equipping residents with practical digital skills, this initiative lays the foundation for inclusive development in the 21st century.