

INFO-BYTES



Check out our New Website!

It has taken many months of preparation, but the new Byte Back website is now live! It features a crisp, clean look and very simple navigation, and yet is filled with useful information for our students, volunteers and donors.

Ellen Varshavsky volunteered her time to develop this new website. Over the summer she worked with Byte Back staff, as well as our youth from the District's Summer Youth Employment Program to design the architecture of the site. The SYEP youth researched a wide variety of options for website organization. They surfed the web for both good and bad examples of how to organize a site.

Once the basic architecture was ready, Varshavsky worked with another volunteer, Tony Riley, a New York City designer, on the look of the site. Riley, a medical illustrator for Sloan-Kettering Hospital, helped Varshavsky create the color palette and template for Byte Back's new site, and modified Byte Back's icon to be used for the site. Varshavsky then taught Byte Back staff how to upload content. Since the website is designed using WordPress, a content management system, it is very simple for staff members to make changes. "It is a very intuitive program," said Kelley Ellsworth, Byte Back Executive Director, "once Ellen taught us how to use it, I was so eager to get to work!" It took only a few hours to get the majority of the content loaded.

"This is just the beginning," said Ellsworth. The next step is to add the more complex components, such as class scheduling, online learning, and the ability to pay for tuition and materials fees online.

A Quarterly Newsletter
FALL 2009

HIGHLIGHTS

| | |
|---|---|
| Director's Corner | 2 |
| Byte Back and OneWebDay | 2 |
| A Warm Welcome to Very Special Teachers | 3 |
| Increase in Individual Donors | 3 |
| Byte Back is Now Licensed! | 3 |
| A New Taste of Byte Back | 3 |
| Success Story: Monique Dayton | 4 |
| Byte Back in the News | 5 |
| Byte Back—Booz Allen Hamilton Partnership | 5 |
| Winter 2010 CLASS SCHEDULE | 6 |

BYTE BACK
Training for Successful Futures
815 Monroe Street, NE
Washington, DC 20017
Phone 202.529.3395
Fax: 202.529.4684
Email: info@byteback.org
www.byteback.org
CFC# 73543/United Way #8073



DIRECTOR'S CORNER

Kelley Ellsworth, *Executive Director*

NEW OPPORTUNITIES FOR THE NEW YEAR

Certainly this is no time to celebrate. Unemployment is high in the District (11.9%) and the pain has not been shared evenly. In October, the unemployment rate in Ward 3 was 3.1%, but in Ward 8 it was 28.1%. While the job market looks bleak, for many Washingtonians, this is the time to take advantage of job training opportunities. As the market improves, they will be ready for a 21st century job that pays a living wage with opportunities for advancement. Byte Back is working hard to meet the job training and technology needs of the community, and we are getting some help from a wide variety of partners.

This fall we began offering classes at three partner organizations: Catholic Charities in Chinatown (Ward 6), Academy of Hope in Edgewood Terrace and First Time Computers in Brookland (both in Ward 5). These organizations have opened up their classrooms to Byte Back instructors and students, enabling us to meet our students where they live. D.C. LEARNS provided us with two full-time AmeriCorps volunteers, which enables Byte Back to greatly expand our daytime class offerings.

As a result of these partnerships we have been able to greatly expand our programming. By early December, almost halfway through our fiscal year, we had enrolled 144 students in our Office Track program, almost as many students as we had in the program for the entire previous year. We have enrolled 214 students in our computer literacy course, PC for Beginners.

Not only is enrollment on the rise, but we are expanding our programs as well. This fall we began offering courses to prepare for A+ and Microsoft Application Specialist (MOS) certifications. In January we will offer training for Internet and Computing Core Certification (IC3) certification, and we are gearing up to offer Microsoft Certified Application Specialist (MCAS), Net +, Linux+, Microsoft Certified Desktop Support Technician (MCDST), and Microsoft Certified Technology Specialist (MCTS) in Project 2007. These courses, and the certifications they lead to, will greatly enhance the ability of our students to secure gainful and rewarding employment.

We have established new partnerships with Booz Allen Hamilton and with Trinity University, which will both be providing a large number of volunteers to help with instruction, curriculum design, and other projects. This January we will begin partnering with the Perry School, located in the North Capitol Street neighborhood (Ward 6), to offer evening classes.

Byte Back will be partnering with the D.C. Public Library on a pilot project to provide computer literacy classes to 400 senior citizens beginning in January. Classes will take place at two library branches, the Woodridge Neighborhood Library at 1801 Hamlin St. NE (Ward 5) and the Francis A. Gregory Neighborhood Library at 3660 Alabama Ave. SE (Ward 7). Graduates of the program will receive a free refurbished computer thanks to First Time Computers, as well as two years of free internet service thanks to One Economy, Qualcomm, Cricket and Google. The D.C. Office of the Chief Technology Officer has applied for technology stimulus funds to expand this program.

We are so deeply grateful for these new friends and partners, and for the individual donors, foundations and corporations which have provided the funding for these new initiatives. Happy New Year to you all.

BYTE BACK AND ONEWEBDAY

OneWebDay is a worldwide celebration of the Internet and all it has to offer. It was founded in 2006 as an all volunteer campaign to build an active community of Internet advocates in the United States and around the world. This year, the Washington DC One Web Day coalition celebrated in two ways: by having a work day to benefit a technology organization and by holding a panel discussion about bold ideas concerning the Internet.

OneWebDay DC selected Byte Back as its official beneficiary organization. According to Chance Williams, lead organizer for OneWebDay DC, "The service component gives us a great opportunity to connect with local groups that drive digital inclusion efforts for people who call the District home, this place where national policy is made." **On September 19, six volunteers provided a multitude of services to Byte Back. Nathaniel James and Jonathan Druy helped to sand and prime our front windows and door. Anne Singer, Tammy Barbee, and Nik Sushka helped to get out a critical mailing to donors. Dave Kunes worked on our video project, debugging some of our footage. As a result of their help, Byte Back now has better curb appeal and received thousands of dollars in individual donations during a critical time. Thank you to our OneWebDay volunteers!**



On OneWebDay, September 22, a full range of Internet stakeholders from the nonprofit front lines, local government, corporate and policy worlds met at the Rayburn Building to discuss a bold plan for networking the nation and to mark the national release of a new report, "A Public Interest Internet Agenda," from the Media and Democracy Coalition. The event is one of dozens taking place around the country and the world. Byte Back Executive Director Kelley Ellsworth was among the panelists.

The keynote speaker was Blair Levin, Executive Director of the FCC's Omnibus Broadband Initiative. The American Recovery and Reinvestment Act authorizes the FCC to create a plan that "shall seek to ensure all people of the United States have access to broadband capability and shall establish benchmarks for meeting that goal." The FCC's National Broadband Plan will be presented to Congress in February 2010. Additional panelists included Ken Boley from the DC government Office of the Chief Technology Officer, Susannah Fox from the Pew Internet and American Life Project, Link Hoewing from Verizon, Joaquín Alvarado from the Corporation for Public Broadcasting, and OneWebDay Executive Director Nathaniel James.

A WARM WELCOME TO VERY SPECIAL TEACHERS!

In late August, Byte Back was blessed by the arrival of Nicole Feemster and Tiana Jorman, two AmeriCorps volunteers, who are working as daytime instructors. Feemster and Jorman came to Byte Back thanks to DC LEARNS, Washington's literacy coalition.

Tiana Jorman is originally from Chicago and is a graduate of Columbia. She started her time with Byte Back teaching our daily PC for Beginners and Office Track courses. These classes meet every day, Monday through Thursday, from 10am-2pm.

Nicole Feemster is from Los Angeles, California and is a graduate of the University of Southern California. Before coming to Byte Back, she worked as both a Financial Analyst and an English Teacher. Feemster has begun her time here teaching Office Track at Byte Back on Tuesdays and Thursdays, and PC for Beginners on Mondays, Wednesdays and Fridays at Byte Back in

the mornings and at Academy of Hope in the evenings. Both teachers have been working to update curriculum and to redesign our teacher training program.

Jorman and Feemster have both made the AmeriCorps commitment to work full-time for a full year, earning only a small stipend from AmeriCorps. Upon completion of their year of service, they will be eligible for the Segal AmeriCorps Education Award of \$4,725 to pay for college, graduate school, or to pay back qualified student loans.

Unfortunately, the stipend Jorman and Feemster receive for their service is not enough to pay the bills, so both women have taken on a second job. We are so very grateful for the deep personal sacrifices they have made for the opportunity to teach our students. Thank you Tiana and Nicole!

Increase in Individual Donors

This summer, Byte Back learned that a \$100,000 grant from the District government had been eliminated during budget cuts. In a scramble to make up for the loss of those funds, Byte Back reached out to our recent donors, as well as new potential donors. We also reached out to early Byte Back donors who had supported our work as many as ten years ago. The response was tremendous.

As of November 10, we have raised a total of \$39,528, significantly more than our total budget for individual gifts, and only about a third of the way through our fiscal year. We are deeply touched and very grateful for this outpouring of support. Thanks to these donors, we did not need to lay off any staff, and thanks to our volunteer instructors, we were actually able to triple our program this fall, bringing us much closer to meeting the enormous need in the community for job training and computer literacy instruction.

Byte Back is now Licensed!



On September 24, Byte Back was awarded our License as a Post-Secondary Educational Institution by the D.C. Educational Commission. This license will pave the way for Byte Back to contract with the District government to provide job training, computer literacy training and related services to District residents, including senior citizens, veterans, disabled students and ex-offenders.

"I am so thrilled," said Kelley Ellsworth, Byte Back Executive Director. "The application was a challenge -- our final application was over 500 pages long! However, the process forced us to be very deliberate and methodical about what we are doing. I feel we are more organized now, and ready for expansion, since going through this process."

A NEW TASTE OF BYTE BACK

For years, Byte Back has been holding a monthly volunteer orientation. This fall we have added a critical professional development component to this event. On September 30, over a dozen potential and veteran instructors met at the Brooks Mansion for a 90 minute training in best practices in adult education. Led by Byte Back instructor Nicole Feemster and Director of Programs Debony Heart, this workshop featured numerous opportunities for collaboration and feedback. All attendees went home with the full PowerPoint presentation, as well as handouts about how Byte Back instructors can incorporate best practices into their instruction.

Every month Byte Back will be offering a teacher training component immediately following our monthly volunteer orientation. New and veteran instructors are welcome and encouraged to



attend. On the fourth Wednesday of each month (unless there is a holiday conflict), individuals interested in volunteering are invited to meet at Byte Back at 6pm for a dessert reception and orientation. Staff, volunteers and students provide information about Byte Back, opportunities for volunteerism, and the logistics of how we work with our volunteer instructors. At 6:45 the Teacher Training begins. Each month the topic of the Teacher Training will change, covering topics such as "Best Practices in Adult Education," "Challenges in the Classroom," "Special Topic: Working with Our Veterans" or "Special Topic: Meeting the Needs of Senior Citizens." All workshops are free and open to our experienced instructors as well as those who are interested in teaching at Byte Back.

THE \$ECRET\$ OF FINANCIAL \$UCCESS



So you have learned how to turn on a computer, surf the web, and use a mouse. You have mastered Microsoft Office and have found a new job. You have doubled your income. But what to do with all that money?

Byte Back is now hosting a monthly workshop by Paulette Medley called "The Secrets of Financial Success." This workshop teaches you about paying yourself first, the rule of 72, the power of compound interest, how to avoid the credit trap, and the three accounts you need.

The first of these workshops was held on Saturday, September 24. There was standing room only in the classroom as the students paid close attention to Ms. Medley's presentation. Afterwards, each student filled out a questionnaire about the workshop. "Everything was on point, very useful information," wrote one student. "Great session! Enthusiastic presentation with clear, definable goals," added another. One student said, "I plan to use the information obtained to help secure my family's financial future."

Ms. Medley works for Primerica and has a Masters in Business Administration from the elite Johns Hopkins University. But what she really loves to do is give back to the community and share what she has learned. She will be giving this workshop every month at Byte Back, and is also offering to provide each attendee with a free individual financial consultation. For future workshops, check the calendar on our new website.

OTHER FALL HAPPENINGS



Job Fair

On Thursday, September 24, Byte Back hosted a small, in-house Job Fair for our students who are looking for work. In attendance were representatives from PNC Bank, the D.C. Department of Employment Services, the Metropolitan Police Department, Echo Clean, the Atlas Center for the Performing Arts, the Arriba Center, Stewardess Nursing and Everest College. In all, 56 job seekers attended, submitting their resumes and having interviews on the spot.

Fall Graduation Ceremony

On Saturday, October 24, Byte Back held our Fall Graduation ceremony. Students from three different Office Track courses gathered together to celebrate each other, sip sparkling cider, eat cupcakes and catch up on the news of their classmates.



SUCCESS STORY: MONIQUE DAYTON

Monique Dayton is a transplant from New York City in her mid-twenties. She found out about Byte Back from a community organization where she volunteers several times a week. Monique worked at Starbucks until just a couple of months prior to taking classes at Byte Back. Monique wanted to diversify her work history by adding some administrative work to her resume. She took a temporary, six month position at the American Psychological Association, compiling materials for conferences, various copy jobs, and performing other basic clerical tasks.

Shortly after starting the job, Monique started classes at Byte Back. She enjoyed the classes very much. When asked what her favorite thing about the class was she said, "The coolest thing was that I would learn how to do something in class that morning and go to work and put it to use that very afternoon!" Monique began volunteering for more challenging tasks at APA and was able to complete them successfully. During the course, she also had the opportunity to work with Terrell Waller, the job

coordinator at Byte Back. With his help, she made some improvements to her resume. She already thought it was strong, but after they worked on it together, the finished product reflected her strengths and experiences more clearly. She finished her temporary position with glowing reviews and secured a strong reference to be used in her future endeavors.

Monique feels that taking the Office Track course at Byte Back has given her confidence she would not have had otherwise. She doesn't wonder if she's qualified enough to do computer tasks at jobs she is applying for because she has the experience now. Every week, Monique puts the skills she learned to use at the community organization where she volunteers. She enjoys sharing what she has learned with others. Currently, Monique is applying for jobs using her perfected resume and the skills she learned at Byte Back. She has also begun the process of applying to Howard University. She hopes to begin a Bachelor's degree in Fine Arts there next Fall.

BYTE BACK IN THE NEWS

This fall Byte Back received quite a bit of attention from the press. On September 16, Street Sense magazine ran a full-page article about Byte Back, including interviews with Executive Director, Kelley Ellsworth and Job Coordinator, Terrell Waller. Ms. Ellsworth was interviewed for the Save Our Safety Net campaign, which was posted on Facebook, Twitter, Jinx and youtube. Ms. Ellsworth's participation on the One Web Day Panel was included in articles in the National Journal, PC World and MacWorld. On October 4, BBN3 posted a short video about Byte Back featuring interviews with Ellsworth, as well as Director of Programs Debony Heart, Office Manager Felicia Hawkins, and student Maurice Dixon.



Broadband Network Three
BBN3/WashingtonDC

October 4, 2009: Byte Back Executive Director Kelley Ellsworth, Office Manager Felicia Hawkins, Director of Programs Debony Heart, and student Maurice Dixon are interviewed by Mary Jane Williams for BBN3/Washington DC.

<http://assignments.bbn3.com/videos/closing-the-digital-divide-1425>

★ ★ ★

SAVE OUR SAFETY NET

September 21, 2009: Byte Back Executive Director Kelley Ellsworth is interviewed for the Save Our Safety Net campaign.

http://www.youtube.com/watch?v=XhvE_XVyHaw



September 23, 2009: Byte Back Executive Director Kelley Ellsworth is quoted in an article about the One Web Day panel discussion in PC World, Mac World and Computer World.

http://www.pcworld.com/article/172409/fcc_still_looking_for_broadband_ideas.html

<http://www.macworld.com/article/142938/2009/09/broadband.html>

<http://news.idq.no/cw/art.cfm?id=E361E701-1A64-6A71-CEF3F8E002BBA739>

September 21, 2009: Byte Back Executive Director Kelley Ellsworth is mentioned in an article in the "Tech Daily Dose" section of the National Journal Online about the upcoming One Web Day panel discussion.

<http://techdailydose.nationaljournal.com/2009/09/mark-your-calendars-one-web-da.php>



September 16, 2009: Byte Back Executive Director Kelley Ellsworth and Job Coordinator Terrell Waller are featured in a full-page article on page 6 in Street Sense magazine.

http://streetsense.org/wp-content/uploads/2009/07/091609_small1.pdf

BYTE BACK — BOOZ ALLEN HAMILTON PARTNERSHIP

On October 28, twelve new volunteers arrived for a special Taste of Byte Back event. All twelve are employees at Booz Allen Hamilton. Thanks to the efforts of Byte Back Board Member Steve Delahunty, and Booz Allen team leader Ashley Becker, this is just the beginning of a fruitful partnership. Ms. Becker was tasked with partnering with a nonprofit organization as a way of building team spirit among her team members. Delahunty suggested Byte Back as the partner. This new corporate friendship will potentially bring the skills, determination and assistance of 300 Booz Allen Hamilton employees. While all 12 orientation attendees expressed interest in being a Byte Back teacher or assistant teacher, there are many more ways in which Booz Allen employees may volunteer with Byte Back, including curriculum design, fundraising, assisting with a Strategic Plan and improving our website. The staff and Board of Directors of Byte Back are ecstatic about our new partnership with Booz Allen Hamilton.



WINTER 2010 CLASS SCHEDULE

This season no registration fee; contributions always welcome. Classes are for low-income individuals and must be full to start. For more information contact Betty Benningfield (Email: bbenningfield@byteback.org / Tel: 202-529-3395) or visit our website at www.byteback.org. Register in person Monday-Friday 10:00 am - 5:00 pm.

PC BEGINNERS 1

January 4-January 25
Monday, Wednesday & Friday **Mornings**
10:00 am to noon

January 4-January 25
Monday & Wednesday **Evenings**
6:00 pm to 8:00 pm
At Byte Back or Catholic Charities¹

January 5-January 14 (at Perry School²)
Tuesday, Wednesday & Thursday **Evenings**
7:30 pm to 9:30 pm

PC Beginners 1 for Seniors (55+) at Woodridge & Francis Gregory Libraries³

January 11-February 1
Monday, Wednesday & Friday **Afternoons or Evenings**
1:15 to 3:15 pm or 3:45 to 5:45 pm

January 12-February 9
Tuesday & Thursday **Mornings, Afternoons or Evenings**⁴
10:15 am to 12:15 pm / 1:15 to 3:15 pm / 3:45 to 5:45 pm

PC BEGINNERS 2

January 27-February 17
Monday & Wednesday **Mornings**
10:00 am to noon

January 27-February 17
Monday & Wednesday **Evenings**
6:00 pm to 8:00 pm

January 19-January 28 (at Perry School²)
Tuesday, Wednesday & Thursday **Evenings**
7:30 pm to 9:30 pm

PC Beginners 2 for Seniors (55+) at Woodridge & Francis Gregory Libraries

January 12-February 9
Tuesday & Thursday **Evenings**⁵
3:45 pm to 5:45 pm

February 3-February 26
Monday, Wednesday & Friday **Afternoons or Evenings**
1:15 to 3:15 pm or 3:45 to 5:45 pm

February 11-March 11
Tuesday & Thursday **Mornings, Afternoons or Evenings**
10:15 am to 12:15 pm / 1:15 to 3:15 pm / 3:45 to 5:45 pm

INTENSIVE PC BEGINNERS PROGRAM (1&2)

January 4-January 12
Monday-Thursday **Mornings and Afternoons**
10:00 am to 2:30 pm
MS OFFICE TRACK

January 5-March 25
Tuesday & Thursday **Mornings**
10:00 am to noon

January 5-March 25
Tuesday & Thursday **Afternoons**
1:30 pm to 3:30 pm

January 5-March 25
Tuesday & Thursday **Evenings**
6:00 pm to 8:00 pm
At Byte Back or Catholic Charities¹

January 19-February 4 (daily course)
Monday-Thursday **Mornings and Afternoons**
10:00 am to 2:30 pm

OTHER COURSES

Word 2
January 4-January 28
Monday & Wednesday **Afternoons**
1:30 pm to 3:30 pm

Home Computer Networking
January 9-January 23
Saturday Mornings
10:00 am to noon

Home Computer Maintenance
January 9-January 23
Saturday Afternoons
12:30 pm to 2:00 pm

PC Hardware
January 30-March 6
Saturday Mornings
10:00 am to noon

HTML - Level 1
February 2-February 25
Tuesday & Thursday Evenings
6:00 pm to 8:00 pm

QuickBooks
February 3-March 3
Monday & Wednesday Afternoons
1:30 pm to 3:30 pm

¹ Catholic Charities is located at 924 G Street NW at Gallery Place/Chinatown

² Perry School is located at 128 M Street NW, near North Capitol and New York Ave NW

³ Woodridge Library: 1801 Hamlin St. NE; Francis Gregory library: 3660 Alabama Ave. SE

⁴ This evening PCB 1 class offered on Tuesday and Thursday at Francis Gregory Library only

⁵ This evening PCB 2 class offered on Tuesday and Thursday at Woodridge Library only



Byte Back, Inc. is a 501(c)(3) non-profit organization, teaching a broad range of computer and office skills to underserved youth and adults. Our mission is to improve economic opportunity by providing computer training and employment readiness skills to low-income residents of the Washington Metropolitan area. Our ultimate goal is to promote successful futures, one student at a time!

The majority of our students are female (62%), African American (78%) and either homeless or living temporarily with friends or relatives. Byte Back enables our economically disadvantaged students, most of whom reside in Wards 5, 7, and 8, to acquire the marketable skills needed to find employment, hold on to a job, and/or advance in their careers.

The average cost of one student graduating from Office Track, not including donations of materials and volunteer time, is \$1,384. The average cost per student of our Introduction to PCs class, which first connects youth and adults to our tech-savvy world, is \$346.

Byte Back succeeds with generous donations from individuals, foundations, and corporations. YOU can help our students by:

- teaching a class;
- providing an internship or job; or,
- donating funds.

With volunteer teachers, donated equipment, and a committed staff, Byte Back today serves over 400 individuals each year. Our main classrooms are in Northeast Washington but we partner with other non-profits to serve the greater Metro area.

Volunteers – giving time and energy to our students – and donors – providing essential funding - make our work possible.

YES, I want to help students achieve better paying jobs and independence. Enclosed is my donation of \$ _____

Name

Address

City/State/Zip

Phone/Email

Method of Payment

- Check
- American Express
- Visa
- MasterCard

Credit Card #

Exp. date

Signature

I am also interested in learning more about volunteer opportunities in:

- Teaching
- Mentoring
- Event Planning/Marketing
- Designing Curriculum
- Other: _____

Please mail or fax this form with your contribution to

**Byte Back
815 Monroe Street, NE
Washington, DC 20017
Fax 202.529.4684**



BYTE BACK

Training for Successful Futures

815 Monroe Street, NE
Washington, DC 20017

Phone 202.529.3395

Fax: 202.529.4684

Email: Info@byteback.org

www.byteback.org

CFC# 73543/United Way #8073