



University of Idaho
Extension



**DIGITAL
ECONOMY
PROGRAM**

AMBER SMYER



PROGRAM MISSION

To reduce the digital divide, allowing the benefits of digitalization to extend to all Idahoans, so no one is left behind, nor left offline, in the growing digital economy.

Anticipated impacts of supporting equitable digital transformation:

- **Empower Families** - Increase median household income & quality of life for citizens of rural Idaho and disadvantaged and minority populations.
- **Provide Education** - Change attitudes, knowledge, and behavior regarding remote work opportunities.
- **Job Creation** - Reduce local unemployment rates without the expense of recruiting new businesses.
- **Retain Local Talent** - Reduce post high school relocation.
- **Improve Rural Viability** - Fortify rural businesses through online expansion.
- **Strengthen Tax Base** - A bigger population with bigger incomes means more local revenue.

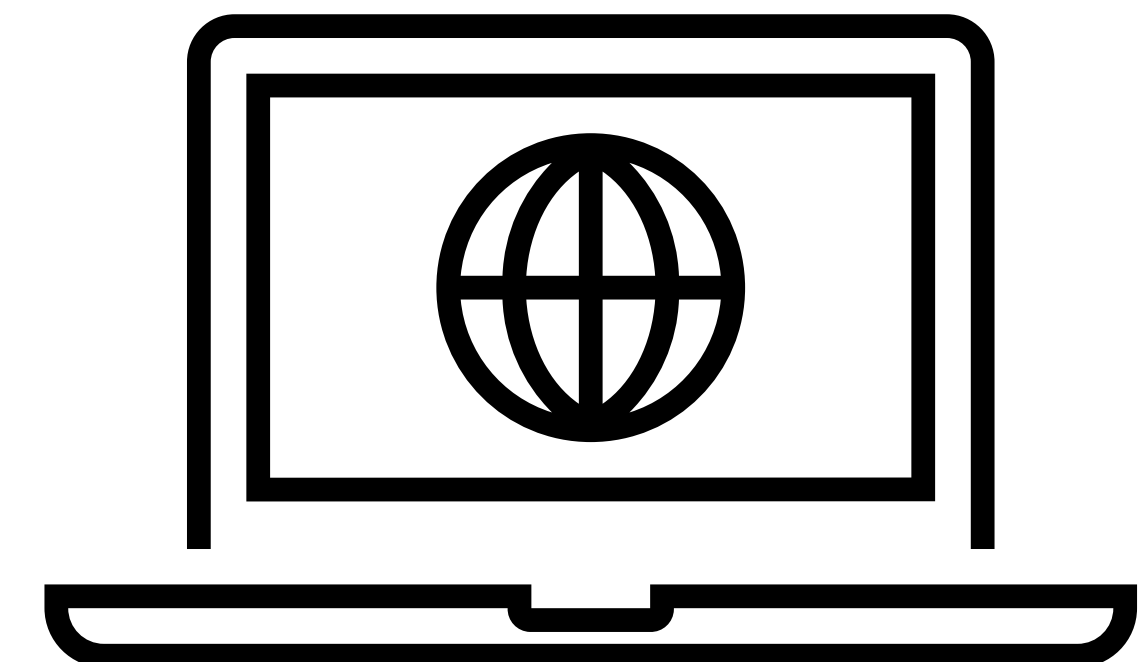
COURSES

The program provides learning opportunities focused on

Basic digital skills

Retraining for remote work
(Certified Remote Work Professional Program)

E-commerce training



BASIC COMPUTER LITERACY

REGIONAL STAFF

- Looking for local partners to explore ways we can help support local efforts to build digital skills
- Providing data and resources to local entities preparing to apply for future broadband and digital access funds

4-H TECH CHANGEMAKERS

- 4-H teens teach digital skills to adults so they can get online and make the most out of technology
- 4-H teens develop leadership experience and increase their digital skills for future career opportunities



CERTIFIED REMOTE WORK PROFESSIONAL COURSE

RETRAINING FOR REMOTE WORK

- Supports employees, freelancers and entrepreneurs who want to work remotely
- Combines independent online work with interactive workshops
- Requires approximately 30 hours to complete (6-8 hours per week over 4 weeks)



MONTHLY COURSES OFFERED THROUGH 2023

REMOTE WORK PROFESSIONAL CERTIFICATE

- Reduced cost due to support from State of Idaho
 - \$50 for individuals in rural counties and scholarship recipients
 - \$100 for individuals in urban counties
- Apply at uidaho.edu/digital-economy

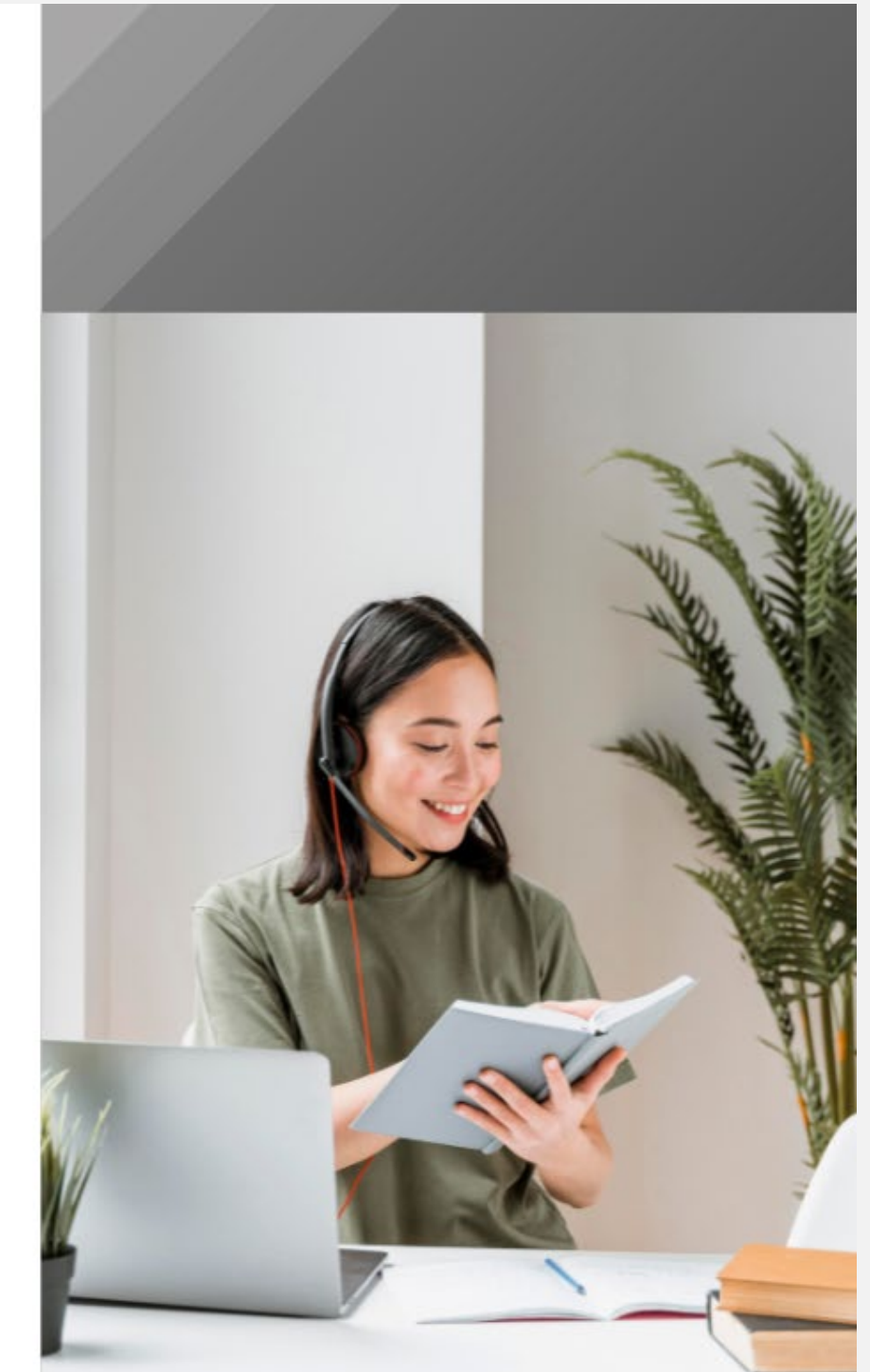


Certify for remote work

REGISTER TODAY!
[UIDAHO.EDU/DIGITAL-ECONOMY](https://uidaho.edu/digital-economy)



Remote Online Initiative
UtahStateUniversity.



Seeking: Idaho employers hiring remote workers to recruit through DEP.
A Certified Remote Work Leaders course is also available.

E-COMMERCE

HELP SMALL BUSINESSES TAKE THEIR BUSINESSES ONLINE

- Put businesses on the map
- Build social media presence
- Launch an online store
- Access new markets and expand sales using the internet





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