



# Dell TechKnow Program Overview

Fall 2005

Can a single computer change the world?

**Dell** | TechKnow

# Philosophy

- Dell believes that everyone should have the ability to access, use and understand technology and the skills to make it relevant in their life
- Today's students must develop the 21st century skills they will need to succeed in higher education and workplaces that are enabled by ICT tools
  - 21st century skills include thinking and problem-solving, information and communication, and interpersonal and self-direction skills
- We recognize that closing the achievement gap means providing access and technology proficiency in the classroom, at home, and in local communities



# Dell TechKnow Mission

To partner with school districts, corporations and the community to enable low-income or underserved middle school students an opportunity to earn a home computer and learn technology skills that promote self-esteem, academic success, and prepare students for opportunities in today's technology-driven world.

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# A 21<sup>st</sup> Century Approach



Students attend 40-hour, self-paced course where they learn to

- Disassemble and assemble a computer
- Load and utilize software
- Identify and correct basic hardware problems
- Use Microsoft software
- Use the Internet

**Upon completion students earn a refurbished Dell desktop computer, with Microsoft operating system and software, and 1 year AOL internet access**

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# Getting IT into the Right Hands

- **Middle School Target Audience**

- Pivotal decision point for relevancy of school
- Young girls still open to learning about technology

- **21<sup>st</sup> Century Skill Development**

- Program focuses on collaboration, teamwork

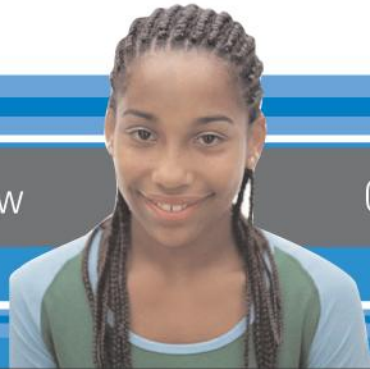
- **Technology for Home Use**

- Expands reach beyond the student to include family members
- Students become coaches in the home



# Student Responsibility

- Students participating in the Dell TechKnow program must meet certain program requirements in order to earn their computer.
  - Complete 40 hours of instruction
  - Maintain a C average or show definite grade improvement
  - Maintain regular attendance at school
  - Demonstrate good citizenship & behavior



# Making a Difference

- Number of Districts: 43
- Number of Schools: 120+
- Number of Graduates: 7,432
- 87% Students of Color
- 47% Female Students



# Partnership Model

Vision: Create sustainable, long term community partnerships

Dell	School District	Community Members
<ul style="list-style-type: none"><li>• Program curriculum</li><li>• Program Tool Kit</li><li>• Staff training</li><li>• Corporate Partners (Software)</li><li>• Program Staff Liaison</li><li>• Refurbished Computers*</li></ul>	<ul style="list-style-type: none"><li>• Facilities and Transportation</li><li>• Oversight and Management</li><li>• Student Progress Reports &amp; Metrics</li><li>• Administrative Funding</li><li>• District Staff Liaison</li></ul>	<ul style="list-style-type: none"><li>• Scholarships and/or Fund Raising</li><li>• Program Volunteers</li><li>• Local Staff Liaison</li></ul>



# Testimonials



- “[The Dell TechKnow program] is a wonderful way to help kids learn about the future of technology. And it’s a wonderful class!”
  - *Chris, Dell TechKnow student*



- “I like coming to [the Dell TechKnow] class because I get to learn about computers and, if I have problems with it, I can fix it. And the best part is I get to take it home!”
  - *Trevonna, Dell TechKnow student*

- “Because of you, my daughter has learned a lot. She’s on the A/B honor roll now.”
  - *Parent of a Dell TechKnow student*



# Program Locations

2005-2006 School Year – 10,000 Students

Alameda	CA	Grape Creek	TX	New Orleans	LA
Austin	TX	Houston	TX	New York	NY
Baltimore	MD	Kannapolis	NC	Norfolk	VA
Birmingham	AL	Hacienda La Puente	CA	Pampa	TX
Charlotte	NC	Lancaster	TX	Richmond	VA
Chicago	IL	Laredo	TX	Roseburg	OR
Denton	TX	Lebanon	TN	Rochester	NY
Denver	CO	Lexington	KY	San Antonio	TX
Detroit	MI	Los Angeles	CA	St. Paul	MN
El Paso	TX	Miami	FL	Tucson	AZ
Ft Worth	TX	Nashville*	TN	Washington	DC
				Toronto	Canada
				Penang	Malaysia

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# To Learn More

Visit our website:

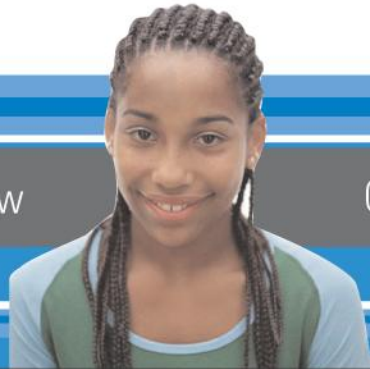
<http://www.Dell.com/k12/techknow>

Or contact us at:

[\*\*US\\_Dell\\_TechKnow@Dell.com\*\*](mailto:US_Dell_TechKnow@Dell.com)

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**YES!**



# SPONSORSHIP OPPORTUNITIES

Computer Hardware	Donated \$200/Unit	Dell (up to 10,000/year)	
Software	Donated	Microsoft	
1 Year Internet Access	Donated	AOL	
Shipping	Donated \$15/Unit	Eagle	
Teacher Stipends, Misc Expenses, Transportation, Snacks	\$2500 - \$5000/class (approximately 20 students per class)*	School or local community partner	* All programs are (at minimum) 100 students/year

- School districts must submit an online application to be considered for the program.
- Decisions to support are based on need, ability to execute, and strategic importance to Dell
- Funding is available for up to 10,000 students/year
- Community sponsors are needed to help schools & districts cover the costs of teacher stipends, student transportation, and snacks.