



GooglersGive

Age Engage: a community based approach to teaching digital skills

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GooglersGive

Mission Statement:

The Googlersgive Team is here to encourage and enable Googlers to use their skills, talents and resources to have an extraordinary impact on themselves and the world.



Why digital inclusion?

With more devices, more information and more activity online than ever, the potential to improve people's lives is immense.

Larry Page



Age Engage



Key Learnings

Googlers

1. One hour sessions, opt in/opt out
2. Make it fun
3. Promote through stories - what impact are they having
4. Hold classes in visible area of building
5. Help foster relationships and build connections
6. Senior Manager involvement

Community

1. Find student's 'hook' - no curriculum
2. Classes must be 1:1
3. Fun, friendly environment
4. Promotion through community leaders
5. Train the Trainer model



Impact

Googlers

48% of employees in Dublin have taken part

960 volunteer hours so far this year

Running in 7 locations: Cambridge, New York, Russia, Germany, Poland, France, Sydney

94% of Googlers who participated felt that they had a positive impact on their community.

Community

2000+ taught in 4 years, 80 Trainers

Rolled out to 3 other locations in Ireland

Silver Surfer Awards



Age Engage

Googlers

Skills based
volunteering

Interaction with local
community

Low time commitment

Drop in/ out model

Google

Ties into business goals

Model which can be
adapted for different
regions

Staff turnover

Community

Link between
community and
Google

Metrics driven results
within community



