

For Immediate Release

CONTACT:

Rebecca Collett

Rebecca@collettmedia.com

843-200-8267

Cradle to Career Tackles Digital Inequities

The goal is to ensure that all students and their families have adequate access to, and adoption of, digital technology

Charleston, SC - March 11th Tri-County Cradle to Career Collaborative (TCCC), with the partnership of more than 40 organizations, will launch 2022 Lowcountry Digital Inclusion Week, in support of closing the digital divide for more than 38,000* households in Charleston, Dorchester and Berkeley Counties.

Digital Inclusion is defined as the activities necessary to ensure that all individuals and communities have access to, and use of, information and communication technologies.

Digital Inclusion Week, March 14 through March 18, is part of the larger Digital Equity & Inclusion Initiative conceived by TCCC. It wouldn't be possible without the support of key stakeholders including Charleston Promise Neighborhood and Palmetto Care Connections.

Since the onset of the COVID-19 pandemic in 2020, Tri-county Cradle to Career (TCCC) and the Community Leaders Council discovered the prevalence of the inequities related to digital technology. As part of their focus on closing the gaps in access and use of technology, TCCC and partners will help facilitate donations of computer hardware, access to broadband, digital literacy training, and community-based service navigation.

The goal of the Digital Equity & Inclusion Initiative is to increase the adoption of technology for all families living in rural, metro, and suburban areas to thrive.

In Charleston and North Charleston alone, 16,000** households are disconnected from essential aspects of life such as education, mental health and healthcare services, employment, skills development, and social connections.

TCCC's vision is that all children are embraced by the community and supported to reach their full potential in school and in life, cradle to career. Their mission is to build collective power to transform education by changing systems that allow Black and Brown children to achieve their goals. They have brought together a cradle to career network to address the persistent and systemic educational inequities in Berkeley, Charleston, and Dorchester counties. **One key aspect of this work is ensuring families have access to the internet and know how to use it.**

TCCC hopes individuals, organizations, and businesses will join them in signing the [Digital Inclusion Pledge](#) and participate in events throughout Digital Inclusion Week.

About Tri-County Cradle to Career Collaborative

Tri-County Cradle to Career is the only organization in the community that solves tough, community challenges by utilizing the Collective Impact Approach. We know that success happens faster and more often when groups work collaboratively, sharing ideas. We do not look at the issue of education in isolation, but rather, we believe that the problems of education can best be tackled by individual groups representing the community coming to the table as one. For more information visit: <http://tricountycradletocareer.org/index.html>

* 2019 ACS 5-year data, 2015-19; pre-Pandemic

** Charleston-North Charleston public use microsample area (or PUMA).