



Summary: Established in 2003 as a non-profit in Durham, North Carolina, Kramden celebrated its 20th anniversary year in 2023 with a brand refresh and strategic plan. The COVID-19 pandemic did not create the digital divide but widened it at an alarming rate. Kramden has been engaged in digital equity work long before it became a national priority. Originally a computer refurbisher, Kramden today is recognized as a leader in digital inclusion programs; Kramden combines technology education with technical support and device distribution. In 2024, Kramden reached a milestone of providing 54,000 devices across North Carolina, and working with 12,000 participants in various educational programs. In 2023, our staff size grew by 60% to 19 full-time staff in order to grow digital inclusion programs. We also lean into our Train the Trainer program to identify remote community members as Community Technology Instructors who teach Kramden’s digital skills curriculum and distribute devices in more than 12 communities outside of Durham.

In 2023, the Kramden Board of Directors and Staff Leadership met for ten hours to conduct a SWOT analysis and articulate a new vision, mission, values, and pillars or focal areas. Staff are tasked with identifying Key Performance Indicators and Tactical Plans.

Our Purpose Connecting Carolinians and building digital equity

Vision A world where everyone thrives in a digital society.

Mission Advancing equitable access to devices, connectivity, and technology education.

Our Values

- **Community** perspective and need at our core
- **Equity** for all through empowerment
- **Sustainability** through reuse and recycling technology assets
- **Passion** for everything we do
- **Leadership** in digital Inclusion

Pillars/Focal Areas

| Digital Inclusion Programs | Customers | Progress through Partnerships | Financial + Operational Excellence |
|--|--|--|--|
| +Grow CTI - Train the trainer model +Program assessments +Wider device distribution with wrap around services +Internet connectivity (w ACP outreach) | + Build customer profiles for new demographic groups +Deepen impact for current customers + Build a scalable technical support system + Broaden geographic delivery of programs + Tell our story: market more to segmented audiences | +Update our partnership contacts +Leverage active partnerships for collaborations +Honor equipment donors +Continue engaging corporate partners for device and funds donation, volunteering | + Financial clarity and regularity with SOPs +Warehouse efficiencies and safety +Sales efficiency: diversify what we sell and where we sell + Advertise services to SMB + Scale up operations with a talent plan |

Programs for the public:

GET TECH

- Kramden Tech Scholars: Device Distribution to K-12 students (free device and lifetime technical support)
- Technology Access Program: Device Sales to Low Income Adults
- Technology Equipment Partners: Device Sales to Schools and Non-Profit Organization

LEARN TECH

1. Computer Basics education (4-8 hours) in-person with a free device upon completion
2. Workforce Readiness education (4 hours) with free device (1 + 2 are taught by Kramden staff or contracted Community Technology Instructors in Kramden's Train the Trainer program)
3. Online education (Northstar), optional assessments and certificate
4. STEAM Summer Camp and Afterschool

GIVE TECH

- Corporate Services for small, medium, and large businesses: Equipment pick-up, data management, certificates of data destruction
- Refurbish devices for distribution to low income individuals or to non-profit organizations
- Resale of working parts
- Recycling by a R2 certified recycler

Contributors to the Strategic Plan | Members of the Board

| | |
|--------------------------|--|
| Mark Dibner | Founder, Kramden |
| Derek Kelly (VC) | Lumos Fiber |
| Dick Martin (Treasurer) | CPA & Entegriion, Inc. |
| Tom Dekle | IBM |
| John Wilson (Chair) | Wells Fargo |
| Kurt Schmidt | Duke Angel Network, Duke Innovation Fund |
| Luis Hernandez | Lenovo |
| Mia Bailey | Spectrum |
| Tracy Sternberg | NC Technmology Association |
| Samuel "Quincy" Campbell | Epic Games |
| Dave Costar (Secretary) | formerly Wolfsped |
| Maria Rosa Rangel | Wake County Public School System |
| Kevin Lyn | Womble Bond Dickinson |

Leadership Team

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|---------------------------------------|--|
| Cyndy Yu-Robinson, Executive Director | Tom Walters, Technical Operations Director |
| Cari Del Mariani, Programs Director | Jay Ethridge, Development Manager |