



NEWS RELEASE

Aug. 12, 2015

### **FRED ROGERS CENTER NAMES FIRST PITTSBURGH-BASED COMMUNITY FELLOW**

Latrobe, PA – Shimira Williams has been named the first *Community Fellow* at the Fred Rogers Center for Early Learning and Children’s Media at Saint Vincent College, it was announced by executive director, Rick Fernandes.

Williams joins the Fred Rogers Center to work on micro-credentialing for early childhood educators. Through this project, Williams will create a small pilot program focused on digital badges as a way of recognizing identified digital media literacy competencies that demonstrate an educator’s proficiency in using technology with young children in developmentally appropriate ways.

The Community Fellows program builds off of the success of the Fred Rogers Center Early Career Fellows program, which has enabled 19 young professionals to follow in Fred Rogers’ footsteps as media creators, artists, educators and musicians. Community Fellows may be stationed in neighborhoods across the country to advance a project important to supporting children, families or educators in their region.

Williams is a Pittsburgh native and entrepreneur, who aspires to be a catalyst in eliminating the digital divide, especially in urban communities. She is the owner of Productivity LLC, which offers organizations technical consultation to adapt and enhance processes in their operations. Productivity LLC also operates TekStart, a STEM-based before- and after-school program whose mission is to kick start technology education.

Established at Saint Vincent College in 2003, the Fred Rogers Center enriches the development of current and emerging leaders in the fields of early learning and children’s media by supporting the professional advancement and mentoring of the next generations of Fred Rogers through the Early Career Fellows program; educational opportunities for undergraduate Fred Rogers Scholars; research and special collaborations by Rogers Center Senior Fellows; and resources and information on the developmentally appropriate use of media. The Center is the official home of the Fred Rogers Archive as well as a straightforward, understanding and compassionate voice for the healthy social and emotional development of children birth to age 8. ([www.fredrogerscenter.org](http://www.fredrogerscenter.org)).

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**Photo:** *Shimira Williams*

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