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# DIGITAL PIONEERS

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Empowering youth through bite-sized learning



MYMOUNA LO  
MISS UJ APK 2025 FINALIST

# Community engagement project

## Digital pioneers

*Empowering youth through bite-sized learning*

### **The ultimate goal**

The aim of this project is to teach students basic Digital and AI concepts that they can use in their academic lives or practically. This project will aim to equip all students with basic digital skills and soft skills that they can use to champion their futures in all different spheres. Whether it is through entrepreneurial ventures or content creation, the aim is to empower students through digital knowledge. The project is focused on digital literacy for personal development.

### **Why?**

“In the 21<sup>st</sup> century, the term illiteracy no longer refers to those who do not know how to read and write, but it is to those who have not learned how to learn” (Toffler, 1970). In a rapidly changing world with innovation at its peak, learning to adapt is crucial. As Alvin Toffler suggests in his book Future Shock, it is more than necessary to teach ourselves to learn about the new spaces, the new environment we are in, failure to do so results in becoming the victim of an ever changing society.

As it currently stands, there is a youth unemployment rate of 46.1% in South Africa (Pillay, 2025), this may not seem like an issue for university students as it refers to the entire youth population not graduates, surely it would be different for graduates, right? Wrong. In South Africa, about 70% of graduates struggle with finding work within their first year of obtaining their degree (Fraser, 2025) and at its core, the issue is not having the necessary skills employers are looking for or being equipped with the resources to potentially be the employer.

The vision is beyond the lecture room, it is to create meaningful impact in the university community for students, all students, by a student.

### **Bringing it home**

As a first-generation graduate to be, I have had the amazing opportunity to come to university and gain an education at one of the most prestigious institutions in the country. This is an opportunity that I do not take for granted and I aim to use to the best of my ability. Coming from an underprivileged community, and raised by a single-parent, my goal is to truly change the trajectory of the path that was paved for me, not only for my self, but for my family and the lives of others around me. I have always been a big dreamer, and I **refuse** to let the limitations of my past determine the heights of my future.