SPANNING THE DIGITAL DIVIDE:

Extension Opportunities To Make A Difference
ABOUT YOU

• Your position

• Extension’s involvement in broadband efforts

A LITTLE BIT ABOUT me...
NATIONAL EXTENSION BROADBAND TEAM (NDEET)

Current Initiatives: Working to build capacity within the CES system nationally to expand this work through:

- Connecting Communities
- Promoting Digital Literacy
- Strengthening and Establishing Partnerships
<table>
<thead>
<tr>
<th>NDEET TEAM LEADS</th>
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<tbody>
<tr>
<td><strong>Strengthening &amp; Establishing Partnerships</strong></td>
</tr>
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**NDEET website:**

http://srdc.msstate.edu/ecommerce/
PURPOSE OF THIS WEBINAR

Partnerships and Collaborations with Extension colleagues

• This is really important
• Who is working in this area?
• What are you doing?
• Who are the partners with which you are working?

• Benefits:
  • Don’t compete with ourselves
  • Sustainability in communities
E-CONNECTIVITY: A CONTINUUM OF SUPPORT

- Awareness of Relevance
- Access and Availability
- Adoption
- Utilization

Community Planning and Collaboration

Policy & Evaluation

E-Connection Benefits
CREATING AWARENESS & DEVELOPING A TEAM

Developing Awareness
• Create a Sense of Urgency
• Build a Team with the Needed Skills
• Identify Local Champion

Federal
• Federal Communications Commission (FCC)
• National Telecommunications & Information Adm. (NTIA)
• U.S. Dept. of Agriculture (USDA)

State
• Public Service Commission (PSC)
• State Broadband Office

Local
• Economic Development
• Education
• Health Care
• Business/Service Providers
• Libraries
• Consumers
• Internet Service Providers (ISP)
LOCAL ENGAGEMENT OPPORTUNITIES & STRATEGIES

**Bring Community Development Skills & Resources to the table:**

- Convening partners
- Situational analysis (focus groups, surveys, listening sessions, data review)
- Facilitate visioning
- Identify Resources
- Set up/point to a page where broadband resources are linked


MEASURE ACCESS/AVAILABILITY

• American Community Survey
• BroadbandNow
• FCC Form 477 Broadband deployment
• Local/regional data validation & demand aggregation surveys
• Microsoft
• National Association of Counties
ANALYZE DATA AND TRENDS

- Broadband deployment over time
- Digital Divide Index
- State of Broadband Reports

### United States: Percent Housing Units with access to Fiber-optics

<table>
<thead>
<tr>
<th>Year</th>
<th>Urban</th>
<th>Mostly Urban</th>
<th>Mostly Rural</th>
<th>Rural</th>
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<tbody>
<tr>
<td>2014</td>
<td>24.2</td>
<td>14.1</td>
<td>9.7</td>
<td>10.1</td>
</tr>
<tr>
<td>2015</td>
<td>25.9</td>
<td>15.7</td>
<td>10.7</td>
<td>11.8</td>
</tr>
<tr>
<td>2016</td>
<td>20.0</td>
<td>13.6</td>
<td>14.6</td>
<td>16.0</td>
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<tr>
<td>2017</td>
<td>22.9</td>
<td>15.4</td>
<td>16.0</td>
<td>17.3</td>
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<tr>
<td>2018</td>
<td>28.0</td>
<td>17.6</td>
<td></td>
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</table>

Source: FCC Form 477

### Alabama

- **Digital Divide Index Score**: 70.26
- **Infrastructure/Adoption Score**
  - 12.7% of people without access to fixed broadband of at least 25 Mbps down and 3 Mbps up
  - 20 median maximum advertised download speed in Mbps
  - 22.4% of households with no internet access (not subscribing)
  - 20 median maximum advertised upload speed in Mbps
  - 16.6% of households without a computing device

- **Socioeconomic Score**
  - 16.1% population ages 65 and older
  - 17.5% of individuals in poverty
  - 16.3% noninstitutionalized civilian population with a disability
  - 14.2% ages 25 and older with less than a high school degree
FEDERAL BROADBAND FUNDING

• Appalachian Regional Commission
• Economic Development Administration
• Delta Regional Authority
• USDA-Rural Utility Service
• Lifeline
• E-Rate

https://broadbandusa.ntia.doc.gov/sites/default/files/bbusa_federalfunding_all_200414.pdf
ADOPTION/UTILIZATION

• Access compared to adoption/utilization
• Working collaboratively
• Communicating with our clientele
• Technology education
ADOPTION/UTILIZATION EXAMPLES

• Hotspot Lending Programs: University of Tennessee and Oklahoma State University

• Partner on statewide broadband initiatives (WA Hot Spot Project)

• Working with Virtual Teams: Southern Rural Development Center

• Tech Changemakers: 4-H National Council, Microsoft, University of Georgia, NDEET team, 16 states

• Ready Business: Purdue University
STATE BROADBAND POLICY

Engagement Opportunities:

• Find out if you have a state broadband office

  NTIA State Broadband Leaders Network

• Serve as a broadband resource for your university’s legislative staff and state broadband office

• Form and support local Broadband Action Teams (BAT) sharing community needs and opportunities with state broadband entities

• Partner on statewide initiatives (WA hotspot project)
Engagement Opportunities:

- Learn about federal e-connectivity priorities (i.e., Rural Prosperity Task Force)
- Conduct and share broadband research
- Serve as a broadband resource to your university’s federal legislative staff
- Participate in organizations that work to improve federal broadband policies and agency programs:
  - Schools Health and Libraries Broadband Coalition (SHLB)
  - National Digital Inclusion Alliance (NDIA)
  - National Digital Education Extension Team (NDEET)
NEXT STEPS

• Awareness
• Access
• Adoption
• Utilization
• Research/Evaluation
NDEET WELCOMES PARTNERS!

• Help Identify Resources for the resource page http://srdc.msstate.edu/ecommerce/

• Join the Team — Two levels:
  • Broadband group — follow a conversation
  • NDEET Leadership Team — join in on national efforts - Monthly meetings
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