



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



NDEET TEAM LEADS

Strengthening & Establishing Partnerships

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NDEET website:

<http://srdc.msstate.edu/ecommerce/>

Connecting Communities

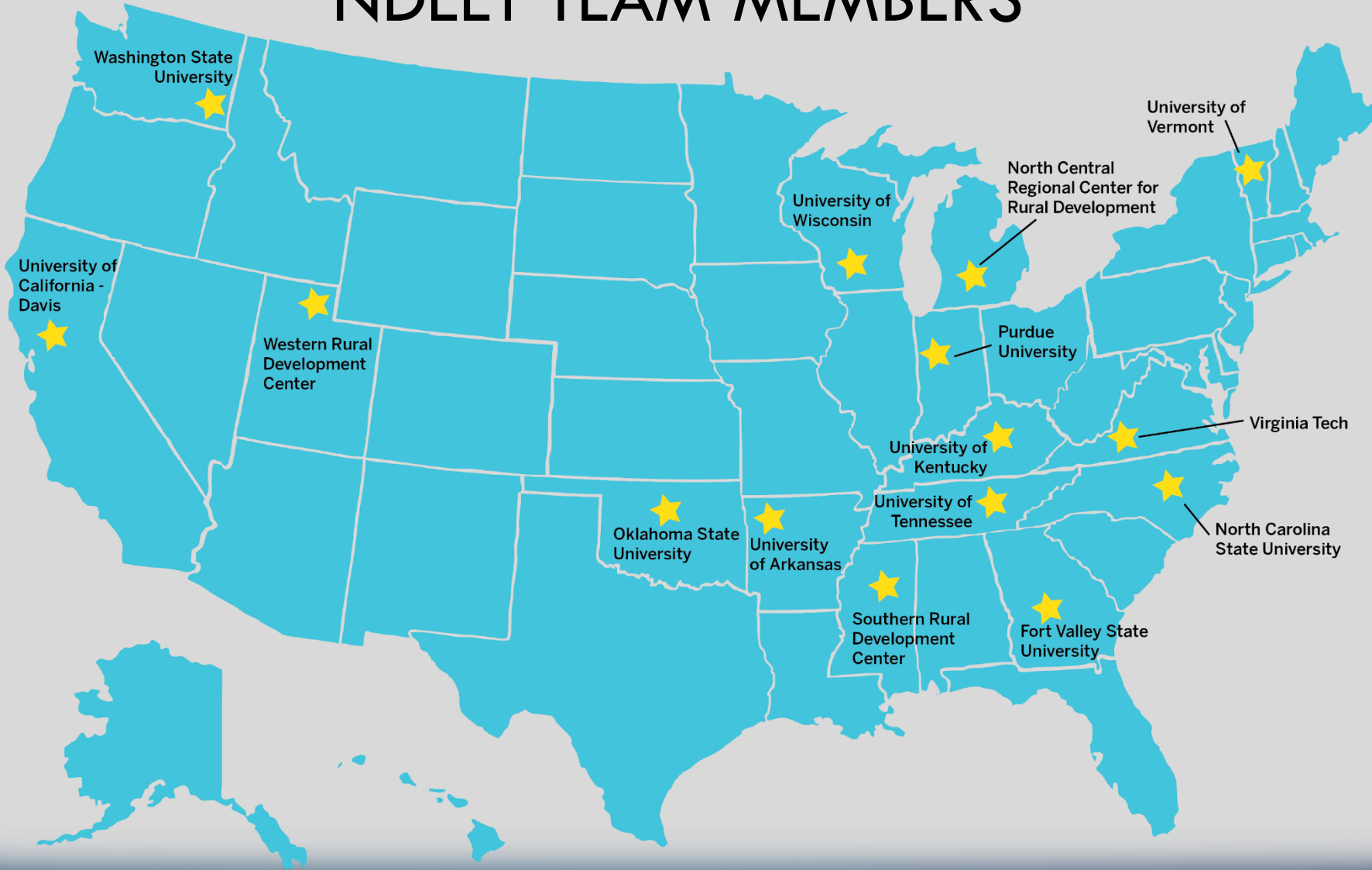
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NDEET TEAM MEMBERS



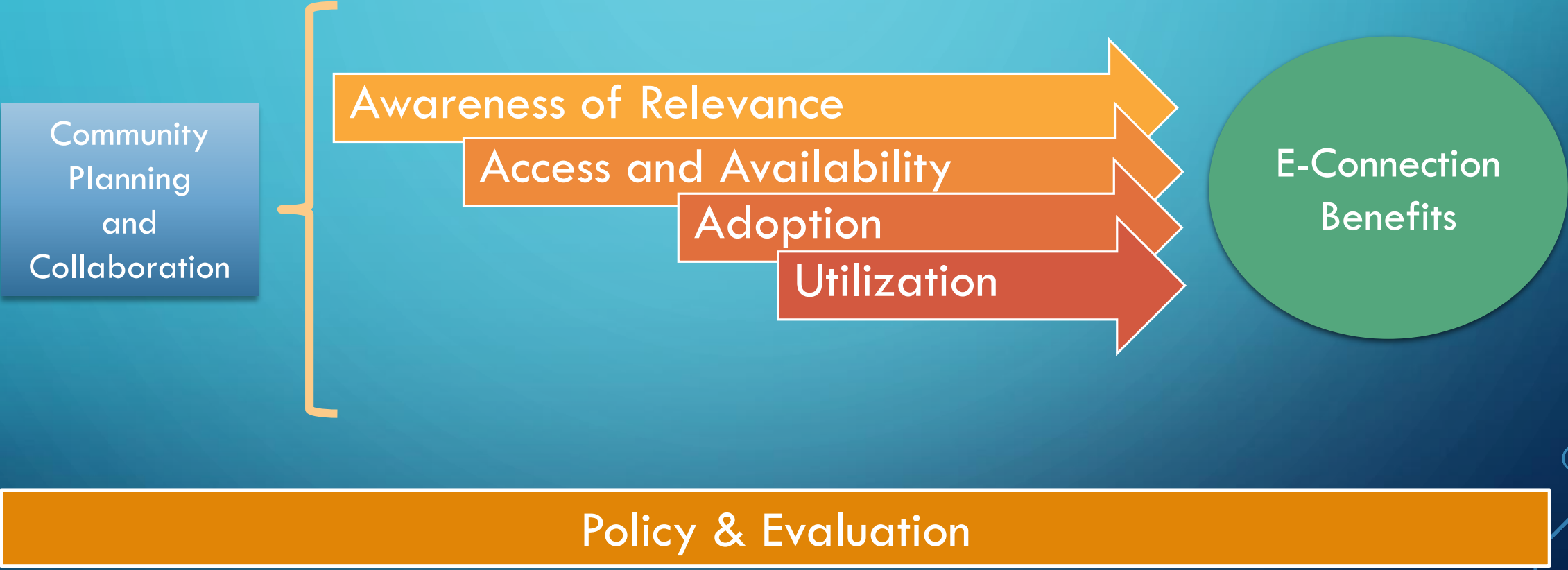
PURPOSE OF THIS WEBINAR

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



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



<https://cced.ces.uwex.edu/files/2018/07/007.010.2014-Broadband-Reference-Guide.pdf>

<https://cced.ces.uwex.edu/files/2018/07/Broadband-Policy-006.030.2015.2.pd>

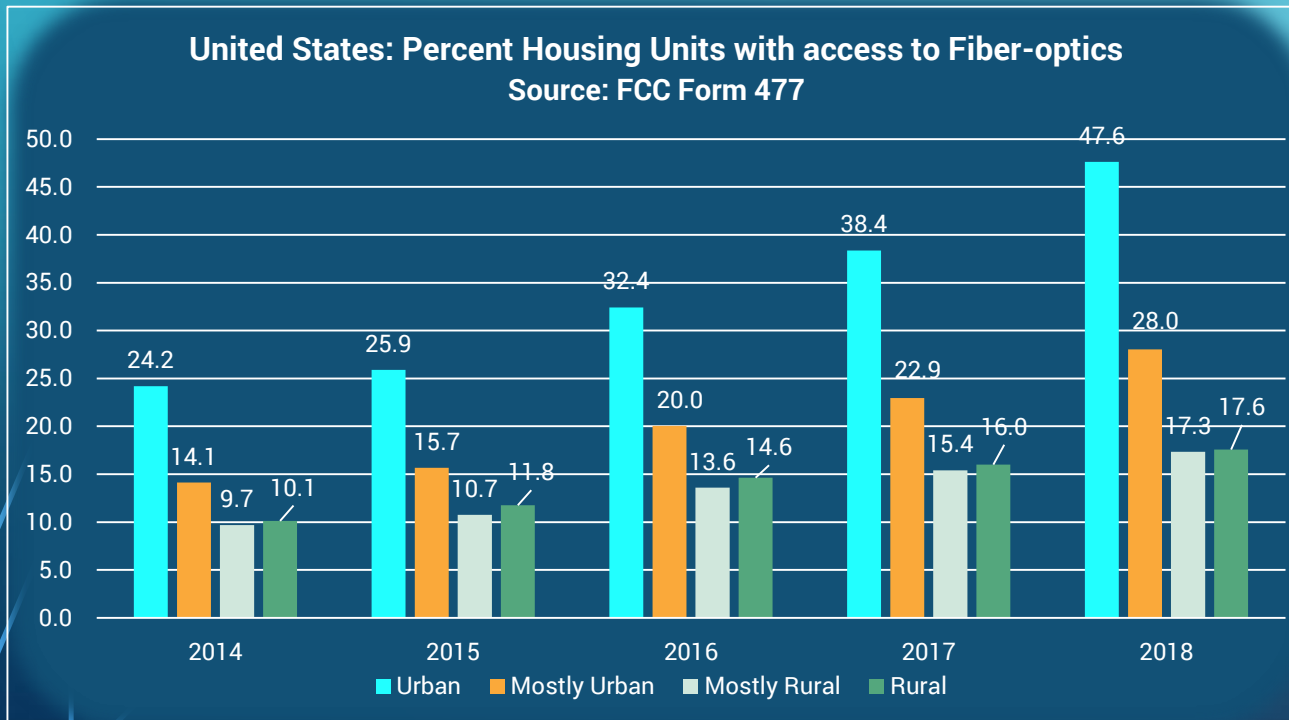
MEASURE ACCESS/AVAILABILITY

- 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



2018 DIGITAL DIVIDE PROFILE

79.77
Digital Divide
Index Score

Alabama

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a lower divide. The infrastructure adoption score and the socioeconomic (see scores and indicators below) contribute to the overall DDI.

70.26

Infrastructure/Adoption Score

If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.



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

79.36

Socioeconomic Score

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology.



16.1%

population ages 65 and older



17.5%
of individuals in poverty



14.2%

ages 25 and older with less than a high school degree



16.3%
noninstitutionalized civilian population with a disability

FEDERAL BROADBAND FUNDING

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

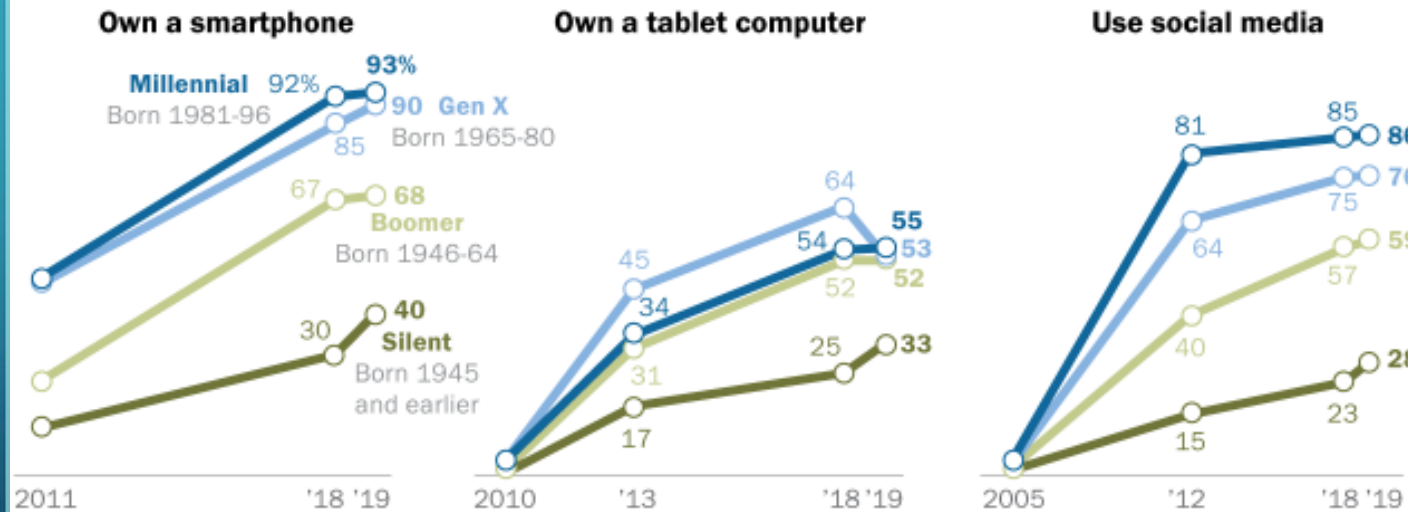


https://broadbandusa.ntia.doc.gov/sites/default/files/bbusa_federal_funding_all_200414.pdf

ADOPTION/UTILIZATION

Millennials lead on some technology adoption measures, but Boomers and Gen Xers are also heavy adopters

% of U.S. adults in each generation who say they ...



Note: Those who did not give an answer are not shown.

Source: Survey conducted Jan. 8 - Feb. 7, 2019.

PEW RESEARCH CENTER

- 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)



FEDERAL BROADBAND POLICY



Digital Equity Act

This bill will create two major federal grant programs operated by US Dept of Commerce, National Telecommunications and Information Administration (NTIA) to promote digital equity nationwide.

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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