

DIGITAL ACCESS CONTINUUM



AWARE

AVAILABLE

ACCESS

ADOPT

ADVANCE

Being AWARE of how broadband can be used as a resource Having

AVAILABLE

broadband
infrastructure

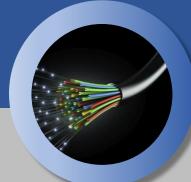
Having a computing device capable of effectively providing ACCESS

Choosing to **ADOPT**or subscribe
to an
internet service

Using broadband service to

ADVANCE quality of life outcomes











Roles for Cooperative Extension Service

Educate

community on potential benefits of broadband access.

Convene & facilitatecommunity
planning
processes.

Assist

communities in planning that considers access issues.

Inform

community members on the value of access & aid in finding community resources.

Provide

digital literacy training within the context of all program areas.

To learn more: http://srdc.msstate.edu/ecommerce/

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Why our work matters:









Reach of Cooperative Extension Service Program Areas

Agriculture & Natural Resources

Digital Ag
Markets
Supply Chains
Conservation

Family & Consumer
Science

Online Banking
Parent/Teacher
Connections
Healthcare
Social/Emotional Care

Community Development

Citizen Engagement
Access to Gov't Services
Grant Writing
Entrepreneurship
Workforce Development
Economic Development

4-H & Youth Development

Education

Job Seeking

College Preparation

Social Connections

Leadership Development

Capacity at the local, state, and national levels:

- Land-Grant Institutions in every state and territory.
- Offices in virtually every county, parish, and borough in the nation.