



BROADBANDUSA

What is Digital Inclusion?

Call In on 800-857-8887, Passcode 282-8165#

BroadbandUSA Webinar Series

October 19, 2016

BroadbandUSA Webinar Series

Third Wednesday of the month:

- October 19, 2016
- November 16, 2016
- December – no webinar
- January 18, 2017

Today's Presenters

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Credit: [Leela Damodaran & Wendy Olphert](#)

What is Digital Inclusion?

BroadbandUSA Webinar

Dr. Roberto Gallardo

Associate Extension Professor & Leader

MSU Extension Intelligent Community Institute

 **@robertoge**

MSU Extension Intelligent Community Institute



- **Mission:** help rural communities – through outreach and research – transition to a digital mindset to build prosperous, inclusive, and sustainable communities
- Part of **worldwide** network: 1 additional institutes

The Digital Economy



- This year it employs **32 million+** people than in 2010
- By 2020, will reach **\$6.6 trillion** in G-20 economies
- Real threat to economic growth: **digital divide**

Source: Boston Consulting Group

Digital Age makes possible ...

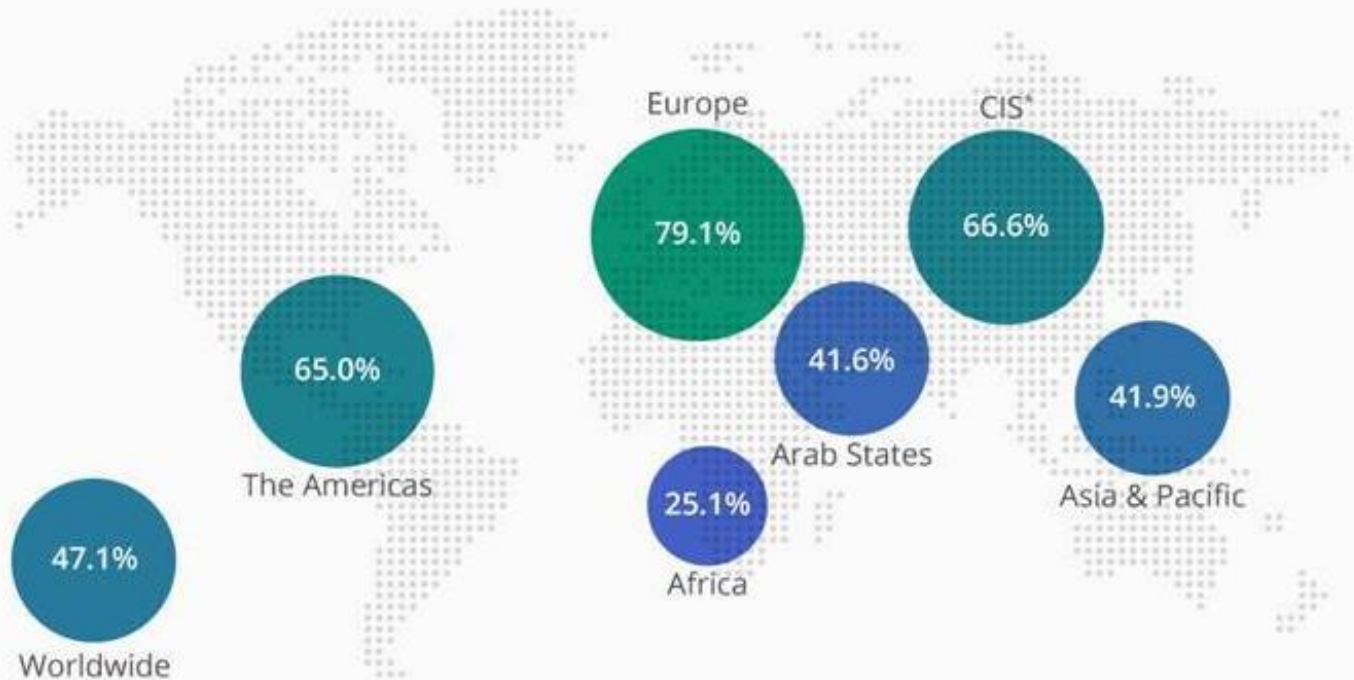


Credit: Jordana Barton. Federal Reserve Bank of Dallas

Digital Divide Worldwide

The Not So World Wide Web

Estimated number of internet users per 100 inhabitants in 2016



@StatistaCharts

* Commonwealth of Independent States

Source: International Telecommunication Union

statista

National Digital Inclusion Alliance

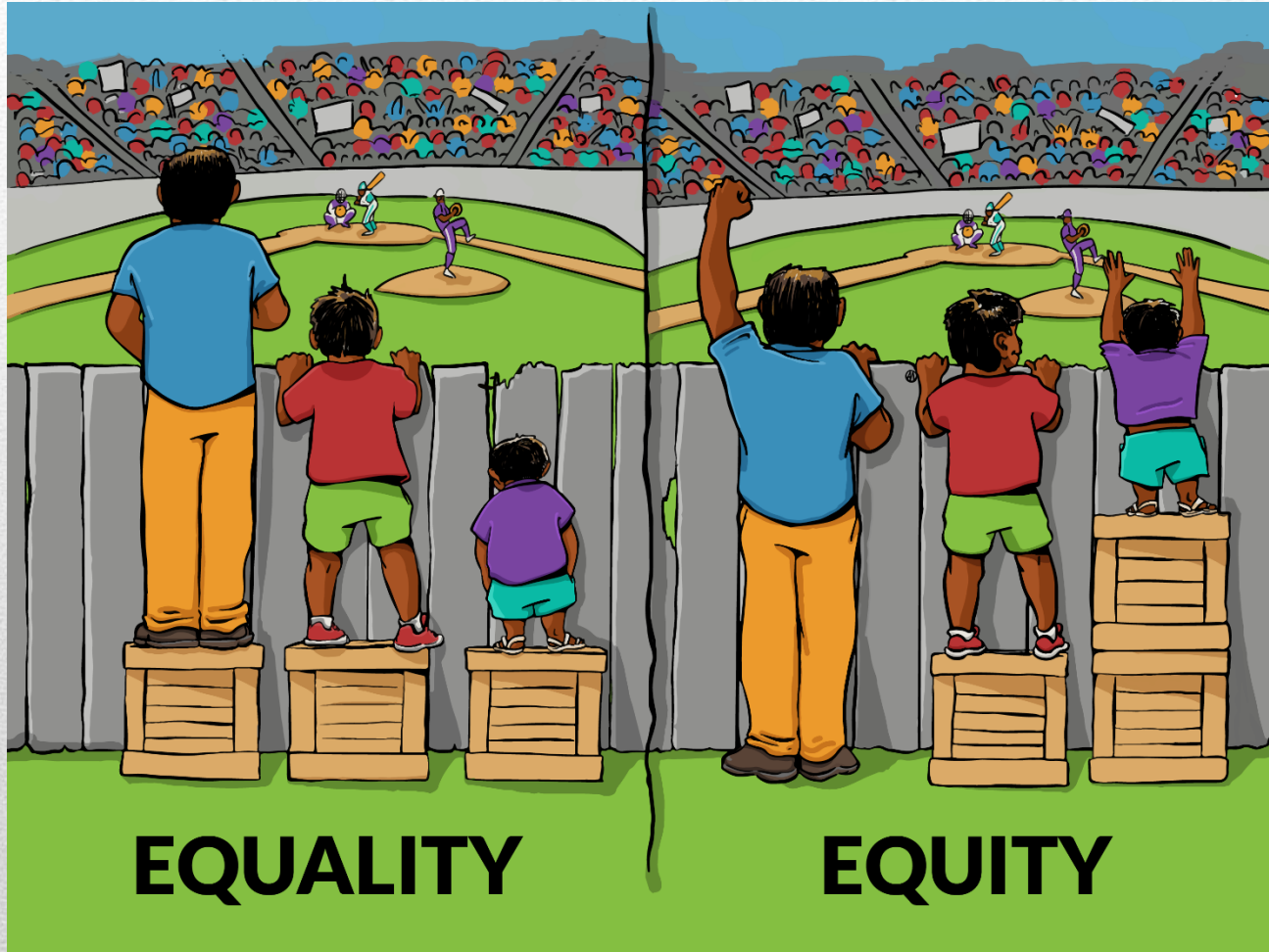


- **209 affiliated organizations**
- **Improve daily lives of all community members by reducing digital disparities among our neighbors.**

Digital Inclusion

Digital Equity

National Digital Inclusion Alliance



Source: Interaction Institute for Social Change

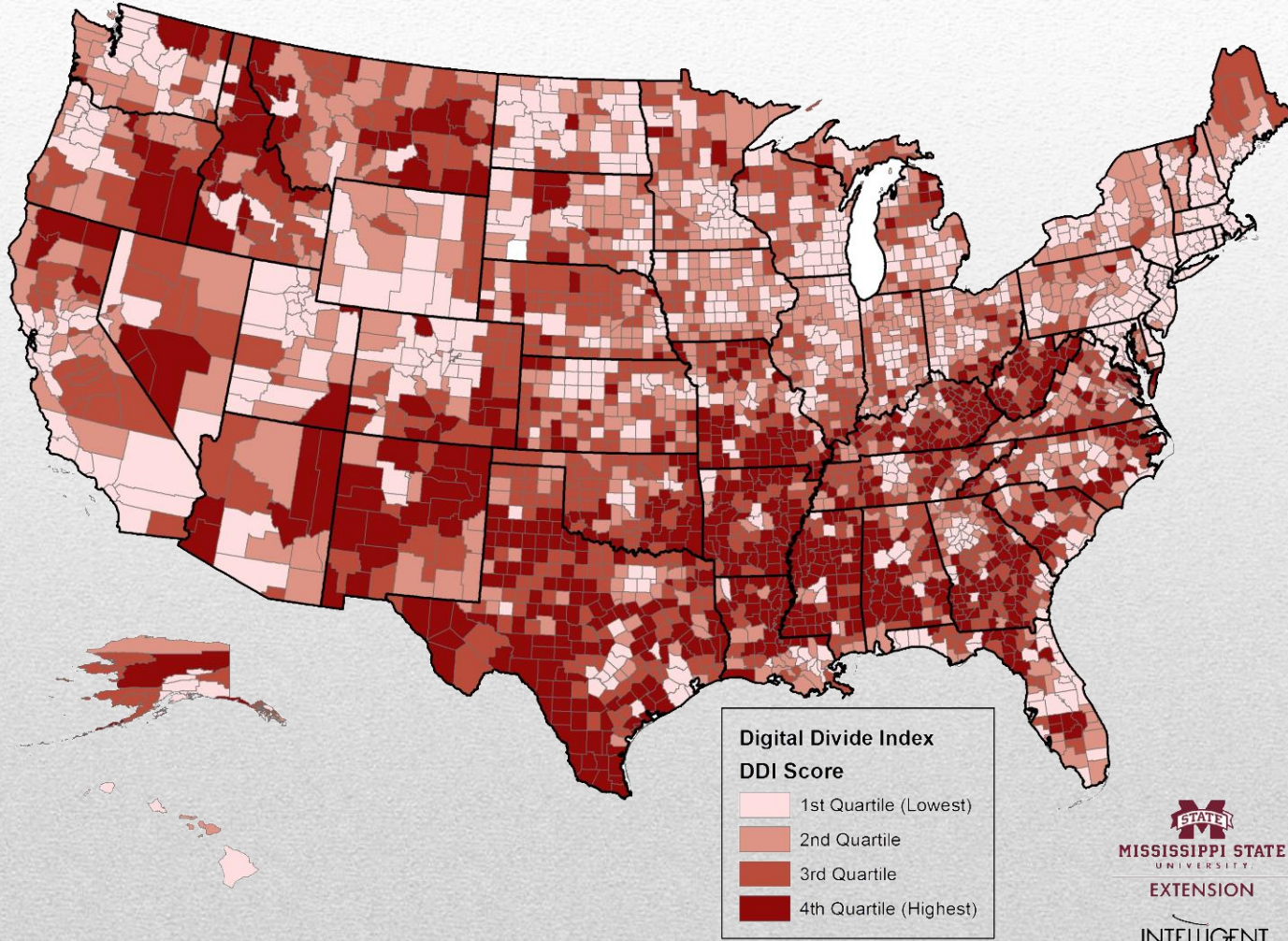
County-level Digital Divide Index (DDI)

- One measure of digital divide: ranges from 0 to 100
- Digital divide more of a continuum/spectrum
- Access dataset @ ici.msucare.com/ddi
- Two components: infrastructure/adoption and socioeconomic

Infrastructure/Adoption	Socioeconomic
% Pop. w/o access to fixed 25/3	% Age 65 or more
Fixed residential connections	% with less than high school
Average download/upload speeds	Individual poverty rate



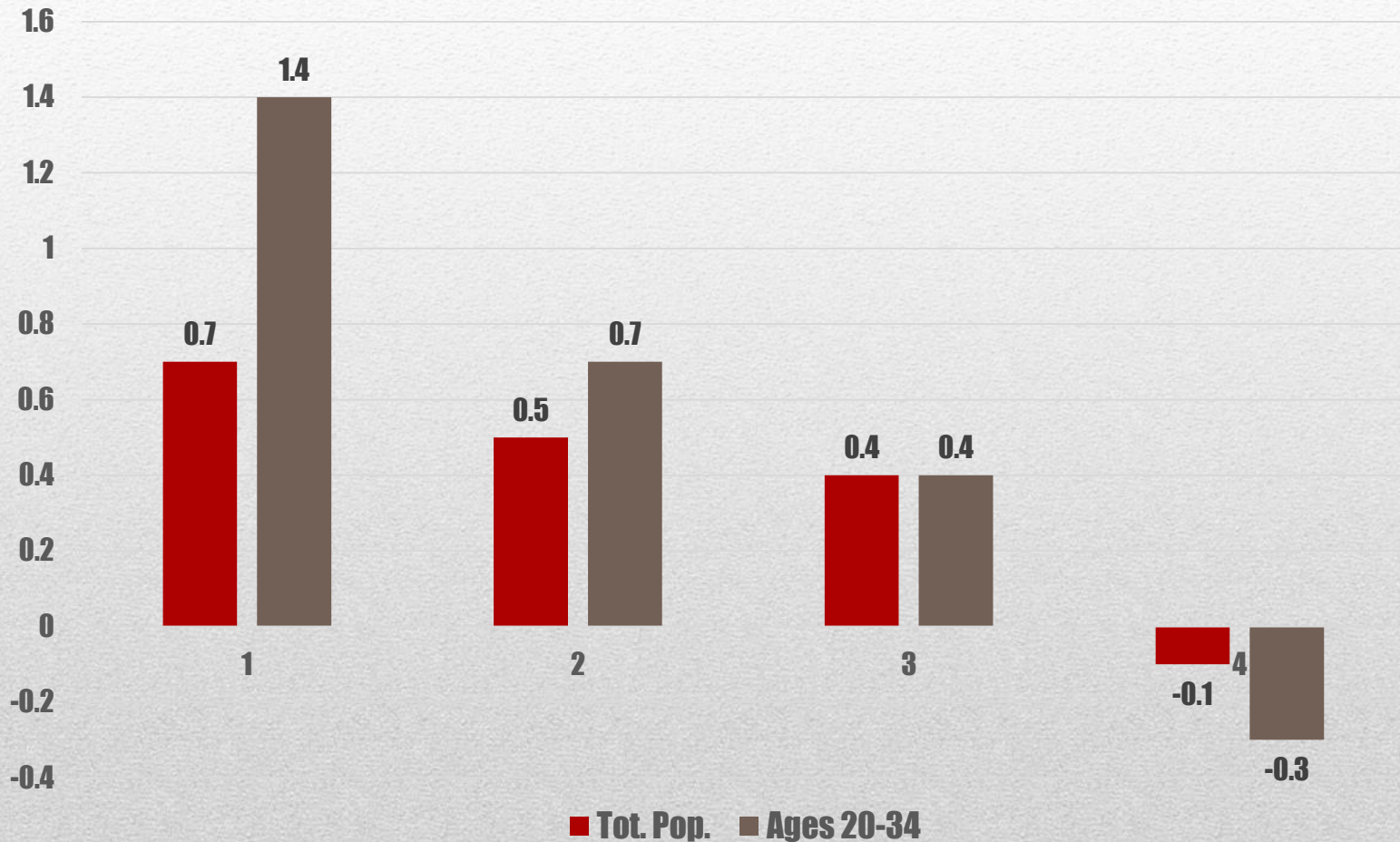
County-level Digital Divide Index (DDI)



Source: MSU Extension Service Intelligent Community Institute
Note: Alaska and Hawaii not to scale



2013-2014 % Change by DDI Quartiles



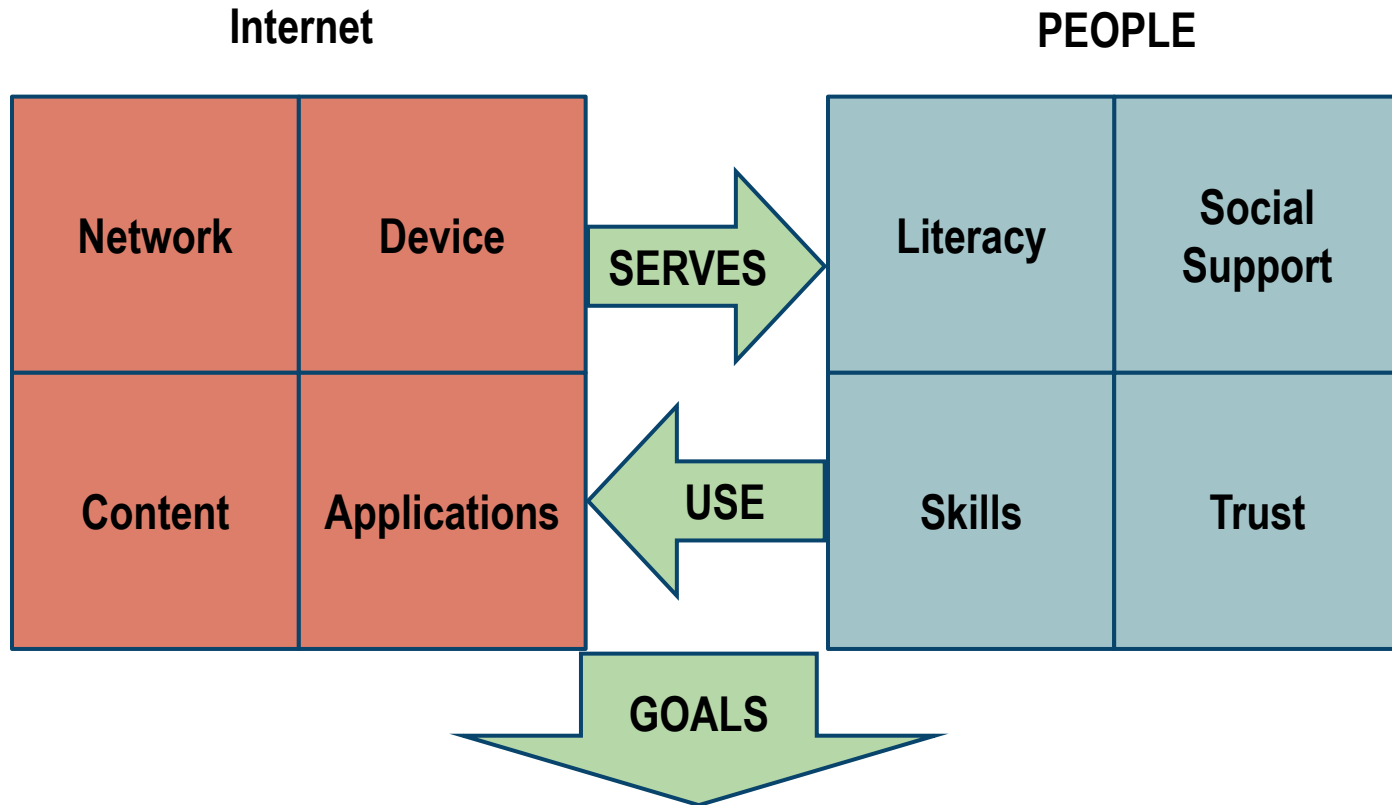


What is Digital Inclusion? Questions and Comments

- Please type your questions in the Q&A box on the right of your screen.
- Slides and Transcript will be posted on the BroadbandUSA website after the webinar. <http://www2.ntia.doc.gov/>

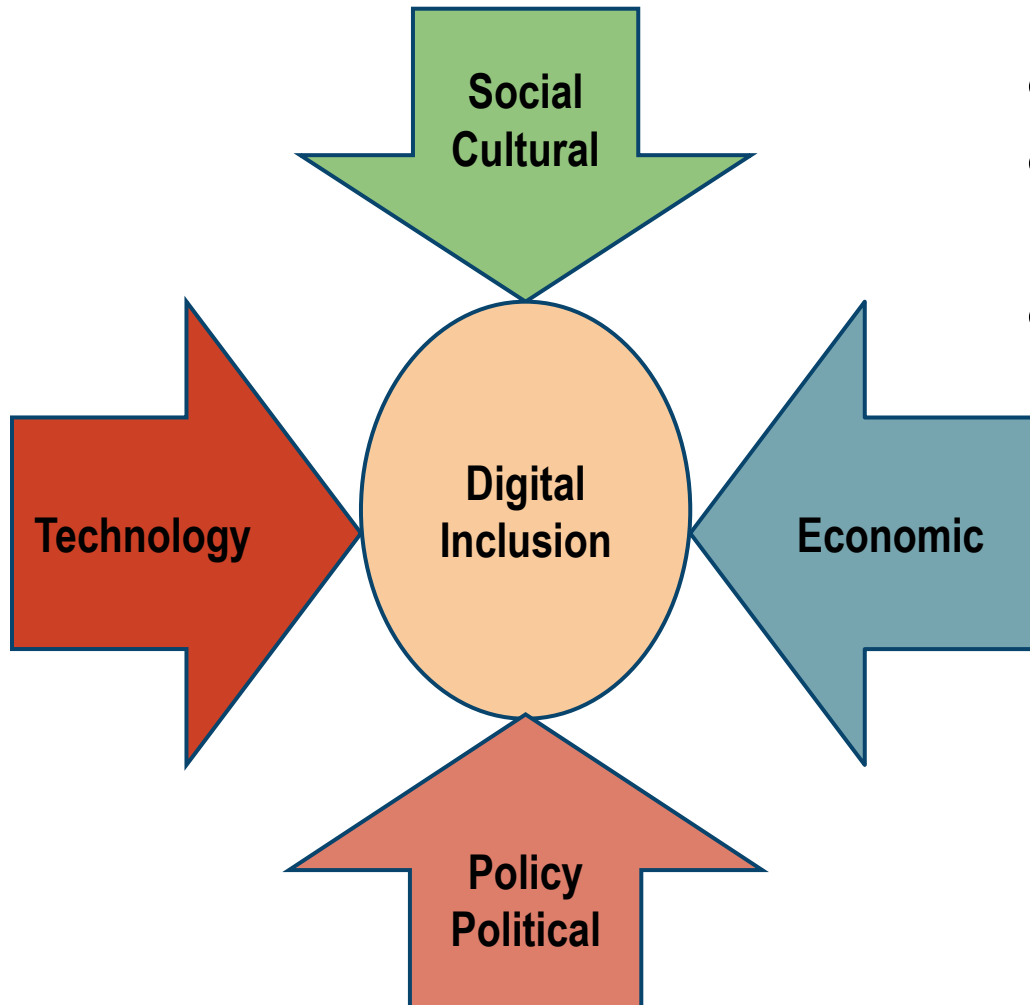


Digital Inclusion Framework



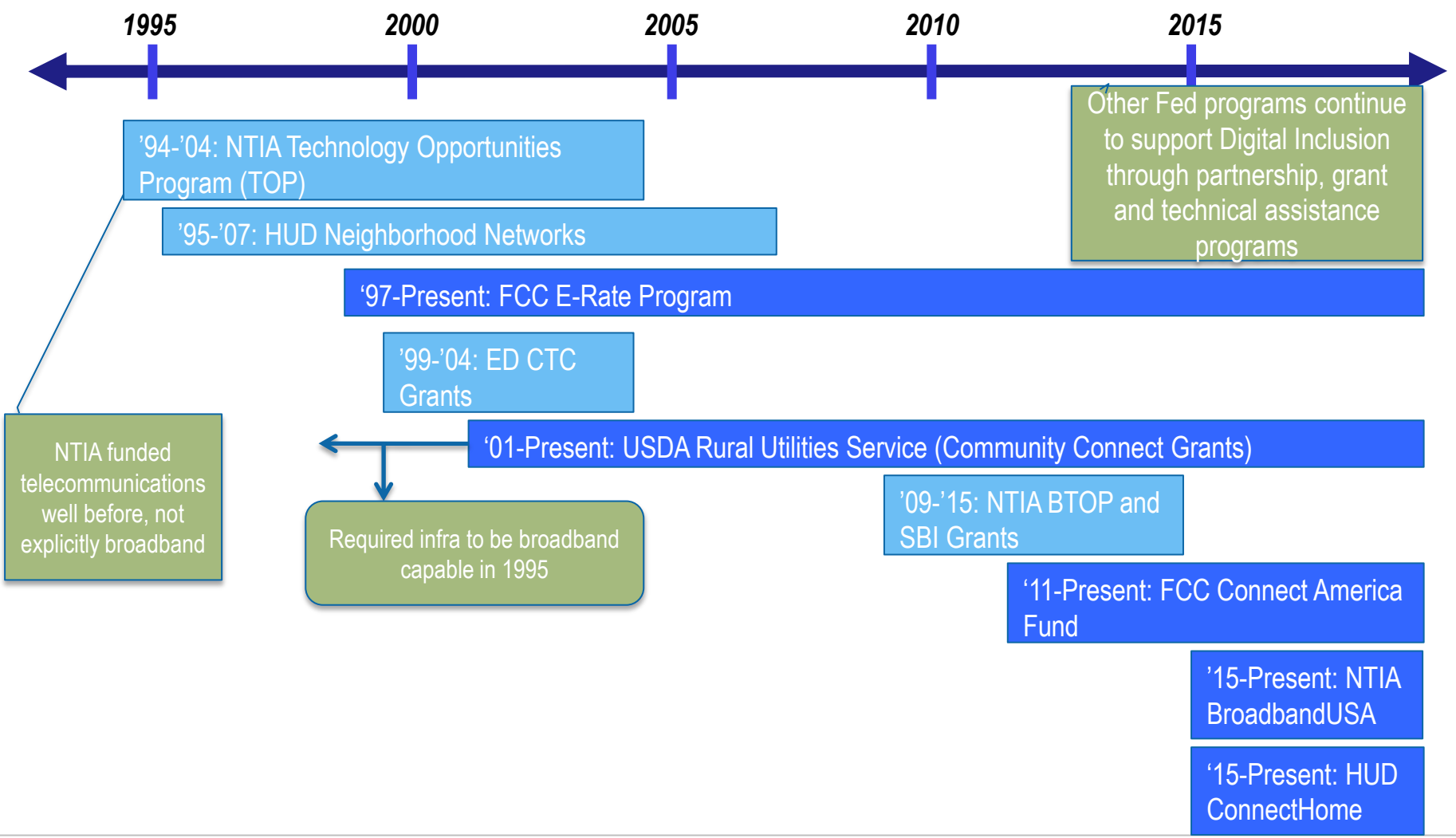
Economic Mobility, Improved Education and Health,
Civic and Social Engagement

Context Matters



- Enablers / Barriers
- Depends on location, demographics, etc.
- Dynamic: changes over time

Federal Support for Digital Inclusion



Why is Digital Inclusion Planning Important?

- Defines how broadband access, adoption and use can meet community goals
- Develops a systemic approach – broadband infrastructure, access, adoption and digital skills
- Builds community support for programs and projects
- Helps you seek and justify funding and plan for sustainability

City of Seattle

Digital Equity

Providing equal access to the internet & technology.

Why is it important?

There are large disparities between economic status & internet accessibility.

"Access to high-speed broadband is no longer a luxury; it is a necessity for American families, businesses, and consumers."
-President Obama

Access to Information Technology



Encourages community building & participation



Increases employment opportunities



Promotes life long learning



Connects people to social services

15%
of Seattle residents do not have internet access at home.
93,000
people

Seattle residents making less than \$20,000 are less likely to use the internet
25%
than those who make over \$100,000 per year

3 Pillars of the Action Plan



Skills Training
Access to technology education opportunities



Device & Technical Support
Access to working devices



Connectivity
Access to the internet

Hansen, Jeff. "White House: Broadband is a 'core utility'." RCR Wireless News, RCR Wireless News, 23 Sept. 2015. Web. 5 Apr. 2016.
City of Seattle. Digital Equity Initiative Action Plan. Phase One: Building a Foundation. Digital Equity in Seattle. Web. 5 Apr. 2016.
City of Seattle. Digital Equity Initiative Action Plan. Phase Two: Vision to Action. Digital Equity in Seattle. Web. 5 Apr. 2016.



City of Chicago

THE CITY OF CHICAGO TECHNOLOGY PLAN

B

Every Community a Smart Community

Ensure the full participation of all Chicago residents and businesses in the digital economy through training and engagement programs that make technology relevant, useful, and productive



University of Wisconsin Extension



"I'm finding a job online."

Find out how to connect with free computer access and training resources in your community.

For more information call us toll free at: 1-855-306-8050, or email: wibroadband@uwex.edu

CONNECT TO JOBS — Search for jobs online!

UW Extension
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Building Communities, Building Jobs, Building Economies

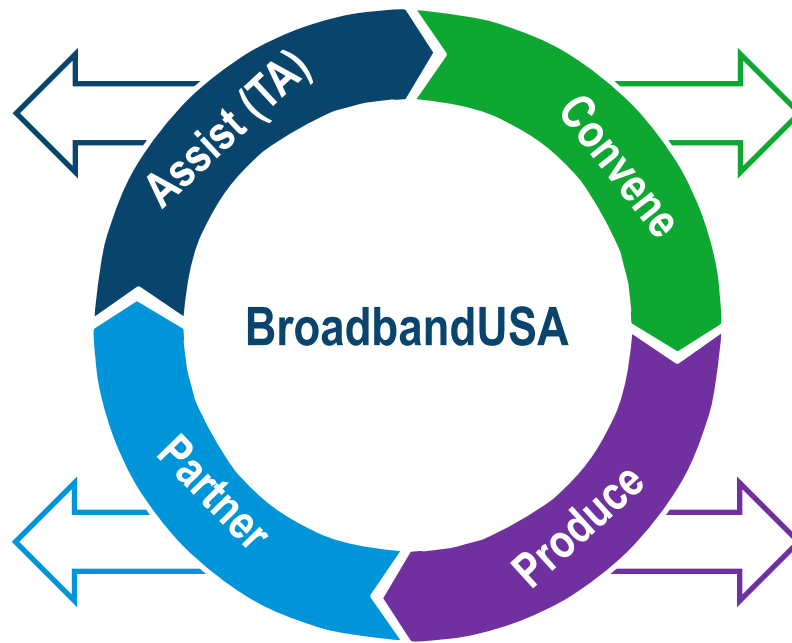


Menominee Nation



BBUSA Supports Broadband and Digital Inclusion Programs

Direct, hands-on **technical assistance** to communities interested in planning and implementing broadband and digital inclusion initiatives



Events that bring together government officials, community leaders and other stakeholders to share real-world success stories and lessons learned

Established **partnerships** with federal and state governments, industry organizations and broadband thought leaders

Tools and Guides that incorporate best practices and guidance proven by BTOP, SBI and other BroadbandUSA partners



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Explore the BroadbandUSA Website

<http://www2.ntia.doc.gov/>

- Technical Assistance
- Publications
- Community Connectivity Initiative
- Events



A Reminder

Registration is Required for Each Webinar

- Webinars will be announced on the BroadbandUSA website, <http://www2.ntia.doc.gov/> under *Events*.
- We are interested in your suggestions for future webinars.
- Please email your comments to:
- Lynn Chadwick, Ichadwick@ntia.doc.gov

Coming Webinars from BBUSA

- November 10, 2 PM EST Community Connectivity Initiative: ***Access, Assessment and Data***
- November 16, 2 PM EST BroadbandUSA Monthly Webinar Series: ***How Does Broadband Contribute to Economic Development?***

Registration information for these webinars is at
<http://www2.ntia.doc.gov/> under *Events*



Producing Today's Webinar

Katherine Bates, kbates@ntia.doc.gov

Lynn Chadwick, Ichadwick@ntia.doc.gov

Brian Gibbons, bgibbons@ntia.doc.gov



Broadband USA

Thank you for attending this webinar

Tune in again

November 16th 2pm Eastern

<http://www2.ntia.doc.gov/>