



# Statewide Strategies for Rural Digital Inclusion

## NTIA Webinar Series

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*Conference Line: 800-593-7190 Passcode: 984-4951#*

July 18, 2018

# Helpful Information

## Questions

- Please type questions in the Q&A box on the right hand side of the screen. Questions will be taken after the final presenter.

## Presentation

- The presentation along with a transcript and recording will be available on the BroadbandUSA website within 7 days following this webinar under Events.
- (<https://broadbandusa.ntia.doc.gov/past-event>)

## Audio

- Please dial in to hear the webinar: [800-593-7190](tel:800-593-7190) Passcode: [984-4951#](tel:984-4951#)

## Participants

### Moderator

- **Emy Tseng**, Senior Program Specialist, BroadbandUSA, NTIA

### Presenters

- **Rachel Welborn**, Associate Director, Southern Rural Development Center and **Monica Babine**, Senior Associate, Program for Digital Initiatives, Washington State University
- **Amy Huffman**, Research and Policy Specialist, North Carolina Department of Information Technology
- **Susan McVey**, Director, Oklahoma Department of Libraries

# Presentations

- Rachel Welborn, Associate Director, Southern Rural Development Center and Monica Babine, Senior Associate, Program for Digital Initiatives, Washington State University
- Amy Huffman, Research and Policy Analyst, North Carolina Department of Technology
- Susan McVey, Director, Oklahoma Department of Libraries

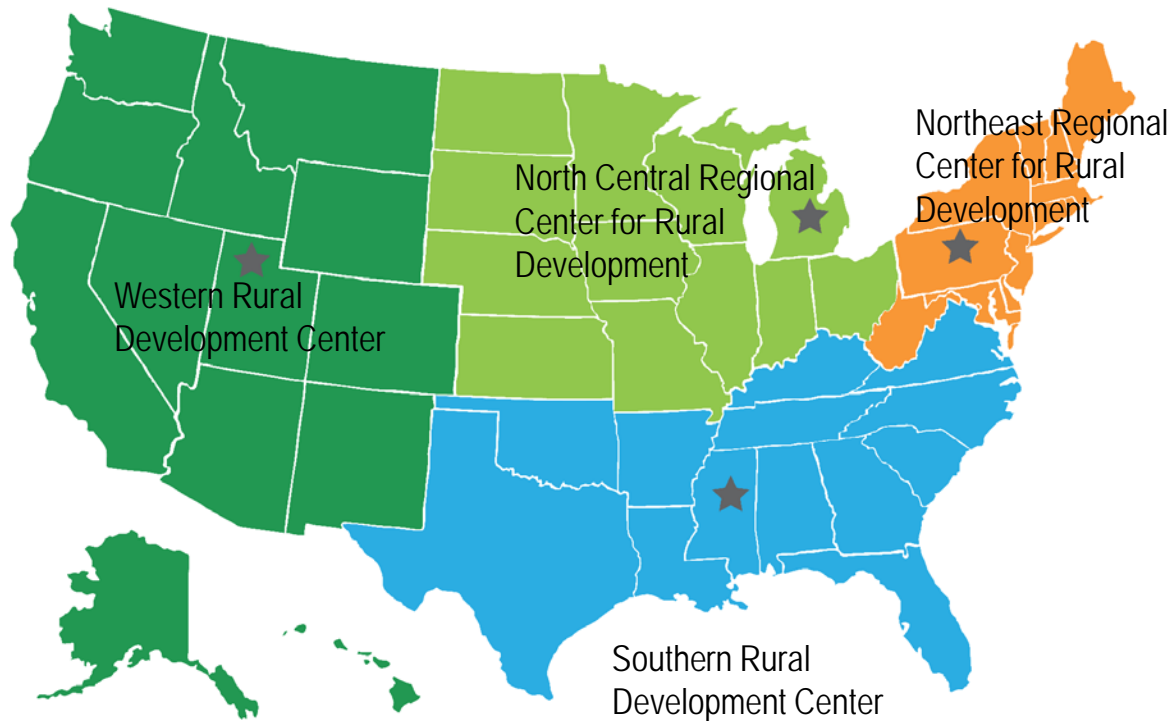


# Statewide Strategies for Rural digital inclusion:

PARTNERING WITH COOPERATIVE EXTENSION  
SERVICE AND THE REGIONAL RURAL DEVELOPMENT  
CENTERS

RACHEL WELBORN, ASSOCIATE DIRECTOR  
SOUTHERN RURAL DEVELOPMENT CENTER

# Who we are



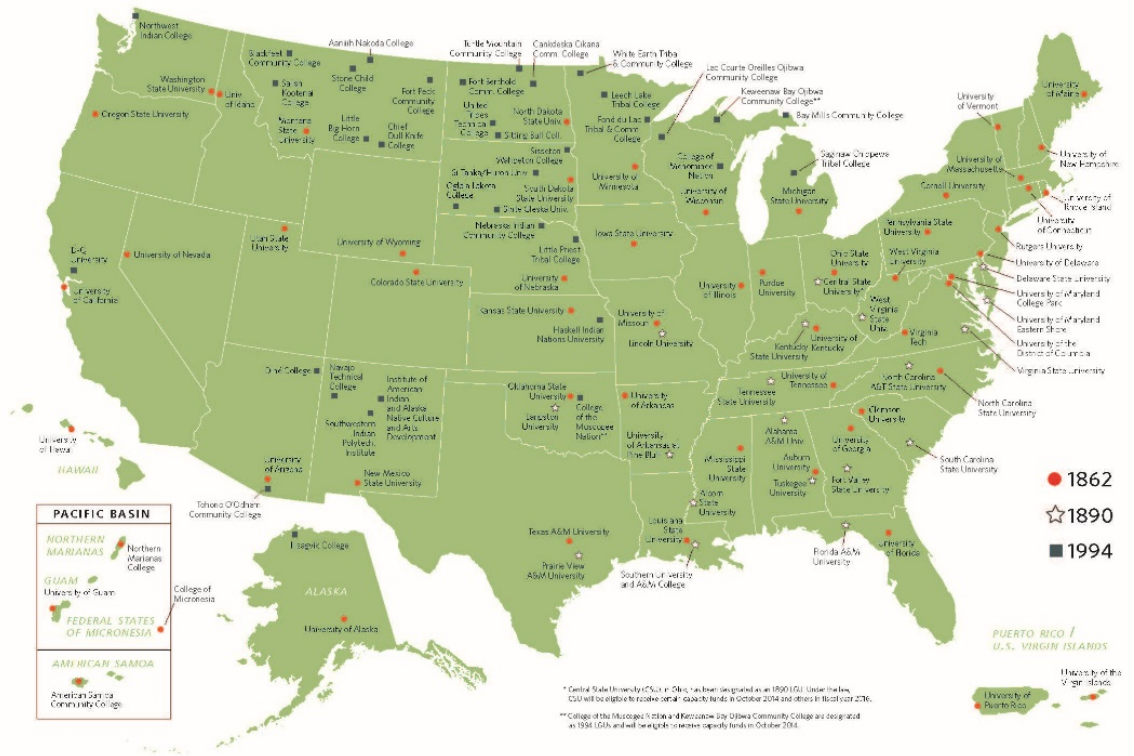
# Partnering with the Land-Grant Universities: Cooperative Extension Service & Research



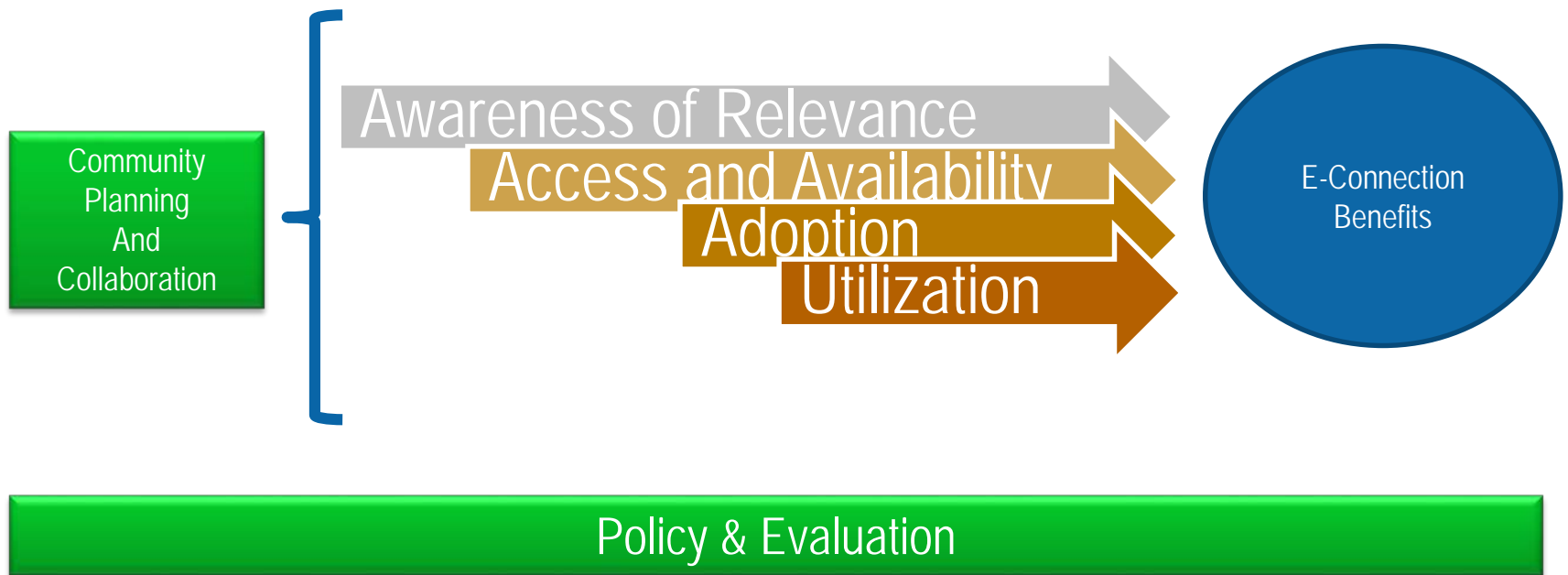
United States  
Department of  
Agriculture

National Institute of  
Food and  
Agriculture

## NIFA LAND-GRANT COLLEGES AND UNIVERSITIES



# E-Connectivity: A Continuum of Support





# National Digital Education Extension Team: Team Leader contacts

## Strengthening & Establishing Partnerships

Monica Babine  
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Kenneth Sherin  
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## Digital Literacy

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Purdue University  
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## Connecting Communities

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## National Coordination:

Rachel Welborn  
Southern Rural Development Center  
Rachel.welborn@msstate.edu

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# Broadband USA Webinar: Statewide Strategies for Rural Digital Inclusion

Amy Huffman

*Research and Policy Specialist  
Broadband Infrastructure Office*

*July 18, 2018*



## Vision

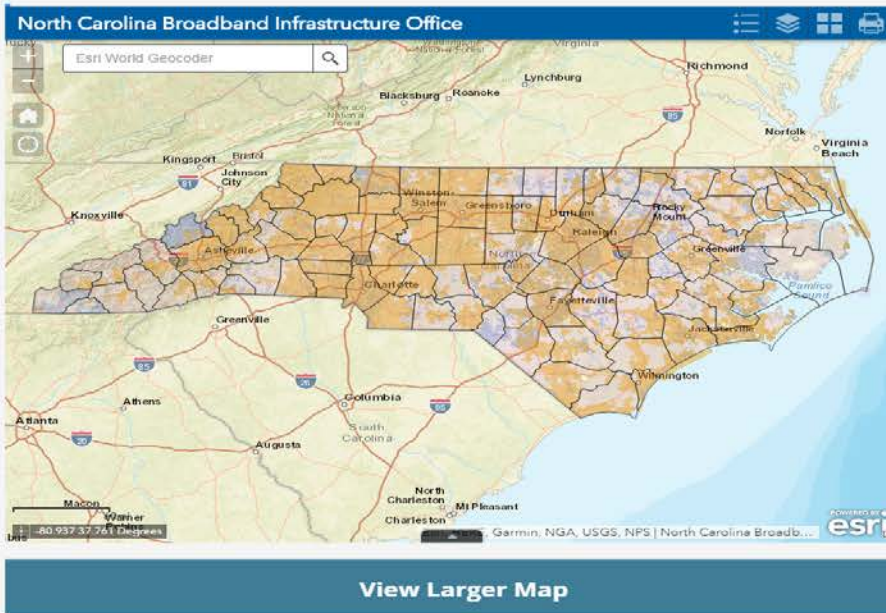
Every North Carolinian should be able to access affordable high-speed internet anywhere, at any time.

# The Broadband Infrastructure Office



# Speed Reporting Tool

[NCBroadband.gov/map](http://NCBroadband.gov/map)

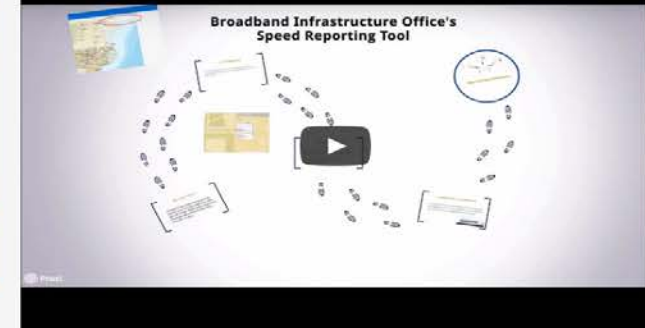


## IS YOUR AREA REPRESENTED CORRECTLY?

In an effort to identify the pockets of unserved and underserved areas around the state, we have launched a new user-reporting tool. We want to make sure that the information that we have for homes and businesses around the state is as accurate as possible and getting your feedback is critical to that. This helps us develop strategic plans for improving connectivity in your area.

ADD YOUR INFORMATION

Broadband Infrastructure Office User-Reporting Tool Walk Thru



# Community Broadband Playbook

[NCBroadband.gov/Playbook](http://NCBroadband.gov/Playbook)



[Home](#) [About](#) [Community Broadband Playbook](#) [Blogs & Stories](#) [Technical Assistance](#) [FirstNetNC](#)

COMMUNITY BROADBAND PLAYBOOK  
Building a Better Broadband Infrastructure



# State Broadband Plan

[NCBroadband.gov/sbp](http://NCBroadband.gov/sbp)



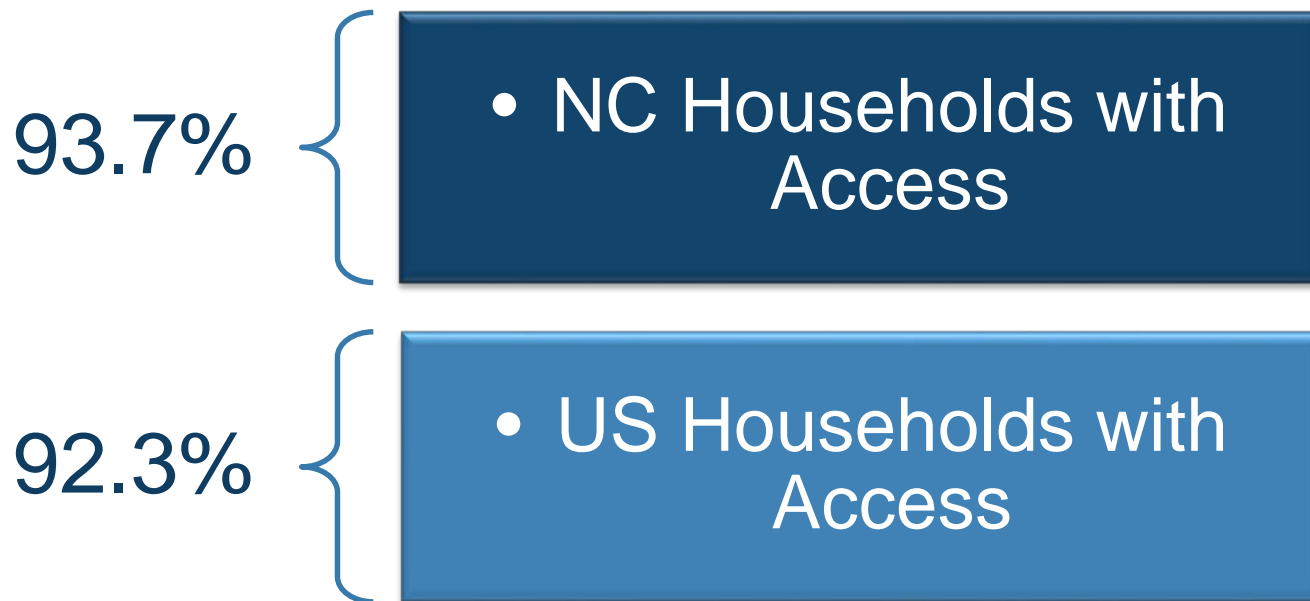
# CONNECTING NORTH CAROLINA

*State Broadband Plan*





# Broadband Availability Challenges

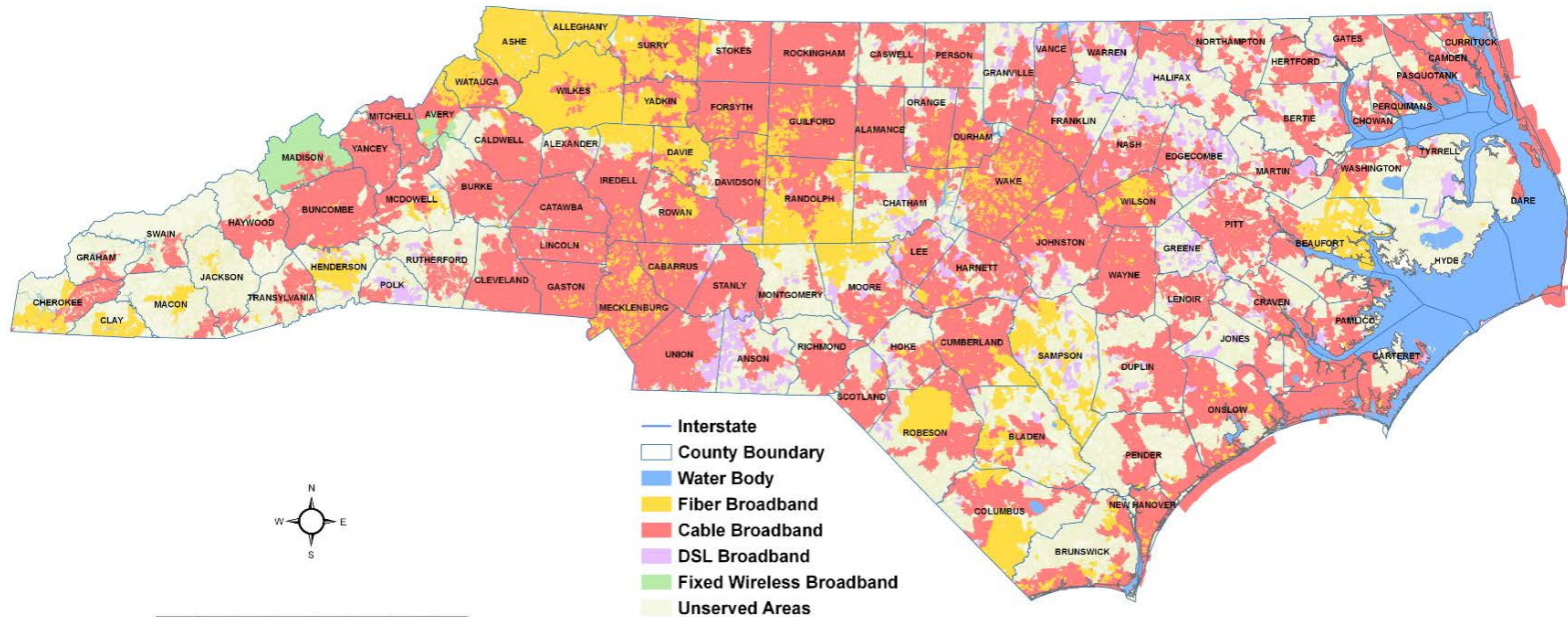


# Broadband Service Inventory

## Advertised Speeds of at Least 25 Mbps Download and 3 Mbps Upload

Data derived from U.S. Federal Communications Commission Form 477 Data Release Dec. 2016.

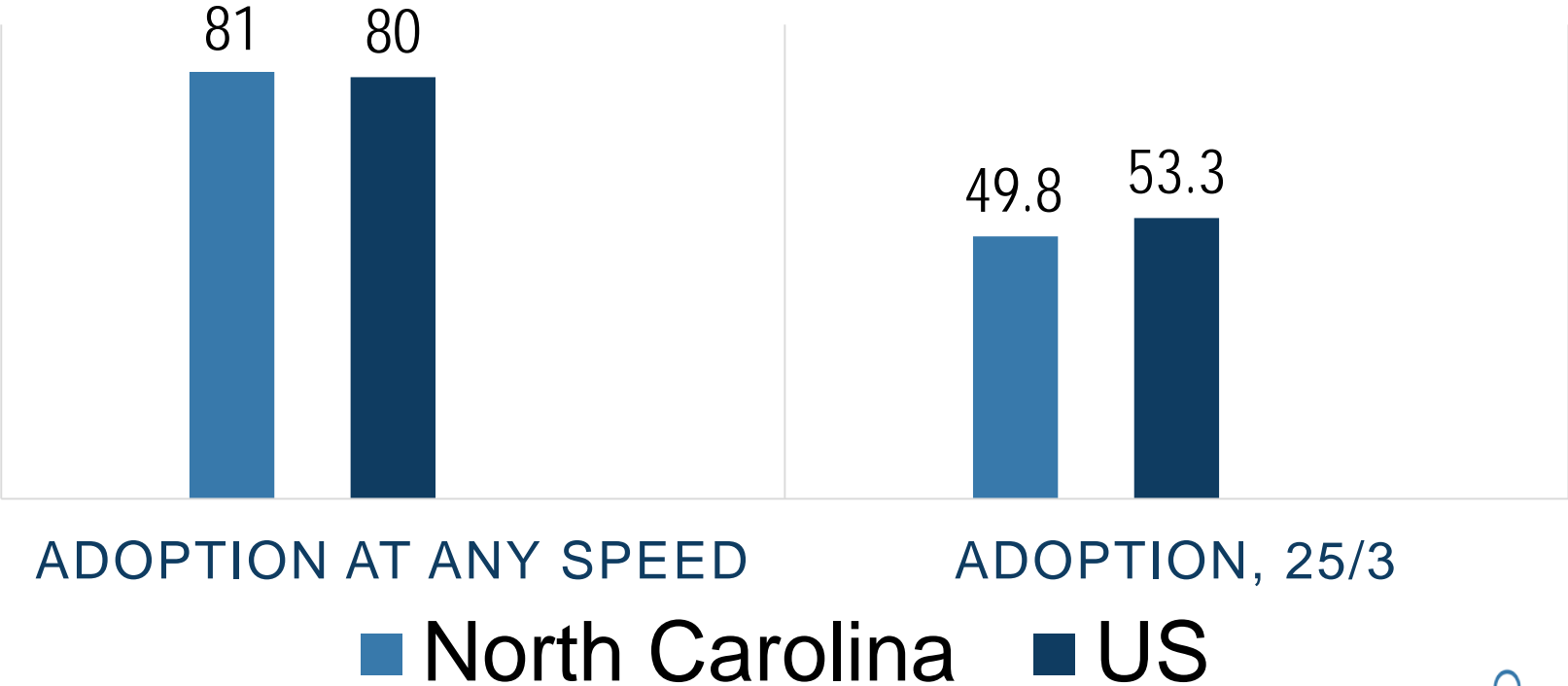
Note: A provider that reports deployment of a particular technology and bandwidth in a census block may not necessarily offer that service everywhere in the block.



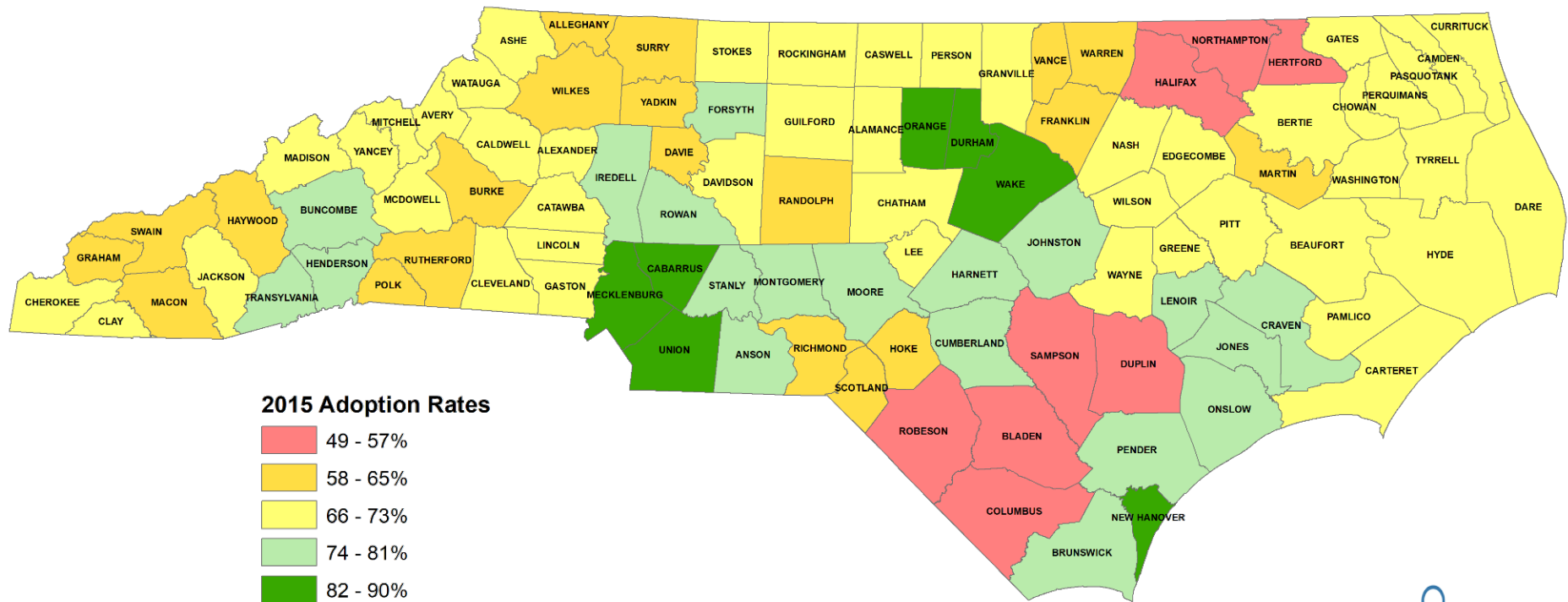
In areas where multiple service options are available this map shows the coverage layers in the order presented above.



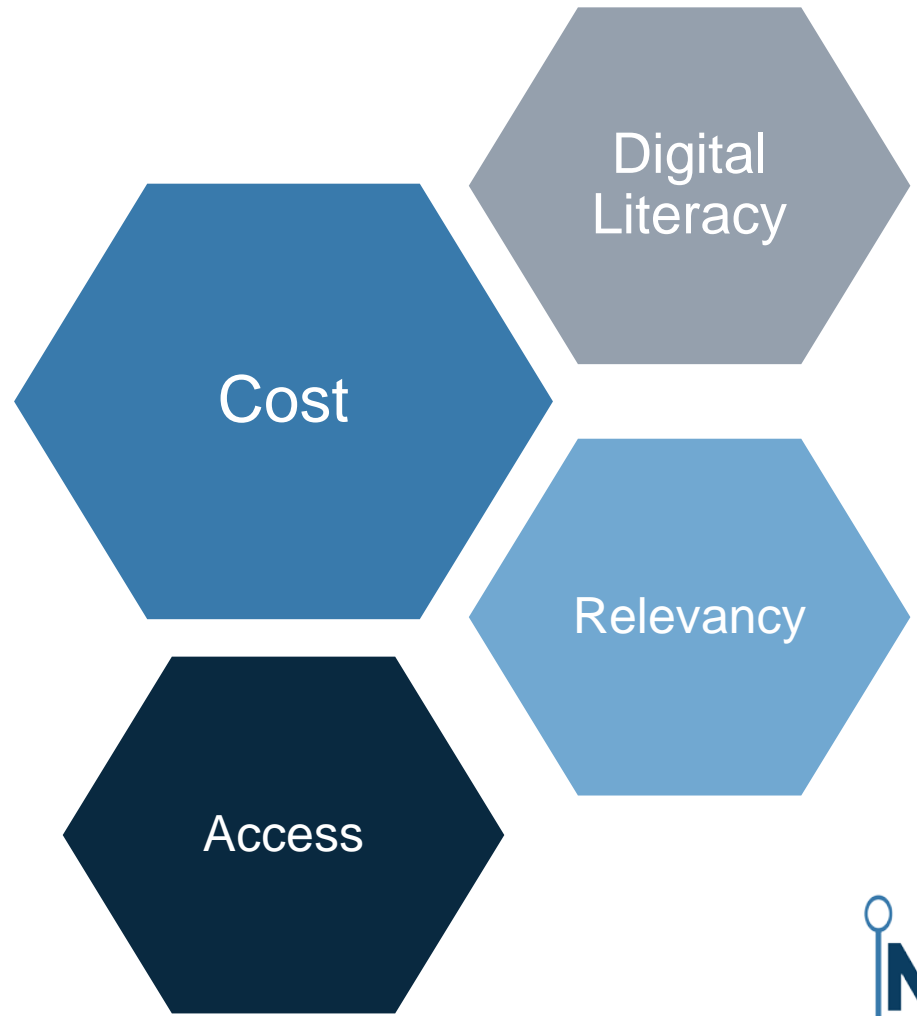
# 2016 Broadband Adoption Rates



# 2015 County Broadband Adoption Rates



# Common Barriers to Broadband Adoption



# State Broadband Plan Goals

Increase the percentage of households with access to broadband to 100 percent by June 2021

Increase the percentage of households with access to fiber optic cable to 50 percent by June 2021

Increase household adoption rates to over 60 percent by June 2021

Affordable access to the internet outside of school for 100 percent of K-12 students by June 2021

Ensure high-speed internet access is available at all libraries by 2020

A state-wide model for the development and deployment of local, community-based digital literacy programs



# BIO's Role in Digital Equity and Inclusion

## Lead

- Lead the state in digital equity & inclusion work

## Convene

- Bring stakeholders together around different topics related to digital equity & inclusion
- Provide space and time to work together on understanding and addressing those topics

## Connect

- Connect groups to each other
- Connect resources to efforts needing them
- Connect best practices to those who need them
- Connect citizens to groups who serve them

## Champion

- Advocate for resources from funders and policymakers to support strategies & policies that close the divide
- Advocate for policies/programs/resources from policymakers & funders to address digital equity & inclusion
- Champion and highlight the work of partner and stakeholder organizations to our audience

# BIO's Role in Digital Equity and Inclusion Cont.

## Aggregate

- Aggregate the best ideas and best practices for closing the divide

Aggregate the data, research, etc necessary for measuring the divide and benchmarking progress in closing it

## Educate

- Educate state, policymakers, etc. on digital equity

- Educate state & policymakers on depth of current digital divide

- Educate stakeholders on how to address the digital divide

- Define the issue and create materials/resources for stakeholders and partners to use

## Strategize

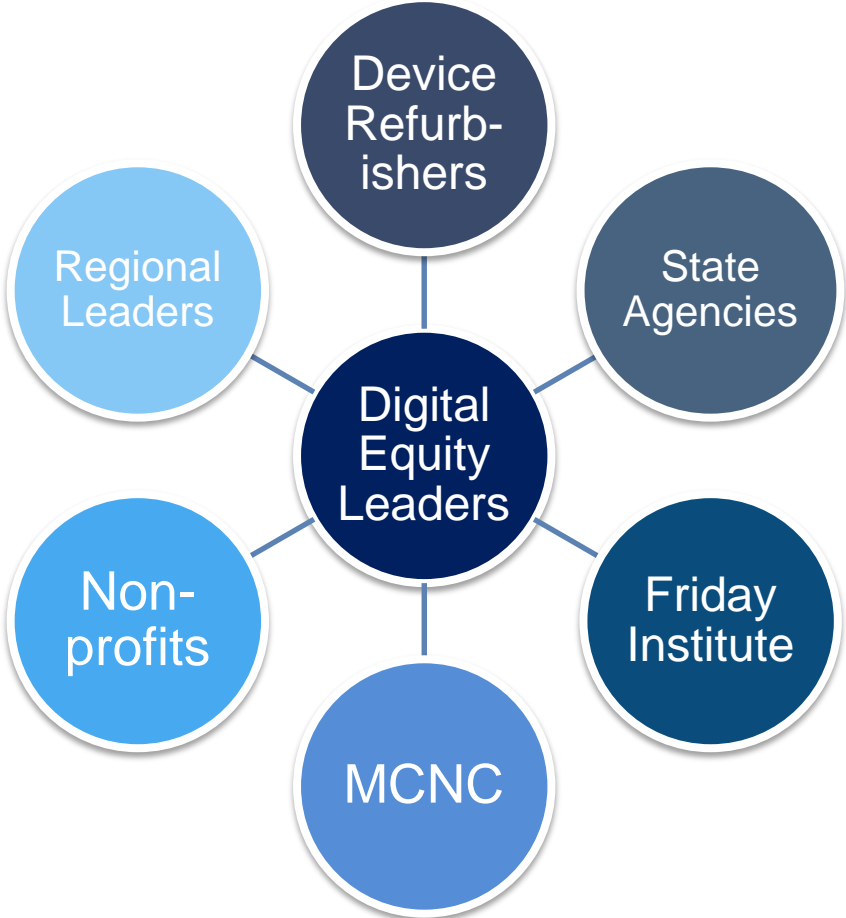
- Design policies to address the digital divide

- Design strategies to address the digital divide

- Design programs to address the digital divide



# NC Digital Equity and Inclusion Collaborative



# NCDEC Vision and Mission

## Vision Statement:

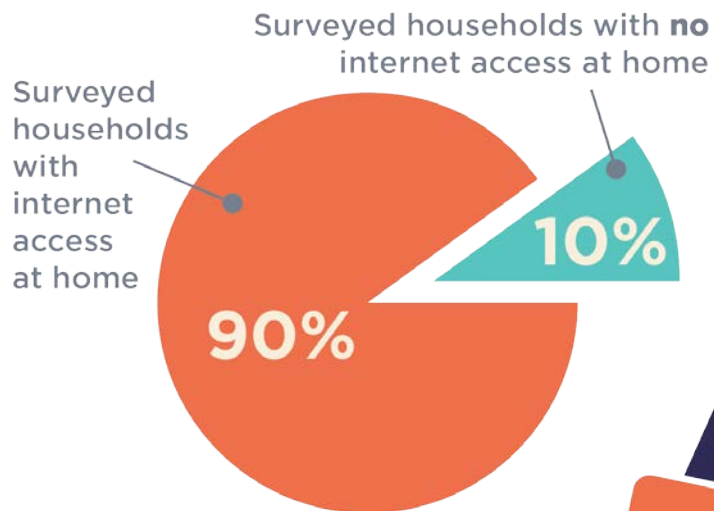
We envision a North Carolina where all citizens have access to the technologies, digital skills, and opportunities necessary to thrive in today's society.

## Mission Statement:

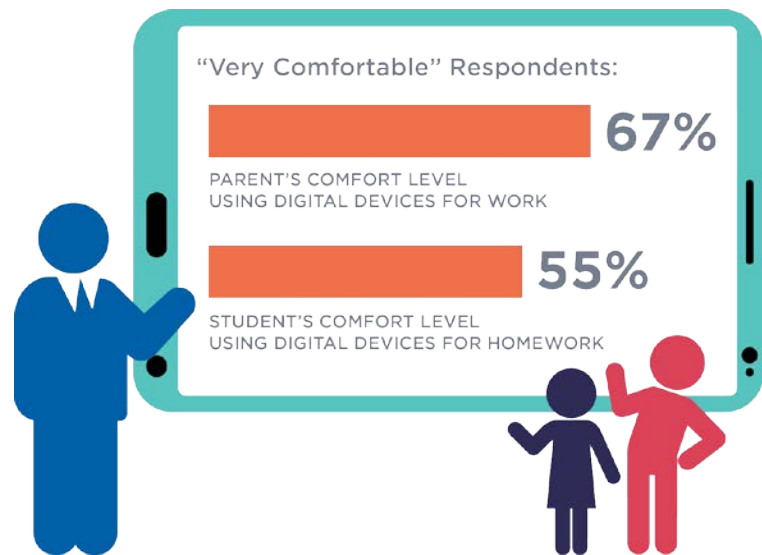
To foster collaboration among digital equity and inclusion leaders to bridge the digital divide in North Carolina.



# Quantifying the Homework Gap



67% of those without internet access cite cost as the primary reason.



**“The Homework Gap  
is the cruelest  
problem we have, but  
I think it is in our  
power to fix.”**

*Federal Communications  
Commissioner Jessica  
Rosenworcel*



# Addressing the Homework Gap through Libraries

## New Grant

- \$250,000 from Institute of Museum & Library Services
- Awarded to BIO/DIT + State Library
- 2 year grant

## Homework Gap

- Grant will fund pilot to test holistic model of closing homework gap through local libraries
- Will produce Toolkit with best practices for addressing homework gap through libraries

## Details

- Creates new position: Digital Inclusion Librarian
- Provides hotspots, digital literacy training for participants
- Partner with one library system in Y1, expand to (up to) 3 others in Y2

# Upcoming Digital Equity Projects

## 'Device Day'

- Establish annual "Device Day" to highlight need for devices to close digital divide
- Purpose: to educate, public & businesses on digital divide, device refurbishing
- Foster new relationships btw. Businesses & E2D/Kramden

## Partnership with EveryoneOn

- Offer Locator Tool
- Highlights existing low-cost offers
- Assists citizens in identifying low-cost offers
- Encourages providers to offer low-cost offers

## Digital Literacy & Adoption Days

- Establish annual "Digital Literacy" and "Broadband Adoption" days to highlight need for digital literacy and ability to afford broadband as means to close the digital divide
- Most likely between January & August 2019



# Integrating Digital Equity into Rural Initiatives

Integrate DE into Technical Assistance

Create Scalable, Replicable Models

Support Partners to Scale to Rural Areas

# Let's Connect!



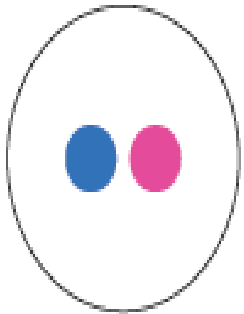
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**NC Department  
of Information  
Technology**



**NCDIT**



**NC DIT**



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- Susan McVey, Director, Oklahoma Department of Libraries



# DIGITAL INCLUSION

PRESENTATION BY SUSAN MCVEY  
OKLAHOMA DEPARTMENT OF LIBRARIES  
JULY 18, 2018

## Digital Inclusion Realities in Rural Areas

- Often limited infrastructure in place
  - Two projects in our state found few computers or devices in home or in community centers outside of libraries
  - Broadband speed is costly and slow for residential customers
  - High speed like gigabit can be impossible to find
  - Small populations and limited industry mean that libraries, schools, and health care providers provide the business case for telecommunication providers
  - Sustainability of equipment and services is a challenge
  - Transportation can be an issue

## Why Libraries?

“But the public agencies across the country that have done the most to further digital inclusion in the past decade are, without question, libraries and parks and recreation departments. ” (Zack Quaintance, “Cross-Departmental Collaboration Increasingly Vital to Digital Inclusion,” in May 31,2017 issue of Government Technology.)

Public libraries:

There are more than 16,500 public libraries in the United States; approximately 47% in rural areas

Public libraries have computers and Internet connections available to library customers at no charge

In fact, often public libraries are the only free access to technology in a rural community

Library staff provide group or one-on-one training to library customers on how to use technology

Libraries often have the highest speed connections in rural communities

# Statewide Strategies

- How do I connect to 7,755 rural libraries?
  - State Libraries
    - A department of state government that works with public libraries
    - Every state has one
      - Sometimes a division of a larger organization such as a State Department of Education but often a free-standing state agency
      - Here is how to find the one in your state:  
<https://www.ims.gov/grants/grants-state/state-profiles>
      - Example of my state
        - » Public library in every county of the state offering access to all residents
        - » High speed broadband connections in each library
        - » State library provides some grants for technology to libraries
        - » State library is involved with other state agencies on policy issues

## Statewide Strategies, continued

- Use of pilot sites prior to a statewide rollout
  - Identify early adopters in locations similar to target audience
  - If successful in pilots, those participants are powerful persuaders to others that the project can succeed in a setting like their location
  - Invest resources in supporting pilot sites
  - If there are lessons learned in a rural location, corrections can be done more easily and on a shorter timeline
    - Message should be that we are testing the concept and need feedback to improve experience for others
    - Pilots need to feel comfortable sharing “lessons learned” as well as successes

## Approaches to Facilitate Broadband Use

- Relevance to the life of the current non-user is key
- Go to where your audience is, don't expect them to come to you
- Team up trainers with someone similar to the audience to open the sessions or to assist with the training
- Trainers should be patient, avoid jargon, and be positive
- Certificate of completion of course or session can be motivating and can also be shared as proof of skill mastery to others such as employers
- Identify sources of low-cost equipment & connectivity for participants
- Hot spot lending programs by libraries to customers

# Rural Economic and Workforce Development

- Job coaching programs and virtual job fairs with economic development groups held in libraries
- In person job fairs in library meeting rooms
- Helping individual business owners complete online forms
- GED completion programs and testing
- Literacy programs in libraries
- Coding classes for adults and students
- Robotics and STEM programs in summer learning programs in libraries



# Statewide Strategies for Rural Digital Inclusion

## Questions and Comments

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<https://broadbandusa.ntia.doc.gov/past-event>

# Broadband USA

Thank you for attending.

Tune in for the next Practical Conversations Webinar

## Innovative Broadband Technologies - Providing Economical Alternatives for Rural Broadband Access

September 19, 2018

2:00 pm EST

Registration is required for each webinar:

<https://broadbandusa.ntia.doc.gov/event>

# BroadbandUSA is available to help communities with their broadband access and digital inclusion efforts

## BBUSA Resources:

- [Implementing a Broadband Network Vision: A Toolkit for Local and Tribal Governments](#)
- [Community Broadband Roadmap Toolkit](#)
- [Guide to Federal Funding of Broadband Projects](#)
- [Using Partnerships to Power Smart Cities](#)

## For General Information:



202-482-2048



[broadbandusa@ntia.doc.gov](mailto:broadbandusa@ntia.doc.gov)



<https://broadbandusa.ntia.doc.gov/resources>

## To Request Technical Assistance (TA):



Broadband TA Request Form

<https://broadbandusa.ntia.doc.gov/ntia-common-content/how-we-can-help>