Innovative Funding Solutions for Digital Inclusion Programs

NTIA Webinar Series

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

January 17, 2018
Participants

Moderators

• Emy Tseng, Senior Broadband Program Specialist, BroadbandUSA, NTIA, US Department of Commerce
• Karen Hanson, Manager, Partnerships and Interagency Affairs, BroadbandUSA, NTIA, US Department of Commerce

Presenters

• Leon Wilson, Chief of Digital Innovation & Chief Information Officer, Cleveland Foundation
• Rahman Khan, Vice President, Corporate Social Responsibility, Charter Communications
• John Speirs, Digital Inclusion Program Manager, City of Austin (TX)
Presentations

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Building a Stronger, More Resilient Digital Community
[ Smarter Community, Connected Citizens ]

Digital Excellence Initiative

CLEVELAND Foundation
“If you fight for literacy, digital inclusion is a part of your fight.

If you fight against poverty, digital inclusion is a part of your fight.

If you fight for equality, digital inclusion is a part of your fight.

If you fight against homelessness, digital inclusion is a part of your fight.

If you fight for human rights, digital inclusion is part of your fight.

If you fight for education, digital inclusion is part of your fight.”

If you fight for community, digital inclusion is part of your fight.”

Jamie Littlefield, NTEN Digital Inclusion Fellow

#SameIssuesDifferentLens
Why a Strong Digital Community?

- **Improving employability**
  - 8 in 10 middle-skill jobs in today’s workforce require digital skills

- **Increasing educational opportunities**
  - 84% percent of the nation’s K–12 teachers report the digital divide is growing in their classrooms

- **Improving Cleveland’s economic competitiveness**
  - More connected community translates into stronger business and population growth

- **Enhancing digital quality of life & engagement**
  - Addressing public, community and socially systemic challenges via technology, innovation and data
How we’re viewing Innovation

- Leveraging the tools and resources we have in new ways
  - Funding, Community Leadership, Asset Development
How we’re viewing Innovation

- **Opportunities to amplify our existing work**
  - Intentionally evaluating on the ways / role technology can enhance our traditional and nontraditional grantmaking
Digital Inclusion Funding Opportunities

• Direct
  • Grants to local nonprofits actively addressing digital inclusion; learn who’s doing what in your grantmaking area.
  • Partnering with existing grantees where digital inclusion work can be imbedded within their existing programmatic work

• Fellows, Interns, AmeriCorp Staffing
  • Funding alternative digital inclusion related positions within nonprofits

• Impact Investing
  • Leveraging program-related investing (PRIs) to support innovating, non-traditional funding opportunities
  • Competition grant challenges (e.g. XPrizes, MacArthur 100M)
Digital Inclusion Funding Opportunities

• **Indirectly**
  - Sponsoring local digital inclusion awareness activities / events
  - Funding research work; studies, reports locally and/or nationally on digital inclusion matters

• **Capacity Building**
  - Funding cohort, collaborative participation of local grantees
  - Educating internal staff on the importance and relevance of digital inclusion by attending workshops, conferences, webinars
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Spectrum Digital Education Grant Program
CORPORATE SOCIAL RESPONSIBILITY (CSR)
Charter Communications Company Snapshot

Charter Communications is a leading broadband communications company and the fastest-growing TV, internet and voice provider in the United States, now serving over 25 million customers in 41 states. Charter is currently the second largest broadband provider and third largest video service provider.

Charter’s Spectrum branded products and services include:

- **Spectrum TV™, Spectrum Internet™ and Spectrum Voice™**
- **Spectrum Business®** - provides scalable, tailored, and cost-effective broadband communications solutions to business organizations
- **Spectrum Enterprise®** - a national provider of scalable, fiber-based technology solutions serving many of America's largest businesses and communications service providers
- **Spectrum Reach™** - Charter’s advertising sales and production services
- **Spectrum Networks** - Charter’s news and sports networks
CSR Initiatives

Corporate Social Responsibility (CSR)

- Spectrum Housing Assist
- Spectrum Digital Education
# Spectrum Digital Education

Charter Communications committed up to $1 million to support digital education.

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<tr>
<th>Grants</th>
<th>PSA</th>
<th>Direct Engagement</th>
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<td>• Financial support to nonprofits</td>
<td>• In-kind contributions of public service announcements (PSAs) to run on Charter systems</td>
<td>• Webinars and workshops developed by Charter or other entities that are presented to digital education and literacy nonprofits (i.e. What is 5G; How to Get Faster Speeds; SIA, etc.)</td>
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<td>• Support organizations that educate community members on the benefits of broadband</td>
<td>• Additional valuable resource to the nonprofit organization</td>
<td>• Visits by non-profits to Charter offices and centers to observe programs, learn about new technology and share best practices</td>
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<td>• Focus on families and seniors who have historically been underrepresented in broadband services</td>
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Spectrum Digital Education Grant Motivation

25% do not have broadband at home in the U.S.

• Number increases when factors like age, ethnicity and income are taken into account.

Alignment with our business

• The grant supports nonprofit organizations that educate community members on the benefits of broadband and how to use it to improve their lives.

Alignment with community needs

• More than ever, it is important that community members have opportunities to have quality internet services to fulfill individuals basic needs.
Grant Eligibility

To be eligible for a Spectrum Digital Education grant, applying organizations and proposals must meet the following criteria:

- Must serve communities located in a Spectrum Market
- Must be a U.S. nonprofit organization with 501(c)(3) tax-exempt status

RFP Criteria

The program:

- Focus on families or seniors.
- Be able to report to Spectrum the following metrics:
  - number of people impacted, population served, and demographics.
- Partner with diverse, minority-based communities.
- Be an existing program, already working with a diverse population.
- Meet the unique needs of its community and align with the nonprofit’s current mission.
- Have a lasting, meaningful and tangible impact (e.g. development of a new digital site or app, expansion of the capacity of a digital learning center, creation of a mobile computer lab, etc.).
Application Intake Landing Page

All interested applicants were directed to a landing page to apply that also included FAQ’s and a timeline.

https://responsibility.spectrum.com/digitaled
Spectrum Digital Education Grant Highlights

2017 Results

• 207 Nonprofits applied
• 32 States
• $6.6M requested
• Nearly $400K awarded
• 17 recipients
• Organization size & scope varied (ex: Urban League and LULAC affiliates, as well as smaller independent non-profits awarded)
Advice to Non-Profit Organizations When Applying For Grants

- Read the application thoroughly and FAQs. It basically tells you how you need to write the application.
- Follow directions carefully. (i.e. If it says use 500 words or less, don’t try to add 600 words, it won’t fit. Also, don’t add attachments for documents unless it specifically says it’s allowed.)
- Use the designated email address for questions or clarification – DigitalEdGrant@spectrum.com.
- Have someone read over your application for grammatical and syntax errors and for clarity.
- Don’t significantly alter your program for the money. Reviewers can tell from the application and your website if it is not authentic or aligned with what you already do.
- Review and follow deadlines carefully. Better to submit the application a few days before instead of the last day. You may be able to see something that is missing or company may tell you if something isn’t right.
In 2018, Charter plans to award additional funding for its Spectrum Digital Education grant program. To be added to the list, contacted about dates and other important broadband and digital tips, email DigitalEdGrant@spectrum.com.

Please also visit https://responsibility.spectrum.com/digitaled for updates.
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Digital Inclusion in Austin
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Smartphone by Zipcode

Home Computer by Zipcode
Digital Inclusion In Austin

Who are the nonusers?

84% High School Degree or Less

Why do they not use the internet?

#1 Reason: Expensive
1/2 had: Privacy Concerns
42% had: No One to Teach Them
2 in 5: Not Interested

92% Users
8% (55,000 adults) Non Users
The Grant for Technology Opportunities Program is the City’s matching fund grant program that began in 2001 supporting local organizations in their efforts to include all our citizens in an emerging digital society

- Currently funded at $200,000 annually
- Grants between $10,000 to $25,000 for capital & operating expenses and requires 1:1 matching funds (cash, in-kind and volunteer hours)
- Since its inception, GTOPs funding of $1,865,000 has been a match to more than $6.5 million for community programs
Impact

Meet Jerome

- Student at Goodwill
- Facing homelessness
- No home internet or computer
- Training to obtain a computer hardware certification
- 3-4 hour bus commute to class
- “You have to try, and if you give up trying, that’s when things start to get bad”

Over 7,685 clients served since 2015
Thank you!
John Speirs, Digital Inclusion Program Manager, City of Austin (TX)
Innovative Funding Solutions for Digital Inclusion Programs

Questions and Comments

• Please type your questions in the chat or Q&A box.

• Slides and Transcript will be posted on the BroadbandUSA website within 7 days after the webinar.

http://www2.ntia.doc.gov/
Thank you for attending.
Tune in for the next Practical Conversations Webinar

Best Practices for Enhancing Deployment of a Public Wi-Fi Network
February 21, 2018
2:00 pm EST

Registration is required for each webinar:
http://www2.ntia.doc.gov/ under Events
BroadbandUSA is available to help communities with their broadband access and digital inclusion efforts

BBUSA Resources:

- Public-Private Partnerships Guide
- Community Broadband Roadmap Toolkit
- Introduction to Stakeholder Outreach
- Using Partnerships to Power Smart Cities

For General Information:

- 202-482-2048
- broadbandusa@ntia.doc.gov
- http://www.ntia.doc.gov/broadbandusa

To Request Technical Assistance:

- Submit Intake Form