

**NWX-DOC-NTIA-OTIA**

**Moderator: Lynn Chadwick**

**October 19, 2016**

**1:00 pm CT**

**Coordinator:** Welcome and thank you for standing by. I would like to remind all participants that today's conference is being recorded. Any objections, you may disconnect at this time. Thank you. You may begin.

**Woman:** Thank you for joining us today for BroadbandUSA's Monthly Webinar on broadband topics of interest to policymakers, decision makers, practitioners, and consumers.

Today's Webinar is part of our monthly series that occur on the third Wednesday of every month. Please note there will be - there will not be one in December.

I'm Katherine Bates with BroadbandUSA and happy to introduce our next topic - What is Digital Inclusion?

Our presenters are Dr. Roberto Gallardo, Associate Extension Professor and Leader, Intelligent Community Institute, Mississippi State University

Extension; and Amy Zhang, Broadband Program Specialist at BroadbandUSA.

Both are experienced leaders in digital inclusion and have worked extensively on these programs in several different environments.

Following both presentations we'll open up the Webinar for your questions using the question box on the right-hand side of your screen.

Also please note that the slides and transcript of this Webinar will be posted on the BroadbandUSA Web site after the Webinar at our Web site, [www2.ntia.doc.gov](http://www2.ntia.doc.gov).

I'm going to turn this now over to Dr. Gallardo to start his presentation. Roberto.

Roberto Gallardo: Thank you so much. It's an honor and a pleasure to be here with you today. We're going to - I'm going to talk to you about what digital inclusion is and the efforts we're doing here in Mississippi. From there I'm going to turn it over to my colleague, (Amy Zhang) so she can continue the discussion and be more detailed.

Okay, so let me tell you a little bit what we're doing here. I oversee the Intelligent Community Institute which is - its mission is to help rural communities through outreach and research transition to a digital mindset.

And of course a very, very big part of this transition is digital inclusion. Any community that has broadband but does not have digital inclusion will not be able to leverage the technology for community economic development. So, that's really, really important.

Next slide please. So let me talk to you about the digital economy. This is only about all the digital realm. And in 2016 or this year, it employs 32 million more people than it did back in 2010. By 2020 it will reach \$6.6 trillion in the top 20 most developed nations on this planet.

And the question you've got to be asking yourselves is how many of those millions of jobs are going to be in your community. So that's something to keep in mind. And again, digital inclusion is really important to make sure you get this.

The real threat is digital divide. Why? Well because back in the day Internet started mostly as a communications tool. Kind of an entertainment. But this slides shows how the many, many applications you can use with the technology.

As it becomes more mature; as it becomes more sophisticated, those on the wrong side of the digital continuum or spectrum or divide will be left further and further behind.

Banking and funding are some of the things you can do. Commerce, you know, for many main street businesses, that's very important.

Education and employment you know, if you do not know how to use a computer or browse the Web, you will not be able to search for jobs; not even apply for them.

Information - healthcare is becoming very, very important. I believe that it is one of the killer apps that's going to be coming out very soon is telehealth.

You've got communication, productivity, and innovation. The nature of innovation is changing.

You see back in the day it would take place in a dense - where a density of minds and resources where that's more than likely urban areas. But now anybody that's connected, you can collaborate and you can innovate. Next slide please.

You can see here that all those numbers I shared with you, you must be thinking, well surely we can - you know, it's going to slow down. But you know there are slide shows that 47.1% of the world population is on line. Meaning more than half of the world population is off line.

And this is this year. So you can imagine those numbers I shared with you about the digital economy are only going to grow. So it becomes a lot more important for us to make sure that our digital inclusion efforts are you know, well planned and implemented. Because more and more people are going to start joining the online crowd.

It's really, really important again, these half of the world population, slightly half are predominantly rural, elderly, less educated, and women remain offline. So digital inclusion is kind of failing in that respect so that's why we've got to make sure we address it.

Unfortunately that predominantly rural, elderly, and less educated also apply to the U.S. And as you can imagine, this is a very complex problem. It's a very complex issue. There's no easy solution. That's why you've got to reach out to multiple partners which brings me to a very good partner -- next slide please -- the National Digital Inclusion Alliance of which the Institute is a part of.

It has 209 affiliated organizations and its mission is to improve daily lives of all community members by reducing digital disparities among our neighbors.

There are two things that we've got to distinguish here, digital inclusion and digital equity.

Digital inclusion leads to digital equity. No sorry, go back. We've got here that inclusion are the activities necessary to ensure that all individuals and communities including the most disadvantaged have access to and use of information.

By targeting affordable, robust, broadband Internet service; Internet enabled devices that meet needs of the user, access to digital literacy training, quality technical support and applications, and online content.

All these inclusion efforts should lead to digital equity which ensures all individuals and communities have the information, technology, capacity needed for full participation in our society, democracy and economy.

Of course there's a big difference between equality and equity and, that's very important to highlight.

Equality, you give everybody the same thing as you can see in the image. But they may not necessarily help them to achieve and reach their potential as a human being.

Equity on the other hand, you make sure to - you may not end up giving everybody the same thing, but you do give them what they need to prosper

and achieve their full potential as human beings. That's really what we're - what NDIA strives for as in reaching digital equity among everybody.

Because like I mentioned or before with the stats, it is becoming very, very important that people are part of this digital equity.

NDIA had a very good involvement. For example they work - they communicated with AT&T regarding that access issue of a low threshold of speed. They managed through NDIA and others to pressure AT&T to change that and make it a lower speed making people more, you know, eligible to that access portal. And that was really important. That's one of the things for example, that NDIA was responsible for.

And also NDIA, its correspondence among the members kind of led me to the next thing that I'm going to talk about which is the Digital Divide Index, noticing that we have to focus on how to measure it.

Now important to clarify here is that this is not a comprehensive robust. I know that the digital divide or digital spectrum is a lot more complicated than a single score. This is just one measure. It's one attempt to quantify the digital divide.

And this particular index ranges from zero to 100 where zero is the lower digital divide and the higher the numbers, the higher the digital divide.

Again, you've got to consider it's more and more - well it's less now than just crossing a bridge. Like a divide implies that you can cross it; you can achieve it. It's more about a spectrum or a continuum where more and more technologies are coming on line and people need to know how to use them. Otherwise they are left behind.

You can access the data set at that Web site. But it consists of two components, infrastructure and adoption which consists of percent of population without access to fixed broadband of 25-3.

It also includes fixed residential connections per county, and it also includes average download and upload advertised speeds.

On the socioeconomic side, it includes three variables. It includes the percent aged 65 or more; percent with less than less than high school; and individual poverty rate.

Now of course if more people used you know, broadband it doesn't mean that they're going to become younger. The idea was to include those socioeconomic indicators because they more than likely will show that you're going to have a harder time with people, you know, adopting the specific technology if they fit this criteria.

So it's important to distinguish. Some communities may end up having a higher infrastructure score and a lower socioeconomic score that means that infrastructure investments need to made.

Or if they end up with a higher socioeconomic score you know, they may want to focus on digital relevance and the needs of the technology.

And for example here in Mississippi, like I mentioned, I think the two killer apps that are coming that are going to help drive adoption through the roof are going to be telework. Here we implement a digital works program that you know, people can work from home.

And also telehealth is becoming very, very important. So when the people's jobs depends on their connectivity and their skills and their digital skills as well as their health, we're going to I believe, those killer apps are going to finally push the needle in getting you know, better investments and better training. Next slide please.

Here you can see I divided the whole state - I mean the nation into quartiles. The lighter the color the lower the digital divide. You can see there's a pattern of those metro areas on the lower end of the digital while the most rural areas are in the higher side.

Again, remember that worldwide statistic. Those that remain off line or cannot take full advantage are those that are predominantly rural. So there's a lot to do to close the gap. There's a lot of advances being made, but still we have much, much work to do.

And again, this index score is only to jumpstart conversations - critical conversations about this issue. It is not meant to be comprehensive, rather it's just a very objective and pragmatic kind of number for policymakers and community leaders to start talking about this very, very critical thing.

Of course, the digital divide is very intermingled with digital inclusion which is very, very important. Next slide.

And I just wanted to share with you, I did an analyses by quartile. The two reasons why - main reasons why rural (unintelligible) is because of lack of work and lack of education opportunities.

Here in the quartile number one to your left, that one is the lowest digital divide. The overall population over that year changed .7%. When you look at

the far right at the quartile number four which is where the higher digital divide is, you saw a population loss.

But that's overall population. If we talked about the - what they call digital natives or ages 20 to 34, if we can do the next - thank you. Here you can see again quartile one has percent change of those ages 20 to 34, 1.4% versus a loss of .3% among that age group.

So it's - this shows that we've got to control for other factors of course. But this shows that being on the wrong side of the digital divide is really going to cost you residents. And you're going to lose younger people. Because again, these generations are digital natives. They are expecting connectivity. They are expecting know-how.

And so if a community is not offering that they're going to lose them at a higher rate.

So again it's not an easy thing. Digital inclusion should lead to digital equity and that's really important to keep in mind because without digital inclusion you really cannot leverage the technology for all members of a community.

And now I'm going to turn it over to my colleague (Amy). She's going to go more in-depth with other examples.

Katherine Bates: Thank you Roberto. This is Katherine Bates again. I wanted to remind everybody if you have any questions to please type them in the question box on your screen and we will answer those at the end of the session.

And as a reminder, you're listening to BroadbandUSA's monthly Webinar on broadband topics of interest to policymakers, decision makers, practitioners, and consumers.

This month's topic is, What is Digital Inclusion? Roberto did a great presentation and now (Amy Zhang) from BroadbandUSA at NTIA.

(Amy Zhang): Hi, I'm very delighted to be with all of you this afternoon. Let's see, so I have been working on the day BroadbandUSA Technical Assistance Program providing technical assistance and advice to different communities across the country around their digital inclusion plans and programs.

But I wanted to share with you something I actually developed while I was a Fellow at the Berkman-Klein Center for Internet and Society at Harvard. I spent a couple of years up there while also working for NTIA.

I tried to really look at what are the strategies for success around digital inclusion. And so one of the things I did was look at examples from the international development literature around adoption of technology in marginalized communities.

And I actually looked at technologies that were large. So anything from a mosquito net to combat malaria; fertilizer to things more in the technical range of mobile finance and micro-lending. And I really tried to integrate that with my knowledge and experience, not only with the NTIA BTOP Scripts Program working with communities on their public computer center grants for sustainable BroadbandUSA adoptions grants, but also in San Francisco when I was the digital inclusion manager.

And so really trying to get that hands-on or the kind of guiding experience integrated with that's in the literature, in general. And there were some common themes, particular that the key to success for adoption of technology was really a focus on and support of social infrastructure that adopting technology is really a social exercise.

And so therefore, really programs that focus on training and outreach; getting people together you have been similar backgrounds and needs, and enabling these people to shape and determine how technology could be used to help further their own personal goals, were really key factors in ongoing success. So that went beyond just people adopting the technology, but really adapting it for their own needs.

So again, on the left-hand side we have the technology side which of course is all very important. And Roberto went through some of these. So, network, infrastructure, and access to affordable robust Internet. Access to devices - computers and Internet devices. Again, content and applications.

But we tend to as a field, really focus on this. And I really want to put it out there that we also need to focus on people because in the end, really technology serves people. People use technology to serve their own needs and also to further their own goals around economic mobility, improved education and health, and civic and social engagement.

So the different components include literacy. Many program focus on basic digital literacy. And of course reading literacy and language literacy is a big issue in many communities as well. But beyond basic literacy, more and more programs are focusing on different skills that can include information literacy, knowing how to - where to get trusted sources of information and how to analyze. How to stay safe on line. And also to more advanced skills such as

coding. We're seeing more and more efforts to really get communities, and under-represented communities engaged in the development and the design of technology.

The core case of this of course, is social support. As I mentioned, adoption is really a social exercise, so we've seen that when trainers and people doing the outreach tend to come from similar backgrounds. That there are other people that they're trying to help, especially get basic skills. That's a huge factor.

It's not so much the technical but, how people relate. People also gathering together. There's a lot of peer learning that goes on and informal learning that goes amongst people. And this is all to build the trust.

So the while idea of working with trusted organizations for your digital inclusion strategy is really important. Next slide.

Another thing I want to point out and which I think Roberto also pointed out was, context matters. So there are all different types of factors that go into digital inclusion and addressing the digital divide.

And it all depends on social cultural factors. The technology and the state of technology. What are the policies supporting or maybe inhibiting digital inclusion, and of course, economic factors.

Of course this goes both ways because digital inclusion also affects all these realms as well. But each of these factors can act as both an enabler and a barrier from an individual community or even a national perspective.

So the needed capacity skills and technology are dependent on the context. And we talked about the digital divide which implies it's a binary. And again, Roberto got into this, that it's more of a continuum.

But even, it's also context specific. For example a high school student doing homework and taking standardized tests need different types of access and skills. And maybe a senior who needs access to trusted medical information and benefits on line.

So there's a whole continuum of technology adoption from basic access to unused, to skills needed to participate in the economy and educational system to engage with government. To the skills that enable to shape and create technology.

So a digital inclusion strategy should really be based on community priority and address the specific needs and goals.

Another point is that this is all dynamic. When you look and you think about where we were ten years ago, and how technology has changed. And even more so, what kind of technology skills and knowledge is needed to engage in very basic social functions.

This is ever-evolving. So it's not like we'll address the divide and then they'll go away. It really is a dynamic environment. And so programs need to evolve over time. Next slide.

So, I put together this timeline based on a timeline that my former college (Ann Nevil), did around sort of history of broadband to show inclusion support; federal government.

My apologies, this wasn't meant to be necessarily comprehensive so it doesn't mention all the programs. We didn't have room. But I want to just highlight some of NTIA's role in developing the digital inclusion field.

Really the, Falling Through the Net Report in '95 was really a key to defining this as a national policy issue. And defining the whole idea of digital divide. And of course NTIA continues to carry out the Digital Nation Surveys and working with Census.

And then of course those that - the Technology Opportunities Program which established a lot of the fundamental organizations that started this field. And then the Broadband Technology Opportunities Program, particularly the public computer centers and sustainable broadband adoption grants where were given because of the realization that access and infrastructure access was not sufficient to actually to move the needle in terms of Internet use.

So the work continues now with many - I kind of bucketed them under, other federal programs. But there are many programs, including BroadbandUSA which I work on. A lot of you may be involved with Connect Home. There's a Connect All initiative.

And then the Broadband Opportunities Council really has worked with other - with agencies across the federal government to really see how broadband and digital inclusion could be supported through their existing programs. Next slide.

So, why plan? Why develop a digital inclusion strategy? This may sound obvious, but we have and I have personally observed a lot of communities embark on new projects and programs without first figuring out the goals and an overall strategy on how to help the community meet its goals. Whether

they're educational or economic or civic. So there are a lot of programs out there, but sometimes it isn't necessarily a strategy around how the programs work together.

So a plan makes a community take a systemic approach on how different aspects of broadband. Access to infrastructure, Internet adoption and use, and digital skills development will help you reach these goals and these larger social economic goals.

Also, the process of engaging stakeholders and communities during this planning process helps build ongoing support for these programs so that people really need to be engaged.

And a successful program will actually address the needs that the community identifies. And this is actually a cyclical process because as I mentioned before, needs and technologies evolve over time.

The planning process also helps prepare you for funding opportunities and justifies the sustainability of the programs so that when funding becomes available, communities are able to take advantage and respond quickly to the opportunities. Next slide.

So I'm just going to quickly highlight some communities that have undergone extensive iterative planning processes around digital inclusion. And I'll start with City of Seattle who in 1997 established the Community Technology Program which is one of the really leaders in the digital inclusion field. And really was the first city to actually take an overall strategic view of digital inclusion.

I want to give a shout out to (David Keys) who actually has been a real personal mentor of mine for really helping to establish this field.

Now Seattle actually has a high broadband adoption rate. It's close to 85%. But it's also facing a growing economic and social divide, like a lot of particular areas around the country.

Since Seattle and its community partners provide training, outreach, and programs that are focused on underrepresented groups - low income communities, the disabled population, immigrants, and refugees. In fact in their last point, iterative planning process, they just released a digital equity plan earlier this year.

They had focus groups in different languages like Vietnamese and Chinese and Spanish, each (unintelligible), to make sure that those who are least represented are part of the planning.

And also because of the high adoption rate, the program has evolved to become more focused on skills and civic engagement. Next slide.

The City of Chicago is known for having a very innovative digital inclusion program. They actually built the digital inclusion upon their history and their culture of a community organizing. So during the BTOP Grant they established a program where tech organizers trained residents. And small businesses, in conjunction with community and faith-based organizations and targeted neighborhoods which had low broadband adoption.

Note, they didn't call them trainers per se. They called them technology organizers. Well they've gone on to really build this civic technology and open data initiative on this whole base of digital inclusion. So in particular the

umbrella non-profit which came to be known as Smart Chicago, is known for really innovative strategies, include underrepresented communities in these initiatives.

So they hold civic technology events in different neighborhoods. They have summer internships where disadvantaged youth help develop civic apps that are relevant to their needs.

They provide training on open data and civic data for community organizations. And they have this program called, the Civic User Testing Group which technologists - specific technologists meet with community members. And the community members test out the apps to make sure that they're relevant to their needs. Next slide.

So, what about rural areas? So we've observed that University Extension Services like Mississippi State Extension, as well as libraries really play key roles in digital inclusion efforts in rural areas.

So also a lot of the programs in rural areas integrate the infrastructure planning with the broadband adoption training and outreach programs because access is still an issue. Or access to affordable, robust Internet is still an issue in many of these communities; more remote communities.

So in this case University of Wisconsin Extension School developed a number of resources for policymakers and practitioners. A statewide outreach strategy - you can see one of the advertisements here. And worked with communities across Wisconsin on their digital inclusion efforts. And this is a picture of one of their broadband planning meetings. Next slide.

One example of a community that they did work with was the Menomonee Nation. So the Menomonee Nation was working to increase broadband access in their tribal community but, they realized they needed to help people develop the skills to use in order to truly benefit from the Internet access.

So they built a community technology center at Menomonee College where they now offer computer access for math and reading. GED prep, job training, food and certification, and technical degrees. And they partnered with the University of Wisconsin for the curriculum and training. Next slide.

So we're here to help. So NTIA can offer support and guidance in all your efforts to promote broadband and digital inclusion. We offer expertise and then partial advice in tools.

We bring stakeholders together to engage together and hopefully solve problems. That's actually another part of the social infrastructure that I didn't mention. It's not just the users, but it's the people working in this. It's really important to have people communicating with each other to build more effective programs.

We also look to link communities with their peers, and to state and federal agencies. We seek to inform communities of possible funding sources and opportunities to contribute to emerging policies at different levels of government.

And as I mentioned, we offer tools and guides. And a couple of tools that I think would be particularly relevant for digital inclusion includes the Broadband Adoption Toolkit. The local government Broadband Planning Toolkit which really sought to integrate the infrastructure planning with the digital inclusion planning. And many of you have participated in Webinars,

and there are more Webinars coming up about the Connect Community initiative as well. Okay, next slide.

Katherine Bates: Thank you (Amy). We have time for questions now and I know that we have a few so I'm going to turn it over to Lynn Chadwick from BroadbandUSA to facilitate the question and answer session.

If you have additional questions, please type them on your screen and we will feed them to the presenters.

Lynn Chadwick: Thank you Katherine. One of the questions that come up is, does NTIA have a definition of digital equity; digital inclusion? Can I ask you that (Amy)?

(Amy Zhang): Yes. So we are, as part of Broadband Upstream, we have - are developing a definition. Also we've been participating with NDIA's process in terms of defining the terms, though they may not be exact. So we're coordinating efforts to really define what these terms mean.

Lynn Chadwick: Okay, I think that's a great answer. We know it's coming soon, but we've been working on this a while. And as we have learned from the presentation, it's obviously not a real simple statement.

Now for you Roberto, what types of programs does Mississippi to address the digital gaps in your state?

Roberto Gallardo: We are basically focusing heavily on the adoption side on the digital inclusion component. We have no leverage whatsoever on the carriers. We're engaging with our local extension agents. We're deploying some extension programs like Master Technology Innovator that places tech savvy volunteers on schools and libraries, specifically of rural - very rural communities.

And we train those volunteers so they can go and help with technical assistance. And also provide presentations to the audience that's interested.

Cyber bullying is one of the things that comes up a lot. That's one of the things we do. We also target heavily on elected officials on how they can use social media for civic engagement. And also the residents as part of that.

And we are also working with Communications students here on campus so we can help rural communities manage proactively, their online reputation.

So we have different components there. We're reaching out to access and we're doing Digital Works which is a telework program in partnership with Digital Works Ohio that trains and places people on jobs so they can work from home. We are working on that as well.

Lynn Chadwick: Thanks Roberto. I've got a question here that I want both of you to answer. First, you (Amy). Given that the majority of people access the Internet on smartphones, what are some good mobile apps for digital inclusion initiatives? (Amy)?

(Amy Zhang): Okay, well there's - in fact a lot of governments are trying to make their content accessible and applications for government services accessible through the mobile phone.

I know that there are programs like community health programs that enable questions to be asked anonymously while the number is shown, in different cities. San Francisco has that program where the youth could text their questions around that.

Again, it's really dependent on the context of what people are trying to do. But more and more of these basic functions are going to the mobile application. And the question is; is what is most suitable for mobile. What's most suitable and more complex for a Web site, and what serves whose needs.

So I can't go over all the efforts, but there are a lot of efforts, particularly around education as well. Because of course the developing world has been kind a leader in that because that's really how people connect to the Internet.

Lynn Chadwick: So Roberto, do you have any thoughts on that?

Roberto Gallardo: We have here, we use or rely extensively on mobile friendly Web sites that each computer basics and Internet basics. But we develop here in Mississippi, one specifically to locate service - broadband services from your phone.

We realize that many times you know, the very fancy Web sites with maps and everything, you know they may not be mobile friendly. And also if you're shopping for a house or whatever or looking to relocate, you may, many times it's not as practical as just pulling up your phone and doing it through your phone.

So we developed an app that deals mostly with access. But it's also part of digital inclusion. And on the adoption education side there's a lot of Web sites out there that are mobile friendly. Not necessarily specifically apps for that, but they are very, very useful for digital inclusion.

Lynn Chadwick: We have someone who said that 25 series speed are not good for distance working. What are your thoughts on advocating for symmetric speeds? Seems critical to enabling consumers to become content providers and producers. Can I ask you that Roberto, and then I'll ask (Amy).

Roberto Gallardo: I totally agree. I think the 25-3 should be symmetrical, but that's how it is defined at the federal level. I am always advocating for more speed.

You know a lot of wireless providers, they offer decent speeds but, what will kill you are the limited data plans. But symmetric - a symmetric definition of broadband I think, would be a very wise move on the FCC in the near future, offering at least 25 up and 25 down.

Three up to me is a little bit slow, especially when you're doing telework and sending information from your computer to the network. So I totally agree. And I'm doing what I can here in Mississippi to try and push that to be a symmetrical definition.

Lynn Chadwick: Do you have any thoughts (Amy)?

(Amy Zhang): No, other than we're in - our policy folks are in conversation with FCC around these issues.

Lynn Chadwick: Thanks. We've got another question here. What about user's opportunity become entrepreneurs and job creators. Home based business are exponentially more successful as Internet speeds increase. Well I think we answered that previously. I apologize.

Then the next question. Okay, go ahead (Amy).

(Amy Zhang): And again I guess this goes back to, we always focus on speed but there's also skills that are particularly relevant to this. So there are a number of programs that focus on small businesses and how small businesses and individual

entrepreneurs can use the Internet, even using the tools that are available now at speeds that are available now.

So again, when you look at this, you know, access and speed and robustness is an issue, but also look at the training and the knowledge about relevant applications and how to use them in formulating a program to help entrepreneurs in small businesses.

Lynn Chadwick: Okay, great. We've got another question. What resources can you refer us to find funding for digital inclusion efforts? Everybody's question. Roberto?

Roberto Gallardo: I wish I would know the response for that one as well. It is in our case, we got funding from a local carrier to do this type of work. We are working with our statewide library commission to kind of focus on getting some funding for that, especially the volunteer program through the AmeriCorps.

There is also, Walmart State Giving. It's Walmart, not the foundation - not the Walton Foundation but the Walmart, the company offers some state money there for career readiness. That's really useful for digital inclusion.

And I've noticed that there is other funding out there, but it's how you frame the message or the issue that's really critical. And you know framing digital inclusion is kind of difficult because it's so broad.

I tend to focus on the digital divide. Anything I write I try to include that it will reduce the digital divide among Mississippi residents.

(Amy Zhang): Well we have a federal funding guide though, as most of the programs outlined are focused on infrastructure. What we've seen with BTOP funded digital inclusion programs that been able to sustain is that their funded by

multiple sources. The local governments ended up funding and continue funding for the programs after the federal funds ended. They also - a number of programs got some foundational support. Some support or at least in-kind contributions from companies.

I would say that framing is important so that programs - again, it goes back to thinking about what the goal is. So sometimes just approaching a funder with oh, I need to fund my broadband program. It's like okay, you know, broadband for what?

But programs that really frame it around helping reduce isolation for seniors, or helping children continue the school day and learning at home are often I'd say, more successful.

And framing their funding asks to really meet again, the social goals and that there are funders and funding available around these broader economic and social and educational goals. So again, think about what are your goals for the funding.

Lynn Chadwick: Thank you. We've gotten a response that came in from NDIA about definitions. And I just thought I would share that with you. To go to the Web site, [www.digitalinclusionalliance.org](http://www.digitalinclusionalliance.org) and they have definitions there.

Here's an interesting question. We'll give it to (Amy) so, get ready. Back in May the FCC Consumer and Governmental Affairs Bureau was charged with developing a plan for the FCC to better understand the barriers to digital inclusion. Any information on whether or not a report has been released?

(Amy Zhang): I might actually if I could, defer to Katherine who deals more with external affairs or partnerships. But we can give you the information because I'm not - I am not sure what the official status is of that.

Lynn Chadwick: Over to you Katherine.

Katherine Bates: I'm not sure what the official status is, either. We can follow up to get an official status update from the FCC. But to my knowledge, it is not out yet. I'm part of the Lifeline Reform order that went out.

Lynn Chadwick: We will keep you posted on the Web site as soon as we know more, at the NTIA BroadbandUSA Web site.

Okay, is there a Web site we can go to? Of course there's a Web site we can go to which is the BroadbandUSA Web site. It's up here on the slide right now. I just want to let folks know that we are in the midst of about to launch and new and even more wonderful Web site.

So we are holding some content back, but I anticipate that that Web site will be up shortly.

Oh, here's a question for Roberto. They're interested on how you're funded and what is your budget? Then there's a question for (Amy) so, directed to you Roberto. Did you already answer that or do you want to add anything?

Roberto Gallardo: Sure. I am - the Institute is part of the Mississippi State Extension Service which is funded by state money like all extension services throughout the country. That's my base funding.

A part of my time obviously, is paid by the state, but I'm working, focusing on this digital divide - digital inclusion effort.

And then any additional projects that I want to launch, I do go after funding. There is no funding from the state for that. And so that's where you've got to go into and get the grants.

But just like (Amy) was saying, if you can be as specific as possible, we all wish we could get an amount of money and then use it towards discretion regarding on the needs we find along the way.

But you've got to be very specific. So for example this AmeriCorps grant I'm working on, I'm going to focus on specifically the mass technology innovator that helps, you know, with placing volunteers, etcetera; etcetera.

But my - all my funding comes from the Mississippi State Extension Service. And then any additional programs that I've got to launch, for example I've got some money from a foundation of a technology company to put some dash and dots and robots and iPads to introduce stem concepts among children. I was funded by a governor's office grant, etcetera; etcetera.

But base funding is from the state. And then additional projects I try to go over or after grant money.

Lynn Chadwick: The question also went to you (Amy). Did you have any thoughts on funding for the projects that you highlighted in your presentation?

(Amy Zhang): Again, it really helps to have certain institutional partners around this. So I think Roberto captured it well.

And I just want to say, I just heard from a colleague that the Inclusion Report is due to the Commission in December.

Lynn Chadwick: I just want to make a message out. Someone has asked if their questions are coming through. I saw your question, if your questions are coming through so, if you would type your questions in the space you typed that, I'll be able to read them.

Next up we are getting some real good content here. Rural states facing budget cuts on all levels and high poverty are not eligible for most adoption and inclusion funding opportunities. Nor do they have the capacity to sustain inclusion engagement.

What funding sources exist for inclusion programs for many rural areas that lack anchor institutions and have no state, county, or other institutional support yet have the greatest need for adoption and exception no improve their opportunities.

Well I guess if there's anything further you want to add to that, I would appreciate it, from you Roberto.

Roberto Gallardo: Yes. In my case those communities - I mean many of those like you described are here in Mississippi. What I do is I typically fall back to statewide organizations and make the case for that particular geography.

The Extension Service, I would recommend you reach out to them. It may not be necessarily through the digital divide frame or lens, but there is 4H which is youth development. There is Family and Consumer Science which can reach to a lot of families that are in need. And so I would recommend you reach out to them.

If there is nothing - absolutely nothing at the local level, there's typically - you can fall back on statewide institutions to kind of - try and do something of that nature. Because obviously the funder is going to look for sustainability. And if you're lacking those local assets, you're going to have to demonstrate from the get-go that you will rely on statewide assets to make that a sustainable effort.

(Amy Zhang): And as I mentioned that libraries often play a role as well. And to reiterate what Roberto said about statewide institutions and experts, because oftentimes there is not necessarily capacity at the local level. So particularly with rural initiatives, we really see regional approach or statewide approaches.

And again, I'll go back to the framing. So you know, it might be rural health or community health. It might be distance education, but there are a lot of these types of initiatives - rural economic development which adoption and digital inclusion is a key part of that.

So even if it's not a quote, unquote, digital inclusion grant, actually digital inclusion really needs to be part of that strategy and also to be part of the ask for grants around that - those areas.

Lynn Chadwick: So can BroadbandUSA help people find funding (Amy)?

(Amy Zhang): We inform people of funding opportunities. We don't work directly to get them, but we inform people.

Lynn Chadwick: Thank you.

Roberto Gallardo: Another thing I forgot, reach out to - that locality may have a local telecom company. You may want to reach out to them, either wireless or cable or wired or whatever, and they may be interested because in the end it benefits them as well.

If you don't have a telecom company at all, then of course you've got to fall back on statewide institutions.

Lynn Chadwick: Okay, there are some questions here that I don't know that we have the answers to, but I think these are pretty interesting.

Someone has asked if the next Census will be able to provide any information on broadband adoption.

(Amy Zhang): Actually the current Census does. So there's two sets of data. There's the questions that are asked in the American Community Survey which really ask about technology use and also broadband and yes, computer and Internet usage. And so that is part of the Census data.

There's also - there's a question here about data. There's also the Digital Nation Report which has a very detailed survey on technology use. So these are actually available on the NTIA Web site and the data sets are available.

So again, part of the Community Connect initiative is to make these existing data sets, which again are available for people to do the analysis on, more visible and more useful to communities for specific communities.

There's also the FCC 477 adoption data which again is by - is sort of in quintiles of use. And that's available at a Census track. So even if you don't

have the specific adoption numbers, you can see how a Census track ranks in terms of Internet adoption compared to other areas.

So there is quite a lot of data available, but I have to say that you know, it maybe has not been the easiest to find. So that's something we can actually help provide guidance around is like how to get the data. And again, part of the initiative that (Karen Perry) will be talking about is, how to make this data more visible and usable - yes, more visible to people.

Roberto Gallardo: Well let me add to that that the data sets, yes they're out there through the American Community Survey, the one year estimate. The five year estimates I believe, do not have the broadband adoption part which is really important.

But you can use the FCC 477 that (Amy) was talking about, that shows you those quintiles of households. In fact, that's part of the comments the Institute, along with other extension colleagues, submitted to the National Research Broadband agenda is to make that data a little bit easier to find and no so, you know, far off every five years.

Katherine Bates: Thank you Roberto and (Amy) for your time and presentations. We're going to wrap it up now.

Obviously this issue has a lot of questions. There's a lot of information. I wish there was a lot of funding for the program. But we're going to continue this discussion throughout the year through the work that BroadbandUSA does, so please follow that.

And again, the slide deck from today's Webinar will be available on the BroadbandUSA Web site at [www2.ntia.doc.gov](http://www2.ntia.doc.gov).

And as (Amy) highlighted, BroadbandUSA can assist you with planning and conducting digital inclusion projects. So (Amy) is very, very knowledgeable on these and she can help.

With technical assistance, topical publications we have some of those. And tools such as the Community Connectivity Initiative that (Amy) talked about. We can provide assistance to communities that want to expand their broadband capacity and promote broadband adoption.

And related to that we have a series of Webinars on the Community Connectivity initiative which the next one is called, Access Assessment and Data. So I hope anybody who's interested in data will listen to that one. It's the second Thursday of the month at 2:00 pm.

We have a series of those, so that will be November 10 at 2:00 pm. And then the next BroadbandUSA monthly Webinar series, which I'm sure we'll touch on data too is, How Does Broadband Contribute to Economic Development.

So you'll be receiving an email for registration for those. We look forward to continuing the discussions about the important topic of digital inclusion and digital equity.

We really appreciate Roberto and (Amy) taking the time of their schedule to share information with us. If you have any other questions we can follow up with both Roberto and (Amy) through the BroadbandUSA Web site. So, thank you for attending.

Lynn Chadwick: Thank you all.

(Amy Zhang): Thank you.

Roberto Gallardo: Thank you.

END