



# Welcome!

**The webinar will begin at  
2:00 Eastern/11:00 Pacific**

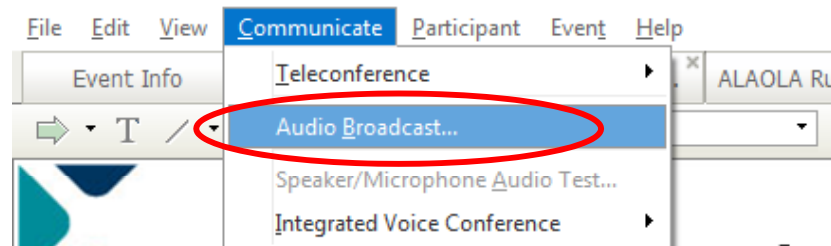
# Audio Tips

Today's audio is streaming to your computer's speakers or headphones.

**Too loud or soft?** Adjust volume level in the Audio broadcast box:

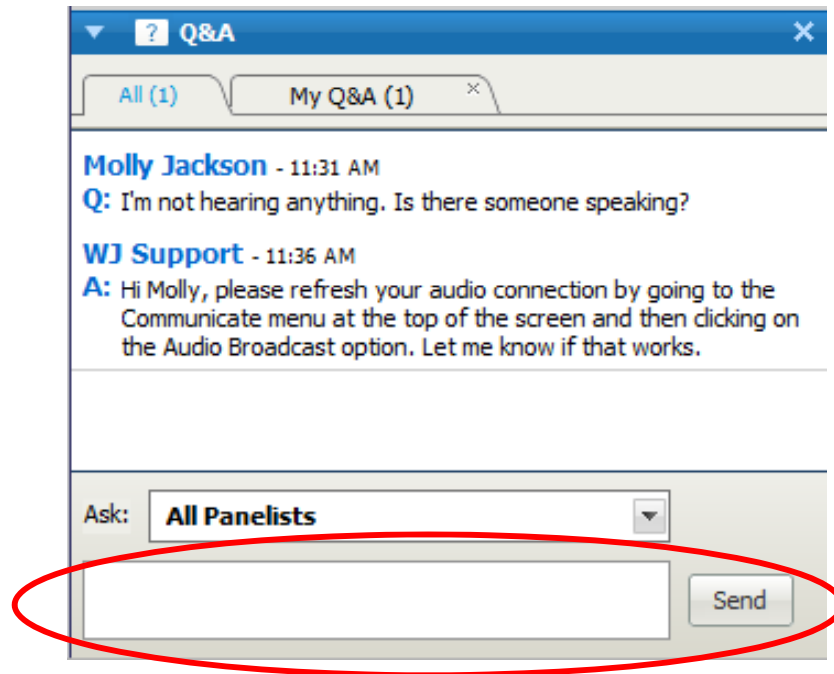


**Lost all sound? Hear an echo?** Click on the **small radio tower** icon (above chat box) OR go to the **Communicate** menu (at the top of the screen) and select **Audio Broadcast** to refresh your connection.



# Need Help?

Please post **technical support questions** into the **Q&A Panel**.



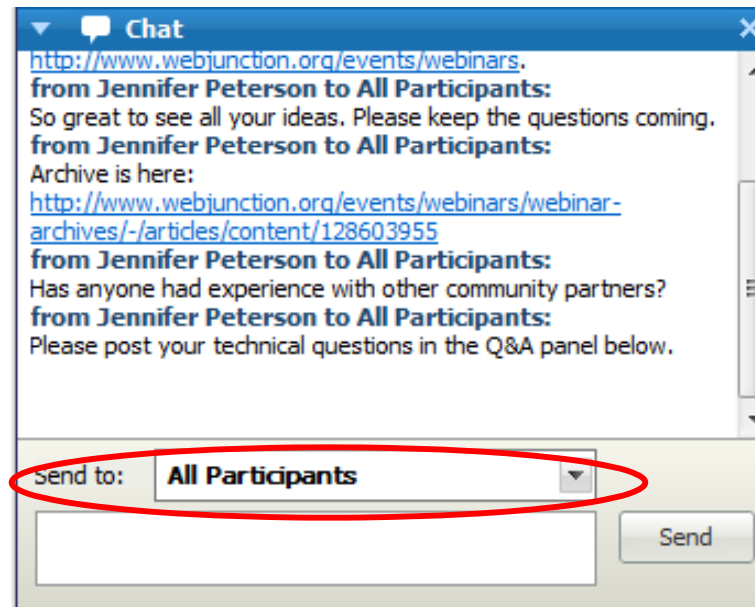
**Step 1:** Type the problem in the **dialog box**.

**Step 2:** Click **Send**.

# Chat Etiquette

Use **Chat** to talk with attendees and presenters about the topic.

Do not post technical questions to Chat.

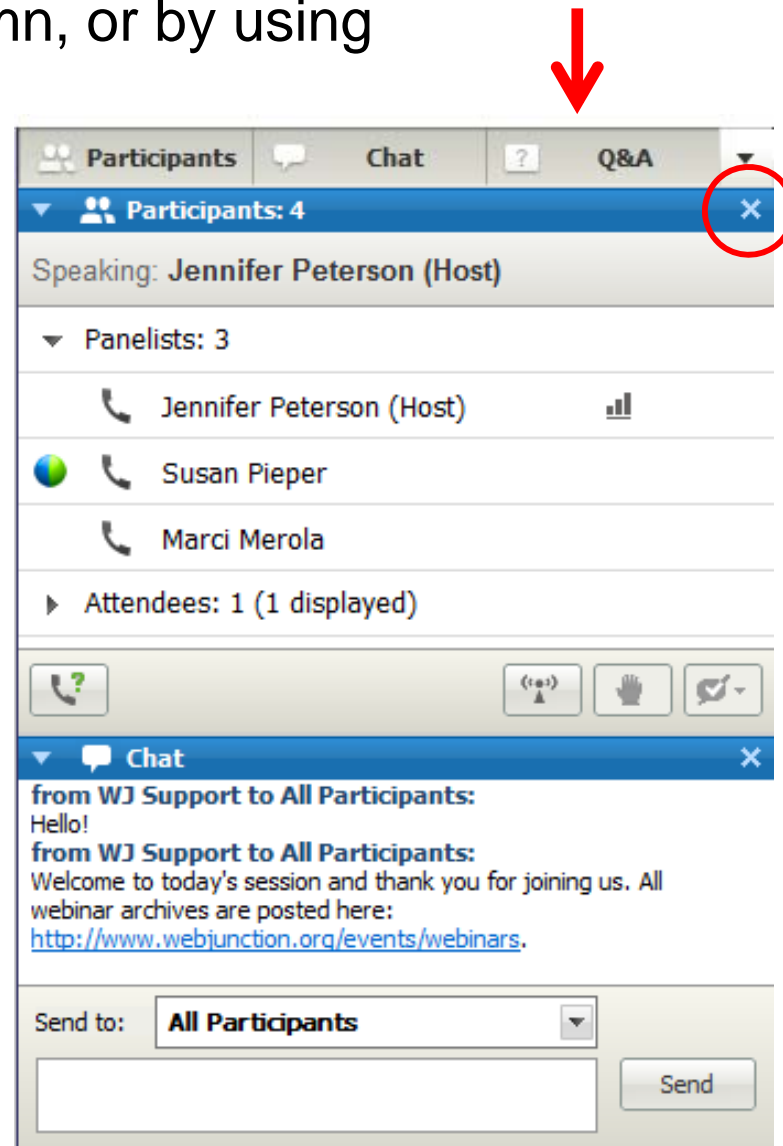


And if you're tweeting, use these hashtags: **#wjwebinar #digitalinclusion**

# Customize your experience

Panels can be opened or closed by clicking on the panel name at the top of the column, or by using the X in the individual panel.

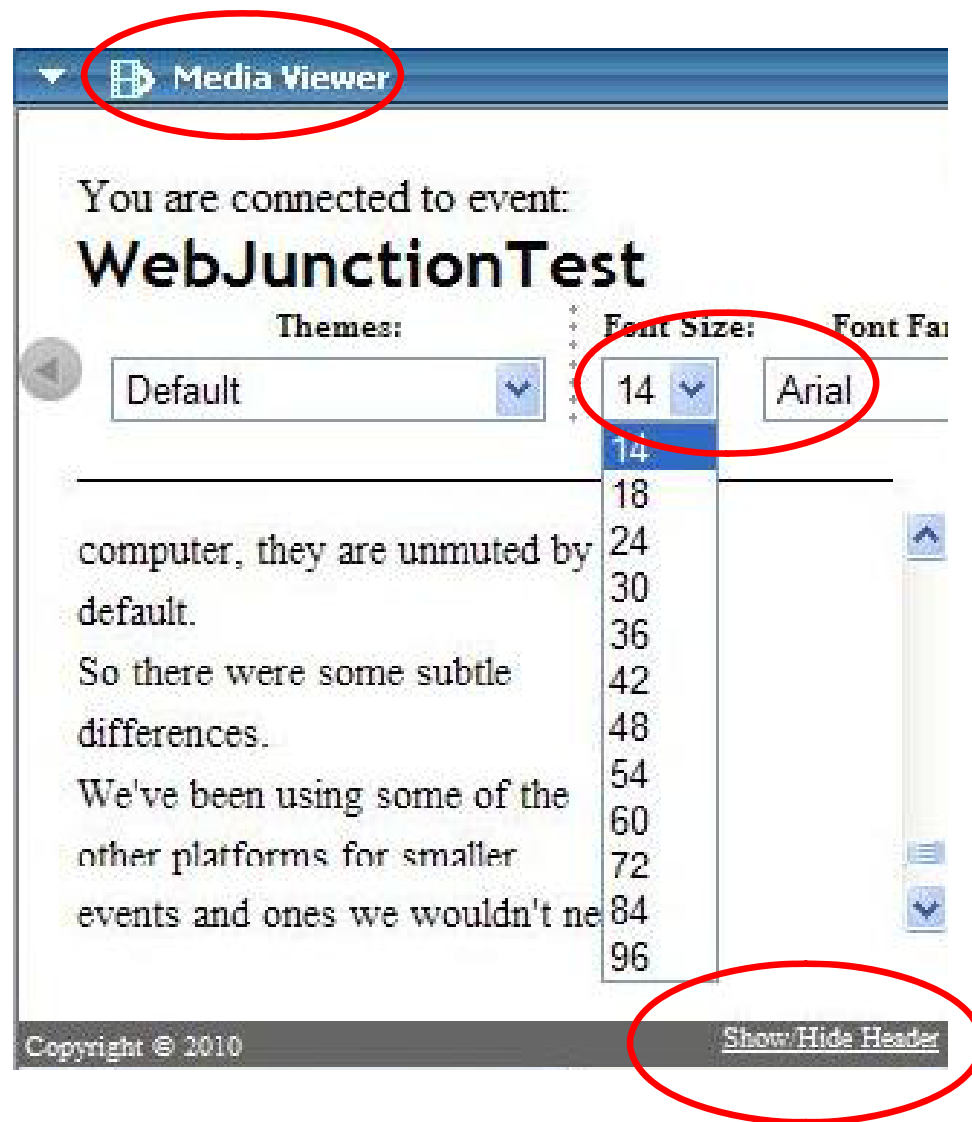
Hover over edge of panels to drag and resize.



The screenshot displays a webinar control interface with several panels. At the top, there are tabs for 'Participants', 'Chat', and 'Q&A'. The 'Participants' panel is expanded, showing a list of participants. The panel header includes a dropdown arrow, a group icon, the text 'Participants: 4', and a red circle around an 'X' icon. Below the header, it indicates 'Speaking: Jennifer Peterson (Host)'. The list includes 'Panelists: 3' (Jennifer Peterson (Host), Susan Pieper, Marci Merola) and 'Attendees: 1 (1 displayed)'. At the bottom of the Participants panel, there are icons for mute, unmute, and a hand icon. Below this is the 'Chat' panel, which shows a message from 'WJ Support to All Participants' with a 'Send to:' dropdown set to 'All Participants' and a 'Send' button.

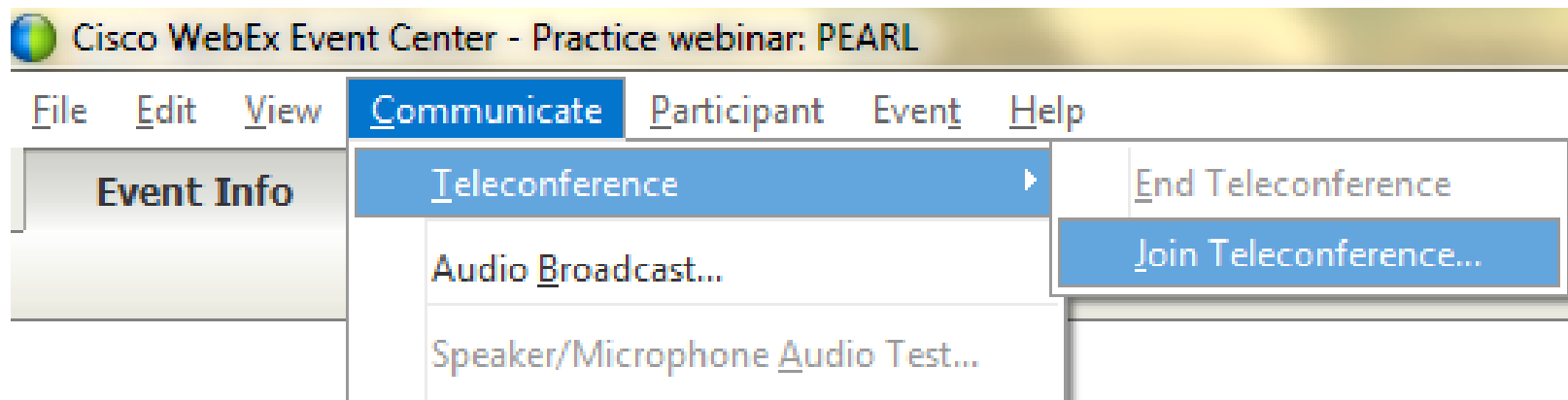
# Closed Captioning is available

- Open **Media Viewer** from Panel options.
- Adjust **font**.
- Select **Show/Hide Header**.



# Telephone Access

If you not able to listen via your computer, you may join by phone.



**Step 1:** At top left corner, select

**Communicate > Teleconference >Join Teleconference.**

**Step 2:** Call the toll-free number provided.

**Step 3:** Enter the **Access Code** provided.



Remember to post to **Q&A panel**  
if you need technical assistance.

Other Technical problems?

**Contact WebEx support**

**Event Number: 710 510 757**

**Phone: 1-866-229-3239**



Co-Produced by:  
**Jennifer Peterson**  
WebJunction  
Community Manager



Co-Produced by:  
**Betha Gutsche**  
WebJunction  
Programs Manager





# Stay Informed

## On WebJunction

[webjunction.org](http://webjunction.org)

**Crossroads** (monthly newsletter)

Subscribe on homepage

## Events

[webjunction.org/calendar](http://webjunction.org/calendar)



Thanks to the generous support of the following state library agencies, WebJunction offers webinar programs for free to all who wish to attend:

**Florida** Department of State's Division of  
Library and Information Services

**Idaho** Commission for Libraries

**Illinois** State Library

**Indiana** State Library

**Maine** State Library

**Minnesota** State Library Agency & Minitex

**Mississippi** Library Commission

**Montana** State Library

State Library of **North Carolina**

State Library of **Ohio**

Access **Pennsylvania**

**Texas** State Library & Archives Commission

Library of **Virginia**

**Washington** State Library

And to the **Bill & Melinda Gates Foundation**  
for their continued support of WebJunction.



# Today's Presenters



**Cathy Reeves**

Director, Dodge City Public Library

**Jane Longmeyer**

Public Relations Manager, City of Dodge City

**Greta Clark**

Professor, Director of Multicultural Education, Dodge City Community College



**Angela Siefer**

Digital Inclusion  
Program Manager,  
OCLC

# Building a Digital Dodge City



The ability of individuals and groups to access and use information and communication technologies.

 **Building**  
 **Digital**  
 **Communities**

# Some people are getting left behind.

CURRENT STATS (AS OF 2011 AND 2013) ON INTERNET USE AND HOME BROADBAND ACCESS AMONG DISADVANTAGED USERS



## SENIORS

Adults over the age of 65



**59%**

**DON'T USE THE INTERNET**  
vs. 6% of adults  
ages 18-29



**57%**

**NO INTERNET AT HOME**  
vs. 20% of adults  
ages 18-29



## LOWER INCOME

Adults earning less than \$30K/year



**38%**

**DON'T USE THE INTERNET**  
vs. 3% of adults that  
make 75K+/year



**46%**

**NO INTERNET AT HOME**  
vs. 18% of adults  
that make 75K+/year



## LESS EDUCATED

Adults without a high school diploma



**57%**

**DON'T USE THE INTERNET**

vs. 6% of adults with at least a college degree



**63%**

**NO INTERNET AT HOME**

vs. 11% of adults with at least a college degree



## DISABLED

Adults living with a disability



**46%**

**DON'T USE THE INTERNET**

vs. 19% of adults that are not disabled



**59%**

**NO INTERNET AT HOME**

vs. 31% of adults that are not disabled

# THE INTERNET IS IMPORTANT TO EVERYONE.

## Why isn't everyone using it?



### COST

*"I can't afford internet service."*

**36%**

find it too costly for the technology and/or internet service.



### RELEVANCE

*"I don't think the internet is important to my quality of life."*

**19%**

are not aware of the potential uses of the internet and do not see it as relevant to their daily lives.



### LACK OF SKILLS

*"I don't know how to use a computer."*

**22%**

don't have the digital skills necessary.

Learn how you can increase access and use of information technology in your community.

Visit: [oc.lc/digitalinclusion](https://oc.lc/digitalinclusion)



# THE INTERNET IS IMPORTANT TO EVERYONE.

## We can do better.



### AWARENESS CAMPAIGNS

We can create awareness campaigns that can guide individuals to community internet access points and technology training opportunities.



### TRAINING PROGRAMS

We can provide technology training to community members that leads to jobs, improved health care, higher educational attainment and increased connections with family and friends.



### DISCOUNTED ACCESS

We can provide discounted access to home broadband service.



### FASTER NETWORKS

We can encourage upgrades and/or creation of broadband networks to people's homes so that all American households have competitive choices of ultra high speed networks.

Learn how you can increase access and use of information technology in your community.

Visit: [oc.lc/digitalinclusion](http://oc.lc/digitalinclusion)

# Future of Libraries

I see three big goals for libraries: provide engaging learning experiences, become community anchors, and provide access to content even as the devices for accessing that content change rapidly.

The Huffington Post 1/13/12



Susan Hildreth, Director of the Institute for Museum and Library Services

# Community Solution

 **Building**

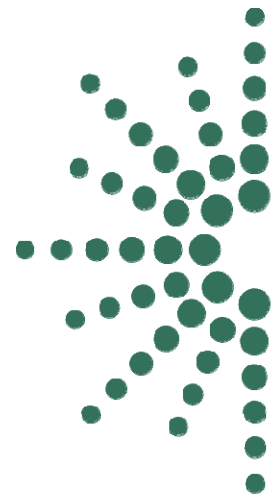
 **Digital**

 **Communities**

# Dodge City Local Leadership Team



Thank you



INSTITUTE *of*  
**Museum** and **Library**  
SERVICES

# BDC Getting Started

**Convene Stakeholders**



**Develop a Shared Community Understanding of Digital Inclusion**



**Create a Community Action Plan**



**Implement the Plan**



**Evaluate and Revise the Plan**

# Step 1: Convene Stakeholders

1. Stakeholders defined.
2. Initial stakeholder meetings April 24-25 with 66 participants.
3. Summit May 17 with 55 participants.



# Definition of Stakeholder Alignment

*“The extent to which interdependent stakeholders orient and connect with one another to advance their separate and shared interests.”*



# Stakeholder Sectors

- Local city, county or tribal governments
- Public & government agencies
- Non-profit community-based organizations
- Business
- Additional Organizations
- Community Residents

# Digital Dodge City Online Survey

- Helped stakeholders understand the scope.
- Helps us understand views of current access and use compared to what the community needs.
- Useful as an anonymous platform.

# April 2013 Digital Dodge City Meetings

Small groups were asked to discuss:

- In what ways has Dodge City achieved community members' access and use of information technology?
- What challenges does Dodge City face in achieving full community access and use of information technology?
- What would success look like if all community members had access to and knew how to use information technology?

# BDC Getting Started

**Convene Stakeholders**



**Develop a Shared Community Understanding of Digital Inclusion**



**Create a Community Action Plan**



**Implement the Plan**



**Evaluate and Revise the Plan**

# Shared Understanding of Digital Inclusion

1. Online survey
2. In-person discussions
3. Individual meetings
4. Steering committee work
5. Working group work

# BDC Principles

## Access

Availability

Affordability

Design for  
Inclusion

Public Access

## Adoption

Relevance

Digital Literacy

Consumer  
Safety

## Application

Economic &  
Workforce  
Development

Education

Health Care

Public safety

Civic  
Engagement

Social  
Connection

# BDC Getting Started

**Convene Stakeholders**



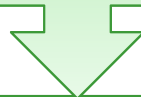
**Develop a Shared Community Understanding of Digital Inclusion**



**Create a Community Action Plan**



**Implement the Plan**



**Evaluate and Revise the Plan**

# Step 3: Create a Community Action Plan

## Strategy...

### Working Groups

1. Increased Technical Support
2. Increased Awareness of Digital Resources
3. Affordable Internet Service
4. Increased Cultural Understanding
5. Increased Community Involvement
6. Strengthened Adult Education
7. Strengthened K-12 Education
8. Improved Digital Access to Local Resources & Information



## *Purpose Statement:*

Collaboratively define and build a cohesive 21<sup>st</sup> century Dodge City.

## *Long Term Goal:*

Dodge City residents of all ages are technologically adaptable self-learners.

## *Short Term Goal:*

Support the broader Dodge City community impacted by the 21st century learning initiatives of USD #443, Sacred Heart and the Dodge City Community College, resulting in more Dodge City residents of all ages being technologically adaptable self learners.

# Community Problem

**IN  
SCHOOL**

**54%**

**AT  
HOME**

**18%**

% of teachers who say all or almost all of their students have sufficient access to digital tools

# Possible Impacts of the iPad Initiatives

- The need for public wifi access.
- Will some parents need help understanding how to choose an internet provider?
- Will some parents need help purchasing internet service?
- Can we increase extended family broadband adoption through digital literacy training?

What did we miss?

Questions?

# Learn More

Start Here

<http://oc.lc/digitalinclusion>

Talk to Angela!

[siefera@oclc.org](mailto:siefera@oclc.org)