

Digital Dodge City Strategy Planning Session AGENDA

November 21, 2013

- 11:00 Lunch Buffet - help yourself!
- 11:05 Welcome (5 min) Jane Longmeyer
If you have not already, help yourself to lunch
Introductions of event organizers
Thank you to KS Dept of Commerce, OCLC and IMLS
- 11:10 Self introductions and "How have you been involved so far"? Emily Sitz
- 11:15 Local, State and National Broadband Data (5 min) Stanley Adams
- 11:20 Digital Dodge City Update (5 min) Cathy Reeves
What is Digital Dodge City?
Digital Dodge City Goals
- 21st Century Learning Initiatives (5 min each)
Overview of each initiative, focusing on how the community can be supportive:
Parent involvement, Public Internet Access, & Tech Support.
- 11:25 USD #443 Mischel Miller
- 11:30 Sacred Heart Chad Meitner
- 11:35 DCCC Thad Russell
- 11:40 Working Group Reports (3-4 min each) Working
Groups
- 11:55 Facilitated Discussion of Working Groups (5 min) Emily Sitz
Which working groups should be set aside for now?
Are there any working groups that should be created?
- 12:00 Working Group Workshops (30 min) Emily Sitz
Working Groups divide up for small group discussions. Each group will define next steps for their particular group. Since some groups have already been active, the next steps will vary. Decide who will provide the report back to the full group.
- 12:30 Working Groups Report Back (3-4 min each) Working
Groups
- 12:50 Facilitated Discussion of Working Groups (5 min) Emily Sitz
Should any of the Working Groups be merged?
- 12:55 Digital Dodge City Next Steps Greta Clark
Working Groups - staying engaged, involving others
Full meeting in February and continue monthly or every other month?

Digital Dodge City Working Groups

In the spring of 2014, multiple meetings were held to discuss Internet access and use in Dodge City. The meetings resulted in the creation of working groups. The status of those working groups as of November 2013:

Active

- Increased Awareness of Digital Resources
- Affordable Internet Service
- Increased Community Involvement
- Increased Cultural Understanding and Strengthened Adult Education (merged)

Inactive

- Increased Technical Support
- Strengthened K-12 Education

Proposed

- Digital Literacy Center

Digital Dodge City Working Group Report
Working Group (WG) – Increased Awareness of Digital Resources
Meeting Date – September 11, 2013

Supporting material – Digital Dodge City August 2013 Report

1. Confirm or revise your working group's goal on the Digital Dodge City August 2013 Report. The WG goal should support the initiative's long-term goal.

It was decided to keep the goal stated as it is on the Digital Dodge City report.

2. Create a demonstration project that meets the initiative's short-term goal. Demonstration project should be realistic in scope.
 - a. Idea: To create a list of all wi-fi friendly locations in Dodge City, as well as locations that allows public access to computers.
 - b. First steps and who is responsible: Our first step will be to contact area Restaurants, Campgrounds, Laundry Mats, and other identified businesses to let make them aware of our initiative and to find out if they have wi-fi available. All members who were present at the meeting took assignments on which they would contact.

3. Current working group members and their affiliation:

David Wetmore – Dodge City Community College
Schuyler Callahan – Dodge City Community College
Sam Shipley – Dodge City Public Library
Cathy Reeves – Dodge City Public Library
Jerad Busch – Sunflower Bank
Chelsey Dawson – Main Street Dodge City

4. Potential working group members and their affiliation:

Jan Stevens – Convention & Visitors Bureau (Chelsey will contact)

It was also brought up that another group that Jane Longmeyer is in might be working on a project very similar to ours. Chelsey said she would get a hold of Jan and find out if it would be beneficial for the two groups to work together.

5. Next meeting date: Wednesday, October 2nd at 12:00 noon

Digital Dodge City Working Group Report

Working Group (WG) – INCREASED CULTURAL UNDERSTANDING

Working Group (WG) – STRENGTHENED ADULT EDUCATION

It has been decided that the “Increased Cultural Understanding” working group will merge with the “Strengthened Adult Education” working group.

Rationale: As these two working groups began meeting and carrying out their work, the same people were sitting at the table and the same general goals were being pursued.

1. Confirm or revise your working group’s goal on the Digital Dodge City August 2013 Report. The WG goal should support the initiative's long-term goal.

It is still necessary to fully integrate the goals of the two groups. However, an initial effort resulted in the following draft.

Draft Goal of Combined Working Groups:

- Dodge City will develop a culture of innovation and adaptation through a digitally literate and technologically adaptable adult population which appreciates and reaches across the multiple cultures of our community. In order to make the adoption and use of technology ubiquitous, Dodge City will have greater access to broadband (publicly and at home) because it is necessary to accomplish daily tasks (e.g. paying bills, shopping), and can be used to enrich and share our different cultures. This will support parental involvement in schools, and provide tech support when people need help.
2. Create a demonstration project that meets the initiative’s short-term goal.* Demonstration project should be realistic in scope.

Idea:

- Teach basic computer skills in a facilitative learning environment (e.g. utilizing Jason Pittman and Skills USA students)
- springboard off the availability of devices (e.g. the ipad initiatives in both K-12 and at the Community College)

3. Current working group members and their affiliation:

- Thad Russell, Dodge City Community College, trussell@dc3.edu
- Kathy Denhardt, Public Transportation, kathydenhardt@gmail.com
- Stephanie Fuhrmann, stephaniegpowell@gmail.com
- Jason Pittman, Dodge City High School, pittman.jason.k@gmail.com
- Greta Clark, Dodge City Community College, gclark@dc3.edu
- Melissa McCoy, City of Dodge City, melissam@dodgecity.org
- Jose Guerrero, Dodge City Community College, jhgchz311285@hotmail.com
- Christian Garcia, Dodge City High School, cristiangarcia.2636@gmail.com
- Damian Loya, Dodge City High School, damiancloya2@gmail.com

Digital Dodge City

August 2013 Report

“Digital Dodge City” is a community wide initiative to determine the digital future of Dodge City. Community leaders have participated in public events and completed a “stakeholder alignment” survey to help define Dodge City’s current and future needs, as well as the resources necessary to ensure community members have access to and understand how to use information technology. The objective is to stimulate community-wide discussion and engage diverse stakeholders in planning efforts to create and support a healthy, prosperous and cohesive 21st century community.

The ancestors of long time residents and the new residents of Dodge City have very important traits in common – self-determination and independence. They all arrived in Dodge City with the intent of creating better lives for themselves and their families. The residents of Dodge City are not passive. Technology is having an increasing impact on individuals, businesses and the community as a whole. Through Digital Dodge City, the residents of Dodge City are actively determining the digital future of their community.

Purpose Statement:

Collaboratively define and build a cohesive 21st 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.

Working Groups

Increased Technical Support

Chair– Terry Adams, Western Plains Medical Complex

Terry.Adams@lpnt.net

- Goal: Increased affordable technical support for all, particularly community members struggling to use digital tools.
- Data Needed: Resource mapping of local technical support.

Increased Awareness of Digital Resources

Chairs - Jerad Busch, Sunflower Bank jeradb@sunflowerbank.com

Chelsey Dawson, Main Street Dodge City

cfisher@dodgedev.org

- Goal: Increased awareness of existing digital resources (local and national).
- Data Needed: Resource mapping of local computer and internet access, wifi access, training and technical support.

Affordable Internet Service

Chairs – Leslie Lomas, Dodge City / Ford County Development Corporation llomas@dodgedev.org

Paul Yaroslaski, Dodge City Community College

dolphins@dc3.edu

- Goal: Increased availability of affordable internet service.
- Data Needed: Broadband service offerings by price, speed and area available.

Increased Cultural Understanding

Chair – Kathy Denhardt

kathydenhardt@gmail.com

- Goal: Increased cultural understanding through integration of the multiple cultures in Dodge City and the associated technology uses and needs.

Increased Community Involvement

Chair – Emily Sitz, Southwest Kansas Library System

esitz@swkls.org

- Goal: Increased community involvement and parental engagement via online information and communication resulting in more volunteerism in schools and general community activities.

Strengthened Adult Education

Chair - Greta Clark, Dodge City Community College

GClark@dc3.edu

- Goal: Strengthen adult education through increased digital literacy skills and access to broadband (publicly and at home) with the end goal of a technologically adaptable adult population.

Strengthened K-12 Education

Chair – Mischel Miller, USD #443

miller.mischel@usd443.org

- Goal: Community resources supporting K-12 technology initiatives, particularly community involvement in K-12 technology and at home and public Internet access.

Improved Digital Access to Local Resources & Information

Chair – Sheila Grayson, Dodge City Volunteer Center

sgrayson53@cox.net

- Goal: Increased access to local information including transportation, housing, religious services, and businesses.

Working Group Tasks

1. Confirm or revise the above goal which should support the initiative's long-term goal.
2. Create a demonstration project that meets the initiative's short-term goal.

3. Recruit additional working group members.

Kansas Department of Commerce Support Requests

1. A complete list of Internet service providers (wireline and wireless including cellular), real speeds, data caps and costs (including limited time offers and bundled packages).
2. A complete list of free public Internet access locations and the hours of availability.
3. Compilation of existing broadband usage including the Dodge City Public Library's data on their public usage and the Dodge City Community College's data on devices used by students to access the DCCC network.

Steering Committee

Cathy Reeves, Dodge City Public Library

Jane Longmeyer, City of Dodge City

Greta Clark, Dodge City Community College

Terry Adams, Western Plains Medical Complex

Mischel Miller, USD #443

Thad Russell, Dodge City Community College

Emily Sitz, Southwest Kansas Library System

Jerad Busch, Sunflower Bank

Chelsey Dawson, Main Street Dodge City

Leslie Lomas, Dodge City / Ford County Development Corporation

Sheila Grayson, Dodge City Volunteer Center

Steering Committee Meetings

- Initial Steering Committee Meeting held August 20, 2013.
- Future meetings will be held on the 3rd Tuesday of the month at noon at the Dodge City Public Library. Upcoming meetings: September 17 and October 15, 2013.

Digital Dodge City

Overview – July 2013

The Dodge City Public Library, The City of Dodge City and the Dodge City Community College have been leading “Digital Dodge City,” a community wide initiative to determine the digital future of Dodge City. Community leaders have participated in public events and completed a “stakeholder alignment” survey to help define Dodge City’s current and future needs, as well as the resources necessary to ensure community members have access to and understand how to use information technology. The objective is to stimulate community-wide discussion and engage diverse stakeholders in planning efforts to create and support a healthy, prosperous and cohesive 21st century community – not leaving people behind as Dodge City matches the accelerating pace of technological change.



Overview

Scope

- Community initiative aimed at expanding access to and use of information technology.

Stage

- Formation.

Location

- Dodge City and surrounding Ford County, Kansas.

Stakeholders

Lead Local Institutions and Organizations

- Dodge City Government
- Dodge City Library
- Dodge City Community College

Supporting External Institutions and Organizations

- Institute for Library and Museum Services (ILMS)
- OCLC
- Kansas Statewide Broadband Initiative
- Center for Digital Inclusion, University of Illinois at Urbana-Champaign
- WayMark Systems

Different Types of Stakeholders Involved

- 31 different types of stakeholders:
 1. Local City and County Govt (general)
 2. Elected City Officials
 3. Public Agencies (general)
 4. Library Staff/Leadership
 5. K-12 School Educators/Administrators
 6. Higher Ed, Community College Educators/Administrators
 7. Higher Education, University Educators/Administrators
 8. Adult Education Training and Devt. Program
Educators/Administrators
 9. Economic Development Agency Staff/Leadership
 10. Community Center Staff/Leadership
 11. Public Housing Agency Staff/Leadership
 12. Regulatory Govt Agency Staff/Leadership
 13. Other Public Agency Staff/Leadership
 14. Not-for-profit Community-Based Organizations (general)

15. Not-for-profit Religious Leaders
16. Not-for-profits Serving Low Income and Homeless
17. Not-for-profits Serving People with Disabilities
18. Not-for-profits Serving Ethnic Communities/Cultures
19. Not-for-profit Labor Organization Staff/Leadership
20. Other Not-for-profit
21. Business (general)
22. Broadband Service Providers
23. Technology Association Staff/Leadership
24. Chambers of Commerce and Other Business Groups
25. Other Business Organization Staff/Leadership
26. Local Media (TV, Radio, Newspaper)
27. Public Energy Utility
28. Health Care Providers
29. Community Residents (general)
30. Resident in Neighborhood with High Speed Broadband
31. Resident in Neighborhood not Served by High Speed Broadband

Number of Stakeholders Surveyed

- 111 stakeholders surveyed in April/May 2013

Motivation

- Increasing access and opportunities for the most disadvantaged in society (low income, elderly, and disabled)
- Expanding educational services (K-12, technical skills, and higher education)
- Enabling local business and regional economic development
- Improving access and outcomes in health care
- Building a stronger, more resilient community
- Ensuring that Dodge City is not left behind at a time of accelerating technological change

Main Findings

Potential Points of Alignment

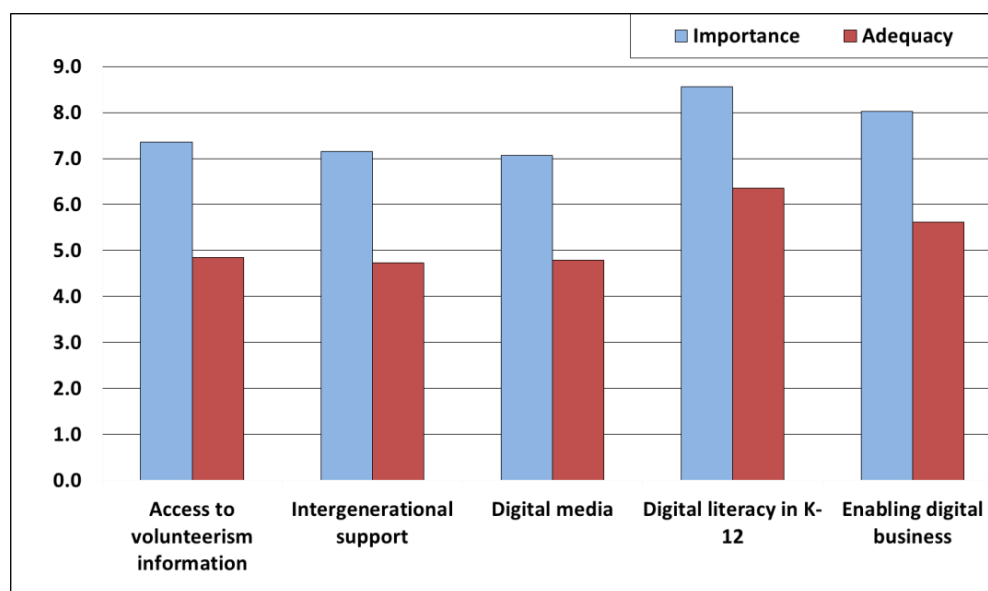
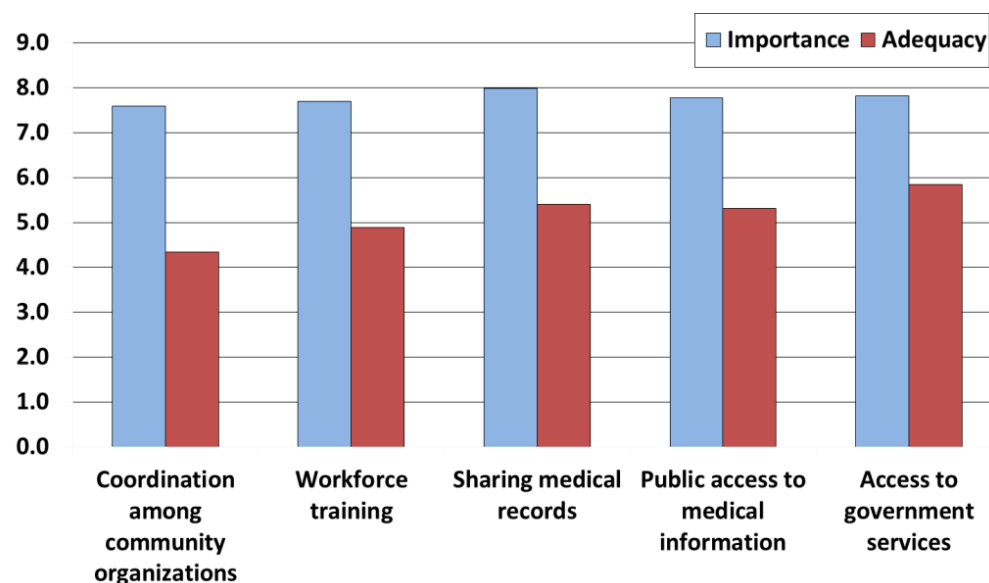
- Broad agreement on the value of increased education on digital matters.
 - *Sample comment: "Educating and enabling the entire community on a digital level would help things run more smoothly as well as break down barriers that exist here. . ."*
- A generally shared value on increasing opportunities for the most disadvantaged and bridging across cultures in society through access to digital resources.
 - *Sample comment: "There is a definite divide between demographics in Dodge City and people want to change that."*
- A generally shared value on increasing capabilities at all levels of the education system so students are better prepared for a digital economy.

- *Sample comment: "That technological literacy is necessary for full inclusion in the community. That folks who don't have digital literacy are at a disadvantage. That digital literacy is a necessary skill for the future"*
- A generally shared value on improving the lives of community residents though increased digital services from public and private sectors.
 - *Sample comment: "Desire to improve the lives of residents."*
- A broadly shared view that increased coordination is needed among community organizations with respect to digital technologies.
 - *Sample comment: "It is widely shared that digital access is essential. However there is no coordinated strategy for moving the community toward such access." Also, see the chart below for quantitative data reinforcing the importance of this issue.*
- Top priorities for digital services to be made more broadly available are: K-12 Education Programs, College and University Education Programs, Health Care Information, Public Safety Information, and Workforce Training.
 - *See the "leader board" in the full report on page 23.*

Potential Points of Misalignment

- A key point of contention involves questioning the role of the public sector in facilitating digital inclusion – raising questions about alternative use of public resources.
 - *Sample comment: "To what extent should tax payers' money as well as grant money go to providing low income, disabled, or senior citizen households with information and/or Internet access?"*
- A second point of contention involves questioning what are seen as "cross subsidies" with private sector fees for digital services.
 - *Sample comment: "I think that internet access is still a privilege, and I am not willing to pay more for my access just so lower-income families and such do not have to pay or get a reduced cost for theirs."*
- ***Additional note:*** On many issues there is a core group of 4-6 stakeholders (out of 111) with very negative views, with over a dozen stakeholders holding negative views on some issues.

Comparing “Importance” with current “Adequacy” on aspects of digital inclusion



Analysis: On all ten dimensions there is a substantial gap between how “important” an item is, versus how “adequate” it is at present. Digital literacy for K-12 is the most important overall. While sharing medical records electronically ranks next in importance, nearly half of the stakeholders did not respond to this item – indicating either a gap in knowledge or a reluctance to answer this question. The biggest gap between “importance” and “adequacy” is around coordination by community organizations – a key issue to address.

Process

Change Process

- Convene stakeholders

- A. Define stakeholders
- B. Survey stakeholders and share results
- C. Identify points of alignment
- D. Identify points of misalignment
- Develop a shared community understanding of digital inclusion
 - A. In-person full community meetings
 - B. Working group meetings
- Create a community action plan
- Implement the plan
- Evaluate and revise the plan

Note: The overall change process is from “Building Digital Communities.” It integrates tools and methods for stakeholder alignment from “WayMark Systems.”

Milestones As of July 2013

| OCLC Process and Associated Tasks | Q1 2013 | Q2 2013 | Q3 2013 | Q4 2013 | 2014 |
|--|---------|---------|---------|---------|------|
| Pre-Process * Selection of Dodge City as OCLC pilot. * Stakeholders defined. | | | | | |
| A. Convene stakeholders * Stakeholder alignment focus group dialogue sessions (4 in April). * Stakeholder alignment summit session (May). * Potential working groups identified. | | | | | |
| B. Develop a shared community understanding of digital inclusion * In-person meetings and online survey. * Digital Dodge City overview and full report distributed to stakeholders. * Additional data collected. | | | | | |
| C. Create a community action plan * Working group leaders and members confirmed. * Working group goals and demonstration projects defined. * Working group goals merged into a cohesive plan with reasonable milestones identified. * If necessary, funding sources identified. | | | | | |
| D. Implement the plan * Working group demonstration projects implemented. * Coordination with parallel initiatives. | | | | | |
| E. Evaluate and revise the plan * Process for evaluation and revision to be determined. | | | | | |

Immediate Next Steps – Working Groups

- ***Increased Technical Support***
 - Goal: Increased affordable technical support for all, particularly community members struggling to use digital tools.
 - Data Needed: Resource mapping of local technical support.
- ***Increased Access to Digital Resources (merged Awareness of Existing Digital Resources with Increased Access to Local Resources)***
 - Goal: Increased awareness of existing digital resources (local and national).
 - Data Needed: Resource mapping of local computer and internet access, wifi access, training and technical support.
- ***Affordable Internet Service***
 - Goal: Increased availability of affordable internet service.
 - Data Needed: Broadband service offerings by price, speed and area available.
- ***Increased Cultural Understanding***
 - Goal: Increased cultural understanding through integration of the multiple cultures in Dodge City and the associated technology uses and needs.
- ***Increased Community Involvement***
 - Goal: Increased community involvement and parental engagement resulting in more volunteerism in schools and general community activities.
- ***Local Business Strengthened***
 - Goal: Increased communication between businesses and between customers and businesses resulting in increased sales of local businesses.
 - Data Needed: Resource mapping of local business technical and social media support.
- ***Strengthened K-12 Education***
 - Goal: Community resources supporting K-12 technology initiatives, particularly community involvement in K-12 technology and at home and public internet access.