Welcome!

**The webinar will begin at 1:00 Eastern/10:00 Pacific**

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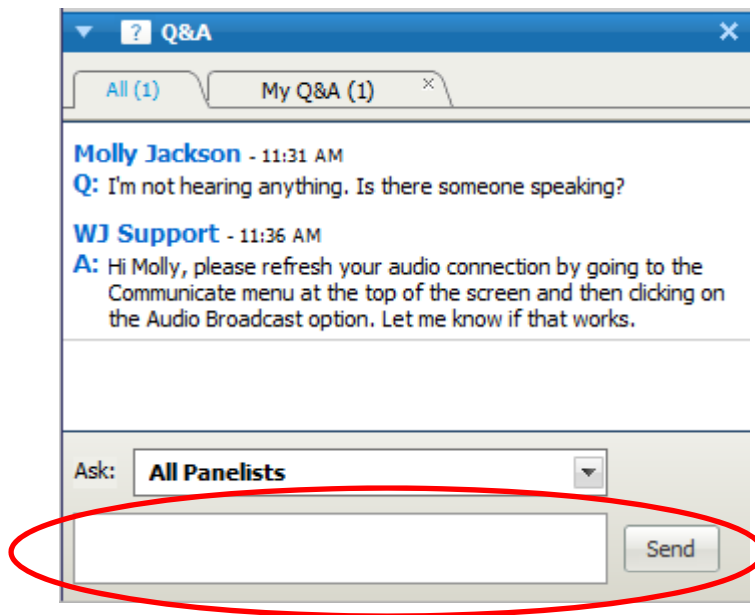**Too loud or soft?** Adjust volume level in the Audio broadcast box:

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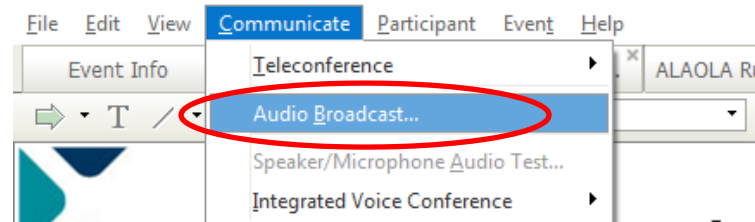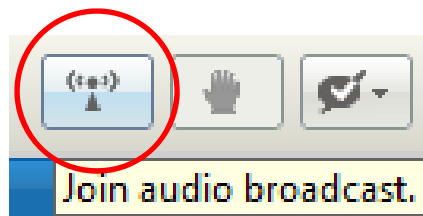
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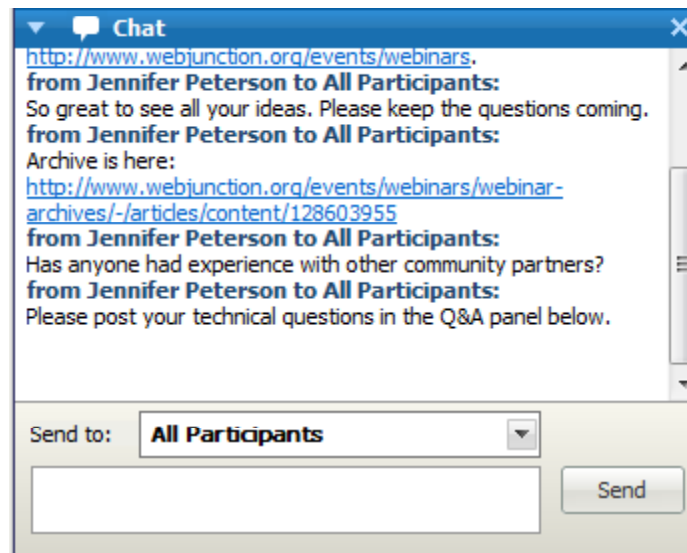**Step 1:** Type the problem in the **dialog box.**

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Do not post technical questions to Chat.

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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.

Polling in today's session

- Polls will appear in the right panel.

- Poll results columns can be adjusted.

- After poll results have been shared, minimize the poll panel and expand the chat panel.

Poll

In which sector do you most closely associate?

- Government
- Non-profit
- Business
- Library
- Other

Closed Captioning is available

- Open **Media Viewer** from Panel options.

- Adjust **font**.

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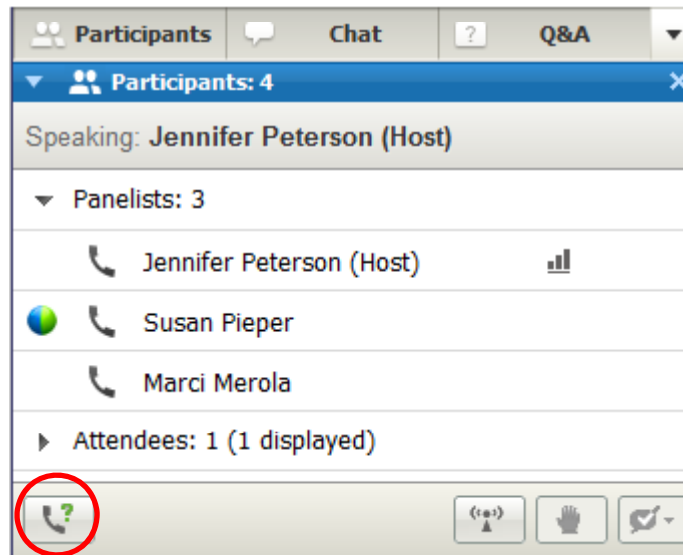
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Step 3: Enter the **Access Code** and **Attendee ID** provided.

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

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Co-Produced by:
Jennifer Peterson
WebJunction
Community Manager

Co-Produced by:
Zola Maddison
WebJunction
Project Coordinator

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Poll

In which sector do you most closely associate?

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Today's Panel

Stuart Freiman
Broadband Program Director,
Rhode Island Economic Development Corporation
sfreiman@riedc.com

Howard Boksenbaum
Chief Library Officer for Rhode Island
howard.boksenbaum@olis.ri.gov

Pam Christman
Director of User Support Services at Rhode Island College, former Chief Operation Officer at OSHEAN pchristman@ric.edu

Anne Neville
Director,
State Broadband Initiative, NTIA
ANeville@ntia.doc.gov

Angela Siefer
Digital Inclusion Program Manager, OCLC
siefera@oclc.org

Digital Inclusion

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

Building
Digital
Communities

Building Digital Communities

Convene Stakeholders

↓

Develop a Shared Community Understanding of Digital Inclusion

↓

Create a Community Action Plan

↓

Implement the Plan

↓

Evaluate and Revise the Plan

Stakeholder Engagement: Setting the Stage

Two Paths Converge

Path One 2004 – 2007

- RI-WINS (Rhode Island Wireless Innovation Networks)

- Engaged stakeholders from across Rhode Island to explore the idea of a statewide wireless network and the potential innovation that it could generate.

Path Two   2009 – Present

- Broadband Data Improvement Act

- American Recovery and Reinvestment Act

- National Broadband Plan

Mission of 2009 Federal Broadband Initiatives

- Build new broadband infrastructure in rural locations and improve access for community anchor institutions.

- Promote sustainable broadband adoption (digital literacy) and fund new computer centers.

- Collect broadband services data nationwide.

- Build states' capacity to understand and deal with issues regarding broadband adoption and digital literacy.

State Broadband Data and Development (SBBD)

NTIA Request

"Develop the state's capacity and capability to understand and address the value and use of the Internet in 21st century society"

RIEDC Response

"Develop and execute a strategic planning initiative that includes all sectors of the state's economy to analyze the broadband data collected, develop an inventory of current broadband-focused resources in the state and determine the priorities and agenda for the state as it relates to broadband. This will help educate these organizations and drive consensus about priorities for the state."

Broadband Rhode Island (BBRI)

- Priority for us to implement federal initiatives at a state level

- The *National Broadband Plan* provided an excellent roadmap for the issues
  - Ideas and data in plan corroborated with DATA in plan corroborated with our experience on RI-WINS

- The Institute of Museum and Library Services (IMLS) document entitled *Building Digital Communities: Framework for Action* provides an excellent framework and context for engaging your community in this process

- There is **a lot** of info out there now to help you get started

BBRI Public Policy Engagement Process

BBRI and New Commons (consultant) conduct project planning.

A core group of 10 people met three times to create elements of the vision, produce the first list of strategic initiatives and draft initial policies.

A public forum of 89 attendees brainstormed external conditions and proposed essential policies and initiatives.

A working group of approximately 25 individuals met three times to integrate and prioritize the insights of the core group and the forum participants.

Policy paper was produced and continues to be presented to state officials and stakeholders.

Steps in Engaging Stakeholders

Step 1: Identify

- Who can help move the needle?
- Who has skin in the game?
- Who are evangelists/champions

Step 2: Convene

- Meaningful, open, facilitated
- Can they all agree?

Step 3: Keep Them Engaged

- Regular communications to keep them engaged.
- E-mail, e-blasts, Google Groups, etc.

Step 4: Document, Publish and Promote Agenda

- Tell the story, take pictures!
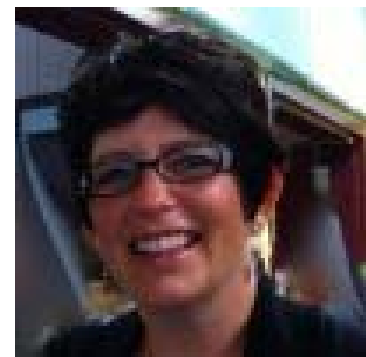- Figure out who owns what.
- Establish buy-in.

From the Stakeholder's Perspective

- Meets organizational mission.
- I was heard.
- Organized process respected my time.
- Built upon my existing and newly developed relationships.
- Collaborating not coordinating.
- Involvement of elected officials.

Howard Boksenbaum

Pam Christman

BBRI Stakeholder Engagement in National Context

- RI model is great example of what works; draws ideas through sustained and one-time engagement activities. This method increases the likelihood of diverse opinions/new ideas.

- Top-down planning doesn't work, but states or regional groups can provide resources, statistics, funding information etc.

- Identify stakeholders, assess, envision, prioritize, implement.

- Look in new places if you want more than the usual stakeholders.

- SBI funded regional and local technology planning in many states.

- Check at ntia.doc.gov/sbdd to see if SBI is funding regional planning in your state (Note: In MN, BTOP funded planning through the Blandin Foundation and in CA, the PUC is funding regional planning).

Lessons We Can Learn from Rhode Island

- Mid-level management of government agencies is just as valuable as agency directors and elected officials.

- Defining the stakeholders and engaging them through the process is time consuming but well worth the effort.

- Impacting multiple small policy changes has cumulative effect.

- The relationship building that occurred during the stakeholder process led to partnerships and projects increasing digital inclusion in Rhode Island.

Questions?