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And if you’re tweeting, use these hashtags: #wjwebinar #digitalinclusion
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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
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And to the Bill & Melinda Gates Foundation for their continued support of WebJunction.
Poll

In which sector do you most closely associate?

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Today’s Panel

**Stuart Freiman**  
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Digital Inclusion

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

1. Convene Stakeholders
2. Develop a Shared Community Understanding of Digital Inclusion
3. Create a Community Action Plan
4. Implement the Plan
5. 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.
NTIA Request

“Develop the state’s capacity and capability to understand and address the value and use of the Internet in 21\textsuperscript{st} 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.”
• 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

- IR 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](http://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.
Prioritizing the policy areas of the 12 vs what are your top 3?

- Art & culture
- Community development, inc. libraries
- Digital literacy (e-read)
- Ecom development, micro-enterprise, economic development
- Education (all levels)
- Government
- Health care
- Public safety
- Research, knowledge creation
- Socializing, connecting
- Sustainability

- Prioritize those with disabilities
- Prioritize those with English as a 2nd language
- Suggested frame: diverse needs of users
- Other policies (universal) to address

Questions?