

Reference Guide to National Projects: Digital Literacy, Broadband Adoption, and Digital Inclusion



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National projects associated with digital inclusion, digital literacy, and broadband adoption

This brief reference guide provides basic information for state and local libraries about current national projects associated with digital inclusion, digital literacy, and broadband adoption. Each project profile features a summary followed by project details and reference information. Project profiles are arranged in alphabetical order by project funder, then by project name. An overview chart captures the focus areas for each project to make it easy to find projects of interest.

This version of the guide is current as of May 2013. The guide will be updated at least semi-annually to provide the latest information on the projects profiled as well as any new projects that emerge at the national level. The Chief Officers of State Libraries Agencies (COSLA) created this guide through its Public Access Technology Community, which is generously supported by a grant from the Bill & Melinda Gates Foundation. Please contact Karen Strege at kstrege@msn.com if you have any questions or suggestions for this reference guide.

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| Schools, Health & Libraries Broadband Coalition (SHLB) | • | • | | • | • | | | | | | |
| The Promise of Libraries Transforming Communities | | | | | | | | | | | Library-led community engagement |

ALA's Office for Information Technology Policy Digital Literacy Task Force



Project Summary

The task force is charged with looking at digital literacy training activities across school, public, and academic libraries to understand the needs of librarians, the types of programming offered, and the role the libraries play in their communities.

Core Program Purpose(s)

- Digital Literacy/Tech Training

Administrator Information

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Project website: In progress but will be:
www.ala.org/offices/olos

Links to Project Resources: Archived virtual meetings available at www.districtdispatch.org/digilit12/. The task force recommendations will be available at the end of May 2013 and will be available through OITP's website, www.ala.org/offices/oitp.

Project Details

Project Funded by: American Library Association

Project Term: The task force ended at ALA's 2013 Midwinter meeting

Project Purpose: Beyond learning about current library digital literacy activities, the task force focused on national policy initiatives to make sure libraries were included. A secondary focus was to start discussions among librarians about promising practices in providing digital literacy programs, professional development needs, and developing partnerships outside of the library community.

Formal Partners: The task force consisted of representatives from many ALA units including AASL, YALSA, PLA, ACRL, OIF, LITA, Committee on Literacy, COSLA, and OITP Advisory Committee

Target Audience: ALA members, national policy makers

Major Milestones: The task force held several programs at ALA conferences and most recently had two virtual conversations—the first on creating a culture of learning and the second on assessment.

Major Deliverables: The task force's report is available at <http://connect.ala.org/node/140464>

Broadband Technology Opportunities Program: Broadband Adoption Toolkit



Project Summary

A free collection of best practices in outreach, training, curriculum, and home broadband access based on the experience of BTOP grantees. Practical tools and tips for program implementation.

Core Program Purpose(s)

- Broadband Internet Service: Homes
- Computing Devices (e.g., computers, tablets): Home/personal
- Digital Literacy/Tech Training
- Broadband Outreach/Education
- Tech Accessibility (e.g., ADA compliance)
- Affordable home broadband access

Administrator Information

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202-482-1851

Project website: <http://www2.ntia.doc.gov>

Link to list of state or regional administrator(s):

Toolkit is published on BTOP web site at
<http://www2.ntia.doc.gov/BTOP-Reports>

Links to Project Resources: Toolkit is published on BTOP web site at <http://www2.ntia.doc.gov/BTOP-Reports>

Project Details

Project Funded by: National Telecommunications and Information Administration, US Dept. of Commerce

Project Term: Publication, May 2013

Project Purpose: Share practical implementation strategies with any organization promoting home broadband adoption and digital literacy training.

Target Audience: Any organization working on broadband adoption and digital literacy, particularly for low-income or other disadvantaged populations (e.g. seniors, immigrants, minorities).

Major Milestones: Publication May 2013

Major Deliverables: PDF version of Toolkit

State Library Participation Possibilities: State libraries can disseminate to local libraries, use the Toolkit in training and professional development, share with other state agencies that are broadband stakeholders, and add to an ongoing collection of best practices.

Benefits for Communities and Individuals: Using proven practices will reduce cost and add to impact of broadband adoption programs, including outreach, education and training.

Benefits for Local Libraries: Local libraries can use it in training and outreach activities and can partner with other community organizations to incorporate new ideas.

Building Digital Communities: Pilot



Project Summary

Building Digital Communities: This IMLS-funded project supports and documents the efforts of local leadership teams in pilot communities who are leading local community efforts to increase information technology access and use. To support these communities and further the knowledge base, OCLC's WebJunction is **hosting resources online**, developing a case study of the stakeholder engagement process in Rhode Island, and convening **webinars**. Recognizing that digital inclusion strategies must be community-wide and the need for information dissemination, all resources and webinars are available to the public.

Building Digital Communities: Framework in Action provides the guidance and structure for these pilot communities. The first step recommended in the framework is to "Convene Stakeholders". As we have learned from our case study of Broadband Rhode Island, engaging stakeholders requires a well-planned process that truly hears the stakeholders, carefully documents the outcomes and helps build relationships.

OCLC has partnered with the **University of Illinois Center for Digital Inclusion** and **Waymark Systems** to create a digital inclusion stakeholder alignment process. The objective is to stimulate community wide discussion and planning efforts to create and support healthy, prosperous and cohesive 21st century communities. The process is being piloted first in Dodge City, Kansas led by Cathy Reeves, Director of the Dodge City Public Library, Jane Longmeyer, Public Relations Manager at City of Dodge City and Greta Clark, Professor and Director of Multicultural Education at Dodge City Community College.

Core Program Purpose(s)

- Needs Assessment and Planning: Community

Administrator Information

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Project website: www.webjunction.org/explore-topics/building-digital-communities.html

Links to Project Resources:

www.webjunction.org/explore-topics/digital-inclusion.html

www.webjunction.org/documents/webjunction/Engaging_Stakeholders_Dodge_City.html

www.dodgeglobe.com/article/20130424/NEWS/130429606

www.webjunction.org/events/webjunction/Engaging_Stakeholders_Digitally_Inclusive_Community.html

www.webjunction.org/events/webjunction/Broadband_Adoption_Toolkit.html

www.webjunction.org/news/webjunction/engaging_stakeholders_bbri_case_study.html

Project Details

Project Funded by: Institute of Museum and Library Services

Project Term: November 2011–October 2013

Project Purpose: Develop community-wide collaborations that increase the access and use of information technology.

Formal Partners: ICMA, University of Illinois, Champaign-Urbana, Waymark Systems and TechSoup Global

Target Audience: Libraries, community-based organizations and local government

Major Milestones:

- The Dodge City Public Library, Dodge City Community College and City of Dodge City hosted four initial stakeholder alignment meetings in April 2013 with a total of 63 stakeholders participating.
- Webinar: Engaging Stakeholders, the first step to creating a digitally inclusive community held April 2013.
- Webinar scheduled May 22: Broadband Adoption Toolkit
- Case Study: Engaging Stakeholders, the First Step to Increasing Digital Inclusion; a Case Study of Broadband Rhode Island

Major Deliverables:

- National webinars
- Case studies
- Documentation of pilot communities and other digital inclusion collaborative efforts

State Library Participation Possibilities: Use of online resources, participation in webinars, source of model examples, identification of potential future pilot communities.

Benefits for Communities and Individuals: Increased online participation leading to cohesive 21st century communities.

Benefits for Local Libraries: Resources supporting local digital inclusion collaboration, particularly those encouraging libraries as leaders of local collaborations.

Comcast Internet Essentials



Project Summary

Bring low-cost internet service, a computer, and training to families with at least one child receiving free or reduced price school lunches. Internet Essentials is available to qualified households in Comcast service areas.

Core Program Purpose(s)

- Broadband Internet Service: Homes
- Computing Devices (e.g., computers, tablets): Home/personal
- Digital Literacy/Tech Training

Administrator Information

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Project website: www.internetessentials.com

Links to Project Resources: Internet Essentials Annual Report www.internetessentialspartner.com/Login.aspx

Project Details

Project Funded by: Comcast

Project Term: Comcast will accept new customers into Internet Essentials for three full school years; the program started in September 2011 and is scheduled to continue until the end of the 2013–14 school year.

Project Purpose: Bring low-cost internet service, a computer, and training to families with at least one child receiving free or reduced price school lunches. Internet Essentials is available to qualified households in Comcast service areas.

Formal Partners: Under an agreement with the Department of Labor, Comcast will provide information about Internet Essentials at American Job Centers. Comcast also collaborates with Connect2Compete to offer program participants the opportunity to purchase a low-cost desktop or laptop.

Target Audience: Low-income households with school-age children

Major Milestones:

- Comcast launched the project in August 2011.
- As of February 2013, 150,000 households participate.

Major Deliverables:

- Educators, community organizations, and others can be Internet Essentials partners.
- Partners have access to a Partner Portal including a full suite of communications tools and resources.
- Partners can download, order, and have the resources shipped at no charge.
- Low-cost home broadband.
- Low-cost computers for home.
- Digital training.

State Library Participation Possibilities: Under an agreement with the Department of Labor, Comcast will provide information about Internet Essentials at American Job Centers.

Benefits for Communities and Individuals: Home access to the Internet

Benefits for Local Libraries: After April 2012, Comcast shifted the in-person training component from a Comcast-designed curriculum to a paid sponsorship model of local organizations offering digital literacy training.

Connect2Compete



Project Summary

Connect2Compete has two main pillars. The first is a national ad campaign, “Everyone On,” to ensure that all Americans have access to free digital literacy training. The second is to promote discounted internet and computer devices for low income families, through programs such as Comcast’s Internet Essentials.

Core Program Purpose(s)

- Broadband Internet Service: Homes
- Computing Devices (e.g., computers, tablets): Home/personal
- Digital Literacy/Tech Training
- Broadband Outreach/Education
- Data and Evaluation
- Advocacy

Administrator Information

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Project website: www.EveryoneOn.org

EveryoneOn website: <http://everyoneon.adcouncil.org/>

Project Details

Project Funded by: Primarily private funds, however IMLS is a funder and board member

Project Term: March 21, 2013–March 20, 2016

Project Purpose: Connect2Compete is an unprecedented collaboration of government, corporate, philanthropic and community leaders committed to harnessing technology, especially the transformational power of the Internet, to improve the lives of low-income Americans and their ability to thrive in the global economy.

Formal Partners: Federal Communications Commission, the Public and American Library Associations, IMLS, American Job Centers, HUD, DOE, Goodwill, 4H, Boys & Girls Club, AAJC, LULAC, NUL, United Way, NCTA, Microsoft, GoodPC

Target Audience: Working age adults who are not taking full advantage of the internet and its tools

Major Milestones:

- In 2012, C2C launched 1,000 pilots across 20 states.
- In 2013, C2C will work to have free digital literacy and discounted internet and device offers nationwide.

Major Deliverables: National ad campaign launched on March 21, 2013

State Library Participation Possibilities: Advocacy and education of the program to the library network. Encourage library systems to leverage the campaign to increase the visibility of its branches as a place for digital learning.

Benefits for Communities and Individuals: Increased access to digital literacy training. Low cost broadband and computer offers for home.



Project Summary

The DigitalLearn.org site from The Public Library Association is an online hub for digital literacy support and resources for libraries and other community organizations. This project is being funded with support from the Institute of Museum and Library Services and in conjunction with COSLA and ALA OITP. The site will include self-directed tutorials for end-users as well as resources and a community of practice for digital literacy support providers and trainers.

Core Program Purpose(s)

- Digital Literacy/Tech Training

Administrator Information

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Project website: www.digitalllearn.org/

Project Details

Project Funded by: Institute of Museum and Library Services (IMLS)

Project Term: This project is funded as a 2-year grant, but will be supported in the long-term by the Public Library Association.

Project Purpose: To provide a one-stop shop for digital literacy support and resources for libraries and other community organizations.

Formal Partners: COSLA, ALA OITP

Target Audience: Digital literacy support providers, trainers, and the end-users they work with in libraries and other community organizations.

Major Milestones: The beta launch of site took place on March 21, 2013. June 30, 2013 will be the launch of the full site with the community of practice.

State Library Participation Possibilities: State Libraries are invited to share resources, insights, ideas, and more to this website through engagement with the community of practice. Additionally, state libraries are important for supporting increased awareness and engagement from the library community of their state.

Benefits for Local Libraries: This resource provides libraries with the ability to find and share resources, have conversations, and work collaboratively with others that support digital literacy.

Digital Literacy and Broadband Adoption



Project Summary

OCLC is operating a planning program that engages the state library agencies of Illinois, Mississippi and West Virginia in an exploration of state and public library capacity to strengthen and contribute to national partnerships that promote broadband adoption. The activities will allow public and state libraries to (1) understand and influence public awareness campaigns for national broadband adoption, (2) connect and align their expertise and capacity with broadband adoption initiatives, including resources that may be established by Connect2Compete, and (3) prepare to meet increased public demand by expanding digital literacy services and by leveraging national training and digital content resources. A final product of the grant work will be recommendations for how public and state libraries can effectively play an integral role in national digital inclusion and broadband adoption efforts and a guidebook of resources and information to support state libraries.

Core Program Purpose(s)

- Broadband Infrastructure
- Digital Literacy/Tech Training
- Broadband Outreach/Education

Administrator Information

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Project Details

Project Funded by: Institute of Museum and Library Services

Project Term: June 1, 2012 through May 30, 2013

Project Purpose: Explore state and public library capacity to strengthen and contribute to national partnerships that promote broadband adoption and digital literacy.

Formal Partners: Connect2Compete, Illinois State Library, Mississippi Library Commission, West Virginia Library Commission

Target Audience: State library agencies

Major Deliverables:

- Libraries are aware of, understand, and influence the national public awareness campaigns from Connect2Compete.
- Create and distribute a state library guidebook that identifies models for building state and public library capacity for meeting digital literacy needs which will highlight project partners in Illinois, Mississippi and West Virginia.
- Create recommendations for library activities that can be scaled nationally and leveraged with national partnerships
- Create state and public library awareness of the national Ad Council campaign to encourage the development of digital literacy skills which launched in March 2013.

State Library Participation Possibilities:

- State library staff can participate in webinars that share information about the details of the Connect2Compete Ad Council campaign.
- State library staff are invited to participate in webinars that share the project findings, including the resources and recommendations that surfaced.

Benefits for Communities and Individuals: Increased access to digital literacy training through public libraries.

Project Summary

DigitalLiteracy.gov is an online portal designed to share and enhance the tools necessary to learn computer and Internet skills. The portal's goal is to be an aid in creating a learning society in a global economy.

Core Program Purpose(s)

- Digital Literacy/Tech Training
- Broadband Outreach/Education

Administrator Information

Project website: www.digitalliteracy.gov/

Project Details

Project Funded by: NTIA and supported by 8 other federal agencies

Project Term: N/A

Project Purpose: DigitalLiteracy.gov is an online portal designed to share and enhance the tools necessary to learn computer and Internet skills. It is a central space where practitioners in service-oriented organizations—such as libraries, schools, community centers, community colleges, and workforce training centers—can find and share digital literacy content and practices.

Formal Partners: Department of Commerce—NTIA, Department of Education, Corporation for National and Community Service, Federal Communications Commission,

Institute of Museum and Library Services, Department of Agriculture, Department of Energy, Department of Health and Human Services, Department of Housing and Urban Development, Department of Labor. Additionally several outside partners assisted in developing features for the site. These included The American Library Association, The MacArthur Foundation and a number of BTOP grantee organizations

Target Audience: Practitioners in service-oriented organizations and the general public

Major Milestones:

- Portal launched in May 2011
- Portal introduced at ALA Annual in June 2011

Major Deliverables: Portal

State Library Participation Possibilities: Can continue to encourage their libraries to contribute content

Benefits for Communities and Individuals: Increased access to digital literacy training materials and information

Benefits for Local Libraries: Resources to use for in-house training and to advise library patrons

Edge Initiative



Project Summary

Edge is an innovative management and leadership tool for all public libraries. It provides powerful new strategies and tools to help libraries strengthen public access technology services that benefit their communities.

Core Program Purpose(s)

- Needs Assessment and Planning: Organization
- Needs Assessment and Planning: Community
- Data and Evaluation
- Advocacy

Administrator Information

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Project website: www.libraryedge.org/

Links to Project Resources: Available on project's website

Project Details

Project Funded by: The Bill & Melinda Gates Foundation

Project Term: The Edge Initiative began development in early 2011 and will be available to libraries nationwide in January 2014.

Project Purpose: All people should have opportunities to enrich and improve their lives through open access to exceptional information, communication and technology services available in public libraries. Edge provides tools and resources that library leaders can use to engage their staff, local government officials and other partners in assessing and strengthening public access technology in public libraries, and connecting technology in libraries with achieving community and local government priorities.

Formal Partners:

The Edge Initiative has been developed by coalition of leading library and government organizations including:

- Urban Libraries Council (Lead Agency for the Edge Initiative)

- American Library Association's Office for Information Technology Policy
- Bill and Melinda Gates Foundation
- International City/County Management Association
- Lyrisis
- OCLC's WebJunction
- Public Library Association
- State library agencies in California, Oklahoma, and Texas
- TechSoup Global
- Universities of Washington and Maryland

Target Audience: Public Libraries, State Libraries, State and Local Governments.

Major Milestones:

- Edge Benchmarks released January 2013.
- In June 2013, seven states will participate in a soft launch of the Edge Initiative: California, Connecticut, Illinois, North Carolina, Oklahoma, Pennsylvania, and Texas. Approximately 150 libraries across these states will complete the Edge online assessment, develop action plans and participate in training.
- The Edge Toolkit will be available to public libraries nationwide in January 2014.

Major Deliverables:

Edge is a suite of tools that help public libraries:

- Assess current public access technology and how it's used
- Identify ways to strengthen or enhance public access technology
- Engage with key leaders about the value of the public library in strengthening communities

Delivered in an online environment, the Edge Toolkit includes:

- **The Benchmarks Version 1.0**
- **Assessment tool** for collecting and reporting library data
- A **resource guide** and **case studies** for understanding results and ways to strengthen the library
- **Training** for public library staff
- **Communications tools**
- **Executive tools** for engaging key community leaders

State Library Participation Possibilities: State Libraries will be provided with access (via an online account) to view data and create reports from libraries in their state that participate in the Edge Initiative. This will help State Libraries with planning activities, identifying training needs, communicating with state executive and legislative branches, and developing funding strategies and approaches.

State Libraries can also participate by educating their public libraries about the Edge Initiative and providing conference/programming opportunities at state convenings. In addition, State Libraries may consider building a network of Edge library users in their states and assist those libraries with understanding how they may utilize their assessment results.

Benefits for Communities and Individuals: Providing high-quality public access to computers, the Internet, and technology training improves the lives of all individuals and ultimately enhances all communities. Edge helps libraries align these services with community priorities and local government strategic goals like literacy, economic development and health and wellness.

Benefits for Local Libraries: Edge assists public library staff with making strategic decisions about how to enhance their digital and technology services. The Edge Toolkit is easy to use and helps library staff with work they are already doing. Through Edge, library staff will receive tools and training, not only to strengthen the critical services libraries provide, but to also help them shape the library's story and share the value to the community.

Impact Survey



Project Summary

The Impact Survey is an online tool that will make the “Opportunity for All” survey instrument available to all public libraries to use for data collection with their online and public access technology users. The tool will allow libraries to easily link to the online survey, deliver it to their patrons, and immediately download the analyzed results in a variety of useful reports, presentations, and handouts. Libraries will also be able to download their full survey results if they wish to do additional analysis. State libraries will have access to the aggregate data from their states, as well as special reports designed for their purposes. This project will fuel enhanced evaluation and advocacy efforts in public libraries by allowing them an easy way to find out how their patrons are using library technology and the impact of that use on patrons and the community.

Core Program Purpose(s)

- Needs Assessment and Planning: Organization
- Needs Assessment and Planning: Community
- Data and Evaluation
- Advocacy

Administrator Information

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Project website: www.impactsurvey.org

Links to Project Resources: Available on project’s website

Project Details

Project Funded by: The Bill & Melinda Gates Foundation; the University of Washington

Project Term: This will be an ongoing project. Impact Survey is intended to be used by libraries annually.

Project Purpose: To provide public libraries with an easy way to survey their patrons about their use of library technology. The system also aims to ease the burden of analyzing survey results and creating reports by providing libraries with a variety of documents with their results in attractive and useful formats.

Formal Partners: The Impact Survey is working closely with the Edge Initiative to provide tools to libraries that will help them fulfill Edge benchmarks in the areas of needs assessment, evaluation, and advocacy.

Target Audience: Public libraries and state library agencies

Major Milestones:

- The new online portal will go online June 20, 2013.
- A pilot launch of the survey tool will take place in July with volunteer libraries and some Edge Soft Launch participants.
- The tool is expected to be available to all libraries by August 2013.

Major Deliverables: The Impact Survey tool will provide:

- A user friendly account management system for individual library systems and state libraries
- A variety of easy methods for linking to the survey
- Reports for internal use, reports to provide to governing bodies, presentations, newsletter articles, and more.
- Instructional materials on how to use Impact Survey results to advocate for the library
- Support for libraries participating the Edge Initiative

State Library Participation Possibilities: We can coordinate statewide efforts to administer the Impact Survey through public libraries. We will also provide access for state libraries to the survey results of participating libraries, including all the predefined reports and the ability to download the full data set for additional analysis.

Benefits for Communities and Individuals: Libraries will be able to show their communities the impact of providing public library technology which will aid in advocacy efforts. Libraries will also be able to use the survey data to better understand the needs of their patrons and better tailor their services to their needs.

Benefits for Local Libraries: Local libraries will be relieved of the burden of designing, programming, and analyzing the results of patron surveys. The Impact Survey provides all this instantly with the library needing only to register and insert a small piece of code in their website.

Internet2 K20 Initiative



Project Summary

As part of Internet2's U.S. UCAN effort, the National Internet2 K20 Initiative focuses on bringing together Internet2 member institutions and innovators from primary and secondary schools, colleges and universities, libraries, and museums to explore the use of advanced networking enabled technologies, applications, middleware, and content to all educational sectors, as quickly and connectedly as possible.

Core Program Purpose(s)

- Broadband Infrastructure
- Broadband Internet Service: Anchor institutions
- Digital Literacy/Tech Training
- Broadband Outreach/Education
- Needs Assessment and Planning: Organization
- Needs Assessment and Planning: Community
- Data and Evaluation
- Advocacy
- Advanced Network Enabled Applications

Administrator Information

James Werle
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(360) 499-2069

Project website: www.internet2.edu/k20/

Link to list of state or regional administrator(s):
<http://k20.internet2.edu/about/advisory>

Links to Project Resources: <http://k20.internet2.edu/>

Project Details

Project Funded by: Internet2

Project Term: Ongoing

Project Purpose: Connect public libraries and other community anchor institutions (CAI) to the global fabric of not for profit advanced R&E networks at the state, national, and international level. Explore the uses of these

networks, and the advanced applications and services they enable, to further the community service missions of the connecting organizations.

Target Audience: Practitioners from public libraries, primary and secondary schools, colleges and universities, museums, public media, and the R&E networking community in the United States and internationally.

Major Milestones: Currently connects over 66,000 CAIs to Internet2 via 41 state and regional R&E networks nationwide.

Major Deliverables:

- Developing a social networking platform specifically for connecting people interested in R&E network enabled advanced applications, projects, and services. Scheduled for release in Spring 2013 at <http://k20.internet2.edu>.
- Conducting a survey to better understand CAI connectivity to R&E networks nationwide.

State Library Participation Possibilities: State library representatives are welcome to join our community of practice aimed at furthering the use of high capacity broadband connectivity for libraries and all community anchor organizations.

Benefits for Communities and Individuals: Access to increased broadband capacity, technical expertise, and a robust community of practice.

Benefits for Local Libraries: This effort is an opportunity to increase broadband capacity, literacy, and explore the uses of advanced applications and services enabled by high capacity not for profit R&E networks.

Internet2 U.S. Unified Community Anchor Network (U.S. UCAN)



Project Summary

The United States Unified Community Anchor Network (U.S. UCAN) is an Internet2 program working with regional research and education networks across the country to connect community anchor institutions, including schools, libraries, health care facilities and other public institutions, to advanced broadband capabilities.

Core Program Purpose(s)

- Broadband Infrastructure
- Broadband Internet Service: anchor institutions
- Broadband Outreach/Education
- Advocacy

Administrator Information

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(202) 721-1054

Project website: www.usucan.org/

Link to list of state or regional administrator(s):

Robert Bocher, ALA representative
www.ala.org/offices/oitp/people/oitpfellows

Links to Project Resources: See the various links off the main U.S. UCAN website at www.usucan.org/

Project Details

Project Funded by: National Telecommunications and Information Administration (NTIA)

Project Term: Ongoing, no set term.

Project Purpose: Helping connect community anchor institutions, including schools, libraries, health care facilities and other public institutions, to advanced broadband capabilities.

Formal Partners: For partners others than library organizations please see:
www.usucan.org/about/partners.cfm

Libraries:

- American Library Association (ALA)
- Public Library Association (PLA)
- Chief Officers of State Library Agencies (COSLA)
- Schools, Health and Library Broadband Coalition (SHLB)

Government:

- National Association of Telecommunications Officers and Advisors (NATOA)
- National Association of State CIOs (NASCIO)

Target Audience: Community anchor institutions, including schools, libraries, health care facilities and other public institutions.

Major Milestones:

- **2011:** Report released by the Task Force on Community Anchor Network Economic Models
- **2012:** Susannah Spellman named Executive Director. Appointment of Advisory Council. (Robert Bocher represents ALA on the council).
- **2013:** Community Anchor Connections Survey, to identify anchors, including libraries connected to U.S. UCAN, launched with regional network partners, results to be public Summer 2013.

Major Deliverables:

- Report released by the Task Force on Community Anchor Network Economic Models.

- In 2013 the Advisory Council will move forward to address the broadband needs of community anchor institutions.
- Update and re-launch of Muse (k20.internet2.edu), an online collaboration portal/social networking site for K20 and libraries to collaborate on advanced network projects, content, and applications.

State Library Participation Possibilities:

- More specifically—Work with the state’s education and research network to more directly address library broadband needs.
- Identification of and promotion of library focused advanced broadband networking applications and uses.
- In general—Outreach actions to notify the library community of the U.S. UCAN program.

Benefits for Communities and Individuals: Access to greater broadband at affordable costs. Promotion of advanced broadband applications to enhance community anchor service delivery and support community transformation and development.

Benefits for Local Libraries:

- Access to greater broadband at affordable costs.
- Helping libraries serve as the anchor tenant in support of Internet access in the community.
- Assistance in the technical aspects of ensuring well managed and secure Internet connectivity

National Broadband Map



Project Summary

The National Broadband Map (NBM) is a searchable and interactive website that allows users to view broadband availability across every neighborhood in the United States. The NBM was created by the National Telecommunications and Information Administration (NTIA), in collaboration with the Federal Communications Commission (FCC), and in partnership with 50 states, five territories and the District of Columbia. The NBM is part of NTIA's State Broadband Initiative. The NBM is updated approximately every six months and was first published on February 17, 2011.

Core Program Purpose(s)

- Broadband Internet Service: Anchor institutions
- Broadband Internet Service: Homes
- Needs Assessment and Planning: Organization
- Needs Assessment and Planning: Community
- Data and Evaluation

Administrator Information

Anne Neville
Director, State Broadband Initiative, National
Telecommunications and Information Administration
aneville@ntia.doc.gov
(202) 579-7019

Project website: www.broadbandmap.gov

Link to list of state or regional administrator(s):

Each state collects and verifies its data and then sends it to NTIA. A contact list for state initiatives is available by contacting the project's administrator.

Project Details

Project Funded by: National Telecommunications and Information Administration (NTIA)

Project Term: Data is updated every six months

Project Purpose: States and NTIA gather data twice a year on the availability, speed, and location of broadband services, as well as the broadband services that community institutions, such as schools, libraries and hospitals, use. This data is used to inform policy, support local and national planning efforts, and provide important information to consumers and businesses.

Formal Partners: The NBM was created by the National Telecommunications and Information Administration (NTIA), in collaboration with the Federal Communications Commission (FCC), and in partnership with 50 states, five territories and the District of Columbia. The NBM is part of NTIA's State Broadband Initiative.

Target Audience: Policymakers, consumers, businesses

Major Milestones: The NBM has added approximately 25 million records every six months since launching in February 2011.

Major Deliverables:

- Broadband availability by Census block and road segment
- Subscription data for anchor institutions

State Library Participation Possibilities: Libraries have supported development of the map by providing subscription information for branches.

Benefits for Communities and Individuals: Increased knowledge about broadband availability and whether it meets current demand.

Benefits for Local Libraries: Opportunity to provide patrons with information about their local broadband services.

The Promise of Libraries Transforming Communities



Project Summary

ALA will partner with the Harwood Institute for Public Innovation on the first phase of a multiphase initiative, The Promise of Libraries Transforming Communities, which will develop a sustainable national plan to advance community engagement and innovation, and transform the role of libraries in their communities. During the grant period, ALA and the Harwood Institute will develop librarians as conveners and facilitators for their communities and create a pilot set of resource components designed to build the practice of community engagement in library service throughout the field. The goal of this first project phase is to create core communication materials for dissemination to the field, collaboratively create innovative strategies for community engagement, improve participating ALA leader and member access to strategies and resources for community engagement, and help participants feel better prepared to take on the role of community facilitator. More than 350 librarians will take part in a range of professional development activities planned during the grant period. The Promise of Libraries Transforming Communities is one of ALA President Maureen Sullivan's key initiatives.

Core Program Purpose(s)

- Library-led community engagement

Administrator Information

Mary Davis Fournier
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mfournier@ala.org
(312) 280-5056

Links to Project Resources: In development

Project Details

Project Funded by: Institute of Museum and Library Services

Project Term: September 2012–August 2013 for IMLS-funded phase; seeking additional funding for future phases.

Project Purpose: To develop a sustainable national plan to advance community engagement and innovation, and transform the role of libraries in their communities.

Formal Partners: The Harwood Institute

Target Audience: Librarians from all types of libraries

Major Milestones: Design and Strategy

Major Deliverables:

- Design
- Training workshop
- Conference sessions

State Library Participation Possibilities: There will be many after the design stage has concluded.

Benefits for Communities and Individuals: Innovative leadership to meet community goals.

Benefits for Local Libraries: Opportunities for professional development to become community facilitators

Schools, Health & Libraries Broadband Coalition (SHLB Coalition)



Project Summary

The SHLB Coalition (pronounced “shell-bee coalition”) supports and advocates for government programs and policies that allow community anchor institutions to obtain open, affordable, high-capacity broadband connections to the Internet.

Core Program Purpose(s)

- Broadband Infrastructure
- Broadband Internet Service: Anchor institutions
- Broadband Outreach/Education
- Advocacy

Administrator Information

John Windhausen, Executive Director
jwindhausen@shlb.org
(202) 256-9616

Project website: www.shlb.org

Project Details

Project Funded by: the Bill & Melinda Gates Foundation, Knight Foundation, Member Dues and Conference

Project Term: Ongoing

Project Purpose:

1. Education and Advocacy: We educate federal policy-makers in D.C. about the need for open, affordable, high-capacity broadband services for anchor institutions, including libraries in all areas of the country. Sometimes we advocate for particular policy positions (such as the BTOP program, E-rate reform and the FCC’s Connect America Fund for rural areas). At other times, we provide educational materials and research to explain why improving broadband to anchor institutions is critically important to our nation’s economic growth and to ensuring that all consumers can receive digital literacy training and have access to high-speed Internet services.

2. Access to Information and federal policy-makers: We provide access to “inside the beltway” information

about pending policies and programs that will affect the availability of broadband services for all anchor institutions in all areas of the country. We regularly interact with officials at the FCC, NTIA, and the Obama Administration about their broadband policies, and we relay that information back to our members. We also can assist our members in having meetings/phone calls with these policy-makers.

3. Community of Interest: We are building a community of people who care about anchor institutions’ broadband needs. The SHLB Coalition supports all types of anchor institutions—libraries, schools, health clinics, museums, community colleges, community centers, public media, etc. The SHLB Coalition is unique because it brings together parties who do not ordinarily interact—libraries (ALA, COSLA), private sector companies (Google, ENA, ICF), K-12 schools (CoSN and ISTE), higher education (EDUCAUSE), research and education networks (Internet2, Quilt, Merit, MCNC, Utah Education Network, etc.) and public interest and foundations (Gates, Knight Foundation, Benton, New America Foundation, etc.). Our bi-weekly conference calls and two in-person meetings per year help to foster relationships and build trust among organizations that can help each other.

Formal Partners: We have about 30 members (listed on our web site).

Target Audience: Policy-makers, anchor institutions, broadband providers, and other members of the broadband industry and public interest groups.

Major Milestones:

- The SHLB Coalition was formed in 2009 as a loose coalition of interested parties and is now transitioning to becoming a 501c3 organization.
- We incorporated in September 2012 and expect to receive 501c3 approval in 2013.

Major Deliverables:

- Helped to reform the BTOP program to focus on broadband for anchor institutions
- Helped reform the E-rate program to include fiber-based services
- Helped the FCC identify 1 Gbps goal for anchor institutions in the National Broadband Plan
- Successful annual conference brings together policy-makers, anchor institutions and broadband providers for multi-stakeholder interaction

State Library Participation Possibilities: COSLA is a founding member of the SHLB Coalition, some individual COSLA members are also SHLB members as well.

Benefits for Communities and Individuals: Our goal is for every community to have affordable, open, high-speed

broadband service available to its residents, by working with and through the community anchor institutions. We work with the FCC, the U.S. Department of Commerce, Congress and the Administration to develop programs and policies that will move the US closer to this goal. We provide information about these broadband programs and policies to anchor institutions and their communities.

Benefits for Local Libraries: The SHLB Coalition works primarily at the federal level. However, our goal is to provide useful information (through our web site and through our e-mail lists and conference calls) about federal programs, policies and politics that will help local libraries make wise decisions as they seek to improve their level of broadband and Internet services for their communities.

