

Broadband Adoption, Awareness & Utilization

Providing all citizens and businesses with affordable broadband is a necessity and the goal of every community. In addition to providing broadband access, communities must ensure citizens and businesses are aware of and prepared to leverage the many benefits that having broadband affords them. Communities must provide programs to teach citizens how to leverage the Internet to improve their lives. Typically the low adopters are seniors, lower income, less educated and those with disabilities – the very target groups that could benefit the most from leveraging online resources to reduce costs, improve education, leverage state and federal resources for the elderly and disabled.

Take broadband beyond email, web surfing, streaming movies and social media – market broadband application education for improved adoption and utilization to ensure broadband access improves your community and the economy!

- **Business Start-up Savings**
 - Created by the Internet Innovation Alliance (IIA) and the Small Business Entrepreneurship Council (SBE Council) to show businesses how broadband can lower costs and barriers to business startup.
<http://internetinnovation.org/small-biz>
- **Microsoft's Online Digital Literacy Training**
 - Microsoft has created an extensive curriculum for all skill levels for free. This online training is focused on Microsoft products but does include PC and online basics. It does not require that you own the Microsoft products but there is a requirement that it is accessed by a Windows PC using Microsoft's Internet Explorer browser. The curriculum includes assessments to ensure participants are mastering the lessons.
<http://www.microsoft.com/about/corporatecitizenship/citizenship/giving/programs/up/digitalliteracy/default.mspx>
- **DigitalLiteracy.Gov**
 - A portal created by the Obama Administration to provide a plethora of online resources delivering digital literacy training and services. <http://www.digitalliteracy.gov>
- **Digital Literacy Portal**
 - A web portal created through a collaborative project run by Link Americas Foundation (LAF) and Kempster Group promoting Information and Communication Technologies and Digital Literacy training. The portal provides many resources available for training materials. <http://www.ictliteracy.info/ICT-Training.htm>
- **EveryoneOn**
 - EveryoneOn is a national non-profit organization working to eliminate the digital divide by assisting all citizens with access and free digital literacy training accessible to all. This organization has a toolkit of resources available to assist communities with awareness and adoption campaigns. <http://everyoneon.adcouncil.org/>
- **Communities Connect Network**
 - Washington State's statewide coalition of public and private organizations to expand digital literacy. Lots of content available for training programs. <http://www.communitiesconnect.org/resource-library/learning-topic>
- **Stay Safe Online**
 - This organization provides guidance and content for conducting online safety classes and getting beyond the safety barriers. <http://www.staysafeonline.org/teach-online-safety/>

Financial Savings
Telecommute, e-commerce, online savings, voice communications to lower telecom expenses, online financial services

Improved Community Life
Participative government, socially involved in community, improved healthcare & public safety

Educational Resources
Distance learning, sharing resources across school districts

Increased Productivity
Marketing and selling online, video conferencing, research, collaboration

BROADBAND BENEFITS
IMPROVED COMMUNITY LIFE AND ECONOMIC IMPACT

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