



---

# Digital Equity: Community Outreach & Engagement

---

Version 1.0



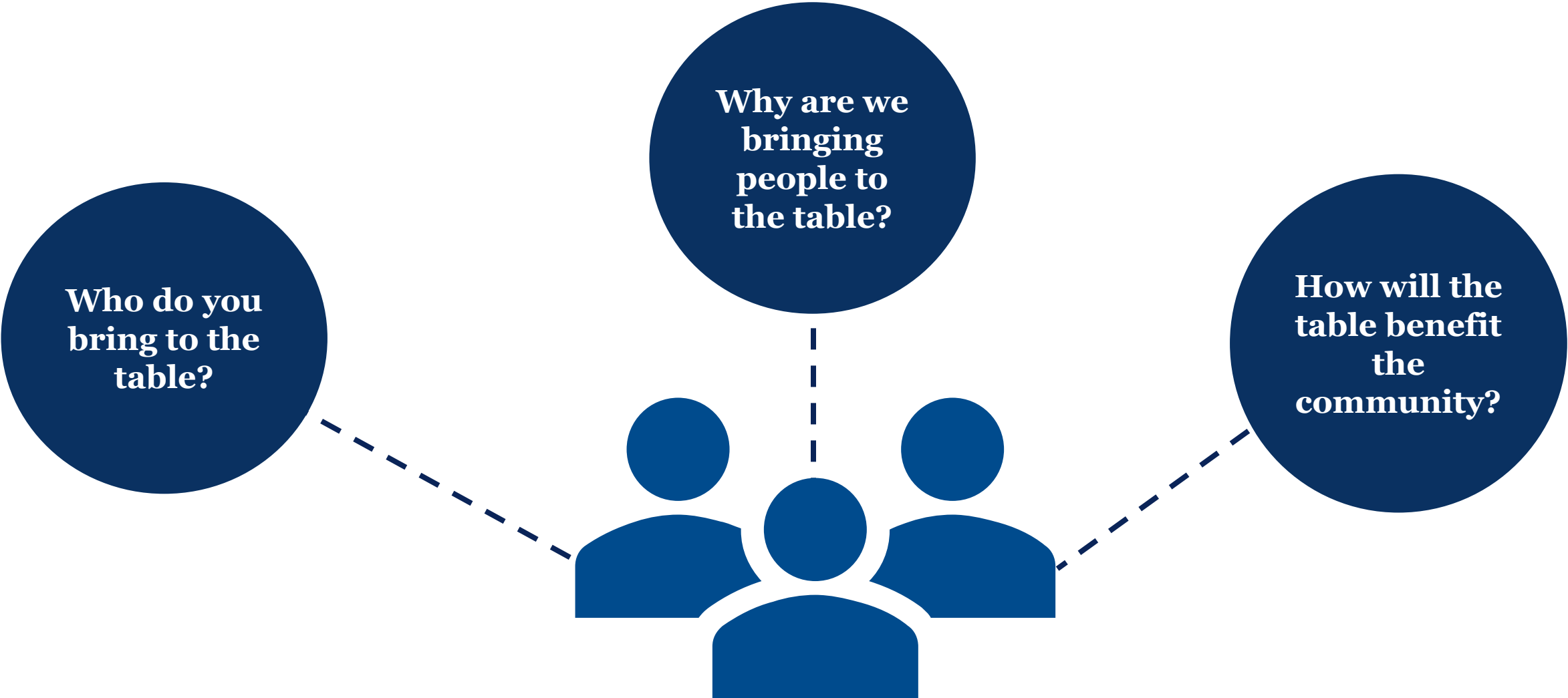
# Table of Contents

- 1** Introduction
- 2** Overview of Community Outreach & Engagement
- 3** Defining Outreach vs. Engagement
- 4** Identifying Stakeholder Groups
- 5** Promising Practices for Engagement
- 6** Group Activity

# MAIN CONTENT SLIDES

---

# Overview of Community Engagement

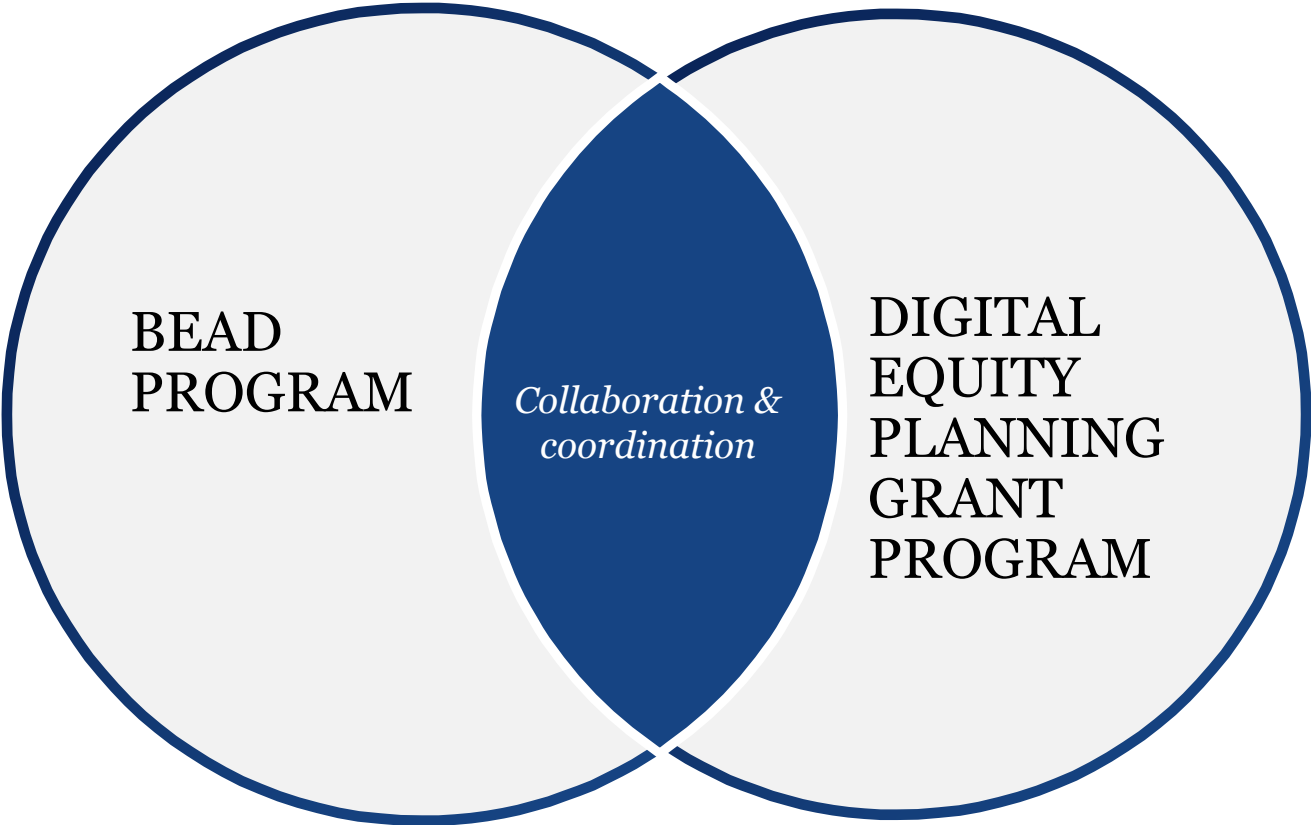


**What is the motivation for people to want to join the table?**

# Community Engagement in the BEAD and DE Programs



- Ensure equity is the central component
- Reduce the burden and confusion
- Develop robust, inclusive plans



# Every stakeholder plays a role in the BIL programs



Illustrative, non-exhaustive

## Telecom provider

- Provide States, other territories, and Tribal / Native entities with background data on their baseline and digital equity needs



## Community anchor institution

- Partner with States, other territories, and Tribal / Native entities to develop State Digital Equity Plans
- Advocate for community interests and needs



## Community orgs

- Serve as a thought partner as States, other territories, and Tribal / Native entities design their outreach strategies
- Advocate for community interests and needs



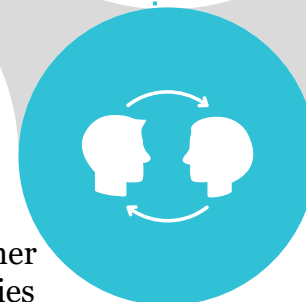
## Tribal government

- Submit a letter of intent to participate in the DE Planning Grant Program
- Coordinate with relevant State(s) to develop state-wide Plans



## Local government

- Collaborate with States, other territories, and Tribal entities to develop State Digital Equity Plans



## Individual

- Participate in the planning process of your local jurisdiction



# Defining Community Outreach and Engagement

---



# Community Outreach vs. Engagement



<b>Community Outreach</b>	<b>Community Engagement</b>
Short-Term	Long-Term
Marketing	Relationship Building
What can A do for B?	What can A and B do together?
One Group Benefits Most	Community Benefits
Transactional	Connecting
Directional	Cyclical

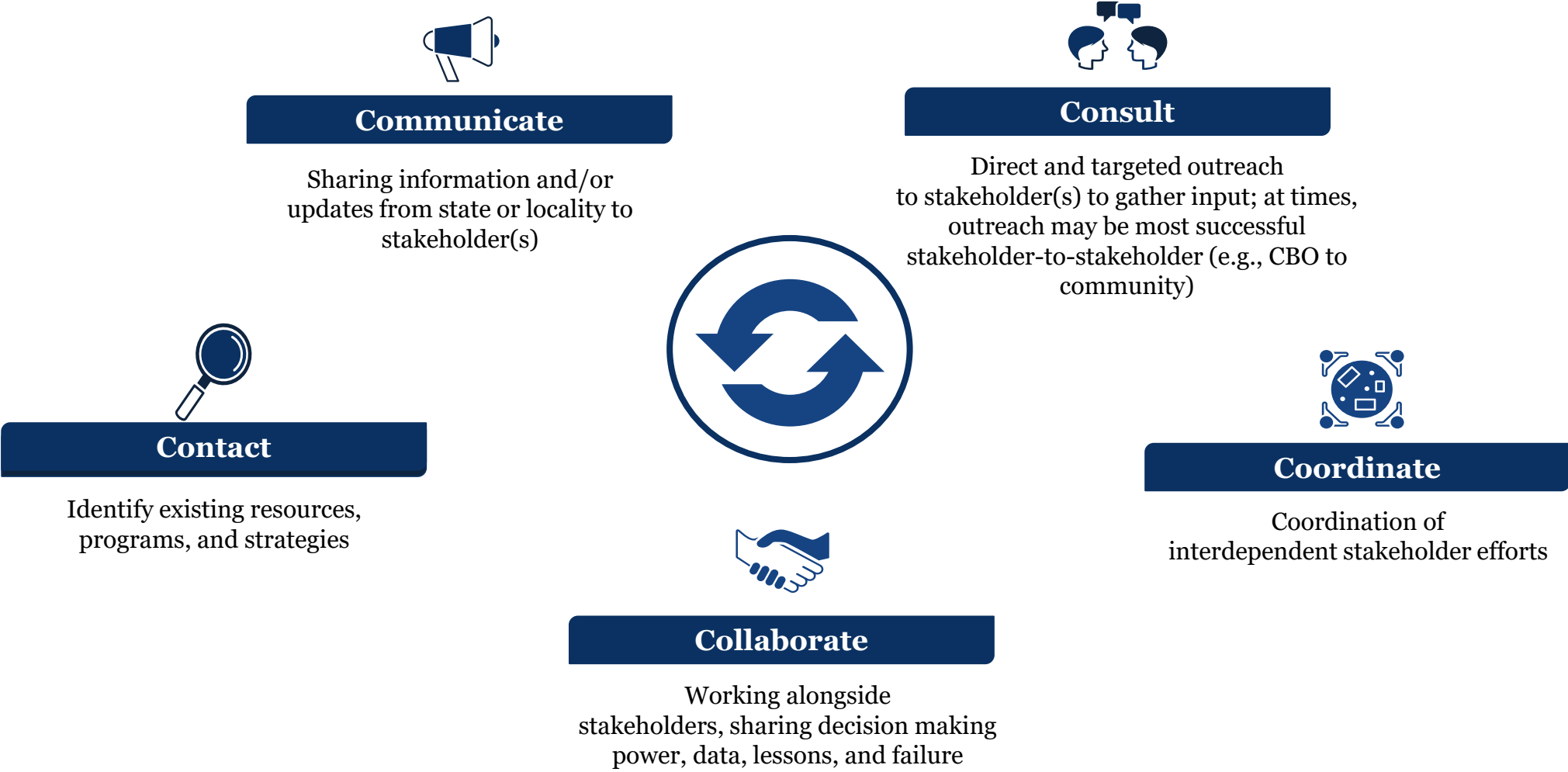
Source: <https://leadingdifferently.com/2019/06/06/community-outreach-vs-community-engagement/>



# Components of Community Engagement

---

# Collaboration and Stakeholder Engagement Model



# Three Key Components of Stakeholder Engagement



Plan your engagement strategy

1



Tailor your approach by stakeholder

2



Set-up initial engagement

3



## Who will you engage?

- How should states and localities work together on engagement?
- What engagement processes and relationships currently exist?
- Who will be responsible for engagement and how will you manage capacity?
- How will you track the impact of engagement?
- How will you support engagement?



# Stakeholder Groups by Category



**PRIVATE SECTOR**

Small Businesses,  
Large Employers,  
Investors

**PUBLIC SERVICE**

Public Housing Authorities, Libraries,  
Higher-Ed Institutions

**COMMUNITY - SERVING**

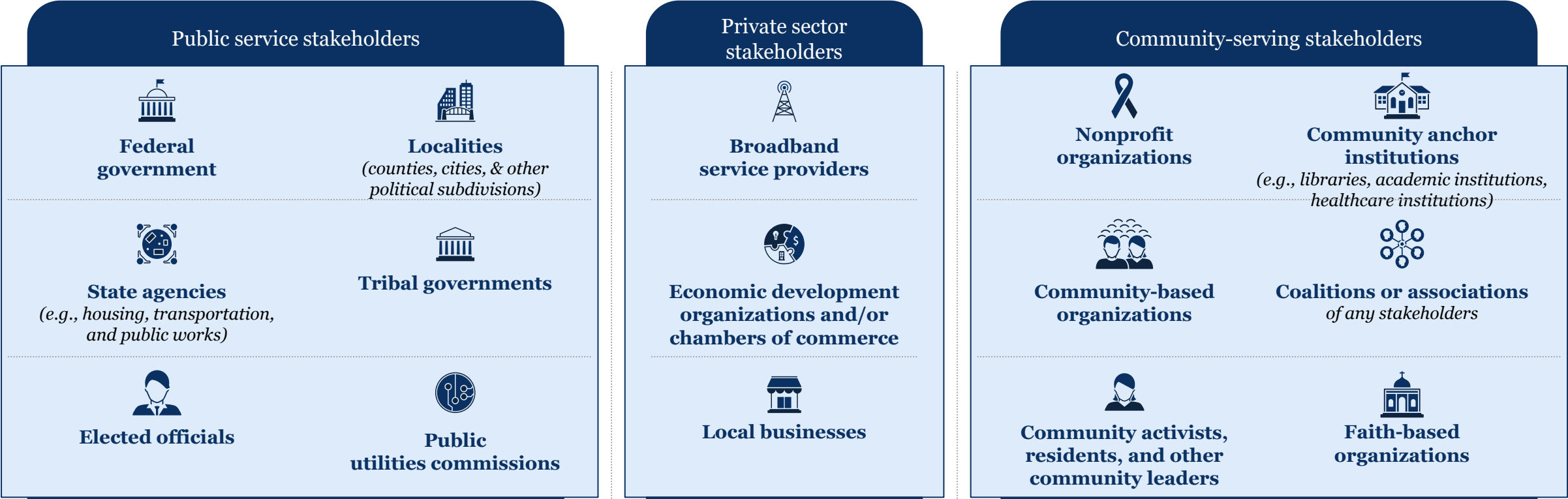
Residents, Grassroots Organizations,  
Community Advocates



# Potential to engage a large and diverse group of stakeholders



Potential stakeholders include any individuals, groups, and/or organizations **involved in, impacted by, or interested in** State and Local broadband efforts



**Strong stakeholder engagement can support the development of an inclusive, ambitious, and responsive broadband plan grounded in a deep understanding of community needs**

















# Digital inequity disproportionately impacts our stakeholders



## DE & BEAD

### Covered Populations and Underrepresented Communities *Identity groups and communities disproportionately impacted by digital inequity*

-  Low-income households
-  Indigenous and Native American persons
-  People with language barriers
-  Aging individuals
-  Members of ethnic and religious minorities
-  Racial and ethnic minorities
-  Incarcerated individuals
-  Women
-  Rural inhabitants
-  Veterans
-  LGBTQI+ persons
-  Persons adversely affected by persistent poverty or inequality
-  Persons of Color
-  Persons with disabilities

 DE NOFO

 BEAD NOFO





Community Subject  
Matter Experts

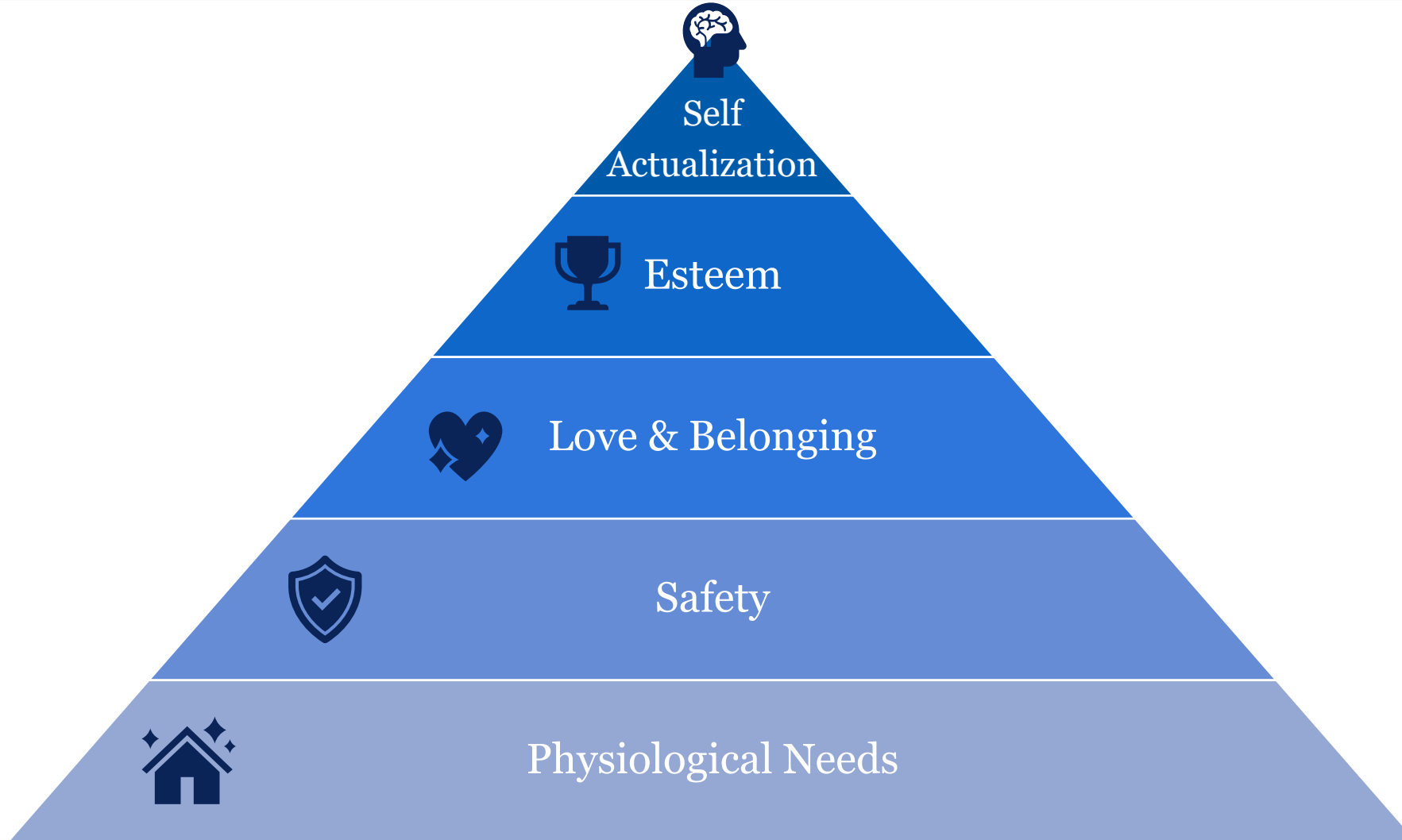


## Don't always lead with technology

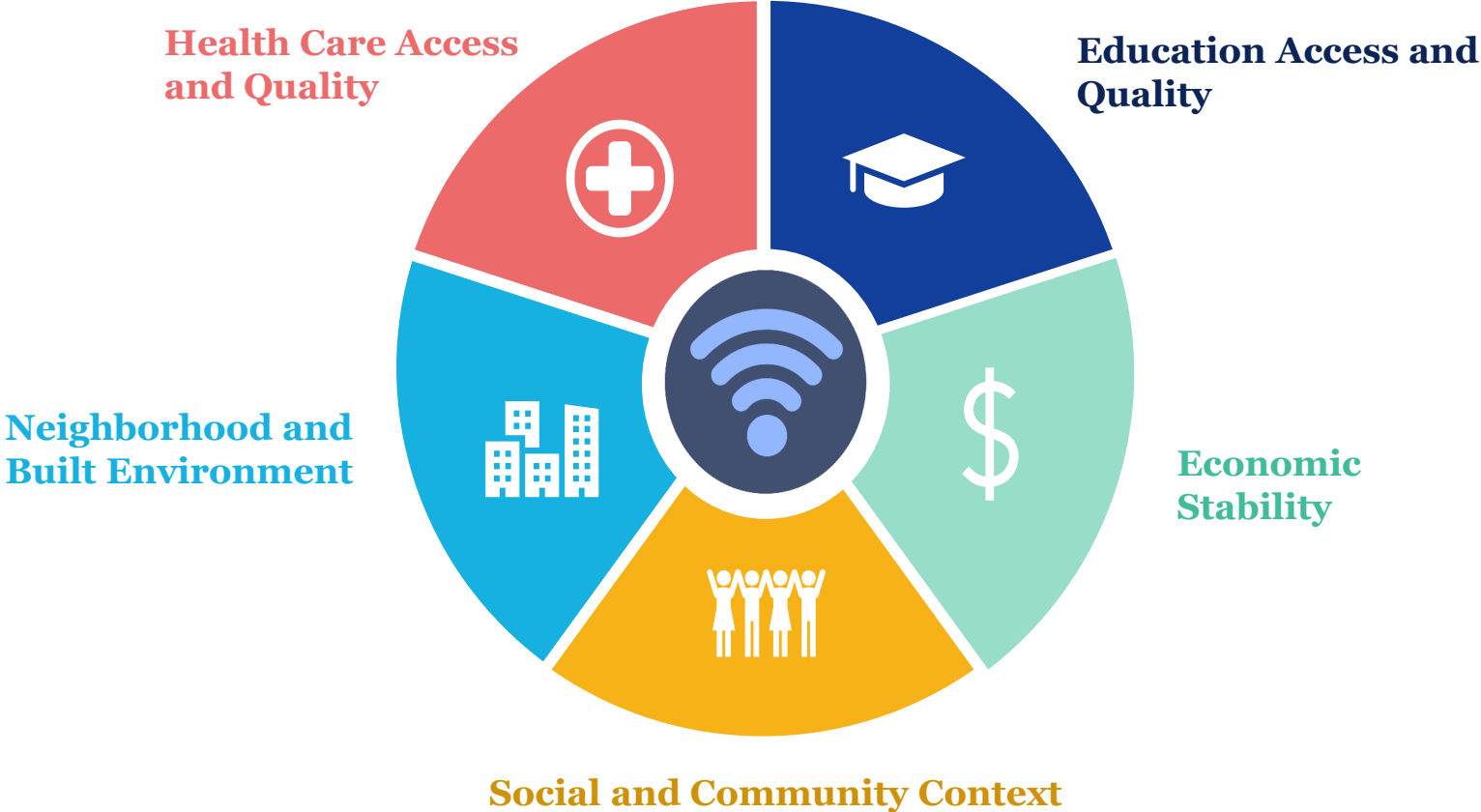
- What are some of barriers and challenges stakeholders are experiencing?
- What are some of the solutions that are being developed and implemented?
- Is there an opportunity for awareness/outreach/engagement?



# Lead with a “people first” perspective



# Digital equity and the social determinants of health



# Set up initial engagement



## How will you approach each engagement?

- What are your objectives for engaging each stakeholder?
- What will you discuss with stakeholders? (e.g., topics)
- How will your engagement support real solutions and programs that speak to stakeholder challenges?
- What can you learn from the community?



# Effective Practices for Stakeholder Engagement

---

# Digital Stakeholder Engagement



Stakeholder	In-Person	Online	Hybrid
Community-Serving		<b>X</b>	
Public Service			
Private Sector			





## Remember:

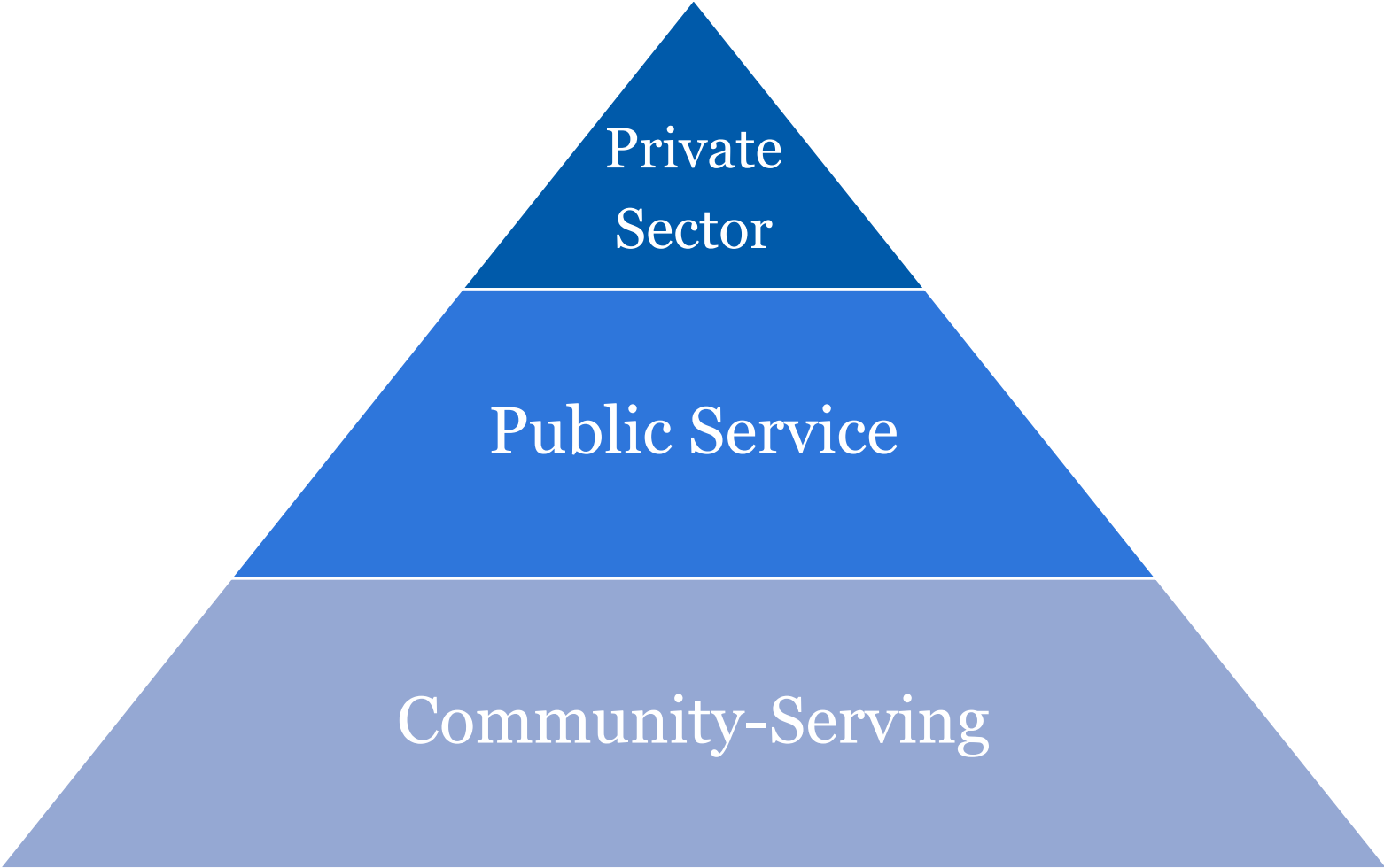
- Stakeholder engagement is ongoing during the life cycle of the project!
- To build trust and collaboration with stakeholders, engagement can't be episodic.
- As broadband plans mature, the objectives of your stakeholder engagement may change—but you should continue to thoughtfully include stakeholders throughout your broadband efforts.



# **“Setting the Table” for Community Engagement**

---

# Stakeholder groups by category



# Award recipients are required to engage with key stakeholders as a part of developing digital equity plans



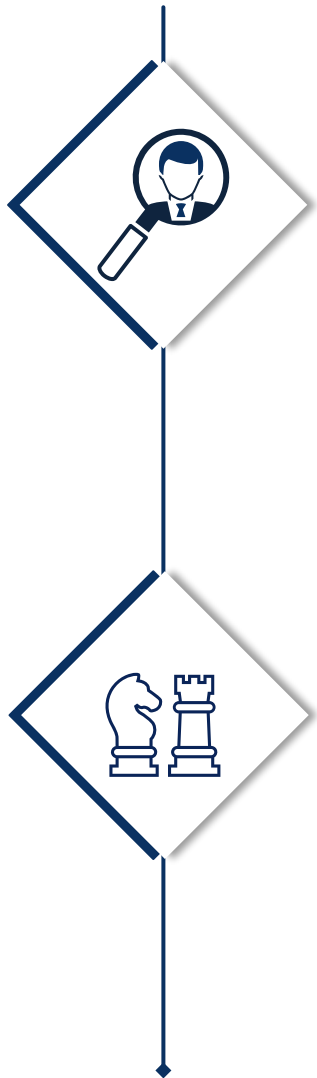
## Key stakeholder groups may include:

---

- Community anchor institutions
- County and municipal governments
- Local educational agencies
- Indian Tribes, Alaska Native entities, or Native Hawaiian organizations, where applicable
- Nonprofit organizations
- Organizations that represent covered populations
- Civil rights organizations
- Entities that carry out workforce development programs
- State agencies that administer or supervise adult education or literacy activities
- Public housing authorities



# Group Activity

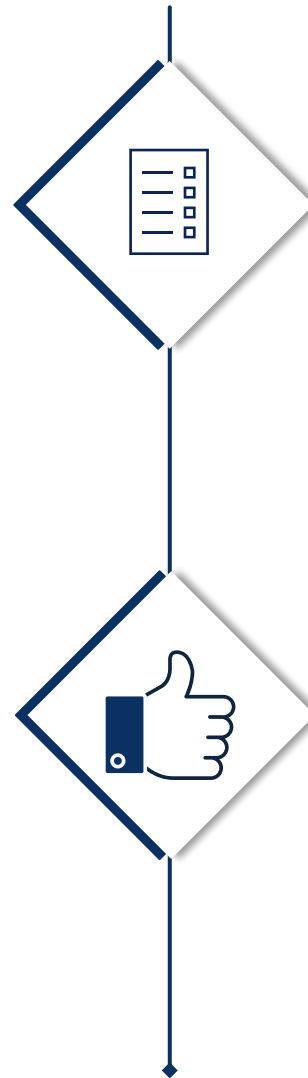


## Goal / Desired Outcomes

- Improve rural health outcomes

## Strategy

- Build capacity of rural health centers and libraries to increase use of telehealth



## Tactics:

- Digital Health Navigator programs
- Subsidized broadband programs (like ACP) – outreach and sign-up support
- Laptop lending for patients
- Training on health monitoring applications, Zoom, online health portals, sources of reputable health information
- Provide private cybersecure kiosks at health centers and libraries for appointments
- Increase bandwidth to the rural health centers

## Indicators of Success

- Increased usage of online health portals
- Increased telehealth appointments
- 2<sup>nd</sup> order indicators – increased health outcomes (maternal mortality, rates of disease, etc.)



# Group Activity



<b>Goal/Desired Outcome</b>	
<b>Strategy</b>	
<b>Tactics</b>	
<b>Indicators of Success</b>	

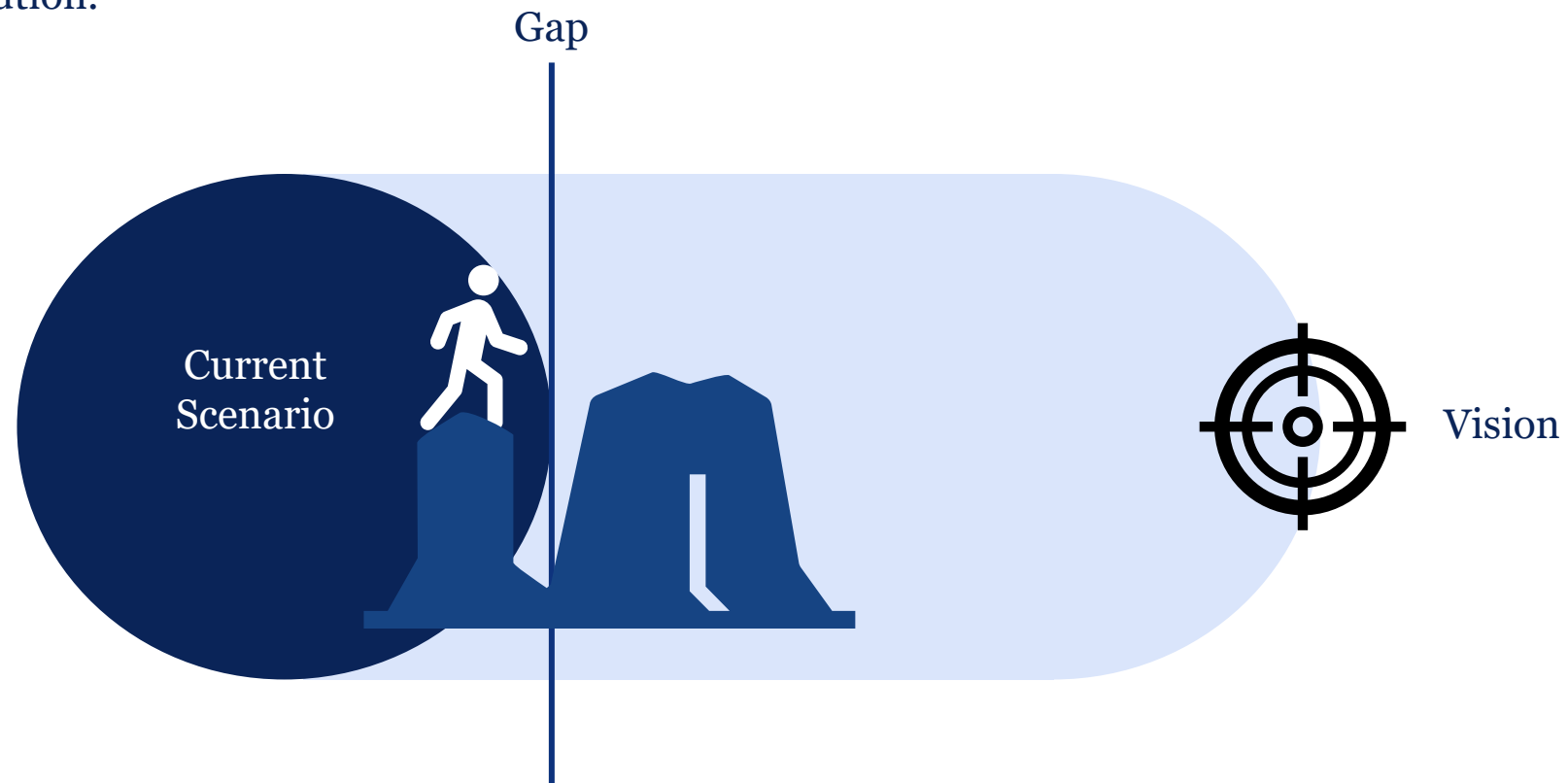


# Developing Your Strategy

---

# Gap Analysis in a Nutshell

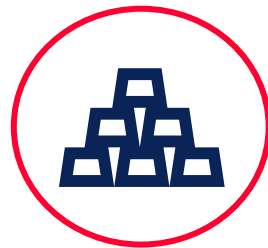
A gap analysis helps an organization assess its alignment with strategic objectives to determine whether the current execution is in line with the company's mission and long-term vision. Gap analyses then help reach a target performance by assisting organizations to use their resources better. A good gap analysis is a powerful tool to improve execution.



# SWOT Analysis

A SWOT analysis is a framework used for evaluating the organization's Strengths, Weaknesses, Opportunities, and Threats. It can aid in identifying the problematic areas of your organization so that you can maximize your opportunities. It will also alert you to the challenges your organization might face in the future.

**Strengths:** Key resources, assets, and values giving a competitive edge



**Weaknesses:** Lacking resources, assets, and values preventing further growth



**Opportunities:** Contextual opportunities that can speed up growth

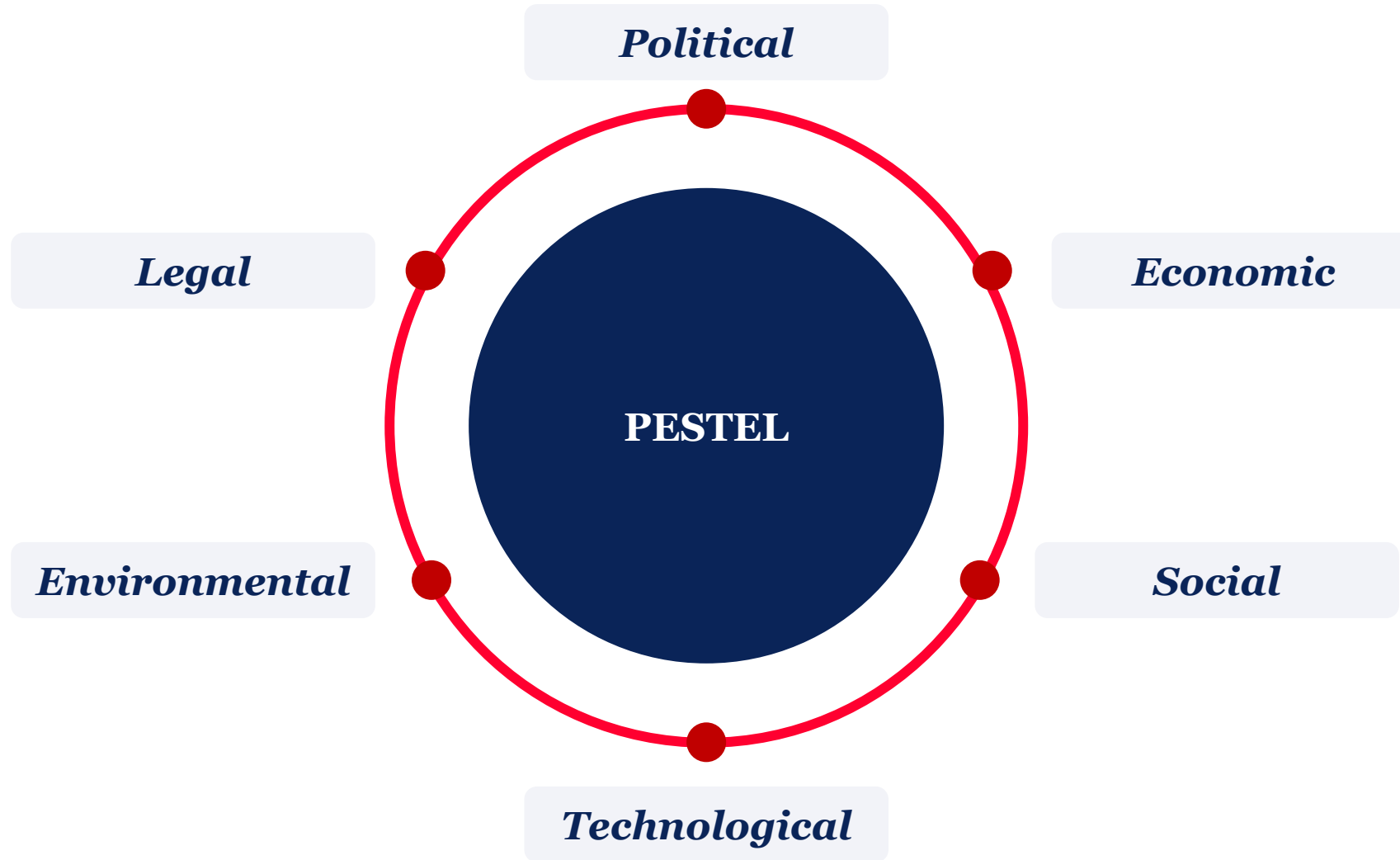


**Threats:** Contextual threats that can seriously harm growth





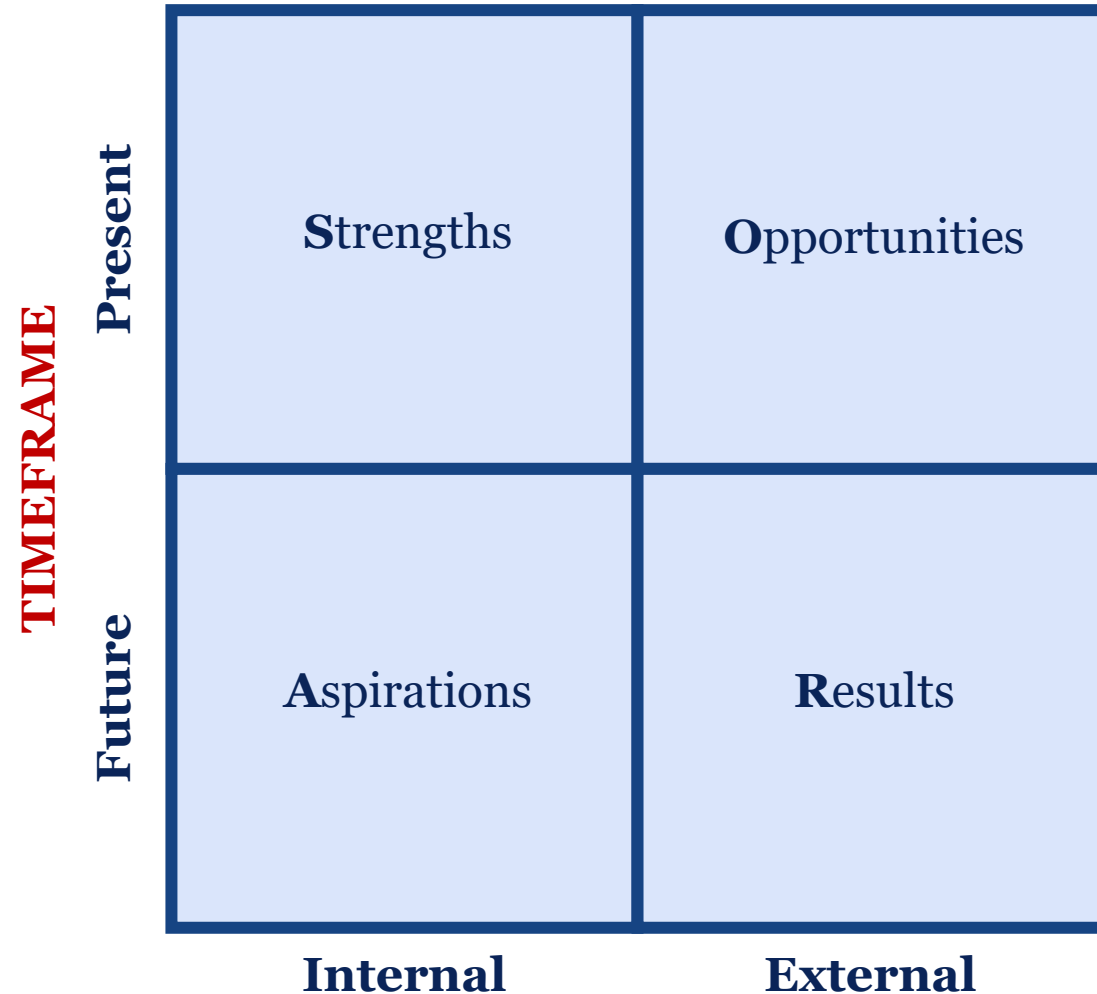
# What is a PESTEL Analysis?



# What is a SOAR Analysis?

A SOAR analysis is a technique that helps at a strategic planning level to:

- Focus on what they are doing right
- Determine which skills could be enhanced
- Understand the desires and motivations of their stakeholders



**SCOPE**

# **Group Report Out**

---