BroadbandUSA
Connecting America's Communities

Technical Assistance Overview:
Digital Inclusion

About Us: The U.S. Department of Commerce's National Telecommunications and Information Administration (NTIA) promotes innovation and economic growth by working to expand broadband connectivity and use across America.

Who We Serve: BroadbandUSA provides assistance to: local and state governments, federal agencies, Internet service providers, non-profits, co-ops, universities, private businesses and other organizations with broadband infrastructure and digital inclusion initiatives.

What is BroadbandUSA's Technical Assistance Program?

NTIA's BroadbandUSA team provides expert assistance and support to stakeholders that are interested in broadband infrastructure and digital inclusion programs that advance economic development, education and public safety initiatives. BroadbandUSA staff have decades of combined experience, and can provide technical assistance that focuses on planning, funding and implementing broadband initiatives. Our engagements can vary from just a few practicable conversations with stakeholders, to long-term project or program support.

What is the Technical Assistance process?

Intake: After a stakeholder contacts BroadbandUSA, our staff will **send an Intake Form** to request information about any broadband challenges or goals.

Assess: Next, our staff will review the Intake Form, **perform initial research** and schedule an introductory call or meeting.

Engage: BroadbandUSA staff will **tailor their approach** to meet the needs of each stakeholder based on their unique challenges. BroadbandUSA can serve as a sounding board or provide an in-depth evaluation of a broadband plan.

What additional support is available?

✦ **Events and Speaking Engagements:** Presentations on best practices, trends or key topics, as requested

✦ **Workshops:** BroadbandUSA-facilitated working sessions that provide a substantive review of broadband topics

✦ **Resources:** Solution-neutral guides and tools provide self-help options for expanding broadband connectivity

✦ **Newsletters:** Monthly emails share industry events, helpful articles and new resources

✦ **Webinars:** 'Practical Conversations' convene broadband stakeholders to discuss emerging trends or issues and share lessons learned

✦ **Group Technical Assistance:** Smaller, virtual group discussions on common issues and potential solutions
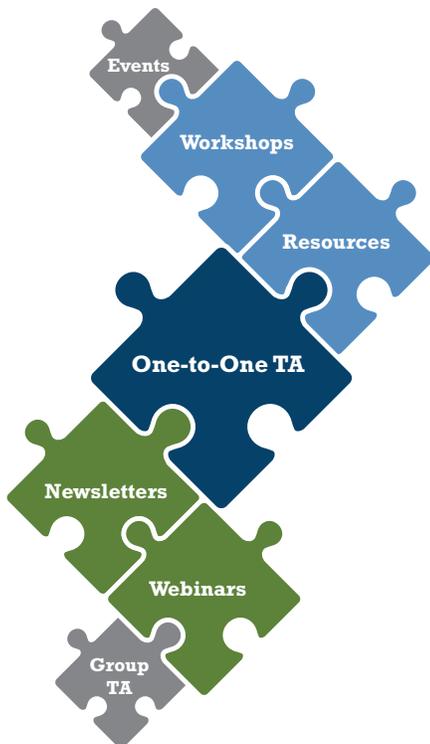
What is Digital Inclusion?

As local leaders plan for the future, it is important to examine how digital literacy skills influence economic mobility, educational achievement and health outcomes. **Digital inclusion** implies that individuals have **access** to robust broadband connections; Internet-enabled **devices** that meet their needs; and the **skills** to explore, create and succeed in the digital world.

Access
Broadband is available, affordable and there are places within the community that offer public Internet

Devices
Residents have access to the appropriate personal or publicly-available devices

Skills
Residents have the digital literacy skills to complete tasks ranging from online job searches to business website development

What are some examples of Technical Assistance support?

BroadbandUSA's services focus on three primary phases of the digital inclusion program lifecycle: **planning**, **funding** and **implementation**. Our digital inclusion engagements generally provide support in one or more of these areas, which can occur in parallel. Below are a few examples of project milestones that the BroadbandUSA team can support in each phase of your digital inclusion program effort.

Planning
Effective planning is critical to a digital inclusion program's success. BroadbandUSA can help you assess your digital inclusion needs, leverage existing local resources, establish goals and develop a strategy and plan to achieve them.

Example TA Milestones
✦ Needs assessment
✦ Feasibility study support
✦ Digital inclusion strategy development

Funding
Funding a digital inclusion program often requires local leaders to draw from a mix of sources, such as non-profit organizations and corporate sponsors. Our experts can help you consider what financial support your project needs and develop a funding strategy to bring the digital inclusion program to fruition.

Example TA Milestones
✦ Identification of funding opportunities
✦ Public-private partnership guidance
✦ Grant application support

Implementation
After planning for your digital inclusion program and securing funding, implementation brings your project to life. Our team helps make your digital inclusion effort a success by trouble-shooting challenges and identifying ways to maximize programmatic impact.

Example TA Milestones
✦ Stakeholder engagement
✦ Digital training curriculum development
✦ Program launch

The BroadbandUSA team can walk you through what it takes to fully implement a digital inclusion program or provide a substantive review of any aspect of your project. Once the engagement is complete, BroadbandUSA is available to re-engage on existing initiatives or begin assisting you with any new digital inclusion needs.

Ready for the next step?

For more information, please contact BroadbandUSA

www.ntia.doc.gov/broadbandusa

broadbandusa@ntia.doc.gov

202-482-2048