

Digital Inclusion Report

Monhegan Plantation

September 10, 2018



Monhegan Plantation Digital Inclusion Report

It is evident in our work across Maine that the need for Digital Training and Literacy is a growing and important way to invest in the island's businesses and community members. A deeper understanding of what is technologically possible to do when you have a broadband connection, including distance learning education, telehealth, telecommuting, cloud-based services and software availability begins the process of developing and implementing a Digital Literacy plan for a community, as Monhegan Plantation's needs are assessed.

While much of the Community Technology Plan is about how to better connect communities to the internet, this part of our report deals with what you do *once you have connectivity*. The structure of this report is intended to walk you through four major themes:

- ✓ Aging in Place
- ✓ Tourism
- ✓ Business Growth & Support
- ✓ Residential Resources

Taken one at a time, or simultaneously these programs are an investment in the citizens of the community and enhances the connectivity effort such as what is being contemplated by Monhegan Plantation.

Benefits include:

- **Higher Take-rates**, as people understand the value of an internet connection to their lives, they are more likely to take service
- **Reduces barriers** to adoption and helps community members access learning tools for increased on-line presence
- People with service are more likely to **upgrade service**, again increasing the viability of a project being successful
- **Helps businesses understand how to leverage on-line tools and cloud services** to add value and productivity to their business
- Helps individual community members **access life enhancing content, including e commerce, telemedicine services and educational opportunities**
- **Bridges the Digital Divide**, helping teach disadvantaged members of the community to participate in what is increasingly an on-line world.

By removing barriers and exposing people and businesses to educational opportunities that improves their understanding of on-line benefits Axiom and the National Digital Equity Center believes we can change the economic status of a region

Aging in Place

Monhegan Plantation, with a population of 50 residents (per the local census), has a median age of 45.8; 56% of Monhegan's population is over 50 years and 10% are over 70 years old, per the 2010 American Census Survey. The population increases in the summer months with approximately 250 seasonal residents.

<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

There is no resident physician and island facilities, equipment, and supplies for medical care are extremely limited.

Monhegan Plantation might consider exploring technology tools and offering classes and workshops that will assist their residents in remaining in their homes as they become older. Current technology programs available are medication reminders; pill dispensers; health management (monitor blood pressure, pulse, heartbeat, blood glucose levels); nutrition guides; fitness tools; and brain games. Also available are home monitoring systems; personal emergency response systems; and GPS tracking systems.

The National Digital Equity Center (NDEC) can provide training to Monhegan Plantation's senior population and to family members to leverage available technologies. NDEC can provide the community with trained educators to teach seniors, caregiver alliances or remote classes for family caregivers. The senior citizen and the family member can learn firsthand how to use the online monitoring systems or even use something as basic as an iPad for communicating and visual check-ins. Patients can connect to providers for care and support via videoconference (telehealth), as well as including family members to actively participate in the care of a loved one.

Collaborating partners to consider are:

- Pen Bay Medical Center <https://mainehealth.org>
- Spectrum Generations www.spectrumgenerations.org
- Eastern Area Agency on Aging <http://www.eaaa.org>
- Maine AARP Age-Friendly Communities Program <https://states.aarp.org/maine-leads-nation-towns-join-age-friendly-network>

Tourism

Monhegan Plantation is a small, rocky island, ten miles from the nearest mainland and scarcely a square mile in area. It is accessible only by boat and there are no cars or paved roads on the island. For more than 100 years, Monhegan Plantation has been a summer haven for artists and other visitors who appreciate its isolation, the beauty of its wilderness areas, its quiet relaxed atmosphere, and its unhurried place.

Monhegan Plantation is a year-round vibrant community that is open to anyone that comes to visit or chooses to live there. Monhegan welcomes over 20,000 visitors annually to the island. There are approximately 9 miles of trails out from the village, through the "wild lands" and along the perimeter, scaling cliffs that are among the highest in Maine.

Monhegan Plantation might consider exploring technology tools by offering classes and workshops that will assist businesses and residents in promoting tourism.

NDEC can train Monhegan Plantation's businesses and interested community members to leverage available technologies to increase and promote the region's tourism industry. NDEC can provide the community with trained educators. Businesses and community members can learn firsthand how to create and update websites, leverage the power of social media, as well as utilize apps for walking tours and points of interest.

Collaborating partners to consider are:

- Monhegan Associates, Inc. <http://monheganassociates.org>
- A Visitor's Guide to Monhegan Island, Maine <http://monheganwelcome.com>
- Maine Invites You www.mainetourism.com/places

Business Growth and Support

Monhegan Plantation has approximately 44 year-round businesses, representing almost 50 employees. Businesses include community anchor institutions, commercial entities including lodging, restaurants, gift shops, museum, grocery, artist studios and commercial lobster fishing.

With 56% population of residents over 50 years of age, it is important to focus on business growth, development and sustainability that can attract and keep a younger population.

NDEC can organize training for Monhegan Plantation's businesses to leverage available technologies and industry specific instruction. NDEC can provide the community with educators to hold classes, as well as collaborate with local organizations to provide training. The business and community members can learn firsthand how to create and update websites, increase technical proficiency and industry specific knowledge.

Websites and Domain Email

In Maine and across the United States, 55% of businesses do not have a website. In NDEC's research across Maine, businesses report that they are interested in receiving Social Media training including FaceBook, Twitter, Skype and Instagram. NDEC can work with Monhegan Plantation's businesses to provide Website and Social Media program training to the region's business community.

Collaborating partners to consider are:

- Island Institute www.islandinstitute.org
- Maine Small Business Development Centers www.mainesbdc.org
- Welcome ME (Customer Service Training) www.welcomemetraining.com
- Foster Center for Student Innovation <https://umaine.edu/innovation>
- Maine Small Business Development Centers www.mainesbdc.org
- Top Gun Entrepreneurship Acceleration www.mced.biz/programs-services/top-gun-program

Residential

Monhegan Plantation might consider offering classes/workshops to their residents to better understand the benefits of robust internet. Increased broadband usage will drive take-rate,

increasing broadband demand, and will open up new on-line opportunities. Workshops to consider are listed below:

Cutting the Cord

Cord cutting refers to the process of cutting expensive satellite or voice connections and receiving your phone and television content through your internet connection. This is possible when levels of service allow a subscriber to purchase enough internet to cancel traditional phone and satellite subscriptions. Typically, buying your content through streaming services allows you to save significantly on your bill by purchasing only what you would like to watch. Popular video-streaming programs include Netflix, Amazon Prime, Hulu, Sling TV and YouTube.

Some of the advantages of cord cutting include:

- Saves money
- Avoids subscription to undesired channels
- Advertising is minimal
- Purchasing a phone connection commonly referred to as VOIP (Voice over Internet Protocol)

Distance Learning Education

Distance learning, also called distance education, e-learning, and online learning, form of education which the main elements include physical separation of teachers and students during instruction and the use of various technologies to facilitate student-teacher and student-student communication. Distance learning traditionally has focused on nontraditional students, such as full-time workers, stay-at-home Moms, small businesses, including home-based businesses, as well as military personnel, and nonresidents or individuals in remote regions who are unable to attend classroom lectures.

Smart Homes

Home security systems are becoming easy to install and many systems run directly from a wireless link that you can control on your smartphone or a computer in your home. Long gone are the days of complicated wiring and professional installation is almost a thing of the past. Smart Home technology continues to evolve and is a catch all phrase for remote access and control of a variety of major and not so critical functions in your home. Including security cameras, weather monitors, electronic door locks and garage openers, thermostat control, Amazon Echo, Google Home, light switches, your coffee maker and refrigerator... with the list getting longer every day.

What is Digital Inclusion?

Digital inclusion is a national priority in the United States, and increasingly a priority in Maine. High-speed Internet access is widely recognized as a necessity for full participation in today's society. Employers, educators, businesses, healthcare providers, and civic institutions expect people to have access to computers and broadband connectivity. However, accessible, reliable, and affordable broadband service continues to be out of reach for millions of Americans, many of whom live in low-income households. This gap in adoption of high-speed Internet and the lack of skills needed to use broadband-enabled tools in meaningful ways continue to be significant problems that policymakers, researchers, and practitioners need to focus on in the United States and in Maine.

The Digital Inclusion Program for Monhegan Plantation includes four components:

1. Affordable Internet – Cost continues to be a major barrier to broadband adoption. Monhegan Plantation should consider addressing “ability to pay”. The following providers have been contacted regarding low-cost broadband availability:

- **Consolidated Communications (FairPoint Communications):**
 - Eligible low-income Consolidated Communication residential customers can qualify for a discount on qualified internet service at their primary residence under the Lifeline Program. The discount consists of federal monthly support of \$9.25.
 - Eligible Consolidated residential customers residing on tribal lands may qualify for an additional federal discount of up to \$25 per month and installation assistance.
 - Further information, including applications forms, can be found at: www.fairpoint.com/home/residential/phone/lifeline.html
- **Monhegan Plantation Technology Fund:** A fund ~could~ be established to offer a discount to low-income families to address broadband adoption and take-rate
 - The National Digital Equity Center will work with the Broadband Committee to determine the feasibility of establishing a fund

2. Affordable Equipment Assessment – Low-cost or free computers are often just as important as having access to low-cost or free Internet options, particularly for people in low-income communities.

- **PC's for Maine** www.pcsformaine.org offers refurbished, older computers that are donated by businesses in Maine and are available to low-income families.
- **PC's for Maine** will consider installing a kiosk at a local business to sell low-cost computers locally. NDEC would be happy to work with a local business and facilitate a conversation with PC's for Maine, should Monhegan Plantation decide to move forward.
- **Goodwill's “Good Tech”** program offers refurbished, used computers to low-income residents. <https://goodwillnne.org/stores/goodtech>

- **Lending Library of Devices**, laptops, desktops, iPads, etc., could be established for residents to borrow on an “as-needed” basis. The devices might be donated or Monhegan Plantation could seek grant funds to purchase equipment.

3. Digital Literacy Training – Computer Skills Training /Digital Literacy Training plays a critical role in technology and workforce development training.

- The **National Digital Equity Center** can offer Digital Literacy classes for residents and businesses, and would be pleased to organize a Digital Literacy Program. The program will collaborate with the region’s CareerCenter, and local community programs.
- **The Island Institute** has offered to provide two free Digital Literacy classes to businesses located in Monhegan Plantation. There is a short survey that can be emailed to businesses that will help determine what classes will be offered.

The survey can be accessed at: <https://www.surveymonkey.com/r/monheganbusinesses>

▪ **Class choices include:**

- QuickBooks: Set Up and Customize (3 hours)
 - QuickBooks: Sales, Transactions & Payables (3 hours)
 - QuickBooks: Advanced Transactions, Payroll & Utilities (3 hours)
 - QuickBooks: Closing Your Books (3 hours)
 - Facebook for Business: Set Up and Use (3 hours)
 - Facebook for Business: Marketing and Analytics (2 or 3 hours)
 - Social Media for Business: Explore Twitter & LinkedIn (2 or 3 hours)
 - Social Media for Business: Manage Your Accounts with Hootsuite (2 hours)
 - LinkedIn for Business: Set Up and Use (2 hours)
 - Online Marketing Directories: Explore Yelp & TripAdvisor (2 hours)
 - WordPress for Business: Create Your Website (3 hours)
 - WordPress for Business: Marketing & Mobile Applications (2 or 3 hours)
- **Maine Dept. of Labor’s CareerCenter**, www.mainecareercenter.gov is committed to assist with workforce development skills efforts.

In rural communities, time, distance, travel is a barrier to educational attainment; holding classes that are in accessible locations that are familiar and not intimidating will increase participation and are geographically spread out throughout the designated service ensure strong, widespread participation and good, measurable impacts.

Recommended Class Locations:

- The Monhegan Memorial Library

Recommended Classes include:

- Introduction to Computer
- Windows 7, 8, 10
- Internet Safety
- Microsoft Word
- Microsoft Excel
- Microsoft Outlook

- Microsoft Publisher
- Microsoft PowerPoint
- QuickBooks
- PhotoShop
- Social Media including FaceBook for Business & Individuals, Twitter, etc.
- WordPress
- Video Streaming
- iPad
- Gmail
- Google Docs, etc.
- Targeted classes:
 - Aging in Place
 - Tourism
 - Business Growth and Support
 - Websites, Social Media and Domain Email
 - Cutting the Cord
 - How to have a Smart House
 - Accessing Distance Learning Education

**See pricing below*

The National Digital Equity Center will work with Monhegan Plantation to pursue funding for digital literacy classes for residents and businesses.

4. Public Computer Access – Increasing Public Access Computing allows residents to access technology in places in which they feel comfortable and supported is essential. If a business or resident cannot afford equipment or an Internet subscription, and if broadband is not available at their location, Public Computer Access is essential.

- **The Monhegan Memorial Library** has 2 computers available for public use. Wireless internet is also available for residents and businesses with their own devices to use during library hours.
- **Community HotSpots** are open access networks that allow citizens in a downtown or other public spaces access to the Internet. This is a simple, straightforward way to help a town or region get more connected. It is an affordable, convenient way to help visitors and residents easy, seamless connectivity.

Digital Literacy Budget

Budget (Based on 10 Students per Class)	1 (3 hr.) class/wk.
Includes:	
Teacher and/or Tutor (Fringe & Salary)	
Travel	
Survey Monkey (Annual Fee)	
Supplies	
Academic Services Group (Curriculum)	
Administration	
Total Budget	\$ 26,000

*Budget based on 1-year program, 1 (3 hr.) class per week, 10 students per class.