Cosla guide to national projects:

digital literacy, broadband adoption, and digital inclusion

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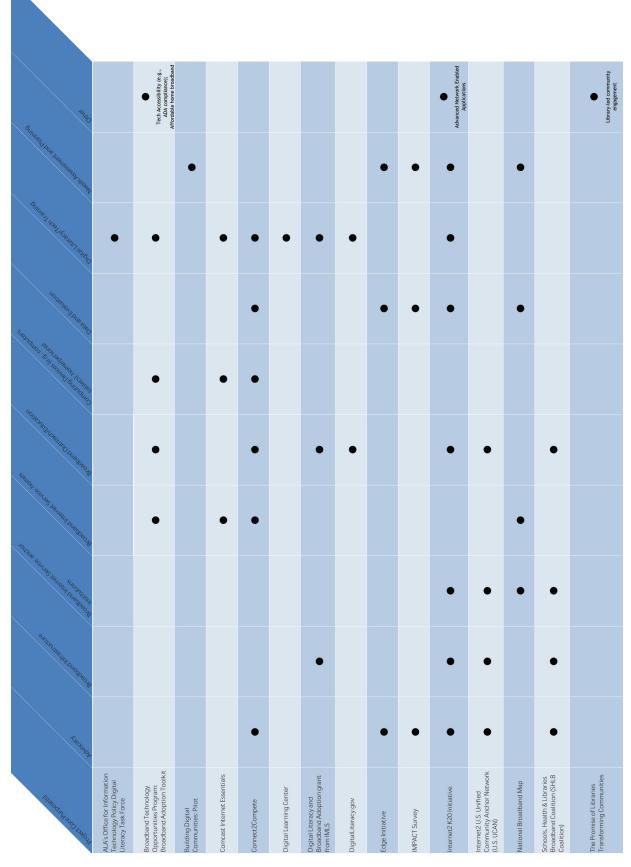
January 2013

Introduction

This quick 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 January 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 quick reference guide.

Table of Contents

Projects At-A-Glance

Project Core Purpose(s)	Other	Needs Assessment and Planning	Digital Literacy/Tech Training	Data and Evaluation	Computing Devices (e.g. computers, tablets); home/personal	Broadband Outreach/Education	Broadband Internet Service: homes	Broadband Internet Service: anchor institutions	Broadband Infrastructure	Advocacy
ALA's Office for Information Technology Policy Digital Literacy Task Force			●							
Broadband Technology Opportunities Program: Broadband Adoption Toolkit	● *(Tech Accessibility (e.g., ADA compliance); Affordable home broadband)*		●		●	●	●			
Building Digital Communities: Pilot		●								
Comcast Internet Essentials			●		●		●			
Connect2Compete			●	●	●	●	●			●
Digital Learning Center			●							
Digital Literacy and Broadband Adoption grant from IMLS			●			●			●	
Digital Literacy.gov			●			●				
Edge Initiative		●		●						●
IMPACT Survey		●		●						●
Internet2 K20 Initiative	● *(Advanced Network Enabled Applications)*	●	●	●		●		●	●	●
Internet2 U.S. Unified Community Anchor Network (U.S. UCAN)						●		●	●	●
National Broadband Map		●		●			●	●		
Schools, Health & Libraries Broadband Coalition (SHLB Coalition)						●		●	●	●
The Promise of Libraries Transforming Communities	● *(Library-led community engagement)*									

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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: http://www.ala.org/offices/olos

Links to Project Resources:
Archived virtual meetings available at http://www.districtdispatch.org/digilit12/

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 in order to make sure libraries were included. A secondary focus has been 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 consists 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

Laura Breeden, Program Director
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202-482-1851

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

Links to Project Resources:
Toolkit will be published on BTOP web site at http://www2.ntia.doc.gov

PROJECT DETAILS

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

Project Term:
Publication Winter 2013 with possible update in Fall 2013

Project Purpose:
Share practical implementation strategies with any organization promoting home broadband adoption.

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

Major Milestones:
Publication Winter 2013 with possible Second Edition in Fall 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.

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Building Digital Communities: Pilot

Project Summary:

Building Digital Communities: Pilot is a project in supporting and documenting the work of ten pilot communities to increase the access and use of digital technologies. This work is based upon Building Digital Communities: A Framework for Action created by IMLS, the University of Washington and the International City/County Management Association (ICMA). In order to further the knowledge base of how communities become more digitally inclusive, we are posting lessons learned and digital inclusion planning resources. Each of the ten pilot communities is represented by a coalition of a library, a local government and a community-based organization.

CORE PROGRAM PURPOSE(S)

• Needs Assessment and Planning: Community

ADMINISTRATOR INFORMATION

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

Links to Project Resources:
http://www.webjunction.org/explore-topics/digital-inclusion.html

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

PROJECT DETAILS

Project Funded by:
Institute of Musuem and Library Services

Project Term:
November 2011 - October 2013

Project Purpose:
Increase community wide collaborations increasing digital inclusion.

Formal Partners:
TechSoup Global, ICMA

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

Major Deliverables:
• Local digital inclusion surveys and summits
• National webinars
• Case studies
• Documentation of pilot communities and other digital inclusion collaborative efforts
• Examples

State Library Participation Possibilities:
Use of online resources, participation in webinars, source of model examples.

Benefits for Communities and Individuals:
Increased online participation.

Benefits for Local Libraries:
Resources supporting local digital inclusion collaboration, particularly the examples of 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:
http://www.internetessentials.com

Links to Project Resources:
Internet Essentials Annual Report
https://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 Connect2Complete 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 September 2012, 100,000 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 - a national ad campaign, Everyone On to ensure that all Americans have access to free digital literacy training and to educate and promote discounted internet and computer devices for low income families.

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

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, Public and American Library Associations, IMLS, American Job Centers, HUD, DOEd, 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.

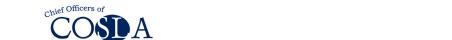**Major Deliverables:**
National ad campaign launches March 21, 2013

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.

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Digital Learning Center

Project Summary:

The Digital Learning Center 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:

http://www.digitallearn.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.

State Library Participation Possibilities:
State Libraries are welcome to provide assistance in building and contributing to this resource as well as supporting increased awareness and engagement from the library community.

Benefits for Local Libraries:
Access to resources for both digital literacy support providers and end-user self directed trainings will contribute to increased support of digital literacy.

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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:
1) Libraries are aware of, understand, and influence the national public awareness campaigns from Connect2Compete.

2) 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.

3) Create recommendations for library actvitiies 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 and will launch 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.

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DigitalLiteracy.gov

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 was 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:
http://www.digitalliteracy.gov/

PROJECT DETAILS
Project Funded by:
NTIA and suported 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

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Edge Initiative

Project Summary:

The Edge initiative is an effort driven by a coalition of leading and local government organizations to develop public access technology benchmarks for public libraries. Edges helps library staff understand best practices in public access technology services and communicate the value of these services to community leaders.

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:
http://www.libraryedge.org/

PROJECT DETAILS

Project Funded by:
The Bill & Melinda Gates Foundation

Project Term:
The Edge Initiative began development in early 2011 and will launch in 2013.

Project Purpose:
Edge provides tools and resources that library leaders can use to engage staff and local government officials in understanding where the library stands in relation to its peers, highlighting how public access technology helps achieve community goals, and identifying new ways of conducting business through best practices. Edge provides both a path and incentive for continuous improvement of and investment in public access technology.

Formal Partners:
The Edge Initiative is driven by a coalition of leading library and government organizations including:
• American Library Association's Office for Information Technology Policy
• Bill and Melinda Gates Foundation
• International City/County Management Association
• Lyrasis
• OCLC and WebJunction
• Public Library Association
• TechSoup Global
• Universities of Washington and Maryland
• Urban Libraries Council
• State library agencies in California, Oklahoma, and Texas

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

Major Milestones:
• Edge Benchmarks released January 2013.
• The Edge Initiative will launch later in 2013 with a complete set of tools, resources and training to support participation by public libraries.

Major Deliverables:
The Initiative will be deployed with a set of online resources including a self-assessment tool for public libraries, a scoring report with training recommendations, a resource guide, case studies, and executive tools that can be used to produce reports for decision makers. Libraries will receive guidance, support, and training as they complete the online assessment and utilize their results to engage internal and external stakeholders.

State Library Participation Possibilities:
State Libraries can participate by educating their public libraries about the Edge Initiative and providing conference/programming opportunities at state convenings to promote Edge. In addition, State Libraries may consider building a network of Edge library

Edge Initiative *(Continued)*

users in their states and assist those libraries with understanding how they may utilize their assessment results.

We expect the Edge Initiative to help State Libraries with statewide planning activities, identifying training needs, providing data for use with state executive and legislative branches, communicating stories about the value and impact of public libraries, and developing funding strategies and approaches.

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. By demonstrating the value of public access technology, communities will benefit by receiving sustainable support and funding for these services.

Edge helps public libraries establish new partnerships and strengthen relationships with external organizations to provide enhanced programs and services for patrons.

Library leaders use Edge for its aspirational goals to think about and plan for the future of the public library. The Initiative helps library leaders decide how library resources should be allocated.

Benefits for Local Libraries:

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 to 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 Unversity 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.

Target Audience:
Public libraries and state library agencies

Major Milestones:
• We are planning a "shakedown" pilot in April/May 2013.
• 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 libraries
• A variety of methods for linking to the survey
• Reports for internal use, reports to provide to governing bodies, presentations, website widgets, newsletter articles, and more.
• Instructional materials on how to use IMPACT Survey results to advocate for the library

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 predefined reports and the ability to download data.

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.

IMPACT Survey *(Continued)*

Benefits for Local Libraries:
Local libraries will be relieved of the burden of designing, program-ming, 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 websit

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

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(360) 499-2069

Project website:
http://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:
National Telecommunications and Information Administration (NTIA)

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 connect 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 connectrivity 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.

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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:
http://www.usucan.org/

Link to list of state or regional administrator(s):
Robert Bocher, ALA representative
- http://www.ala.org/offices/oitp/people/oitpfellows

Links to Project Resources:
See the various links off the main U.S. UCAN website at http://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:
Under development K20:
- Consortium for School Networking (CoSN)
- International Society for Technology in Education (ISTE)
- Instructional Technology Council* (ITC)

Health:
- National E-Health Collaborative (NeHC)
- American Telemedicine Association* (ATA)
- Healthcare Information and Management Systems (HIMSS)
- American Association of Medical Colleges (AAMC)

Public Safety:
- Association of Public Safety Communications Officials (APCO)
- National Emergency Number Association (NENA)

Libraries:
- American Library Association (ALA)
- Public Library Association (PLA)
- Chief Officers of State Library Agencies (COSLA)

Gov't:
- National Association of Telecommunications Officers and Advisors (NATOA)
- National Association of State CIOs* (NASCIO)

Other:
- The Quilt (Research and Education Networks)
- Schools, Health, and Libraries Broadband Coalition (SHLB)
- Association of Science and Technology Centers* (ASTC)

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

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

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).

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.

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.

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

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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.

Chief Officers of
COSLA
State Library Agencies

Schools, Health & Libraries Broadband Coalition (SHLB Coalition)

Project Summary:

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

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(202) 256-9616

Project website:
www.shlb.org

Links to Project Resources:
www.shlb.org

PROJECT DETAILS

Project Funded by:
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 rural libraries. 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 for our nation's economic growth and rural development.

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 rural libraries. 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 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, other members of the broadband industry and public interest groups.

Chief Officers of
COSLA
State Library Agencies

Schools, Health & Libraries Broadband Coalition (SHLB Coalition) *(Continued)*

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.

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
Deputy Director, ALA Public Programs Office
mfournier@ala.org
(312) 280-5056

Project website:
To be added

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 additional 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

Chief Officers of
COSLA
State Library Agencies