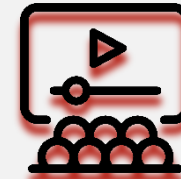# Midwest States Tackle Broadband

October 1, 2020

Presentation slides available in handouts

A recording of the webinar will be sent.

Submit questions in the questions box.

Please complete our survey.

MIDWESTERN HIGHER EDUCATION COMPACT

Midwest States Tackle Broadband

Poll Question

In your state, what is the most significant barrier to equitable broadband access?

a. Availability and/or affordability of services

b. Availability and/or affordability of devices

c. Funding for programs

d. State restrictions on municipal broadband

Today's Presenters

Rep. Rick Carfagna

Chair, Finance Subcommittee on Higher Education
Ohio Legislature

Duane Schell

Chief Technology Officer
North Dakota Information Technology Department

Dr. Marshall Stewart

Vice Chancellor for MU Extension and Engagement and Chief Engagement Officer
University of Missouri System

Adrian Segura

Deputy Chief of Family and Community Engagement in Education (FACE)
Chicago Public Schools

MIDWESTERN
HIGHER EDUCATION
COMPACT

Building Support and Engagement in Rural Communities

Midwestern Higher Education Compact · October 1, 2020

Marshall Stewart, EdD
Chief Engagement Officer

University of Missouri System
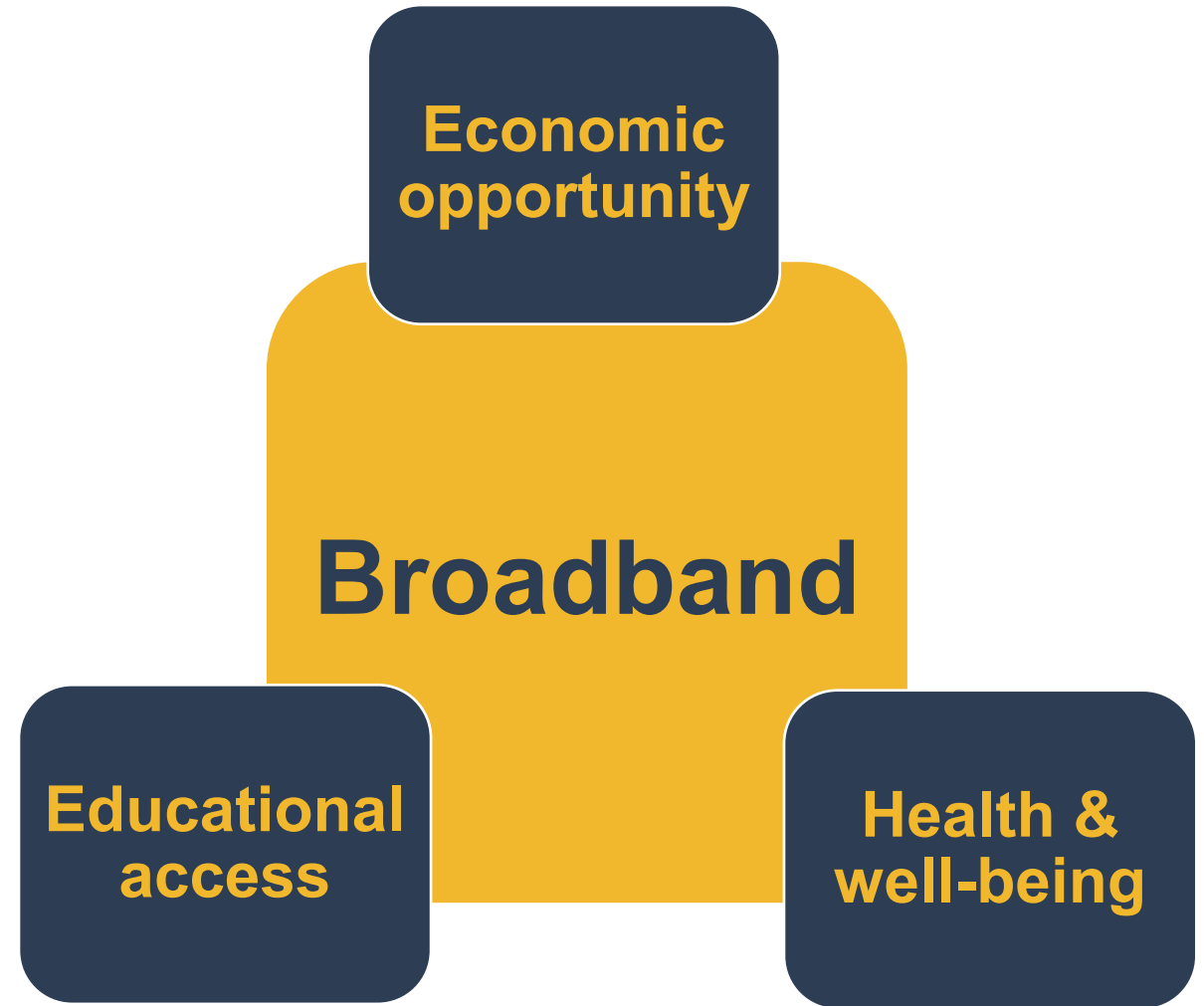COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

Listen and Learn tour 2016

How can the University of Missouri System make the most impact on the lives of Missourians?

Missouri has three grand challenges

Broadband **access, affordability & utilization** **affects all three grand challenges**

Economic opportunity

Broadband

Educational access

Health & well-being

UM System Broadband Leadership Team established

What we offer:
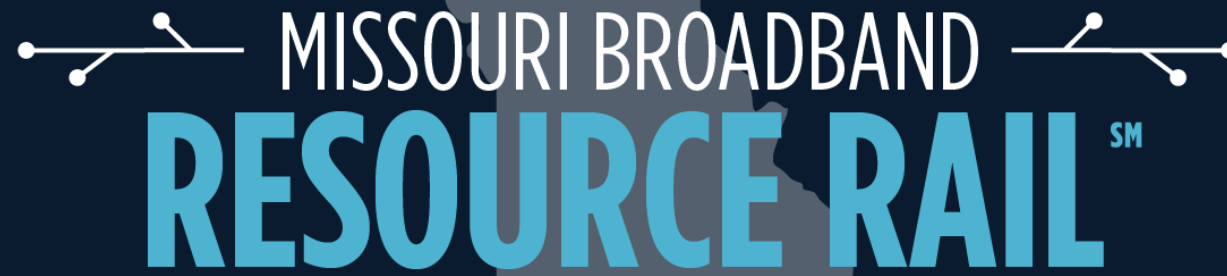
- **Technical expertise**

- **Influence**

UMKC

MU

UMSL

MISSOURI S&T

Broadband workshop · June 2020

- **100 experts assembled online**

- **Created an actionable plan**

- **Launch of Missouri Broadband Resource Rail**

- **Introduced report for test-bed community**

- **Free, web-based resource · mobroadband.org**

- **Provides relevant data to stakeholders seeking to bring infrastructure and applications to Missouri communities**

- **Connects UM System and external partners to collaborate and achieve their broadband objectives**

University of Missouri System
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

Bollinger County · Test-best community

- **4 out of 5 residents lack access**

- **Community stakeholders assembled to address the problem**

- **Findings from research will service as model for other rural areas**

Facilitating the discussion

October 2019

KBIA.ORG

Crucial Need for Rural Broadband Creates Inequities in Missouri

Broadband access in Missouri took center stage at an MU engagement week…

June 2020

COLUMBIATRIBUNE.COM

Commentary: Broadband is a necessary utility. Let's treat it like one

Questions?

CONNECTING NORTH DAKOTA
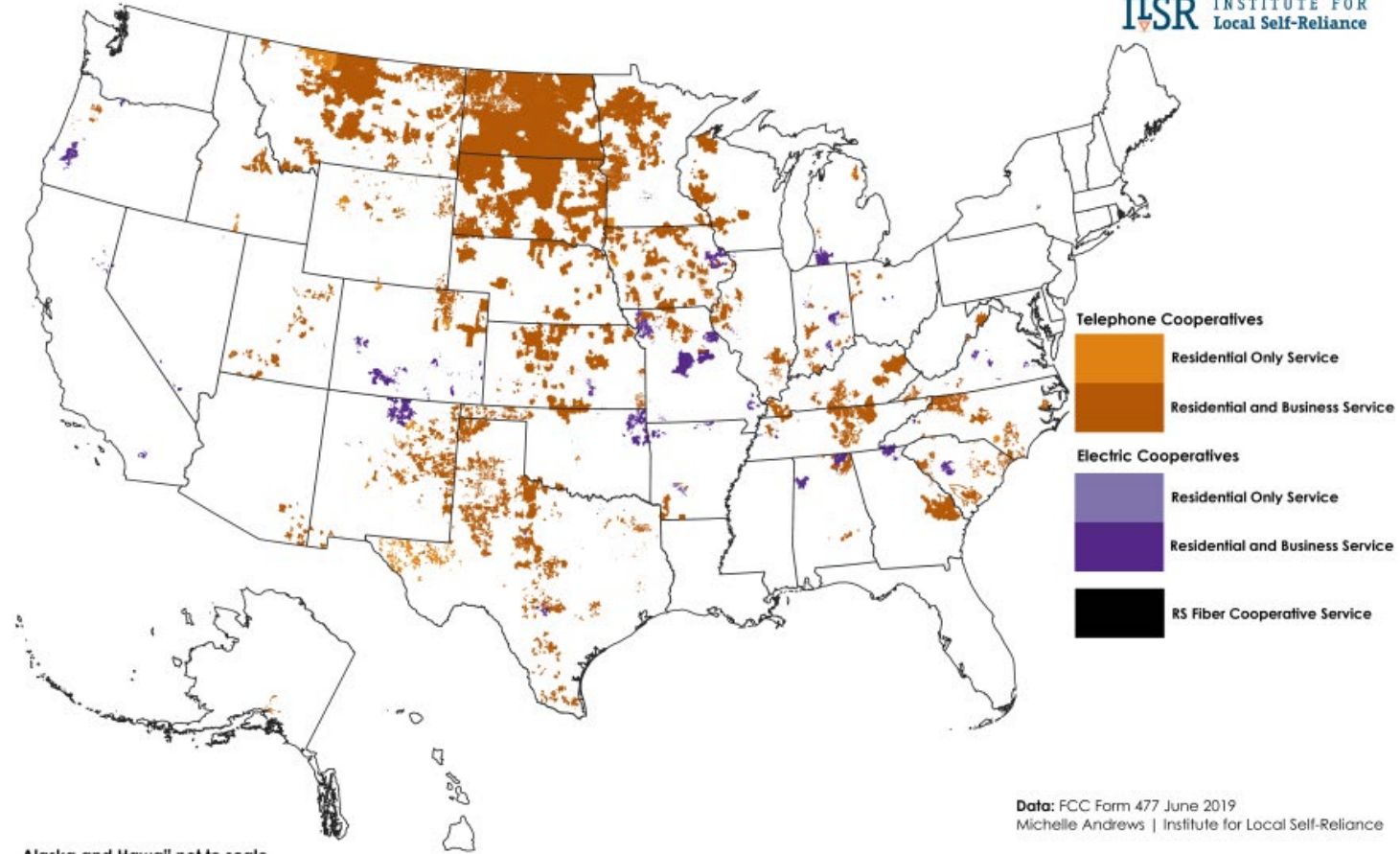
Broadband: no longer a luxury

Where it all began........

Partnership and Collaboration

Current Cooperative Fiber Networks
As of June 2019

Community NETWORKS

ILSR INSTITUTE FOR Local Self-Reliance

Telephone Cooperatives

Residential Only Service

Residential and Business Service

Electric Cooperatives

Residential Only Service

Residential and Business Service

RS Fiber Cooperative Service

Data: FCC Form 477 June 2019
Michelle Andrews | Institute for Local Self-Reliance

Alaska and Hawaii not to scale.

Worked with Internet Providers to Ensure Connectivity

Bridging the Home Access Gap

BAND **North Dakota Telephone Exchange Areas**
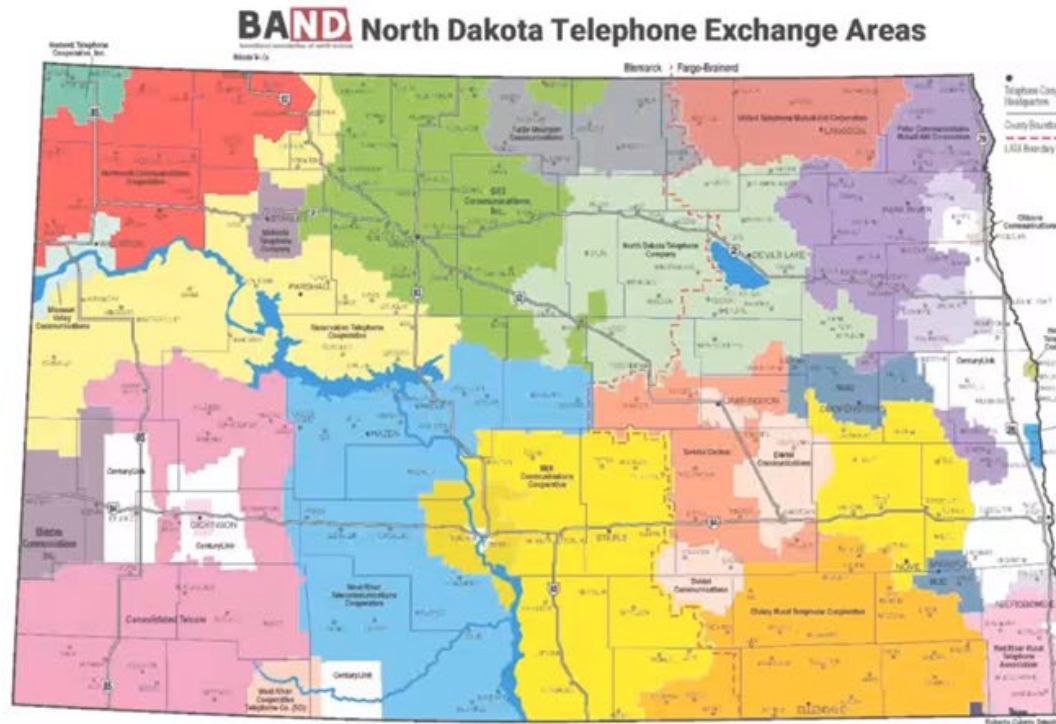
- Forward thinking – rural providers have aggressively pursued funding for many years

- Locating students while maintaining privacy – agency collaboration

  - Legal pre-work

  - Data cleaning

  - Centralized communication

  - Interagency data correlation exercise

- FCC "Keep Americans Connected" pledge

  - Newly-connected service free to BAND members

"The creation of DCN and the decision by the state to aggregate and provide broadband for the entire public sector was key to us having the necessary infrastructure in place." - Duane Schell, CTO of NDIT

Slide Courtesy Superintendent Kirsten Baesler

Partnering To Ensure Learners Are Connected

https://digitalbridgek12.org/states/how-north-dakota-bridged-the-home-access-gap/

Work is not done……

October 2020

Data on internet access in Chicago confirms what families are saying – we have an inequity
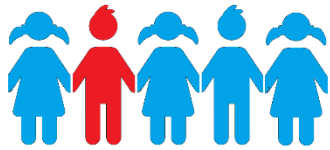
1 in 5 children in Chicago lack internet access*

- **100,000 kids across 60,000 households**
- **Mostly African American/Latinx neighborhoods**
  - Just over **1 in 3 households in Austin**
  - Nearly **1 in 3 households in Humboldt Park**
  - Nearly **1 in 2 households in West Englewood**

The immediate COVID need for internet access will help build permanent infrastructure to bridge the Digital Divide

- **Even post-COVID, internet access is a critical issue to promoting educational outcomes and righting broader inequities (poverty, housing access, food access)**
- Research indicates that **internet access can improve students' GPAs and can improve standardized test scores**
- Internet access will help with engaging children in summer school and reducing summer crime

* "Digital Equity in Education", Kids First Chicago & Metropolitan Planning Council, April 2020 (students 18 and under)
** CPS Data for Google Meet and Platform Access from April 26 - May 2

Areas with the highest concentration of students without access to broadband are predominately on the South & West sides
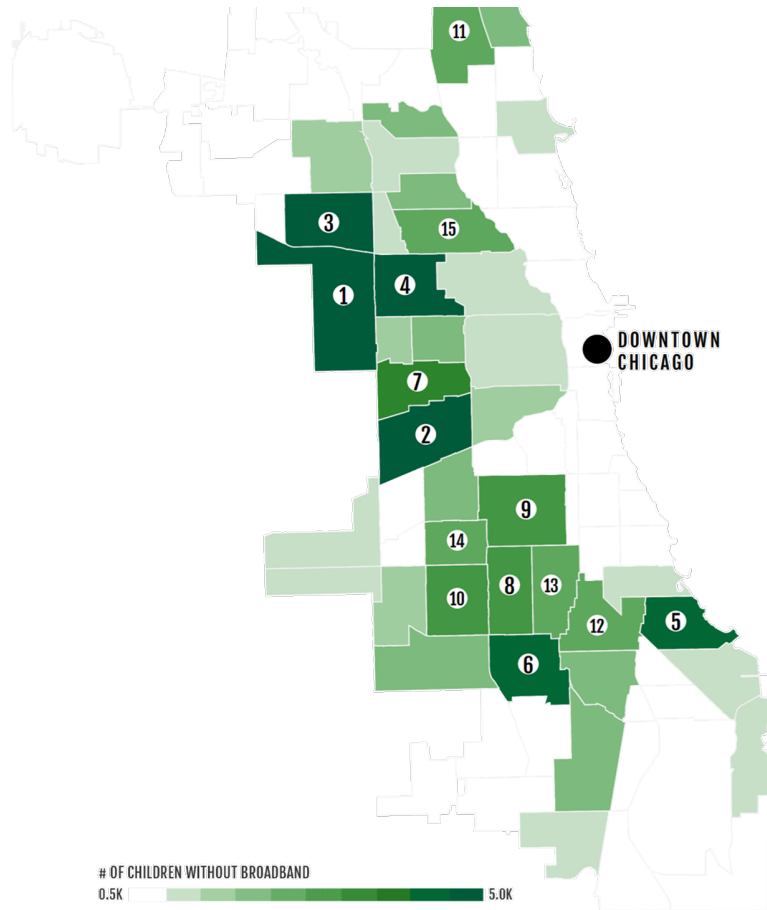
of Students

15 Most Affected Community Areas

1.	AUSTIN	WEST SIDE	7,801
2.	SOUTH LAWNDALE	WEST SIDE	6,624
3.	BELMONT CRAGIN	NORTH/NORTHWEST SIDE	5,218
4.	HUMBOLDT PARK	WEST SIDE	5,195
5.	SOUTH SHORE	SOUTH SIDE	3,994
6.	AUBURN GRESHAM	FAR SOUTHWEST SIDE	3,744
7.	NORTH LAWNDALE	WEST SIDE	3,550
8.	WEST ENGLEWOOD	SOUTHWEST SIDE	3,089
9.	NEW CITY	SOUTHWEST SIDE	2,992
10.	CHICAGO LAWN	SOUTHWEST SIDE	2,769
11.	WEST RIDGE	FAR NORTH SIDE	2,609
12.	GREATER GRAND CROSSING	SOUTH SIDE	2,539
13.	ENGLEWOOD	SOUTHWEST SIDE	2,392
14.	GAGE PARK	SOUTHWEST SIDE	2,366
15.	LOGAN SQUARE	NORTH/NORTHWEST SIDE	2,327

3

CHICAGO CONNECTED

- **One of the largest and longest city-run internet accessibility program in the country (100,000+ students)***

  - Focus on high-speed, fixed-line, household internet access (wireline ensures reliability, consistency of speed, and can most quickly connect Chicagoans)

  - Includes a WiFi "hotspot" component focused on students in temporary living situations and the small percentage of homes where wired-service cannot be used

- **Student household eligibility based on six equity factors:**

  1. *Economic circumstances* indicating that the cost of internet will likely be a challenge (e.g., Medicaid, eligibility for free meals, homelessness, UIC's researched-based Community Hardship Index)

  2. *Student-level factors* indicating students who are most likely to be disadvantaged academically (Diverse Learning, English Language Learning)

*See **cps.edu/ChicagoConnected** for more information

Chicago Connected is a tight collaboration between a number of critical partners

Entity	Responsibilities
City of Chicago	Co-project manager, charged with managing the scope of the program, developing the budget, securing funding, and co-drafting legal agreements
Chicago Public Schools	Co-project manager, responsible for identifying the students/household populations, marketing the program to households, and conducting ongoing management of program once operationalized
Kids First Chicago	Tertiary project manager, tasked with facilitating conversations between CPS/City and the ISPs/CBOs/community at large. Potential lead for CBO engagement, accountability, and support
United Way of Metro Chicago	Fiscal agent, responsible for entering into legal agreements with each party, managing flow of funds, coordinating ongoing program management once operationalized
Children First Fund (CFF)	Fiscal agent, responsible for entering into agreements with each of the CBOs and managing flow of funds between select parties
Internet Service Providers (ISPs)	Service providers, tasked with delivering internet services to residents at low, subsidized costs (includes Comcast, RCN and T-Mobile)
Community-Based Organizations (CBOs)	Local neighborhood organizations, responsible for community outreach, marketing the program, helping households connect to the internet, and training families on digital literacy (35 CBOs in total)
Philanthropic Organizations	Providing seed funding for the program alongside the City and CPS (to date includes Citadel, Crown Family Philanthropies, Pritzker Traubert Foundation, Chicago Community COVID-19 Response Fund, The Joyce Foundation, ITW, The MacArthur Foundation, JPB Foundation, and a personal commitment from President and Mrs. Obama)

Community Based Organizations Form a Critical Backbone in the Most Disconnected Communities

- **Not every neighborhood will have a CBO partner**
  - Partnerships will be focused on areas with the greatest need

- **Trusted in their communities, CBOs will lead the following:**
  - Act as a liaison between Chicago Connected and their neighborhoods
  - Engage eligible households to raise awareness and connect families
  - Support newly-connected households with troubleshooting and digital literacy
  - Connect families to resources for workforce development and other online tools

- **Chicago principals also received lists of eligible students in their buildings to support outreach**

On-the-ground Collaboration

Albany Park & Avondale	Archer Heights & Brighton Park	Armour Square & Lower West Side	Ashburn
ALBANY PARK COMMUNITY CENTER / LOGAN SQUARE Neighborhood Association	B.P.N.C. Brighton Park Neighborhood Council / BACK OF THE YARDS NEIGHBORHOOD COUNCIL	COALITION FOR A BETTER CHINESE AMERICAN COMMUNITY SOLIDARITY / THE RESURRECTION PROJECT	YMCA OF METRO CHICAGO

Auburn Gresham, Burnside, Chatham	Austin	Avalon Park, Calumet Heights, South Chicago	Belmont Cragin, Hermosa, Montclare, Portage Park, Dunning, O'Hare
HOPE TEC	ACT AUSTIN COMING TOGETHER / project exploration changing the face of science / Austin Childcare Providers Network	CLARETIAN ASSOCIATES Building Community in South Chicago	LOGAN SQUARE Neighborhood Association / CENTER for CHANGING LIVES / northwestside housingcenter / Chicago Citywide Literacy Coalition

Bronzeville (Douglas), Oakland, Grand Boulevard	Chicago Lawn	Citywide	East & West Garfield Park
BRIGHT STAR	GADS HILL CENTER / project exploration changing the face of science	metropolitan family services / Chicago Citywide Literacy Coalition	Prevention Force Family Center Inc. / project exploration changing the face of science

East Side, Hegewisch, South Deering	Englewood, West Englewood	Gage Park, West Elsdon, New City	Greater Grand Crossing
metropolitan family services / project exploration changing the face of science	TEAMWORK ENGLEWOOD / IMAN	SWOP / project exploration changing the face of science / THE RESURRECTION PROJECT / BACK OF THE YARDS NEIGHBORHOOD COUNCIL	SOUTH SHORE WORKS WORKING TOGETHER FOR A CHANGE

Humboldt Park	North Lawndale	Pullman, Roseland, Riverdale, West Pullman, Morgan Park, Washington Heights	Rogers Park, West Ridge
CENTER for CHANGING LIVES / THE PUERTO RICAN CULTURAL CENTER www.prcc-chgo.org	North Lawndale Employment Network Building. Believing. Beginning. / YWCA metropolitan chicago	PHALANX FAMILY SERVICES / CENTERS / HOPE TEC	YMCA OF METRO CHICAGO / ASIAN HUMAN SERVICES

South Lawndale	South Shore	Washington Park, Woodlawn	West Lawn, Clearing, Garfield Ridge
ERIE NEIGHBORHOOD HOUSE / LATINOS PROGRESANDO / Chicago Citywide Literacy Coalition	SOUTH SHORE WORKS WORKING TOGETHER FOR A CHANGE	Chicago Urban League	Communities In Schools Chicago / metropolitan family services

CHICAGO

Outreach Efforts to date

- **Outreach and Outbound Calling**
  - Total number of FACE calls – 22,602
  - Total number of CBO calls – 31,437
  - Total number of robocalls/texts/mailers – 413,458

- **List of mass marketing efforts**
  - Mobile City Hall
  - Aldermanic Outreach
  - 101 Webinars
  - Family Testimonials
  - Speaking Engagements
  - TV Ads
  - Radio Ads
  - City & Sister Agency PSAs
  - Social Media Campaign
  - Faith Community
  - **Principals have roster of eligible kids – 650 principals (every school)**

Myths vs. Facts About Chicago Connected

Myth

✓ **Fact**

It could take four years to get connected to the internet.

→ Eligible families can sign up for internet access **immediately**.

Families need to share a Social Security Number to sign up.

→ Families **do not need to have or share a Social Security** number to sign up. There are several other forms of ID allowed, such as a driver's license, a utility bill in the applicant's name, or even current employment badge / photo ID.

Families who sign up need to pass a background check.

→ Families who sign up **do not undergo a background check**.

Families will be responsible for secret additional charges (modem, data overages, etc.)

→ Families who sign up **do not receive a bill.** There are no connection or modem fees, with the exception of a customer that asks for excessive home visits or does not return equipment.

What we're learning

After two months of signing up families, we've gained significant insight to help us consistently improve.

What we've heard

- Families who live in basements that are technically "illegal dwellings" are unable to get wired connection

- Families who have past due accounts worry they cannot participate in the program

- Families have expressed an array of different issues such as: wait times, not hearing back, not scheduling their appointments, etc.

What we're doing about it

- We are giving these families hot spots

- Our callers have an updated FAQ to help ensure families know past due balances are not a barrier to participating in the program

- ITS has launched a self-service ticketing portal that allows us to in real-time open a service ticket on behalf of families so that we can troubleshoot and share with the appropriate ISP

Data as of 8/21/2020

CHICAGO

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Eligibility (cps.edu/GetConnected)

Check Eligibility for Chicago Connected

Students who qualify for high-speed internet at no cost through the Chicago Connected program have been assigned an activation code to provide to their internet service provider.

Find Your Activation Code

Enter your child's student ID and date of birth in the form below to see if your family is eligible for free internet access. Can't find your student ID? Look for it on:

- Report cards or progress reports
- Parent Portal
- Student ID card
- Or call your school for assistance

STUDENT ID:

> Student ID

DATE OF BIRTH:

> MM/DD/YYYY

> SEARCH

11

Contact

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debk@mhec.org

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Questions

Submit questions in the questions box.

Thank you!