

Public Computer Centers

What the NOFA says: Applications for PCC projects must expand public computer center capacity, including at community colleges and public libraries. They must provide broadband access or improve broadband access to the general public or a specific vulnerable population, such as low-income, unemployed, aged, children, minorities, and people with disabilities. Projects must create or expand a public computer center meeting a specific public need for broadband service, including, but not limited to, education, employment, economic development, and enhanced service for healthcare delivery, children, and vulnerable populations. As described below, NTIA will consider information related to the demographics, size, and scope of the populations to be served, as well as the capacity of and the training provided by the proposed centers.

Lisa's notes on what CU may be ready to support, develop, propose, based on the purposes included above:

First, my view is that we should capitalize on the community participation angle...rather than thinking about this entirely as outreach, how can the community better reach into the services that are available to them...e.g., what do parents need to participate in their children's education without putting all the responsibility on the schools to reach out to them?

1. education – broadband + broad access/use through sustainable adoption component may allow for parents to easily communicate with teachers through video conferencing for parent teacher meetings; secure social networks for regular communication...instead of notes home with the children; secure social networks for students to communicate, have homework clubs, etc. Could especially target at-risk children/families. **NEED SOMEONE TO CHAMPION THIS COMPONENT IF IT WILL BE INCLUDED**
2. employment – job prep, digital divide programming. Focus on workforce development, job-readiness, career development. **PARKLAND SHOULD LEAD THIS**
3. economic development – small business development and innovation (leveraging the broadband to both support and create businesses), incubator, multimedia studio (and training), small business centers and training on how to start & run a business (some of which training may include basic skills found in the digital divide programming). UIUC (CCNET, CII, I3, with others) **INTERESTED IN LEADING THIS**
4. Enhanced service for healthcare delivery – unless someone steps forward to champion this, I think it doesn't get included as a major component. I think there needs to be some kind of assessment of currently available healthcare and why it's not sufficient in some way...there are definitely things that could be done, but I didn't see any champions or significant participation by clinics in round 1.
5. Vulnerable populations – youth engagement, multimedia studio(s). I think this may be where the multimedia studio program fits, as a way to engage youth in training and career development. Would like to see Don Moyer lead this aspect, along with Paul Adams (UIUC).

Sustainable Broadband Adoption

Applications for SBA projects should demonstrate a sustainable increase in demand for and subscribership to broadband services. Projects should meet a specific public need for broadband service, including, but not limited to, education, employment, economic development, and enhanced service for healthcare delivery, children, and vulnerable populations. Projects should describe the barriers to adoption in a given area, especially among vulnerable populations, and propose an innovative and persuasive solution to achieve increased adoption. Applicants might show how variations on one or more proven demand stimulation strategies—such as awareness-building, development of relevant content, and demand aggregation—would promote sustainable adoption. NTIA expects a high degree of verification that will demonstrate the effectiveness of various approaches to building sustainable broadband adoption, including market research and surveys.

Lisa's notes on what CU may be ready to support, develop, propose, based on the purposes included above:

1. We have the same categories in the PCC analysis, and I think the same concerns, and the same leads could be thinking about the adoption aspect...each of the areas include ideas that are aimed at awareness building and “creating a new way of thinking about technology”. And all together those components would amount to demand aggregation?
2. That alone doesn't make a SBA proposal, but those things coupled with:
 - a. wider access through a wireless infrastructure component
 - b. help desk
 - c. network of cybernavigators
 - d. community kiosks (e.g., health clinics, mall, fast-food, hotspots) that can double as methods of data collection
 - e. BILL DEJARNETTE AGREED TO LEAD THIS COMPONENT

Together, what all this might look like in terms of proposal development (and everything that “development” entails): THIS IS A START!

Lead Integration & Vision Group

	Digital Divide, job prep, adult ed basic tech training (PARKLAND)	Small Business Development & Innovation, incubator, small business support centers, digital media studio(s)	Sustainable Adoption infrastructure: wireless access, help desk, cybernavigators, “way of thinking”, community kiosks	Education
At-risk Youth Engagement Outreach Where are the PCCs?	Parkland, 2 other locations such as north 1 st street or Douglas Annex, or??? Libraries?	Digital media studio(s) Neighborhood centers such as north 1 st street, Douglas Annex, IMC, and ??? libraries?	cybernavigators Lots of mini-PCCs that already exist in libraries, churches, housing complexes, etc.	Homework clubs Some school- based PCCs?

Overall support issues:

- Someone to promote sharing of information throughout the community, and overall transparency
- A mailing list (or 2) for the proposal development team (one for core integration team, one for everyone)
- Community input/feedback organization
- something like cuopenaccess to share documents, and ideas
- budget management
- securing matching
- collecting revised or new letters