

Digital Inclusion & Data

Roberto Gallardo, Ph.D.

Purdue Center for Regional Development / Extension



What is Digital Inclusion?

- 1. Affordable & robust broadband**
- 2. Internet-enabled devices that meet needs of user**
- 3. Digital Literacy training**
- 4. Quality technical support**
- 5. Applications & online content that encourage self-sufficiency, participation, & collaboration**



Source: [National Digital Inclusion Alliance](#)

Digital Parity

- **Mindset**
- **Infrastructure**
- **Literacy/Skills**

- **#Rural2pt0**

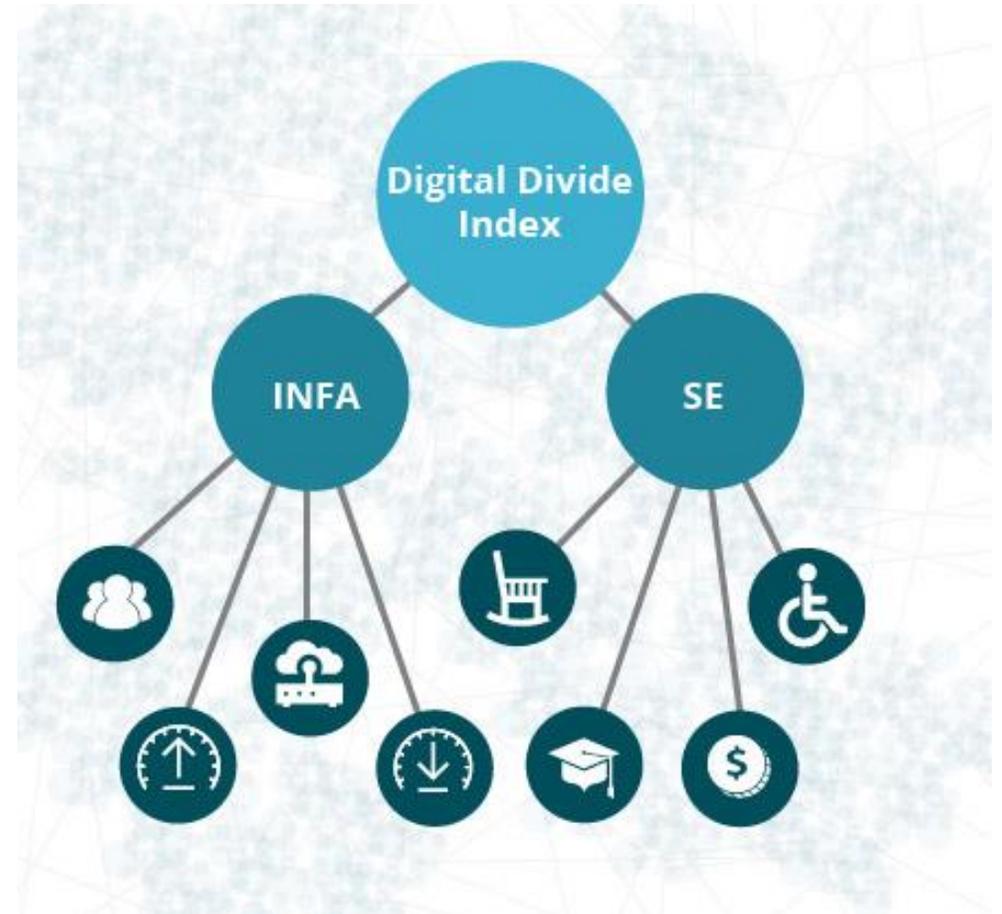


Digital Divide Index (DDI)

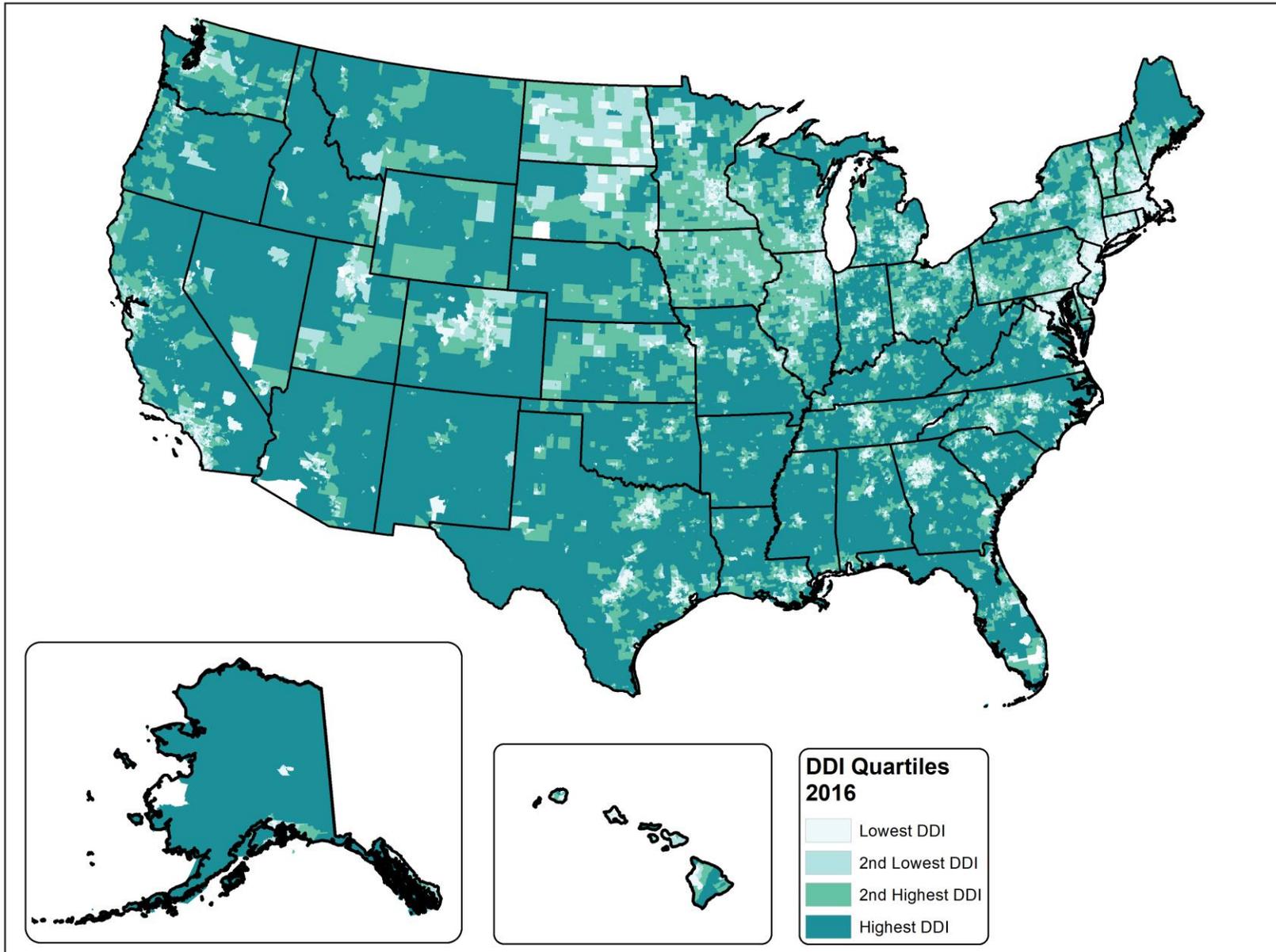
- **Infrastructure/adoption (INFA)**
- **Socioeconomic (SE)**
- **Range: 0 to 100**

- **Jumpstart conversations**
- **Increase awareness**

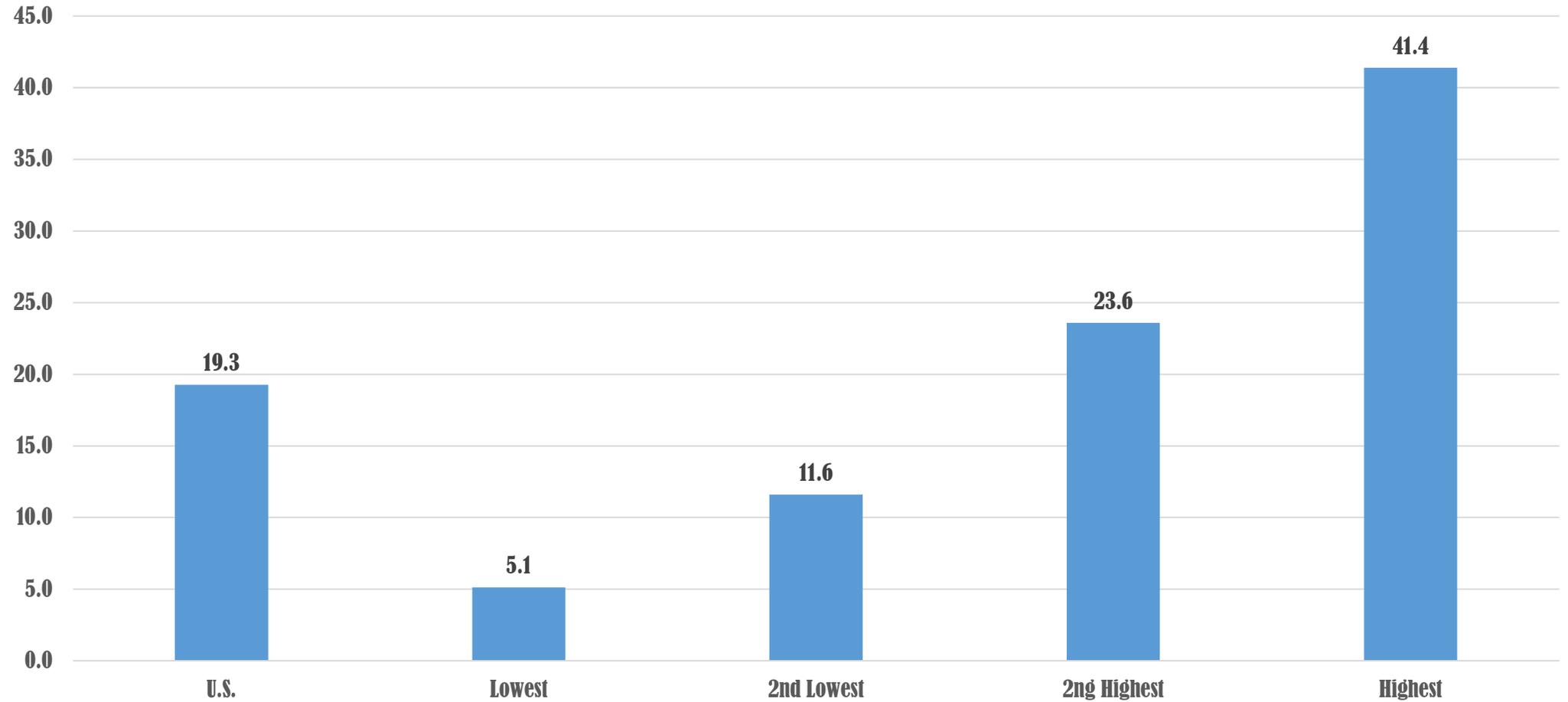
- **pcrd.purdue.edu/ddi**



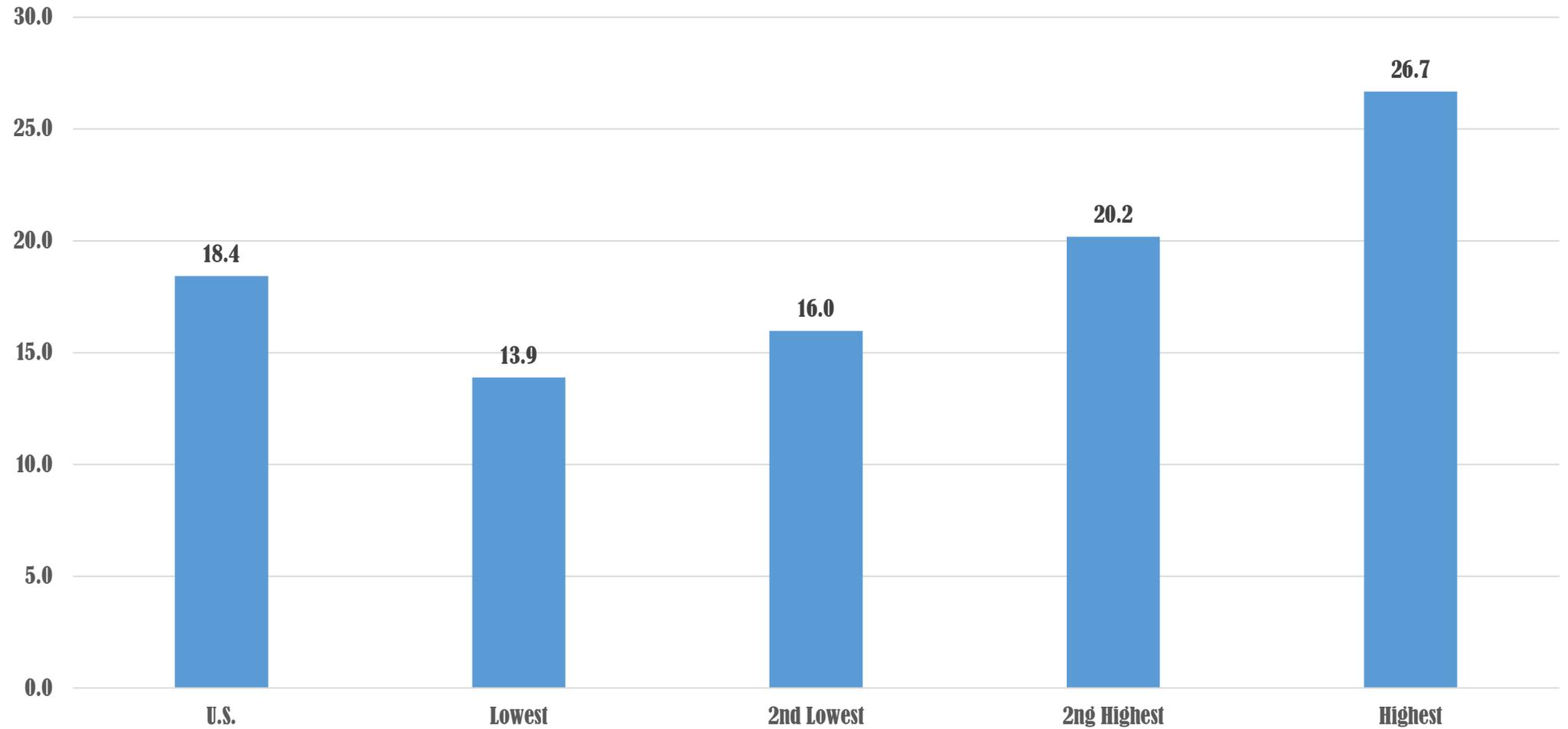
DDI Geography



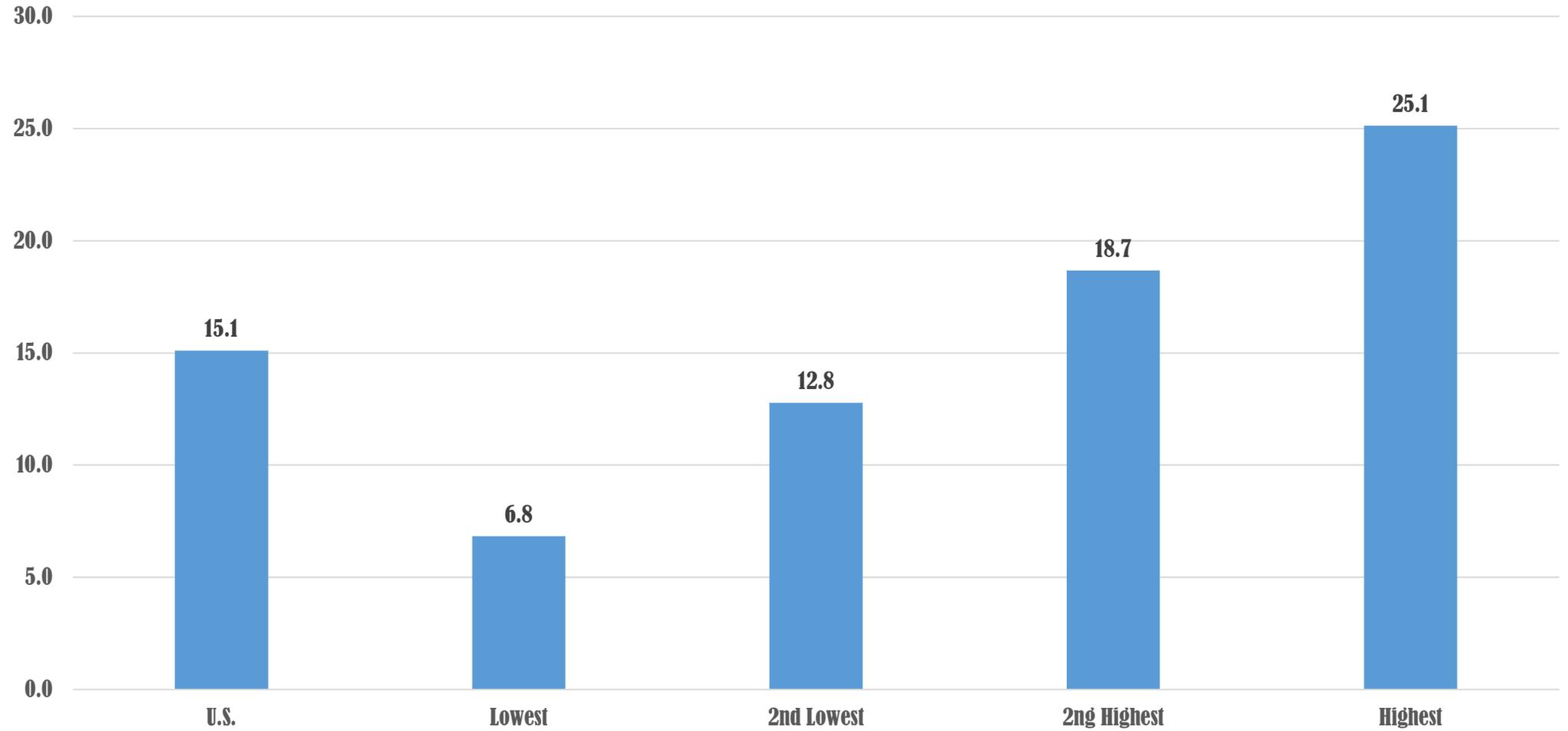
DDI: % Rural Population



DDI: Not in Labor Force Ages 25-54



DDI: Individual Poverty Rate

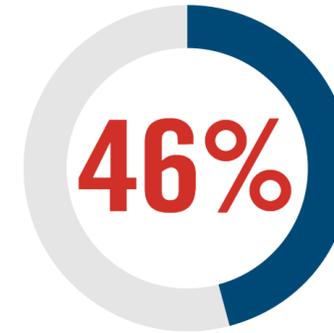


Middle & Digital Skills

Occupations that typically don't require a bachelor's degree and pay above the national living wage.

Source: [Capital One](#); [Burning Glass](#)

As Technology Transforms the Workplace,
Digital Skills are Critical
to Future Proof **Middle-Skill Careers**

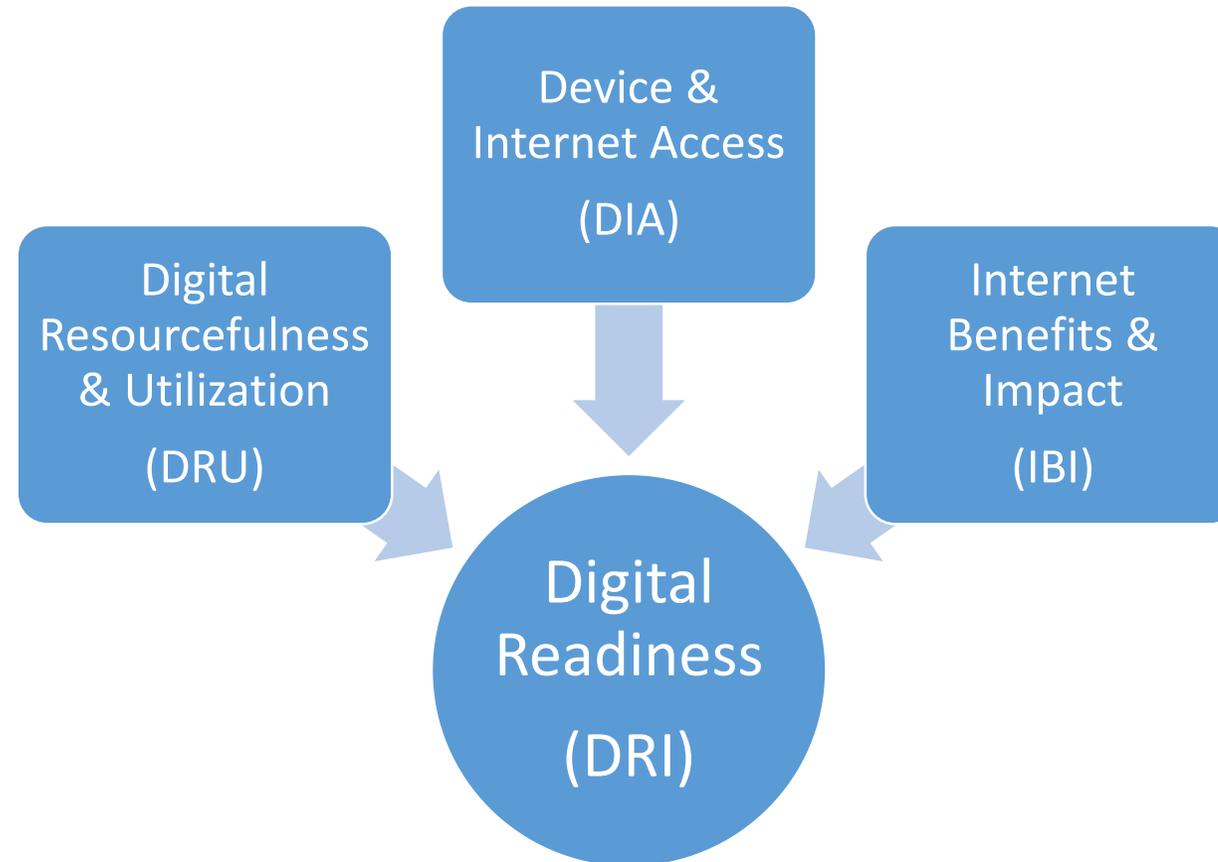


of labor demand is composed of
MIDDLE-SKILL jobs

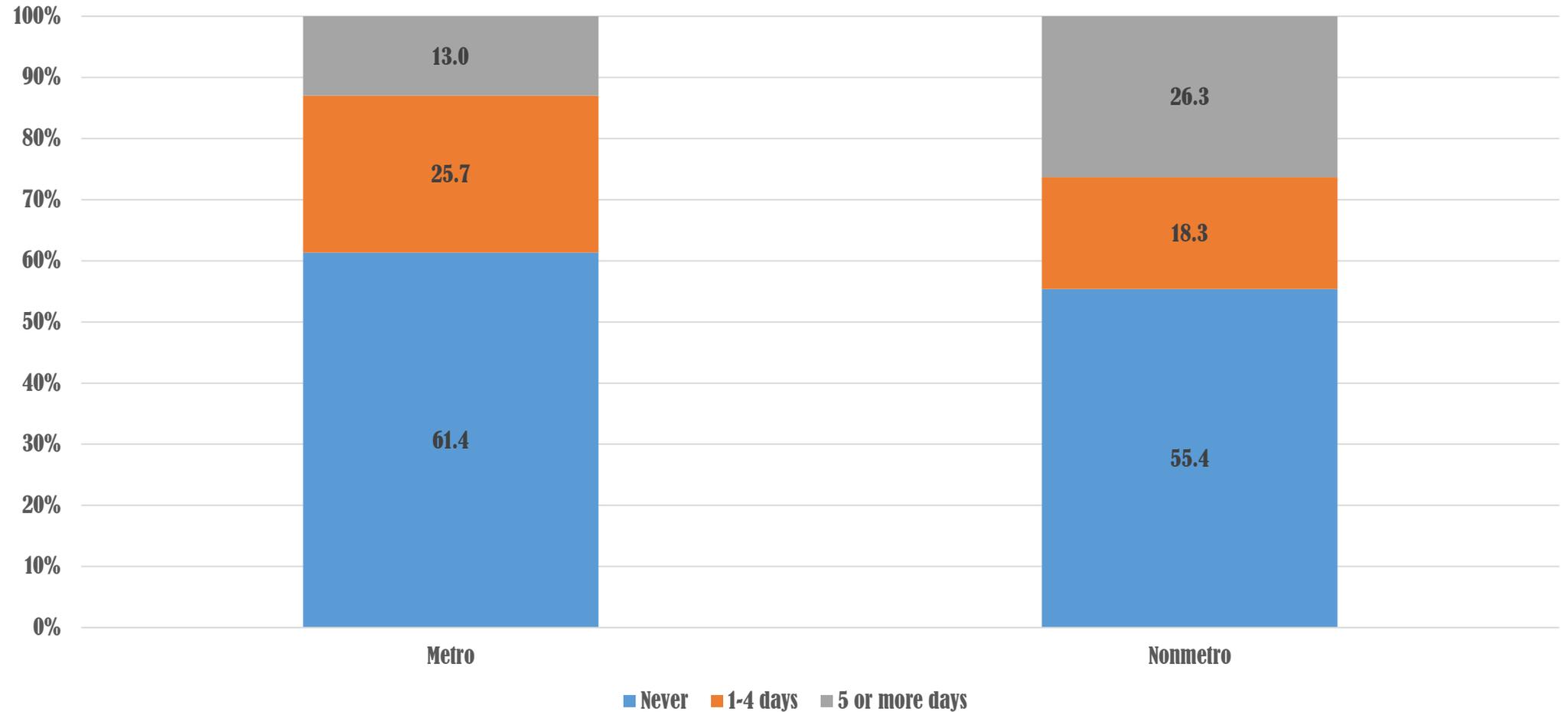
82%

of middle-skill jobs require digital skills,
an increase of **4%** since 2015

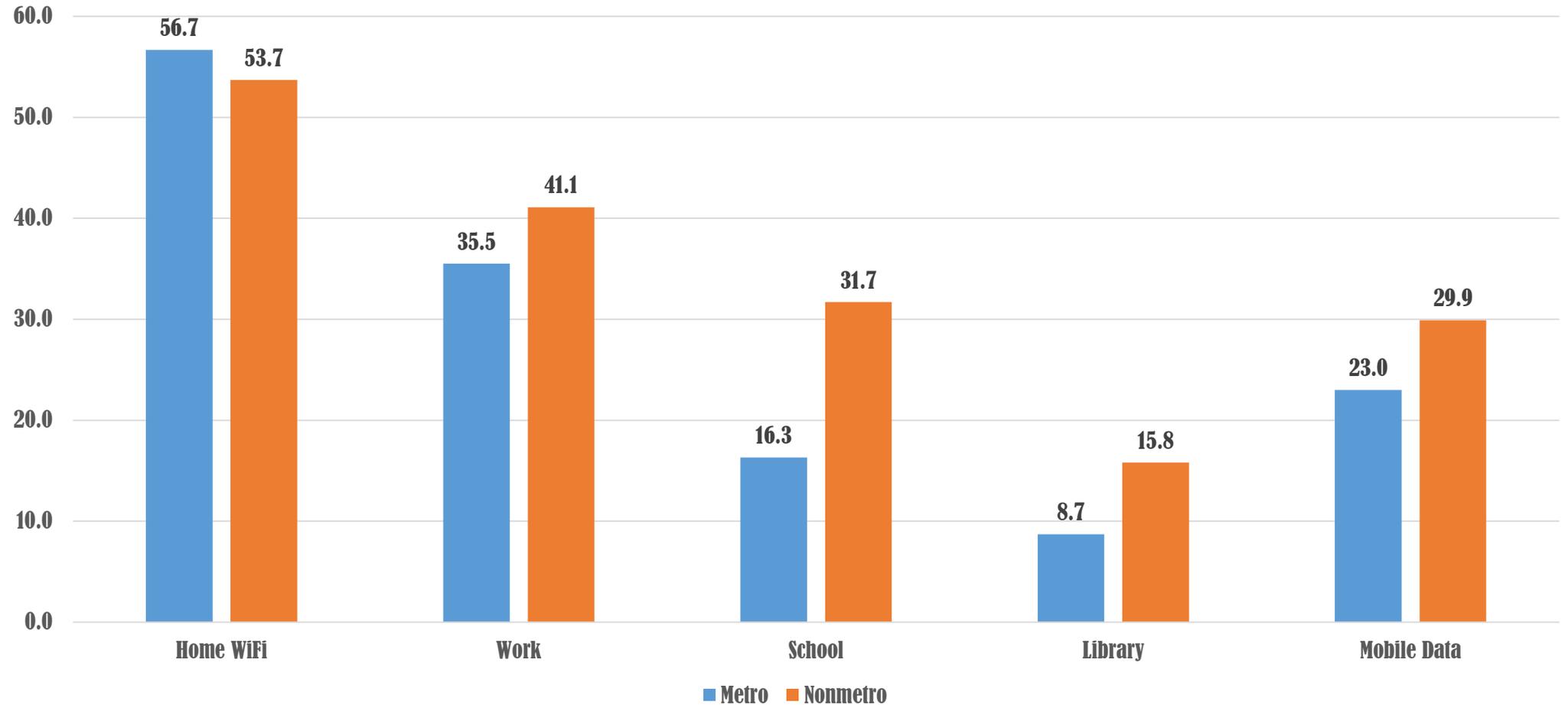
Digital Readiness



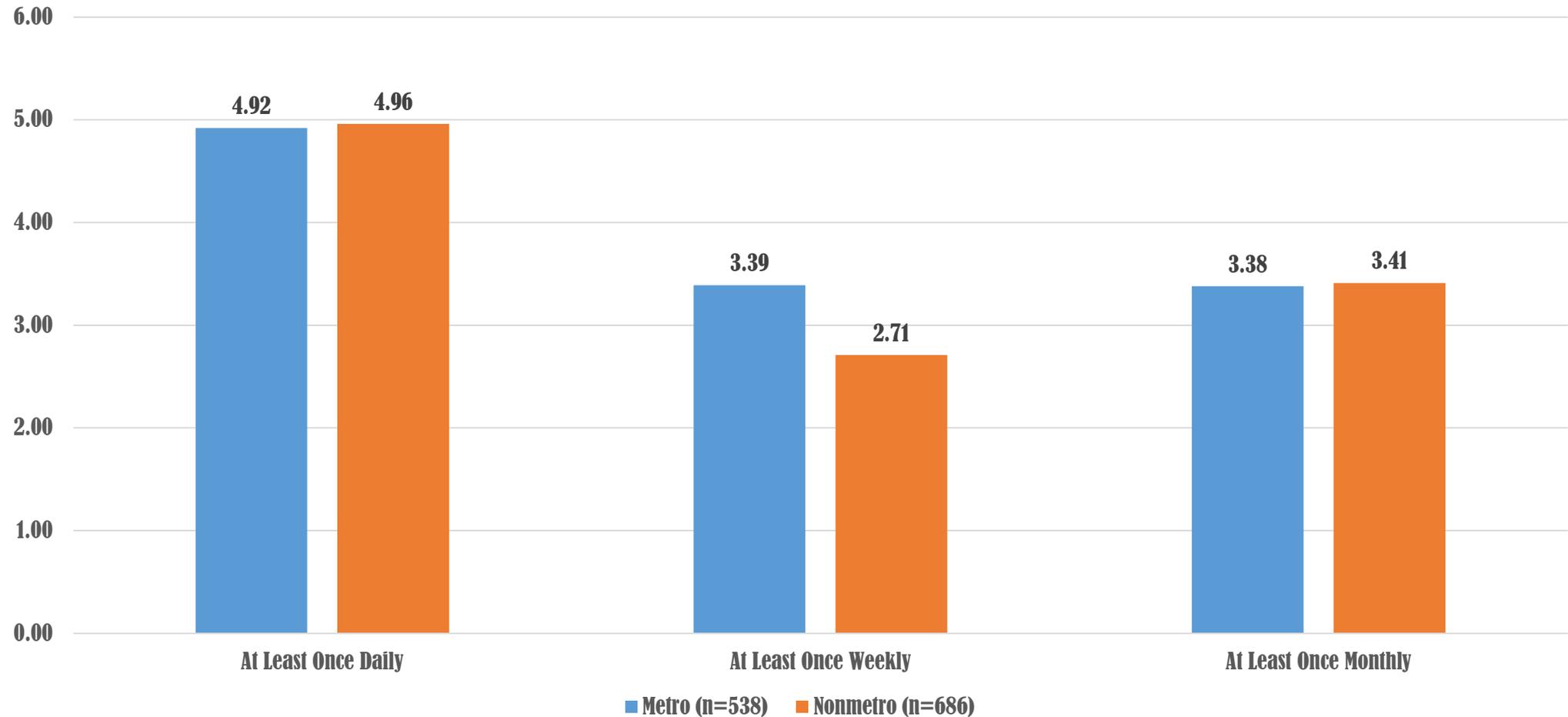
Digital Readiness: Days without Internet



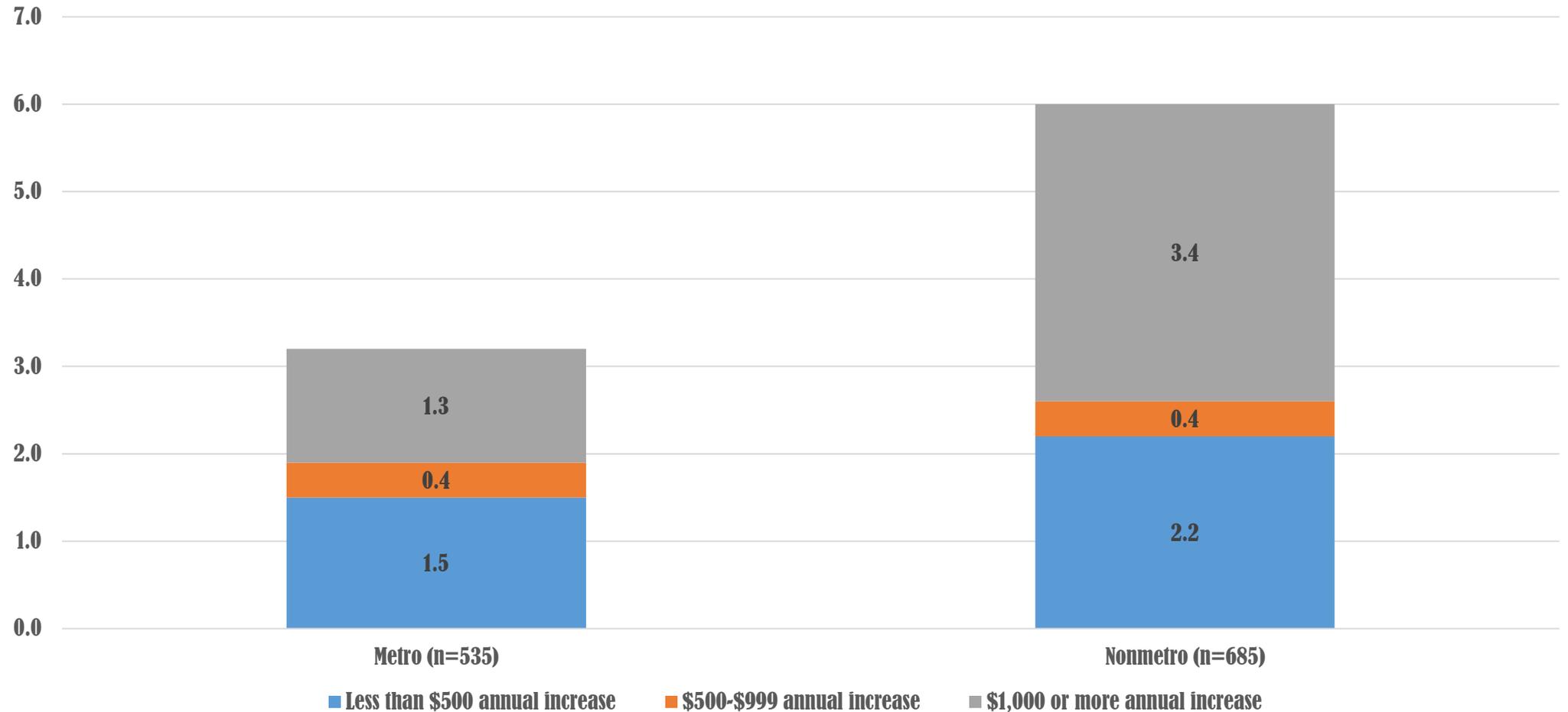
Digital Readiness: Connecting from ...



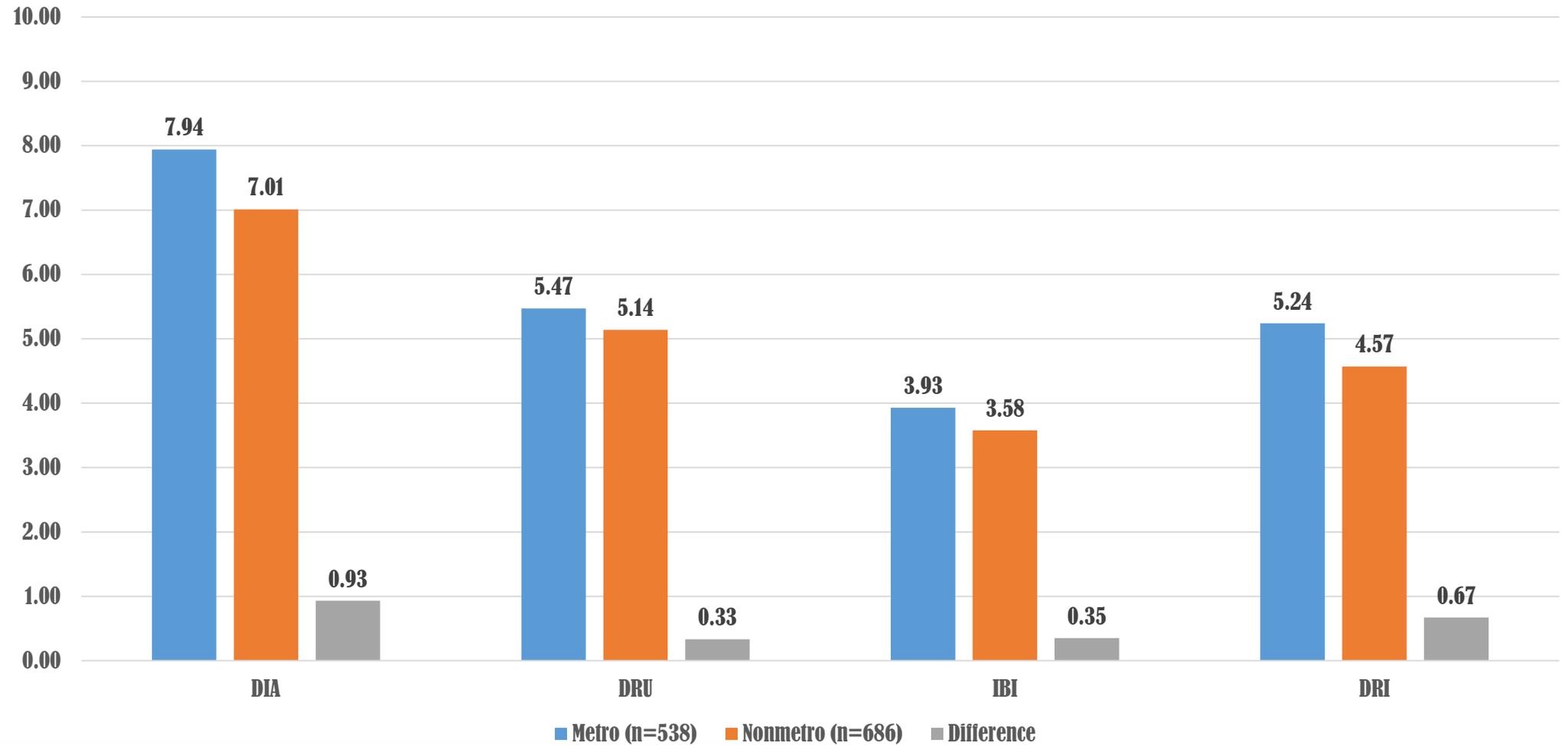
Digital Readiness: Internet Use & Frequency



Digital Readiness: Promotions

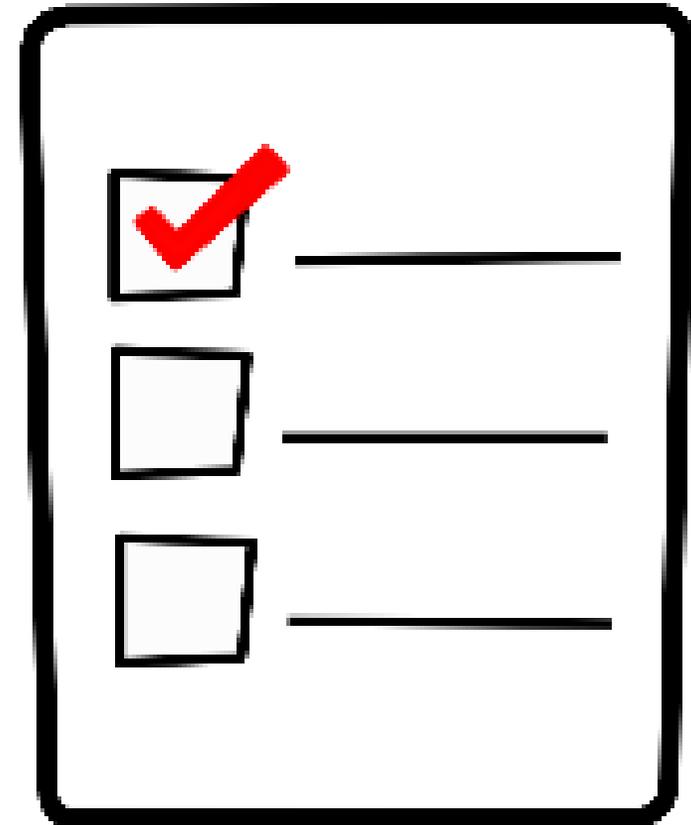


Digital Readiness: Scores



Data Needs

- **Validated Footprint**
- **Actual Speeds**
- **Cost**
- **Use**





connect **2**
COMPETE

from COX

CLOSING THE DIGITAL DIVIDE



- James M Cox, newspaperman, three-time Governor, Presidential candidate - started as a teacher. He founded company in 1898 buying the *Dayton Daily News*
 - Alex Taylor, 4th generation, overseeing Cox family of companies, privately-held, family-owned
 - Cox has a long commitment to supporting kids, schools and education
 - Cable in the Classroom - commercial-free educational programming to public and private schools (K-12), part of a cable industry-wide initiative
 - Project LemonLink – offered in San Diego’s Lemon Grove School District, networked district’s schools together -- and to student homes -- via the broadband connections
 - Computers2Kids – offered broadband & computers to families in Santa Barbara – original model for C2C
-

Access to technology at home is critical to a student's education & future

- Of the 62M people unconnected, 50M have access but do not use the Internet; 12M lack access
- 90% of jobs searches are performed online. People who do online job searches are employed 25% times faster
- 70% of K-12 teachers assign Internet-based homework that students without access to the Internet and digital skills are struggling to complete
- Teachers are increasingly using email to communicate with parents and post grades online. Teachers use online education sites to do individual student evaluations
- Students with a PC and Internet access at home have graduation rates 6-8% higher than similar students who don't have access



Low-Cost, Home Internet with WiFi

One Connection is All It Takes

**COX HIGH SPEED
INTERNET**
\$995*
PER MONTH FOR
QUALIFIED FAMILIES

- No Annual Contracts
- No Deposits
- Free Installation
- Free WiFi Modem
- 15Mbps Download

COX | **connect 2 COMPETE**

**Available to qualified, new Cox internet customers*



Open to eligible low-income families with:

- At least one K-12 student in the household
- No existing Cox Internet service in the last 90 days
- No outstanding Cox bills or unreturned equipment

Program is driven through community outreach by our local public affairs teams.

Step 1: Qualify

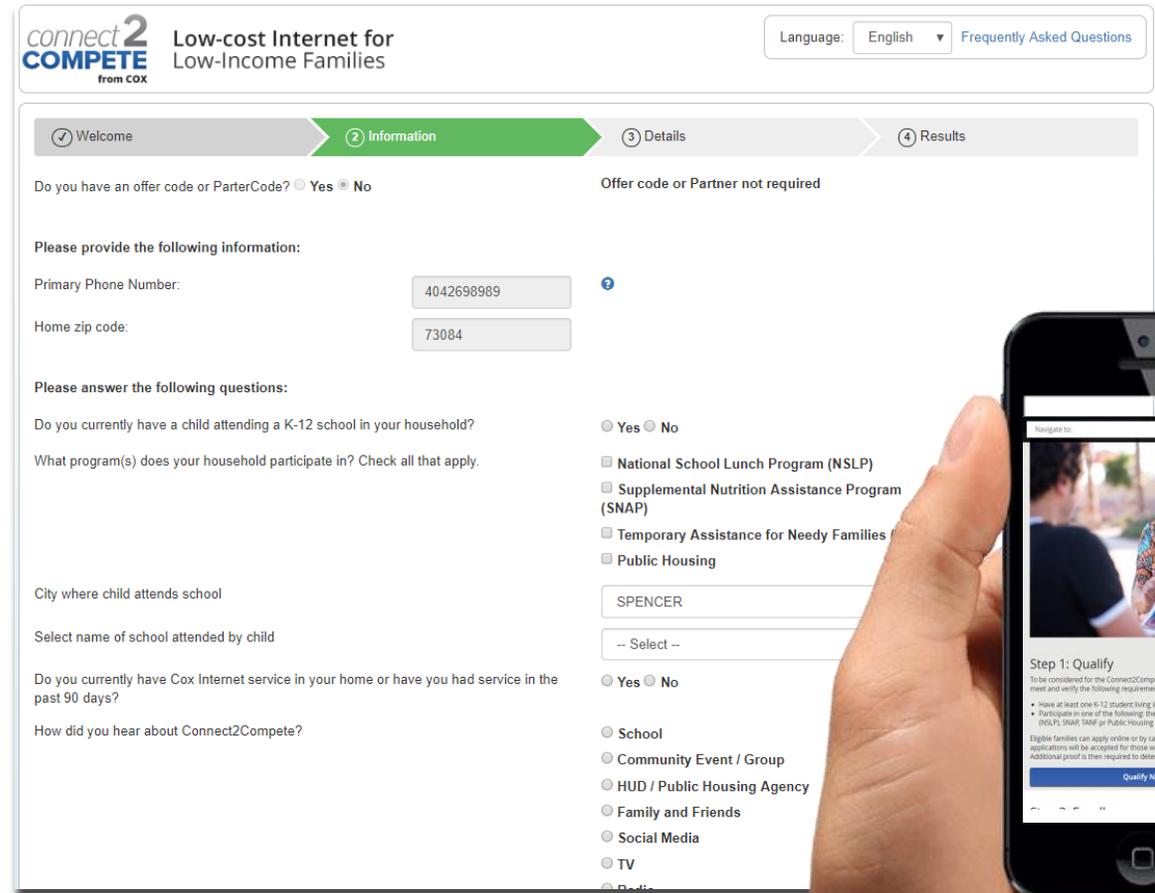
Complete C2C application at Connect2compete.cox.com or by calling 1-855-222-3252

Step 2: Enroll

After your household has qualified, you will be connected to a Cox Connect2Compete representative who will help you enroll for high-speed Internet service

Step 3: Connect

A Cox technician can assist in setting up the WiFi modem and activating Internet service



connect2 COMPETE from COX Low-cost Internet for Low-Income Families

Language: English [Frequently Asked Questions](#)

1 Welcome 2 Information 3 Details 4 Results

Do you have an offer code or PartnerCode? Yes No Offer code or Partner not required

Please provide the following information:

Primary Phone Number:

Home zip code:

Please answer the following questions:

Do you currently have a child attending a K-12 school in your household? Yes No

What program(s) does your household participate in? Check all that apply.

National School Lunch Program (NSLP)
 Supplemental Nutrition Assistance Program (SNAP)
 Temporary Assistance for Needy Families (TANF)
 Public Housing

City where child attends school:

Select name of school attended by child:

Do you currently have Cox Internet service in your home or have you had service in the past 90 days? Yes No

How did you hear about Connect2Compete?

School
 Community Event / Group
 HUD / Public Housing Agency
 Family and Friends
 Social Media
 TV
 Radio

Step 1: Qualify
To be considered for the Connect2Compete program, applicants must meet and verify the following requirements:
• Have at least one K-12 student living in the household
• Participate in one of the following: the National School Lunch Program (NSLP), SNAP, TANF or Public Housing
Eligible families can apply online or by calling 1-855-222-3252. Paper applications will be accepted for those who were previously not approved. Additional proof is then required to determine eligibility.
[Qualify Now](#)

Available in Spanish & English

Cox Digital Academy
Designed with the entire family in mind, the Cox Digital Academy is your home for computer literacy tips, educational videos, tutorials and games.

Home | Low-Cost Internet | Cox Digital Academy | Resources | About

- Computer & Internet Basics**
Email, web search, PC 101
[Learn More Computer Basics](#)
- Educational Resources**
Homework help, eLearning, school platforms
[Discover Educational Resources](#)
- Online Safety**
Passwords, online privacy, viruses, internet safety
[Learn More about Online Safety](#)
- Educational Games**
Interactive and immersive learning tools
[Discover Educational Games](#)
- Social Media**
Facebook, Twitter, Instagram, Snapchat, blogs, staying safe and anti-bullying
[Learn More About Social Media](#)
- Financial Wellness**
Mobile payments, credit reports, identity protection
[Learn about Financial Wellness](#)

¿CÓMO ABRIR UNA CUENTA DE GMAIL?



- 7,400 Schools across our national footprint
 - Host and attend in-person events to promote C2C at schools and other community events
 - Promoted by schools, partner organizations and local non-profits via their websites, newsletters, and social media, as well as CoxTV advertisements
- Our best advocates are our C2C families



Cox Technology Centers

- Cox helps address the Digital Divide through its national philanthropic relationship with Boys & Girls Clubs of America
- Since 2004, Cox has opened 100 Boys & Girls Club Tech Centers across our national footprint
- Computers, Internet and Digital Learning are available



**BOYS & GIRLS CLUBS
OF AMERICA**



C2C's Recipe for Success

350,000 participants subscribed since 2012

Holistic approach:

- Low-cost Internet service
- Affordable computer equipment
- Digital training and support resources

In the Community:

- Partner with local schools, community non-profits, neighbors
- In-person sign ups supplemented by online and phone

Process:

- Uncomplicated (program based qualification)
- Understandable - -simple form, Spanish & English

Sustainable and Scalable:

- Model used nationwide

Cox President Pat Esser recently announced Cox is expanding its commitment to bridge the digital divide with a commitment of \$20 million annually.



The vast majority of parents agree Connect2Compete:

Gives children a leg up for high school graduation

More than
90%



Helps students get higher grades

Almost
90%



Makes children more interested in school work

88%



Makes it easier for parents to communicate with teachers and the school

95%



Thank You

Esther Northrup
Executive Director, State Regulatory Affairs
Cox Communications
Esther.northrup@cox.com