Digital Inclusion & Data

Roberto Gallardo, Ph.D.
Purdue Center for Regional Development / Extension

robertoge
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: % Rural Population

- U.S.: 19.3%
- Lowest: 5.1%
- 2nd Lowest: 11.6%
- 2nd Highest: 23.6%
- Highest: 41.4%
DDI: Not in Labor Force Ages 25-54

- U.S.: 18.4
- Lowest: 13.9
- 2nd Lowest: 16.0
- 2nd Highest: 20.2
- Highest: 26.7
DDI: Individual Poverty Rate

- U.S.: 15.1
- Lowest: 6.8
- 2nd Lowest: 12.8
- 2nd Highest: 18.7
- Highest: 25.1
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

46% 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

- Device & Internet Access (DIA)
- Internet Benefits & Impact (IBI)
- Digital Resourcefulness & Utilization (DRU)
Digital Readiness: Days without Internet

Metro:
- 0% Never
- 25.7% 1-4 days
- 61.4% 5 or more days

Nonmetro:
- 100% 5 or more days
## Digital Readiness: Internet Use & Frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Metro (n=538)</th>
<th>Nonmetro (n=686)</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Least Once Daily</td>
<td>4.92</td>
<td>4.96</td>
</tr>
<tr>
<td>At Least Once Weekly</td>
<td>3.39</td>
<td>2.71</td>
</tr>
<tr>
<td>At Least Once Monthly</td>
<td>3.38</td>
<td>3.41</td>
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</tbody>
</table>
Digital Readiness: Promotions

Metro (n=535)
- Less than $500 annual increase: 1.5
- $500-$999 annual increase: 1.3
- $1,000 or more annual increase: 0.4

Nonmetro (n=685)
- Less than $500 annual increase: 2.2
- $500-$999 annual increase: 0.4
- $1,000 or more annual increase: 3.4
Digital Readiness: Scores

<table>
<thead>
<tr>
<th></th>
<th>Metro (n=538)</th>
<th>Nonmetro (n=686)</th>
<th>Difference</th>
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</thead>
<tbody>
<tr>
<td>DIA</td>
<td>7.94</td>
<td>7.01</td>
<td>0.93</td>
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<tr>
<td>DRU</td>
<td>5.47</td>
<td>5.14</td>
<td>0.33</td>
</tr>
<tr>
<td>IBI</td>
<td>3.93</td>
<td>3.58</td>
<td>0.35</td>
</tr>
<tr>
<td>DRI</td>
<td>5.24</td>
<td>4.57</td>
<td>0.67</td>
</tr>
</tbody>
</table>
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 Internet for Low-Income Families

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.
C2C Enrollment Process

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
Partner Support

• 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
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
- Helps students get higher grades
- Makes children more interested in school work
- Makes it easier for parents to communicate with teachers and the school

- More than 90%
- Almost 90%
- 88%
- 95%
Thank You

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