Digital Inclusion & Data

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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

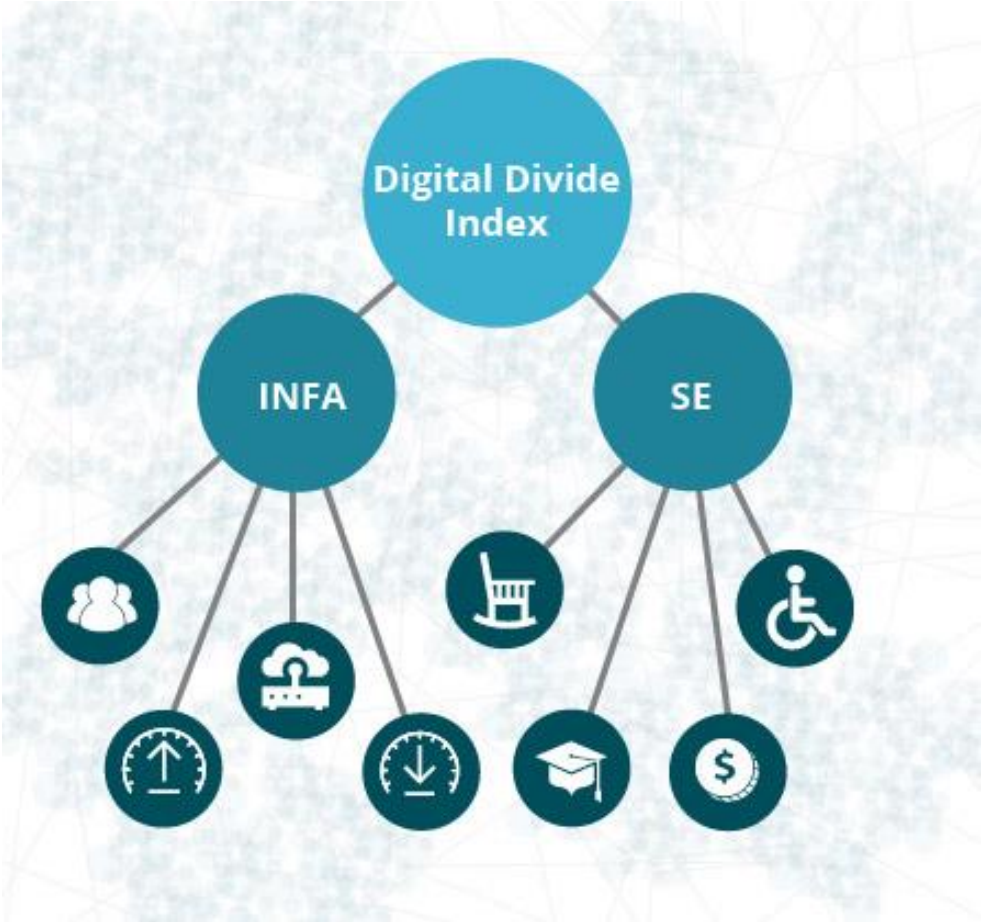
- #Rural2pt0

Digital Divide Index (DDI)

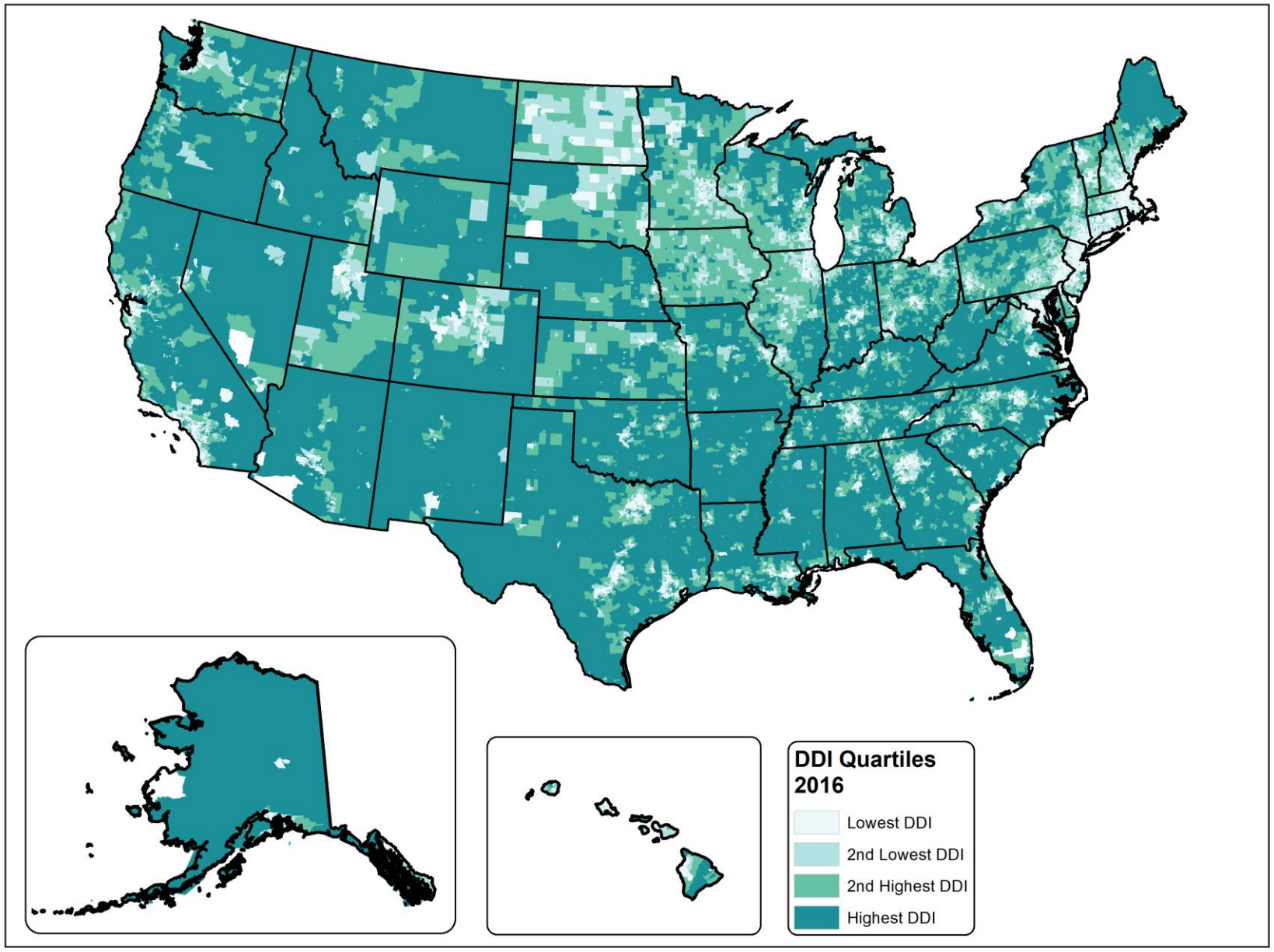
- Infrastructure/adoption (INFA)
- Socioeconomic (SE)
- Range: 0 to 100

- Jumpstart conversations
- Increase awareness

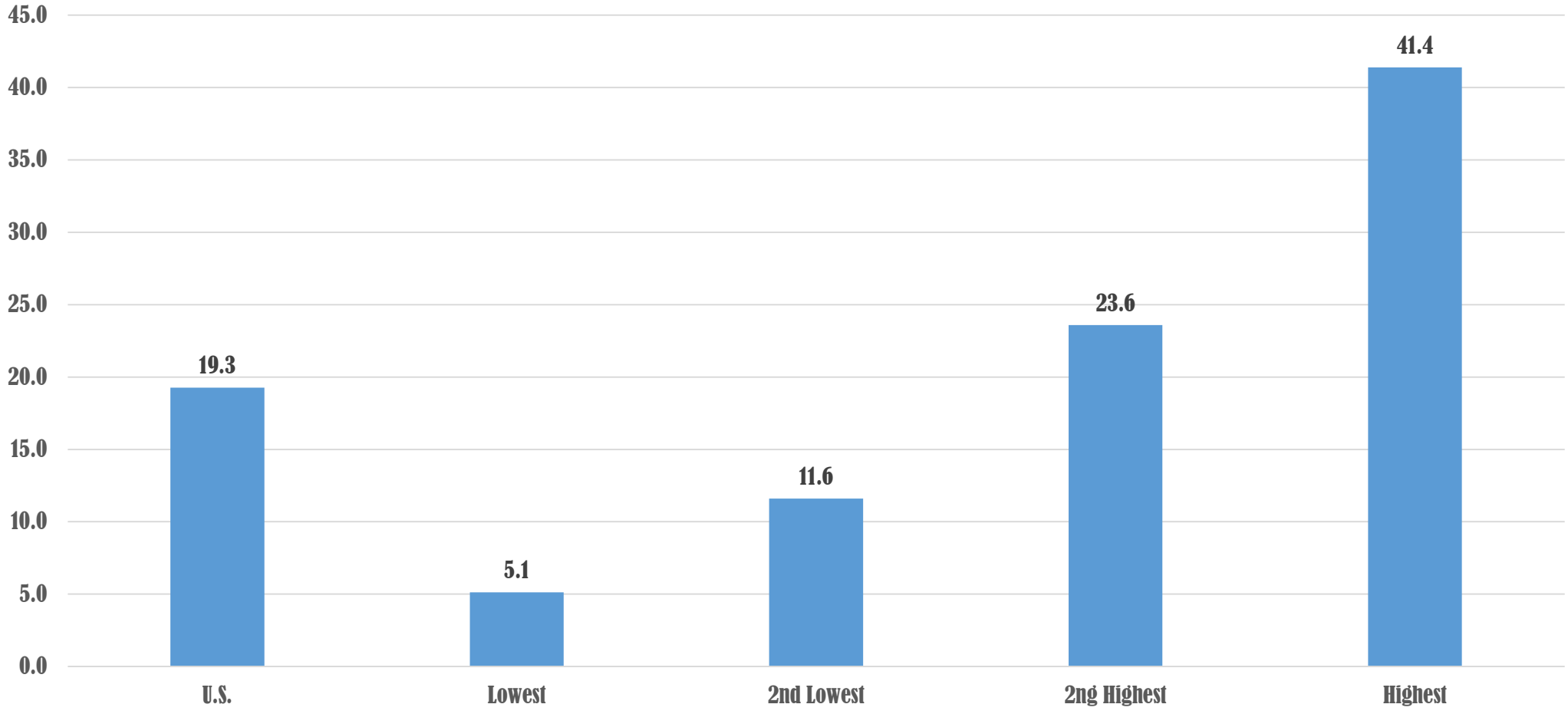
- pcrd.purdue.edu/ddi



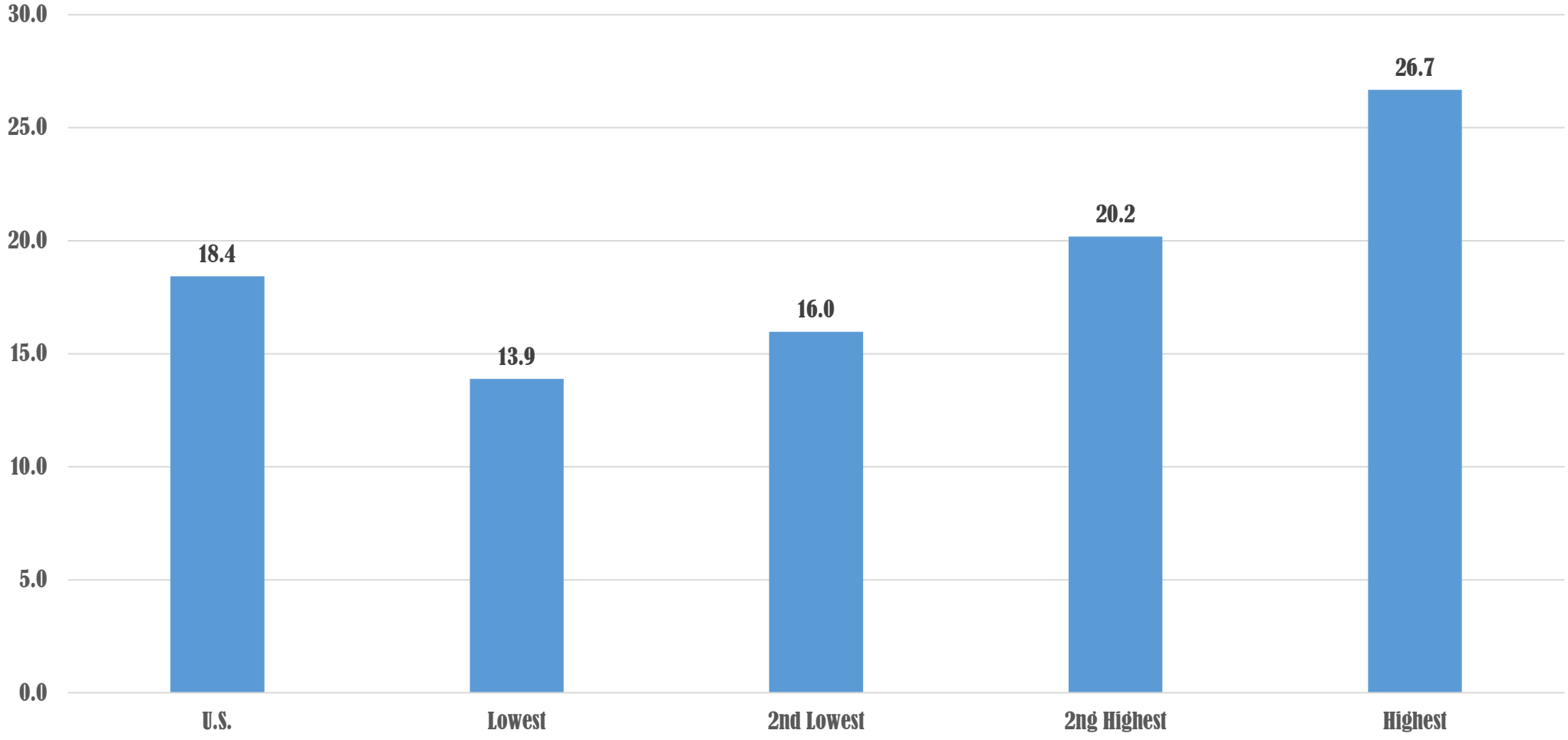
DDI Geography



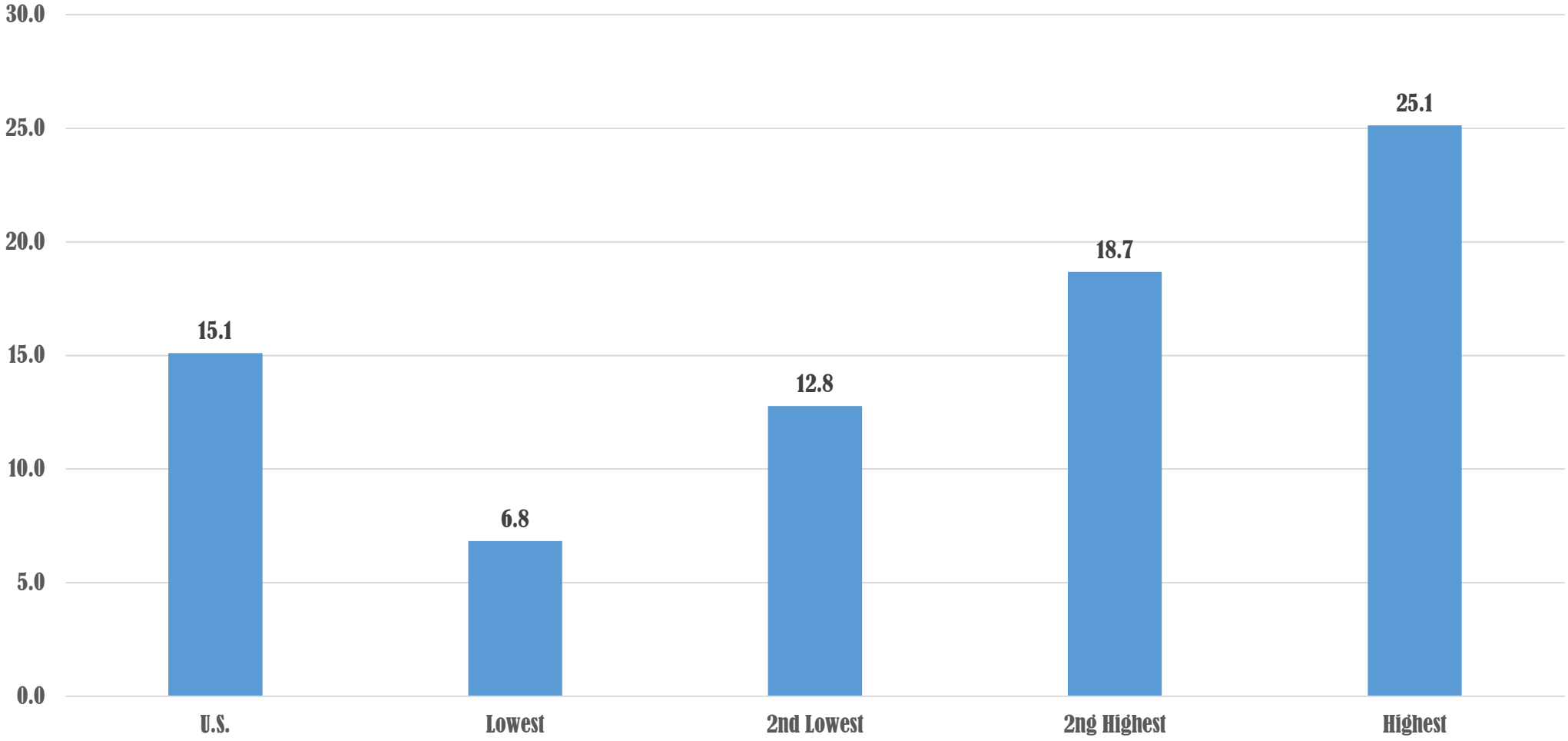
DDI: % Rural Population



DDI: Not in Labor Force Ages 25-54



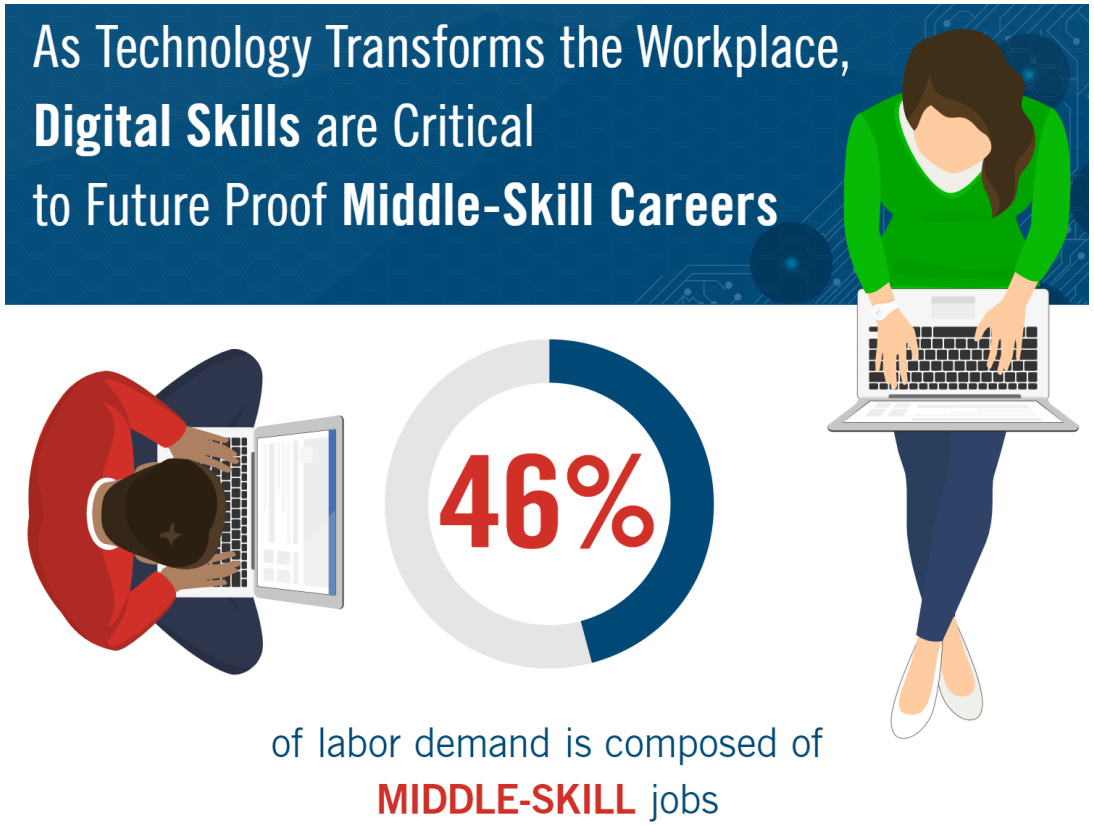
DDI: Individual Poverty Rate



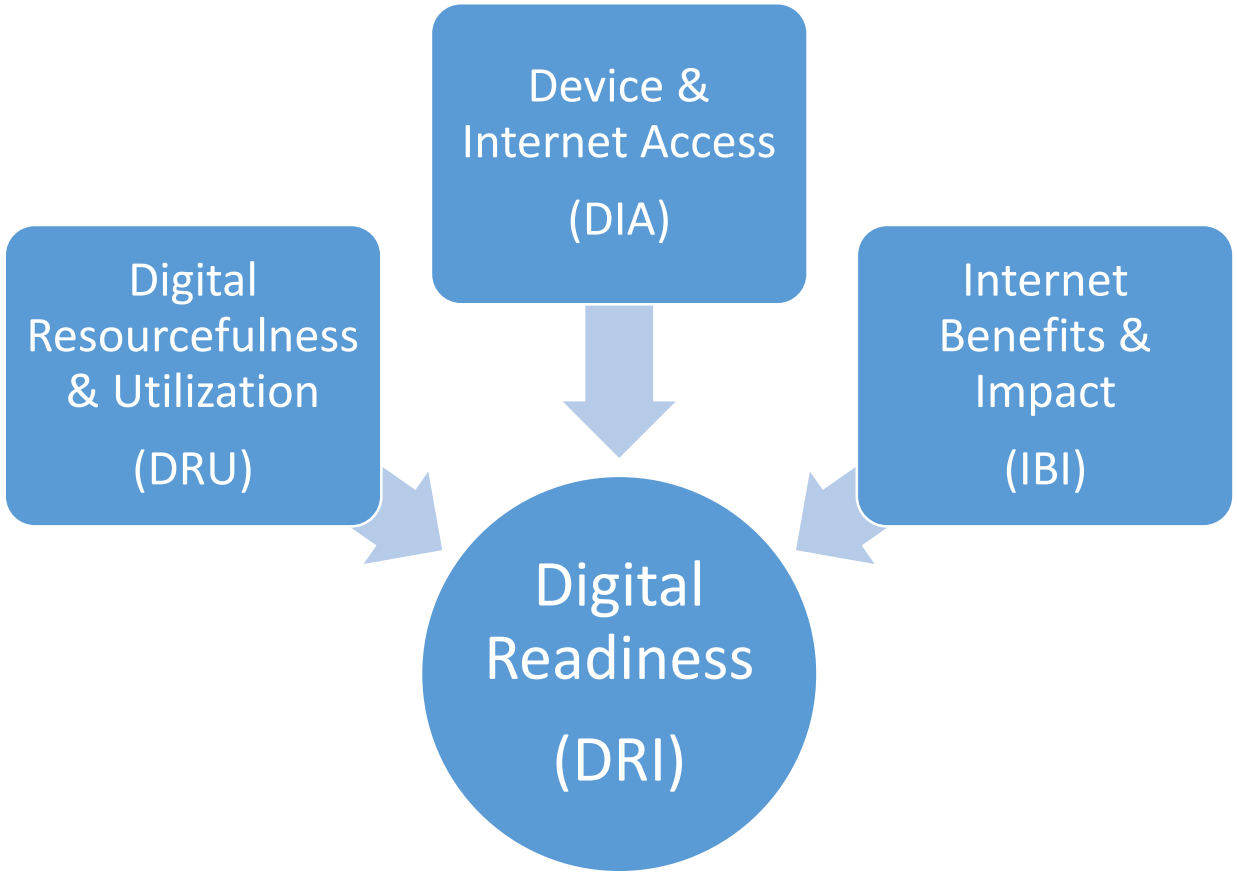
Middle & Digital Skills

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

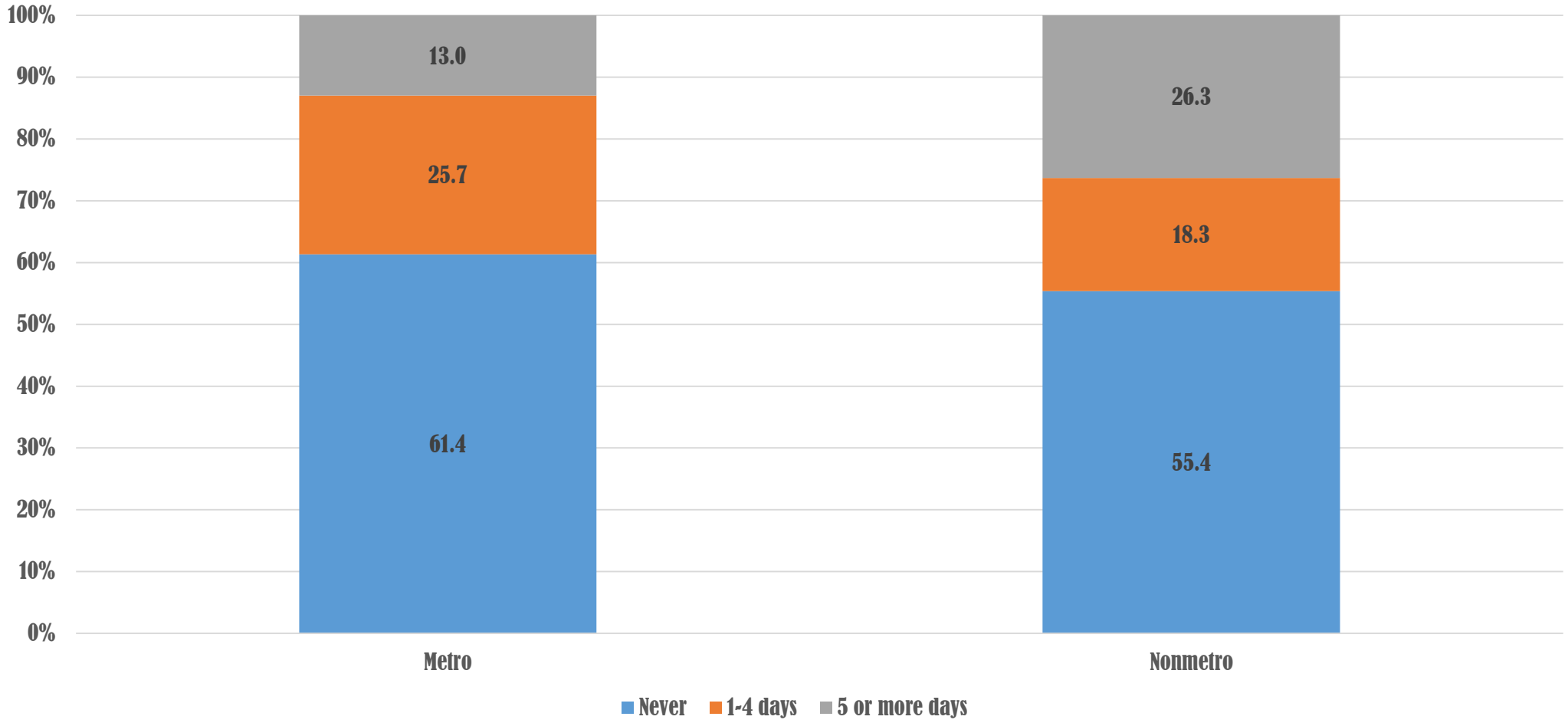
Source: Capital One; Burning Glass



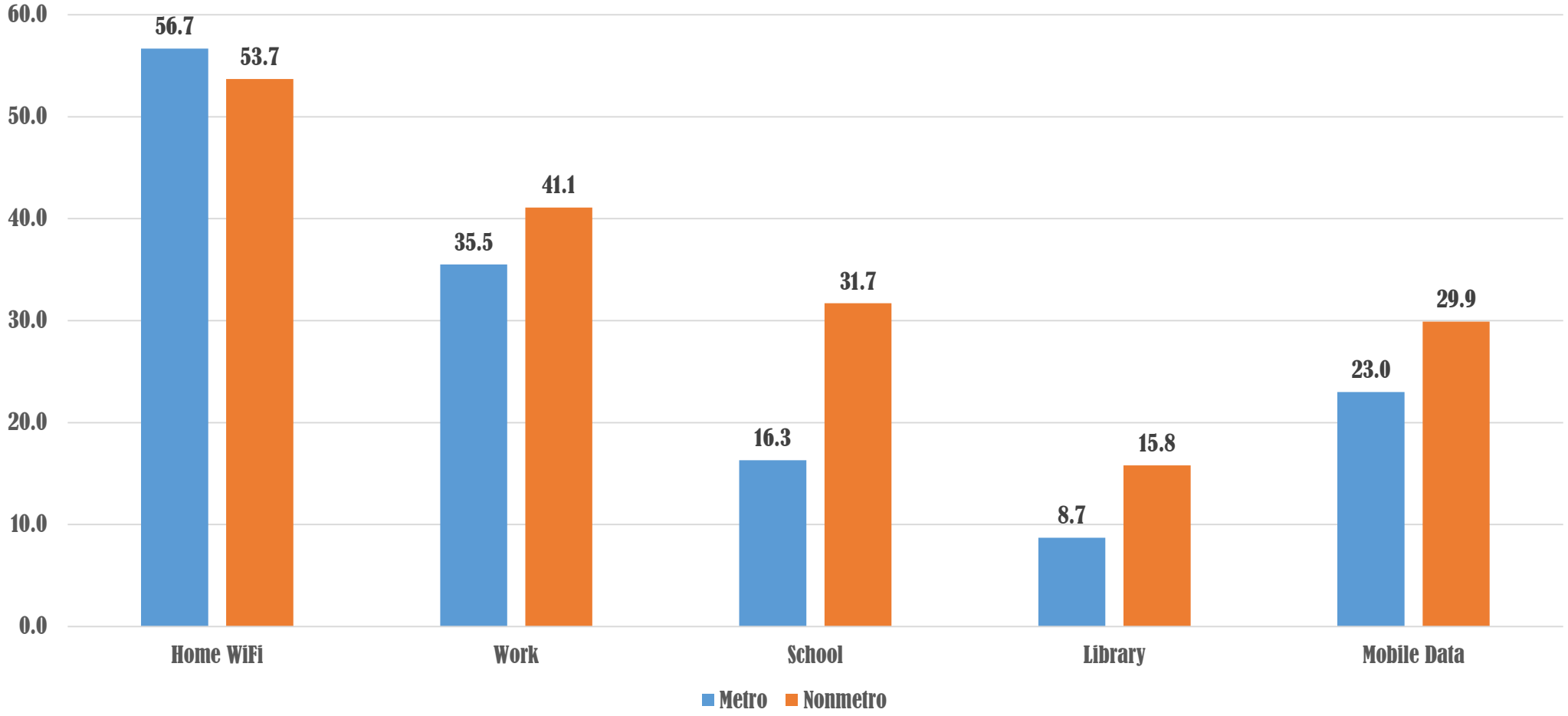
Digital Readiness



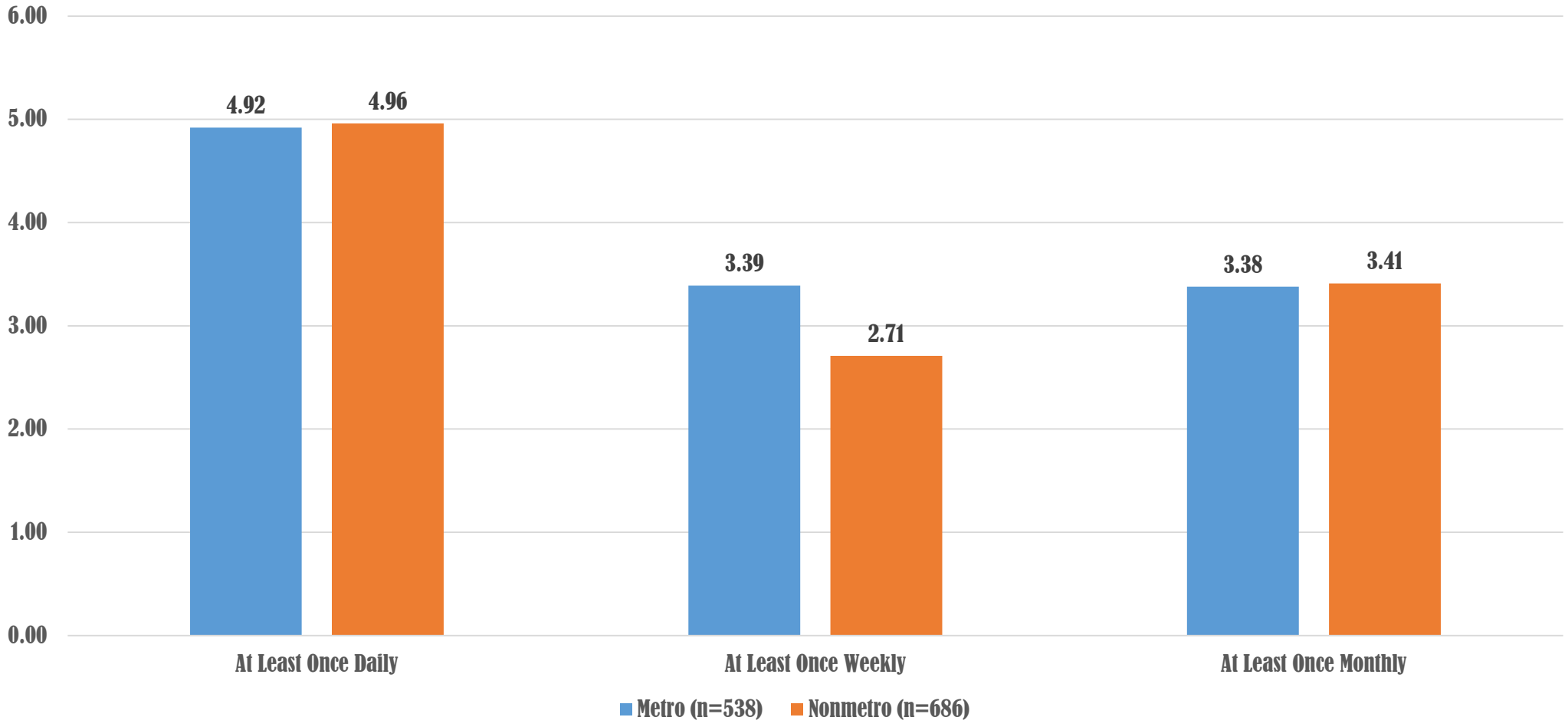
Digital Readiness: Days without Internet



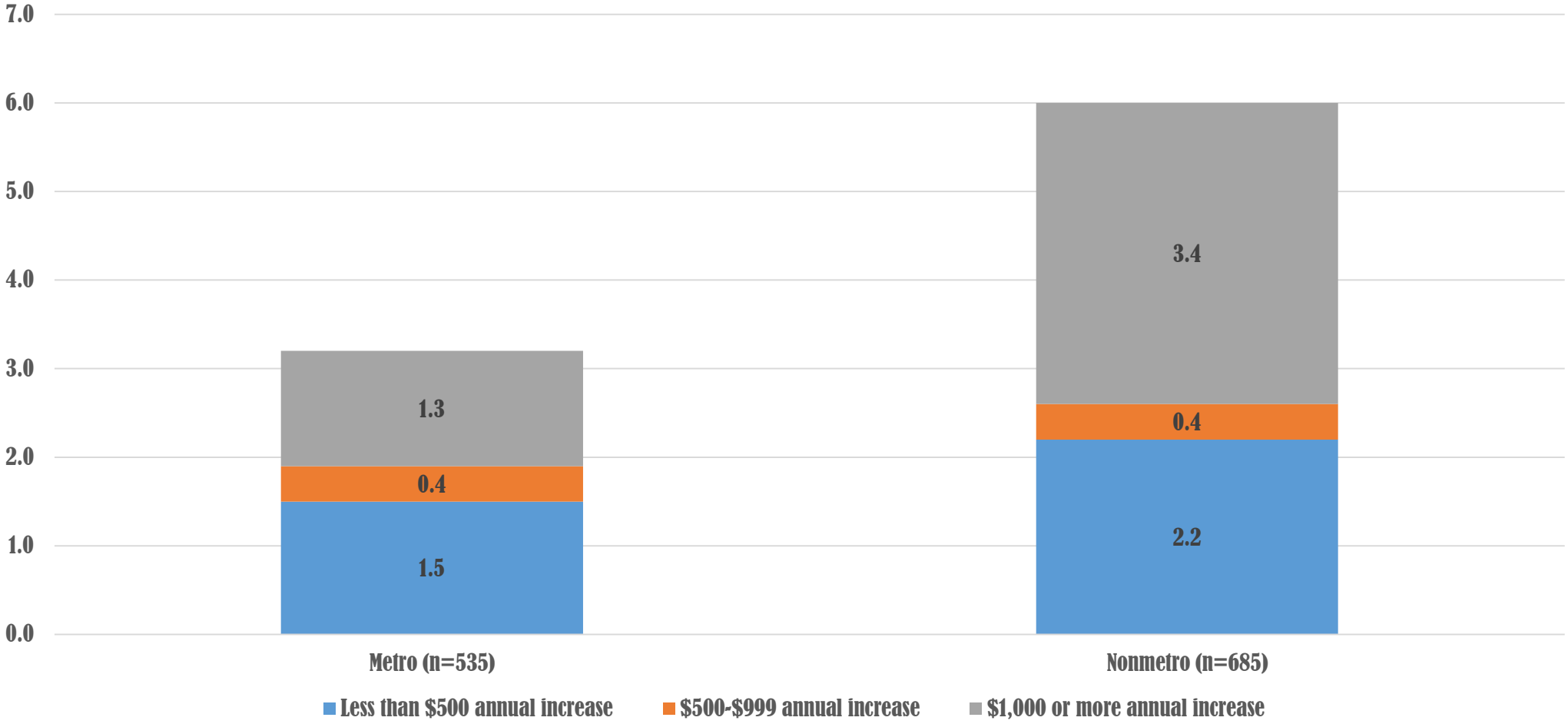
Digital Readiness: Connecting from …



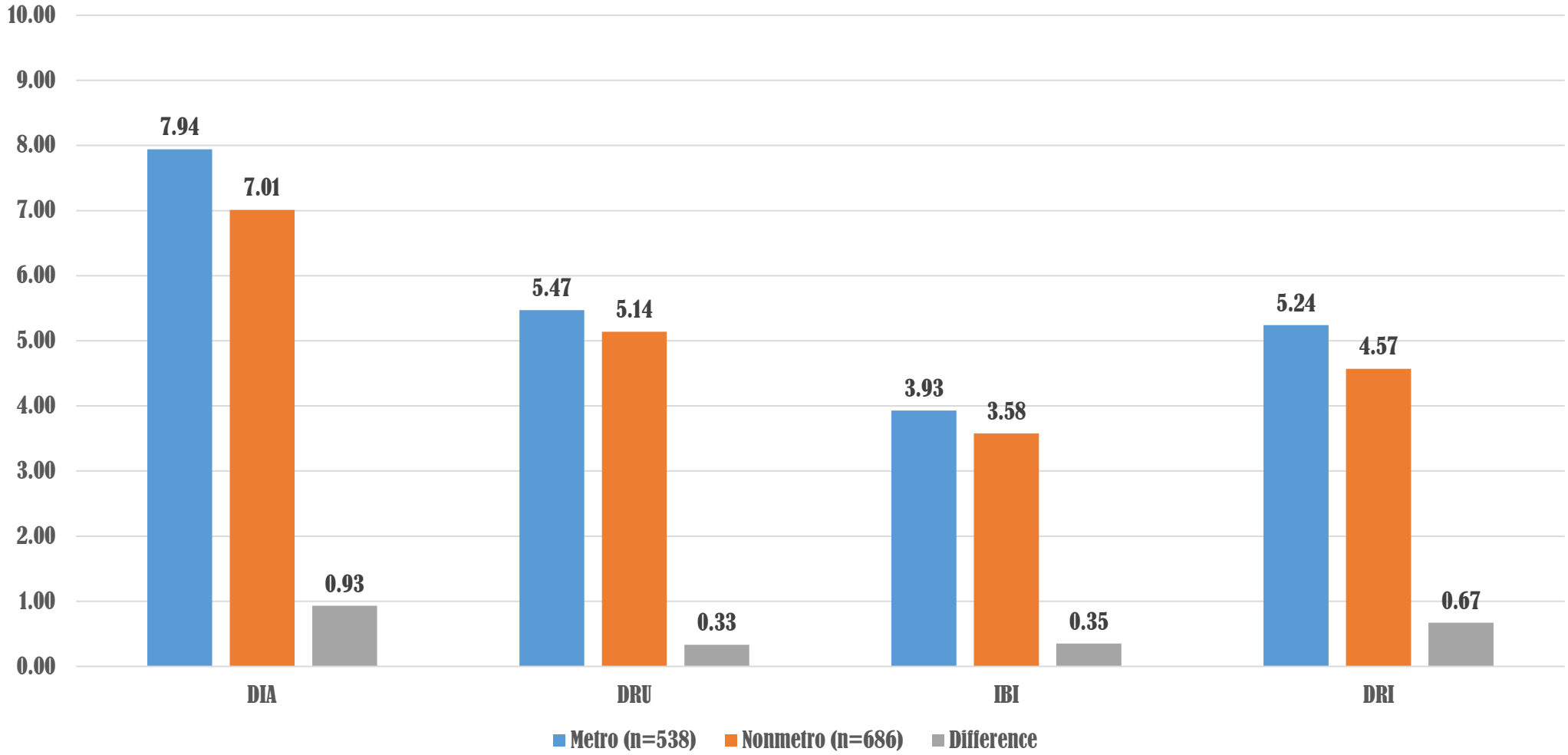
Digital Readiness: Internet Use & Frequency



Digital Readiness: Promotions

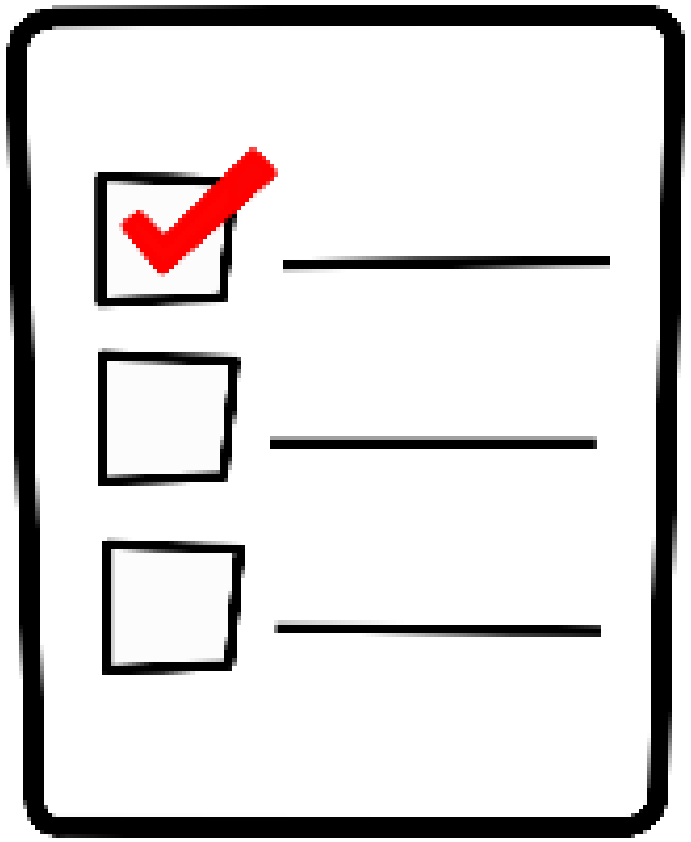


Digital Readiness: Scores



Data Needs

- Validated Footprint
- Actual Speeds
- Cost
- Use



connect2
COMPETE
from COX
CLOSING THE DIGITAL DIVIDE

Our Heritage

- 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

Digital Divide

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

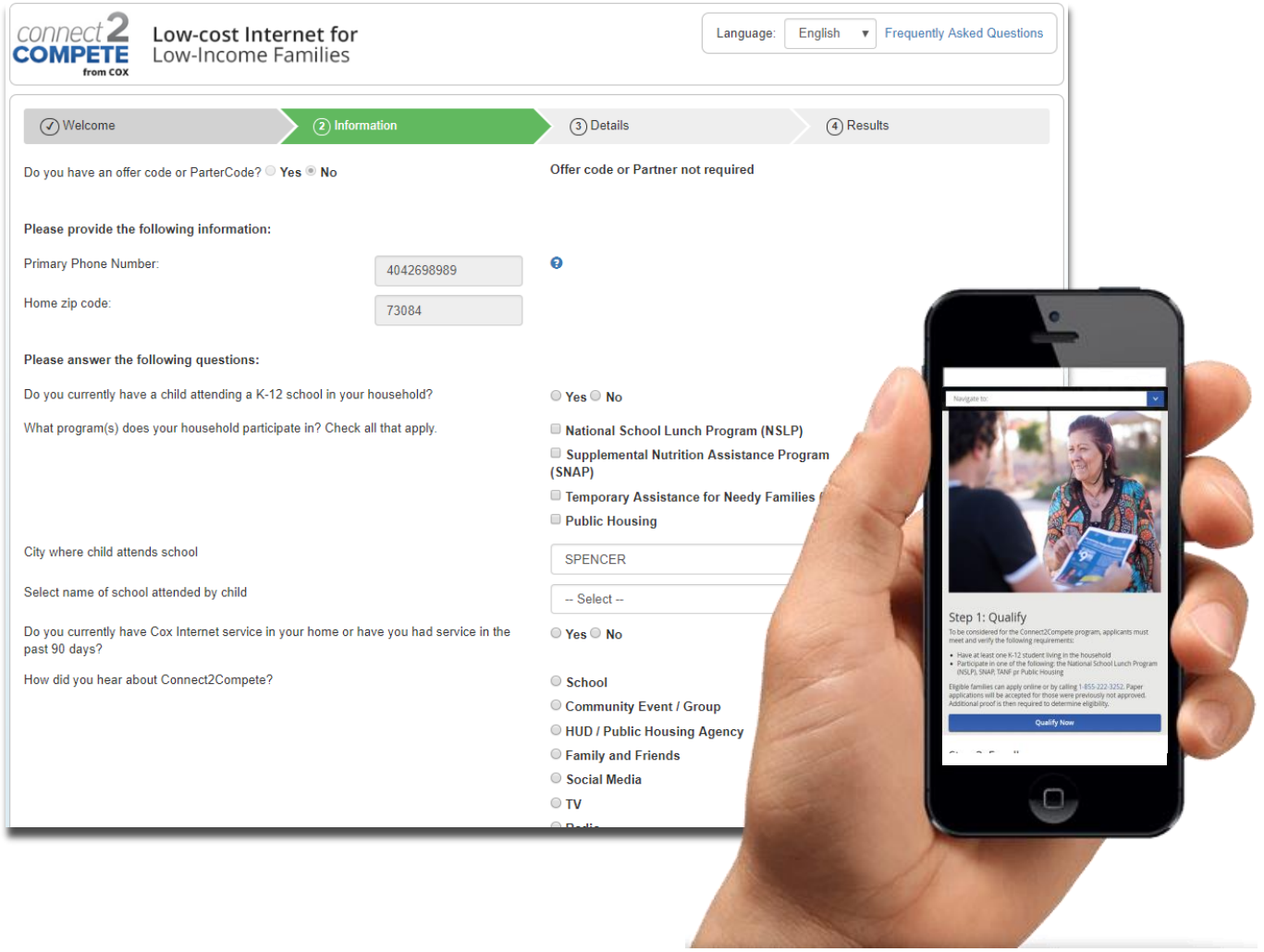
Complete C2C application at Connect2compete.cox.com or by calling 1-855-222-3252

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

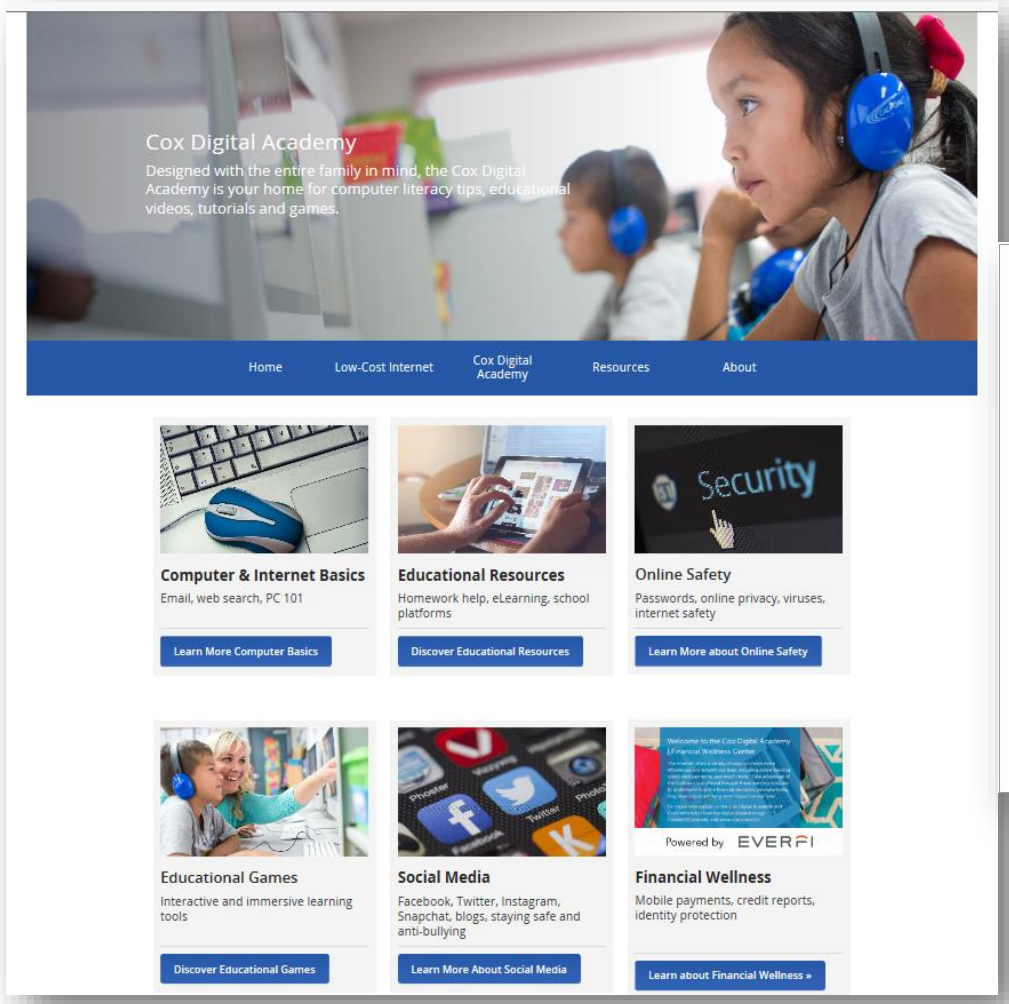
Step 3: Connect

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



Cox Digital Academy

Available in Spanish & English



common sense

EVERFI

ALA American Library Association

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

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.

A Direct Impact on Student's Success in School

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

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