

FCC & “Connect to Compete”

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Tackle Barriers to Broadband Adoption

New low-cost broadband and computer offerings are available for eligible school lunch children and their families. It's an unprecedented \$4 billion in-kind offer for 15-25 million Americans: the largest effort ever to help close the digital divide.

The Broadband Adoption Challenge

One-third of all Americans haven't adopted broadband at home. And, according to the Pew Research Center, the top three obstacles to broadband adoption are digital literacy and trust, relevance and cost. This fuels the growing divide between the digital-haves and have-nots.

New Low-Cost Broadband Internet Offer For Free School-Lunch Families

To remedy this, participating NCTA member cable companies will offer all eligible families two-years of \$9.95 + tax broadband cable Internet, with a no installation/activation fee option and no modem rental fees (with an option to purchase a \$10 modem). This offer covers 15 - 25 million Americans, including 10-15 million students, covering over 86% of the population and reaching all 50 states.

Eligible families must have at least one student enrolled in the Free School Lunch Program; not be a current subscriber to broadband (or have subscribed in the last 90 days); and not have an overdue bill or unreturned equipment to the participating service provider.

Participating Internet service providers include: Bend Cable, Bright House Networks, Cablevision, Charter, Comcast (via Internet Essentials), Cox Communications, Eagle Communications, GCI, Insight, Mediacom, Midcontinent, Sjoborg's Cable, Suddenlink, Time Warner Cable

\$150 Low-Cost Family Pc For School Lunch Eligible Families

Redemtech, a technology refurbishment company, has committed to offer a refurbished \$150 + tax powerful laptop, or desktop with LCD monitor, to all eligible school lunch families, shipped to the home. PC offer includes:

- Free shipping, 90 days phone PC tech support, one year software tech support, 90 day extendable warranty
- Leading OS and productivity suite: Windows 7 Home Premium and MS Office 2007 (\$250 software value)
- Powerful minimum specs: Core 2 Duo processor; 2 GB Ram 80 GB hard drive; DVD player; wireless card

- Family settings: Preinstalled and activated parental control software that blocks inappropriate content, controls access to programs, and provides a safe computing experience. Also includes a dedicated Internet safety portal developed by Common Sense Media and PC based safety tutorials and additional filtering software curated by iKeepSafe.
- Easy setup: Box will include specially designed setup guide for first time PC users
- Relevant content: PC will be preloaded to guide users to educational, informational and job training content

New Adoption, Jobs And Literacy Commitments

In addition to the substantial adoption, digital literacy and job training commitments previously announced, several new non-profits and companies have offered to help Americans get the skills they need to compete.

- Common Sense Media, a nonprofit dedicated to helping kids and families thrive in a world of media and technology, will support Connect to Compete by helping families find educational and age-appropriate content and by teaching them how to be smart, safe and responsible online.
- Glassdoor.com, a jobs and career community, will offer a series of free educational videos and online content for job seekers. The series will include how to build a resume and professional social profile, how to best submit a job application, and how to prepare for an interview. Glassdoor will also provide insights on pay for specific jobs and provide updates on open jobs across the U.S.
- iKeepSafe, a nonprofit with a mission to help parents and educators teach children safe and healthy use of technology and the Internet, will support Connect to Compete with advice on computer and online safety, including basic tutorials on safety and security. iKeepSafe will also consult on the placement and settings for the preinstalled parental control and online safety software.
- Indeed.com will provide a comprehensive list of certifications and computer skills – to be periodically updated – that U.S. employers demand most. Job seekers will be able to link from the list to job postings from the thousands of employers actively looking for candidates possessing those certifications and skills that are in high demand. Additionally, Indeed.com will create a custom webinar targeted to new adopters with guidance on how to conduct an effective online job search.
- LearningExpress, LLC, an educational technology company, has committed to offer rich educational and job readiness content for school lunch eligible families. They will offer 25 free eBooks in the areas of basic skills, college preparation, adult skill building and job search skills. The eBooks will supplement in-school instruction for K-12 students who need extra help. For adult learners, the eBooks will foster digital literacy and help close the employment skills gap.
- oDesk, an online workplace, is developing a custom program to train Americans for online work. oDesk's program, created exclusively for Connect to Compete, will provide free training to help thousands of eligible Americans take advantage of online work opportunities. The web-based training program will cover creating an online professional profile, applying for jobs, communicating with employers, and building a career online.
- EverFi, Inc., an education technology company, will provide school lunch eligible students and families access to their award winning Ignition™ digital literacy and EverFi™ financial literacy learning platforms geared towards middle and high school students. Learners who successfully complete these courses receive a certification that can be used as a credential on college and job applications.

New Nonprofit Commitments To Support Connect To Compete

- America's Promise Alliance, a nonprofit that works to prepare children for college, work and life, is pleased to work with Connect to Compete to disseminate information about the tools and resources developed to help close the digital and educational divide in America.
- Digital Promise, a national center founded to spur breakthrough education technologies, is pleased to support Connect to Compete's vision of getting all American's online. Digital Promise will leverage one of its key priorities, the League of Innovative Schools, on behalf of this important initiative, and disseminate information about the tools and resources that can help close the digital and educational divide in America.
- Opportunity Nation, a campaign to promote opportunity, social mobility, and access to the American Dream, is pleased to work with Connect to Compete to disseminate information about the tools and resources developed to help close the digital and opportunity divide in America.
- United Way Worldwide, a nonprofit that works to create opportunities for a better life for all, is pleased to work with Connect to Compete to disseminate information about the tools and resources developed to realize the vision of the FCC National Broadband Plan to narrow the digital divide for underserved individuals and communities.

- Other leading non-profit partners who previously committed to support the effort through thought-leadership and by opening their networks to distribute information about Connect to Compete resources and training, include the Boys and Girls Club, Connected Nation, Goodwill, CFY, 4H, members of the Broadband Opportunity Coalition: The Asian American Justice Center, National Council of La Raza (NCLR), League of United Latin American Citizens (LULAC), National Urban League, One Economy, National Association for the Advancement of Colored People (NAACP), The Joint Center for Political and Economic Studies and the Minority and Media Telecommunications Council (MMTC).

To learn more about Connect to Compete, visit www.fcc.gov or www.everyoneon.org.