Building Your Planning Team

Broadband & Digital Equity

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Workshop Objectives

- Identify local partners and community members who can inform your planning.

- Discuss planning team roles and responsibilities and the value of a team charter.

- Explore questions that can help you write a vision and goals.
Internet for All

The benefit of 'Internet for All' is improved and enhanced:

- Health
- Education
- Economic opportunity
- Quality of life

For EVERYONE!
Your Broadband & Digital Equity Plan

• Clearly identified needs related to:
  • Access, adoption, affordability
  • Digital literacy
  • Financial and human resources
• Prioritization of those needs
• Proposed solutions that reflect the community's core values and a focus on 'Internet for All'
The Benefits of Planning

• A clear goal
• A path of action and reduced uncertainty
• Innovative ideas and effective decisions
• Improved performance and efficient use of resources
• Better coordination and less duplication
• Effective engagement of individuals most impacted by an issue
Effective Planning Efforts

• Model shared leadership.
• Include perspectives, opinions, and experiences from community members and partners.
• Are intentional about engaging individuals most impacted by an issue.
• Use various data sources to inform decisions.
• Consider how issues in the community are interrelated.
• Build on the assets and strengths of the community.
• Actively seek equitable solutions.
Engaging Local Partners and Community Members
Who should we engage?

Local Partners

Community Members
Considerations When Involving ISPs

- Community ownership of the plan
- Perceived favoritism
- Hesitancy of team members to contribute
Putting it into practice
Your Broadband and Digital Equity Planning Team
Planning Team Roles & Responsibilities

• Provide insight and direction
• Identify and engage partners and community members
• Document and incorporate partner and community input
• Communicate progress

• Ensure deadlines and requirements are met
• Document needs, resources, and assets
• Prioritize needs and propose solutions
Planning Team Operations

Planning Team Operations

Our Vision

Team Roles & Responsibilities

Choose from those listed at the left and/or add your own below. Set real activities for operating efficiently and effectively.

Roles & Responsibilities

- Communication of the membership to the planning team and
- Preparation of all what is presented to the planning team.
- Input into the plans to be presented to the planning team.

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Your Broadband & Digital Equity Vision and Goals
A vision...

• Describes a desired future
• Considers what is possible
• Unites people
• Inspires and motivates action
Activity
Grab some paper and a pen...
What would better broadband access, affordability, and adoption mean for you?

What would it mean for your family?

What would it mean for your neighbors?

What would it mean for your organization or business?

What would it mean for your community?
Strategies for Input on the Vision

- Surveys
- One-on-one conversations
- Focus Groups (no more than 10 people)
- Facilitated visioning sessions (more than 10 people)
Goals are specific and measurable and when achieved will support your vision.
What is getting in the way, or what might get in the way of achieving our vision for broadband and digital equity?

What will help us achieve our vision?

What one or two things could we do to make a difference and move us towards our vision?

How will we know if we are successful in achieving each of these goals?
Activity

In your breakout room:
1. Share your responses to the vision questions and the goal questions.
2. Listen for areas of agreement and alignment.
3. Explore areas of difference.
Wrapping Up

• Where to find the worksheets and recording of this meeting
• Office hours
• Other tools on their way!
• Broadband toolkit
• Next webinar TBA very soon!