

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.



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



ENGAGE LOCAL PARTNERS

This worksheet will help you determine potential team members & partners who can provide perspectives, opinions, and experiences that will inform your plan.

- 1. Local Partners:** Use this list to get started, add more groups as you think of them.
- 2. Status:** Choose the option(s) that best suits the group. If you plan to involve the group another way, try to brainstorm one or two ways you might do that and write your ideas in the box.
- 3. Name of person or group involved/to involve:** List someone by name if you know them or put an asterisk in the box if you don't know anyone by name, indicating that you have some investigating to do. Then reach out to your networks to seek out individuals/groups that you can invite to your team or involve another way.
- 4. Who Will Follow Up? By When?** Assign who will reach out to the individual/group and the due date for this outreach. Make sure you know why you are reaching out – is it to invite them to your planning team or to involve some other way?

1. Local Partners	2. Status	3. Name of person or group involved/to involve	4. Who will follow up? By when?
City Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		
County Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		
State Government: Elected Officials & Staff	<input type="checkbox"/> Already involved <input type="checkbox"/> Invite to planning team <input type="checkbox"/> Involve another way (list):		

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

Part of the Broadband Toolkit

Our Vision:

Team Roles & Responsibilities

Choose from those listed at the left and/or add your own below.
Our best practices for operating efficiently and ethically:

Roles & Responsibilities
Regardless of the membership of your planning team, and regardless of what your planning team is called, it is important to be clear about the roles and responsibilities of your planning team.

Here are some common roles and responsibilities that may be relevant to your planning team. You may identify other roles and responsibilities, or the entity that formed you may have some different or additional expectations.

- Provide insight and direction
- Identify and engage a wide variety of 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

Sample Broadband Responsibility

- Document and incorporate partner and community input on:
 - Accessibility
 - Adoption & Digital Literacy
 - Affordability
 - Inclusiveness

Meetings

1. When the group meets, what constitutes a quorum? _____
2. Will meetings be open to the public? _____ Yes _____ No
3. How often will the workgroup meet? Tip: set standard dates, time, and location at your first meeting.
Date(s): _____
Time: _____
Location: _____

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

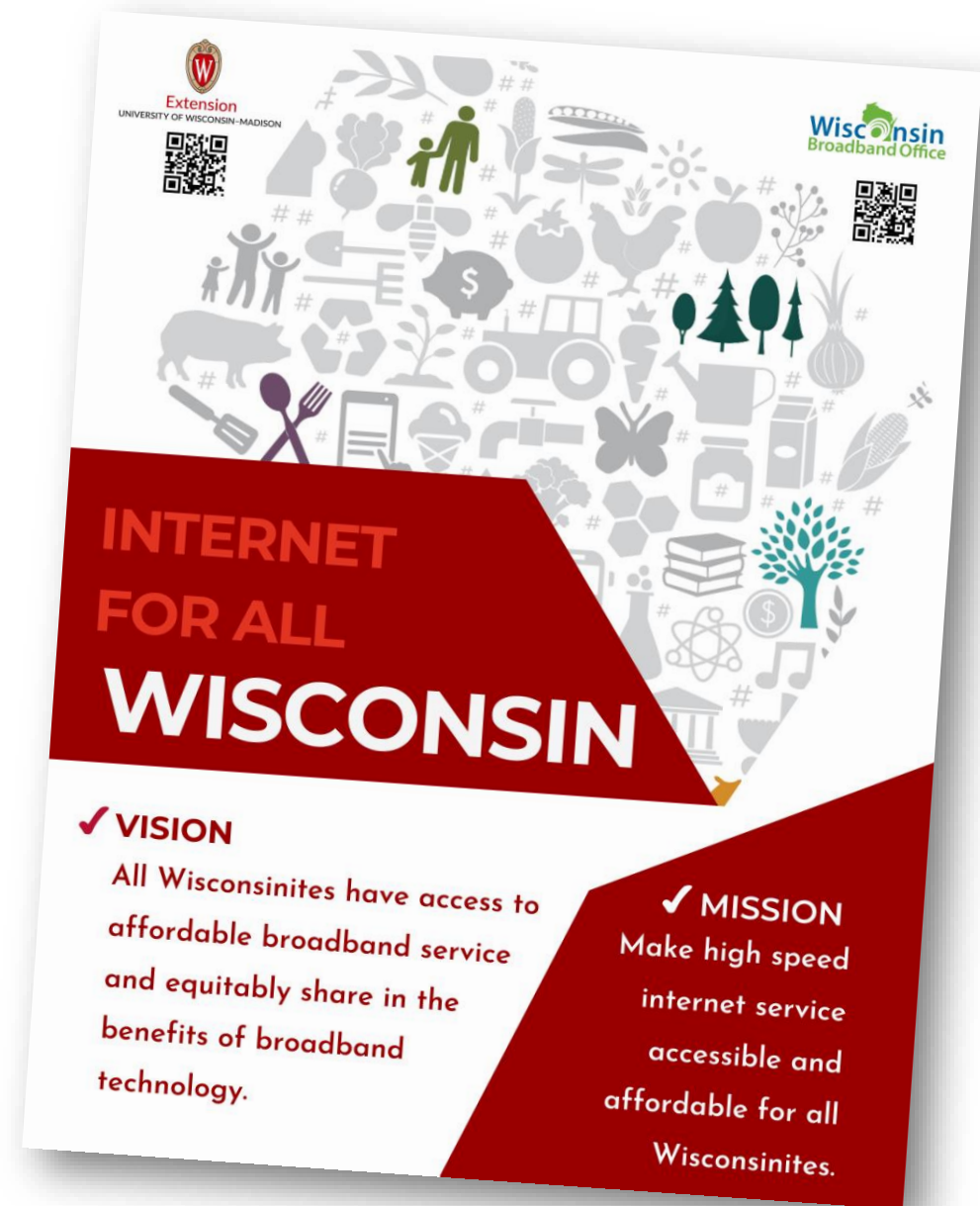
In your breakout room:

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!



Questions?



Extension
UNIVERSITY OF WISCONSIN-MADISON