BEYOND THE DIVIDE
PROGRESS REPORT | FALL 2013

CONNECTED℠

It's not a faith in technology.
It's faith in people.

Steve Jobs

BEYOND THE DIVIDE

Technology has become increasingly important in all aspects of life. Broadband at the local level enhances the quality of life for residents and strengthens the community's ability to compete globally. By identifying service gaps and closing the digital divide, Connected Nation can help create a better business environment, enhanced education, affordable healthcare, and more efficient government. This report provides an update on the growth and impact of our Connected Community Engagement Program.

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THE DIGITAL DIVIDE

Communities are built on connections. The diffusion of broadband Internet has enabled communities around the United States to reap the rewards of greater connectivity.

For these communities, broadband Internet is a platform for social and economic opportunity.

However, access to affordable and reliable broadband is still a challenge for many communities, and deep divides remain between residents who possess the resources, education and skills to reap the benefits of a connection and those who do not.

Today, 90 million Americans do not have broadband.

These excluded individuals and communities risk being deprived of basic needs such as education, employment, commerce, healthcare, and social interaction that increasingly occur through the Internet.

At stake is the equality of opportunity on which America was built.

90 MILLION AMERICANS OFFLINE

EDUCATION
Only 54% of teachers believe their students have access at school to the technologies they need to succeed.[1]

BUSINESSES
1.8 million businesses remain unconnected to broadband.

GOVERNMENT
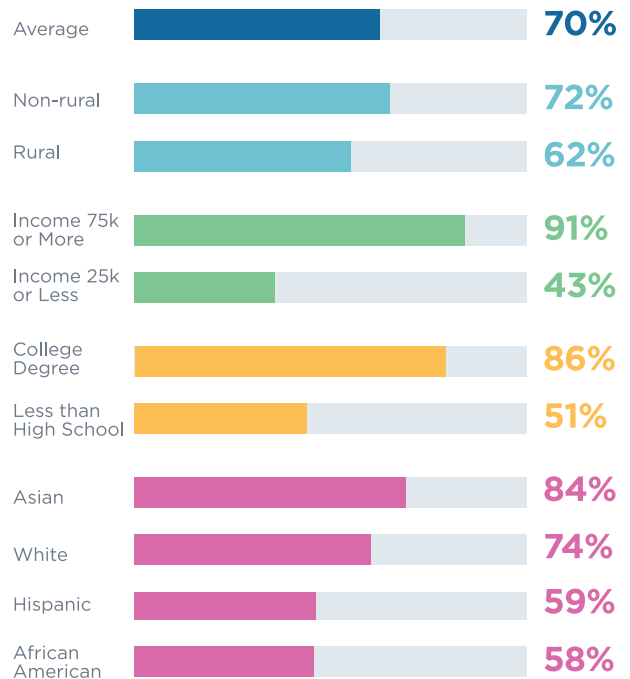Only 28% of Internet users access e-government applications.

HEALTHCARE
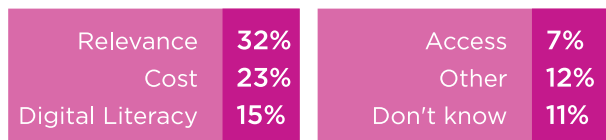Only 55% of adults with disabilities subscribe to home broadband service.

For more information on the digital divide, visit:
http://www.connectednation.org/research

1 www.pewinternet.org/Reports/2013/Teachers-and-technology.aspx

PERCENTAGE OF BROADBAND ADOPTION BY DEMOGRAPHIC GROUP

Group	Percentage
Average	70%
Non-rural	72%
Rural	62%
Income 75k or More	91%
Income 25k or Less	43%
College Degree	86%
Less than High School	51%
Asian	84%
White	74%
Hispanic	59%
African American	58%

BROADBAND ADOPTION BARRIERS

Barrier	%	Barrier	%
Relevance	32%	Access	7%
Cost	23%	Other	12%
Digital Literacy	15%	Don't know	11%

ENTER: "CONNECTED"

Before you build a bridge, it's important to understand the barrier you're crossing, the tools you have available, and your capacity to handle construction.

It's also important to know where you're going.

In 2011, Connected Nation launched the Connected Community Engagement Program to equip communities with the knowledge and tools required to build their own bridges across the digital divide.

CONNECTED PROVIDES A COMMUNITY
TECHNOLOGY PLANNING FRAMEWORK THAT IS:

COLLABORATIVE
Connected facilitates multi-stakeholder collaboration, resulting in the efficient use of local resources and shared ownership in solutions to bridge the digital divide.

LOCAL
Using benchmarks based on goals and standards set by the Federal Communications Commission and the National Telecommunications and Information Administration, Connected unites local stakeholders and local data to articulate specific local needs, capacities, and priorities.

EMPOWERING
The Connected community planning process empowers local residents, officials, businesses, and institutions with the data and knowledge needed to increase their capacity to overcome barriers and pursue technology acceleration in a way that is specific to the community's needs.

Greenwood County, SC
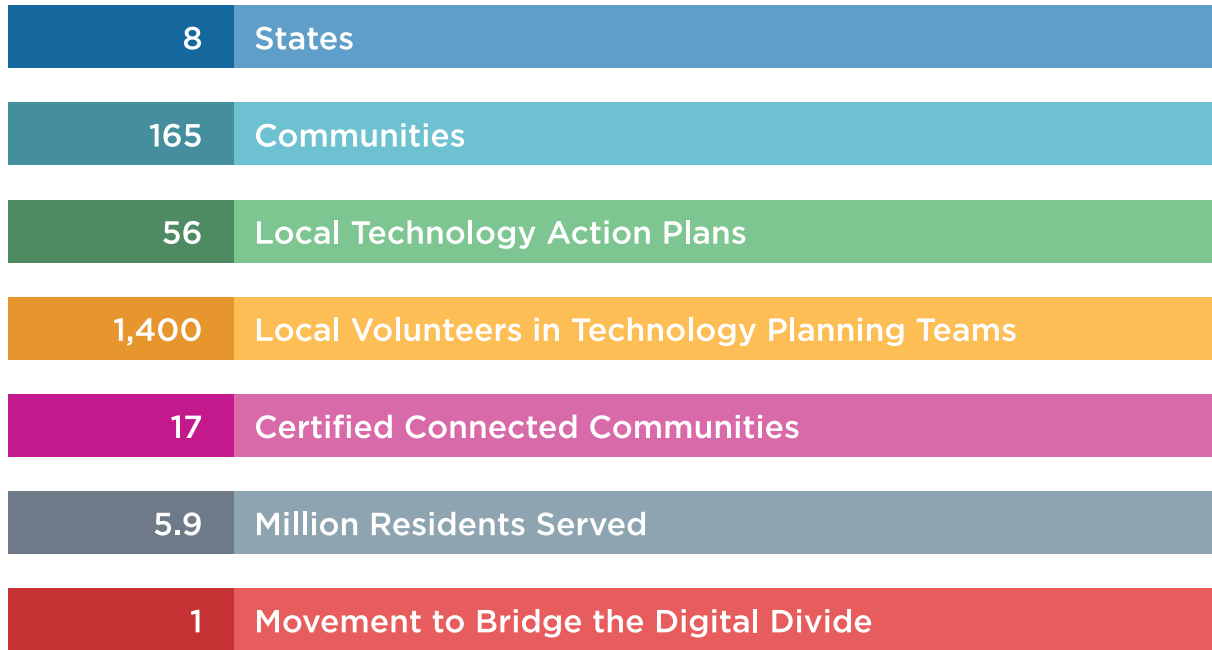Piedmont CMG Open House

Stamford County, TX
Planning Meeting

Anderson County, SC

Charlevoix County, MI
Certification Event

EXPANDING THE IMPACT

2013 PROGRESS TO DATE

8	States

165	Communities

56	Local Technology Action Plans

1,400	Local Volunteers in Technology Planning Teams

17	Certified Connected Communities

5.9	Million Residents Served

1	Movement to Bridge the Digital Divide

2011-2013 PROGRESS

2 YEAR PROGRESS

Communities
Local Team Members

1,407
165
96
827
87
12

2011 | 4Q
2012 | 3Q
2013 | 3Q
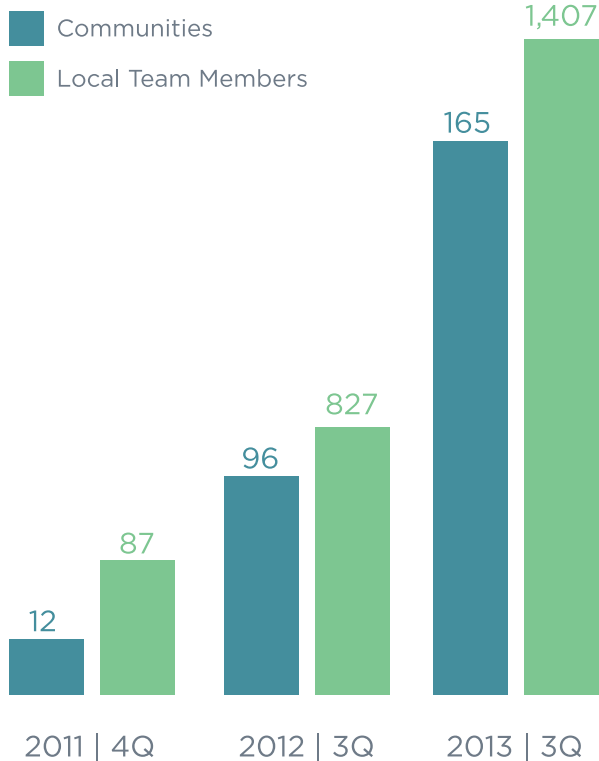
"Last month I announced our initiative to Connect Every Iowan, with the goal of becoming the most connected state in the Midwest. The Connected communities program will help us achieve that goal by allowing towns large and small throughout our state to improve access, adoption, and use of broadband technology. Connect Iowa, an affiliate of Connected Nation, has been an incredible partner in our efforts."

Terry Branstad,
Iowa Governor

OUR STATES

IOWA

In October 2013, Governor Branstad announced plans to accelerate Connected's reach in the state. There are currently 3 certified Connected communities in Iowa.

KENTUCKY

Kentucky has been working to accelerate technology growth in the state for over a decade and was the first in the nation to develop technology plans for every county.

MICHIGAN

Michigan was the first in the nation to have a certified Connected community. Today it has 28 active community teams.

NEVADA

Fourteen of Nevada's counties are actively pursuing local technology acceleration via the Connected program. Local teams are diverse and include tribal leaders, public safety officials, educators, and business owners.

OHIO

After developing tech plans in all 88 counties in 2008-2010, Connect Ohio is targeting the Appalachian region and areas hardest hit by the recession.

SOUTH CAROLINA

In just one year, Connect South Carolina has launched the Connected program in 31 counties and regions of the state.
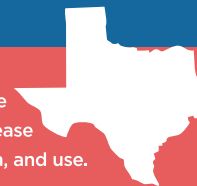
TENNESSEE

Tennessee was one of the first states in the nation to develop technology action plans in every county. In the fall of 2013, it recognized its first 2 certified Connected communities.

TEXAS

More than 20 diverse Texas communities have joined the Connected program to increase broadband access, adoption, and use.

WHAT IS A CONNECTED COMMUNITY?

The Connected community has access to affordable, reliable, and high-capacity broadband; promotes adoption via skills training and education; and facilitates the use of technology among vital community sectors.

ACCESS

Does your community have access to affordable and reliable broadband?

ADOPTION

Is your community addressing barriers to broadband adoption?

USE
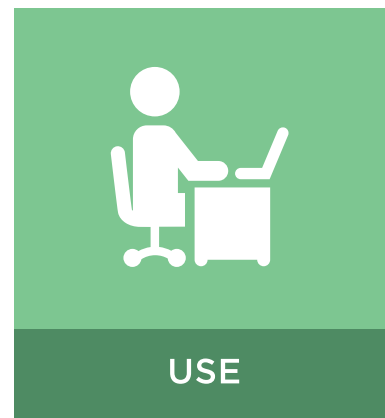
Are you pursuing the application of broadband that will improve your community's quality of life?

WHO'S INVOLVED

THE CONNECTED PROGRAM IS APPROPRIATE FOR COMMUNITIES
OF ANY SIZE AND LOCATION. CURRENTLY PARTICIPATING COMMUNITIES
ARE ORGANIZING AT MULTIPLE LEVELS:

89% COUNTIES

10% CITIES

01% REGIONS

When compared to the national average, communities participating in the program
are more rural, lower-income, and less educated. Employment in participating
communities is significantly more likely to be agriculture or manufacturing based.

	CONNECTED	USA
Average Population	41,477	100,000*
Household Income < $25,000	27%	23%
Adults with College Education	52%	57%
Percentage Employed in Agriculture or Manufacturing	17%	13%

*Average county population

OUR APPROACH

Connected's community technology-planning framework provides a clear path for the sustainable acceleration of broadband access, adoption, and use.

CONNECTED PLANNING PROCESS

1 ENGAGE

2 ASSESS

3 PLAN

4 ACT
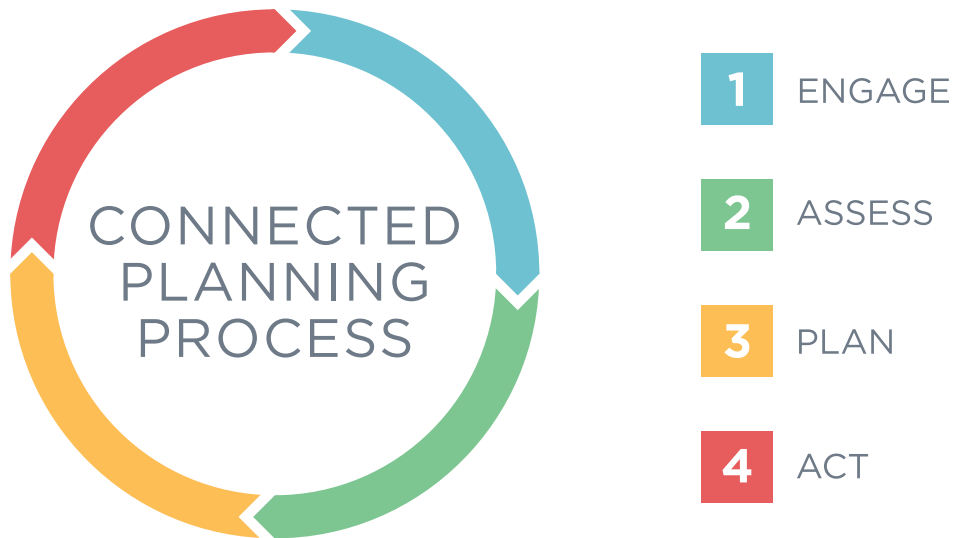
Connected Nation leverages state-based, public-private partnerships to engage residents at the local level. Regionally based staff provide "train-the-trainer" activities to local leaders, bringing together representatives from all community sectors to inventory local resources, assess technology access, adoption, and use, and develop local strategies for bridging the digital divide.

Connected's community technology-planning framework is cyclical. As with other forms of community planning - and especially so with technology planning - change is the only constant. At the community level, changing technology requirements, shifting demographics, economic drivers, and workforce requirements may expose or create new digital divides. Connected's community technology-planning framework supports a sustained local effort.

STEP 1: ENGAGE

Bridging the digital divide starts with local engagement.

Since the program started in 2011, more than 1,400 local residents have voluntarily participated in the technology planning process in their community.

Having a high level of engagement in the community has been one of the strongest marks of success for the program. These local leaders are a collaborative working-group that can help mobilize resources and influence change, build relationships, inventory local technology resources, assess the broadband landscape, and serve as a catalyst for changing or creating new policies, programs, and practices in their hometown.

TECHNOLOGY PLANNING TEAM

Successful strategies to address local broadband acceleration are predicated on broad and sustained stakeholder participation. The Connected community technology planning framework helps open a dialog among sectors in the community that otherwise tend to stay within their own silos, and facilitates a collaborative, multi-sector effort to tackle the multiple goals typically identified in local technology action plans.

ARE YOU A COMMUNITY CHAMPION?

The Connected community technology planning framework requires a catalyst to initiate the participatory process, engage the broad array of stakeholders, and guide the process to success. This local leader, or Community Champion, should have a desire for community improvement, passion for technology, and knowledge of the local situation.

"Being the Community Champion was an exciting opportunity for me to do something to benefit my community. I grew up and went to school here and was still amazed at how much I learned during this process."

Chelle Klootwyk, Community Champion,
Municipal Utilities Office Manager, Indianola City, IA

The technology planning teams have benefited from the participation of nearly every sector: business and industry; k-12 education; higher education; healthcare; libraries; agriculture; tourism; parks and recreation; public safety; and community-based organizations. The following chart provides a breakdown of community sectors currently represented by Connected's local broadband teams.

COMMUNITY CHAMPIONS BY SECTOR

PLANNING TEAMS BY SECTOR

Government

Economic Development

Technology Provider

Business

Social Service

Agriculture

Education

Library

Local Media

Healthcare

Public Safety

Planning Professional

Utility

Tribal

STEP 2: ASSESS

After a community forms a technology planning team, the group begins meeting regularly to gather information for the community assessment. The assessment is an online tool that helps the team identify local technology assets and develop a shared understanding of local broadband access, adoption, and use. The Connected program has led more than 165 communities through the assessment to date.

Technology Inventory

One of the outcomes from the assessment is the inventory of local technology resources and assets. The technology asset inventory provides a comprehensive view of the resources available for leveraging broadband in the area.

So far, Connected communities have identified:
• 5,659 public computers in 544 public computer centers
• 2,028 local websites
• 451 broadband adoption programs focused on vulnerable populations
• 396 digital literacy programs with more than 49,000 graduates
• 394 broadband-oriented public awareness campaigns
• 391 wireless hotspots
• 115 local technology providers (software, hardware, etc.)
• 27 video conference facilities

"The Connect Michigan program is fundamental to the community; identifying our broadband assets allows the EDC to foster growth within Schoolcraft County."

Dustin Denkins, Interim Director, Schoolcraft County,
MI Economic Development Corporation

CONNECTED ASSESSMENT

The Connected Assessment's criteria is based on national goals identified in the Federal Communications Commission's National Broadband Plan, as well as the broadband speed tiers established by the National Telecommunications and Information Administration's State Broadband Initiative.

The access, adoption, and use sub-assessments are designed to develop a comprehensive picture of the community's broadband landscape and track local progress.

ACCESS	ADOPTION	USE
Broadband Availability	Digital Learning	Economic Opportunity
Broadband Speeds	Public Computer Centers	Education
Broadband Competition	Broadband Awareness	Healthcare
Access to Middle Mile Infrastructure	Vulnerable Population Focus	Government
Mobile Broadband Availability		

"I thought the assessment process was really thorough. It asked us questions that we really hadn't asked ourselves. It gave us an opportunity to bring folks that had different pieces of the puzzle together so that we could look at the completed puzzle."

Rick Diebold, Superintendent, Charlevoix – Emmet, Michigan Intermediate School District

STEP 3: PLAN

Grounded in the planning team's shared vision and with knowledge gained from the Connected Assessment, the goal of the planning component is for the community to develop an action plan that lays out a strategy that the community will use to bridge the digital divide. To date, more than fifty community technology plans have been completed, each identifying local capacities, community priorities, action items, and assignments of responsibility.

CONNECTED NATION MAKES A VARIETY OF RESOURCES AVAILABLE TO LOCAL COMMUNITY TEAMS DEVELOPING TECHNOLOGY ACTION PLANS

- Community Technology Advisors
- Community Engagement Portal
- Policy Consultation

- Research and Analysis
- Engineering and Technical Services
- GIS and Mapping Services

May 2013
Connect South Carolina recognized Saluda County with a Broadband Hero Award during the IT-oLogy Connections 2013 event for being the first county to complete the Connected Assessment in South Carolina.

Douglas County, Nevada Technology Action Plan presentation and certification award celebration.

"Our team will continue to work toward finding opportunities that can bring affordable and quality high-speed broadband services to Douglas County residents and businesses. Our team was dedicated to this project and appreciates the recognition by Connected Nation and Connect Nevada."

Tammy James, Douglas County, NV
Community Champion and Emergency Services Communications Manager

STEP 4: ACT

At this stage, the local technology planning team begins to generate the resources required to execute the solutions identified in the technology action plan. Technology planning teams often break up into smaller teams to focus on priority action items and reconvene monthly to track progress.

The effective implementation of the technology action plan largely depends on raising awareness. Communicating the goals and objectives, timeframes, expectations, and roles and responsibilities within the technology action plan creates clarity among stakeholders and focuses efforts toward the common aim of bridging the digital divide. Connected Nation builds momentum for local efforts by promoting awareness via event support, press releases, and social media.

OUTCOMES OF THE CONNECTED PROGRAM

- Broadband infrastructure expansion
- Increased residential and business broadband adoption
- Stronger cross sector relationships
- Comprehensive vision for technology and community well being
- More engaged and technologically aware citizens
- Targeted digital literacy programs
- Business oriented digital learning
- More efficient local policy and zoning laws
- Better leveraging of existing assets
- Increased awareness and expansion of public computer availability
- WiFi enabled transportation
- 1:1 device initiatives in schools
- e-government and e-health initiatives
- Better preparation for grant applications
- Jobs created and saved
- National recognition

Sabine County, Texas Technology Action Plan Release.

"Receiving this Connected Technology Action Plan is the first step in the right direction for the future of Sabine County. This plan provides us with clear options and specific steps to take our community into the technology age. The Internet is incredibly valuable for every subject you can imagine and it is open 24 hours a day. Almost every college, government organization, library, association, and many businesses are on the World Wide Web. The residents and businesses of Sabine County should have equal access to the global economy, education, and all the other countless benefits that quality high-speed Internet allows. Hopefully now, we are on our way."

Veronica Thomas, Sabine County Community Champion
and Deep East Texas Council of Governments representative

COLLABORATION
A Community of Communities

Being a part of the Connected program is being part of a national network of communities. Connected provides a platform for community-to-community coordination and information sharing. A local broadband adoption effort in western Nevada may offer lessons to one just getting started in east Texas.

This "community of communities" helps local leaders understand broadband opportunities and best practices better.

For example, one community's effort to analyze local policies and ordinances stimulated an unexpected regional initiative in northern Michigan. A Harbor Springs, MI based community technology broadband team collaborated with Emmett County, MI Planning, Zoning, and Construction Resources to review local policies, ordinances, and other barriers to broadband deployment and consult with community leaders, providers, utilities, and other members of the community to ensure that they were supporting policies (local ordinances pertaining to tower construction and placement) that are conducive to broadband build-out. The ordinances were rewritten or modified to meet FCC recommendation and considered to be "business friendly."

Those new ordinances were then shared with the Charlevoix, MI Broadband Committee, which then presented them as a template at a local Michigan Township Association meeting so the document could be forwarded to the township planning commissions in the county for review and possible adoption.

"We have accomplished a great number of our initial goals and are anxious to continue our momentum in connecting local governmental entities into our governmental network and also in expanding broadband access to the unserved and underserved residents of our county. We are also very interested in sharing with other communities how a grassroots, community focused and centered initiative can get broadband connectivity into rural Michigan."

Steven Kingsbury, former elected City Commissioner, Treasurer, Finance Director, and Director of Information Technology for the City of Clare, MI.

From left, Connect Michigan Executive Director Eric Frederick and Connected Nation President/COO Tom Ferree present the certified Connected trophy to Charlevoix, MI

CONNECTED WEBINARS HELP COMMUNITIES SHARE BEST PRACTICES

Throughout the past year, Connected Nation has also hosted several subject matter experts, such as FirstNet Board Member, Sheriff Paul Fitzgerald, on Connected webinars to discuss best practices for broadband access, adoption, and use. These monthly webinars serve as gathering points to increase community-to-community interaction, collaboration, and sharing.

RECOGNITION
Connected Certification

Connected certification recognizes that a community has measurably demonstrated proficiency for effective access, adoption, and use of broadband and broadband supported technologies. This national platform recognizes communities that are excelling in their pursuit of accelerated access, adoption, and use of broadband.

AS OF PUBLICATION, SEVENTEEN COMMUNITIES ACROSS THE UNITED STATES HAVE BEEN CERTIFIED CONNECTED.

01. Charlevoix County, MI

02. Douglas County, NV

03. City of Indianola, IA

04. Antrim County, MI

05. Anderson County, SC

06. St. Clair County, MI

07. Roscommon County, MI

08. Webster City, IA

09. Van Wert County, OH

10. Livingston County, MI

11. Mecosta County, MI

12. West Des Moines, IA

13. Bastrop County, TX

14. Sullivan County, TN

15. Morristown, TN

16. Clare County, MI

17. Churchill County, NV

"Webster City is very proud to receive the Connected Community Certification! We plan to continue to build on it by formulating committees to begin the implementation of the broadband action items identified in our assessment. We also plan to develop an internal city government plan to help keep broadband efforts moving forward."

- Janet Adams, Mayor, Webster City, IA

CONNECTED
CERTIFIED COMMUNITY

CERTIFIED
Connected Community
2013

CONNECTING ECONOMIC DEVELOPMENT

Broadband infrastructure and a digitally skilled workforce are essential for a region to attract new jobs and investment. Likewise, high capacity broadband and broadband-dependent applications empower local entrepreneurs to increase efficiency, improve market access, reduce costs, and increase the speed of both transactions and interactions.

Communities are using the Connected Community Engagement Program to set broadband policy goals and develop initiatives that will effectively target local technology gaps and attract jobs.

January 2013
Greenwood, SC
Kick-off meeting

"We were not aware of some of the connectivity issues some of our local companies were facing. This process helped us understand what those issues were and establish a plan to start working on solutions. This process has been an eye opener for our community to realize that we cannot take internet for granted and that we need to work on ensuring that our County is moving forward at the pace of technological advances, especially in terms of broadband availability, in order to remain competitive, and allow our businesses, governments, schools, organizations, communities, and just us as individuals to function more efficiently."

- Catalina Valencia, Community Champion and Business Development Manager for the Greenwood Partnership Alliance

GREENWOOD COUNTY, SC – PLANT STAYS & NEW JOBS CREATED

Greenwood County's economic strength originated from the area's once thriving textile industry. Since then, a world of change has occurred. Greenwood's leadership realized that the community needed professional assistance to diversify the economy and ensure the community's competitiveness in the connected global economy.

The Greenwood County Technology Team's community kick-off meeting resulted in uncovering one local business that was dangerously close to leaving the community due to a lack of connectivity.

- At the initial Connected kick-off meeting held in January 2013 by Connect South Carolina, local providers were able to meet with industry representatives to address broadband issues in the community. Piedmont CMG, a local contract manufacturer to the medical analytical and medical device industry, was eager to meet with local providers. After experiencing years of broadband connectivity issues that hampered productivity and response time to customers across the U.S. and internationally Piedmont CMG was in need of a fast solution.

- Various subsequent interactions between state agencies, local business leaders, and Piedmont CMG led to the signing of a construction contract with Piedmont Rural Telephone to bring fiber optics to both of Piedmont CMG's Greenwood and Abbeville facilities, ending years of frustration. The speed of fiber optics has now positioned Piedmont CMG to more efficiently support its national and international customers. Not only did this save the jobs that residents currently held, but also allowed for the creation of seven new jobs and additional investment in the community.

> A diverse, multi-sector planning team quickly identified a solution for this local advanced manufacturing facility on the verge of closing. Local, collaborative action saved jobs and allowed for the creation of seven new jobs and additional community investment.

CONNECTING GOVERNMENT & PUBLIC SAFETY

Communities are using the Connected Community Engagement Program to better coordinate with local government and to utilize technology to deliver better quality and more cost-effective services within tight budgetary constraints.

Van Wert County 911 Coordinator Kim Brandt accepts a plaque from Stu Johnson, Connect Ohio executive director, recognizing Van Wert County's status as Ohio's first certified Connected community.

"The Connect Ohio office has been very beneficial for Van Wert County in bringing city and county officials together to create goals that will and have benefited residents and visitors of Van Wert County. With the help of Connect Ohio, officials from the City of Van Wert, Van Wert County, Van Wert City Schools and 911 have worked together to connect buildings and improve services with fiber. The work we have completed together this year will continue to cut down on city and county bills, which in turn saves taxpayer dollars."

Kim Brandt, Community Champion and Van Wert County 911 Coordinator

VAN WERT COUNTY, OH – SAVING TAXPAYER DOLLARS

Van Wert is a rural county located on the southern edge of northwest Ohio's rich agricultural region. While the cost of living is low, the county has lost over 5% of its population since 1990. With a shrinking populace, the community is working harder than ever to do more with less.

In January 2013, community leaders were looking for ways to improve and better utilize their existing fiber infrastructure to increase services to county and city departments. The Connected program was a perfect fit for developing locally driven strategy.

- Through the planning process, the community prioritized the completion of a county and city fiber loop in order to expand access and speeds to existing and future customers within the community. Initial meetings have already begun. According to Community Champion, Kim Brandt, "Currently, our Connected team is working with a private company to build back-up fiber to benefit 911 and all other agencies connected to the fiber. The goal of this build beyond redundant fiber is greatly reduced cost for phone services for city and county buildings."

- With a strong vocational school in the Vantage Career Center, the Van Wert community has been able to educate over 200 residents to become digitally literate in the past year. Other community agencies, including the Council on Aging and the Veterans Services Office, also provide training opportunities and access computers for their clients.

City and County government collaboration has resulted in better utilization of existing resources and a plan for building out back-up infrastructure for vital community resources like 911 and other public safety agencies. According to the community's Champion, "The end result will be improved services and continued savings for residents."

CONNECTING EDUCATION

Communities are using the Connected Community Engagement Program to facilitate relationships among schools, service providers, local government, and technology companies and to accelerate 1:1 program planning and technical assessments of infrastructure.

The emergence of tablet devices coupled with interactive apps and challenging content, is showing incredible promise in helping kids become more engaged and learn in ways never before possible.

"Today's technology provides the opportunity for students to access endless amounts of information on any topic taught in our schools. It's no longer about who has the most information in their heads; it's about who can find that information the fastest and who can do something with the information that they find."

Fred Sitkins – Principal at Boyne City Elementary School in Edudemic

CHARLEVOIX COUNTY, MI – 1:1 STUDENT LEARNING

Charlevoix County, the "Gateway to Michigan's Emerald Isle," sits on the shores of Lake Michigan, Lake Charlevoix, and Round Lake. While the more densely populated areas of the county are well served by broadband, natural topographical barriers and a highly dispersed population base makes a difficult business case for expanding broadband networks in more remote areas.

In early 2012, a wide variety of Charlevoix County stakeholders, including representatives from K-12, economic development, and the telecom industry began collaborating with the Connect Michigan team to develop a strategy for expanding local broadband access, adoption, and use. The planning process supported and developed a variety of local initiatives:

- Boyne City Public School's 1:1 iPad program now provides iPads to every K-12 student. In addition, each classroom is now equipped with state of the art instructional technology tools including HDMI digital projectors, Apple TV units, and sound field equipment.

- Charlevoix Public Schools and the City of Charlevoix, working in partnership, are developing an intergovernmental fiber-optic network. This network will connect to Merit Network's REACH-3MC project and their statewide network.

- A committee was formed to develop a broadband survey to promote a business case for private providers to expand services in the remaining underserved areas of the county. The survey script has been shared and was used as a foundation by nine other communities in the region.

> Charlevoix County is not only the nation's first certified Connected community, but also home to one of the nation's first school-wide 1:1 tablet initiatives.

OTHER CONNECTED NATION PROGRAMS

DIGITAL WORKS: CONNECTING PEOPLE & JOBS

Digital Works is a job creation program that brings technology-based jobs to local communities. Using a digital learning model, the Digital Works program trains, places, and mentors high-quality business process candidates and locates co-working centers in rural America settings where job demand is high, few employers exist, and the cost of living is the lowest. At the end of training the workers are guaranteed placement in a position that matches their skills and interest.

Digital Works is an exceptional opportunity for communities and companies seeking cost effective information technology and call center training and job placement.

EDIFIED: INNOVATION IN EDUCATION

Connected Nation believes that a key aspect of closing the digital divide is to ensure that our children have adequate access to the latest technology in schools, regardless of school type or demographic makeup.

Edified is Connected Nation's new education initiative that seeks to increase the deployment of the latest mobile technology, robust wireless connectivity, education apps, and twenty-first century teaching practice in America's K-12 schools, colleges, and universities. Edified builds partnerships with technology companies, education research organizations, broadband providers, and distinguished educators who desire to work collaboratively to promote technology solutions that have great potential to revolutionize learning and education outcomes.

DigitalWorks℠
CONNECTING PEOPLE & JOBS

www.digitalworksjobs.com

Edified℠
INNOVATION IN EDUCATION

www.edified.us

OUR HISTORY

Connected Nation has been working in communities helping them take full advantage of the benefits of broadband for more than 11 years. We have worked in over 6,000 communities. Our model is to create public-private partnerships to work with technology and supply and demand realities in a manner that respects communities and creates results.

The resulting programs and tactics make the costs of technology expansion go down and the ease of doing business go up.

Connected Nation facilitates comprehensive technology expansion efforts that both enhance the supply of available broadband and creates demand through grassroots awareness and demand-creation campaigns.

⚹CONNECTED℠

Connected Nation, Inc.
www.connectednation.org

JOIN THE MOVEMENT AND GET CONNECTED

Given the reliance of so many American businesses and families on this basic technology, it's easy to overlook that just 15 years ago broadband barely existed for consumers.

Yet, today broadband is an essential part of American life – and, absent action, the individual and community cost of the digital divide will continue to grow.

Communities across the United States are joining Connected to bridge the digital divide.

To learn more about how your community can get Connected, send us an e-mail at info@connectednation.org or visit www.connectmycommunity.org

"The possibilities are endless when there is a free flow of information and communications in communities. When Connected Nation launched the Connected program we knew that when the right people gathered to address the issues of connectivity, breakthroughs would happen. It's exciting to be a part of it."

Tom Ferree, President & COO, Connected Nation

※※CONNECTED℠