**Strategies for Efficient Ongoing Identification and Sharing of Best Practices;**

**An Invitation to Innovation for State SBDD and BTOP Project Leaders;**

**From: Frank Odasz, Lone Eagle Consulting
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**RE: A Draft Proposal For Discussion; Inviting Suggestions**

**Background:** Present opportunities for NTIA and/or foundation funding to facilitate state and project collaboration to supplement the NTIA online skills portal at <http://www.digitalliteracy.gov> . No broad collaboration currently exists among SBDD or BTOP initiatives across states. Many initiatives are learning through trial and error. Many are creating new resources where resources already exist. Initiatives would benefit from collaboration on materials and best practices to create the most efficiency and effectiveness on an ongoing basis. Current Federal and State policies prohibit identifying resources from any social enterprises or commercial entities even if the resources are offered free.

It is a fact, that there is a boom in bottom-up innovations that is out-performing R&D efforts of universities, corporations, and governments. The opportunity is for RTC to lead a fair, unbiased, impartial, unrestrictive open initiative to facilitate **sharing among all those interested.** A peer review process would be initiated. No favouritism would be allowed. RTC could post disclaimers.

**Purpose:**

1. Encourage collaboration at a national level among those engaged in digital literacy and adoption, with a focus on recipients of NTIA funding, but specifically including non-grantees and other related initiatives.
2. Develop and share best practices on digital literacy and adoption **by specific diverse vulnerable populations,** with focus on PCC and SBA type programs.
3. Share regularly updated materials through a range of mechanisms
4. Develop infrastructure for self-sustaining collaboration

**To: BTOP’s SBI, SBA, and PCC Grantees**

Acknowledging the current emphasis for SBI grantees is on mapping and funded infrastructure deployment, most states are also convening all ARRA grantees as part of the state broadband planning process. We invite those interested in accelerating the level of ROI on the broadband investments by collaborating and sharing broadband training best practices and to consider their opportunities in an age of accelerating change and innovation; to keep current with:

**The best proven practices demonstrated in partner states for:**

Broadband Awareness and Adoption Campaigns,

PCC and SBA training projects for job creation and capacity building.

Motivating vulnerable populations to sustain interest in training programs

Validating genuine rural ecommerce start-ups best practices via Internet videos

Validating real work-from-home broadband-enabled opportunities

(VS too many scams)

Low cost scalable distance learning innovations; train-the-trainer programs

Stay current with regular feeds, updates, new resources, and summaries of related topics in this fast-moving evolution of broadband adoption and smart utilization.

**WORKPLAN (funding suggestions invited)**
1. **Convene Stakeholders** leaderships and existing networks to establish a Coordinating Committee for the project. Target 6 – 12 individuals.

2**. Hold a first conference** in Fall 2012 to:

Identify a fair and open non-biased inclusive process.

Showcase immediately replicable broadband training best practices.

Discuss barriers, challenges, successes, and opportunities for collaboration.

Identify areas for future collaboration.

Recruit individuals and organizations to participate in collaboration activities.

3. **Create collaboration mechanisms:**

Online portal with detailed program options that include measurable outcomes, with technical support, and ongoing update feeds.
A collaboration site that includes threaded discussions, blogs and wikis.

Support for working groups engaged in following up on tasks identified at the first conference.

4. **Create a Peer Video Training Demonstration Project.**Anyone can create and share online at no cost video captures SHOWING how they are using and benefiting from broadband.
Example: 3 minute Video demonstration:

**Digital Inclusion Strategies for Measurable Mass Innovation Across America** - A 3 minute overview of What's Working for Others Like You!
<http://www.screencast.com/users/montanan-stories/folders/Jing/media/abc20b70-50eb-41e6-9c9f-0b852852a6cf>

**5. Hold second conference in Spring 2013**

Consolidate and build on work being carried out.

Develop mechanisms for sustainability

**BUDGET:**1. First Stakeholders group in partnership with the Rural Telecommunications Congress

2. $25,000 First Conference Fall 2012

3.  $35,000 Create and support collaborative activities beyond what NTIA is currently developing.
4.  $15,000 Create Peer Video Training Demonstration project to accelerate online sharing and social recognition for successful local and regional initiatives.

5. $25,000 Second Conference Showcasing New Best Practices by Vulnerable Population, with a Western States emphasis hosted by Montana.

Total: $100,000