**What Gets Measured Gets Done**

**Broadband Boon, or Boondoggle? Key lessons Learned**

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Getting beyond the politics of appearances, in an age of transparency.

It is time for a little honesty about what we really do, and do not know, about how to turn broadband into gold, jobs, and sustainable families and communities.

The politics of appearances promotes generalities without obligating measurable outcomes and impacts. General terms, which without definition are meaningless, have caused a lot of confusion; such as broadband, adoption, best practices, lessons learned, and digital literacy.

That the Ad Council is planning a $90 million broadband adoption campaign should cause us to reconsider, is adoption, defined as subscriptions to telco services, really the end game? Or is there a learning society “Call to Action” for all Americans to engage and embrace their joint full potential and not just for global competitiveness, but to change the world and make it sustainable, and a better place for all 7 billion human beings?

That President Obama’s 2008 campaign successfully organized and mobilized 13,000 local action committees proved what’s possible, but we’ve yet to hear a vision for Mass American Innovation.

The former Congressional Office of Technology Assessment reports **"The diversity of innovative applications required to create a successful national information infrastructure can only come from the citizens themselves."**

**Will Rodgers, 1931 Speech “Bacon, Beans and Limousines” – suggests we can do more to help one another, which is all the more true today.**

[**http://www.youtube.com/watch?v=kyfvamwM4Yo**](http://www.youtube.com/watch?v=kyfvamwM4Yo)

The nation is missing vocal leadership about what all Americans can do for themselves and each other using “broadband.”

The November 2011, C2C announcement cited a report that stated low-income households with broadband could save $7k/year. AND the C2C announcement touted broadband as providing the ability to participate in the $8 trillion dollar global ecommerce economy. But, there are no plans to teach anyone exactly how to realize these dramatic benefits with measurable outcomes. This is an example of the politics of appearances.

Whose responsibility is it, in our age of transparency, to be accountable for whether public dollars will fund this dramatic tangible public good?? FCC C2C planning teams are underway to assess how best to deliver a PC, broadband, and training to 25 million households. The FCC is considering $50 million/year for some yet undefined digital literacy efforts.

I think we’d all agree that we’d like to see 25 million low-income households receive nothing less than the best of the best. ( 1:2 Americans are in poverty and/or low income.) But, this isn’t as easy as it sounds. The immediate FCC C2C inperson curriculum team task is to do the best we can within the limitations of one month’s time and limited staffing. But, we’re also pointing everyone to some type of major free self-directed learning portal, yet to be designed and defined?

There is a lot of talk about the value of **crowd accelerated innovation and crowd sourcing, related to how to truly identify the best of the best innovations on an ongoing basis.** A timely question would be what emerging models can allow quality peer evaluation of large volumes of resources, on an ongoing basis? We’ve seen reputation ratings on Ebay. Youtube has a five star rating for posted videos.

This is really a global challenge for all of us; to identify and share locally, the best solutions, resources, and tools, to fuel the home fires of local innovation. **PBS stations need to "become YouTube of local community**" <http://benton.org/node/123366>

Here’s a 15 minute TED talk “How web video powers global innovation.” In short, it suggests an open peer review process sharing the best of the best, and inviting all global innovators **to build on these shared innovations,** is the inevitable evolution that is already functioning on a global basis. I think this video can be the basis for dialog regarding the broader C2C mission.

**How Web Video Powers Global Innovation**
<http://www.ted.com/talks/lang/eng/chris_anderson_how_web_video_powers_global_innovation.html>

The Gates Foundation supported librarian diglit trainer benchmarks at [www.libraryedge.org](http://www.libraryedge.org/) are worth a review. Librarians are presented as the defacto digital literacy corps with expectations to be all things to all people. In particular, to be personal advisors for next step self-directed skills development curriculum selection.

We need specific identifiable methods which are proven to deliver a specific end result.

Why is no one celebrating the specific outcomes for what people were able to do for themselves, using broadband, such as skills they were able to teach themselves and others? Everyone can learn to innovate by sharing innovations with others. What they give to others, will come back tenfold, or more. Everyone can build on the ideas of others as the ideal broadband empowerment dynamic, IF we all learn to effectively collaborate. Forget the term “broadband,” and instead focus on the term “Connectedness” as it begs the issue of to whom, what, and why!

**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>

**A new way to make six figures on the Web: Teaching**

<http://benton.org/node/123470>

In my humble opinion, the Feds missed the point that digital literacy and broadband adoption are more about motivation, than more money for ETCs. That no money exists for local action plans, only for telcos, suggests citizens will continue to be left out of the equation regarding their role in the Nation’s global competitiveness. That there has been No Call to Action for local innovation, sharing civic engagement successful strategies between communities, is telling, in that this is more about Federal funding for telcos than for citizens…whose only purpose seems to be paying monthly subscriptions to support telco shareholders. In evidence is the goal for 25 million free lunch student’s homes is sustained subscriptions for telco profits, not for any seriously defined measurable empowerment outcomes.

That said, I do believe Genochowski recently stated “We’ll make or break it at the local level.”

**Conundrums:**

1. The four largest telcos spend $700 million a year lobbying federal agencies in DC, and as a result have received huge subsidies for infrastructure and federal support pushing user subscriptions (adoption) as a national goal, instead of user benefits by any measure.

2. The Telco game has been to make it sound like you are promoting the public good without any required assessments on measurable outcomes. The strategy is to keep it as general and nonspecific as possible, and don’t engage citizens in projects where their lack of interest might produce undesirable PR.

3. Those with digital disabilities (lack of understanding) in top leadership positions are the biggest barrier to leveraging America’s innovations for forward progress.

4. While we hear talk about America’s innovators, it is against federal policy to share their innovations via [www.digitalliteracy.gov](http://www.digitalliteracy.gov) but it would appear to be acceptable for corporations posing as grassroots non-profits to be listed. (I was told Lone Eagle’s resources could not be shared due to federal policy regarding conflict of interest. My resources aside, the implications for NOT sharing the majority of American innovations is implicit.)

5. The bottom-up boom of broadband-enabled innovations suggests the opportunity to assess and bring to scale the best training models but the well funded corporations and grantees have no incentives to do this. Two Examples:

The Khanacademy.com has demonstrated a mastery learning step-by-step mentoring matrix that tracks individual progress in detail but also rewards student mentors who help others learn. Supported by the Gates Foundation and Microsoft, extending this model to cover all diglit related topics, including ecommerce and telework would make sense.

MIT has demonstrated lower cost, higher quality distance education, accessible to all learners, via MOOC’s; Massively Open Online Courses. Such innovations can provide universities new revenue streams that can help support rising costs to sustain brick and mortar institutions while meeting the national need for quality mass online education.

Much more on all these topics is available on request.

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