February 15, 2023

Digital Literacy and Inclusion

Digital Equity Outcome Area Working Group

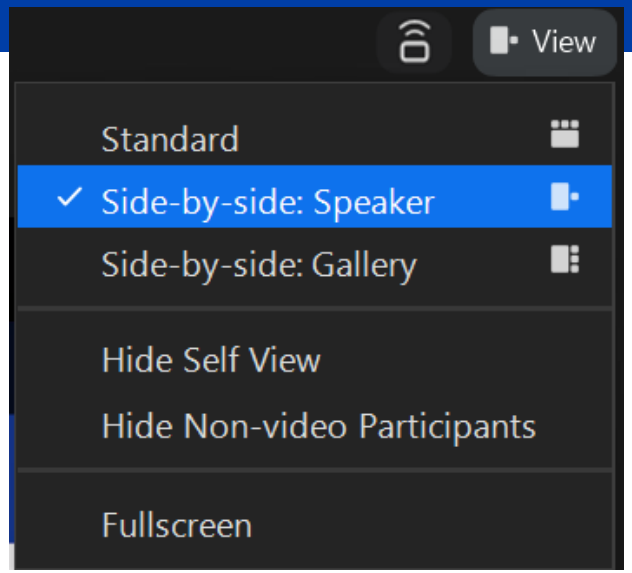
CALIFORNIA ALL

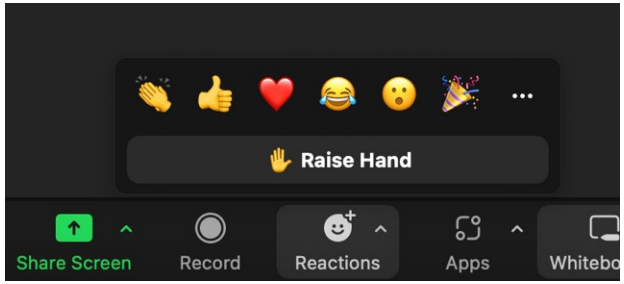
BROADBAND FOR ALL

Education Outcome Area Working Group

Housekeeping

1. **ASL Interpreters** are in the spotlight along with the speakers, please make sure to view in Side-by-Side: Speakers Mode when the presentation slides are shared.
2. **Closed Captions** English closed captions are available. Choose “CC closed caption” on your toolbar and select "show subtitle".
3. **Chat** We invite everyone to introduce themselves in the chat! Share your name, pronouns, organization/title, and where you are joining us from. You should also use the chat to drop questions for our speakers, our staff will be monitoring the chat.
4. **Reactions** Raise Hand features





AGENDA

- Introduction to the State Digital Equity Planning (SDEP) Process
- What is Digital Equity and Why is it Important?
- Community and Lived Experiences
- Calls to Action
- Next Steps and Close

Introduction to the State Digital Equity Planning (SDEP) Process

Scott Adams
Deputy Director of Broadband and Digital Literacy
California Department of Technology

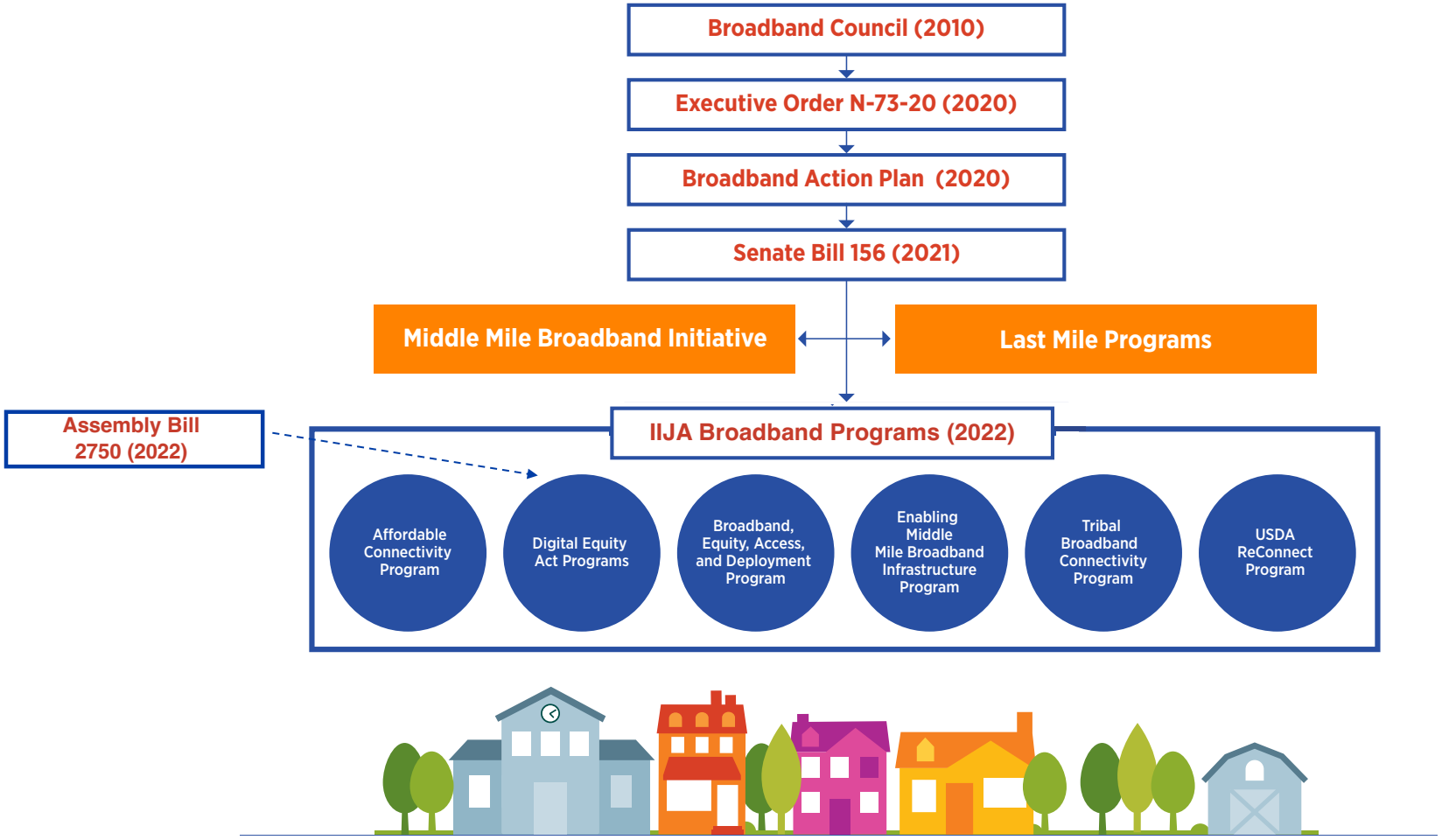
Robert Osborn
Director, Communications Division
California Public Utilities Commission

Access

Affordability

Adoption

Digital Literacy
& Inclusion


Broadband Council (2010)
Executive Order N-73-20 (2020)
Broadband Action Plan (2020)
Senate Bill 156 (2021)
Middle Mile Broadband Initiative
Last Mile Programs
Assembly Bill 2750 (2022)
IIJA Broadband Programs (2022)
Affordable Connectivity Program
Digital Equity Act Programs
Broadband, Equity, Access, and Deployment Program
Enabling Middle Mile Broadband Infrastructure Program
Tribal Broadband Connectivity Program
USDA ReConnect Program

SDEP APPROACH

Planning Components

The State Digital Equity Planning (SDEP) process will consist of five components:

- Statewide Planning Group (SPG)
- Outcome Area Working Groups
- California Digital Equity Survey(s)
- Regional - Local Outreach Events
- Statewide Public Engagement

SDEP APPROACH

Six Outcome Area Working Groups

1. **Education**
2. **Health**
3. **Digital Literacy and Inclusion**
4. **Essential Services, Accessibility and Civic Engagement**
5. **Workforce and Economic Development**
6. **Tribal Collaboration**

OAWG STAFF

Scott Adams, Cole Przybyla, Laura Sasaki, Anh Nguyen

Contractors + Graduate Student Assistants

SDEP PLAN REQUIREMENTS

Covered Populations

The Digital Equity Act prioritizes investments for eight "Covered Populations"

1
Individuals living in covered households
with an income at or below 150% Federal Poverty Level

2
Aging individuals
(60+)

3
Incarcerated individuals
other than individuals who are incarcerated in a Federal correctional facility

4
Veterans

5
Individuals with disabilities

6
Individuals with language barriers
including individuals who Are English learners; and have low levels of literacy

7
Members of a racial or ethnic minority group

8
Individuals who primarily reside in a rural area

SDEP APPROACH

Planning Components

Outcome Area Working Groups will convene subject matter experts and practitioners together to develop strategies that align with SDEP priorities, through the lens of the digital equity barriers of the eight covered populations.

Working group objectives:

1. Develop a statewide stakeholder map for each outcome area
2. Conduct an asset inventory of programs, plans, and services for each outcome area
3. Promote and encourage participation in the statewide digital equity survey
4. Conduct gap analyses for each outcome area
5. Develop recommendations to CDT for inclusion in the SDEP

What is Digital Equity?

Why is it important?

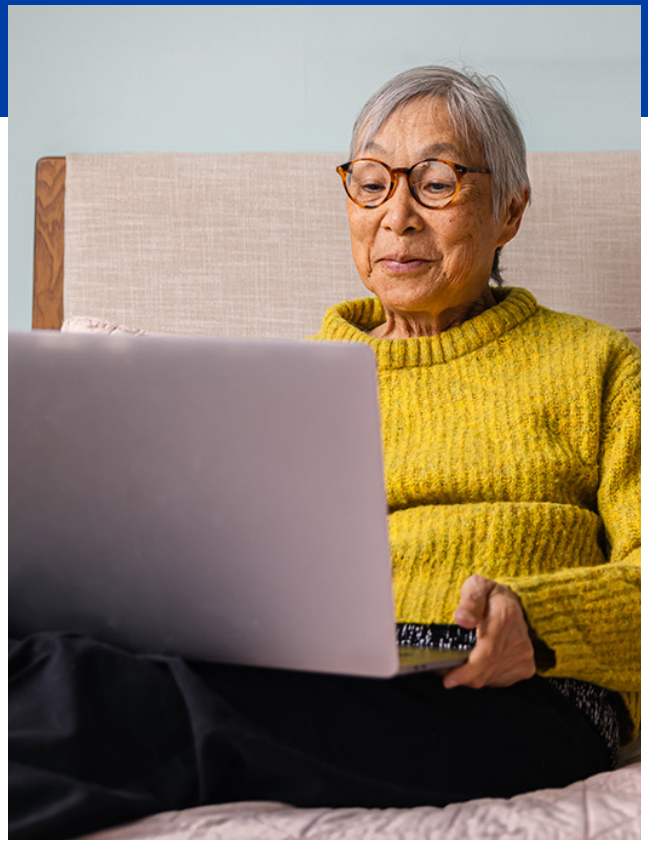
Gladys Palpallatoc
Federal Program Officer
National Telecommunications and Information Administration

Amanda Bergson-Shilcock
Senior Fellow
National Skills Coalition

Sunne Wright McPeak
President and CEO
California Emerging Technology Fund

What is Digital Equity? Why is it important?

Definition



From the National Telecommunications and Information Administration (NTIA):

Digital Equity: The condition in which individuals and communities have the information technology capacity that is needed for full participation in the society and economy of the United States.

Digital Inclusion: The activities that are necessary to ensure that all individuals in the United States have access to, and the use of, affordable information and communication technologies, such as—

- Reliable fixed and wireless broadband internet service;
- Internet-enabled devices that meet the needs of the user; and
- Applications and online content designed to enable and encourage self-sufficiency, participation, and collaboration

What is Digital Equity? Why is it important?

Discussion

Prompts:

1. What does digital equity mean to you?
2. Why is digital equity important for the specific communities you serve, including covered populations?

Closing the Digital Skills Divide

Amanda Bergson-Shilcock
Senior Fellow
National Skills Coalition

National Skills Coalition

Closing the Digital Skill Divide

Today's Conversation

1. Recent research on employers' demand for digital skills has powerful implications for educators
2. These findings can help educators ensure California's State Digital Equity Plan reflects the latest information about digital skill needs in the Golden State
3. Additional detail in our full report, *Closing the Digital Skill Divide*

The digital divide isn't just about broadband or hardware – it's also about skills.

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Closing the Digital Skill Divide

We analyzed 43 million job ads from 2021

1. The average ad sought **8 skills**
2. Data was initially collected and standardized by Lightcast
3. Further analysis was carried out by NSC in collaboration with the Federal Reserve Bank of Atlanta

The opinions expressed in this report reflect those of the authors and do not necessarily reflect those of the Federal Reserve System or the Federal Reserve Bank of Atlanta.

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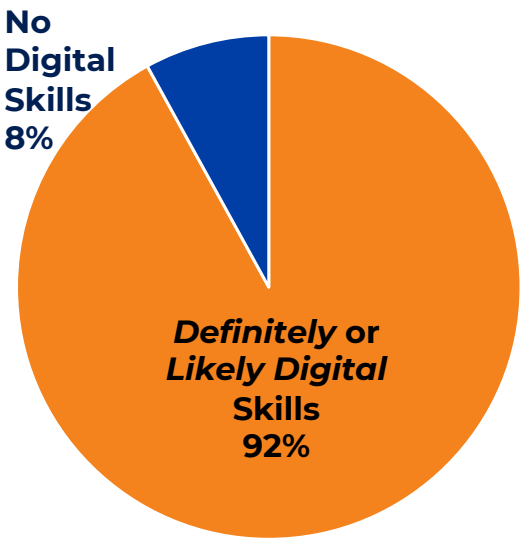
Virtually all of today's jobs require digital skills



- ***Definitely*** digital: Microsoft Excel; Python language
- ***Likely*** digital: Bookkeeping; survey design
- ***Not*** digital: Ironing; changing diapers

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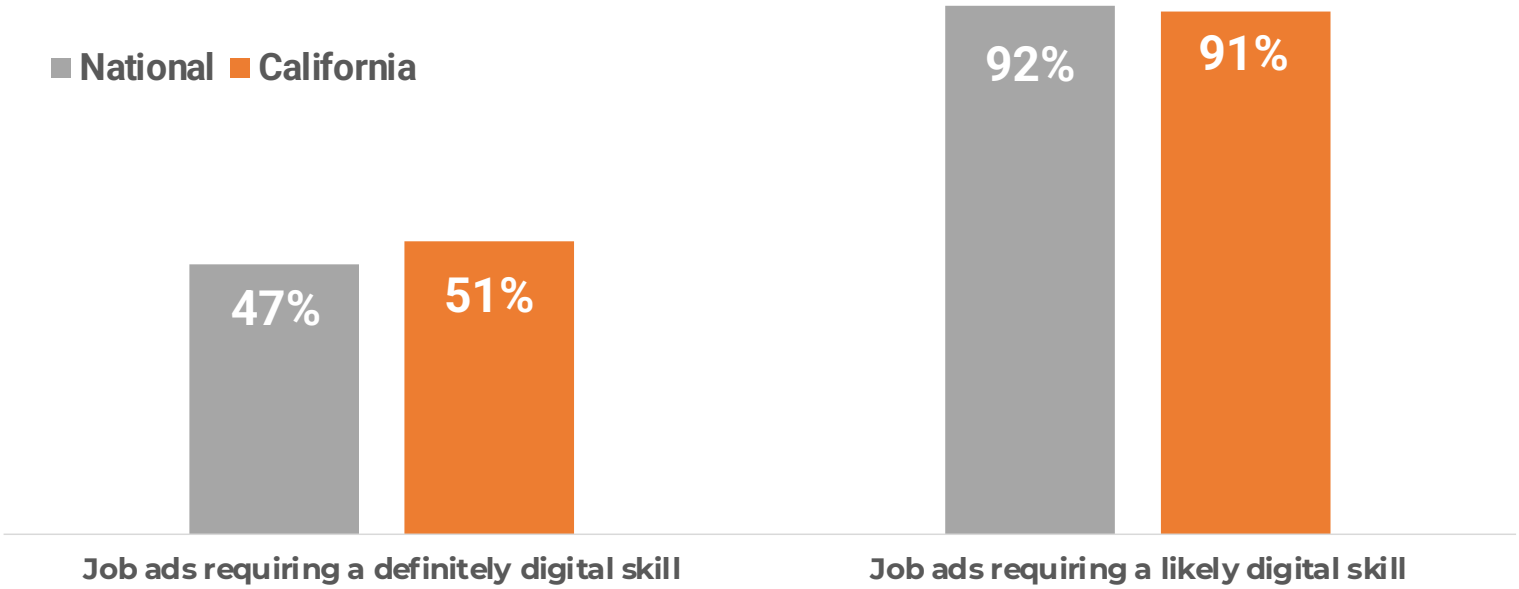
California employers are more likely than average to require *definitely* digital skills



Adult schools, Career Technical Education programs, and colleges play vital roles in helping workers build digital skills.

Sound mixer using audio editing software to create content

Medical office staff supporting telehealth patients

Firefighters using record management software to analyze and optimize firefighter response times

Agricultural workers using in-cab technology (e.g., AutoTrac) for efficient tractor operation

Utility pole workers using maintenance management software to keep track of inspections performed

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Jobs that require very little work experience still need digital skills

Amount of work experience required	Percentage of job ads requiring likely digital skill	Percentage of job ads requiring definitely digital skill
0-2 years	95%	49%
3-5 years	98%	71%
6-8 years	99%	81%
9+ years	98%	75%

National data. For details, see full report: ***Closing the Digital Skill Divide*** *(National Skills Coalition, 2023.)*

Closing the Digital Skill Divide

Education at every level needs to include digital skills, because *jobs* at every level require them

Educational credential required	Percentage of job ads requiring likely digital skill	Percentage of job ads requiring definitely digital skill
High school diploma	94%	46%
Associate's degree	97%	47%
Bachelor's degree	99%	74%
Master's degree	97%	46%
Ph.D.	97%	39%

National data. For details, see full report: ***Closing the Digital Skill Divide*** *(National Skills Coalition, 2023.)*

Educators should be wary of assumptions about younger people's digital skills and interests.

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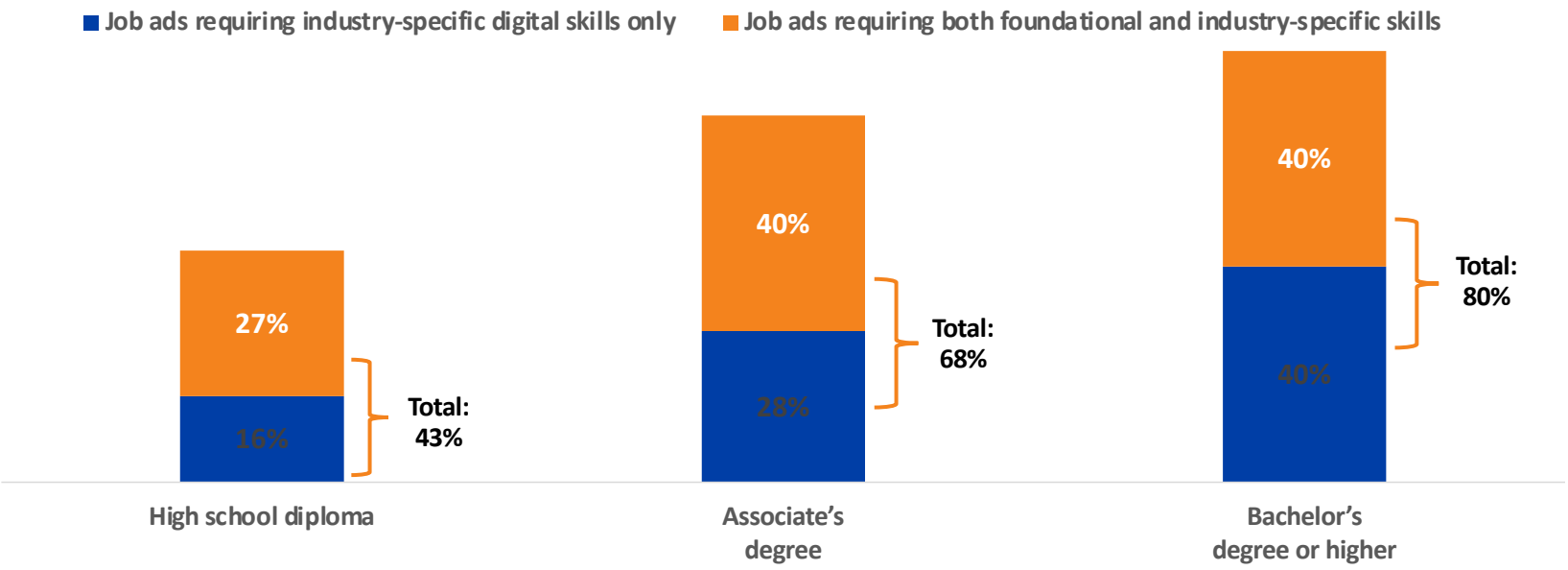
Californians need both foundational and industry-specific skills



Note: **Foundational** definitely digital skills require relatively little training and are used across a wide range of industries and occupations (e.g., Microsoft PowerPoint). **Industry-specific** skills generally require more specialized or sophisticated expertise, (e.g., electronic health records).

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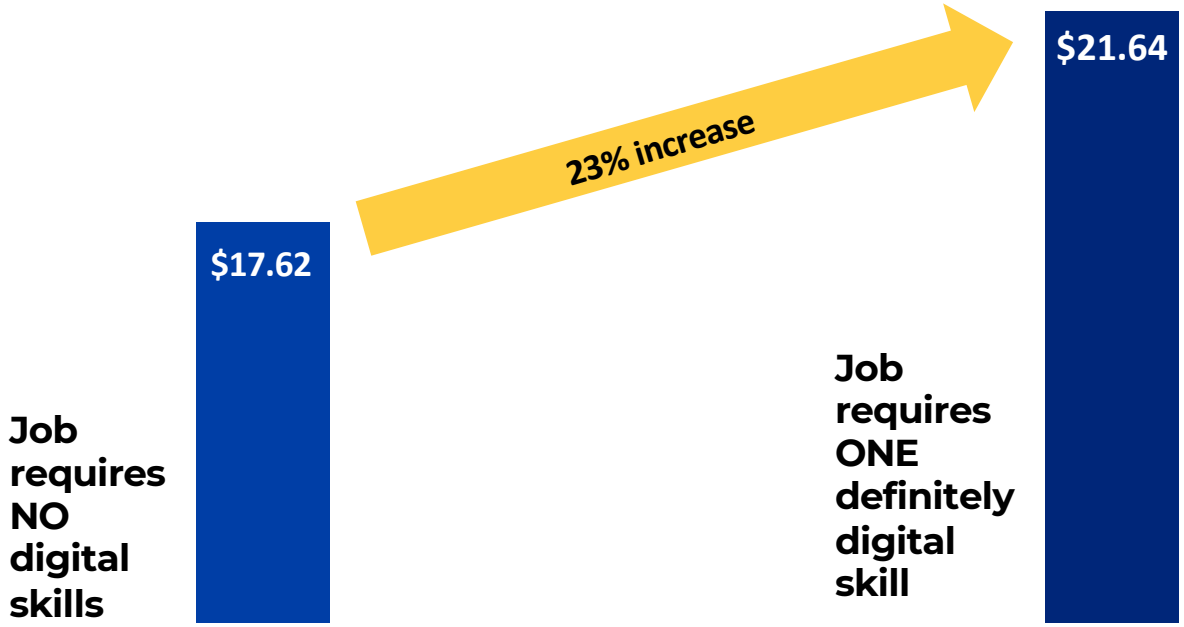
Jobs that require digital skills pay more



Note: Numbers shown are median hourly wages. People who qualify for jobs that require even one digital skill can earn an average of 23 percent more than those working in jobs requiring no digital skills — an increase of $8,000 per year for an individual full-time worker. Data shown are national data. For details, see full report: ***Closing the Digital Skill Divide*** *(National Skills Coalition, 2023.)*

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Closing the Digital Skill Divide

Higher pay leads to greater economic vitality for states

- Workers who earn higher wages by moving to a job that requires one digital skill will typically ***contribute more*** in federal and state tax revenue

- Depending on the household size and composition, this amount could range from **$1,949** to **$3,898** per year.

Note: Example calculated via taxsim.app: an interactive US Individual Income Tax simulator, using California as the reference state.

California businesses want workers with a strong base of foundational digital skills….

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Closing the Digital Skill Divide

...as well as industry-specific skills:

- **Healthcare:** Electronic health records; dental practice management software
- **Manufacturing:** Enterprise Resource Planning (ERP) software; robotics
- **Transportation and warehousing**: Global positioning system (GPS) software

*California-specific data from unpublished NSC analysis conducted as part of **Closing the Digital Skill Divide** report.*

California educators can use these findings to ensure that federal investments pay off for workers and learners.

1. Use Digital Equity Act and BEAD funding to increase access to digital skills training.

2. Make sure DE plan takes full advantage of federal parameters allowing for basic, applied and advanced digital skills training.

3. Combine Census data with these findings to identify gaps in digital skill-building opportunities for DE Act covered populations.

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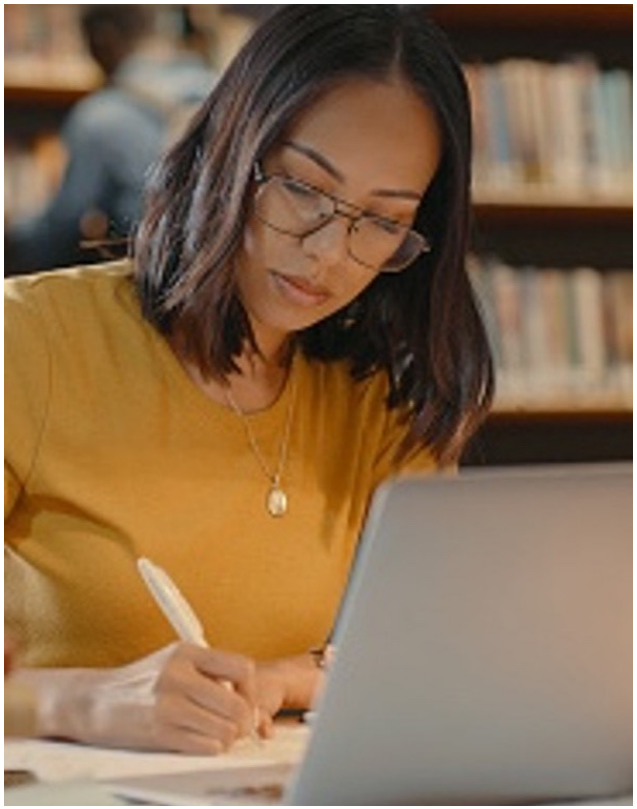

About National Skills Coalition: Our vision

- Jobs that require skills training are the backbone of our economy.
- National Skills Coalition fights for a **national commitment to inclusive, high-quality skills training** so that more people have access to a better life, and more local businesses see sustained growth.

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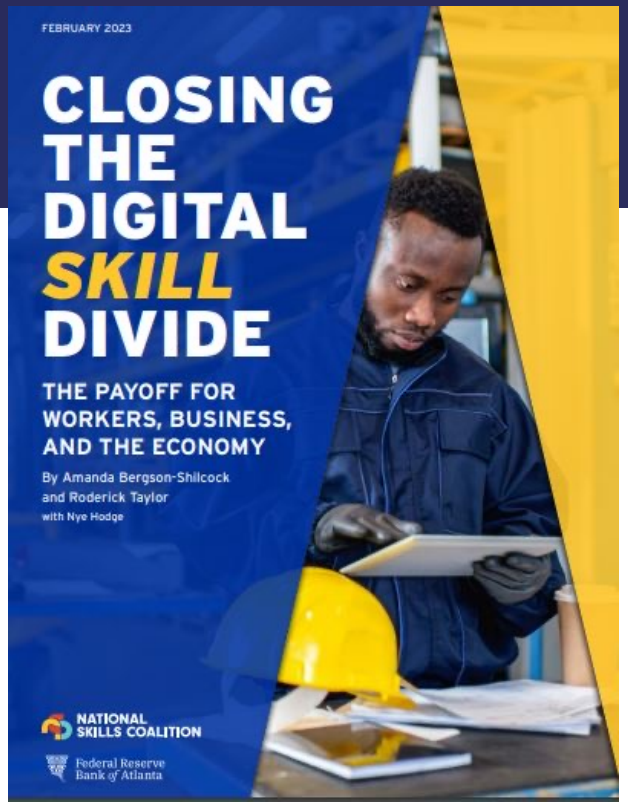

Full report:
Closing the Digital Skill Divide

https://tinyurl.com/DigitalSkillDivide

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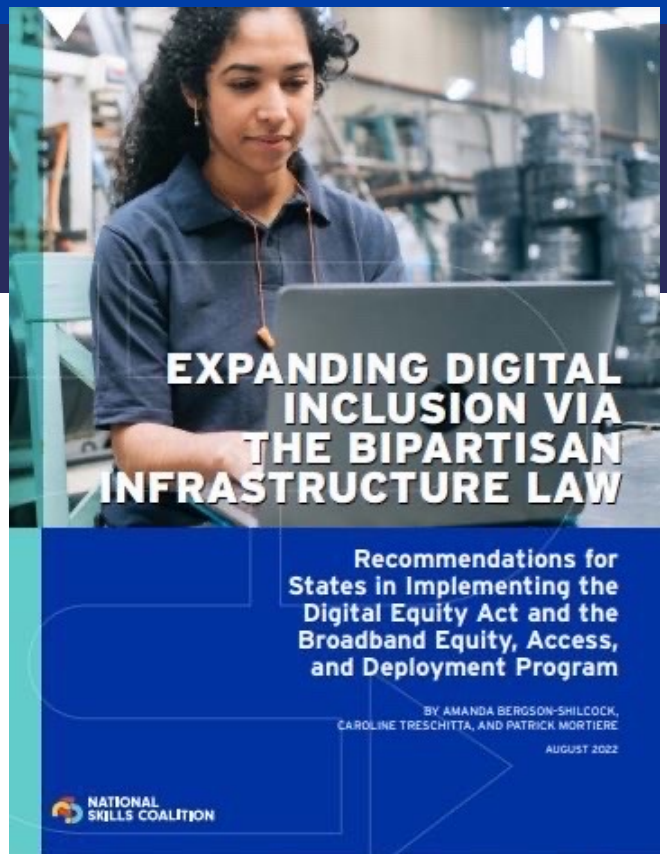
Closing the Digital Skill Divide

Knowledge to Action: Additional Recommendations

- NSC's experienced policy staff can help California leaders identify other specific administrative or legislative **policy possibilities**
- NSC's previously-published Digital Equity Act and BEAD **recommendations** *(see right)* may also be helpful



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Closing the Digital Skill Divide

Stay in Touch!

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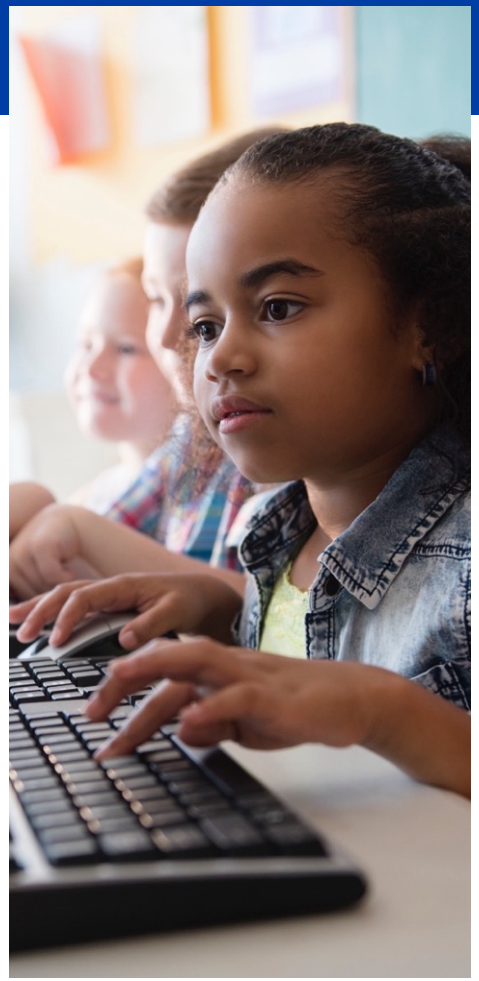
Community and Lived Experiences

Digital Equity and Inclusion

Community and Lived Experience Discussion

Prompts



Please share what you can about what your community is facing in terms of achieving digital equity and its impacts on health, education, and economic stability.

1. What are the barriers to digital equity your community members face? How do those barriers affect educational outcomes?
2. What are ways you, your organization, or your community succeeded in achieving digital equity? Please share effective strategies or examples.
3. Please share any reflections you might have about our discussion today, topics we have not mentioned, or digital equity in general.

How to Take Action

Digital Equity and Inclusion

NEEDS ASSESSMENT:

Digital Equity Ecosystem Mapping (DEEM) Tool

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How to Take Action

Digital Equity Ecosystem Mapping

Take Action: Use the DEEM tool

The Digital Equity Ecosystem Mapping tool tracks **all Digital Equity** programs and resources throughout California and will inform how grant resources may be distributed. The mapping tool will help identify:

- What programs are being offered, where they're being offered and to whom, and what is missing in each region.
- Barriers to achieving digital equity in every California county.

Timeline: Launch Q1 2023

How to Take Action

Digital Equity Ecosystem Mapping

Who should participate in DEEM?

All entities, coalitions, practitioners, and funders with existing and planned programs and services that provide access to digital equity resources in communities throughout California.

NEEDS ASSESSMENT:

Digital Equity Survey

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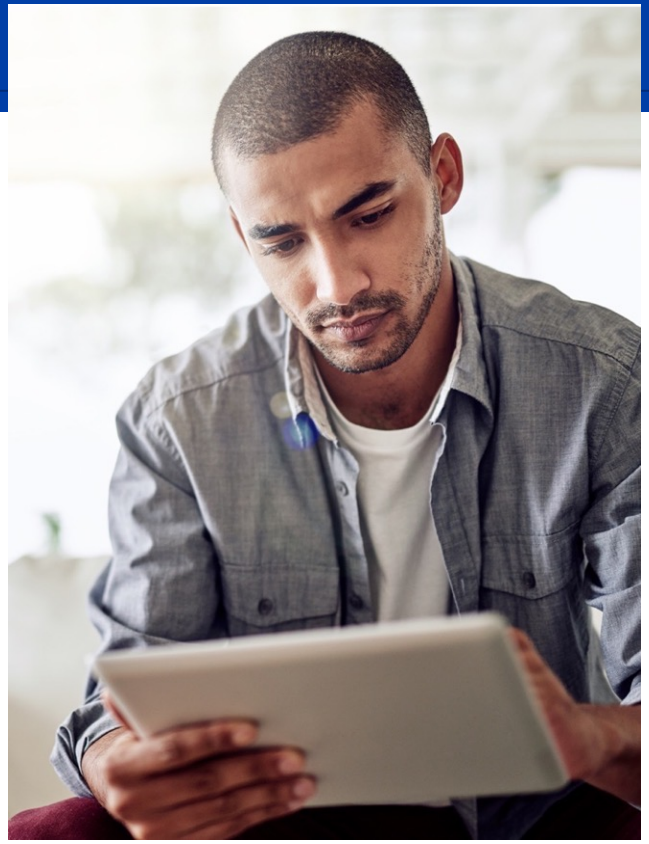
How to Take Action

Digital Equity Public Survey



CDT will distribute a statewide **Digital Equity Public Survey** to residents of California as a civic engagement tool to identify barriers to digital equity, especially for Covered Populations.

The survey is intended to capture information about internet access, internet affordability, and internet adoption for residents in California households.

Timeline: Launch Q1 2023

How to Take Action

Digital Equity Public Survey

Scope

Two versions of the survey will be shared in **all 58 counties** and will oversample for the **eight covered populations:**

- Online survey
- Phone survey

How to Take Action

Other Ways to Get Involved

Members of the public interested in helping inform the State Digital Equity Plan can also:

1. Sign up for updates on the Broadband For All Portal (https://broadbandforall.cdt.ca.gov/state-digital-equity-plan/)
2. Attend a local event near you
3. Complete and share the Digital Equity Public Survey with your friends and family and your networks

Next Steps

Digital Equity and Inclusion

Outcome Area Working Group

Next Steps

Next steps for Working Group will include:

1. Develop strategies that align with SDEP priorities
2. Conduct gap analysis
3. Conduct research, evaluate assets, and develop recommendations for CDT within their assigned Outcome Area for inclusion in the SDEP

Outcome Area Working Group

Future Meeting Topics

Upcoming OAWG Monthly Meetings Will Address:

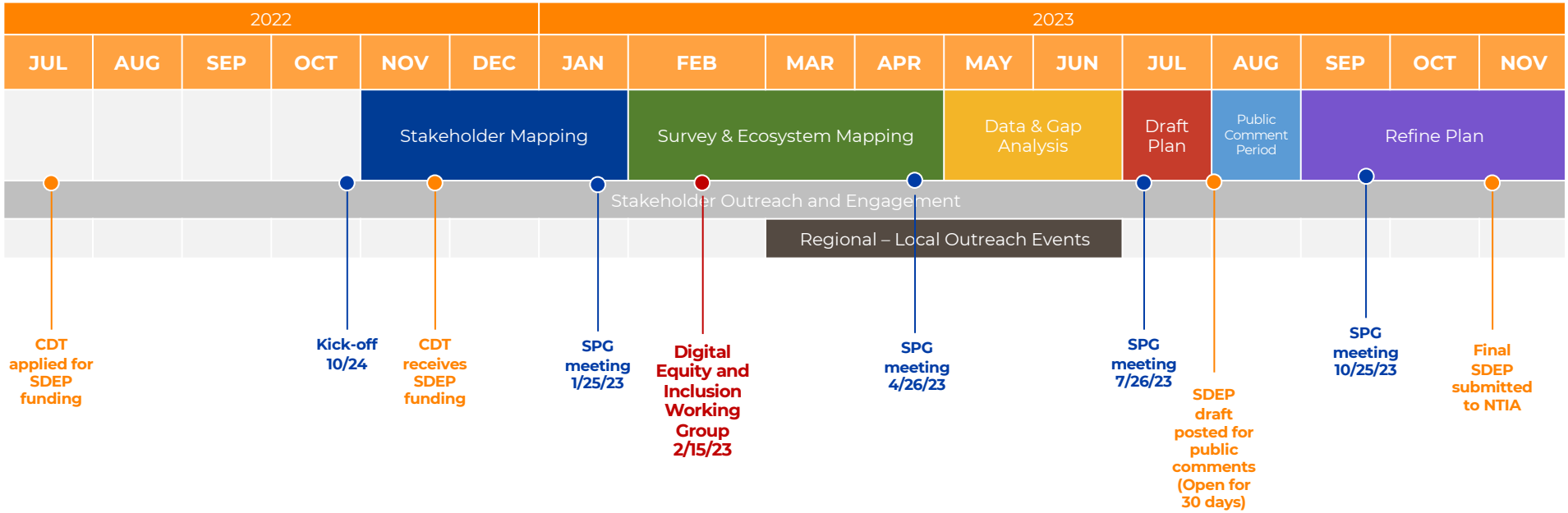
- **March**: How does digital inequity create disparities when it comes to digital equity and inclusion?
- **May:** What digital equity programs are currently working well in your community? What's missing?
- **June:** Using the Public Survey and DEEM data to shape SDEP priorities.

Next Steps

SDEP Timeline

California State Digital Equity Planning (SDEP) Timeline

Important milestones for State Digital Equity Planning:



Q&A

Contact Us

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Thank You

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