Digital exclusion is the #1 threat to 21st century community and economic development.
Workforce Development: Indiana 2010-2019

Net Change
-158,276
113,922
154,474
117,725

Low
Medium
High
Digital Literacy Landscape

Source: National Skills Coalition
Indiana

2019 DIGITAL DIVIDE PROFILE

The digital divide index score (DDI) ranges between 0 and 100, where a lower score indicates a larger divide. The infrastructure adoption score and the socioeconomic (see scores and indicators below; contribute to the overall DDI.

DIGITAL DIVIDE INDEX SCORE

50.95

INFRASTRUCTURE/ADOPTION SCORE

46.33

If this score is much higher than the socioeconomic score, efforts should be made to upgrade the broadband infrastructure.

11.3

% Seniors, no computer

16.3

% Homes with mobile device only or no devices

13.4

% Homes with cellular data only or no internet access

24

% Children, computer but no internet access

2

% Children, no computer

SOCIOECONOMIC SCORE

50.41

If this score is much higher than the infrastructure/adoption score, efforts should be made to focus on digital literacy and exposing residents to the benefits of the technology.

% Seniors, computer but no internet

15.4

% Children, no computer

11.2

% Seniors, no computer

13.7

% Children, no computer

13.4

% Children, no computer

5.7

% Children, no computer

pcrd.purdue.edu/ddi

Source: ACS 2015-2019
Digital Equity: % Homes with no Internet Access by Income and County Type

<table>
<thead>
<tr>
<th>Income Level</th>
<th>Indiana</th>
<th>Urban</th>
<th>Small City</th>
<th>Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>43.7</td>
<td>42.4</td>
<td>50.9</td>
<td></td>
</tr>
<tr>
<td>$10,000 - $19,999</td>
<td>42.7</td>
<td>40.7</td>
<td>48.8</td>
<td>49.7</td>
</tr>
<tr>
<td>$20,000 - $34,999</td>
<td>31.5</td>
<td>30.0</td>
<td>35.8</td>
<td>37.9</td>
</tr>
<tr>
<td>$35,000 - $49,999</td>
<td>21.3</td>
<td>20.1</td>
<td>23.9</td>
<td>27.4</td>
</tr>
<tr>
<td>$50,000 - $74,999</td>
<td>14.1</td>
<td>12.8</td>
<td>17.5</td>
<td>20.0</td>
</tr>
<tr>
<td>$75,000 or more</td>
<td>6.5</td>
<td>5.7</td>
<td>8.7</td>
<td>12.5</td>
</tr>
</tbody>
</table>

Source: ACS 2015-2019
What is Digital Inclusion?

Refers to the adoption of broadband technologies and its meaningful use for social and economic benefits.

Source: Community Developments Investments Magazine, November 2018

First-level divide: access yes/no
Second-level divide: differences in internet use
Third-level divide: economic, cultural, social, & personal outcomes
Why a regional approach?

• Local connections, identities, and relationships are preserved
• Pooled resources
• Focus on spatial patterns
• Elevates importance of a region that is not heavily urbanized
• Early digital adoption in comparison to peer regions increases productivity
Regional Planning Process

- Diverse, county-level RDAT
- Data compilation
  - Census; FCC; Schools; Clinics
  - Individual digital capital survey
- Plan “sandbox”
  - Connectivity
  - Devices
  - Skills/Literacy
  - Integrate with CD/ED/WD
  - Digital Equity Ecosystem
Case Studies

• Southeastern Indiana Regional Planning Council
  • 9 Counties
  • Regional Digital Advisory Team
  • Currently drafting plan

• Uplands Region
  • 11 Counties
  • County and Regional Digital Advisory Teams
  • Currently drafting county-level plans; regional plan
Planning/Technical Assistance
Digital Inclusion

• Plan template
• Individual digital capital survey
• Broadband data validation and demand aggregation survey
• Innovative metrics (digital divide index, digital distress, ReV) and interactive maps
Speed test results (n = 622-752)

<table>
<thead>
<tr>
<th></th>
<th>Download</th>
<th>Upload</th>
</tr>
</thead>
<tbody>
<tr>
<td>Speed tests</td>
<td>752</td>
<td>622</td>
</tr>
<tr>
<td>Average</td>
<td>89.932</td>
<td>20.667</td>
</tr>
<tr>
<td>Median</td>
<td>25.000</td>
<td>5.570</td>
</tr>
<tr>
<td>Minimum</td>
<td>0.050</td>
<td>0.002</td>
</tr>
<tr>
<td>Maximum</td>
<td>1,038.000</td>
<td>1,000.00</td>
</tr>
</tbody>
</table>

Percent speed tests meeting FCC 25/3 criteria

- Yes: 37.3%
- No: 62.7%
Satisfaction by home technology, avg. responses

Scale includes unsatisfied (1), somewhat unsatisfied (2), somewhat satisfied (3), and satisfied (4)
Weekly Internet Use by Digital Skills: Selected Characteristics (% responses)

Source: PCRD
“An intelligent community is one that – whether through crisis or foresight – understands the enormous challenges of the digital age and has taken conscious steps to prosper in it.”

Source: Bell et al (2014). Brain Gain
Goal: increase the capacity of Indiana’s rural and distressed communities to become more digitally engaged and inclusive.

AmeriCorps members will increase digital inclusion by helping rural communities plan & execute innovative strategies aimed at fostering economic & community development.

Partnering with 10 host regions in Indiana where the digital inclusion fellows will be housed.

Effort is part of the American Connection Corp as part of a 10-state national initiative with Land O’ Lakes.
Educational/Training
Digital Ready Business

- From April 2018 through September 2019
- 22 extension educators trained; 16 counties; 89 workshops; 100+ businesses
- Online version & certification
- Android app study guide

https://cdext.purdue.edu/dr
Educational/Training
Digital Ready Community

- Objective: improve civic engagement and responsiveness
- Improve or expand community’s online presence
- Identify and create a digital asset group (DAG)
- Design & implement a digital engagement plan
Educational/Training
Remote Work Certification

- Four-week online course
- Provides skills to remote work
  - W-2
  - Freelancer
  - Self-employed
- Workflow
- Productivity & time management
- Teams
- Critical thinking
Educational/Training

Essential Digital Employability Skills Badge

Provide employability digital skills through online modules

• Connect and collaborate effectively
• Communicate effectively
• Project management
• Purdue-backed badge/certificate
Educational/Training

• What is your community’s online reputation?
• Partnership with Lamb School of Communication & Agricultural Communication
• Conduct online audit/assessment
• Develop/implement plan

https://pcrd.purdue.edu/ifrontdoor
Is your community digital inclusive?