POWER OF PARTNERSHIPS
Agenda

• Mission & Why
• Background (federal)
• Partners
• Kansas Programs
• Kansas Outreach Strategy
The Kansas Office of Broadband Development (KOBD) was established in 2020 to help ensure all Kansans have the opportunity to live, work, learn, and compete in a global economy and by improving universal access to quality, affordable, and reliable broadband.
Everyone is responsible.
Infrastructure Investment and Jobs Act
$65 BILLION - BROADBAND

Broadband Equity Access and Deployment (BEAD) Infrastructure

Digital Equity Act (DEA)
BEAD 101

Broadband Equity, Access and Deployment $42B for all states

• Infrastructure Deployment for Unserved and Underserved Areas
• A LOT OF WORK
• Workforce Development
• Broadband Adoption
• Digital Opportunity
Digital Equity Act for all states $2.75B

- Create DE Strategic Plan
- Internet Access
- Affordability
- Adoption
- Digital Skills
Broadband Community Champions

• Economic Development/Workforce
• Libraries/Museums
• State/Local Governments
• Education Sectors/Faith based organizations
• Housing Authorities
• Internet Service Providers
• Organizations Serving Covered Populations
Ways to Partner

• Be the doer!
  • What is SBO asking of you?
  • Challenge? Engage? Convene?
• Look at how you can support matches?
  • In-kind — water towers, franchise fees
  • ARPA — BEAD (25% match-communities)
• Broadband Ready Communities

• Connect with the Office
  • Email
  • Newsletter
• Who can you partner with?
  • ISPs, Libraries, Community Colleges, Foundations……
Single Point of Contact

No Fee Beyond K.S.A. 17-1902

Applications Responded to Within 30 Days

Moving Towards Electronic Filing System

Nondiscriminatory Permit Procedure
Funding Opportunity - ADOPT

Advancing Digital Opportunities to Promote Technology

- Treasury Program
- $10.4M
- Targeting Public Wi-Fi
- Device Distribution
- Tentative Round 2 launch Q1 2025

Potential Partners
- Libraries
- Community Nonprofits
- ISP’s
Funding Opportunity - DOCK

Digital Opportunities to Connect Kansans

- Treasury/State Program
- $1.95M
- Digital Skills Training
- Tentative Round 2 launch Q3 2024

Potential Partners
- Libraries
- Community Nonprofits
Funding Opportunity – BAG 5.0

Broadband Acceleration Grant 5.0

- State Program
- $85M over 10 years,
  - $5M 2020-2023
  - $10M 2024-2030
- 50/50 public/private match
- Eligible areas lack 100/20 service
- Launch Q1 2025

Potential Partners
- ISPs
State Departments

• Commerce
• Agriculture

Community/Civic Organizations

• Lions, Rotary, Kiwanis
• Chamber
• Mainstreet

Mission Similar Organizations

• Lead for America
Planning

Get on Agenda

- Get on agenda in advance

Reach out

- Education and professional development pieces are key

Support

- Others mission
  - Understand communication schedules
  - Newsletters
  - E Blasts
  - Listservs
Operations

Social Campaign

Direct Marketing

Wedding Crasher

All dates are subject to change based on NTIA approval and guidance.
Social

Language

- English/Spanish

LinkedIn

- 29K impressions
- 370 click throughs

Facebook

- 20K impressions
- 222 click throughs
Calling all tribal/local governments, non-profits and internet service providers!

You have the opportunity to register and join the upcoming challenge process for a more efficient broadband buildout.


Organizational

Industry
- Committed to Roundtables
- Email Follow Up
- Consistent
- Open Communication

Association
- Newsletters
- Meetings
- Webinar
- Leveraging connection
## Direct Marketing

### Email Campaign
- KOBD Newsletter
- 2800 subscribers
- Associations + Organizations + Industry

### Newsletters, Listservs, Webinar
- Local Government
- Museum
- Commerce Colleagues
- Legislators
- School Superintendents

### Text Campaign
- Targeted
  - Underserved
  - Zip Codes
  - 29,000
Email Campaigns

Trends

Average Email is: 32%

KOBD Average rate: 44%

Engage Team – Personal Emails
BEAD CHALLENGE WEBINAR

OCTOBER 12 | 3:00 - 4:00 p.m.
Wedding Crasher

Show Up. Everywhere.

- Industry Meetings
- Associations
- Celebratory Events
- Don’t underestimate relationships.
Reminder

IGNORE LABELS

DELIVERY + ENGAGEMENT

NEW EXPECTATION

KEEP BUILDING TRUST
THANK YOU

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Scan to sign up for Broadband Newsletter