

Connected Tennessee

Adoption Efforts

Michael Ramage
Director, Center for TSM
Murray State University



History

Connected Tennessee

- Created in 2007 based on the recommendations of the Tennessee Broadband Task Force
 - Where are we today?
 - Where do we need to be?
 - How do we get there?
- Awarded grant through the Tennessee Department of Economic and Community Development



History

Connected Tennessee

1. Create a statewide broadband availability map
2. Conduct research to assess the barriers to technology use
3. Increase broadband availability by working with broadband providers and the public sector
4. Increase broadband adoption using grassroots demand aggregation
5. Create a Computers4Kids program that puts computers into the hands of at-risk children



Adoption Related Programs



Community Focus

Connected Program

ACCESS	ADOPTION	USE
Broadband Availability	Digital Literacy	Economic
Broadband Speeds	Public Computer	Education
Broadband Competition	Broadband Awareness	Healthcare
Access to Middle Mile	Vulnerable Population Focus	Government
Mobile Broadband Availability		

<http://www.connectmycommunity.org>



Community Focus

Connected Program

ACCESS	ADOPTION	USE
Broadband Availability	Digital Literacy	Economic
Broadband Speeds	Public Computer	Education
Broadband Competition	Broadband Awareness	Healthcare
Access to Middle Mile	Vulnerable Population Focus	Government
Mobile Broadband Availability		

<http://www.connectmycommunity.org>



Community Focus

Community Impact

- Initiatives vary by Community
 - Community needs and buy-in
 - Project support
- Example Community Projects:
 - Digital Literacy Training
 - Community Technology Fairs
 - Job Training Centers
 - Downtown Wi-Fi
 - Awareness Campaigns
 - Demand Aggregation
 - Coverage Expansion



Computers 4 Kids



<http://www.connectedtn.org/about-computers-4-kids>



Computers 4 Kids

Statewide Impact

- Awarded more than 5,000 computers to youth in need across the state
 - Including more than 2,890 foster youth aging out of the Department of Children’s Services program
- Supported all 76 of the state’s Boys & Girls Clubs
- Helped the Boys & Girls Clubs in Tennessee youth to complete over 90,000 hours of computer training
- Impacted all 95 counties in Tennessee

Statistics from Connected Nation



General Thoughts

- Allure of the Access challenge
 - Bar keeps moving
- Prioritization of Adoption and Use programs
 - Education efforts
 - Vulnerable population focus
 - Digital inclusion
 - Broadband for job creation
- Keep an eye on federal programs





Contact Information

Michael Ramage

Murray State University

Center for TSM

mramage@murraystate.edu

270.809.3987

@mlramage

