

Panel 2

Presentations and Dialogue

Cross-Sector Digital Equity and
Inclusion
(30 minutes)

*Introductions/Moderator:
Dr. Robinson*

**Dr. Patrick Tutwiler, Superintendent, Lynn
Public Schools**

**Stratton Lloyd, Executive Vice President
and COO, Essex County Community
Foundation**

**Paul Foster, Chief Information and
Accountability Officer, Springfield Public
Schools and Founding Member, Digital
Equity Alliance**

Steps in the Right Direction

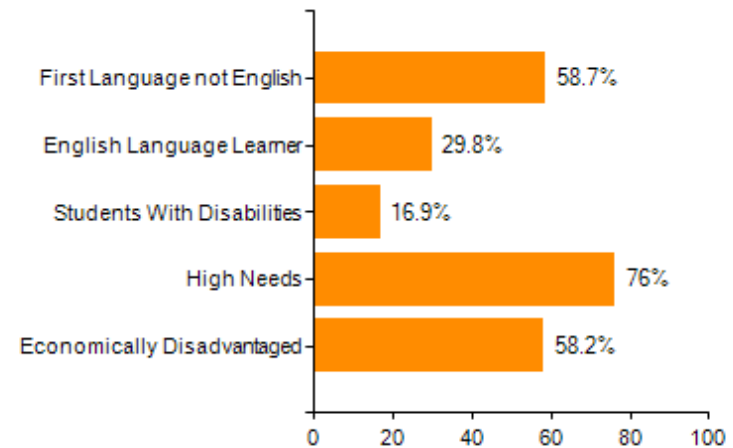
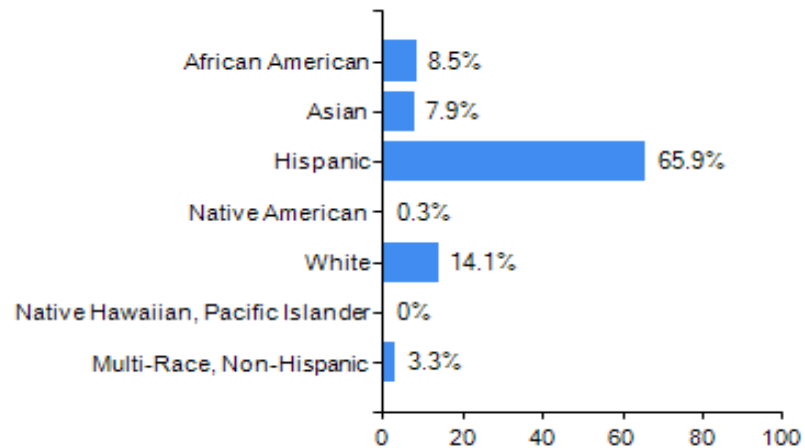
DIGITAL EQUITY IN THE LYNN PUBLIC SCHOOLS

**CHANGE
THE
NARRATIVE**

LPS at a Glance

Schools: 25

Enrollment: 16,088





March to June 2020

Limited Portable Devices

Limited know how



Engagement

(versus Instruction)



Limited Infrastructure

Getting Ready

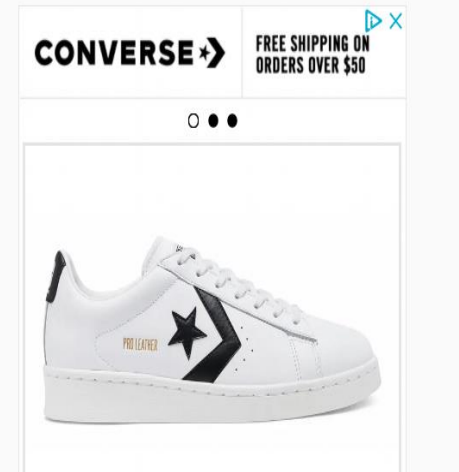
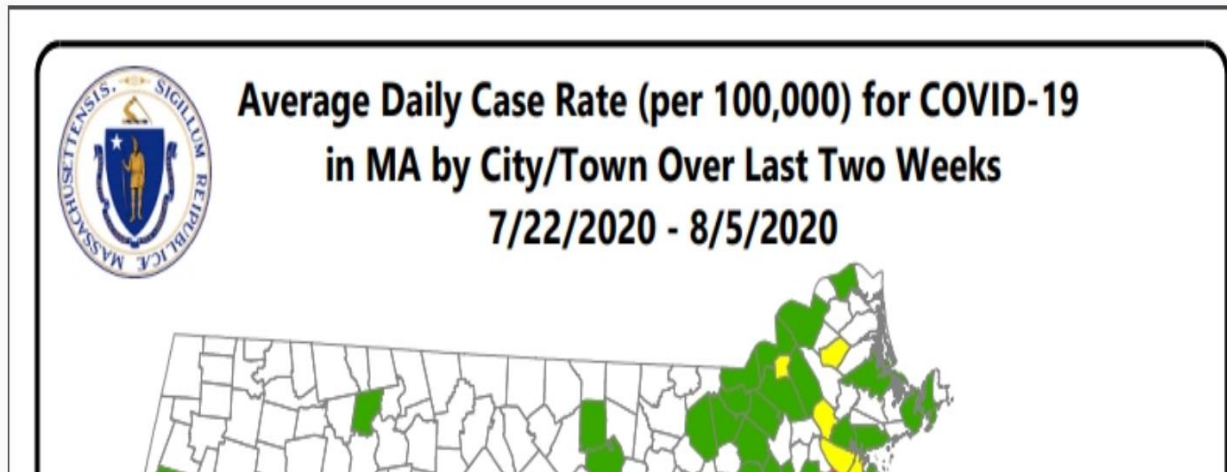
KEY PURCHASES

- 16,000 student devices (Chromebook equivalent)
- 2000 iPads for pre-literate learners
- 2000 staff devices
- Learning Management System, Schoology
- Outreach platform, School Messenger
- Comcast Essentials (182 households)



LOCAL NEWS

Massachusetts coronavirus risk map identifies 33 communities; Chelsea, Lynn, Everett, Revere at highest risk



Philosophical Foundation

- Establish resources and develop protocols around the hierarchy of need
 - Physical and mental health of each student and staff member
 - Food security and housing stability
- Build processes and protocols to establish the most optimal and flexible conditions for and approaches to learning and development for each student
- Communicate clearly and frequently



Quick Outcomes

- Average Daily Attendance: 93%
- Increased family engagement
- New found flexibilities and efficiencies

Ongoing Concerns

- Student Learning
- Wifi Capacity
- Sustainability
- Pre-COVID issues

Next Chapters to be Written...





ESSEX COUNTY: STRIVING FOR DIGITAL EQUITY

The challenges and opportunities the Digital Divide presents to Essex County communities.

Tuesday, January 19, 2021

HOW WE STARTED



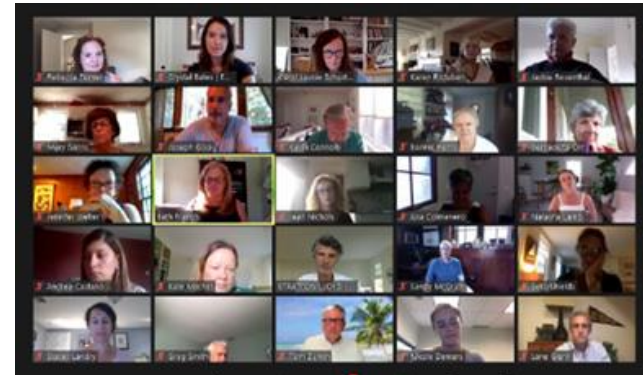
COMMUNITY LEADERSHIP

Bringing cross-sector leaders together to invest in systems-change

Virtual Community Think Labs | May 2020

Reimagining a stronger Essex County after COVID-19

- Digital Divide emerged as a great opportunity
- Data Study: our systems-work begins with data





APPROACH TO THE STUDY

[HTTPS://WWW.ECCF.ORG/WP-CONTENT/UPLOADS/2020/10/ECCF-DIGITAL-DIVIDE-REPORT_ENGLISH.PDF](https://www.eccf.org/wp-content/uploads/2020/10/ECCF-DIGITAL-DIVIDE-REPORT_ENGLISH.PDF)

PHASE 1

Use the best available data to map the digital divide across Essex County, including cities, towns and key subgroups

PHASE 2

Interview experts, leaders and advocates in significantly impacted communities

PHASE 3

Integrate findings into a report that can help leaders understand the divides and catalyze change



DIGITAL DIVIDE ELEMENTS



We treat digital equity as a multidimensional issue, with four core elements:

ACCESS

including secure, affordable broadband

EQUIPMENT

a modern desktop/laptop with a camera for video

PRIVACY

comfortable working and learning spaces for all

TRAINING

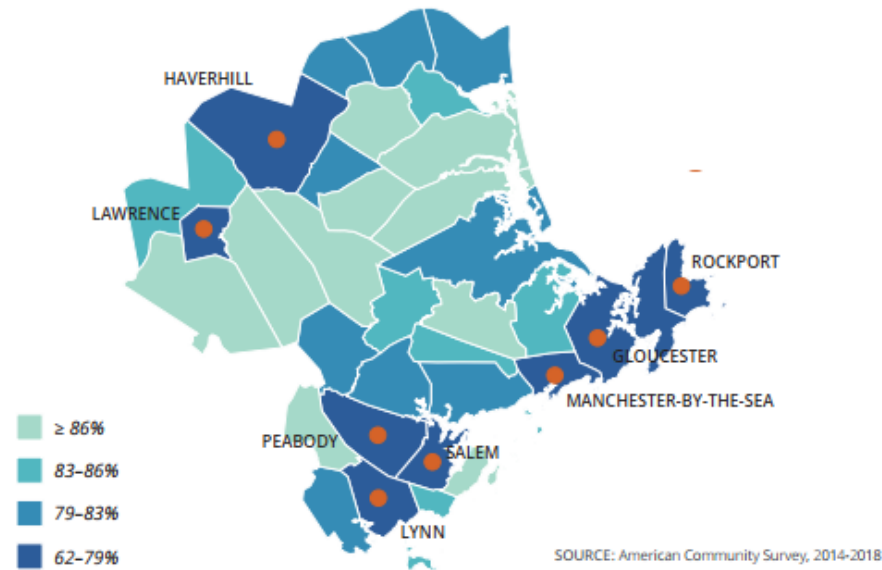
to build skills and comfort with computers

ESSEX COUNTY'S DIGITAL DESERTS

A few cities stand out as having especially limited digital access.

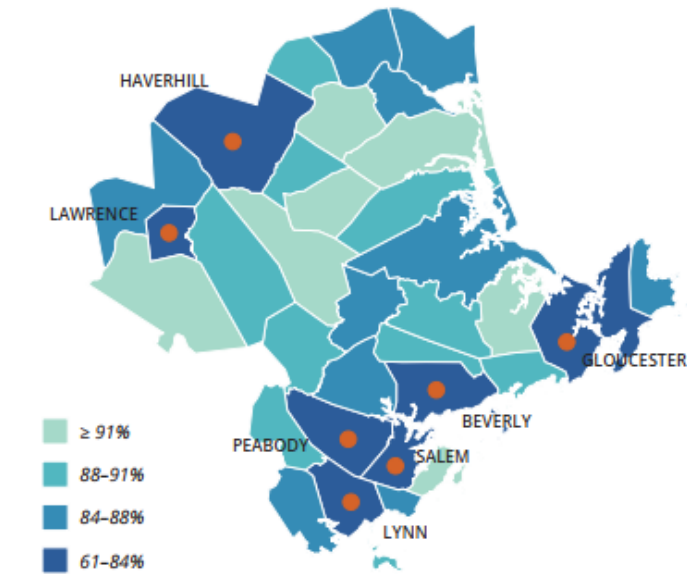
Across Essex County, nearly 60,000 households lack secure broadband

Share of households with cable or fiber optic broadband



One of every five Essex County families lacks a basic computer

Share of households with a desktop or laptop



EVERY TOWN HAS AN OPPORTUNITY TO IMPROVE

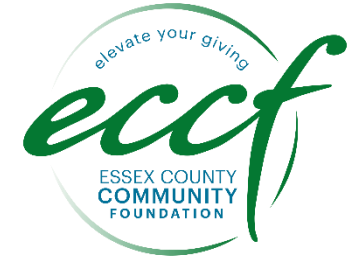


- While the most economically disadvantaged cities fare worse overall, the digital divide cuts across every community.
- Families with incomes under \$35k struggle with digital access, regardless of whether they live in affluent or economically disadvantaged places.

Municipalities where families earning <\$35K have lowest rates of broadband

Town	Broadband rate, overall	Broadband rate, families earning <\$35k
Merrimac	81%	44%
Lawrence	62%	45%
Groveland	82%	46%
Swampscott	83%	47%
Lynnfield	86%	49%
Manchester-by-the-Sea	79%	51%
Wenham	85%	51%

LATINO RESIDENTS ARE ACUTELY AFFECTED



- Across Essex County, Latino residents are twice as likely to lack broadband access, compared to their white, non-Latino neighbors.
- In some cities and towns, this gap is even larger.

Municipalities with the biggest gaps between Latino and white-non-latino

Town	Broadband rate, white-non-latino	Broadband rate, Latino
North Andover	83%	69%
Haverhill	77%	64%
Saugus	81%	69%
Georgetown	84%	79%
Salem	80%	75%
Beverly	80%	76%
Lawrence	69%	65%

Only includes towns with at least 3% Latino population.

KIDS AND SENIORS CAN FLOURISH WITH SUPPORT



- Cities and towns worked hard to provide access and equipment for kids. Other issues—like tight living arrangements—raised new challenges.
- Stigma sometimes limits efforts to help seniors, but telehealth is just one area where digital access could be transformative.

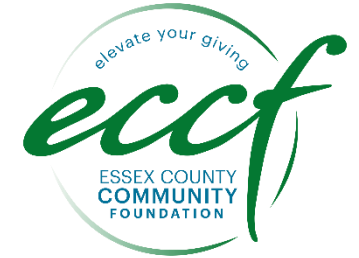
Internet use among seniors varies across Essex County

Share of 60+ population using the internet in the last month, a selection

Town	Recent internet use among 60+ (%)
Peabody	62%
Haverhill	63%
Methuen	63%
Groveland	75%
Rowley	75%
North Andover	78%

SOURCE: CDC, Behavioral Risk Factor Surveillance System

STATE OF OPPORTUNITIES



In addition to secondary research, we have met with nearly 100 cross sector leaders. What we have found:

FRAGMENTED SOLUTIONS

There is a lot of good work happening, but folks and organizations are **working in silos**. This effort will need collaboration to be successful across sectors & municipalities

MAJOR GAPS IN SOLUTIONS AND CAPABILITIES

The solutions are not deployed consistently across communities and many communities lack the skills and capabilities (technical, knowledge etc.) to implement solutions effectively,



OPPORTUNITIES: ACCESS

MUNICIPAL BROADBAND

be it city-owned fiber or regulated public-private partnerships

PUBLIC WI-FI

using hotspots and mesh networks to expand access without running physical lines

***exploring opportunities to target neighborhoods and expand free wifi access aligned with educational, health or small business needs. Cross sector collaboration.**

SUBSIDIZED ACCOUNTS

where towns negotiate better terms with internet providers, guaranteeing affordable access for all residents



OPPORTUNITIES: EQUIPMENT

A COMPUTER FOR EVERY FAMILY

to allow more robust online engagement than is possible via cellphone

CORPORATE PARTNERSHIPS

encouraging companies to donate equipment and time

ACTION: opportunity to organize recycled equipment and distribute large amount for free

PARTNER WITH SCHOOLS, SR CENTERS AND HEALTH CENTERS*

ACTION: target equipment loan and literacy programs with key partners to meet need of most vulnerable

OPPORTUNITIES: TRAINING



DIGITAL SERVICE CORPS

where young, digitally-savvy people help train seniors

TRAINING FOR COMMUNITY BASED ORGANIZATIONS

ACTION: partner with Digital Literacy Expert to provide train the trainer program across the county in partnership with CBOs

HEALTH PATIENT ENGAGEMENT

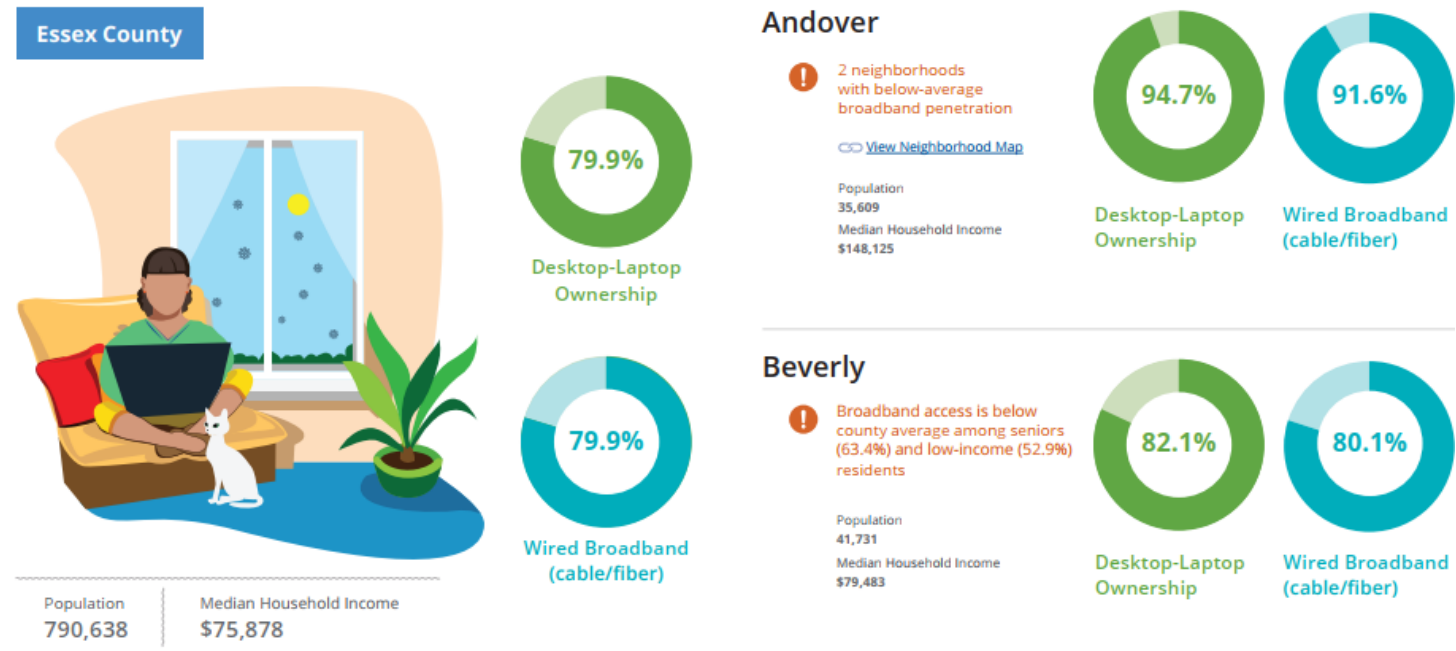
ACTION: mobilizing CBOs & partners to help reach patients not being served

ACTION: offer multilingual technical support & literacy training

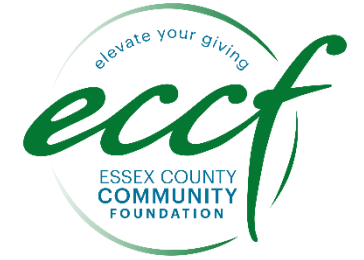
ACTION: offer free/subsidized access and equipment to **targeted** health center communities where this constrains patient engagement or use of new technologies, e.g., remote patient monitoring (RPM)

A TOWN-BY-TOWN ANALYSIS

Our dashboard includes details about every municipality:



NEXT STEPS



- Complete primary research
- Launch Essex County Digital Equity Fund
 - Launch systems-based partnerships to experiment and prototype
 - Create a “Collaborative Grant” program
 - Build ecosystem of practitioners and Digital Leaders
 - Provide education and advocacy

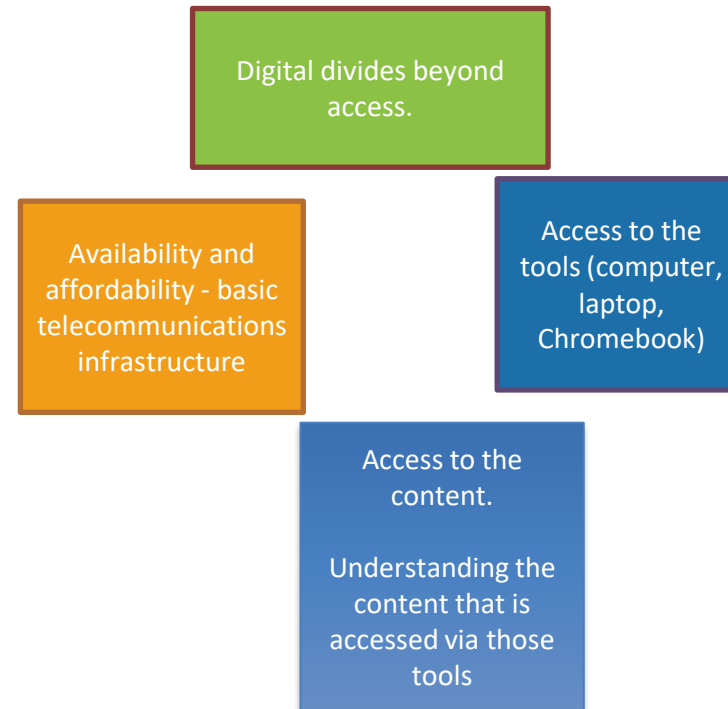


QUESTIONS?

Digital Equity Alliance (Western Mass)

Cross-Sector Planning and Design Team

1. American International College
2. Baystate Health
3. Behavioral Health Network
4. Community Foundation of Western Massachusetts
5. Dress for Success
6. Educare
7. Engage Consultants
8. Holyoke Community College
9. Massachusetts Healthy Aging Alliance
10. Public Health Institute of Western Massachusetts
11. Springfield Public Schools
12. Springfield Works (EDC)
13. Way Finders



Practical Approaches to Digital Equity Springfield Public Schools

