pcsforpeople

Blandin Broadband Communities Kick-Off Meeting

Thursday, August 2, 2018
Turner Hall
New Ulm, Minnesota

give help save $

Overview

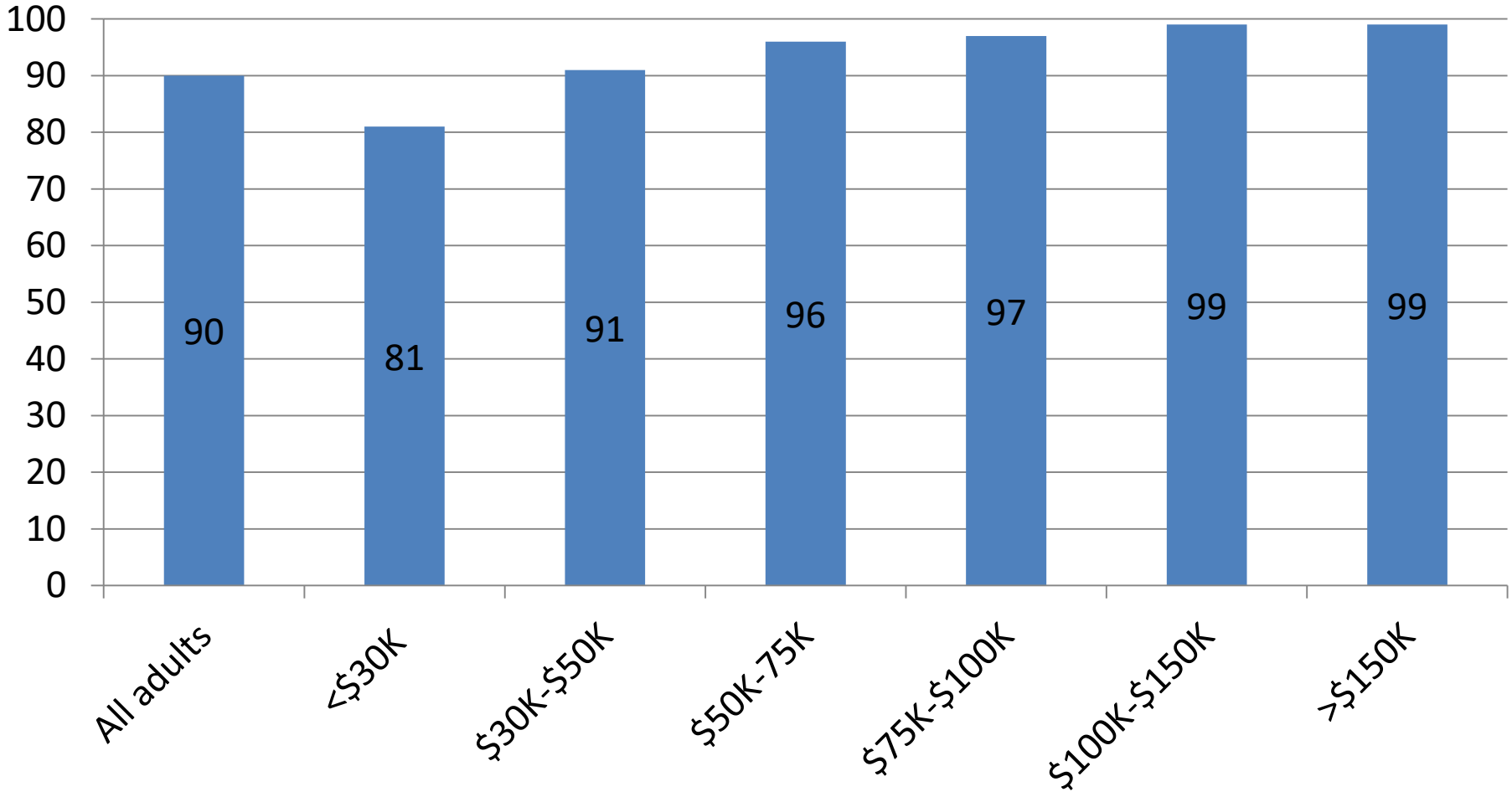
- The digitally distant
- What PCs for People does
- How to partner for distribution

The Digitally Distant

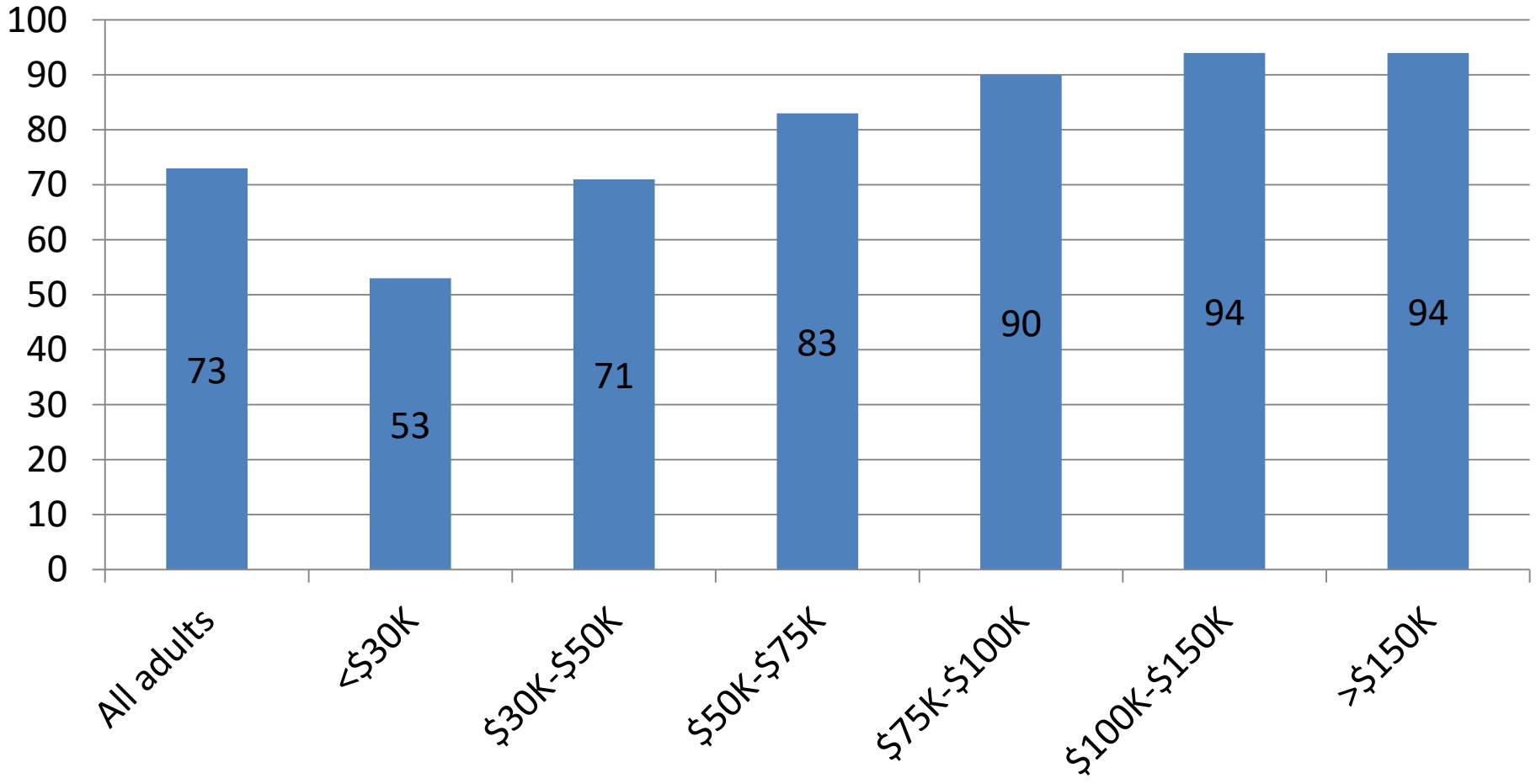
- Household Income
- Race & Ethnicity
- Age
- Educational Attainment
- Geography

Internet Users by Household Income

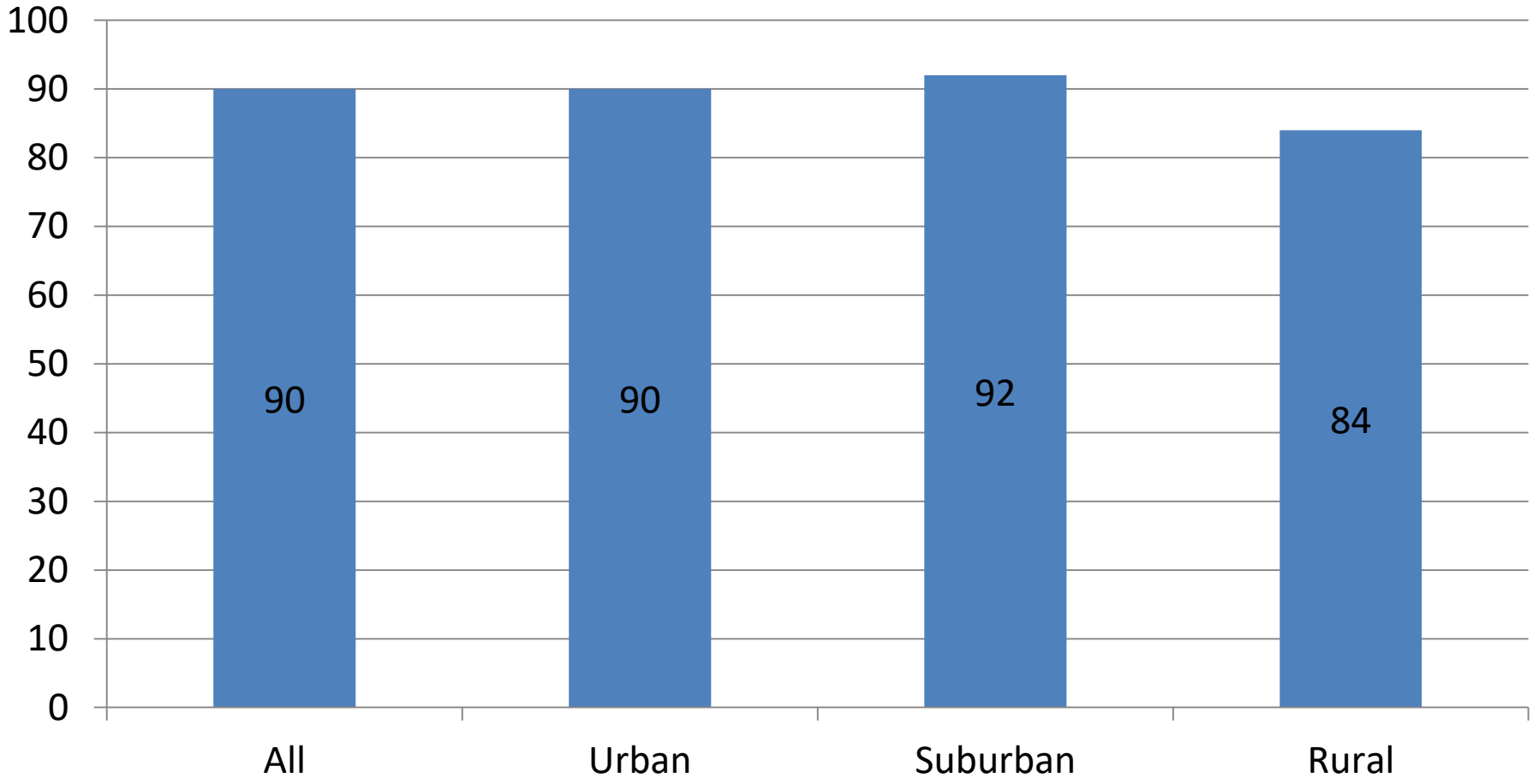
(Pew Research 2016)



Home Broadband Users By Household Income (Pew Research 2016)

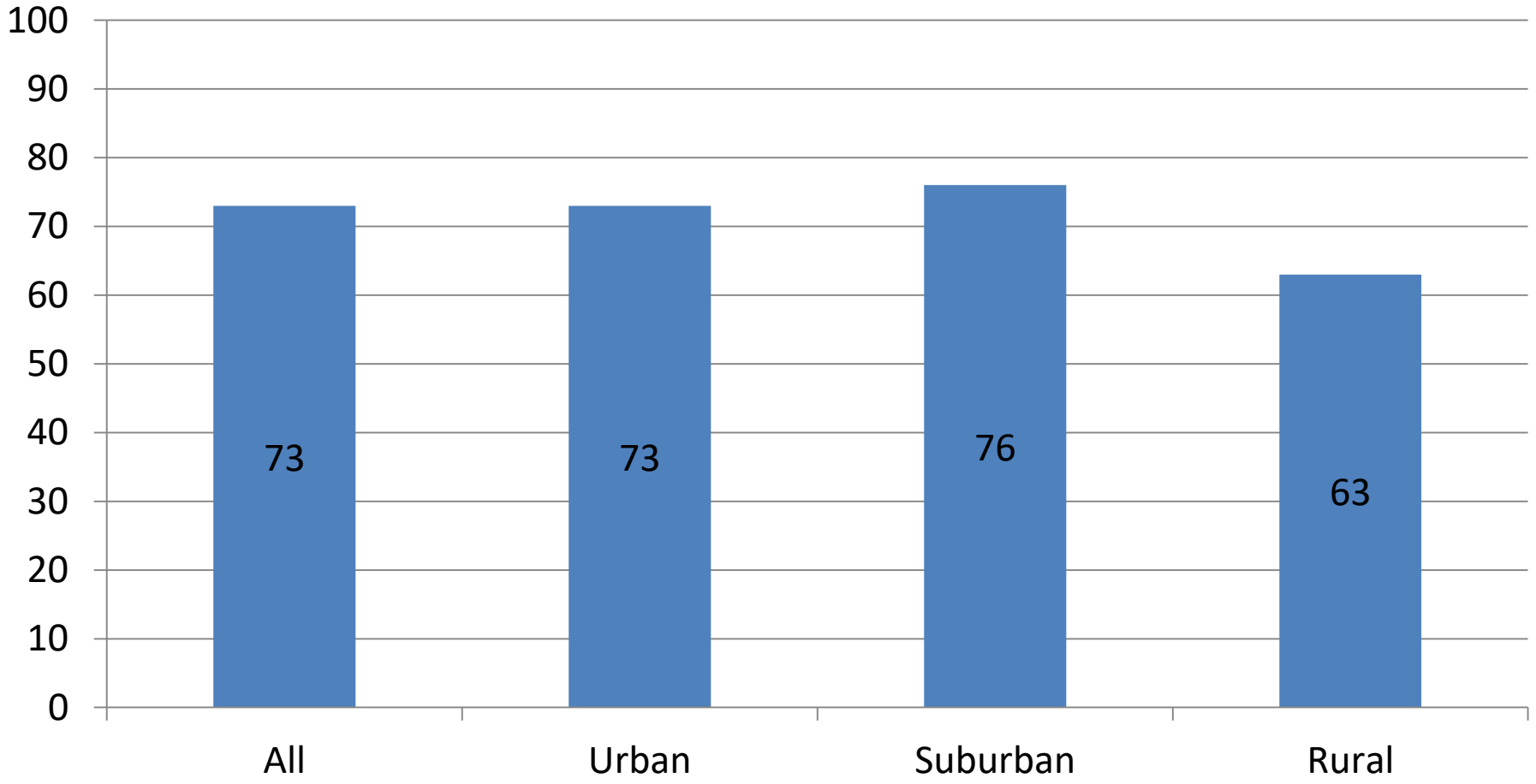


Internet Use by Community Type (Pew Research 2016)



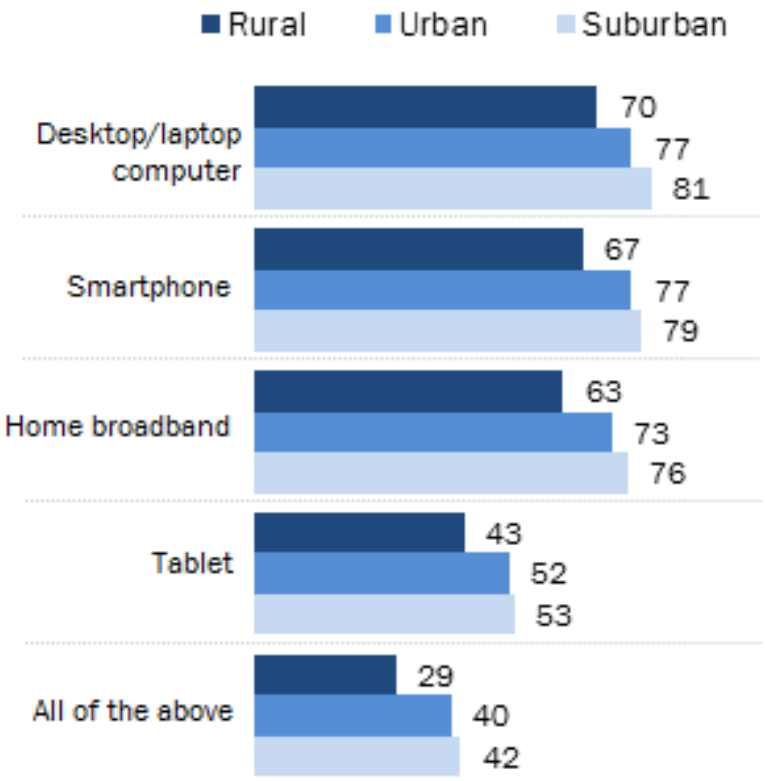
Home Broadband by Community Type

(Pew Research 2016)



Majority of rural Americans have home broadband, but digital divide remains

% of U.S. adults who say they have ...

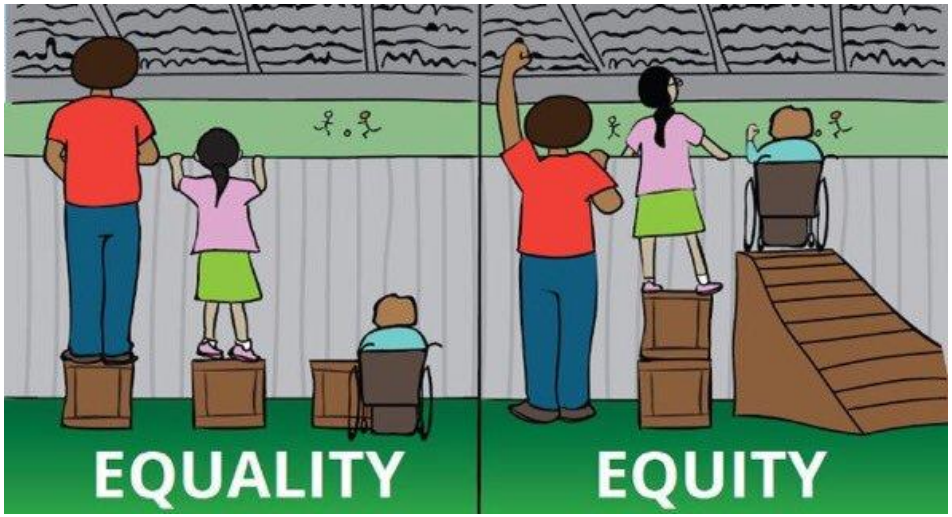


Source: Survey conducted Sept. 29–Nov. 6, 2016.

PEW RESEARCH CENTER

What Does PCs for People Do?

- Distribute Computers
- Repair Computers
- Distribute Internet Hotspots
- Provide Digital Literacy Training



Ten Years of Impact

- 63,000 computers (impacting 207,000 people)
- 40,000 internet hotspots (impacting 132,000)
- Reused or recycled more than 77,000 computers
- Partnered with over 500 recycling partners
- Offices in Denver, CO and Cleveland, OH

What We Need to Partner

- A key contact
- A date for a distribution event
- Location
- Recipients
- Support partner
- Volunteers

Eligible Recipients

- Low-income households
- 501(c)(3) nonprofit organizations
- Educational institutions must be:
  - Accredited academic institutions; or
  - Vocational institutions; or
  - Preschools that:
    - Provide educational services to children;
    - Serve at least ten children; and
    - Have been in operation for at least one year.

Eligible Recipients

- Administrative Offices of an Educational Institution must be:
  - District, regional, state, provincial or national administrative offices;
  - Organized and operated exclusively for administration purposes; or
  - Government groups whose activities primarily consist of providing administrative support for educational institutions.
- Public Museums must:
  - Be organized primarily for educational or aesthetic purposes;
  - Have a professional or volunteer staff; and own or use real objects, care for them and show them to the public on a regular basis.

60 Day Schedule

Tasks	Additonal Information	Days Prior to Event
Select Date for Event		60
Finalize Location for Distribution	Distribution Location Requirements.pdf	52
Contact Elected Officials (optional)		51
Distribute School Giveaway Letter & Survey	School Giveaway - Letter and Signup.docx	45
Due Date for Recipients to Return Survey		31
Distribute Award Letter to Chosen Families	Sample Award Letter.docx	24
Provide Recipient List to PCs for People	Recipient Information.xlsx	24
Find Volunteers to Help Carry Equipment for Families		21
Reminder Call to Elected Officials (optional)		14
Press Release/Contact Media (optional)		10
Reminder Call to Families	This can be done by School or PCs for People.	1
Distribution Event		

Questions?

sdrong@pcsforpeople.org

pcsforpeople.org

facebook.com/pcsforpeople

@pcsforpeople

linkedin.com/company/pcs-for-people

Citations

- General Digital Divide Statistics - http://www.pewinternet.org/2016/07/14/digital-divides-2016/
- Digital gap between rural and nonrural America persists - http://www.pewresearch.org/fact-tank/2017/05/19/digital-gap-between-rural-and-nonrural-america-persists/