

# FOIA MARKER

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**OA/ID Number:** 15614  
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**Folder Title:**  
Digital Divide

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Stack:	Row:	Section:	Shelf:	Position:
<b>S</b>	<b>28</b>	<b>3</b>	<b>7</b>	<b>1</b>

New Markets Interagency Meeting

March 17, 2000

Meeting started at 12:07

Attendees included:

- National Ec. Council
- Legislative Affairs
- CED
- Labor
- Education
- Others (who I didn't catch)

**Final selection of places not yet been made... hope to have them soon, before POTUS takes off for India.**

Tom \_\_ led the meeting.

**Department of Education:** Did a letter to 400 deans and grantees. Now in clearance. Will be signed by Riley. Probably go out on Monday. They need to send in their commitment by March 31. Call to action has been sent out to 1,000 people.

Tom: Please provide multi-year numbers. Two other things:

Tom: We're interested in the idea of some remote \_\_\_ to other schools. I don't know how many of these we want to do. We should think about which schools would be good. Inner city schools would be good. What's the union city (?) equivalent in the different regions of the country,

Tom: Please look at East Palo Alto schools, including Oholney school, which had a big improvement due to installing a computer lab.

Tom: Natasha can you get list of key education validators and get back to Julia Kemco (sp?)

**Commerce.** We are focusing on North Carolina. Call to Action sent out.

Tom: I'm meeting with Corporation of National service later today and we're in good shape.

**HUD.** We sent Call to Action out to 600 people. Tom: can you run this by your HUD budget folks?

**Transportation.** Looking at Internet -based transportation companies. This is an emerging industry in the last year or so. President was struck by the fact that 80,000 truckers left jobs because truckers can't get home often enough.

**Native events.** Looking at New Mexico. Talking to Intel again. Sent Jay a note about this.

Tom: is there something we could do at a school? Ans: no.

Re CDI: I've got a lot of calls out. We're still looking for stuff.

Tom: Can you help out our speechwriters? Why bridging the digital divide is important. Statistics we can use, etc.

**SBA.** We'll give you an update next week.

**FCC.** I have a list of all the schools who have applied for a connection by state. Some of those may get rejected from our final list, though.

There are plans for doing 9 waves. Maybe do 7 waves instead.

**USDA** We sent in some stuff on New Mexico, North Carolina (and one other place that I didn't hear).

**Tom:** Tuesday will be the first round of press stories about official projects. We'll be back in touch as soon as we've made final site selection.

Meeting ended 12:31

Bill  
12:41  
3-17-00

March 18, 2000

**MEMORANDUM FOR THE PRESIDENT**

**FROM: GENE SPERLING  
MARIA ECHAVESTE  
STEPHANIE STREETT**

**SUBJECT: APRIL PRESIDENTIAL NEW MARKETS TRIP TO BRIDGE THE  
DIGITAL DIVIDE**

**BACKGROUND**

As you know, you will travel the week of April 9th across the United States to continue to bring attention to the need to bring digital opportunity to youth, families and communities. We hope that this trip will generate momentum, excitement and concrete commitments, as well as provide a national framework for government, private sector and non-profit actions to close the digital divide and create digital opportunity. Similar to the first two New Markets trip in July and November, you will be joined by a congressional delegation, community leaders, and corporate executives where you will make announcements about new private sector investments and initiatives as well as partnerships between the corporate, non-profit and government sectors to bridge the digital divide.

**PROPOSED ITINERARY FOR APRIL TRIP**

Monday, April 10:	East Palo Alto, CA <b>and</b> A Native American reservation in New Mexico
Tuesday, April 11:	Detroit, MI <b>and</b> A rural community in North Carolina

We would also develop creative ways to use the Internet and other technology to involve multiple sites around the country.

At the last event in North Carolina, we propose that you announce a future event/trip that would focus on bringing digital opportunity to Americans with disabilities.

**KEY DIGITAL DIVIDE ACTIONS**

Although this memo focuses specifically on the April Digital Divide trip, we have provided you with an outline of key digital divide actions we recommend for the upcoming months.

### **April 4th: Call to Action Event and Kick-off for April Trip**

- We have circulated a “Call to Action” to major corporations, non-profits, and individuals to sign to show their support for our two national goals to provide digital opportunity to all Americans. These goals are:
  - Bringing 21st Century learning tools to every child in every school
  - Bringing digital opportunity to every family and community
- On April 4th, you will host an event at the White House to announce your “Call to Action” and demonstrate the widespread support for your two national goals. This event will provide you with the opportunity to recognize the hundreds of corporations, non-profits, civil rights groups, unions and other community organizations that have signed on to the National Call as well as the need to build partnerships to provide comprehensive solutions to the digital divide.
- This event is also an opportunity for you to preview the trip and talk about the on-going Administration and private sector efforts to create digital opportunity for children, adults and communities all over the country.

### **April 10-11: Digital Divide Trip**

- This trip will provide the opportunity for you to highlight meaningful, lasting efforts that can be sustained. See below for more detailed information.

### **Follow-Up Report**

- After the trip, in order to continue with our commitment to create digital opportunity for all Americans, we propose that a follow-up report be issued in the summer that would describe new and existing commitments to close the digital divide. This could help disseminate best practices and highlight commitments that were not featured in the trip.

### **Connected Communities Day**

- We are also proposing a "Connected Communities" day in the late fall to maintain momentum and generate grassroots activity, building on the highly successful NetDay model. Since we could not organize this ourselves, we would work to ensure that there was sufficient outside support before launching this.

## **PROPOSED PLAN FOR APRIL DIGITAL DIVIDE TRIP**

### **DAY ONE**

#### **Site 1: East Palo Alto, California**

East Palo Alto is a low-income urban community in the heart of the Silicon Valley. Over 80 percent of the students in local K-8 schools are eligible for free or reduced priced lunches. The latest data available indicates that 21 percent of East Palo Alto residents had incomes below the federally designated poverty level. Despite its geographic proximity to Silicon Valley, the center of the high-tech world, East Palo Alto residents are struggling. Much of the community lacks the skills necessary to succeed technology-based skills. Going to East Palo Alto would demonstrate that even in the shadow of Silicon Valley, there is still a substantial divide.

#### **Message: Importance of Motivation**

- At every briefing where we have discussed the Digital Divide, the issue of motivation has consistently come up, particularly with underserved communities. While the price of computers is continuing to decline, and some companies are beginning to offer free Internet access, not enough has been done to demonstrate why gaining access to technology is so important.
- You could use this first event of the trip to highlight this issue and bring together a number of major CEOs, celebrities, minority entrepreneurs as well as low-income youth who have obtained high-tech jobs.
- This would help motivate underserved communities (especially youth) to “get connected” and become technologically literate by stressing the economic opportunities in the high tech world.

### **Potential Site Visits and Events**

- You could visit a high school to highlight the need for information and technological literacy for young people and adults.
- You could begin the event with a roundtable with major CEOs where you could highlight corporate commitments and discuss the importance of technology and the opportunities available for both youth and adults in schools and communities.
- You could then move to the school auditorium, where you could give opening remarks that would frame the importance of motivating both youth and adults to use technology.
  - ✓ You would be joined on stage in an informal setting by two celebrities (i.e. Magic Johnson), a minority entrepreneur and a young adult who has acquired a job in the high-tech field.
  - ✓ This event will provide an opportunity for you and the other participants to speak about the many doors that can be opened through technology.
  - ✓ This would also allow the participants on stage tell their stories about how technology made a difference in their lives. Young people who are hooked up to the event via the Internet from schools in other parts of the country could ask questions and interact with you and the other participants.

### **Key Commitments for East Palo Alto Event**

#### Public Service Announcements

- You could announce the kick-off of a major Public Service Announcement campaign with celebrities and sports stars to motivate young people and adults to use computers and explore the Internet. This could include a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

AT&T

- You could announce a \$1.2 million grant over four years from AT&T to create an Academy of Information Technology, a high-school curriculum to prepare students for the IT industry. The academy would be in Oakland, California.

#### Americorps / PowerUP

- You could announce the commitment by Americorps to significantly increase the number of volunteers as PowerUP scales up the number of national sites. PowerUP is a major initiative by AOL, Gateway, and other companies to expand access to technology for under-served youth in community centers and schools.

#### Yahoo!

- Yahoo! has agreed to commit \$1 million in Internet banner PSAs to recruit technology workers to join Americorps and other volunteer organizations to serve as technology workers. Yahoo! has also committed \$1.5 million to create “Camp Yahoo!”, a training program for non-profits, CTCs and other community groups (including the Boys and Girls Clubs of America and PowerUP) around the country.

#### 3Com

- You could also announce 3Com’s new “Connected Entrepreneur Awards Program”, a quarterly award program highlighting successful small businesses that use networking technology to offer innovative products and/or services to their communities.
  - ✓ The Program which is a partnership between 3Com and the YWCA of the U.S.A., encourages small businesses to institute mentoring programs that educate youth, particularly young girls and women, to the benefits of high technology in the workplace and to create an overall positive learning experience.
  - ✓ 3Com will reward these “economic heroes” by providing their small businesses with the technology tools that enable them to continue to succeed. In return, the honorees commit to mentor young girls and others who come to the YWCA for assistance.
  - ✓ 3Com will also announce the creation of the YWCA TechGYRLS, a program to raise girls’ interest, confidence and competence in the area of technology. They also plan to announce their first round of awards throughout the country.
- You could also announce another 3Com/YWCA program called NetPrepGYRLS that will offer high-school aged girls training in computer networking that could lead to industry-standard certification. 3Com and YWCA expect 600 girls will be trained at 30 NetPrepGYRLS programs around the country.

#### Intel and Tech Corps

- You could announce a partnership between TechCorps and Intel that would provide free software for students to develop living history websites to create a virtual community of living histories on the web.

#### Qualcomm

- The company has also committed to assist in the deployment of educational technology in San Diego area schools, and other institutions, including high speed Internet access,

deployment of PCs, support of technology-focused curricula, and related teacher training and technical support.

#### Department of Education

- You could announce that a number of deans of colleges of education have agreed to work with us to ensure that all new teachers are prepared to use technology effectively in the classroom. Currently, most schools of education do not adequately prepare new teachers to integrate technology into the curriculum.
- You could announce the Department of Education's Technology Innovation Challenge Grants (3 grants totaling \$6 million) and Star School awards. (4 grants totaling \$5.5 million)

### **Site 2: Native American Reservation in New Mexico**

As you know, Native American communities face major economic and social challenges. A stop in Indian Country will allow you to highlight these difficulties and focus on how private and public sector investments can help bring digital opportunity to Native Americans.

#### **Message: Bringing Digital Opportunity to Indian Country**

- You could use this event to focus on access to technology as a vehicle for economic development to help bring employment opportunities to Native Americans by, for example, enabling more small Native American businesses to sell goods on-line.

#### **Potential Site Visits and Events**

- You could visit a tribal college and highlight the programs that the school has developed to promote economic development through technology and help provide training and job skills to its students.

#### **Key Commitments for Indian Country**

##### America On-Line (AOL)

- You could announce \$1 million in the AOL Foundation's Digital Divide Grants, one of which will be in Indian country.

##### Compaq Computers and TechCorps

- You could announce a national expansion of "Techs4schools" a new online mentoring initiative that connects IT professionals with remote and underserved schools to give them access to much-needed technical support and advice.
- Compaq, in partnership with Tech Corps, currently has 12 pilot sites (one on an Indian reservation in New Mexico) and has decided to fully fund the program so that it will be available to all schools nationwide in April. You could also encourage Federal government IT workers to volunteer their expertise to be on-line technology mentors.

##### Federal Communications Commission (FCC)

- You could announce the FCC's proposal to increase funding under the Lifeline program so that every member of a federally recognized Indian tribe who is income eligible can have basic phone service for a very low monthly fee. We still need to run a policy process on this idea.

### HUD's Native American Economic Access Center

- You could announce the new toll free number and website for the Native American Economic Development Access Center, through HUD's Office of Native American programs (ONAP). The Access Center will, for the first time, link over twelve agencies through a single toll-free number and web-site so that entrepreneurs--Native Americans, lending institutions, non-profits, foundations, and private businesses--can collaborate to achieve sustainable economic development in Indian Country.

### Partnership between University of Michigan and the W.K. Kellogg Foundation

- You could announce a partnership between the University of Michigan and the W.K. Kellogg Foundation to work with a group of Tribal Colleges to create a "virtual Tribal College library." A major database structure will be located at Bay Mills Community College, in the Upper Peninsula of Michigan which is working with other Tribal colleges and universities (TCU) to develop a virtual identity for each Tribal College. The virtual library will span challenging geographic boundaries and bring near limitless access to learning to TCU students and faculty.

### Partnership between Crownpoint Institute of Technology (CIT), Phone Solutions and Computer Cabling Connection Network System Integrator

- You could announce the partnership between CIT and two private firms, Phone Solutions and Computer Cabling Connection Network System Integrator, to improve the telecommunications system across the Navajo Nation, an area the size of West Virginia. CIT initially will develop a call center in Crownpoint, New Mexico, before expanding to a high technological telecommunications system and offering high-tech telecommunications services throughout the Navajo Nation. The call center portion of the project is being conducted and will be managed by a corporation known as UCMS.

We are currently working on the following additional commitments that you could also announce at this stop:

- Commitments from e-commerce companies that could work with Native American entrepreneurs and help them create websites and e-businesses.
- Commitments from the private sector to upgrade equipment and training (i.e. e-commerce training) to SBA's Tribal Business Information Centers (TBICs).

## **DAY TWO**

### **Site 3: Detroit, Michigan**

As you are aware, in the last few months Ford Motor Company took the lead in providing Home Access by providing computers and low-cost Internet to its employees. Detroit provides a good urban setting to

highlight areas that are in need of access to technology and to demonstrate the way the people's everyday lives can be enhanced by it.

### **Message: Importance of Home Access, Community Technology Centers (CTC) and Neighborhood Networks**

- You could use this first event to emphasize the need for access to technology and the skills to use it. While universal home access is our goal, it is essential that those without it do not get left behind. Community Technology Centers and the Neighborhood Networks program help provide access to computers and the Internet to people in many communities who would not otherwise be using technology.

### **Potential Site Visits and Events**

- You could take a tour of a Neighborhood Network site or a CTC and highlight the importance of access to technology for adults, both by using Computer Technology Centers for job searches, training and the development of microenterprise as well as through employee commitments to provide home access to their employees.

### **Key Commitments for Detroit Event**

#### Home Access

- We are currently working with a major PC company to see if there are other large employers, both in the manufacturing and service industries, that would be willing to match the commitments made earlier this year by the Ford Motor Company and Delta Airlines. By focusing on the service industry, we would be able to show the benefits of such an effort to lower income workers. We could announce this commitment and highlight the efforts of Ford and Delta. Ford is a good example of a company making the transition from the industrial age to a technology-based "e-business."

#### SBC Communications

- We are also talking to SBC Communications about providing high-speed Internet access to CTCs and Neighborhood Networks.

#### Department of Housing and Urban Development

- You could announce the doubling of HUD's Neighborhood Networks centers from 500 to 1000 over the next two years. As you know, the Neighborhood Networks program is a community-based initiative that encourages the development of resource and computer learning centers in HUD-assisted and/or-insured housing.
- You could also announce a new public-private partnership between HUD, Communities in Schools (CIS) and Cisco Systems to bring IT job opportunities to 10 underserved communities (including a location in Indian country), including a possible site in Detroit. Cisco Systems will commit \$1 million to work with HUD and CIS to expand its Networking Academy program to serve youth and their families in public housing, Neighborhood Network sites, Indian country, Empowerment Zones and Enterprise Communities.

#### Department of Education's Community Technology Center Grants

- You could announce the Department of Education's grants for Community Technology Centers totaling \$32.5 million.

#### **Site 4: Rural Community in North Carolina**

North Carolina provides a good forum for addressing the broadband issue because it is a largely rural state. While North Carolina still has a significant number of communities that have not benefited from advances in technology, its leadership has expressed a strong commitment to address the needs of its rural population.

#### **Message: Need for Broadband Technology in Rural Communities**

- This event provides you with an opportunity to highlight the benefits of broadband as a way to provide access to rural communities. It is also a forum for you to recognize the importance of broadband networks to rural economic development, distance learning and telemedicine.
- As you know, Erskine Bowles has led a Rural Prosperity Task Force. The key conclusion of the Task Force was that broadband is critical to the economic future of rural North Carolina.

#### **Potential Site Visits and Events**

- You could visit a site that is linked up with the North Carolina Information Highway, a high-speed network that was created by Governor Jim Hunt.

#### **Key Commitments for North Carolina**

##### Qualcomm

- QUALCOMM has agreed to deploy wireless broadband Internet technology that will provide wireless broadband Internet access for people living in areas that are currently not served by DSL or cable modems.

##### National Science Foundation (NSF)

- You could announce that NSF plans to invest \$10 million in FY2001 funds for research for next generation broadband technology. Technological breakthroughs could accelerate the deployment of broadband networks in rural areas.

##### NTIA Report

- You could announce NTIA's report "Advanced Telecommunications Capabilities in Rural Areas." The report shows that rural regions may be falling behind urban areas in the development of broadband networks.

##### USDA

- You could direct the Department of Agriculture to expand its program for rural telecommunications to make it easier for companies to obtain loan guarantees for broadband networks.

Do you agree with the trip as proposed?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

\_\_\_\_\_ DISCUSS FURTHER

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highlight areas that are in need of access to technology and to demonstrate the way the people's everyday lives can be enhanced by it.

### **Message: Importance of Home Access, Community Technology Centers (CTC) and Neighborhood Networks**

- You could use this first event to emphasize the need for access to technology and the skills to use it. While universal home access is our goal, it is essential that those without it do not get left behind. Community Technology Centers and the Neighborhood Networks program help provide access to computers and the Internet to people in many communities who would not otherwise be using technology.

### **Potential Site Visits and Events**

- You could take a tour of a Neighborhood Network site or a CTC and highlight the importance of access to technology for adults, both by using Computer Technology Centers for job searches, training and the development of microenterprise as well as through employee commitments to provide home access to their employees.

### **Key Commitments for Detroit Event**

#### Home Access

- We are currently working with a major PC company to see if there are other large employers, both in the manufacturing and service industries, that would be willing to match the commitments made earlier this year by the Ford Motor Company and Delta Airlines. By focusing on the service industry, we would be able to show the benefits of such an effort to lower income workers. We could announce this commitment and highlight the efforts of Ford and Delta. Ford is a good example of a company making the transition from the industrial age to a technology-based "e-business."

#### SBC Communications

- We are also talking to SBC Communications about providing high-speed Internet access to CTCs and Neighborhood Networks.

#### Department of Housing and Urban Development

- You could announce the doubling of HUD's Neighborhood Networks centers from 500 to 1000 over the next two years. As you know, the Neighborhood Networks program is a community-based initiative that encourages the development of resource and computer learning centers in HUD-assisted and/or-insured housing.
- You could also announce a new public-private partnership between HUD, Communities in Schools (CIS) and Cisco Systems to bring IT job opportunities to 10 underserved communities (including a location in Indian country), including a possible site in Detroit. Cisco Systems will commit \$1 million to work with HUD and CIS to expand its Networking Academy program to serve youth and their families in public housing, Neighborhood Network sites, Indian country, Empowerment Zones and Enterprise Communities.

#### Department of Education's Community Technology Center Grants

- You could announce the Department of Education's grants for Community Technology Centers totaling \$32.5 million.

#### **Site 4: Rural Community in North Carolina**

North Carolina provides a good forum for addressing the broadband issue because it is a largely rural state. While North Carolina still has a significant number of communities that have not benefited from advances in technology, its leadership has expressed a strong commitment to address the needs of its rural population.

#### **Message: Need for Broadband Technology in Rural Communities**

- This event provides you with an opportunity to highlight the benefits of broadband as a way to provide access to rural communities. It is also a forum for you to recognize the importance of broadband networks to rural economic development, distance learning and telemedicine.
- As you know, Erskine Bowles has led a Rural Prosperity Task Force. The key conclusion of the Task Force was that broadband is critical to the economic future of rural North Carolina.

#### **Potential Site Visits and Events**

- You could visit a site that is linked up with the North Carolina Information Highway, a high-speed network that was created by Governor Jim Hunt.

#### **Key Commitments for North Carolina**

##### Qualcomm

- QUALCOMM has agreed to deploy wireless broadband Internet technology that will provide wireless broadband Internet access for people living in areas that are currently not served by DSL or cable modems.

##### National Science Foundation (NSF)

- You could announce that NSF plans to invest \$10 million in FY2001 funds for research for next generation broadband technology. Technological breakthroughs could accelerate the deployment of broadband networks in rural areas.

##### NTIA Report

- You could announce NTIA's report "Advanced Telecommunications Capabilities in Rural Areas." The report shows that rural regions may be falling behind urban areas in the development of broadband networks.

##### USDA

- You could direct the Department of Agriculture to expand its program for rural telecommunications to make it easier for companies to obtain loan guarantees for broadband networks.

Do you agree with the trip as proposed?

\_\_\_\_\_ YES

\_\_\_\_\_ NO

\_\_\_\_\_ DISCUSS FURTHER

February 25, 2000

**How agencies can help make the President's "Digital Divide" trip a success**

**All agencies**

- Event ideas.
- Success stories and background material.
- Agency deliverables.
- Suggestions for commitments that the President could challenge others to make.
- Suggestions for encouraging agency employee volunteerism.
- Make Web sites accessible for people with disabilities (go to <http://www.w3.org/WAI/> to find out how).

**Possible specific agency participation** (please don't feel limited by these)

**Agriculture**

- Policies that could stimulate rural broadband.
- Initiatives by 4H, land grant colleges, or other rural stakeholders.

**Americorps**

- More "high-tech" volunteers for projects such as PowerUP, community technology centers, etc.

**Commerce**

- Additional ideas for private sector commitments.
- Work with Agriculture and Interior on rural telecom and Indian Country.
- "Best practices" from TOP grants.

**Education**

- Get more teachers colleges to commitment to training all new teachers to use technology, using framework created by CEO Forum on Educational Technology.

- Proposals for increasing the capacity of Minority-Serving Institutions to train students for IT careers.

### **HUD**

- Expand Neighborhood Networks initiative
- Ideas for social services that could be delivered electronically.

### **Interior**

- Ideas for Indian country -- outsourcing of data entry or programming jobs, use of e-commerce for small business.

### **Labor**

- Partnerships with industry to prepare more people for IT careers, especially low-income workers and minorities that are under-represented in the IT workforce.
- Greater use of WIA funds for IT workforce development.

### **SBA**

- On-line assistance for micro-enterprises.

## FROM DIGITAL DIVIDE TO DIGITAL OPPORTUNITY

Access to computers and the Internet and the ability to use this technology effectively are becoming increasingly important for full participation in America's economic, political and social life. While computer and Internet access has exploded during the Clinton-Gore Administration, America faces a "digital divide" -- a gap between those who have access to Information Age tools and the skills to use them and those who don't.

America has an important choice to make. We can allow unequal access to deepen divisions along the lines of race, income, education level, and geography, or we can use technology to help make the American dream a reality for more citizens. The Clinton-Gore Administration is committed to doing its part to ensure that all Americans benefit from opportunities created by information technology. But the government can not and should not do this alone. We need to build partnerships and develop a comprehensive approach to bringing digital opportunity to all Americans.

### **That is why we are asking you to build on actions you are already taking by agreeing to:**

- Support the President's National Challenge to bridge the digital divide by agreeing to devote time and energy toward bringing digital opportunity to more Americans.
- Make new and innovative commitments to schools, families and local communities.
- Participate in the President's New Markets trip during the week of April 9<sup>th</sup>
- Support legislative initiatives designed to bridge the Digital Divide.

Your willingness to participate in these efforts will go a long way toward meeting two urgent and critical goals: to bring digital opportunity to every child in every school and to under-served families and communities.

#### **GOAL ONE: 21<sup>ST</sup> CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL**

For children to succeed, they need to master basic skills at an early age. A critical element of this is the need for information and technological literacy. To help achieve these aims, we must focus on a comprehensive approach to integrating technology into teaching and learning while recognizing that -- as powerful as computers are -- they are no substitute for an inspiring teacher or a loving parent. Together, we must:

1. Connect every classroom and school to the Internet
2. Ensure that students have computer access, ideally at a ratio of 1 computer for every 4-5 students
3. Ensure that teachers are technologically literate and can integrate technology into the curriculum
4. Make available high quality educational software and resources

#### **GOAL TWO: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY**

To ensure that no family or community is left behind, we must:

1. Set the long-term goal of making access to the Internet in the home universal
2. Bring technology to every community -- urban and rural -- through Community Technology Centers and high-speed networks
3. Give adults the skills they need to use information technology and compete for jobs in the IT sector
4. Motivate and inspire more people to appreciate the value of "getting connected"

## ELEMENTS OF A NATIONAL PARTNERSHIP

We can only reach our goals by developing strong partnerships between government, industry, and the rich mosaic of America's civil society -- educators, labor unions, librarians, civil rights leaders, faith-based organizations, foundations, and volunteers, and community-based organizations. We must also recognize that while competition, market forces, technological progress and new business models will help expand access by lowering the price of Internet access, computers, and "information appliances," access to technology is only one piece of the puzzle.

That is why we are urging that we agree to take a comprehensive approach: addressing not only Internet access and hardware, but the creation of quality content and applications, effective training, the development of information literacy, and intensive support and guidance from teachers and mentors. We must also make a special effort to find ways to motivate and inspire those who are not connected to see the value of participating in the Information Revolution.

By pledging to take on specific challenges in the overall effort -- beginning with some of the items outlined below -- you can make a tremendous difference in the lives of millions of American children and families. We also encourage other ideas and commitments to help bring digital opportunity to all Americans in a sustained and thorough way.

### **GOAL 1: 21<sup>ST</sup> CENTURY LEARNING TOOLS FOR EVERY CHILD IN EVERY SCHOOL**

#### **Taking Action to Meet All Aspects of the Goal**

- Make every school a model school by providing a comprehensive approach to education technology.
- Work with local parents' groups to develop and complete school-wide surveys to determine which of the goal's four components are being met.
- Offer experts from universities and corporations to work full or part-time in schools -- devoting their knowledge and energy to helping schools achieve all four parts of the goal.
- Match the Administration's \$450 million investment in the Technology Literacy Challenge Fund -- to help bring comprehensive technology solutions to states and local communities.

#### **Connecting Every Classroom and Library to the Internet**

- Continue support for the E-rate to bring Internet connections to our schools and libraries -- with the deepest discounts going to our neediest schools.
- Continue volunteer efforts such as NetDay and TechCorps.

#### **Providing Schools with the Computers they Require**

- Donate computers to schools and libraries to bring greater technology access to children and families.

**Training Teachers to Use Technology Effectively in the Classroom**

- Develop partnerships to help provide technology training to all new and existing teachers.

**Providing Compelling Content**

- Create a Digital Library for Education to help students and teachers find quality Internet content.

**GOAL 2: DIGITAL OPPORTUNITY FOR EVERY AMERICAN FAMILY AND COMMUNITY****Expanding Home Access**

- Build on the momentum created by a number of employers by providing computers and Internet services at reduced rates to employees and their families.

**Creating more Community Technology Centers**

- Donate all aspects of technology to help expand the number of Community Technology Centers (CTCs) -- to make computers, Internet access and locally assistance available to children and adults.

**Providing Greater Training to Allow all Individuals to Fully Participate in the Digital Economy**

- Provide training and internships to prepare minorities and low-income workers for IT sector jobs.
- Provide basic technology training to employees to expand computer expertise and workplace literacy.
- Donate computers and Internet access to libraries to help more Americans develop “information literacy” skills – so that they can more effectively locate, evaluate, and use the information they need.

**Motivating People to Learn and Use Technology to its Fullest Potential**

- Develop Public Service Announcements with celebrities to motivate young people and adults to use computers and explore the Internet -- including a "no fear, no shame" campaign for those adults who may be reluctant to admit that they don't know how to use technology.

**Creating and Providing Content and Applications that will Help Empower Low-Income Communities**

- Develop content to help families access quality information and resources to meet their everyday needs -- including child care, transportation, employment opportunities, and social services.

**Bringing Advanced Technology to Isolated Rural Communities and to Indian Country**

- Provide Native Americans with training for IT jobs, access to broadband networks, e-commerce solutions for small businesses, and the use of technology to preserve Native American culture.
- Develop innovative business models and broadband technologies to deploy advanced services to rural America.

**Ensuring that Information Technologies and the Internet are Accessible to People with Disabilities**

- Adopt accessibility standards and enhance the accessibility of products to bring the Web and information technology to people with disabilities.