

# MEDIA KIT

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Connected Nation (CN) is a national, 501(c)(3) nonprofit, founded in Bowling Green, Kentucky, more than 20 years ago.

**Our mission** is to improve lives by providing innovative solutions that expand the access, adoption, and use of high-speed internet (broadband) and its related technologies to all people.

[Click here to download a high-res version of the CN logo](#)



# WHO IS IN THE DIGITAL DIVIDE?



**42  
Million  
AMERICANS**

[SOURCE](#)



**13%  
OF TRIBAL  
RESIDENTS**

[SOURCE](#)



**16.9  
Million  
SCHOOL AGE  
CHILDREN**

[SOURCE](#)



**1/3  
Workers  
LACK DIGITAL  
SKILLS**

[SOURCE](#)



# CONNECTED NATION'S WORK TO CLOSE THE DIGITAL DIVIDE

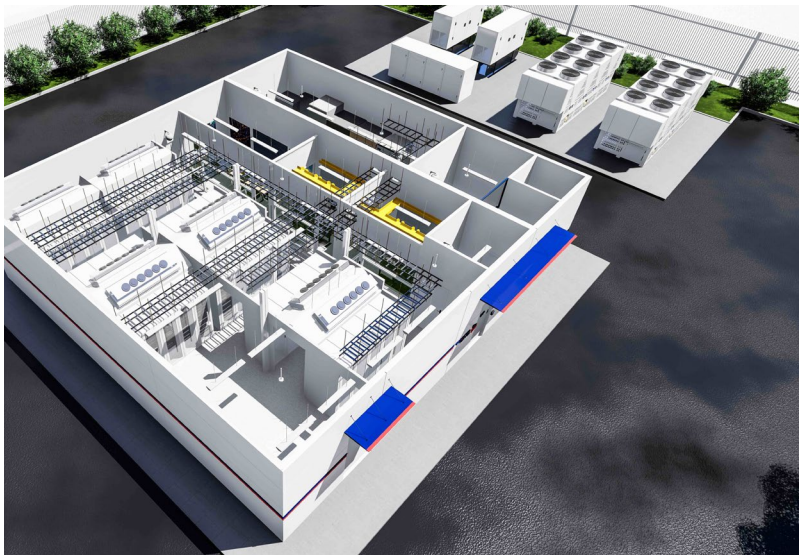
## Bringing innovation to rural areas

It's not fair that rural America is not only struggling to get broadband but for it to be affordable and dependable.

That's why we're bringing carrier-neutral internet

exchange points (IXPs) to small cities and towns across America. IXPs can help lower costs and increase speeds.

Learn how at [connectednation.org/IXP](https://connectednation.org/IXP).





## Providing technology planning for communities & states

Let's face it. Navigating the broadband space can be complicated and challenging. That's why we developed the

### Connected Community Engagement Program

It provides a way for elected officials and leaders from education, healthcare, business, and community organizations to develop and implement an actionable plan for their communities, regions, and/or states.

**650+** communities helped

**10+** years of planning work

**3,500+** local technology team members

# GROUNDBREAKING BROADBAND RESEARCH

Understanding the Digital Divide and how technology can help improve lives is critical when making policy decisions or spending tax dollars. That's why our research services department is such an important part of our work. Recent studies include:

## **Mind the Gap: Closing the Digital Divide through affordability, access, and adoption**

This new research offered a look at real-work challenges to close digital inequities. [Click here](#) to learn more.

**1,758** households surveyed

**453** low-income households | **5** cities

## **Telehealth research**

Our team [published important research](#) on how people use and view telemedicine services just as the pandemic closed down US cities (March 2020). Since then, we have [expanded that data](#) with follow up studies (some ongoing) and have developed [free online resources](#) for those in need.

As of July 2021,  
telehealth usage in the US had grown an estimated  
**3,003%**  
over pre-pandemic rate just among Medicare users alone.



# DIGITAL LITERACY & LEARNING PROGRAMS

We cannot close the Digital Divide without addressing the need for telework guidance and digital skills training for **ALL people** – no matter their age or background.

*That's why CN developed the following programs:*

- *Teens Teach Tech*
- *Digital Literacy & Learning Workshops*
- *Digital Works*



Teens Teach Tech is a digital skills program where teens leverage their tech savvy to help older adults, immigrants, and others.

*LEARN MORE ABOUT THE PROGRAM*

## 12,113

ADULT-LEARNERS TRAINED DURING FIRST YEAR

## 576

WORKSHOPS

## 17

STATES



# DIGITAL SKILLS TRAINING

These in-person and virtual workshops and classes provide digital skills training at the community level.

*LEARN MORE ABOUT THE PROGRAM*

**2,235**

PEOPLE TRAINED DURING FIRST YEAR

**330**

WORKSHOPS

**59**

JOB FAIRS

# Digital Works<sup>SM</sup>

A CONNECTED NATION Initiative

This program provides job training and placement assistance for remote, in-demand positions.

*LEARN MORE ABOUT THE PROGRAM*

DURING THE PANDEMIC  
THE PROGRAM PRODUCED MORE THAN

**1,000**

TRAINED GRADS AND JOB PLACEMENTS



# 2024 UEN TECHNOLOGY INVENTORY

7/10

schools (70%)  
report that they  
deploy mobile  
learning devices

2/5

schools (38%) offer  
mobile-learning  
devices on a 1:1 basis

## Google Chromebooks

remain the most popular type of computing device for students

## EDUCATION INITIATIVES

The need for all students to have equal access to broadband is, perhaps, the most urgent challenge of the Digital Divide. For that reason, we have worked to better connect students and schools through past projects, such as leading [Connect K-12](#) (2020-2023) and handling the placement of [40,000 hotspots](#) for students in need during the pandemic.



We continue that work even now through other digital literacy initiatives as well as providing technology inventory guidance for the Utah Education and Telehealth Network (UETN) since 2015.



## Broadband mapping & analysis

Creating accurate broadband maps is one of the first steps to promoting access, adoption, and use of broadband across any state. Better data translates into bigger dollars in federal funding and better policymaking for all.

Our award-winning geospatial intelligence, mapping, engineering, and technical services teams work to more accurately identify where broadband access gaps exist so we can accurately identify the Digital Divide and focus on strategies to close them.

The preceding is just a sample of the work Connected Nation is doing to expand digital inclusion across the US.

To learn more, head to **[connectednation.org](https://connectednation.org)**

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