



ConnectedSM
A CONNECTED NATION Initiative

Give Your Community Better Access to Jobs, Education, Healthcare



"Companies are going to go where they know people have access to the internet and understand how to use it. It's good for our schools, it attracts businesses, and it means our residents can stay here."

—Paul Griffith, Executive Director of Michigan Works!

Technology Action Plans: Now Available in All Sizes

Connected Community Engagement Program facilitated planning program, developed by nonprofit Connected Nation. It measures and evaluates the state of technology and broadband access, adoption, and use in a town, city, county, or region — developing Technology Action Plans specific to YOUR area.

"One of the reasons this works so well is that there is no community too big or too small. We can look at how you define your community in different ways. The only thing that really matters is that all communities are working together toward a plan to close the Digital Divide."

Chris Pedersen,
EVP of Development & Planning

Connected is Comprehensive

Connected Nation's staff forms a local broadband team made up of those who care about their neighbors and businesses. Working with this team, CN's staff identifies areas of importance and begins data collection — mapping and assessing the technology and broadband landscape.

"What sets it apart from other approaches is how comprehensive it is. We look at all sectors specific to a community or region — from business to schools to residential needs to agricultural. We also look at who may be left out and what could be done about digital inclusion and training."

Eric Frederick,
VP of Community Affairs

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ConnectedSM Communities By The Numbers

650+
Communities
Engaged

3,500+
Local Community
Team Members

150+
Technology Action
Plans Delivered

Going Beyond Measurement

The Technology Action Plans are important because you can't address the problem until you better understand the technology and broadband landscape of an area. But, the ConnectedSM program goes beyond just measuring the problem. We provide a series of solutions that can be implemented in the short- and long-term and provide the following:

- *Start-to-finish program guidance and facilitation*
- *Customized data-collection tools and expertise for optimizing results*
- *Geospatial analysis of community infrastructure that everyone can understand*
- *Comprehensive assessment that can be leveraged to pursue resources and funds*
- *ConnectedSM branding and media support to promote the community's plan development*
- *Membership to the ConnectedSM "Community of Communities" for networking and best practices*
- *Access and insights to trends, policy and opportunities to advance action items*
- *Opportunity to become a ConnectedSM -certified community*

But Does It Work?

We've already helped more than 650 communities and are, right now, working with new ones who want to leverage the power of ConnectedSM. Using analysis and planning, small towns have already established new business

centers to support teleworkers (Harbor Spring, MI); urban areas have planned to address affordability challenges (Youngstown, OH); and regional groups have formed partnerships to expand service in rural areas (Clare County, MI).

"With the detailed information garnered from the program and aggregated in the Technology Action Plan, Wyandot County stakeholders now have the information to justify where efforts can be made to better enhance broadband availability and adaptability among residents and local businesses."

Greg Moon,
Executive Director of Wyandot County Office of
Economic Development, Sandusky, Ohio