



connect **2**
COMPETE

October 3, 2012

The Challenge

- 100 million Americans do not have broadband
- 66 million Americans are digitally illiterate

Barriers to Adoption

- Digital Literacy
- Cost
- Relevancy

connect**2** **COMPETE**

- An independent (non governmental) non-profit effort to connect all Americans to broadband
- A coalition of industry, non-profit, government, and community organizations
- Chaired by Ben Hecht
- Zach Leverenz recently named CEO

www.connect2compete.org

Low-cost Broadband Internet

For families eligible for Free School Lunch

- Two years of \$9.95 + tax broadband Internet, with no installation fees and a no- or low-cost modem rental fee
- Minimum speed of 1 Mbps; most ISPs will offer more
- School Lunch families must not currently subscribe to broadband service or owe payments to the ISP

Participating ISPs include: BendBroadband, Bright House Networks, Charter, Comcast (via Internet Essentials), Cox Communications, Eagle Communications, GCI, Insight, Mediacom, Midcontinent, Sjoberg's Cable, Suddenlink, Time Warner Cable

Low-cost Computers

Redemtech will offer a \$150 + tax laptop or desktop. Offer includes:

- Corporate class specifications
 - Core 2 Duo processor
 - 2 GB Ram
 - 80 GB hard drive
 - DVD player
 - Wireless card
- Windows 7 Home Premium and MS Office software suite
- 90 day warranty
- Phone tech support
- Family settings

C2C Digital Literacy Strategies

- I. National Ad Council and Grassroots Campaign
- II. C2C Digital Literacy Finder App
(<http://www.connect2compete.org/locator>)
- III. Online Training Portal
- IV. Library and Community Partner Capacity Building
- V. C2C Trainings and Curriculum Development

C2C Partners

- Cable operators
- Redemtech (GoodPC)
- Best Buy
- Boys and Girls Club
- United Way
- LULAC
- National Urban League
- NAACP
- Goodwill
- Joint Center for Political and Economic Studies

Connect2Compete San Diego Pilot Results

- Almost 9% of eligible families adopted broadband (819 families)
- During two month pilot, C2C received 4,810 phone inquiries and 7,292 unique visits to website
- 612 families bought computers

Connect2Compete Fall Roll Out

C2C broadband and PC offerings will be available to an estimated 500,000 students on the National Free School Lunch Program in almost 1,000 schools in 20 states across the nation.

AdCouncil Campaign

- Launching in early 2013
- \$90 million campaign over 3 years
- Call to action to become digitally literate
- Promote the benefits of broadband access at home

Partnership with Comcast Internet Essentials

Comcast is partnering with C2C to offer Internet Essentials customers a choice of more affordable PC offers.

Following in C2C's footsteps, Comcast will also provide information about Internet Essentials at America's Job Centers across its 39-state footprint.