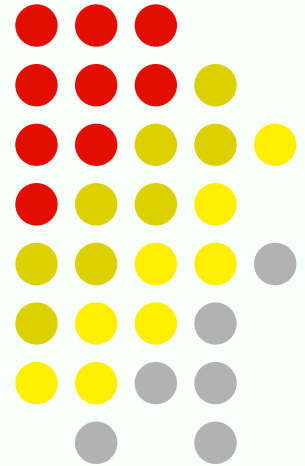


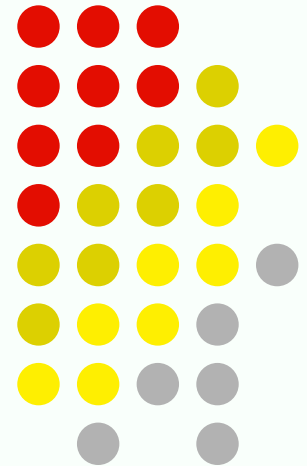
Kids Up to Speed = States Up to Speed: How State ICT Policy Can Improve the Lives of Children



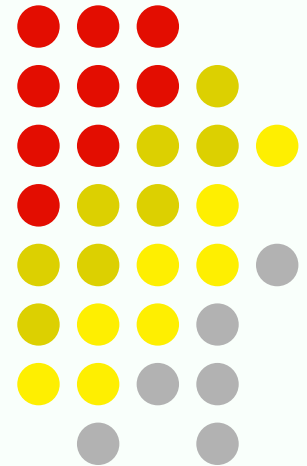
Presentation by Wendy Lazarus
The Children's Partnership
For the National Conference of State
Legislatures
August 9, 2007



The Children's Partnership

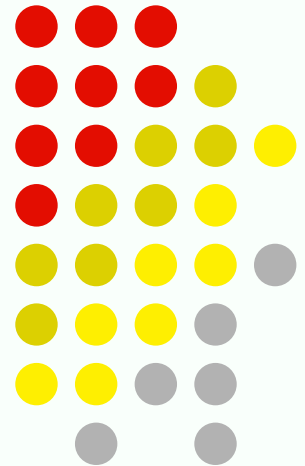


Defining Information and Communications Technology (ICT) and Broadband



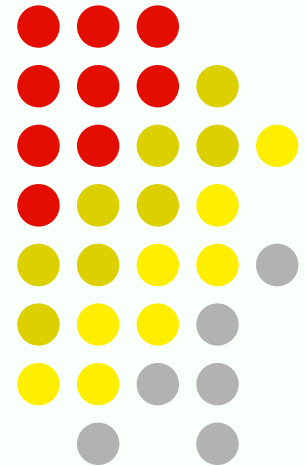
Three Key Takeaways

- The time is right for states to lead on broadband/ICT policy
 - You can take action that will help large numbers of children
- Resources exist to help you succeed



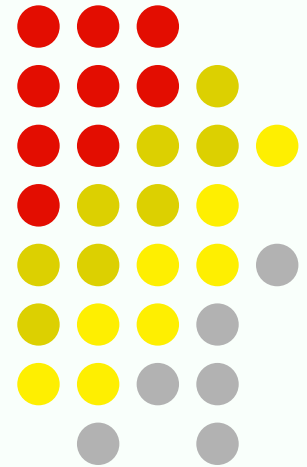
Things We Know About the Internet:

- Increased # of Internet users =
Increased value
- Increased use can level the
playing field for low-income
communities

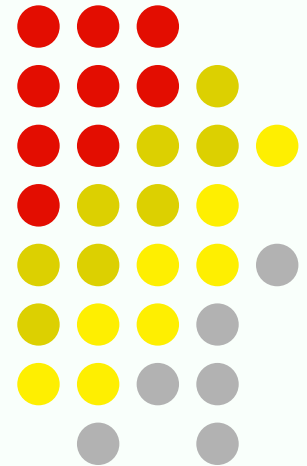


A Wired State Is Good for Everyone:

- Draws business and workers
 - Improves education
- Improves health services
- Prepares and retains its workforce

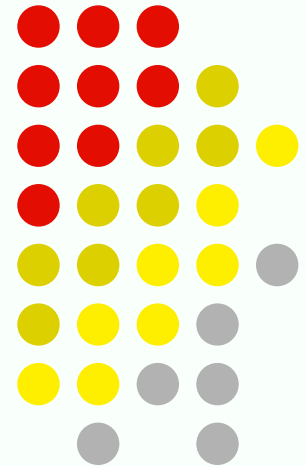


How Broadband and ICT Are Changing Our World



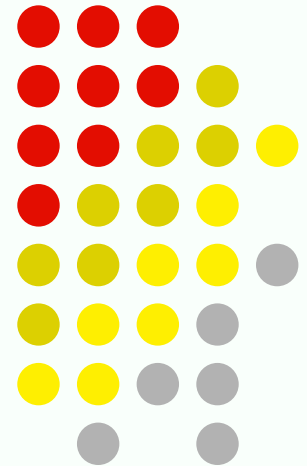
An Example: Workforce

- 89% of Fortune 500 companies recruited through their company's career Web site
 - 34% of them did not offer the option to apply offline for the jobs posted on their sites



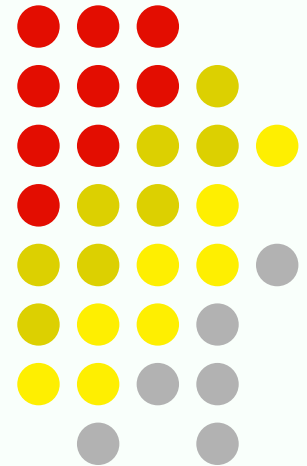
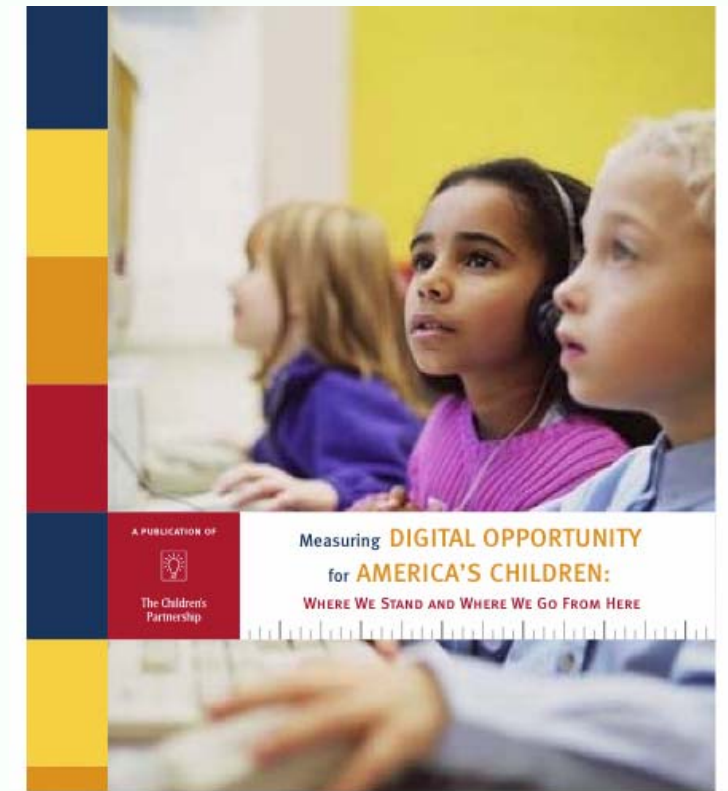
A New Day: No State Left Behind Standards for Success

- Affordable broadband
- Technologically literate residents
- Applications that enhance opportunity
- Every child wired for success



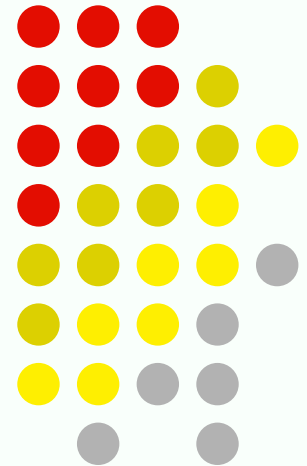
Do Broadband and ICT Help Our Children Succeed?

□ Available at
www.childrenspartnership.org/Reports/DOMS

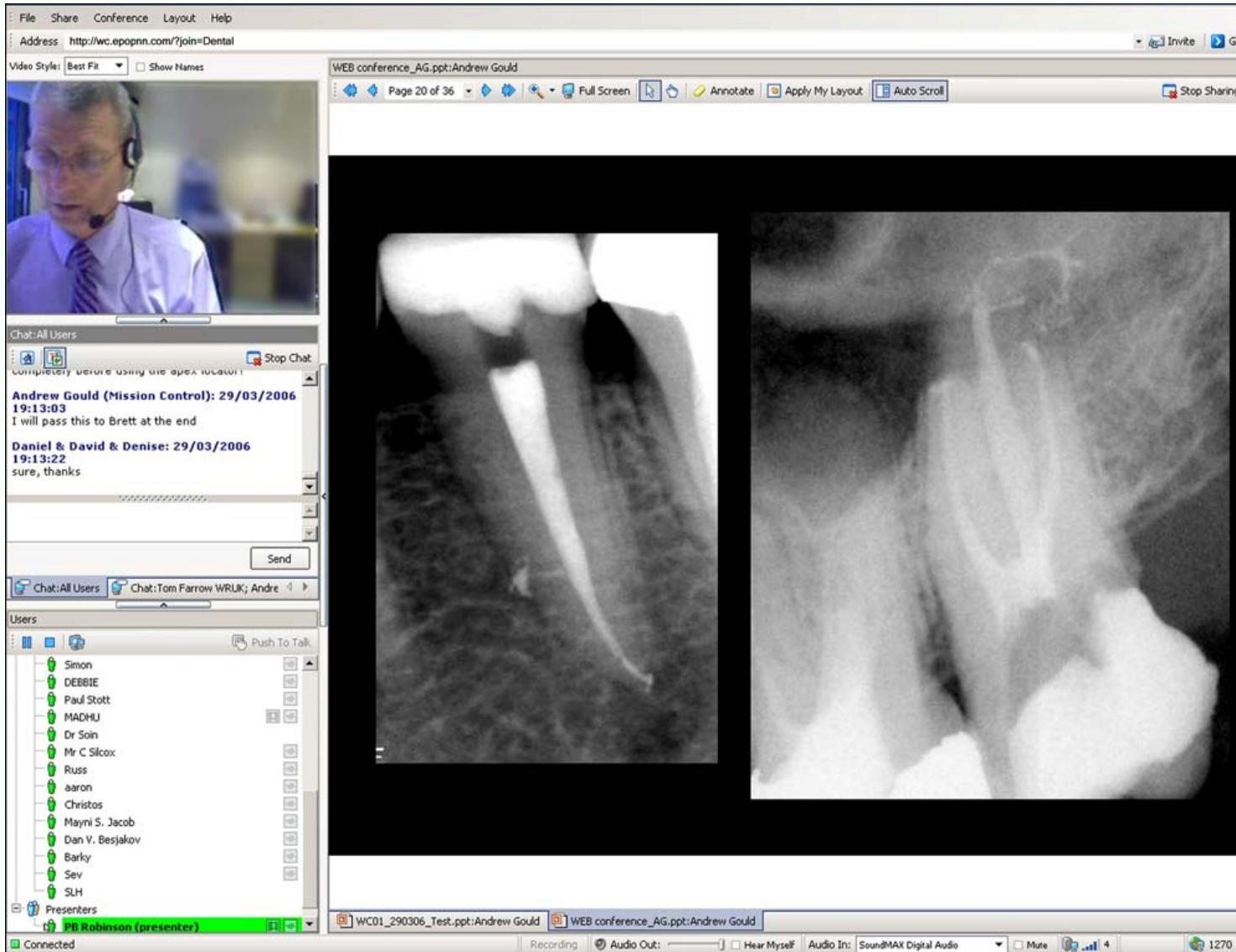
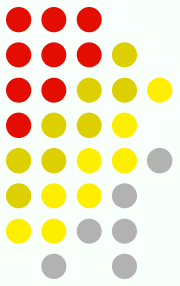


Broadband and ICT Create Opportunities for Youth

- Health
- Education
- Economic Opportunity
- Civic Participation



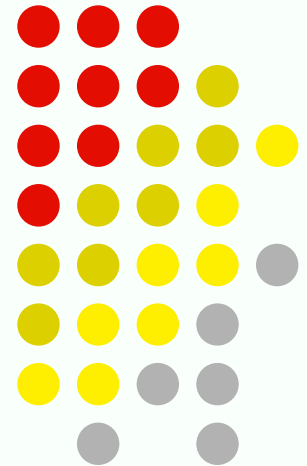
Heath: Telemedicine



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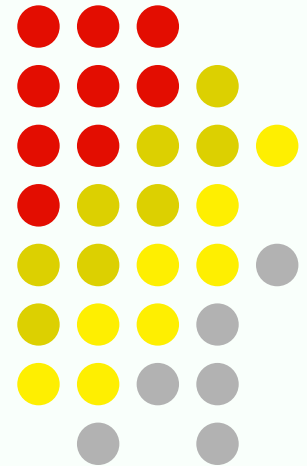
Telemedicine

- 63% reduction in absences from child care due to illnesses
 - 91% of parents stayed at work
- 94% of problems handled through telemedicine would have lead to a doctor or ER visit



Education: Technology Goes Home program

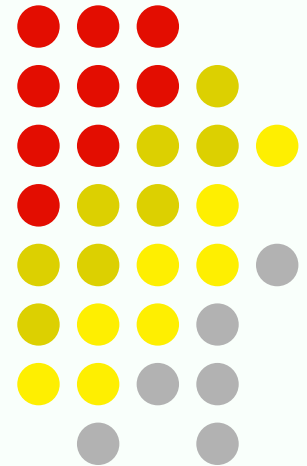
- 80% of the kids graduating from the program went to college, compared to the district average of 65%
- Companies including Fidelity and JP Morgan hired over 500 program participants for paid internships



Source: "Statistics," Boston Digital Bridge Foundation,
(<http://www.cityofboston.gov/bra/digitalbridge/statistics.html>).

Economic Opportunity: Jobs Using ICT and Broadband Are Good Jobs

- In CA, high-tech industry workers earn an average of \$42,516 more per year than other private-sector workers

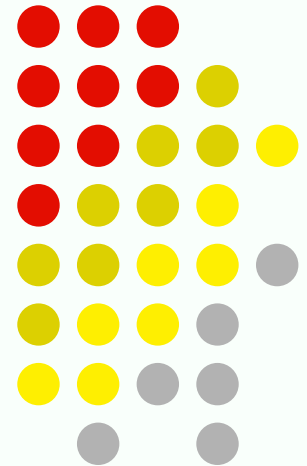


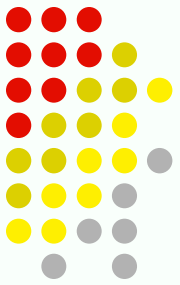
Source: U.S. Department of Labor, Bureau of Labor Statistics, Covered Employment and Wages as reported in American Electronics Association, Cyberstates 2005: A State-by-State Overview of the High-Technology Industry. (Not available online.) Calculation by the Children's Partnership, (<http://www.techpolicybank.org/statefactsheets>).



Pathways to Our Future

Pilot program using Workforce Investment Act funds to teach at-risk youth job-readiness and technology skills.

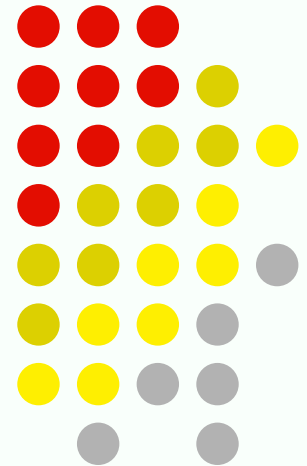




**Stephanie with
Assemblywoman Jackie Goldberg**

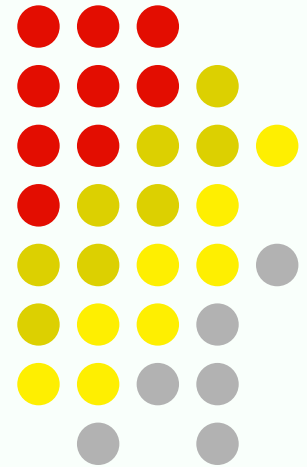
Who is Left Out?

- Low-income people
- People in rural areas
- People with disabilities

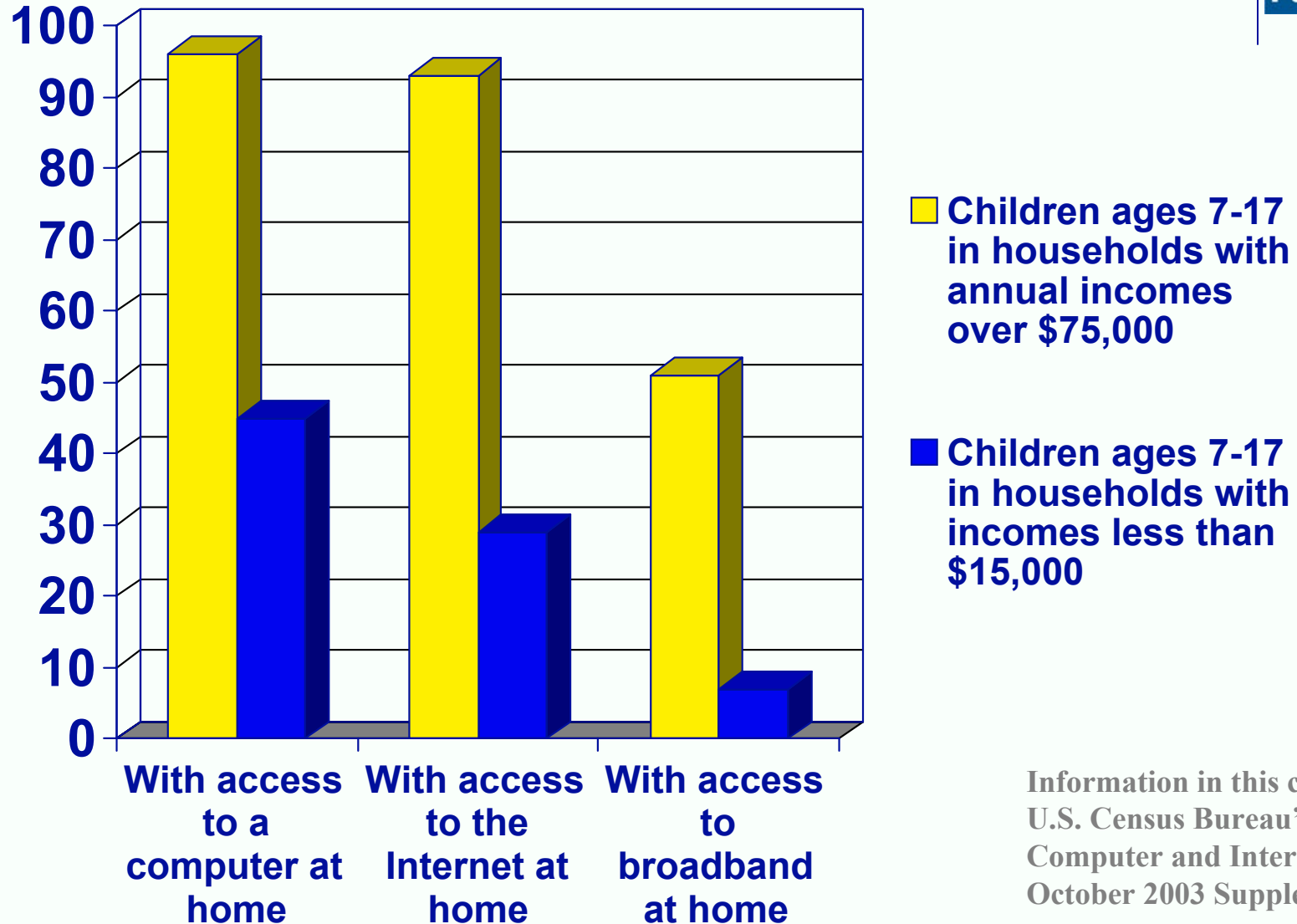
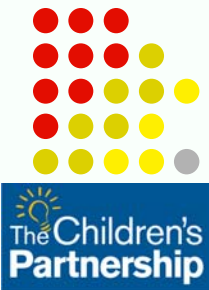


In the U.S., Children Ages 7-17, Regardless of Income:

- 23% do not have a computer in the household
- 33% do not connect to the Internet from home
- 74% do not have broadband at home

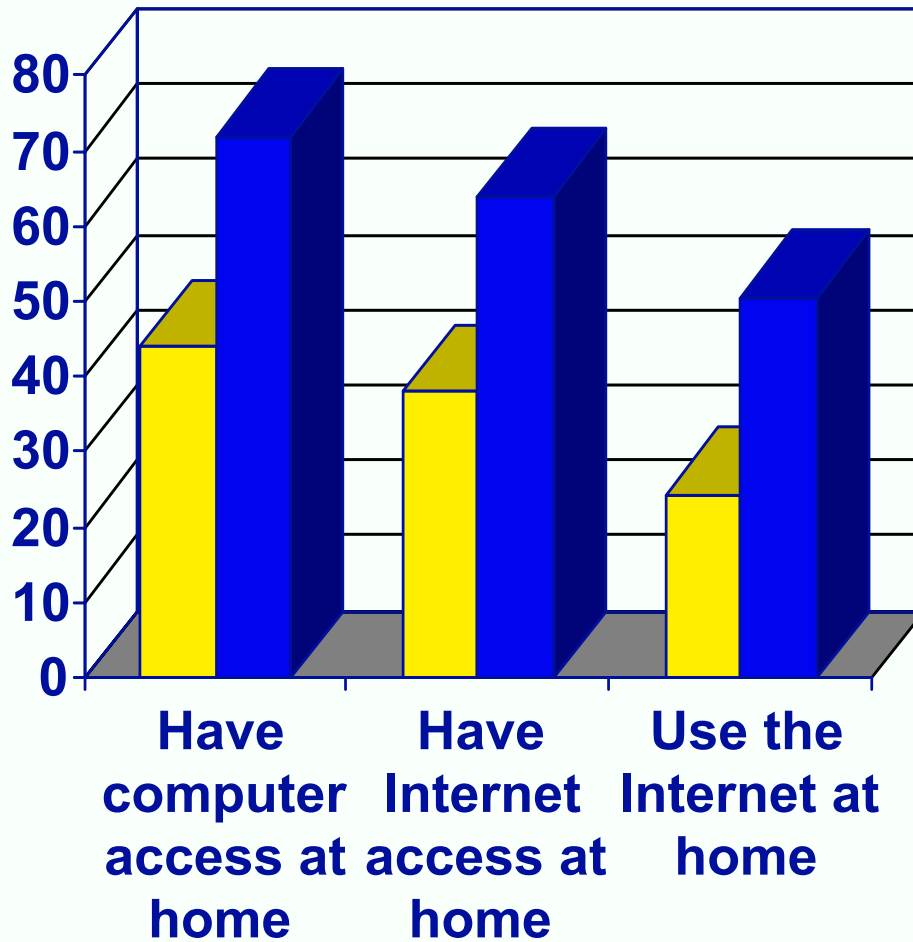


Computer and Internet Access for Children Ages 7 to 17 by Household Income:



Information in this chart from U.S. Census Bureau's Computer and Internet Use October 2003 Supplement

People With Special Needs Have Less Access

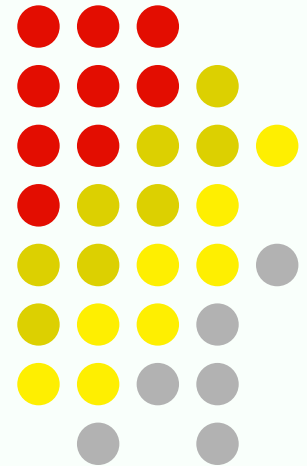


- People with special needs
- People without special needs

Information in this chart from U.S. Census Bureau's Computer and Internet Use October 2003 Supplement

State-Level Leadership Is Needed

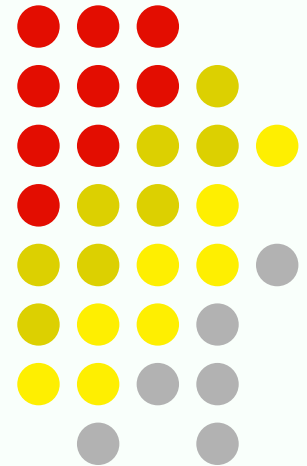
- The U.S. now ranks 15th in the international community in terms of broadband penetration
- States are engines of innovation



Source: OECD Broadband Statistics to December 2006, Organization for Economic Co-Operation and Development (<http://www.oecd.org/sti/ict/broadband>).

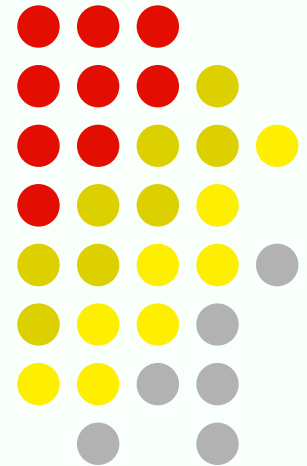
Barriers

- Lack of public awareness of ICT's usefulness
- Computer ownership is cost-prohibitive
 - Training
- Broadband deployment/cost
 - Accessibility



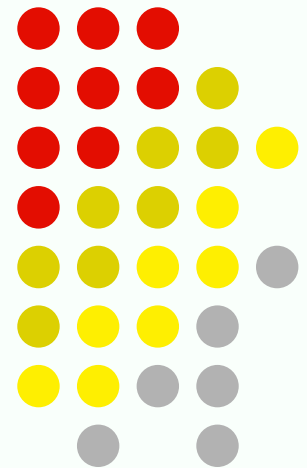
Three Ways to Make a Difference

1. State and local policy
2. Partnerships
3. Public awareness/education



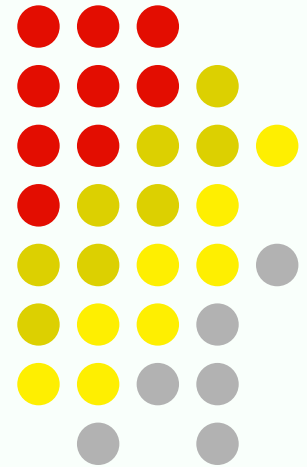
State Policy Example: California Digital Divide Fund

15% of revenue from leases of state property for wireless telecom towers goes towards grants to community-based organizations in underserved communities



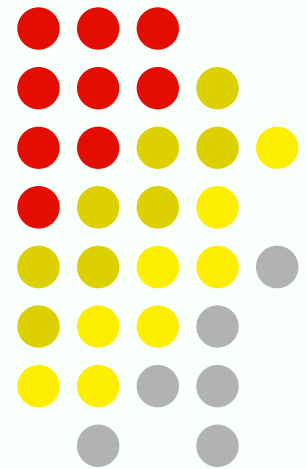
State Policy Example: Montana's Advanced Telecommunications Infrastructure Tax Credit

Provided a 20 percent tax credit for telecommunications service providers who are providing advanced services to underserved areas



State Policy Example: North Carolina's Computer Skills Standard Course of Study

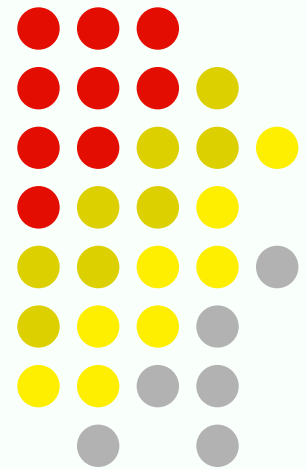
Local school boards develop a Computer Skills Standard Course of Study, which involves the integration of technology into all K-12 content areas



For more information on this program, see The Children's Partnership's policy model on www.techpolicybank.org.

City Leadership: Seattle's Information Technology Indicators

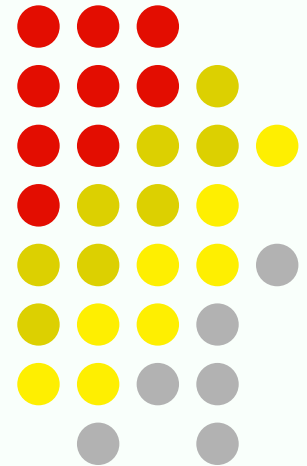
Measurements on the state of
information technology as it
impacts the social, economic,
civic and cultural well-being of
Seattle



For more information on this program, see The Children's Partnership's policy model on www.techpolicybank.org.

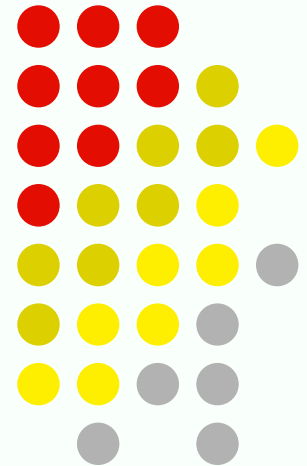
Partnerships: ConnectKentucky

State, federal and private dollars
= alliance of tech businesses,
government agencies,
universities and foundations



Partnerships: No Child Left Offline initiative

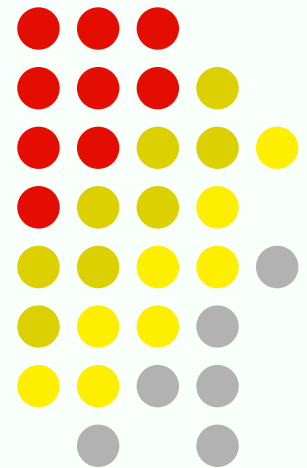
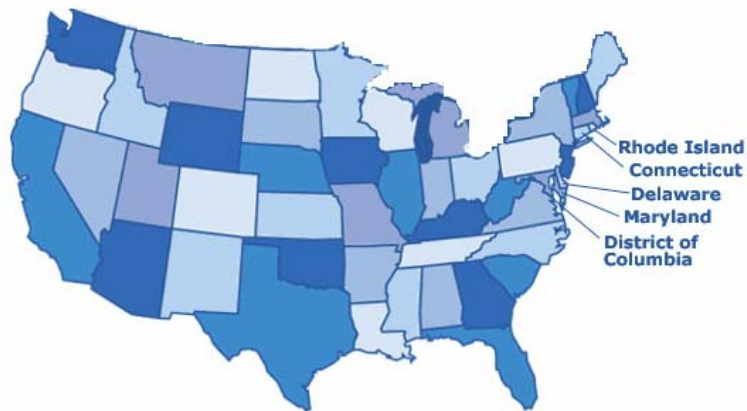
Uses public/private partnerships
for middle school-aged youth in
economically disadvantaged
areas



For more information on this program, see The Children's Partnership's policy model on www.techpolicybank.org.

Public Awareness and Education

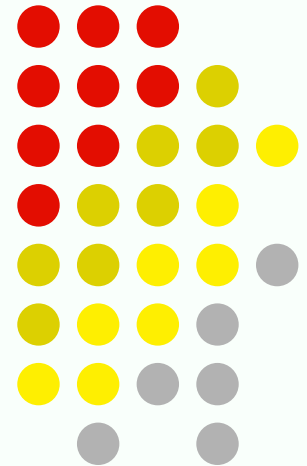
Fact sheets for each of the 50 states from The Children's Partnership



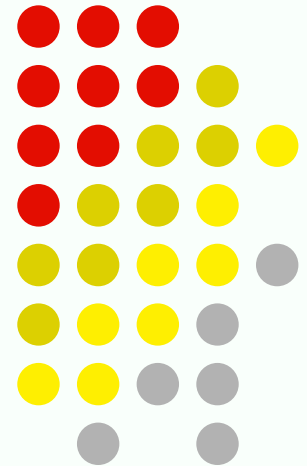
Public Awareness and Education: California Broadband Task Force

Schwarzenegger's Task Force will issue recommendations:

- State benefits of broadband
- Removing barriers to access
- Using broadband in education, healthcare, community-based and government institutions

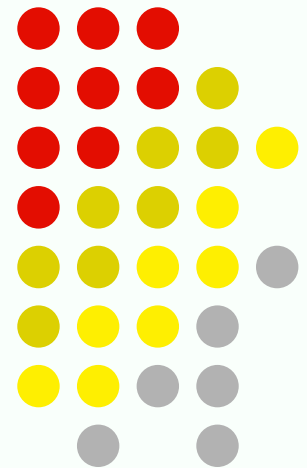


Using the Bully Pulpit



The Bottom Line:

Every child wired for success is a win for states and families



For More Information

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wlazarus@childrenspartnership.org

www.childrenspartnership.org

