Digital Equity Capacity Grant Webinar Series

Leveraging Data for Storytelling

August 21, 2024

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Agenda

- Context – 10 min
- Leveraging Data for Story-telling – 25 min
- Community Showcase – 20 min
- Q&A – 5 min

Objectives

- **Understand common terms around data**
- **Understand why data is important for different organizations**
- **Learn how to find relevant broadband and digital equity data**
- **Explore ways to incorporate data at different phases of your work for various purposes, such as proposal writing, project scoping, impact reporting, building public and private partnerships etc.**

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Digital Equity Act Resources

Digital Equity Plan Implementation

- **Webinars**

  - Grant Capacity Building Series

    - State Grant Basics – **Recording** | **Slides**

    - How to Write a Great Grant Application – **Recording** | **Slides**

    - How to Build a Strong Digital Inclusion Program – **Recording** | **Slides**

    - Building Digital Inclusion Coalitions – **Recording** | **Slides**

    - Equity in Digital Inclusion Project Implementation – **Recording** | **Slides**

    - Preparing for Grants – Deeper Dive into Grant Writing - **Recording** | **Slides**

- **Digital Equity Resources**

  - **Digital Skills Online Resources**

  - **Ventura County Digital Upskilling Training Program**

  - **Digital Equity Act Population Viewer**

  - **Free Digital Navigator Training by Community Tech Network**

  - **Free Digital Skills Library**

  - **NDIA's Digital Navigator Model**

https://dceo.illinois.gov/connectillinois/digital-equity-act.html

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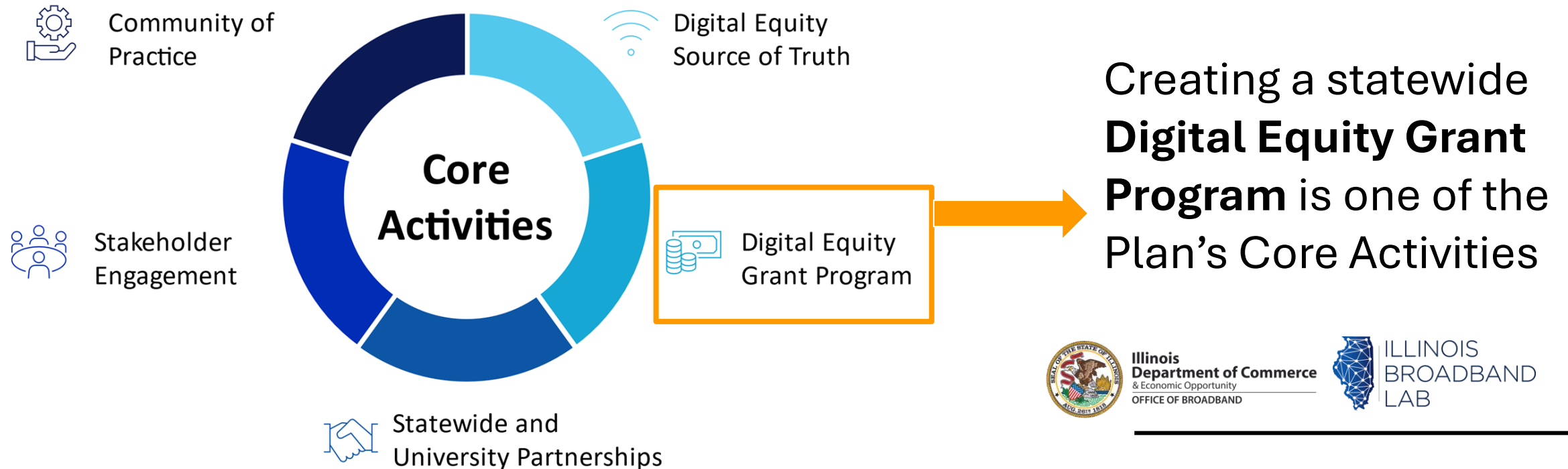
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Context

State Digital Equity Plan has been approved!

Approval of the SDEP unlocks the opportunity for Illinois to apply for first Capacity Grant allocation from NTIA of $23.7 million to implement the plan.

Community of Practice

Stakeholder Engagement

Core Activities

Digital Equity Source of Truth

Digital Equity Grant Program

Statewide and University Partnerships

Creating a statewide **Digital Equity Grant Program** is one of the Plan's Core Activities

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Illinois Digital Equity Capacity Grant Tentative Grant Project Types

Device Distribution Programs	Laptop, computer, or other device distribution to Covered Populations.
Digital Literacy + Skills Training	Classes, workshops, coaching, or other learning opportunities to help Covered Populations build digital skills and confidence.
Digital Navigation + Tech Support	Individuals embedded in community trained to help connect Covered Populations access affordable broadband, digital skill building, and other essential resources.
Broadband Affordability Program	Small infrastructure projects to increase affordability and choice within multi-dwelling units (MDUs), affordable housing, or other residential communities.
Access Expansion Feasibility Study	Opportunity for communities to chart their own broadband path through local coordination and planning.
Coalition Building	Seed funding for regional or local digital equity coalition formation, building, and growth.

Subject to change based on design process and adherence to program and agency requirements

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NTIA Requires Prioritization of Covered Populations

Low-income households

Incarcerated individuals

People with disabilities

Racial and ethnic minorities

Aging populations

Veterans

Rural inhabitants

People with language barriers

72% of Illinoisans are part of these identity groups and communities disproportionally impacted by digital inequity

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Leveraging Data
for Storytelling

Why Data? Transforming Insights into Impactful Stories

- **Foundation of Decision-Making**, whether it's allocating resources, designing programs, or identifying community needs.

- **Driving Strategic Planning** to prioritize initiatives, monitor progress, and adjust strategies to meet goals more effectively.

- **Building Trust & Transparency** with stakeholders.

- **Empowering Communities** to better understand their challenges and participate in shaping solutions.

- **Unlocking Trends and Patterns** that can inform decision-making.

- **Building a compelling story** that can inspire action, drive policy, and secure funding.

Some Common Terms

Data	Raw facts, figures, and details collected from various sources
Dataset	A collection of related data points organized in a structured format, often in tables, that can be analyzed.
Data Analysis	The process of inspecting, cleaning, and modeling data to discover useful information, draw conclusions, and support decision-making.
Data Visualization	The representation of data through charts, graphs, maps, or other visual formats to make complex data easier to understand and interpret.
Key Performance Indicators (KPIs)	Specific, measurable metrics used to track the performance and effectiveness of an organization, project, or process.
Data Cleaning	The process of detecting and correcting (or removing) errors, inconsistencies, or inaccuracies in data to ensure its quality.
Quantitative Data	Numerical data that can be measured and quantified, often used for statistical analysis to identify patterns or trends.
Qualitative Data	Non-numerical data that provides descriptive details about characteristics, attributes, or qualities, often gathered through interviews, surveys, or observations.
Dashboards	Interactive visual displays of key metrics and data points that provide an at-a-glance overview of performance or status.
Infographics	Visual representations of information, data, or knowledge, intended to present complex information quickly and clearly.

Respond in the chat...

How is your organization currently leveraging data?

Availability of broadband infrastructure

5%

5% of broadband-serviceable locations (BSLs) in Illinois do not have access to 25/3 Mbps internet service and are categorized as "unserved" by the FCC.[8] Some 4% of BSLs do not have access to 100/20 Mbps internet service and are thus categorized as "underserved."[9]

Affordability of internet subscriptions

17%

of Illinois residents find it difficult to afford their internet bill, and 14% have experienced interruptions in service because they had difficulty paying.[10]

Access to devices

~79%

or 3.9 million, of Illinois households have access to either a desktop or a laptop.[11]

Low levels of digital literacy
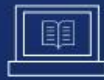
11%

of Illinoisans report that they have difficulty completing at least one of the surveyed tasks related to the internet.[12]

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Why Data Matters for Local Governments, Non-Profits, and ISPs

Local Governments

- Informed, evidence-based policy development

- Optimal resource allocation

- Transparent Performance Tracking

Non-Profits

- Track program impact/ effectiveness

- Identify target population and areas and optimize service delivery

- Strengthen advocacy and funding

Internet Service Providers

- Strategic Network Expansion

- Enhanced Customer Understanding

- Reporting and compliance purposes

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Geography

Please share in the chat,
the area of interest for your data project.

The level of granularity!

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Data Sources

Please share in the chat, some data sources that you may have used in your data collection efforts...

Broadband Availability data

Context

- Speeds Available

- Technology available

- Providers in the area

- Grant eligibility (Program-specific)

- Prior state or federal grant program areas

Data Sources

Illinois Broadband Map

FCC Broadband Map

USAC Connect America Fund Map

Broadband Funding Map

In pipeline,

BEAD Eligible locations by County

Socio-Economic Need

Context

- Demographic Data

- Economic Need

- Subscription to other government assistance programs

Data Sources

Census Data | Census Quick facts (Census Tract or Census Places, County, State)

IPUMS- US census & ACS microdata (data intersectionality)

Dashboards

- Demographics Dashboard

- Internet Use by County Dashboard

- Household and Income Dashboard

Program Eligibility showing need in the community

- ACP Eligible population (Zip Code)

- SNAP Congressional District Explorer

- National School Lunch Program eligibility (School District)

- SAIPE Data (School District, County, State)

- Distressed Communities List | Socially Vulnerable Communities

Interest in the community

Context

- Current subscription data
- Customer satisfaction
- Affordability and willingness to pay
- Speed tests data to better understand gaps with existing service
- People interested in signing up for new service
- Community testimonials
- ISP Interviews

Data Sources

Community Surveys BROADBAND INFRASTRUCTURE | BROADBAND ADOPTION

ISP Interview Accelerate Program ISP Interview Worksheet p.22, 23

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Impact Statistics

Context

- Stats from past work

- Link to broader issues: Connect broadband access to education, healthcare, and economic opportunities. How is internet leading to better quality of life for the residents?

Data Sources

Surveys

- Population Served

- Services Provided

- Program Feedback

- Participant Testimonies

- Participant Use & Benefits

- Use for education, remote work, business, telehealth, agriculture

In pipeline,

- Based on the State DE Plan, we will have a list of metrics to capture impact of the DE work in the state

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Digital Equity- Adoption & Use Data

Context

- Broadband Affordability Data
- Barriers towards Adoption
- Digital Skills & Comfort
- Internet Use Trends
- Confidence with using technology
- Targeted Digital Equity Decision-making needs in Education, Workforce, Telehealth, Agriculture, Governance…

Data Sources

- Census data for internet subscription and access to devices
- NTIA Internet Use Survey
- Illinois CARE Connections Program Report, technology and assistive devices to older adults living in the community
- National Skills Coalition on Measuring Digital Skills
- School District Technology Survey, Learning Technology Center of Illinois
- Technology Use Survey on farms, USDA
- Local plans like economic development, education, and community health often contain valuable survey data and insights that directly link with specific industries

In Pipeline,

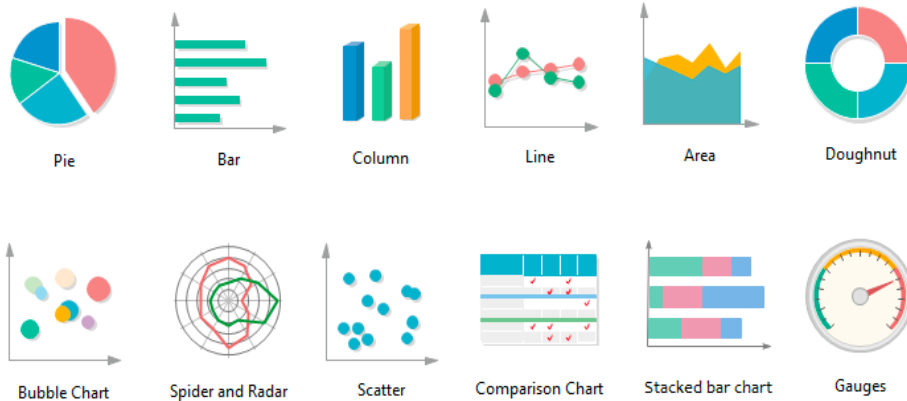- Digital Equity Asset Map- IOB Partner Intake Form and other sources

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Turning data to visual stories

Why data visualization?

- Simplify Complexity
- Enhance Insight
- Drive Engagement

Common Visualization Types
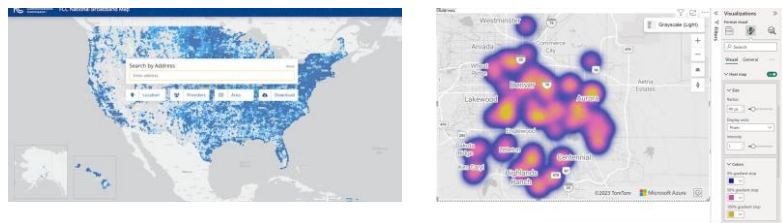
Best Practices in Data Visualization

- Clarity & Simplicity- Develop themes and guide audience through the data to get to a clear conclusion
- Share context

Common Visualization Tools

- **Excel/Google Sheets**: Basic charting tools for quick, simple visuals.
- **Tableau**: Powerful tool for creating interactive and sophisticated visualizations.
- **Power BI**: Ideal for integrating data from various sources and building dashboards.
- **Canva**: Easy-to-use platforms for creating visually appealing infographics.
- **QGIS** : Open-source geospatial data analysis tool)

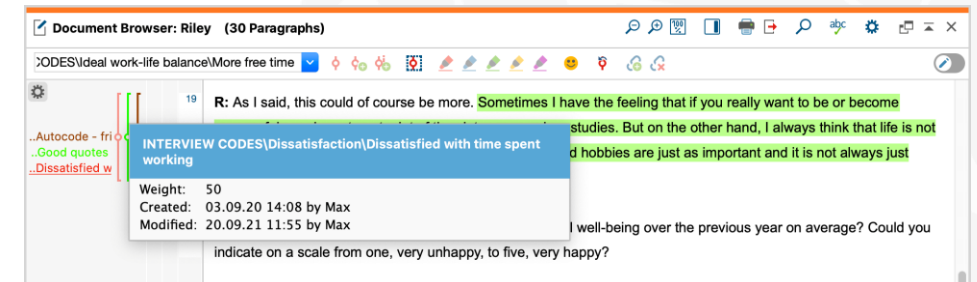# Qualitative Data

How to Collect Qualitative Data

- Interviews
- Focus Groups
- Surveys with open-ended questions

Qualitative Data Analysis

- **Transcription**: Turning spoken words into text for analysis.

- **Coding**: Identify key themes, patterns, and concepts by labeling or "coding" chunks of text. This involves categorizing responses and highlighting significant points.

- **Thematic Content Analysis**: Group similar codes into broader themes to identify overarching ideas, trends, or patterns in the data to draw conclusions about the frequency or importance of specific ideas.

- **Triangulation**: Cross-check findings from multiple data sources or methods to ensure the validity and reliability of your conclusions.
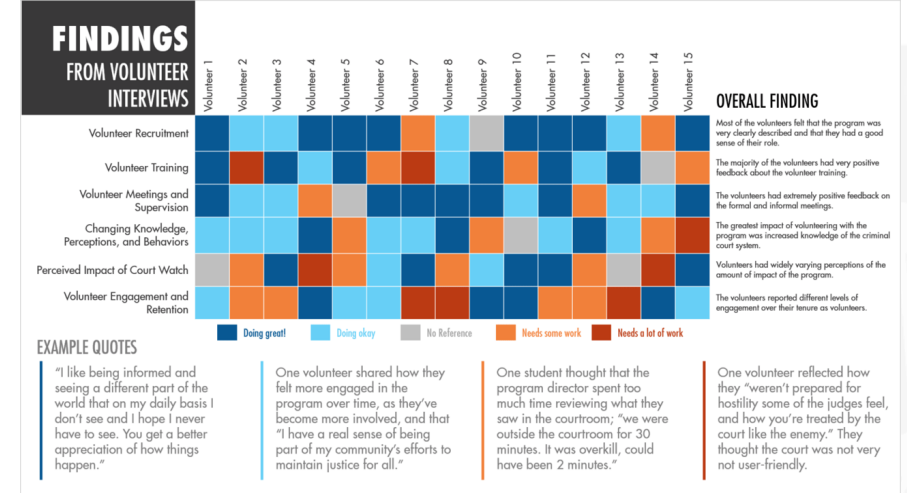
Heat Table

Coding Stripes
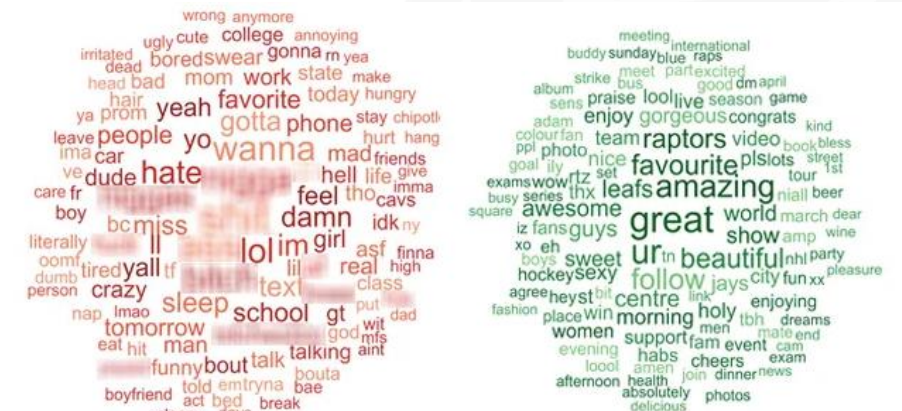
Word cloud

Tips

- Attend the specific grants webinars to know more about the scoring and application insights

- Grant application resources

- Quantitative Data is a starting point. Integrate it with local knowledge

- Build data collection into your program design

- Qualitative Data Complements Quantitative Data: When used together, they provide a fuller picture, helping you understand not just the "what" but also the "why" behind the data.

- Data visualization after data collection and analysis plays a key role in driving impact and engagement.

Questions?

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