Educational Association of University Centers
March 3, 2021

Our Mission: Foster positive economic transformation through higher education…

Agenda

- Welcome remarks from Dan and Bernadette
- EDAs Role in Broadband – Nancy Gilbert
- Best Practices for University Centers to Share Success Stories on Social Media
  - Anne Marie Fox and Mary Owen-Thomas
- Social Media discussion
- Univ of Wisconsin Presentation
  - broadband report
  - social media strategies
- Purdue University - Digital Inclusion (video presentation)
- Q&A/Discussion
- Closing

Updates from EAUC

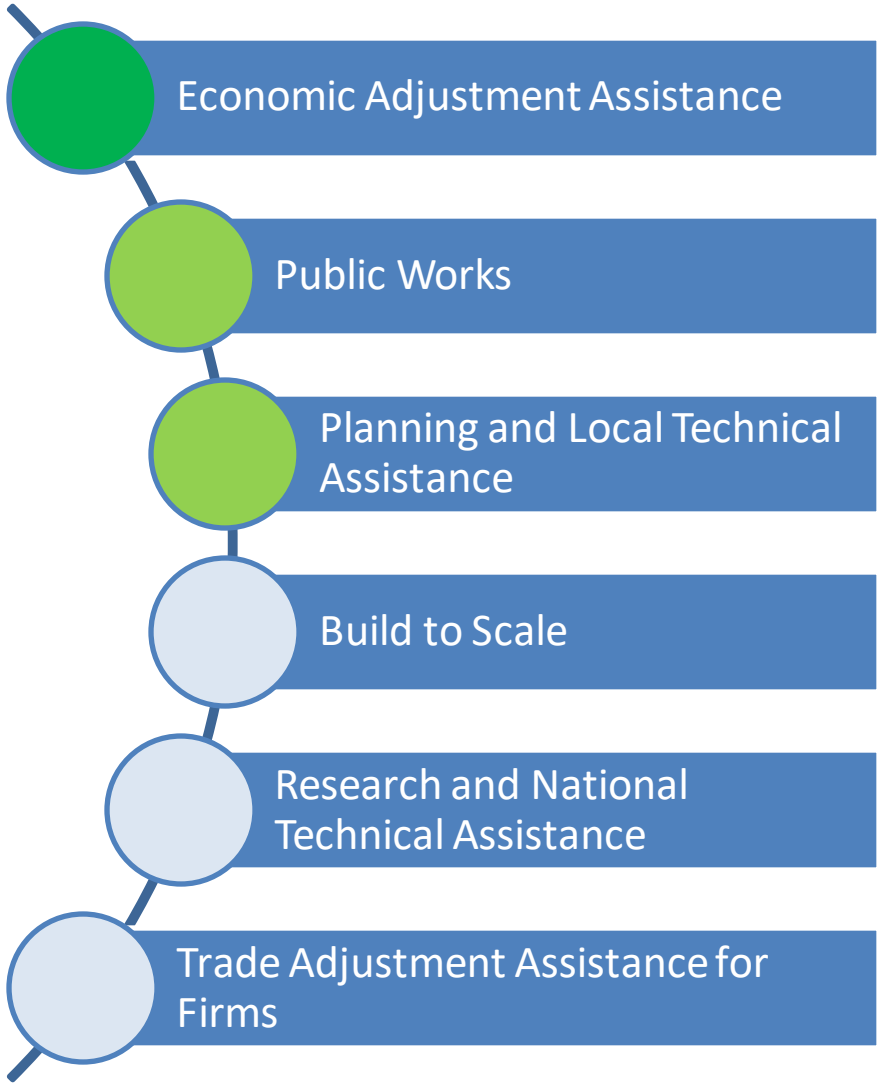
- Funding Opportunities
  - Funding from US Dept of Education:
    - https://www2.ed.gov/about/offices/list/ope/student-service.html
  - Lowe's Funding in January
  - USDA Funding (various)
- E-mail Survey - Session Topics for Next Webinar

Updates from EDA

- NEW GPRA Data Collection FAQs for Grantees Posted
  - https://www.eda.gov/performance/gpra/faqs/
- Nuclear Closure Communities (NCC) Funding available: FY20 PWEAA NOFO
- NEW FY21 B2S NOFO Published
  - EDA is soliciting applications for two separate competitions through its Venture Challenge and Capital Challenge. Application closing date: April 29, 2021
  - The Venture Challenge seeks to support entrepreneurship and accelerate scalable companies' growth in communities that are challenging the status quo of markets, commercializing technology, and furthering job creation.
  - The Capital Challenge seeks to increase access to capital in communities, sectors, or regions where risk capital is in short supply. This includes accelerators, educational institutions, angel networks, and investment funds (B2S does not directly fund individuals or individual startups).
  - For full program details, please visit www.eda.gov/oie/buildtoscale/.

EDAs Role in Broadband – Nancy Gilbert

EDA PROGRAM PORTFOLIO



- ✓ Promote Innovation and Competitiveness
- ✓ Leverage existing regional assets
- ✓ Foster job creation
- ✓ Attract Private Investment
- ✓ Advance new ideas and creative approaches to economic prosperity in distressed communities

Selected EDA Award Announcements for Broadband Assistance

(https://eda.gov/grants/)

Strategy Grants for Economic Diversification

- Broadband feasibility and deployment study for the Yoruk Tribe, Klamath CA (June 2020)
- Broadband feasibility study for Eastgate Regional Council of Governments to begin process of building a fiber optic network to expand innovation and technology manufacturing in coal-impacted northeastern Ohio (September 2020)

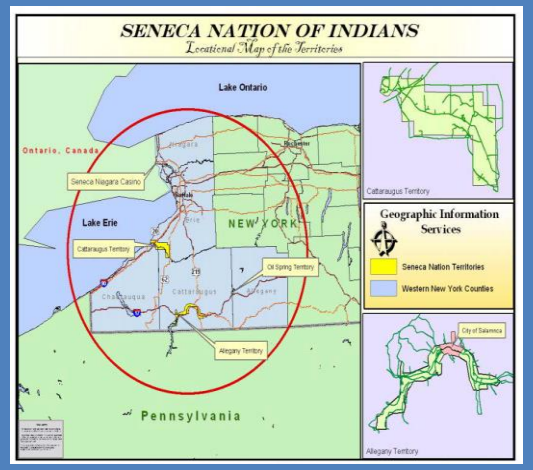
Recovery and Resilience for Disaster Impacted Areas

- $3.1M to Lafayette City Parish Consolidated Government (LA), to construct new fiber optic that will serve the municipal government complex and business park, Emergency Operations Center, Regional Airport, a behavioral health clinic, and four industrial parks. (February 2021)
- State of New Mexico Department of Information Technology CARES Act Award, to provide customized technical assistance to local and tribal governments on development of broadband infrastructure and services. (September 2020)
- $3.5M award to assist the City of Ruston and Louisiana Tech University with Tornado recovery, by hardening electric infrastructure and developing the Smart Cities Innovation Testbed, a city-owned fiberoptic network for business and social services. (August 2020)
- $2M award to the City of Crockett (TX) for assistance upgrading its existing industrial park with critical broadband and natural gas infrastructure improvements to provide recovery from flooding. (July 2020)

Critical Infrastructure for Innovation and Entrepreneurship

- $2 million CARES Act grant to Des Moines University Osteopathic Medicine Center (IA) to purchase equipment for the university's planned state-of-the-art telehealth training center. (February 2021)
- $13M award to University of Puerto Rico at Ponce for construction projects including an accessible cloud IT server facility and broadband/wireless interconnection for local businesses to support Hurricane recovery and resilience (April 2020)
- $1.5M Public Works Award to fund the construction and installation of approximately 83 miles of high-speed dark fiber-optic cable for businesses and institutions in Opportunity Zones in Chemung, Schuyler, Steuben, Tioga, Tompkins, and Yates counties in New York (April 2020)

Integration of Economic Development Assistance



SENECA NATION OF INDIANS, NY

EDA awarded the Seneca Nation $290,000 in FY19 to develop a broadband fiber deployment strategy, feasibility study, and engineering plans

Outcomes

- Data Center Ready
- Student and professional computer centers
- Enhanced on-line education opportunities

Outputs & Integration Opportunities

- ***Expand***: **USDA ReConnect Program**, supporting Seneca Telecommunications, LLC to deploy a fiber-to-the-premise (FTTP) broadband network
- ***Optimize***: **CDFI**, Seneca Nation of Indians Economic Development Company (SNIEDC), recognized by Department of Treasury in 2018.
- ***Leverage***: **BIA Indian Energy & Economic Development** programing for Seneca Nation & the Salamanca Rail Museum, Enhancing Rail to Trail Model

COMPLEMENTARY FEDERAL ASSISTANCE

Commerce - NTIA	• **Broadband USA** • Federal Programs Guide • National Broadband Availability Map (NBAM) • State Broadband Leaders Network (SBLN) • 2021 Grant Programs • March 17, 2021 Webinar
USDA Rural Development	• Rural ReConnect Pilot • Distance Learning and Telemedicine • Rural Broadband Access Loans
Appalachian Regional Commission	• Area Development grants
Interior Bureau of Indian Affairs	• National Tribal Broadband Grant Program

Visit www.eda.gov/edi for more integration tools and resources.

U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

Best Practices for University Centers to Share Success Stories on Social Media

PRESENTERS:

AnneMarie Fox
Public Affairs Specialist
Digital Media Manager

Mary Owen-Thomas
Regional Public Affairs Specialist
(Chicago Regional Office)

March 3, 2021

GETTING SOCIAL

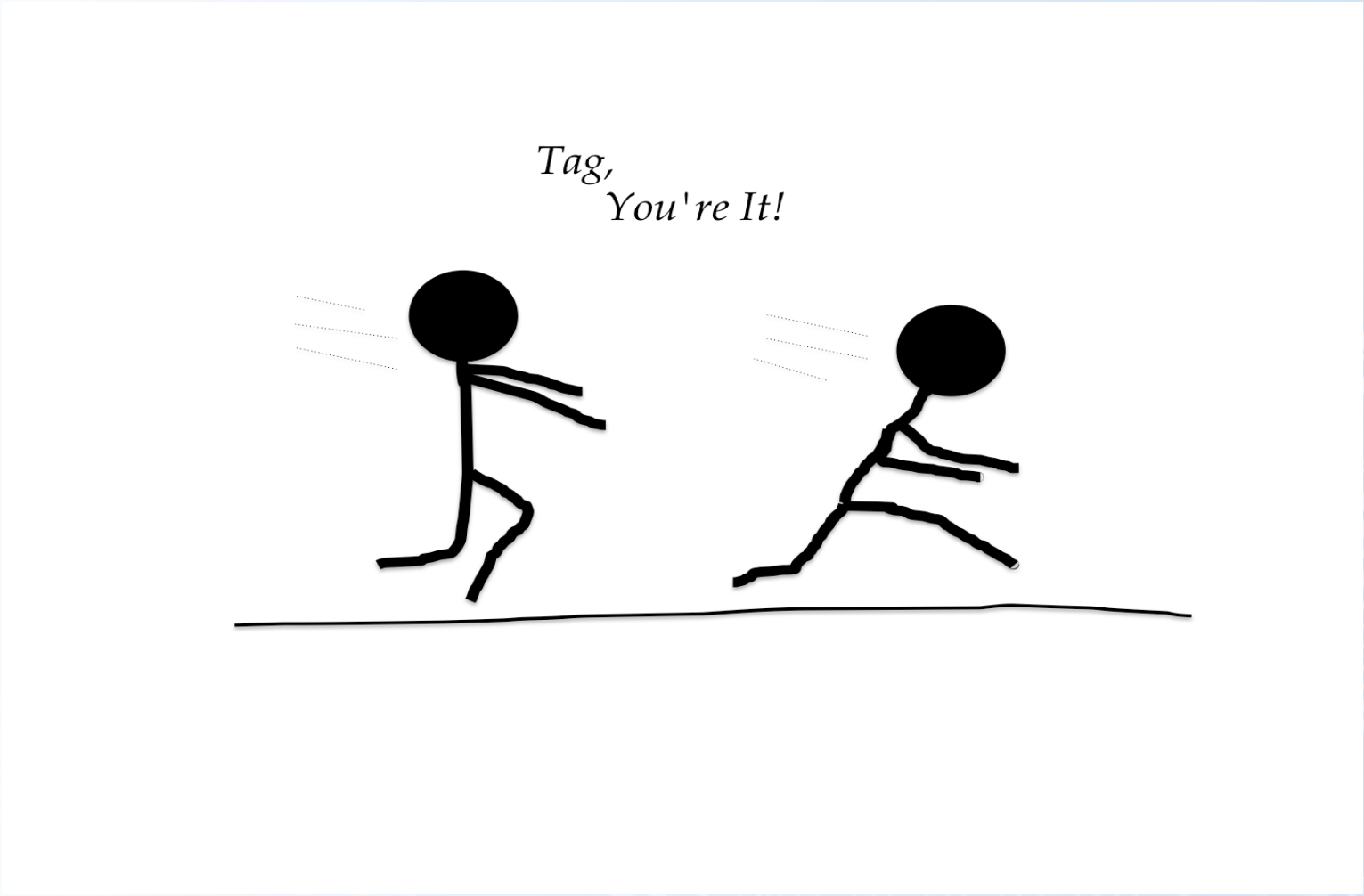
- Facebook -- https://www.facebook.com/eda.commerce
- LinkedIn -- https://www.linkedin.com/company/us-economic-development-administration?trk=organization-update_share-update_actor-text
- Twitter -- https://twitter.com/US_EDA
- YouTube -- https://www.youtube.com/user/EDACommerce

- HASHTAGS → #EDAUnivCenters #EDA

GENERAL BEST PRACTICES

- Tag us
- Use the hashtags (#EDAUnivCenters and #EDA)
- Use crisp, clear photos
- Use short, informative video
- Share a link to EDA.gov or your website, or media story
- Send social link to EDA and stakeholders to re-share
- Post during peak hours
  - Morning, lunch time, end of work day, evening

IF YOU TAG US, WE WILL RE-SHARE!



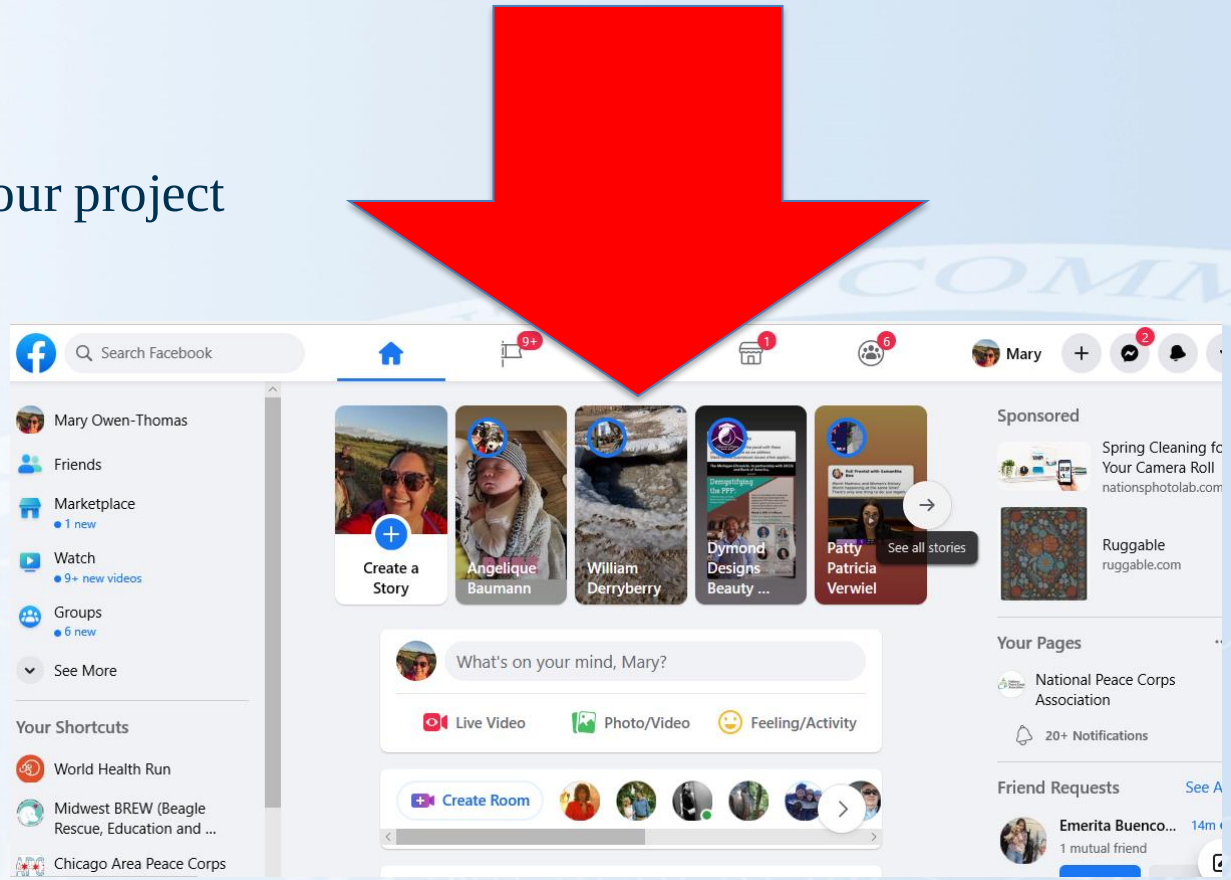
GOT BIG NEWS COMING?
GIVE US A HEADS UP!

WE LOVE VIDEO

- Consult with an EDA public affairs person first if you have an idea
- Shoot horizontal
- Ensure subject is well-lit and audio is good
- Keep it short and tight
- Mention that EDA supported your project with a grant

"STORIES" ON FACEBOOK, LINKEDIN & TWITTER

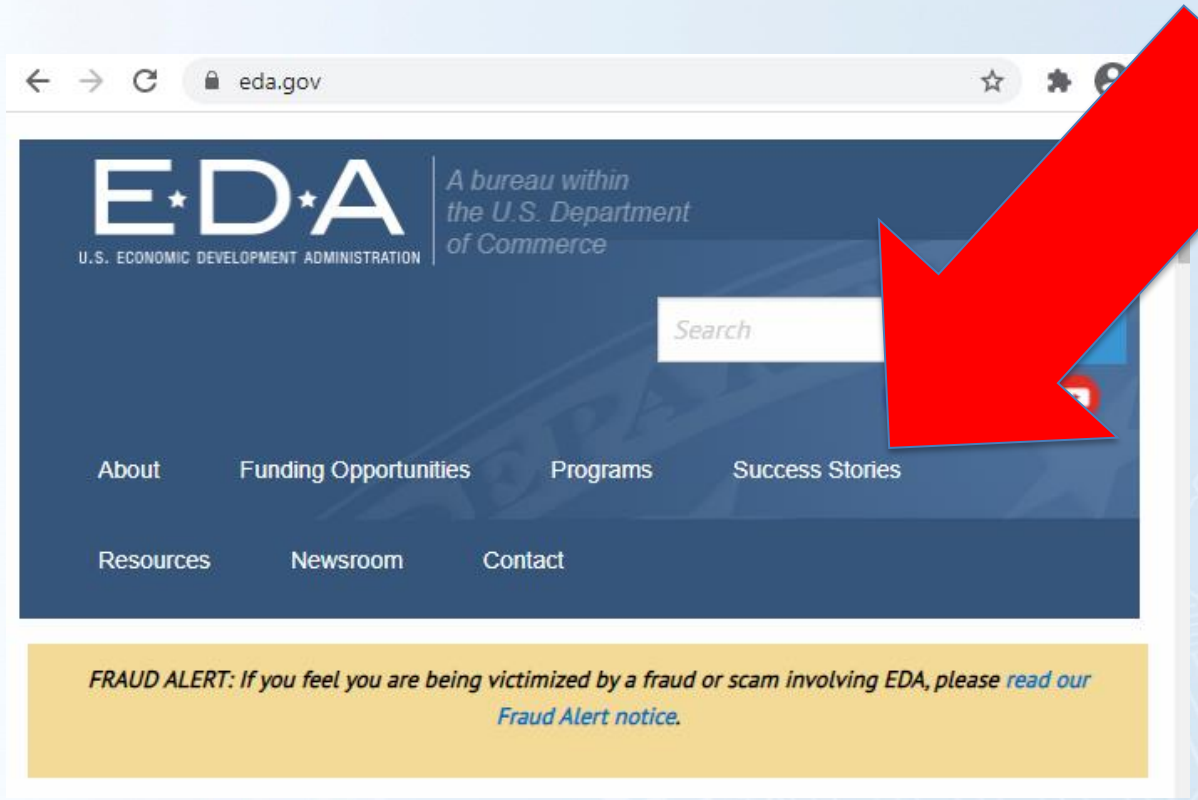
- 20-second video(s)
- Shoot video vertical
- Mention EDA grant
- Concisely explain your project



University of Wisconsin-Madison Broadband Report

SUCCESS STORIES on EDA website

EDA.gov → SUCCESS STORIES -- https://eda.gov/success-stories/



SUCCESS STORIES in EDA newsletters

- Innovate@EDA
  - Monthly
- Denver Regional Office Newsletter
  - Inaugural Newsletter Sent in February
- Chicago Regional Office Newsletter
  - Coming in March
- Sign up for EDA Newsletters today!
  - https://public.govdelivery.com/accounts/USEDA/subscriber/new

Denver Newsletter -- https://content.govdelivery.com/accounts/USEDA/bulletins/2c2d3a2

E·D·A
U.S. ECONOMIC DEVELOPMENT ADMINISTRATION

DENVER REGIONAL OFFICE NEWS

COLORADO | IOWA | KANSAS | MISSOURI | MONTANA | NEBRASKA
NORTH DAKOTA | SOUTH DAKOTA | UTAH | WYOMING

FEBRUARY 2021

FROM THE REGIONAL DIRECTOR — Angela Belden Martinez

Happy New Year from the EDA Denver Regional Office team! To kick off the new year, we are pleased to introduce you to the online version of our monthly regional newsletter. We will continue to include content to keep you updated on major news from EDA and to highlight the work our partners are doing across the 10-state Denver region.

This year has already brought in many changes including a new Administration in Washington, a new Secretary of Commerce nominee, and the potential for more federal funding to help our nation respond to, and recover from, the coronavirus pandemic. We hope you are continuing to stay healthy and safe during these challenging times and join us in looking forward to meeting today's challenges with bold actions and investments that will propel our economic recovery.

IDEA TIME! WHAT ARE YOUR THOUGHTS?

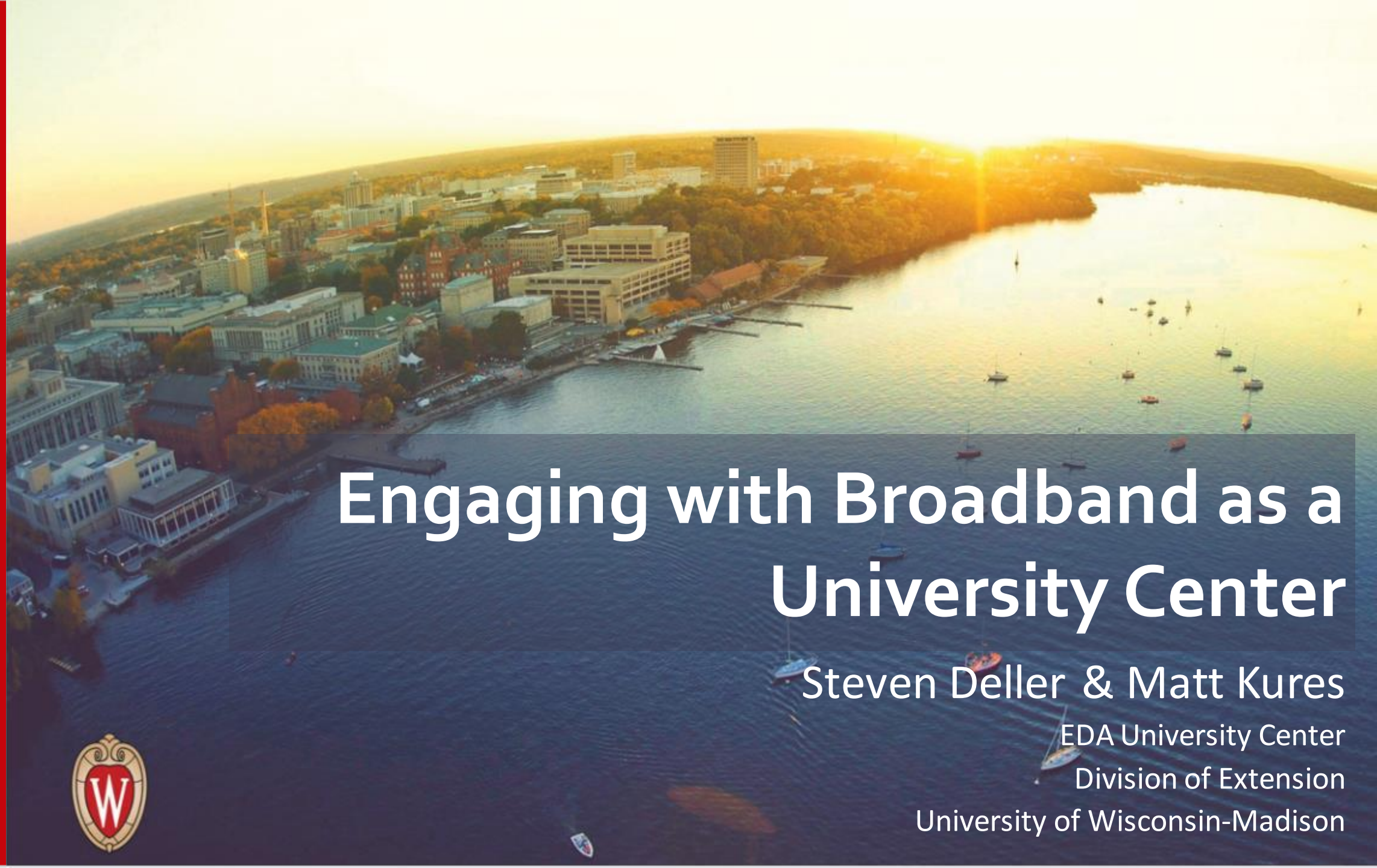
University Center Week Social Media Campaign?

- Maybe **April 12-16, 2021**
  - Share a concise post about a specific EDA project or initiative that you're working on RIGHT NOW
  - TAG US
  - We will AMPLIFY
  - USE the #EDAUnivCenters HASHTAG

PUBLIC AFFAIRS CONTACTS

- AnneMarie Fox, Digital Media Manager (HQ)
  - afox1@eda.gov
- Mary Owen-Thomas, Regional Public Affairs Specialist (Chicago Office)
  - mowen-thomas@eda.gov
- Paige Wilson, Regional Public Affairs Specialist (Denver Office)
  - pwilson1@eda.gov
- Toby Nelson, Regional Public Affairs Specialist (Seattle Office)
  - tnelson@eda.gov

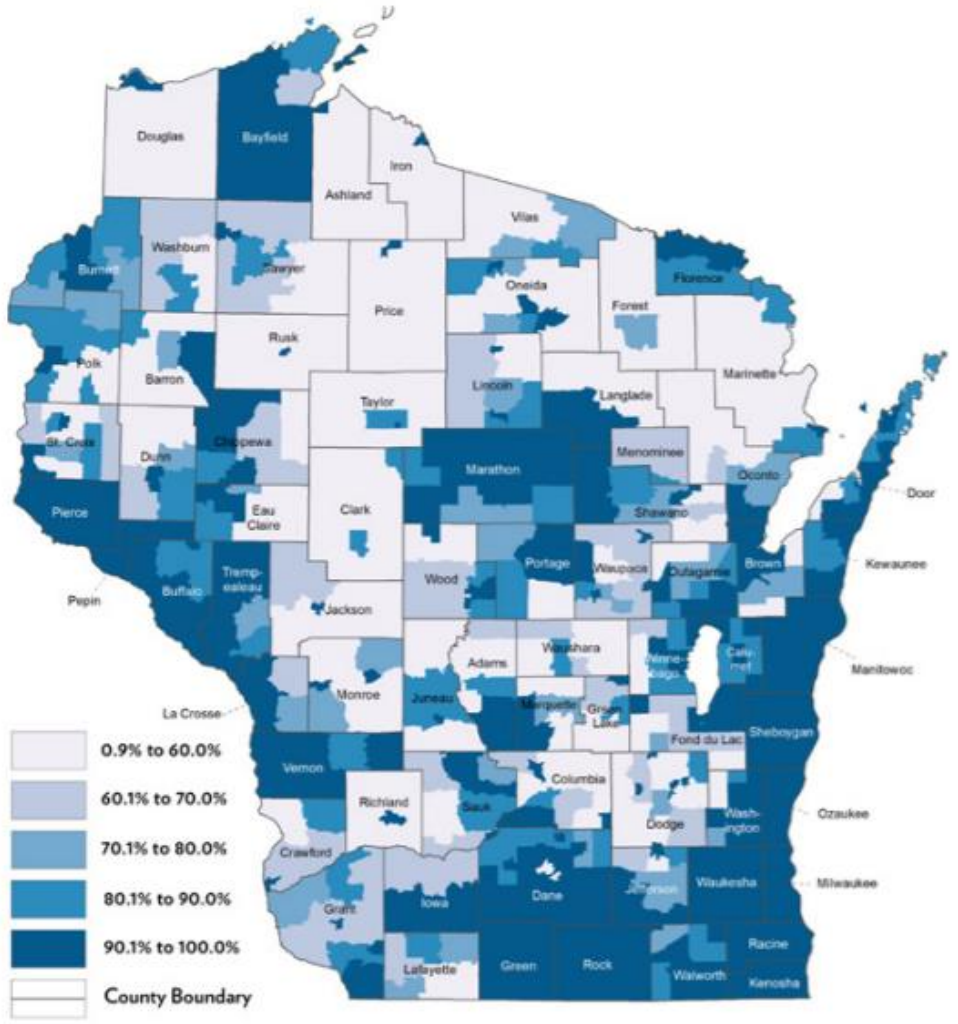
QUESTIONS?



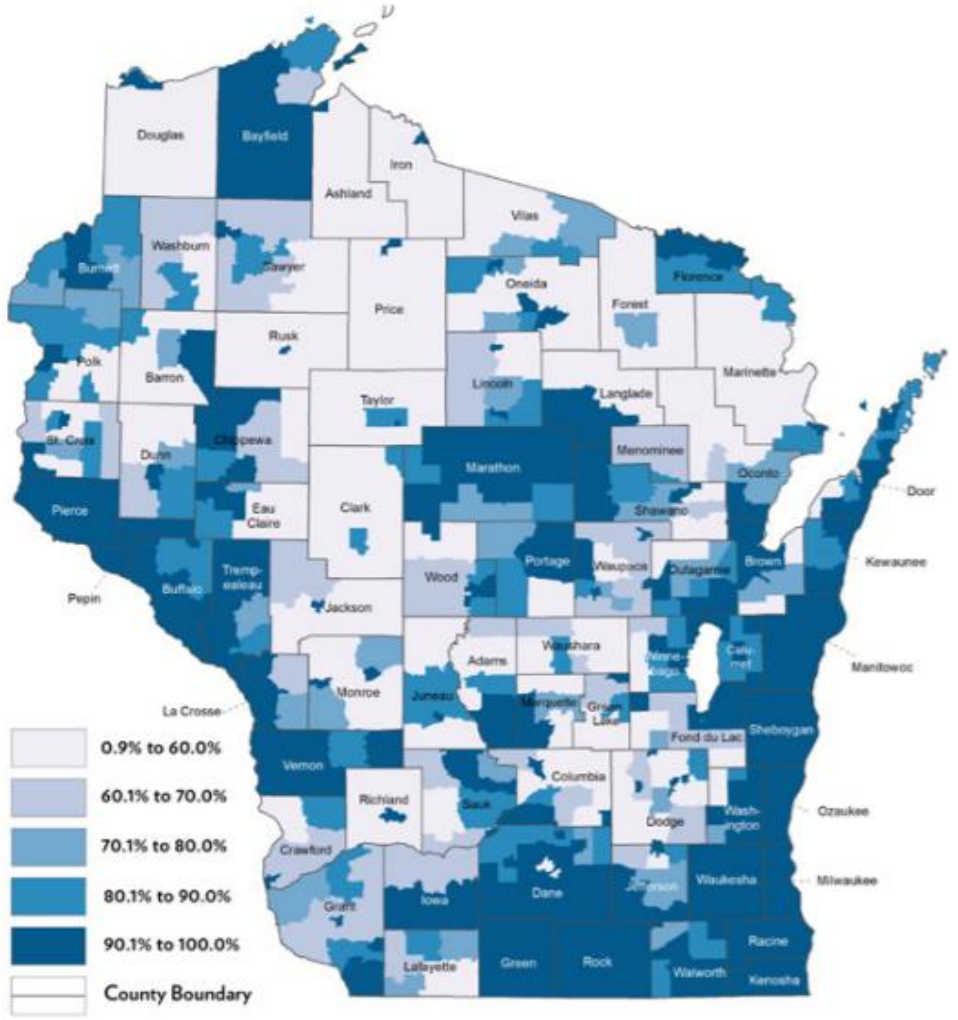
Engaging with Broadband as a University Center

Steven Deller & Matt Kures
EDA University Center
Division of Extension
University of Wisconsin-Madison

Prior to the pandemic, there was not agreement that this map was problematic.



After the Safer-at-Home orders on March 15, it has become universally understood that lack of broadband access has amplified the effects of the COVID-19 pandemic



CARES Act funding allowed our team to expand and dedicate more time and personnel and partnership to providing non-partisan, data-focused analysis of the issue

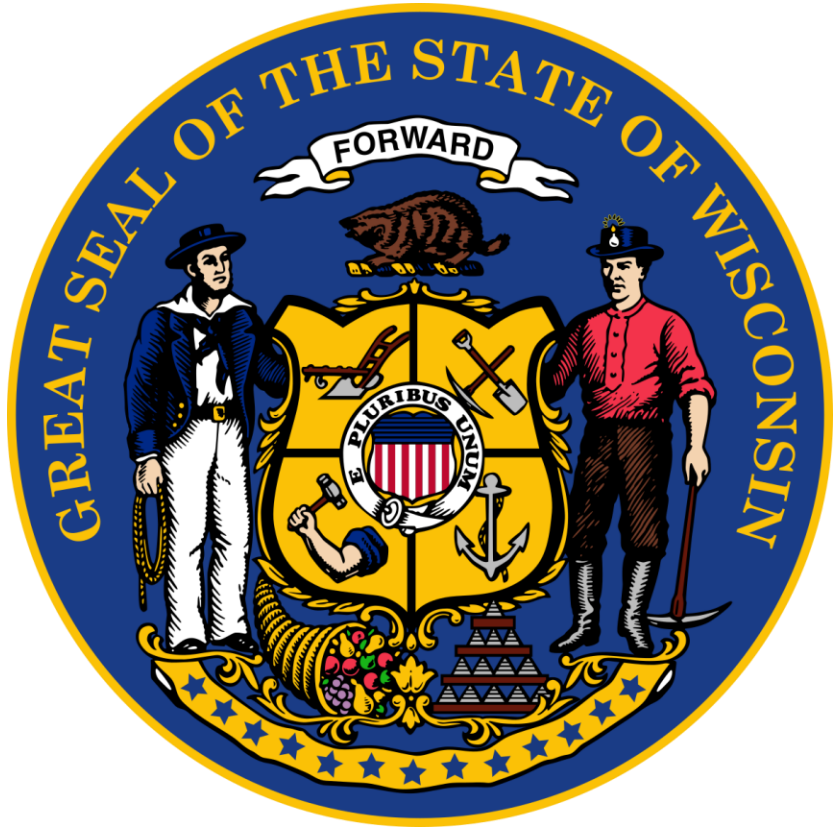
UN SITY PLAC

Our Engagement: Non-partisan, research and data-focused support to communities, economic development stakeholders and …

PSC of WISCONSIN

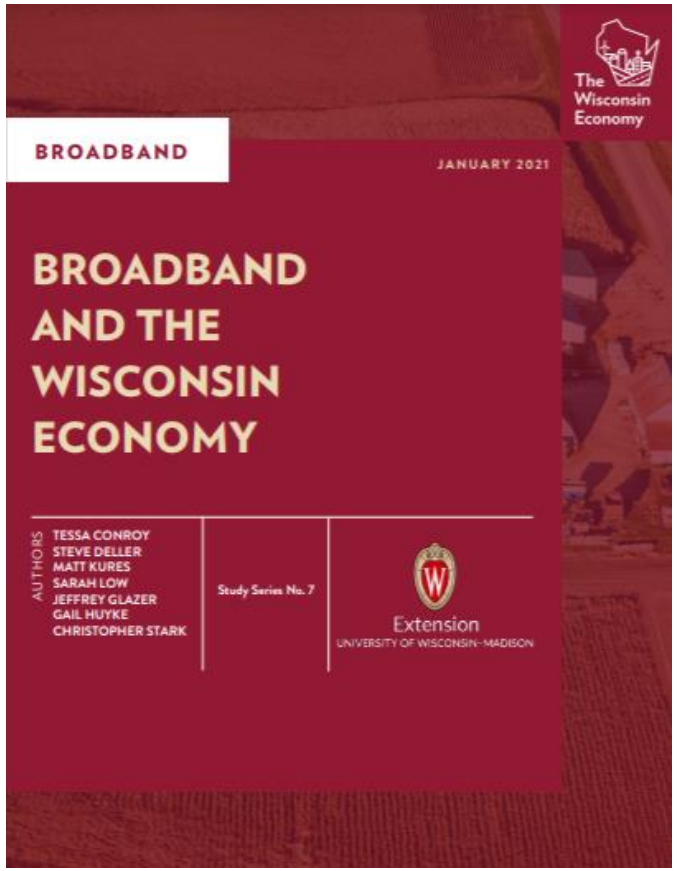
Wisconsin Economic Development Corporation

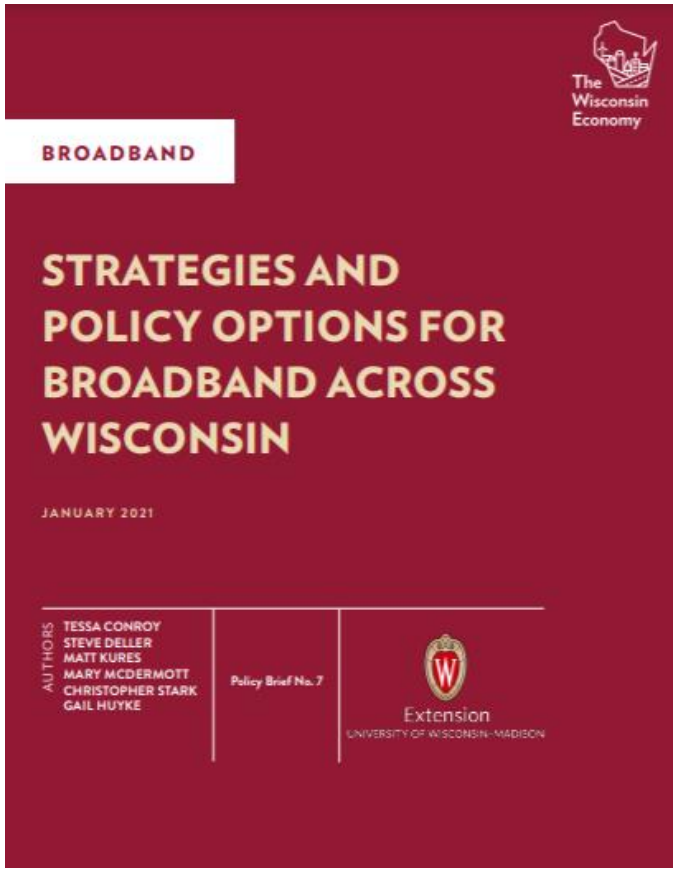
Office of Rural Prosperity

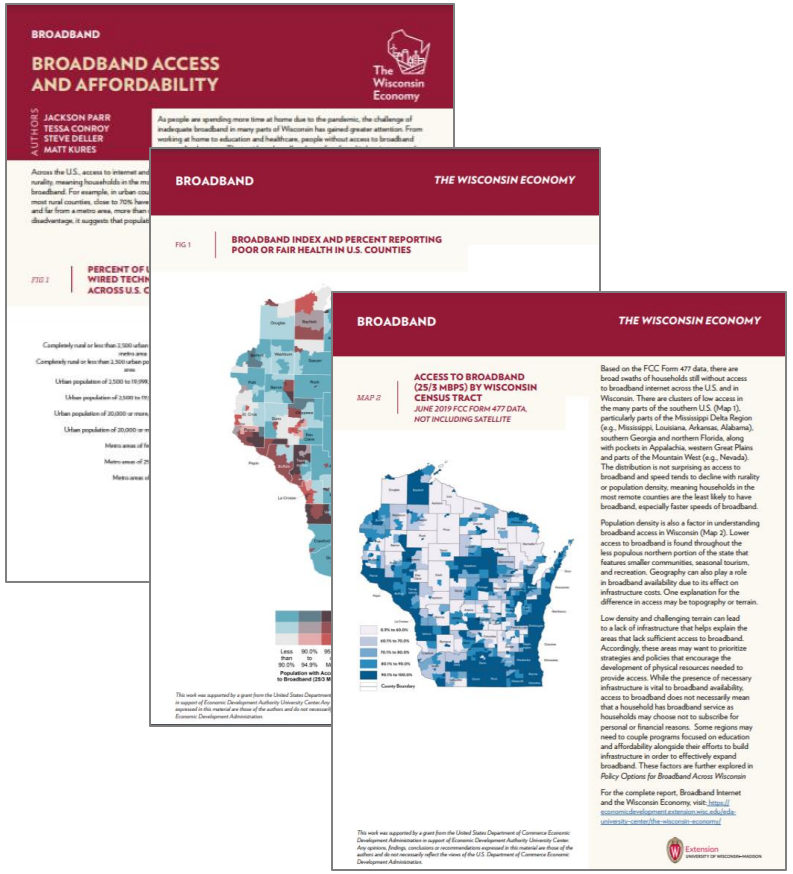


Governor's Task Force on Broadband

Broadband Report Suite Released January 2021







Leveraging our networks to promote the report

WISCONSIN STATE JOURNAL

TOPICAL ALERT FEATURED

DIGITAL DIVIDE | URBAN AND RURAL

Digital divide: Health, education, prosperity depend on high-speed internet

Chris Hubbuch | Wisconsin State Journal Jan 17, 2021 0

Tammy Harris packages pre-finished flooring at WD Flooring in Laona. Company president Peter Connor said lack of high-speed internet access has hindered the company's ability to grow.

BROOKS GEENEN

Market Extra

Opportunity in America starts with fixing the internet, says social investing pioneer

Published: Feb. 10, 2021 at 12:12 p.m. ET

By Joy Wiltermuth

Try achieving the America dream without a working internet connection

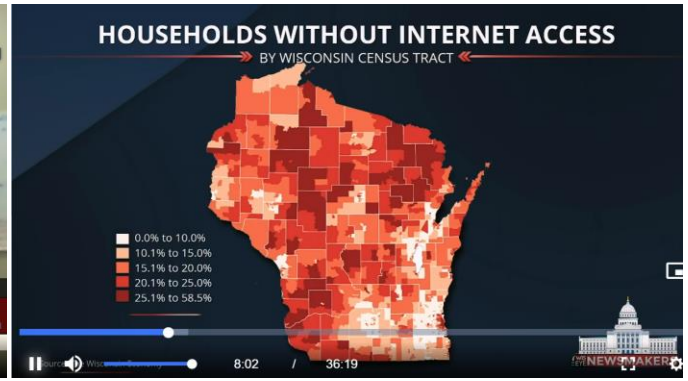
Streur pointed to a new study from the University of Wisconsin-Madison that shows how COVID-19 has made life in rural and low-income communities in Wisconsin, which ranks 38th for internet access out of all 50 states, even harder without broadband.

A team of university researchers led by Tessa Conroy found that even before the pandemic, those on the winning side of Wisconsin's "digital divide" often had higher home values, improved health outcomes, better entrepreneurship opportunities and higher educational outcomes than those living without fast internet.

"With the pandemic, these issues became all the more acute," said Conroy, an assistant professor focused on regional economic development, in an interview with MarketWatch. "I knew there was a rural-urban divide, but sometimes the income divide is even more stark."

WIS EYE NEWSMAKERS
Expanding Broadband's Reach in Wisconsin
January 20, 2021

Zoom Conference
Newsmakers: Broadband Report
Brittany Beyer
January 20, 2021
Chair - Governor's Task Force on Broadband Access
3:03 / 36:19


HOUSEHOLDS WITHOUT INTERNET ACCESS
BY WISCONSIN CENSUS TRACT
0.0% to 10.0%
10.1% to 15.0%
15.1% to 20.0%
20.1% to 25.0%
25.1% to 58.5%
8:02 / 36:19

Our Social Media Strategy … Post, Like, Post Again

Kristin Runge, PhD. @RungeKristin · 5h
Broadband … entrepreneurship support … social media marketing training … access to data … trade area analyses … econ dev. forums … and that's just the start of what our EDA University Center is doing w/ its CARES Act funding to help communities and businesses recover.

> **EDA** @US_EDA · 9h
> .@UWMadison EDA University Center received $299,740 in CARES Act funding to help communities and businesses recover from the economic impacts of #COVID19. Last month they released their "Broadband and the Wisconsin Economy" report. Read the full report: bit.ly/3izJzZl

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UW Madison-Division of Extension Center for Community Economic Development
Published by Jackson Parr · 11 February at 09:15 ·

"I knew there was a rural-urban divide, but sometimes the income divide is even more stark."

Tessa Conroy spoke to MarketWatch about creating opportunity through improving internet connectivity.

Read the full story here➡️
https://www.marketwatch.com/.../opportunity-in-america...

132 People reached | 4 Engagements | Boost Post

1 | 1 share

Like | Comment | Share

Comment as UW Madison-Division of Exte...

UW-Extension CED @uwexcced · Jan 25
Cost and access to broadband are significant issues to rural Wisconsin. Read more here: tinyurl.com/WIBroadband2020 #WIRuralEconomy

1 3

Steven Deller Retweeted

UWMadison Ag&AppEcon @UW_AAE · 9h
Kudos to @UW_AAE faculty @tessa_conroy and @StevenCDeller for their recent report on this critical issue to keep WI economies thriving

> **EDA** @US_EDA · 9h
> .@UWMadison EDA University Center received $299,740 in CARES Act funding to help communities and businesses recover from the economic impacts of #COVID19. Last month they released their "Broadband and the Wisconsin Economy" report. Read the full report: bit.ly/3izJzZl

2 4

UW-Extension CED @uwexcced · Feb 4
ICYMI Professor Chris Stark discusses our new EDA University Center report on Broadband & the Wisconsin Economy with @WPRmornings

Listen Here: Improving Broadband Access Around Wisconsin
wpr.org/listen/1753936...
@UWMadisonExt @US_EDA

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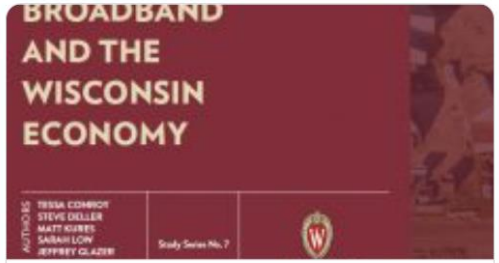
UW-Extension CED @uwexcced · Feb 4
Read the EDA University Center reports on Broadband & the Wisconsin Economy here:



Broadband Internet and the Wisconsin Economy
Access to broadband is an increasingly important issue for economic well-being, particularly in rural communities. Broadband is linked to ...
economicdevelopment.extension.wisc.edu

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