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](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
- 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/](http://www.eda.gov/oie/buildtoscale/).
EDAs Role in Broadband – Nancy Gilbert
EDA PROGRAM PORTFOLIO

- Economic Adjustment Assistance
- Public Works
- Planning and Local Technical Assistance
- Build to Scale
- Research and National Technical Assistance
- Trade Adjustment Assistance for Firms

- 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

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)
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

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<tr>
<th>Agency</th>
<th>Programs/Projects</th>
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| **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](http://www.eda.gov/edi) for more integration tools and resources.
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


➢ 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!

The University of Wisconsin-Madison EDA University Center team released its “Broadband and the Wisconsin Economy” report, which was funded through EDA grants. Read the full report: https://bit.ly/3izlZ1
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

The UW-Madison EDA University Center Team released its “Broadband and the Wisconsin Economy” report.

Click “See More” for the full report!

The UW-Madison EDA University Center team released the “Broadband & the Wisconsin Economy” report.

Economist @Tessa_Conroy was the report’s lead author.
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/USED/A/bulletins/2c2d3a2

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

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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.
Our Engagement: Non-partisan, research and data-focused support to communities, economic development stakeholders and ...
Broadband Report Suite Released January 2021
Leveraging our networks to promote the report
Digital divide: Health, education, prosperity depend on high-speed internet

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

BROOK GEBENNI
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 Jay Wittersmith

Try achieving the America dream without a working internet connection

Strayer 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.”
Expanding Broadband's Reach in Wisconsin

January 20, 2021
Our Social Media Strategy ... Post, Like, Post Again