



**Iowa STEM Advisory Council Broadband Committee
 “2 minute Update” Update
 Friday, September 12, 2014**

Background:

September 9, 2013, Governor Branstad charged the STEM Advisory Broadband Committee to move forward the Connect Every Iowan initiative <https://broadband.iowa.gov/>

- Develop legislative recommendations to encourage broadband build-out throughout Iowa, particularly in unserved or underserved areas.
- Develop a long-term strategic plan for broadband by January 1, 2015
- Identify and pursue any possible federal funding opportunities or public private partnerships.

Develop legislative recommendations to encourage broadband build-out throughout Iowa, particularly in unserved or underserved areas.

Submitted December 1, 2013

https://broadband.iowa.gov/sites/files/connect_iowa/documents/Iowa%20STEM%20Broadband%20Committee%20Recommendations%20Report.pdf

Develop a long-term strategic plan for broadband by January 1, 2015

Emerging Themes and Actions:

Broadband Internet Access

- Three parts: Fiber Network, “Middle Mile” “Last Mile
- Fiber to the Home vs. WiFi

President Obama announces ConnectED initiative

- <http://www.whitehouse.gov/the-press-office/2013/06/06/president-obama-unveils-connected-initiative-bring-america-s-students-di>
- http://www.whitehouse.gov/sites/default/files/docs/connected_fact_sheet.pdf

Working with CONNECT IOWA <http://www.connectiowa.org/> identified areas of growth:

- **Access:** many areas of Iowa not covered.
- **Adoption:** “Connect Communities”
- **Usage:** Iowans to go beyond “Facebook” to develop 21st century tech skills.
- http://www.connectiowa.org/sites/default/files/connected-nation/Iowa/files/ia_2013_residential_survey.pdf

2014 Connect Iowa Broadband Summit

- June 16, 2014 FFA Enrichment Center, DMACC Ankeny, Iowa

Connect Every Acre

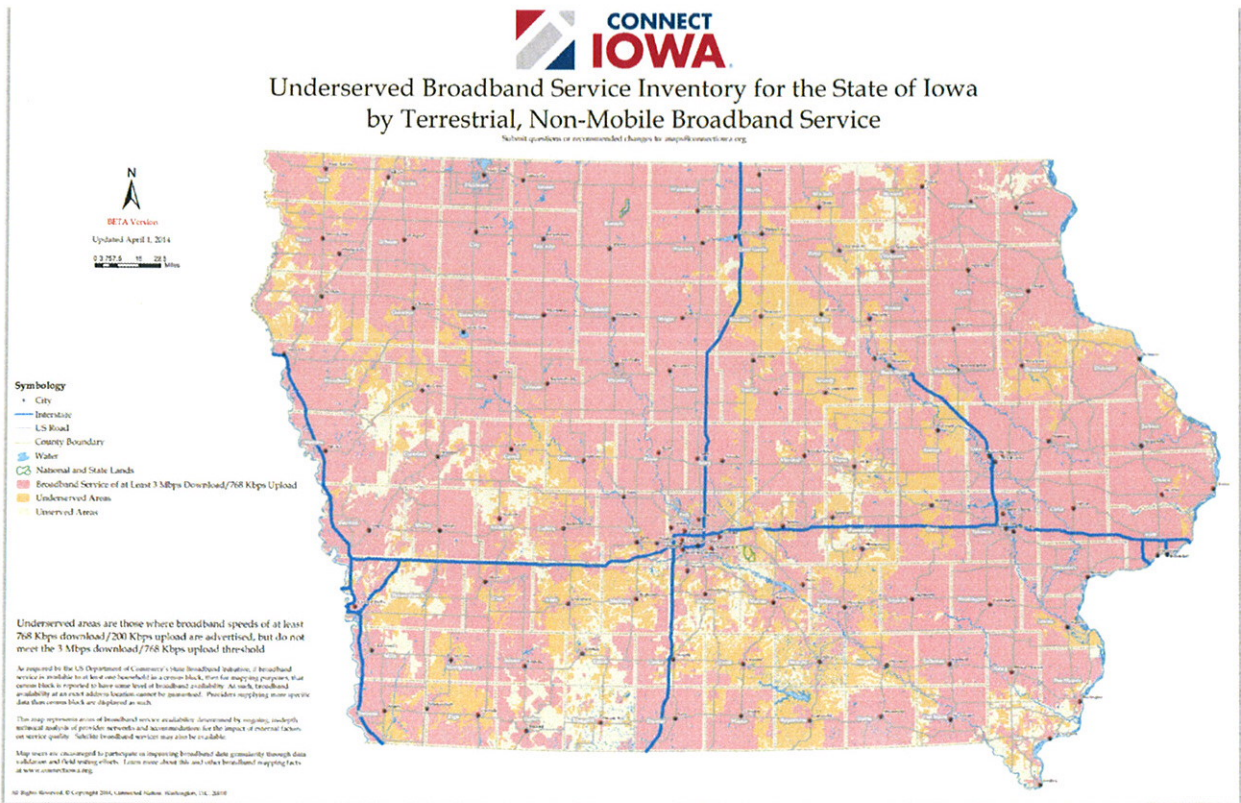
- <http://branstadreynolds.com/connecteveryacre/>

Iowa STEM Advisory Council Broadband Committee next meeting

- Friday, September 26, 2015 10:00to 12:00 am.

Economic/Business growth:

- Musco Lights Oskaloosa, Iowa
- John Deere: Farm Forward <https://www.youtube.com/watch?v=jEh5-zZ9jUg>



Identify and pursue any possible federal funding opportunities or public private partnerships

Ongoing exploration:

- Iowa Communication Network
- President Obama Calls on FCC to leverage E-Rate program to have 99 percent of students connected within 5 years
- Partnership of Manson Northwest Webster Community School District and Webster Calhoun Cooperative Telephone Association Expand Classroom Technology
<http://www.prweb.com/releases/WCCTAandMNW/09/prweb12143264.htm>

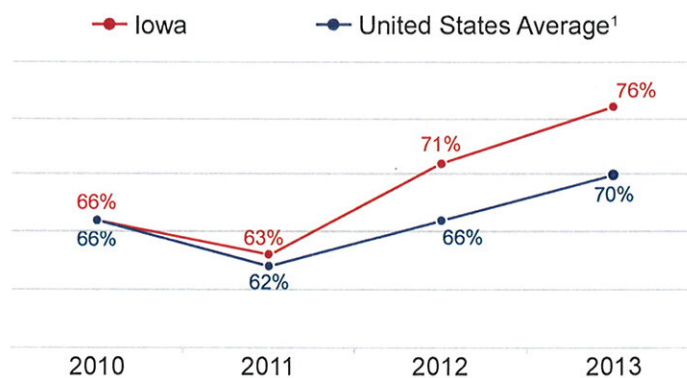
Additional Updates and Information will follow.



Results from Connect Iowa's 2013 Residential Technology Assessment

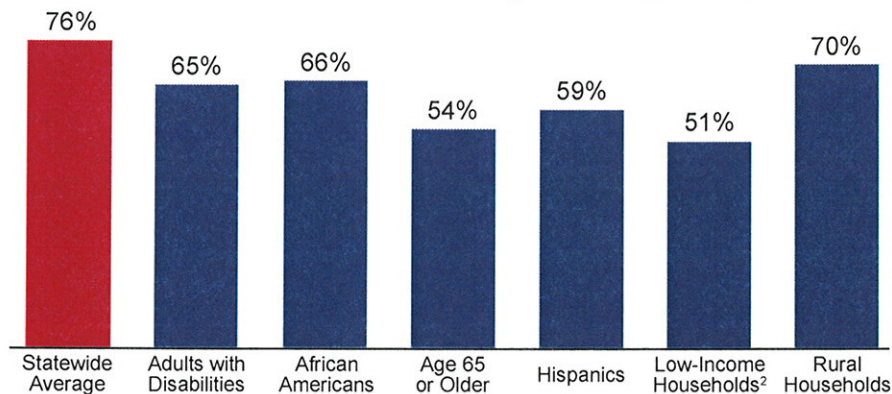
According to Connect Iowa's 2013 Residential Technology Assessment, 76% of households in the state subscribe to home broadband service, up from 66% in 2010.

Trends in Home Broadband Adoption



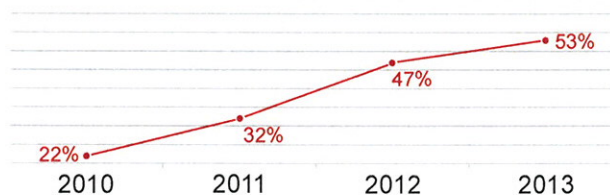
Home broadband adoption across the state varies across economic and demographic lines.

2013 Home Broadband Adoption Rates in Iowa



Mobile broadband usage has also grown in Iowa. More than one-half of Iowa adults (53%) use mobile broadband service, up from 22% in 2010 when Connect Iowa began measuring this trend.

Trends in Mobile Broadband Use in Iowa

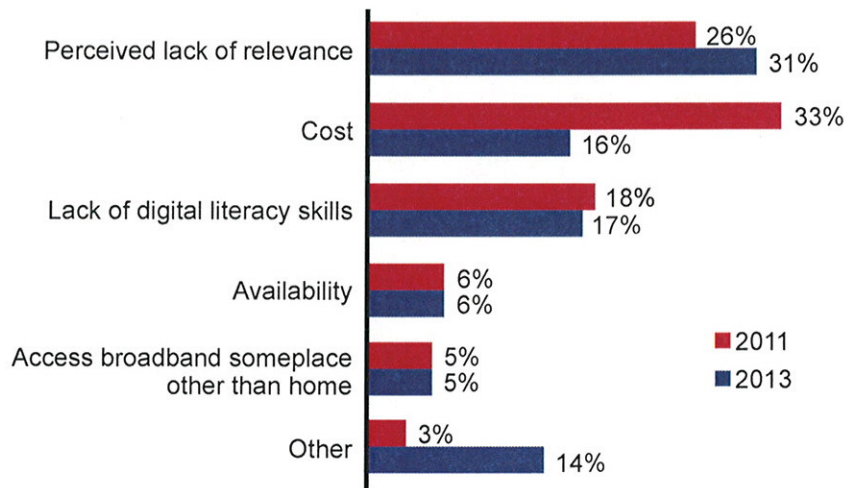




Despite these upward trends, there is still much work to be done in Iowa.

Statewide, more than 293,000 households still do not subscribe to home broadband service. For many of these households, the main barrier to home broadband adoption is the belief that broadband is not relevant or beneficial to them.

Main Barriers to Broadband Adoption in Iowa (Among Those Who Do Not Subscribe)



In addition, Iowa's schools, businesses, and families will benefit from increasing broadband adoption and usage:

- More than 113,000 school-age children in Iowa still do not have broadband access at home.
- Nearly 650,000 working-age adults in Iowa would need assistance with tasks that are often required by employers, such as creating a spreadsheet, going online from a mobile device, using a word processor, or sending an e-mail.
- Two out of three non-adopters in Iowa say that it would be easier for them to shop, seek out healthcare information, or interact with government offices if they had Internet access at home.

Connect Iowa collected this information through random digit dial telephone surveys of 1,229 adult heads of households across the state. To ensure that the sample was representative of the state's adult population, quotas were set by age, gender, and county of residence (rural or non-rural), and the results were weighted to coincide with United States Census population figures. This survey was conducted as part of the State Broadband Initiative (SBI) grant program, funded by the National Telecommunications and Information Administration (NTIA). The SBI grant program was created by the Broadband Data Improvement Act (BDIA), unanimously passed by Congress in 2008 and funded by the American Recovery and Reinvestment Act (ARRA) in 2009.

You can read more about these surveys, as well as Connect Iowa's efforts to increase broadband access, adoption, and usage across the state, by visiting our website at www.connectiowa.org. You can also connect with us on Facebook or Twitter.

1. National broadband adoption rates reported from the Pew Internet Project
2. "Low-income" households are those reporting annual household incomes below \$25,000