# 2

WORK PLAN

OVERVIEW

Developed at the beginning of the semester, the Work Plan provides a detailed overview of the team's intended plan for preparing deliverables for client overview. The plan chronicles everything the team planned to do, from our deliverables to the final presentation poster.

PURPOSE

The Work Plan is important to highlight since it details the team's plan of action throughout the semester. Its intended purpose was as a support deliverable to hold the team accountable for presenting deliverables in a timely fashion.
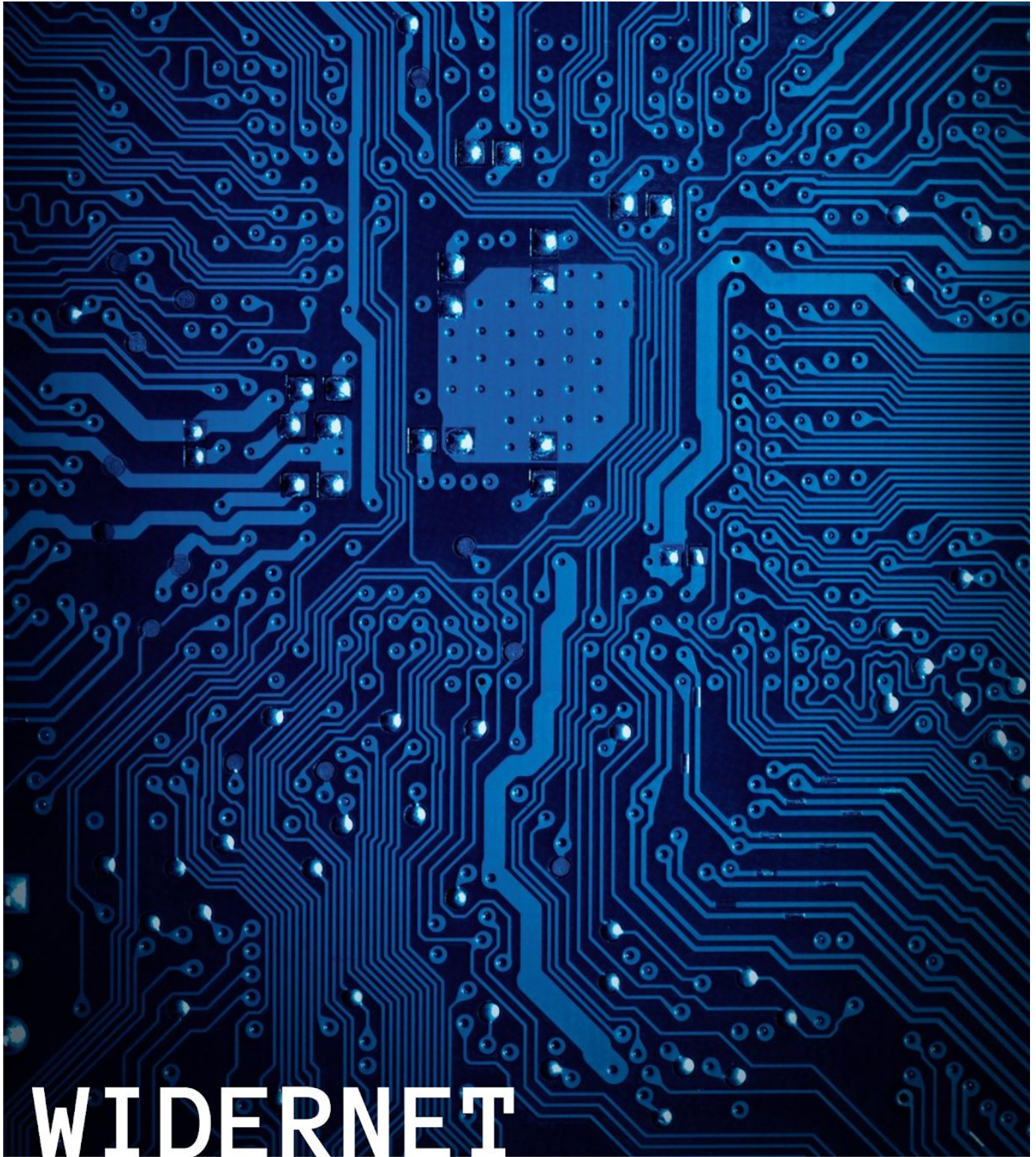
WIDERNET

Public Policy Capstone Work Plan | Fall 2019

Calissa Andersen, Erika Roberson, Joel Gillison, Laura Selby, Susannah Horton

widernet

UNC | COLLEGE OF ARTS AND SCIENCES | Public Policy

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Problem Statement

WiderNet is a nonprofit organization, based in Chapel Hill, North Carolina. WiderNet was originally established in 2000 by Professor Cliff Missen and Dr. Michael McNulty. As a Fulbright scholar, Prof. Missen studied in Nigeria at the University of Jos. There, he experienced first-hand the impact lacking internet access has on education and communication within those communities. Upon returning from Nigeria, Missen and McNulty founded WiderNet at the University of Iowa. After twelve years, WiderNet relocated to the University of North Carolina at Chapel Hill due to a lack of funding and capacity. The University of North Carolina at Chapel Hill School of Information and Library Science provided support, funding, and extensive resources to the growing WiderNet (Citizen Press 2). For fourteen years, WiderNet has serviced more than five million people across the globe.

WiderNet's primary mission is to further digital education and communication in North Carolina and the world. Through a combination of training courses, educational materials and resources, and hands-on coaching, WiderNet seeks to improve internet access in areas where it is minimal or nonexistent. Through specific programs and initiatives like the eGranary Digital Library and WiderNet's Offline Education platform, WiderNet provides life skills, tutorials, and digital resources to communities in need. The latter program allows communities with minimal internet access to utilize an offline web-like interface to view resources from Wikipedia, TED, and other educational content creators. As a member of the Digital Durham collective, WiderNet is also dedicated to increasing internet connectivity in Durham County, North Carolina and rural or poor counties across the state.

WiderNet asked us to join their mission to increase internet connectivity in these rural or poor areas of North Carolina. Currently, WiderNet does not have a comprehensive assessment of regional internet access in North Carolina and the corresponding impact. The current documentation outlying North Carolina's history of broadband progress and how it compares with other states is found in the North Carolina Department of Information Technology records. WiderNet has requested more in-depth information. In addition to this information, WiderNet has requested an assessment of the steps needed to promote awareness among stakeholders concerning the issue of rural broadband access in North Carolina. WiderNet requests a comprehensive plan to provide thorough information and education on this issue. Lastly, WiderNet needs help determining the impact WiderNet's Offline Education Platform might have in supporting current and new education programs about internet access. The goal would be to better understand a rather unexplored policy problem, rural and poor internet access in North Carolina, and to determine the next steps for bringing awareness to this issue and the role WiderNet's platform plays in this process.

Work Order Overview

Key Dates:

- ★ September 30th, Directory Due
- ★ October 15th, Infographic Due
- ★ October 30th, White Paper Due
- ★ November 6th, Poster Drafted
- ★ November 11th, Poster Due
- ★ November 18th, Final Portfolio Due
- ★ November 20th, Poster Presentation

Project Goals:

Goal: Identify Relevant Organizations on National, Regional, State, and Local Levels

Purpose: This goal addresses WiderNet's issue with bringing awareness to stakeholders by identifying organizations working on digital education and communication.

Due: September 30th

1. Reach out to WiderNet for list of resources and current partnering organizations (Erika)
2. Reach out to WiderNet partners to identify further connections (Erika)
3. Systematically search national, regional, state, and local databases for other organizations as needed (All team members)
4. Compile organizations into Excel sheet within designated categories with names, websites, and contacts (All team members)
5. Verify and finalize Directory of Organizations and Stakeholders (Laura and Sue)

Goal: Understand the Resources, Stakeholders, and Key Policies Involved with Internet Access in Rural and Poor Communities in North Carolina

Purpose: This goal provides a deeper understanding of the current state of North Carolina's internet access in North Carolina to WiderNet and their partners so they know where to effectively aim their efforts.

Due: October 2nd

1. Meet with librarian (9/11/19) to discuss key sources for research (Erika and Calissa)

2. Create a research document to compile the information into different sections (Resources, Stakeholders, and Key Policies) (Calissa)
3. Utilize library resources and current partner connections to identify important information (All team members)
4. Analyze the resources for key information, specifically focusing on Internet access in rural and poor communities in North Carolina (All team members)
5. Determine the stakeholders involved with Internet access in rural and poor communities in North Carolina (All team members)
6. Evaluate how stakeholders focusing on internet access have contributed to key policies in other states (i.e. case studies) (All team members)
7. Compile all information into a cohesive report (Laura and Sue)

Goal: Create Research-Based Resources to Provide Information About the Problem

Purpose: This goal encompasses information gathered until this point and begins sorting them into the final deliverables requested by the client.

Due: October 15th

1. Compile previously acquired data and research into resource documents (All team members, Calissa will lead)
2. Story-board infographic design (All team members)
3. Draft messaging and script for infographic (All team members)
4. Decide color scheme, font, format, etc. (All team members, Sue will lead)
5. Proofread and peer review documents (All team members, Laura will lead)
6. Ensure consistent color schemes, fonts, and formats throughout the infographic (S.)
7. Finalize documents and infographics (Laura and Sue)

Goal: Evaluate the Current State of Awareness of the Problem and Assess Next Steps for Raising Awareness

Purpose: This goal provides the team (and then client) with context to current efforts on a local, state, and national level of policies and actions currently being taken to solve internet connectivity issues. This information allows the client to support or create initiatives based on successful ones already in action.

Due: October 20th

1. Use research to evaluate the current state of the problem (All team members)

2. Provide an analysis of the effects of policies and organizational efforts to alleviate the problem (All team members, Joel will lead)
3. Assess awareness of the issue at the local, state, and national levels (All team members)
4. Analyze and compare organizational efforts in states with high awareness (All team members)
5. Analyze next steps to raise awareness about the problem (All team members)

Goal: Provide Analysis of WiderNet's Offline Education Platform and its Impact on Addressing the Problem

Purpose: This goal provides the client with a better understanding of their current effort's impact on addressing their target problem of increasing internet connectivity.

Due: October 25th

- Step: Perform a thorough analysis of OEP (All team members, Joel will lead)
- Step: Create a policy analysis of the OEP program (All team members)

Goal: Create and Finalize an Encyclopedic Report on the Problem

Purpose: This goal allows the team to combine all information from previous steps in preparation for client reception.

Due: October 30th

- Step: Combine information from previous steps into a logical report (All team members, Calissa will lead)
- Step: Edit report for formatting and language (Laura and Sue)
- Step: Finalize white paper for distribution and give to WiderNet (All team members)

Deliverables:

1. Directory of Relevant Organizations
    a. The directory provided to WiderNet will include a comprehensive list of organizations focused on digital education, communication, and or access on the local, regional, state, or national level. This deliverable will provide

WiderNet and their partners access to a larger network. The document will also provide insight into organizations working alone, together, or in particular geographic regions that may be of interest to WiderNet. The directory will include organization names, locations, missions, and contact information. This deliverable will be turned into our capstone advisor by September 30th.

2. Infographic
    a. We will create an infographic for WiderNet to utilize in any capacity as a research or information tool. The details, as well as the artistic format, of the infographic are not yet determined. The infographic can be used in conjunction with the white paper or on its own to provide stakeholders and information-seekers with a quick overview of key information. This deliverable will be turned into our capstone advisor by October 15th.
3. White Paper
    a. The white paper will be our final deliverable for this project. It will be a well-researched, encyclopedic-like document made with the intention of providing WiderNet with as much information about internet connection in rural or underserved areas of North Carolina as possible. This deliverable can be used by WiderNet to inform stakeholders, partners, and decision-makers on the current state of internet connectivity in North Carolina. This deliverable will be turned into our capstone advisor by November 11th.

Drafts of all intermediate deliverables will be turned into the team's capstone advisor at least one week before being finalized and sent to the client at WiderNet.

Final Portfolio:

The final portfolio of the semester will be a thorough summary of all deliverables the group has completed heretofore. It will include revised versions of all deliverables and citations of all research collected. It will be turned into our capstone advisor by November 18th.

Final Presentation:

When the semester is over, the group will attend the Experimental Education Showcase on November 20th. For this, the group will present a poster that will visually portray the team's goals, challenges, findings, and policy recommendations. The poster will be worked on by all team members.

Appendix:

Task	9/8	9/15	9/22	9/29	10/6	10/13	10/20	10/27	11/3	11/10	11/17	11/24	12/1
Identify Relevant Organizations on National, Regional, State, and Local Levels													
Reach out to WiderNet for list of resources and current partnering organizations													
Reach out to WiderNet partners to identify further connections													
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Verify and Finalize Directory of Organizations and Stakeholders													
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Evaluate how stakeholders focusing on internet access have contributed to key policies in other states (i.e. case studies)													
Compile all information into a cohesive report													
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Create a policy analysis of the OEP program													
Create and Finalize an Encyclopedic Report on the Problem													
Combine information from previous steps into a logical report													
Edit report for formatting and language													
Finalize Whitepaper for distribution and give to WiderNet													