

Summary

Attendees:

Name	Title	Representing
Tim Rocco	Director of Information Technology	Novato Unified School District
Sarah Ashton	Chief Technology Officer	San Rafael City Schools
Dane Lancaster	Sr. Director Information Services	MCOE
Abbie Ridenour	Research Fellow – Digital Divide	Marin Promise Partnership
Sachi De Cou	Design Technology Lead	Marin Academy
Sadika Sulaiman Hara	VP – Student Services	College of Marin
Ross Millerick	Trustee & Digital Marin Liaison	Novato Unified School District
Ann Mathieson	Executive Director	Marin Promise Partnership
Liza Massey	Chief Informational Officer	County of Marin
Jeff Daniel	Project Manager	Digital Marin Project
Nina Bell	Project Administrator	Digital Marin Project
Aidan Vermeulan	Project Intern	Digital Marin Project

Location:

MS Teams Virtual Meeting

Agenda:

1. Introductions and overview of Digital Marin
2. General outreach strategy feedback
3. Outreach brainstorming

Notes:

1. Introductions and Overview
 - a. See Digital Marin Orientation Deck below
 - b. As students head back to the classroom this Spring will the digital/wi-fi capacity demands be significantly increased after a year of having learned on-line?
 - c. We will be building the case for having State and Federal funds land in Marin County.
 - d. This Work Group will be guiding Digital Marin in asking the right people, the right questions, to get an accurate picture of the digital needs of education in Marin.
2. General outreach strategy feedback
 - a. See Slide 14 below on potential outreach categories

- b. Do we want to highlight two categories – Students at home and Students at school? The list then becomes a stakeholder list that we engage on these two issues. Survey for the at-home experience vs at-school. Identify the broadband needs and tools needed to be successful.
 - c. We need a concerted effort to reach the disabled/special needs communities, underserved communities, and families economically impacted by COVID.
 - d. Add a work group for Community Organizations supporting education, and the overlap with libraries.
 - e. Libraries be treated as a stand-alone focus group but we will have a ‘dual lens’ approach where we specifically get their input on the education issues.
 - f. Day care centers and 54 Learning Hubs would be a great source for information on Student/Parent activity and needs.
3. Outreach brainstorming
- a. MCOE is a big part, but they don’t support everyone (i.e. Dominican)
 - b. Interested in the MCOE and District plans for increasing bandwidth
 - c. What existing cooperative relationships can we build on?
 - d. Ask who in the family has the greatest issue and what specific problems do they have.
 - e. On not hearing communications from school districts – add asking Why?
 - f. Does anyone collect information on what wi-fi access your students have? Did the school district ever ask the question and track the answers? (not to anyone’s knowledge)
 - g. Do we have demographics on what languages we need to reach people? (so far Spanish, and Vietnamese on the Residents survey. What others do we think are needed?)
 - h. Question for Parents/Students: Do you access a learning hub? Do you have access in the home?
 - i. We will put the Outreach google doc link and give us an opportunity to add more
 - j. Parent/Guardian questionnaire that would be different than questions for educators.
 - k. What standing groups regularly that we could use as Focus Groups? (Principles, Superintendents, IT Directors, PTAs, etc).
 - l. How will these questions be delivered? How best to reach Parents/Students/Educators is an open question. We’ll add a column for a recommendation like survey, focus group, etc. in the google doc.
 - m. We want outreach done April at the latest

Recording

This meeting was recorded and can be viewed on the Digital Marin YouTube Channel at <https://youtu.be/Mv9jD7Qf2zQ>

Initial draft of Outreach Plan

Questions for Digital Marin Meeting 2/17/21

Education Committee

Strategic Areas: Infrastructure, Data Sharing, Services

Surveys Groups

- Parent/Guardians
 - Tk-12 teachers
 - Tk-12 admin
 - Higher Ed Admin
-

1. Central Administration

- a. Inquiry style
- b. What are the greatest challenges related to families and the internet?

2. K-8 Administration

- . How many of your students lack access to broadband at home?

 - a. How many of your parents are receiving little to no communication from school?
District?
 - b. Do you have parents that are struggling with supporting their student by accessing Google Classroom, Aeries, etc?

3. High School Administration

- . How many of your students lack access to broadband at home?

 - a. How many of your parents are receiving little to no communication from school?
District?
 - b. Do you have parents that are struggling with supporting their students by accessing Google Classroom, Aeries, etc?

4. Higher Education Administration**5. K-12 Teachers**

- . How many of your students lack access to broadband at home?
- a. How many of your parents are receiving little to no communication from school?
District?
- b. Do you have parents that are struggling with supporting their students by accessing
Google Classroom, Aeries, etc?

6. Higher Education Teachers**7. k-12 Students**

- . What is the greatest challenge for you with the internet now and before the pandemic?
- a. What platforms do you currently use, how are your needs and your parents needs being
met?

8. Higher Education Students


- . Do you take public transportation to get to school?
- a. How many days of the week do you go to the campus?
- b. What Learning Management System do you use for class work?

[Slide Deck](#)

Slide 1



Slide 2



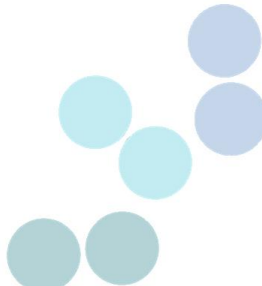
Agenda

- I. Introductions
- II. Overview of Digital Marin
 - i. Purpose
 - ii. Needs Assessment
- III. Outreach Approach & Questions
- IV. Next Steps


Slide 3

Quick Introductions

- I. Name
- II. Current title(s)
- III. Organization or affiliations



Slide 4



Purpose

Digital Marin is a project to develop a digital infrastructure* strategic plan.

To better understand the digital needs and vision of our residents, communities, schools, public agencies, and business sectors to develop a shared roadmap and vision.

* Digital infrastructure is the data, software apps, and physical infrastructure working together to provide access, information, and online services to stakeholders.

Slide 5



Urgent Community Needs



- COVID-19 exacerbated and highlighted deficiencies
- Sizable populations of youth can't get on-line for school






- Elderly and others need access for video healthcare
- Fires and other disasters highlight need for redundancy of networks



- Funding opportunities exist for digital equity and community broadband
- And more!

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 **Strategic Plan Goals**

-  Everyone has access to **high-speed internet** and knows how to use it
-  Public service & non-governmental agencies share data, where appropriate, to **better serve people**
-  More **efficient, customer-oriented** service delivery
- Marin has a **resilient information network** that can survive a disaster

Slide 7

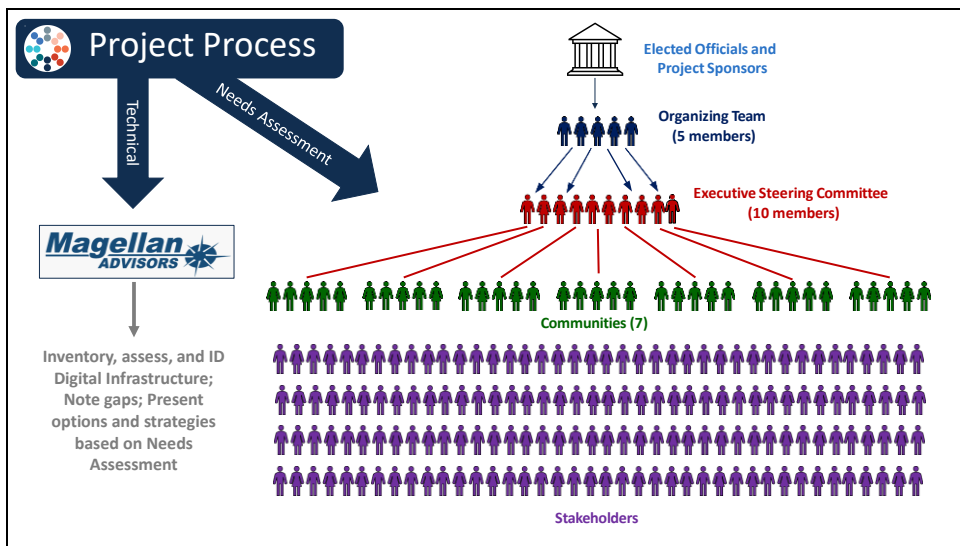
 **Strategic Plan Areas**

-  **Infrastructure**
Is shared, equitable, resilient, and cost effective
-  **Data Sharing**
Is secure, private, appropriate, and comprehensive
-  **Services**
Are easy to use, online, and accessible to all

Slide 8



Slide 9



Slide 10



Slide 11



Slide 12



Outreach Process

Magellan Advisors' suggestions

1. What are your needs? Are they being met?
2. What changes in these needs do you foresee?
3. How would enhanced broadband benefit your org?
4. What new programs would enhanced broadband support?
5. Are you using wireless technology? If so, how?
6. What should we do to increase digital literacy?

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Outreach Process

Questions GEM & Planning/PW/Transportation

1. Are there goals that internet access and connectivity issues prevent your communities from achieving today?
2. What are your plans for technology initiatives (organizational and community), if any?
3. What opportunities do you see for cooperation, partnerships, or shared services?
4. Where has there been movement on an initiative, but the effort stalled?
5. What is the most innovative or inspiring technology initiative you've seen in your sector?


Slide 14

 Outreach Process		
Group	Type	Notes
Central Administration		
K-8 Administration		
High School Administration		
Higher Education Administration		
Preschools		
K-12 Teachers		
Higher Education Teachers		
K-12 Students		
Higher Education Students		
Tech teams		
Facilities personnel		
Parents		

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Slide 16



Next Steps

- Based on type of outreach
 - Develop surveys
 - Determine focus group questions
 - Assemble list of contacts
- Review drafts
- Reach out to contacts
- Conduct outreach

Slide 17



Thank You

Your help and service to our community are greatly appreciated!

GoDigitalMarin.org
[@GoDigitalMarin](https://twitter.com/GoDigitalMarin)

Slide 18



Outreach Process

1. Central Administration
2. K-8 Administration
3. High School Administration
4. Higher Education Administration
5. K-12 Teachers
6. Higher Education Teachers
7. K-12 Students
8. Higher Education Students