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THE FUTURE OF COMMUNITY INFORMATION

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GETTING STARTED NOTES

DEAF / VISION IMPAIRED COMMUNITY

Opportunities: Empowered advocates, parents
CR American Sign Language courses

Challenges: Limited connection with others
Lack of opportunity to sign with others who sign
Businesses / community does not recognize needs
Access to high quality medical care and support, especially in rural areas

	SUPPLY	SKILLS	INFRASTRUCTURE
STRENGTHS	#1 alternative language	Social media provides opportunity for online communication JAWS software Non-hard of hearing students learning sign language	Monthly face to face meeting to promote connection
WEAKNESSES	Software / assistive technology is expensive Loss of high quality support structures and advocacy (DCARA) Lack of advocacy in rural areas	Older population learned ASL; younger population learning Exact English Behind in learning community news Ability to clearly communicate needs	No opportunity for guided community interaction Lack of appropriate IEP support / access to assistive technology and educational support No kiosks in community to provide general information

GOVERNMENT AND EDUCATIONAL INSTITUTIONS

Opportunities: How to meet the needs of a diverse population & different demographics
 Networking among districts
 Networking with agency and local government entities

Challenges: People don't care about information access until it affects them
 When information is "bad news" people assume that channels are inadequate

	SUPPLY	SKILLS	INFRASTRUCTURE
STRENGTHS	Social media, print media, phone messages Agency and school websites Snail mail and the "Blue Jean Express"	Teaching technology skills Using classroom equipment	
WEAKNESSES	Access People read what they want to hear Lack of tech support Overload of information / hard to filter	Literacy – access to material Lack of research skills	

NORTHERN HUMBOLDT MEDIA

Opportunities: Provide info that helps us make decisions that benefit our community

Challenges: Disenfranchised, no investment = lack of engagement and more crime
 Create quality information that individuals & businesses can relate to
 Funding: Grants, business support

	SUPPLY	SKILLS	INFRASTRUCTURE
STRENGTHS		Teaching technology skills Using classroom equipment	A lot of government meeting coverage Many media outlets
WEAKNESSES	Lack of clarity from government institutions	Learning how to access	Lack of clarity

USERS WITH LIMITED ACCESS (low income, rural, etc.)

Opportunities: Access Humboldt / other agencies (but access limited by geography, income)

Challenges: Access to Internet – high cost and low availability
 Literacy and computer skills
 People who speak a second language or are learning English
 Perception of limited access creates an imbalance of sources

	SUPPLY	SKILLS	INFRASTRUCTURE
STRENGTHS	Radio	Apprenticing young people for employment in TV/radio/web/print media	Local / public radio Rural community anchor organizations
WEAKNESSES	Satellite and fiber connections Limited local TV Reduction of print media High cost of Internet	Lack of options for people with different learning styles Limited market to train Need more skill training for disenfranchised communities	Rural community anchors may be resistant to connect to the county hub Lack of distance education No map of rural broadband hubs

POLICY MAKERS

Opportunities: Getting maximum involvement in the information gathering process
 Getting all the information needed to make decisions

Challenges: Filtering through a large volume of information
 Networking – knowing who can provide the right information
 Decisions based on inaccurate info could affect a non-representative group
 Resources misdirected based on inaccurate info

	SUPPLY	SKILLS	INFRASTRUCTURE
STRENGTHS	Internet Local media sources Networks Involved community	Computer literacy, especially among young people Technology curriculum	Local media outlets
WEAKNESSES	Isolation Accessibility	Acquiring tools to keep up with changing digital landscape	Financial concerns Sustainable business models for media outlets

MOVING FORWARD NOTES

OUR VISION

Supplies:	Government responsibility to provide all info electronically Government working together with local media Utilize accessible outlets, including radio, TV, print, and telephone 2-1-1 system Standardization of basic information Informed and engaged citizens
Skills:	Digital literacy, including research, assessment, and synthesis skills Print literacy Youth media and creative arts programs Youth leadership opportunities in the classroom Web development skills for businesses and community organizations New teachers partnered with veteran teachers
Infrastructure:	Info portal to share local resources Weekly community forums focused on local issues Community radio, TV, and social networks (similar to nextdoor.com) Searchable directory and an information referral service Real-time connections used in a variety of ways

CHALLENGES

Supply:	Lack of money Keeping information current Lack of Internet access Increase accountability of government and media sources
Skills:	Resistance to youth technology use (cell phones in the classroom, etc) Lack of resources Understanding info needs of people at different socioeconomic levels Lack of outreach / marketing training for non-profits Small pool of new teachers
Infrastructure:	Un-moderated forums and low quality information Keeping information timely and interactive Accessibility Need people with the skills to build these resources Connecting with existing resources

ACTION PLAN

Supply:	Digital literacy Website redesign Develop partnerships
Skills:	Professional development – tech skills, digital literacy Language programs Youth media programs Tech training in teacher certification programs / higher education Find successful models and develop curriculum
Infrastructure:	Expand broadband access Local information portal / hub

IMMEDIATE STEPS

Supply:	Add more links to other sources Increase priority More human interaction “Nutshell” icon
Skills:	Supporting and expanding basic print literacy efforts Improve collaboration between HSU and local K-12 schools Continue ESL programs utilizing Rosetta Stone software
Infrastructure:	Learn about existing resources (2-1-1, etc.) Pay attention / stay involved in the conversation Engage students through curriculum