Education and Its Impact at the Community Level

Presenters:

Myra Best – Executive Director
Digital Learning Institute
www.digitallearninginstitute.org

John Windhausen – Executive Director;
School Health Library Broadband Coalition SHLB.org

Frank Odasz – Lone Eagle Consulting
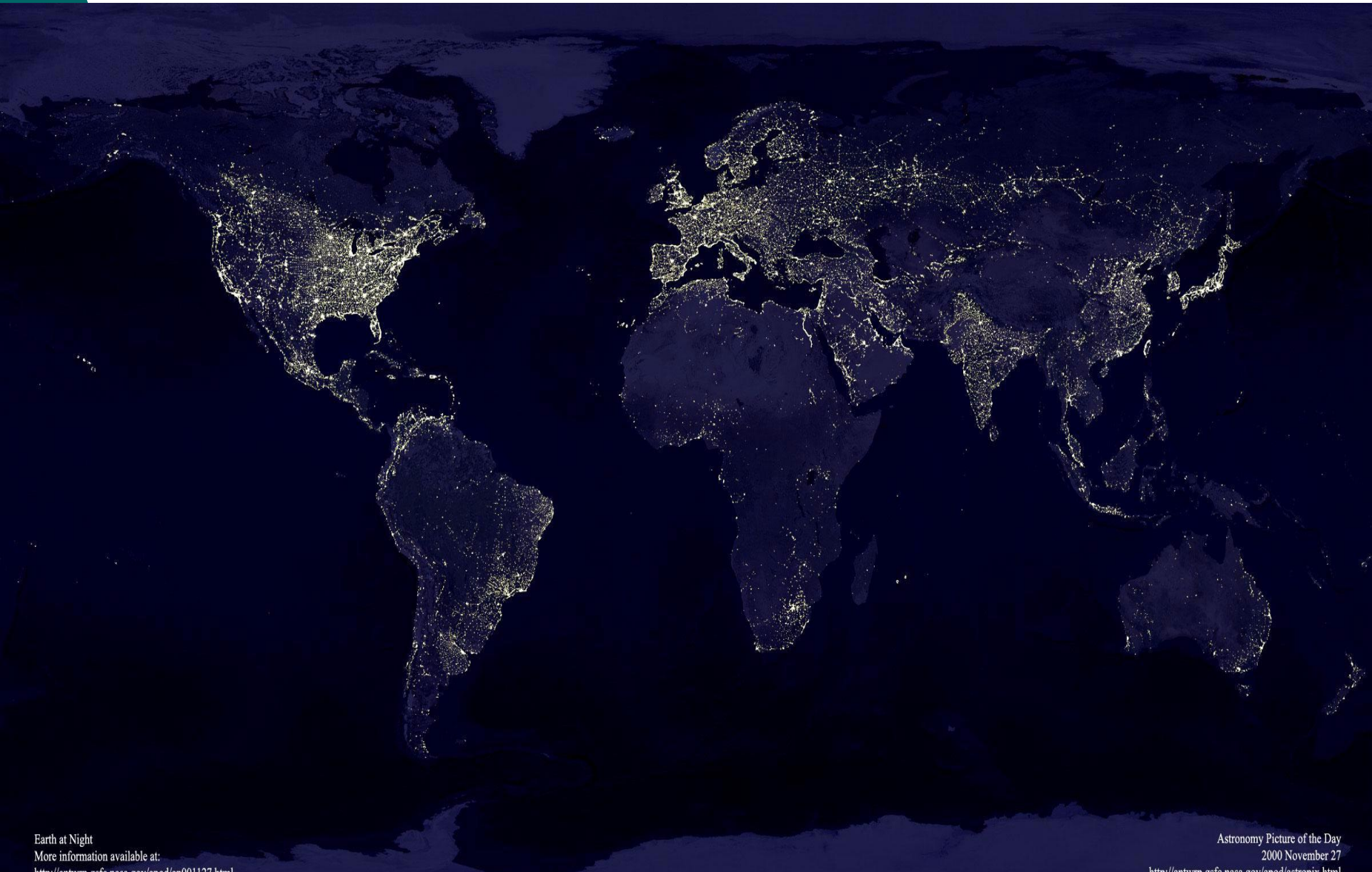www.lone-eagles.com

FRANK ODASZ

- **Lone Eagle Consulting; Founded 1997**

- **My mission since 1983; To Discover: "What's the best good people can learn to do for themselves and others, online?"**

- **30+ years teaching educators and citizens online**

- **15 years; Rural Ecommerce and Telework Strategies – Free Simple Online Lessons**

- **Teaching the Innovation Process to Rural, Remote, and Indigenous Internet Learners**

Backyard Photo from a Lifestyle Entrepreneur
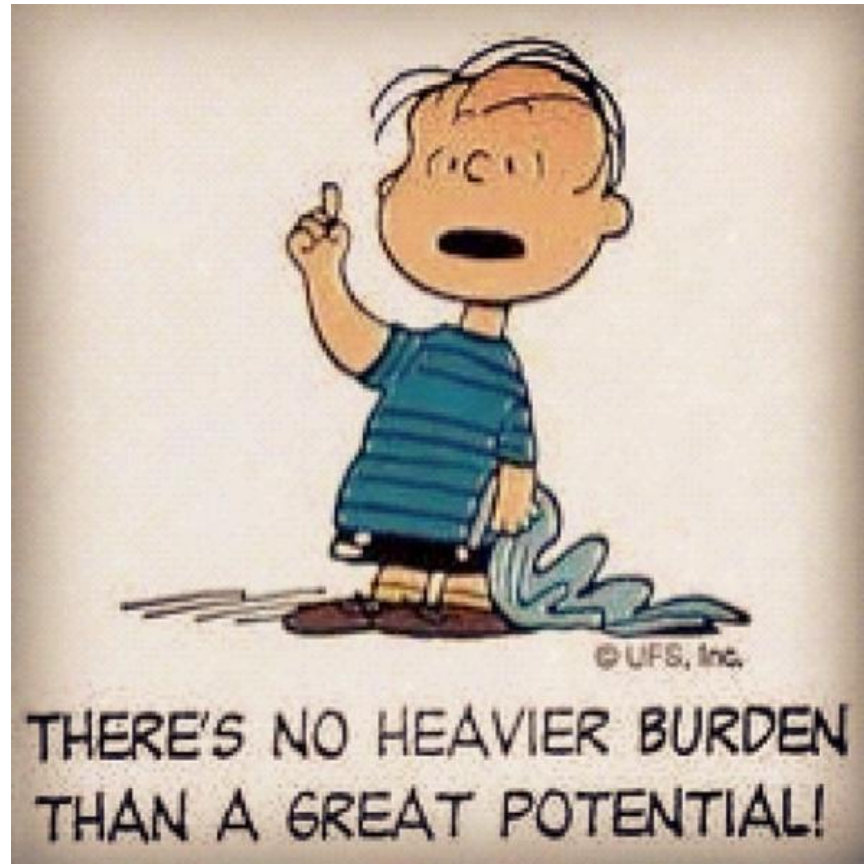
Two Billion Online, Five to Go *by 2020

Earth at Night
More information available at:
http://antwrp.gsfc.nasa.gov/apod/ap001127.html

Astronomy Picture of the Day
2000 November 27
http://antwrp.gsfc.nasa.gov/apod/astropix.html

In Times of Change, Learners Inherit the Earth

-Eric Fromm

Rural Innovation Diffusion Challenges

THERE'S NO HEAVIER BURDEN THAN A GREAT POTENTIAL!

Small Town Mindedness; Self-Defeating Attitudes

- **Not Invented Here**

- **If it Ain't Broke, Don't Fix It**

- **I never turned one on and never will!**

- **The Nail That Sticks Up Gets Hammered Down;
  "Just Who Do You Think You Are?"**

- **Teaching the Innovation Process AS Open-mindedness and Collaboration**

What Would You Do IF…

- **If you were suddenly given unlimited potential to learn anything you wanted, and the ability to teach, anything, anytime, to anyone anywhere, and to have a global voice reaching billions –**

- What would you really be <u>MOTIVATED</u> to do?

- The **New Gold Rush** is Mining Raw Human Potential! How to encourage everyone…

Evolution of the Learning Society *Personalized Learning

- **Everyone Both Learner and Teacher, Consumer and Producer, All the Time**

- **Learning to Build our Own Knowledge;** as Online Self-Directed Learners

- **Social Media Evolving as Personal Learning Networks** - Peer Mentors

- **What's YOUR Daily Info-Diet? *Growing your ability to learn and create?**

The Heart of the Problem,
is the Heart of the Opportunity

- **What is the "Digital Inclusion" problem** we're trying to solve with Gigacities?

- **Info-overload in seconds** even with low bandwidth. Less is More? More Value?!

- **Smarter or Faster?** We picked faster as no one is in the training business?

- **The Bottom Up Boom in innovations** as an untapped "Crowd-sourcing" resource?

What Gets Measured Gets Done

*How smart can broadband make me and how fast? - Depends on Human Bandwidth!

Goal: Matching Specific Needs with Specific Resources in a Timely Manner

Different Kinds of FAST: Value VS Volume:

1. Gigabit delivery of high volume files?
2. Timely response to specific needs?
3. Fast-track training to outcomes?
4. Keeping us all up to the same instant of progress on a daily basis?

Key Opportunities for Innovation

- **The Top Down has to learn how to partner meaningfully with the Bottom Up**

- **Rural Adoption as Relevance;**
  *What's working for others like us?

- **Elearning as the most scalable means** of <u>lowering costs</u> for smarter educational opportunities.
  *Mobile Learning

- **Effective Collaboration...VS Siloism**
  *If we all share what we know, we'll all have access to all our knowledge…Why **DON'T** we do this?

#1 Platform for Innovation

EASIER TO LEARN and USE

MOBILE and PERSONAL

SOCIAL MEDIA as PERSONAL LEARNING NETWORKS

EFFICIENT APPS FOR EVERYTHING

QUICKLY CREATE AND SHARE

FOLLOW INNOVATORS GLOBALLY

The Mobile Platform for Innovation: Mobile Learning, Mobile Commerce

- Mobile devices replacing PC's, globally

- More online shopping from mobile devices, which now outsell PC's 4:1

- New emerging entry-level mobile digital entrepreneurship solutions

Beyond the Brick and Mortar Economy

- The New, New Economy; Started in 2000

- The Caring Economy 28% of all new jobs.
- The Sharing Economy $100 billion / year
- The Reputation Economy
- The Innovation Economy
- The Accelerating Disruptive Change Economy
- The Global Integrated Economy

Community Anchor Institutions Sharing Best Practices; Ongoing

- CAI's learning concierge services across 5 main sectors, Health, Public Safety, Education, Economic Development, Energy

- And diverse ethnic and age demographics and literacy levels…. May require;

- Maintaining and sharing a national database of specific best practices by sector, by demographic, and by ability level;
  keeping pace with new apps appearing daily

New Metrics to Mirror Local Progress

- We'll make it or break it at the local level

- Creating a Culture of Use, Creativity, and Most Important; Effective Collaboration
  *The Rural Tradition of Creative Adaptation

- Public Visual Mirror Metrics: Showing Progress and/or the Lack of It at both the individual and community levels

- Multi-Community Ongoing Competitions

Alaska Native Rural Innovations Incubator

☞ Read the BBC Magazine Article;
The Challenge for Mass Innovation
(listed in Frank's BBC bio)

☞ View the Videos and Open Invitation
- Youth-Driven Local Innovation Incubators
- Ongoing Updates and Video Mini-lessons
- A Replicable Low Cost Model to Inspire

Winnett, MT Rural Web-Raising

Think Globally, Act Locally

Instant Micromultinationals

America's Challenge:
Motivating Mass Inclusion for Innovation

- **The Top Down has to learn how to partner meaningfully with the Bottom Up!**

- "We'll Make it or Break it at the Local Level." Former FCC Chairman

- Think Globally, Act Locally

- Local Innovation Incubators Recommended as recursive competitive ongoing pilots

Join the Rural Telecom Congress

The Voice of Rural Prosperity

- **Twelve Broadband Toolkits**
- **http://innovativecommunities.pbworks.com**

- **http://ruraltelecon.org**

- **$80/year – Collaborate with Peers**

Discussion; What Platforms for Innovation Do You Prioritize?

- Gigacities with a digital inclusion priority? Lessons learned?

- Social media; 4:1 mobile devices outsell PCs
- YOUR INPUT;

21st Century Workforce Readiness

- 86% new jobs from Small Businesses with less than 12 employees

- Few new jobs since 1980 from large corporations

- Digital Entrepreneurship is Uniquely Different; Web-Raising Awareness Events

- Minimal Capital, Time, to Create an Ecommerce Multinational in 80 Languages

What Broadband Innovation Needs to Fix:

- 50+% HS Drop Outs in 17 Largest Cities

- Rising Costs of Higher Education:
  Up 600% since 1980

- Anti-Change, Anti-Education, Anti-Digital
  Attitudes, 1:2 Americans Low-Income

- Silver Tsunami Impacts on the Economy
  Replacing Retirees to Grow the Economy
  28% of new jobs will be Caring for Seniors

Federal, State and Community Policies Based on Vagaries?

- Broadband Equals Economic Development? For whom exactly?

- Adequate broadband to assure quality of life? Not for those who don't know how to google up quality of life solutions?

- Broadband democratizes opportunity for All Americans to participate in the $8 trillion dollar global economy?

  Not for the 1:2 Americans are low-income or in poverty.

Build it and they will come has proved to be a field of dreams....

20th Century - Old School Eco-Dev

- Compete with 16,000 communities for 400 corporate relocations annually?
- Focus on Manufacturing in the Knowledge Economy?
- Attract High Tech Start-Ups as Job Creators?
- Believing Broadband
  Digital Entrepreneurship Opportunities for All are Obvious and Automatic?
- The 20th Century isn't coming back

Info-Diet Needs; Value VS Volume?
One Gig Monthly Content in 1 Second?

Application	1GB (datacap)	12GB
Stream Video	165 videos	1980 videos
Stream Music	570 songs	6840 songs
Download apps, games, and songs	255 downloads	3060 dnlds
Post photos/video	2850 posts	34200 posts
Go online	600 webpages	7200 webpages
Email	4500+ emails	54000+ email
Skype phone calls	1020 minutes	12240 minutes

- Measuring Info-Diet Socioeconomic Capacity-Building as…
- Smartest Inputs and Creative Rich Media Outputs

Immaculate Integration:
Collaboration for Community Learning is Everyone's Responsibility

- **Paradigm Shift:**
   From Silos to Open Collaboration

- K12 Schools, Universities
- Economic Developers
- Government Agencies
- Businesses
- Non-Profits, Community-Based Orgs
- Parents, Youth, Citizens
- Telecommunications Companies

Broadband, Gigacities, Mobile Social: Multiple Platforms for Social Innovation

- Platform For **Whose** Innovation?

- Crowd-Sourcing; The **Bottom-Up** is Out-Performing the **Top-Down** Innovating.

- Goal: Everyone's Potential Optimized!

- Accelerated Learning Innovations Proliferating; Global Open Ed. Movement
  http://lone-eagles.com/creativity.htm

Big Sky Telegraph 1988-1998
"Low Cost, High Imagination"

Linking 100 One-Room Rural Schools

A MOOC with a Unique Certification Program

Massively Open Online Course = MOOC

Forging the online trail that others may follow