

A Broadband Vision for Minnesota Session IV: Moving the vision forward

Final Vision Statement:

Everyone in Minnesota will be able to use convenient, affordable world-class broadband networks that enable us to survive and thrive in our communities and across the globe.

The three best ideas from each table:

Organize/Collaborate

- Collaborating across county lines
- State-wide resolution of support
- Chamber support (business and organizations)
- LMC/AMC promote adoption of resolution on vision
- Encourage local adoption of the vision statement
- Public press releases
- Summarize priorities to share with legislators
- Talk to our state elected officials
- Connecting the vision to counties and townships
- Federal regulations to encourage broadband
- Seek broad endorsement at all levels
- Drive strategy to local level for implementation
- Individually we must all advocate and communicate to our legislators
 - Policy makers
 - Partners
- Blandin: help provide tools to work with legislators early
 - Set up meeting
 - Letter sample
 - How to call

Educate

- Encourage co-ops
- Education and sharing
- Educate about lack of Broadband issues
- We all need to be educators
- Education to create demand

- Establish talking points
- Educate! Use the vision as a keystone to educate the public
- Repeatable tool kit
- Simple message descriptive platform
- Talking points for all
- Blandin creates tool kit
- Move users up ladder of use, connecting to their daily activities

Learn and Share

- Minnesota delegation to Sweden/other leading country
- Statewide community conversations “Share the Vision.”
- Create communication strategy for the statement – beyond normal; specific
- Word of mouth discussions on needs for service
- Promote case studies
- Share Stories
 - Print
 - Video
 - Orally
- Blandin owns the vision
- Tell the story of how the vision came to be
- Attach the vision to everything related to Broadband (policy, communications, slide decks, etc.)
- Common language and talking points
 - Leave behind brochure
 - All media
- Share a story
 - Life impacting
 - Brief
- Video Presentation
- Create powerful visuals that match the vision
- Give service free for a limited period of time

Other

- Scare them into action by \$100M+ in funding state broadband grants. Make them take action!
- Feasibility study
- Document ROI
- Identify those not at the table who are invested, have the ability to do this work

1. How do we share the vision?

- Press release(s) following this conference
- Marketing materials-business cards, social media, etc. to spread the word
- Back it up with money/grants
- Somehow have this vision statement and press release, if created, go out to the state legislature, house, senate, governor's office, etc. (via e-mails to their offices?)
- Talk to our legislators
- Use it as an element in the 2015 Broadband Task Force report to the governor.
- Come up with a good understandable story to take to our government officials
- Good PR campaign, government lobbying as well as public education.
- Video storytelling
- Audience: Policy makers and the audience
- Who doesn't get it the most: A large portion of legislators need more education.
- They don't get the educational, economic and health care aspects of it; need to counter the wireless lobbying
- It needs to be elevated as a budget priority.
- We need to tell the stories of success and the stories of frustration; create a storybook. Do a YouTube video.
- Education on inclusion. People don't get that there are still people who don't have access. A half-hour at the library just isn't enough.
- Message needs to be repeatable because we need to keep doing it to different groups and different generations of leaders.
- Use Blandin (website) use the vision on everything.
- Present a shared vision / show alignments with other organizations visions
- Blandin should own the vision developed with input and cooperation with ...xyz stakeholders
- Organizations and communities partnering should share in at least a portion of this statement / a flavor of this vision
- The first statement included "committed to invest" if you are using this for legislative messaging
- Needs to work in tandem with other organizations
- Border to Border recipients should be required to demonstrate how their work would make advances toward the vision.
- Does it support the governor's task force recommendations
- Social media/advertising/public education
- Video folks and their stories
- Education to the community on how to use and what things are available to help improve their lives.
- Social Media

- Presentations
- Word of mouth
- If we know whose it is, we can share it in other platforms.
- Still unclear about whose vision this is? (Per Bernadine - people in MN who care about broadband enough to come to this conference.)
- Word of mouth
- State Reps
- Leadership
- Community Events
- Demonstrating Value
- Community Ed
- Move users up the ladder of use
- Free to begin--sample
- Connect to daily life
- Concrete fun/practical uses for those not currently using it.
- We, as a Blandin community, will take it to our committee
- We need to form some kind of committee
- Working on legislative priorities, we will incorporate almost certainly
- We are working on setting up a legislative meeting within our district to share with legislators
- Sharing with collaborators across county lines, meeting monthly
- Find other ways to share with home community
- Bring it back to our local governments, state legislators and Federal legislators
- Use our lobbyists
- Determine the call to action first
- Identify who is not at the table today and share it with them. - Potential partners
- Use technology
- Demonstration videos on YouTube showing what slow speeds are like for those that have good broadband.
- Get people/organizations who passively support broadband to actively support broadband
- Sharing information and messages to community members, businesses and local govt.
- Social media
- News articles
- Dog & Pony show to all the area groups
- Video users, community members, businesses affected and their stories
- Education to the community on how to use and what things are available to help improve their lives.

- I come from a government perspective. But I think it needs to be shared with your local legislators
- How about a sign-on campaign, to pledge your support for the vision — crowdsourced and funneled to Blandin.
- Reflect a sense of a coalition that the state government couldn't ignore
- Maybe statewide organizations could write a resolution we could all adopt
- I agree
- We need a Facebook community to support the resolution.
- Generate community support to let the governments know that if they try to implement a plan it will
- A lot of counties don't want to/can't be responsible for the fiber networks so they want to cultivate those relationships with private companies/co-ops to operate the networks.
- We need those governmental loans because they have longer payback periods (20-30 years) than private loans would never extend themselves into.
- We need to educate people about the possibilities with internet in order to shore up demand.
- Who is the vision for? Minnesota is putting its money where its mouth is, i.e. Blandin, State of MN. Statement gives the legislature and others reason to act. Distribute to any and all. Train more technicians, work to increase adoption and use of BB.
- We all need to be educators
- Share with county administrator and county board, include broadband as a priority. County work session.
- Add to web sites.
- Tie funding to achieve the vision.
- AMC/LMC should encourage members to adopt the vision. MN Rural County Caucus
- Sharing best practices/case studies
- Take it home with you and make it relevant to the circles you travel in.
- Have local city and county and private organizations review and endorse it and explain why.
- Have associations working in this space endorse it.
- Use the broad endorsement to form a public-private partnership to get it done. Drive the strategy to the local level for implementation.
- Use it to educate the legislature on the funding needs.
- Social media
- Use every means available
- State-wide campaign like the boarder to boarder campaign
- Newsletters, but intuitively we need to talk to people one on one

- Getting this info to legislators is going to be very important, go to their listening sessions and advocate the vision
- Spread the word to your professional and informal organizations
- Who owns this vision?? If it is me, I better advocate it everywhere. We are responsible.
- Step 1--reach my legislators
- Step 2--reach others in power and our local partners to lobby
- Passion!
- Social media
- All documents from the OBD contain the mission
- Blandin Foundation communications include the vision
- Voice the vision in the upcoming legislative session
- Bumper stickers
- Start all broadband meetings with the vision statement
- Convert into compelling stories for media

2. How do we move forward on the steps we've identified?

- Decide whose vision it is, "we the People..."
- Develop a list of talking points
- Elevator speech to share with elected officials
- Talk to elected officials
- Create awareness of what is needed for speed/privacy
- Educate broader audience (many in Cities/youth are not aware that it isn't a "dial-tone" available everywhere.)
- See above
- Don't stop
- First complete feasibility study
- Investigate working with co-ops
- Looking at applying for more grants, e.g. improve computer lab in library
- Reach out to immigrant communities
- Need to have the map to understand who doesn't have access
- Determine the call to action that we are requesting
- Create an implementation plan to share
- Present the ROI potential to those who benefit from financial rural asset opportunities
- Show Community ROI - State ROI
- Bring in Diverse groups - varying ages, ethnicity, etc.
- Arm supporters with good information
- The Vision needs a descriptive platform to share.

- Call to action for local govt/business partners to move forward on a timeline
- Complete a feasibility study
- Find “champions” that can make the presentations
- \$\$\$\$\$
- Work on partnerships within the community
- Talking points for all that are part of the mission
- Feasibility study for the community.
- Legislators on board
- Distribute press release from this conference to cities, counties, government entities within the state
- There should be community conversations (specifically from community leaders) state-wide, surrounding this vision to determine what the needs are
- We’d like to see a communication strategy, from Blandin, for this vision statement
- Bring vision statement home to our communities to distribute and encourage local adoption of it
- Put vision statement in the broadband task force report
- Keep making bold strategy moves.
- Make sure the Ag world is on board. (Farm bureau or others.)
- Librarians get more involved.
- Pull all of the sectors together (Rural-Suburban-Urban-Cities-Others) to work on this.
- Create a community basic steps to Fiber Guide. Combine toolkits. Campaign. Benefits. Building a Coalition.
- Seems like these are more Blandin steps than community steps
- Funding / legislative funding - we need \$200M. “Committed to invest”
- We need to remove barriers for greater flexibility in developing local / state/ federal partnerships with private companies
- Good marketing and better legislation
- Provide samples of legislative letters / messaging that organizations could use
- Provide information about community broadband networks
- Blandin should create a user friendly brochure that people can take to their local governing bodies to get buy-in. Brochure to briefly describe the need, the profile of MN, the opportunity and the vision statement. Messages shared by different speakers at this conference should be built into that story.
- Calling people on their mis-statements and misunderstanding of the issues. Find a way to describe the technology involved in a way that makes sense to non-technical individuals.
- The difference between this and the rural electrification act is the fact that that was done as a monopoly and this needs to be done in an open market-type

scenario to bring a network into areas where there isn't one. This model presents a challenge in areas where multiple providers already exist.

- We need some common language and talking points so we are all saying the same thing. Would be nice to have a flashy brochure to be able to give out
- Compelling examples resonate with people. I may not remember facts, but the life impacting stories I remember.
- Implement #1 above
- Seek legislative champions to share the vision in their bills, memos, etc.
- Press releases
- Take it back to our local organizations
- Get students involved
- Speaking circuits by public officials - incorporate the vision
- Re-define return on investment to incorporate the vision
- Find a way to put \$200M per year into broadband grants
- Work with coops, harness the groundswell,
- Federal regulations needed to make BB an infrastructure
- Co-op model fits the work we are trying to do.
- Citizen mailings
- Include in newsletters
- Recruit AMC/LMC leaders to promote resolutions
- Document ROI of broadband
- Promote Case Studies
- Send it to your legislators, but who else does it need to go to?
- Public relations professionals/lobbyists, League of Minnesota Cities