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Comments submitted electronically to BOCrfc2015@ntia.doc.gov

FROM:

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TO:

Mr. Larry Strickling, Administrator

National Telecommunications and Information Administration

Ms. Lisa Mensah, Under Secretary for Rural Development

United States Department of Agriculture

And to the Co-Chairs of the Broadband Opportunity Council:

Lone Eagle Consulting Rural Innovations Background:

Frank Odasz, President, Lone Eagle Consulting

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Online since 1983, and for over 30 years, Frank Odasz has been at the forefront of participatory action research for rural and indigenous online empowerment. Innovating since the beginning of Elearning, teaching teachers online since 1988, and managing one of the first Freenets (community networking BBSes), Frank's work connecting one-room rural schools via the Big Sky Telegraph, 1988-1998, was cited for excellence by the Whitehouse and four reports by the Congressional Office of Technology Assessment. Frank represented NTIA as a U.S. Delegate at two APEC conferences, Calgary, CA 2006, and Tokyo, Japan, 2008 presenting on **Global Rural and Indigenous Broadband Training Best Practices.**

Most recently, Frank's 2014-2015 NTIA/Connect Alaska technical assistance pilot project "**The Alaska Native Innovation Incubator**" has been completed and stands as a uniquely replicable model for local engagement and awareness for school and community cultural socioeconomic empowerment. Formal whitepapers written specifically for BTOP, FCC, and APEC by Frank Odasz are listed at the end of this short Innovations Incubator summary. <http://lone-eagles.com/incubator.htm>

Frank is secretary for the **Rural Telecommunications Congress, (RTC)** "**Rockin' IT Rural,**" RTC is well positioned to serve as a grassroots benefits

authentication organization, and convener, for maintaining genuine best practices for rural, remote, indigenous, and vulnerable populations.

Recent videos of RTC's 9 rural expert panels from the April 2015 Broadband Communities Gigacities Summit have been posted online by RTC:

<http://www.ruraltelecon.org/2015-rtc-bbc-summit.html>

Panelists include Anne Neville, Tony Wilhelm, and John Windhausen.

RFC Key Questions; for which actionable responses follow:

1. How can the federal government promote best practices in broadband deployment and adoption? **What resources are most useful to communities? What actions would be most helpful to communities seeking to improve broadband availability and use?**

4. As the federal Government transitions to delivering more services online, **what should government do to provide information and training to those who have not adopted broadband?** What should the federal government do to make reasonable accommodations to those without access to broadband?

17. Typical barriers to broadband adoption include cost, **relevance, and training.** How can these be addressed by regulatory change by Executive Branch Agencies?

- 21. What type of capacity-building or technical assistance is needed?**

23. How can the federal government **make broadband technologies more available and relevant for vulnerable populations?**

Broadband Equals Opportunity, But For Whom Exactly?

To realize the full measure of broadband opportunity to unleash the creativity of all Americans, validating genuine best practices for "training to measurable outcomes" requires new metrics addressing the new, and evolving, multiple platforms for innovation, from smartphones with wifi at one end; to gigacities at the other.

Big Data analytics must be informed by "Little Data" at the individual and local levels. What motivates the unleashing of creativity for diverse Americans, particularly regarding rural relevance, is not addressed by a policy soundbyte such as "Broadband equals economic development." Personalizing the teaching of the innovation process is not accomplished by just providing a basic digital literacy workshop.

Short targeted online video instruction, and new approaches to Elearning for rural, remote, and vulnerable populations is both necessary, and is the most scalable and affordable means for both initial, and ongoing, opportunity literacy training.

That all citizens can easily learn to create their own videos for peers using free tools is important, as one of many existing best practices that most digital literacy

trainers don't know to teach. Edtech tools, and mobile apps, are rapidly becoming easier, more powerful, and that they are evolving so rapidly means we all need to be sharing the best tools, as we individually discover them, on an ongoing basis.

Most people need to be introduced to Elearning, particularly mobile learning, to build their understanding and confidence that they can be successful, including "live" skyping with peer mentors, as something they can learn to do too, to contribute to building measurable local capacity.

The growing number of seniors, and their dramatic impact on the economy, creates many opportunities for innovation, noting their abilities range from minimal (dementia) to robust; boomers are the most educated generation in history.

Skyping to encourage isolated peers is something those with minimal abilities CAN do as a meaningful social solution for lonely, isolated and depressed homebound seniors. The article below describes best practices for three tiers of ability and relates to other vulnerable populations, such as those with disabilities.

Learn more:

The Silver Tsunami – Economic Opportunities for an Aging Society

<http://lone-eagles.com/silver-tsunami.pdf>

America's Challenge for Mass Innovation

<http://lone-eagles.com/mass-innovation.pdf>

How best to stimulate mass innovation is the key challenge shared by all countries worldwide. The unlimited creative potential of every citizen, given Internet access and the desire to learn, will define the GNP of nations based on their ability to stimulate motivation, and provide the most updated support possible, for the **ongoing growth of all citizens at every level**. I.E. - The power of all of us is to participate in helping keep us all up to the same instant of progress as a sustainable measurable strategy.

Actionable Crowd-Sourcing Innovation Competition Models

Crowd-sourcing methods gathering, evaluating and disseminating the best, proven, scalable innovations from citizens, and rural communities, on an ongoing basis will inform the federal agencies on the volume and diversity of innovation resulting from millions of Americans learning online, particularly from the innovations of others. An estimated 16% of Americans are entrepreneurial and intentionally innovative, leaving the innate creativity of 84% of Americans waiting to be unleashed.

The Heart of the Problem is the Heart of the Opportunity

Authenticating proven best practices by inviting open input for all innovators would be vastly different from the BTOP approach where only innovations from grantees were acknowledged, and valued.

Actionable solutions for promoting meaningful use of Broadband technologies in ways that support the public interest requires ongoing identification of best practices examples of utilizing Broadband to its fullest potential specific to individual needs; across our diverse demographics.

Fast-track training to measurable outcomes specific to priority needs of vulnerable individuals needs to be an ongoing competition for all federal agencies measured for the best solutions for the most people requiring the least; cost, time, effort, and prerequisite literacy.

Recommended is a competition for development of Egov incentives rewarding civic engagement with meaningful social recognition, and advanced digital empowerment training, for all government agencies and community anchor institutions. Incentives of lower broadband costs, and better mobile devices, in return for peer mentoring is one of a number of timely Win-Win opportunities for the Top Down to partner meaningfully with the Bottom Up.

Reframe broadband and digital literacy as “Opportunity Literacy” with specific “Training to Measurable Outcomes” as the first skill being how to keep current in an era of accelerating change. Broadband assures quality of life only when access to successive skill-building is appropriately presented, and available, ideally via peer mentors, both onsite and online.

“Quality of Life” skills begin with online discount shopping saving money, access to updated governmental services supporting; health, lifestyle, new income sources, civic engagement helping others, and more. Teaching the innovation process, and online civic capacity-building, in actionable terms is viable and has been missing from most “dated” digital literacy programs.

Learn more;

Digitizing Alaska: Creating a Local Culture of Creativity

<http://lone-eagles.com/digitizing-alaska.pdf>

New entry-level digital entrepreneurship scalable income-producing solutions are booming in the mobile social media “Sharing Economy,” which have been largely ignored by the distractions of gigacities and FTTH. Learning-to-Earn new opportunities are booming, and short introduction videos showing what’s possible is an awareness-raising model to take seriously; Example:

Short Awareness Videos to Stimulate Interest in Learning New Tools

<http://lone-eagles.com/what-you-can-do-too.htm>

A gigabit assures bandwidth isn’t a limitation, while we await invention of applications to justify Gigabit speeds? But at what unnecessary extra cost?

We’re waiting for invention of applications to justify Gigabit speeds, while ignoring the huge volume of replicable innovations at speeds which are available now. The

socioeconomic goals of the National Broadband Plan, chapters 9 and 13, have been ignored by the debatable belief that gigabit applications will be America's competitive edge as if faster, not smarter, will produce the mass benefits at reasonable cost? Measurements define success and while gigabit speeds are inevitable, mass mobile innovations are what's happening now.

Three Key Themes fundamental to addressing a compelling national need for broadband expansion:

1. Given access, everyone can become both learner and teacher, both consumer and producer, all the time.
2. One motivated person can make major potential impacts on an unlimited number of people, particularly via mobile Elearning, as demonstrated by the Khan Academy, because anyone can learn to do what Sal Khan has done, quickly, using free online tools.
3. If we all share what we know, we'll all have access to all our knowledge. Sharing innovations creates exponential impacts as fundamental to creating a national culture of creativity. Current governmental culture is mired in siloism, and the politics of control, as the polar opposite of effective collaboration.

Executive Branch and BOC Federal Agencies Core Recommended Priorities:

1. The Top Down needs to learn how best to partner meaningfully with the Bottom-Up.
2. What Gets Measured Gets Done; Measurements Define Success.
New Metrics are needed to mirror ongoing growth for individual and community's digital empowerment, or the lack of such empowerment!
Competitions are needed, particularly for small rural communities to share "What's already working for others like them."

Example: Where are the tribal self-empowerment broadband success stories and replicable best practices from, and for, Indian Country? Why has no one bothered to authenticate the benefits of broadband in Indian Country? Netflix, porn, and video gaming dominate broadband use due to lack of meaningful training. GCI in Alaska received \$80 million for terrestrial BB for 65 Alaskan villages, but they say they are not in the training business. Who is, or should be, responsible for meaningful outcomes? No one, apparently.

3. Validation for genuine best practices at each successive level of bandwidth and "platform for innovation" is necessary to clarify which "Low Cost, High Imagination" scalable and affordable benefits are already available now and which benefits truly require faster access, and greater cost.

Recommendations for Executive Branch Actions:

Federal policy regarding broadband has been narrowly focused on infrastructure and defined adoption only as a subscription. General statements without actionable solutions, such as the following soundbyte, do a disservice to unleashing the creative potential of all Americans, particularly for rural and underserved populations;

Broadband democratizes opportunity for all Americans to participate in the \$8 trillion dollar global Internet economy.

(Quote from an FCC Webinar co-hosted by the MMTC
(Multicultural Media, Telecom and Internet Council))

But, given access, do the 1:2 Americans low-income and/or in poverty receive “training to these measurable outcomes?” That would be quite the best practice to measure and document! What gets measured gets done.

In order to truly unleash the creativity of all Americans and drive innovation throughout the digital ecosystem, the specific dominant “Platforms for Innovation” need to be identified, along with most scalable innovations of the successively faster “platforms” reflecting ease-of-use, and affordability.

Example: from a smartphone app for seniors for chronic pain management, to entry level digital entrepreneurship “best practices” for low-income youth, specific relevance meeting specific needs should be the focus. I.E. Value VS Volume

Meaningful use of broadband is muddled by the lack of association of the successive levels of speed, cost, devices and training related to measurable specific broadband benefits and measurable outcomes. Often, in an age of info-overload; Less is More. It is easy to suffer from info-overload even at slow broadband speeds, which makes value more important than volume for online self-directed learning, and learning-to-earn purposes. Federal agencies need new ongoing research models for what’s actually happening NOW, instead of relying on old data and presumptions.

Broadband refers generally to multiple platforms for innovation, with widely varying speeds, necessary training, and benefits. Unifying themes, such as “Everyone both learner and teacher, both consumer and producer” suggest citizens’ roles reframed as “Human Bandwidth” can be fundamental in how, and whether, benefits of broadband, at any speed, are realized, and by whom, targeting those most in need.

Acknowledge High Imagination Meaningful Uses Exist for Every Speed Level:

Text messaging for money transfers has transformed the Ag. Economy in Africa for tens of millions. Federal agencies need to understand the mass innovation impacts already proven in many third world countries are often relevant to the 1:2 Americans who are low income and/or in poverty.

4mb is sufficient for streaming video, and 2-way video teleconferencing. The practical ROI theme of “Low Cost, High Imagination” represents the most scalable and affordable solutions for all current and emerging “Platforms for Innovation, and broadband speeds.”

Honesty in Advertising is Missing for “The Promise of Broadband”

This is justifiably a major reason why rural citizens distrust the push for broadband by telcos, and the federal government, who fail to match the benefits by successive speed, cost, need, and outcomes. Honesty in advertising is recommended, to show specifics for best benefits at successively greater speeds, costs, and measurable outcomes.

Community Anchor Institutions (CAI) need to participate in a smarter crowd-sourcing method of keeping all such institutions current on genuine best practices by broadband sector, for each diverse demographic, with widely varying literacy and skill levels, and matching specific needs with specific solutions.

Actionable: Using Crowd-sourcing methods, create a national database competition matching the 5 broadband sectors (health, public safety, education, economic development, energy) with the diverse demographics needs and literacy/skill levels, (age, gender, ethnicity/cultures) with peer-approved best practices by specific needs. Examples of ideal best benefits, authenticated by peers for each demographic, and for each related broadband sector application, are necessary to convincingly showcase for individuals; “What’s already working for others like you.”

CAI’s need highly trained and motivated citizens for peer mentoring as learning concierges matching best apps to specific individual needs quickly, as an alternative to 10 week training programs, which can come later but are a disincentive to a great many who suffer from techofear. Seniors, for example, might initially prefer fewer apps, but targeted to priority needs, in a short one hour, or less, workshop event.

CAI and Government incentives for volunteers can include social recognition and advanced training. Americans want to engage in meaningful community capacity building, but need to first experience how powerful their new roles can truly be.

Actionable: The NTIA/SBI funded technical assistance pilot project “**The Alaska Native Innovation Incubator**” represents a scalable model for a rural and/or tribal community competition as to who locally can generate the most innovative new fast-track digital inclusion outcomes, with emphasis on local social recognition celebrating those who are demonstrating how good people can best learn to help themselves and others, online, and more. With multiple small rural communities and Native villages sharing their best innovations, the inevitable realization will be “the value of ongoing sharing as a best practice.”

It is no small point that successful outcomes from just one village or community project can raise the bar for all others as to the replicable benefits of becoming

intentionally innovative.

Effective online collaborative sharing is one of the greatest benefits of broadband, and one of the least utilized benefits. Despite the connectivity to share innovations, our current national siloism culture tends to resist sharing with peer communities, agencies, institutions, CAIs and governments; (as siloism). This is true because in the last century maintaining stability was preferred to taking risks innovating. However, in the 21st century creative adaptation is now a survival necessity, as is keeping current on working innovations for elsewhere; to bring home the best innovations from global sources on an ongoing basis to fuel the fires of local innovation.

It is typical to unnecessarily duplicate existing programs, and to avoid comparing “best practices” in our silo culture when everyone wants to brand their own programs. If everyone pretends their own programs are best practices, without any evaluative comparisons, the result is lowest common denominator training.

Appropriate Elearning is the most scalable and underutilized tool in our national toolbox.

Elearning has been around for 20 years, but only recently have mobile learning, and mobile commerce, become dominant. More online shopping is done via mobile devices than PCs. Mobile devices outsell PC's 4:1. Social Media is the new platform for ecommerce, emarketing, and Elearning, and doesn't require high-speed broadband; unless 3G and 4G speeds qualify as fast broadband. Short video tutorials are how most people now learn; searching on youtube... one can learn almost anything, and quickly.

Mobile Commerce, and Mobile Learning is changing the landscape for Entry-Level Digital Entrepreneurship Opportunities.

In the 21st Century, we all need be open-minded and paying close attention to what's already working for others like us. In our age of accelerating change, if we all share what we know, we'll all have access to all our knowledge. BUT, the majority of Americans, particularly in rural America, need to understand this mind-shift is key to preserving our cherished rural lifestyle. Due to the fact anyone online can learn directly from the innovations of others, there is a global boom in online innovation that “en masse” vastly outperforms the best R&D of corporations, universities, and governments.

RFC Key Questions; for which actionable responses follow:

5. How can the federal government **best collaborate with stakeholders** (state, local, and tribal governments, philanthropic entities, industry, trade associations, consumer organizations, etc.) **to promote broadband adoption and use.**

14. What changes in Executive Branch agency regulations or program requirements would **improve coordination of federal programs that help communities leverage the economic benefits offered by broadband?**

29. **What additional research should the government conduct** to promote broadband deployment, adoption, and competition?

30. How might the federal government encourage innovation in broadband deployment adoption and competition?

Making the Choice to Change; From Siloism to a Culture of Creativity

In our 20th century silos culture, maintaining status quo by insular K12, higher education, and all government systems amid accelerating technological disruptive innovation is understandable, but also is directly counter to fueling the culture of creativity that all American's need to become an active part of. The President needs to make it clear, America can only become the global innovation leader by showing the world how we successfully made the shift from fighting innovation to stimulating and rewarding innovation. Renewing our historic legacy of pioneering, and creative adaptation, is necessary in a world of accelerating change, as to why broadband matters.

Actionable:

President Obama is advised to launch a presidential competition for how best to unleash the creativity of all Americans, as the promise of broadband, with reward incentives, and social recognition **for citizens' roles and ideal behaviors and measurable impacts.** Models exist where mass impacts were realized by one creative individual; www.khanacademy.com - and anyone can easily learn to do this, too!

J.F.K's Physical Fitness program in the late 1960's is one model, where all citizens were patriotically compelled to act on behalf of national fitness challenges. Of significance is President Obama's presidential campaigns created 13,000 local organizing committees using Facebook.

Actionable:

America's Biggest Leadership Opportunity in History; 4 billion young newbies; Four billion new Internet users, mostly young and poor, but eager to learn, are expected online by 2020 via mobile devices, and new micro satellites carried by either solar-powered drones, balloons, and/or other means. Facebook, Google, Richard Branson and others are investing in these new infrastructures, BUT, as ISIS demonstrates, poor youth can be led astray, and America has a window of opportunity for moral leadership, along with best practices for global citizenship, to engage the majority of the global population in meaningful moral capacity-building collaborative activities, in the short term.

These 4 billion young people often don't have access to teachers, schools, or universities, but will have access to the best Elearning innovations, and potentially

online mentors, such as retired American teachers, vets, and America's youth, who are more digitally inclined than most adults, and can be effective peer mentors.

Assuring every child in America has access to a world class education is not just giving them broadband access, it is assuring their teachers are thoroughly updated on the latest visions, and best practices, to grow capable global citizens. As an online teacher educator for 30+ years, I can tell you the best way to learn anything is to teach it to others. All Americans must make the choice to become both learner and teacher, both consumer and producer, in face of a world in need, as well as to create new information age markets via instructional entrepreneurship.

The war against ignorance is being fought online, and America's window of opportunity is now; to lead with advocacy for life, liberty, and the pursuit of happiness as the actionable choice for those who wish to participate in realizing our joint full potential for all members of our global one human family.

Learn More:

The War Against Ignorance

<http://lone-eagles.com/hope.htm>

The New Gold Rush; Mining Raw Human Potential

<http://lone-eagles.com/mining.htm>

Actionable: In 1988, via the Big Sky Telegraph, a Massively Open Online Course was launched, along with an alternative certification program with diploma and embroidered patch teaching anyone, anywhere, anytime, about microcomputer telecommunications opportunities.

Today, in 2015, a global counterpart short, first, mobile learning opportunity **is viable and under development by Lone Eagle Consulting**. Consider a competition for who can engage the most people in the least amount of time in the most purposeful short-term activities with measurable and replicable outcomes related to meaningful participation as American global citizens.

There is nothing more American than every citizen's participation assuring freedom for all citizens globally- as American global citizens. Can President Obama provide the leadership? Yes he CAN!

We're limited only by our imaginations; All Americans' Imaginations!

As one rural American, my history, and story, stands as validation for all the recommendations in this document; please consider me your resource; online, ready, and able.

Broadband has given me incredible freedoms unprecedented in human history.

Broadband allows me to lend my wings to others, globally, which is my heartfelt mission and responsibility. Because I now understand what I can do, it is what I must do. How American would it be to be creating new lone eagles worldwide?

The Lone Eagle, since 1997.