



Digital Opportunity Mini-Conference

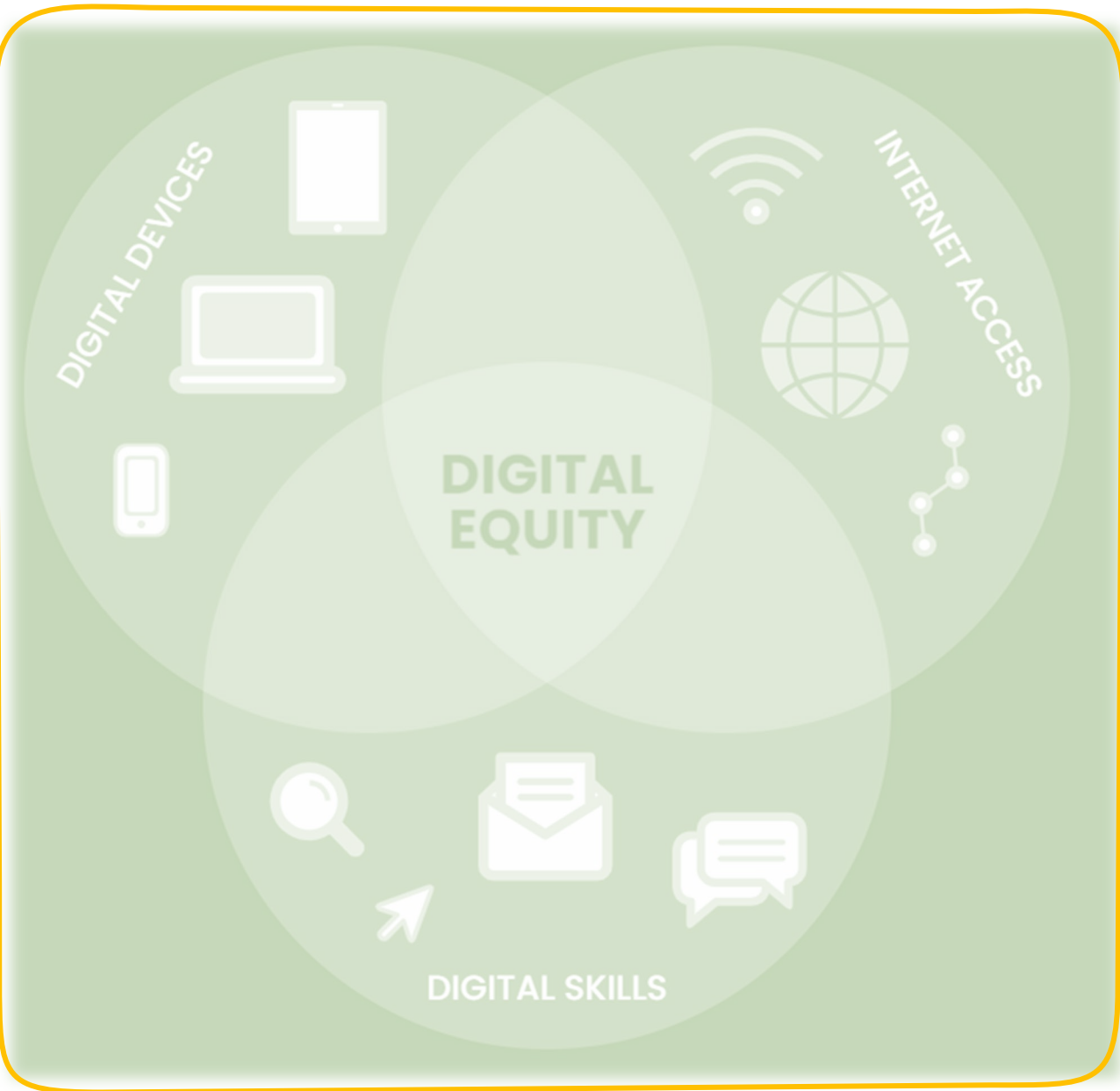
Public Service Commission of Wisconsin

April 24, 2024

Alyssa Kenney (Bureau Director) – Milena Bernardinello (USF & Digital Opportunity Director)
Policy Analyst Team: Damarr Purifoy, Christina Luna, Josie Lathrop, Troy Hoppenjan, Mark Leonard

Etiquette & Ground Rules





WELCOME

- **Keynote Speaker**
National Digital Inclusion Alliance
- **Session 1**
Grant Writing Panel
- **Session 2**
Digital Navigators Panel
- **Session 3**
Digital Coalition Building Panel
- **Closing**

Keynote

Regina D. Cooper Benjamin

Deputy Director
National Digital Inclusion Alliance (NDIA)



**Join
NDIA
Today**



NDIA NATIONAL DIGITAL
INCLUSION ALLIANCE

About NDIA

National Digital Inclusion Alliance advances digital equity by supporting community programs and equipping policymakers to act.

2000+ Affiliates

50 States +
DC, AS, CNMI, GU,
PR, VI

41 Tribal Entities



Break # 1



**The next session will start at
1:00 pm**

Session 1



GRANT WRITING TIPS

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Session 1: Grant Writing - Panelists



- **Doris E. Wessels** with **United Way of Greater Milwaukee & Waukesha County** is the organization's grant writer researching and applying to federal, state, corporate, and private foundation grants. Prior to joining United Way, Doris spent over 10 years at non-profit Radio Milwaukee, where she still works as a part-time announcer. Doris holds a bachelor's degree in mass communication from the University of Wisconsin – Milwaukee.



- **Charles J. Pellicane** with **Human-I-T** is a nationally recognized expert in digital opportunity and IT Asset Disposition (ITAD). He has a proven track record of driving significant growth and innovation over six years with the organization. His expertise in creating impactful coalitions and designing programs has transformed communities across North America, providing technology, internet access, and training to tens of thousands in underserved populations.



- **Sarah Lawrenz, Manager of Strategic Partnerships** with **Bertram Communications**, specializes in fiber projects. She focuses on grant and funding-related efforts including community engagement, local and county endorsements, compliance, reporting, and overall grant management. She also supports project management for Bertram's funded fiber initiatives, ensuring smooth execution from planning through implementation.

Audience Time



Break # 2



**The next session will start at
2:00 pm**

Session 2



Session 2: Digital Navigators - Panelists



- **Paulina Chavez** is the **Director of Programs** for **Everyone On**. Paulina is an experienced digital inclusion advocate with nearly a decade of leading efforts to close the digital divide, leading the Programs team in executing partnerships focused on expanding access and digital opportunity. She represents Everyone On in policy and advocacy efforts, having played a pivotal role in designing their Capacity Building Trainings for organizations and the “Digital Connections” Training for communities. She is well-versed in collaborating with school districts, municipal government, housing agencies, nonprofits, and other stakeholders to develop digital equity strategies that drive the adoption of high-speed internet in low-income areas and promote digital upskilling.



- **Adele Edwards** is the **Chief Information Officer** for **the City of Racine**. In 2022, she convened the Digital Divide Roundtable (DDR) which is comprised of close to 60 social services, workforce, and educational institutions committed to closing the digital divide in Racine. American Rescue Plan Act (ARPA) funding enabled implementation of digital navigation services at many DDR locations starting in early 2024. The Racine Public Library, a DDR member, led the first annual Digital Literacy Fair in the Fall of 2024, and with funds from the Wisconsin Public Service Commission Digital Connectivity and Navigators grant we are now providing refurbished computers and training to 460 low-income Racine residents.

Standards & Getting Started

1. Needs assessment

- ❖ Individual
- ❖ Community

2. Building Curriculum

- ❖ Skills Training
- ❖ Skills Assessments

Skills Training

1. Effective skills training formats

- ❖ One-on-One
- ❖ Group Lessons (partner-hosted)
- ❖ Group Lessons (self-hosted)
- ❖ Virtual
- ❖ Skills Training Resources (following slide)

Staffing

1. Desirable skills, background & experience

- ❖ Local connection
- ❖ Community ties

2. Where to find navigators

- ❖ Post-secondary Schools

Objectives:

- Learn how to identify digital needs within a community
- Develop programming & hire staff to meet those needs.

Resources mentioned by the panelists

NDIA Digital Navigator Tools

- ❖ [Digital Navigator Model - National Digital Inclusion Alliance](#)
- ❖ [Five Key Takeaways from Successful Digital Navigator Programs - National Digital Inclusion Alliance](#)

Digital Skills Training

- ❖ [Home - Digital Skills Library](#)
- ❖ [DigitalLearn Training](#)
- ❖ [Learn to Type - Typing.com - Typing.com](#)
- ❖ [Free Online Learning at GCFGlobal](#)
- ❖ [Google's Applied Digital Skills](#)
- ❖ [Home | Northstar Digital Literacy](#)

Objective:

Get started with
digital navigator &
digital skills
training resources

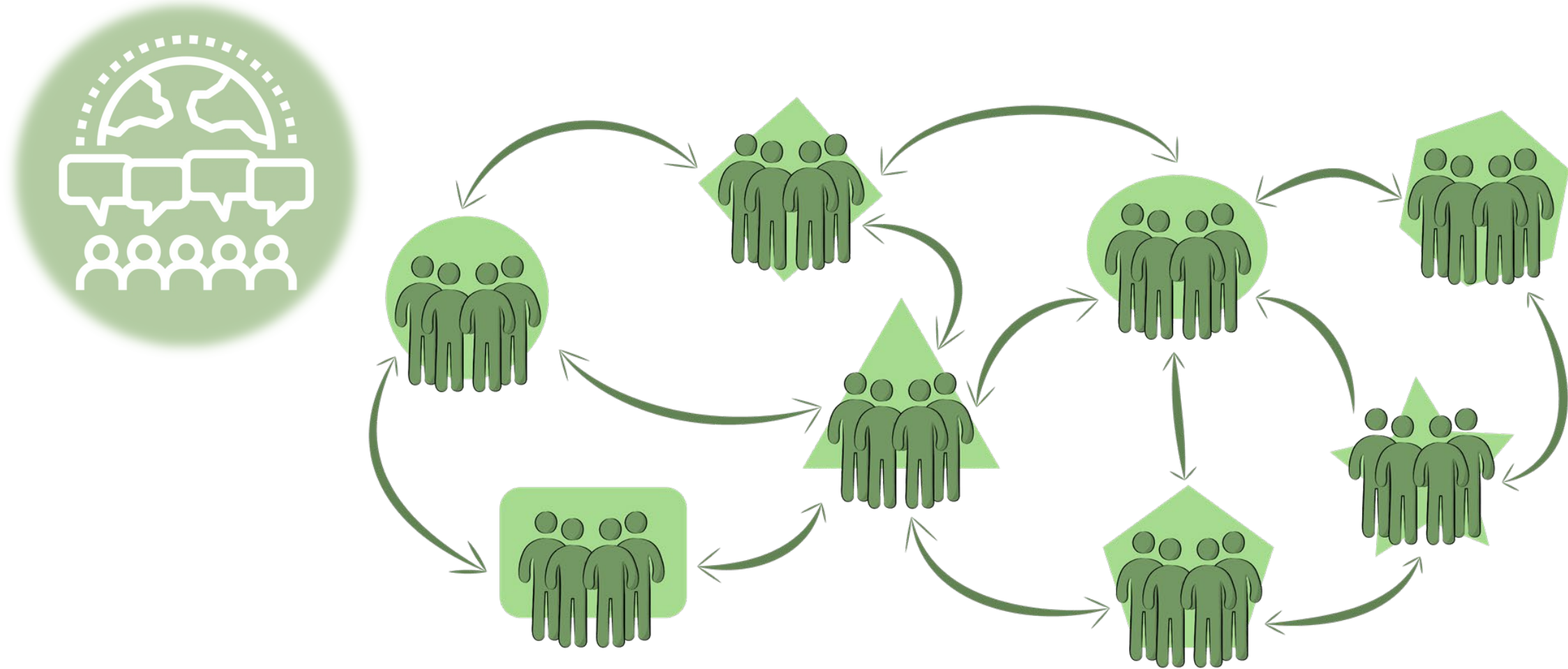
Audience Time



Break # 3



**The next session will start at
3:00 pm**



Digital Coalitions Building

Session 3: Coalition Building - Panelists



- **Jessica Hatch** is the **Door County Broadband Coordinator**, where she plays a key role in leading broadband expansion efforts in Door County, Wisconsin. In this position, she acts as a dedicated leader and champion for the county's broadband strategy, facilitating collaboration among local governments, internet service providers, and community organizations to improve internet connectivity. Her work supports the implementation of broadband initiatives that are critical for economic development, education, healthcare, and overall quality of life in the region. Hatch helps coordinate efforts to secure grant funding and local investments to build a federated broadband network, addressing the county's connectivity challenges and promoting digital inclusion.
- **Katherine Merton**, PhD, MBA, serves as the head of **Health Equity Innovation Platform (HEIP)**, where she is focused on catalyzing innovative solutions that address disparities in healthcare access, outcomes and delivery. HEIP fosters partnerships across sectors to develop scalable models that advance health equity and value-based care. Katherine is an accomplished healthcare executive and innovation leader with a proven track record of driving strategic growth and transformation across the healthcare ecosystem. With a deep academic foundation and business acumen, Katherine has held impactful roles at leading organizations including Johnson & Johnson and Anthem, where she led initiatives at the intersection of science, technology, and patient-centered care.
- **Cheryl Isabell** is **Covering Wisconsin's Community Engagement Lead** and a Licensed Health Insurance Navigator serving Milwaukee County and Southeast Wisconsin. Having worked as a Human Services Professional for over a decade, she is passionate in community outreach and relentless in her efforts to assure that affordable health insurance coverage, health insurance literacy and health equity is accessible for all Wisconsin residents. Over the last year, Cheryl engaged with approximately 9500 people at 110 events, personally making sure they each had information on how to get covered or keep their coverage. For fun, Cheryl likes to travel and spend time with family and friends in her free time.



Building Coalitions

1. Be creative and inclusive

- ❖ Some organizations may not be self-evident
- ❖ Some may provide digital inclusion services but may not identify as such

2. Find a motivation for partners to participate

- ❖ Networking opportunities
- ❖ Aligning efforts
- ❖ Consolidating funding

Objective:
Where to start &
how to sustain
partnerships

Audience Time





Closing

and

Thank You !

Application are open for the Wisconsin

DIGITAL EQUITY CAPACITY GRANT

until May 10, 2025

For any further inquiry email us at:

PSCDigitalEquityCapacityGrant@wisconsin.gov