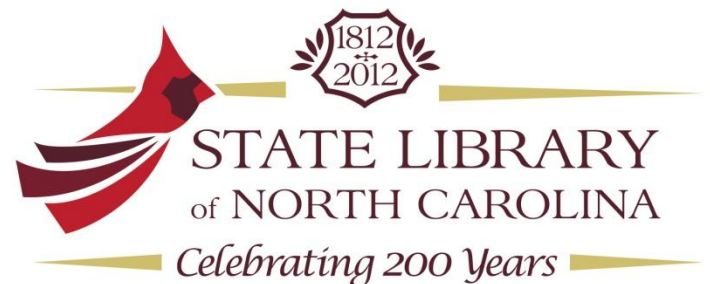


# Be a Connection in Connect 2 Compete

Connecting school libraries with public libraries to promote digital literacy in the community

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# Connect and collaborate

Wiki: <http://c2catecu.pbworks.com>

The screenshot shows a PBWorks workspace interface. At the top, there's a navigation bar with 'c2catecu' on the left, and 'Get a free wiki | Try our free business product' and 'log in help' on the right. Below this is a sub-navigation bar with 'Wiki' and 'Pages & Files' tabs, and a search box labeled 'Search this workspace'. The main content area has 'VIEW' and 'EDIT' tabs. The page title is 'Connect2Compete at ECU home', with a sub-header 'Be a Connection in Connect2Compete'. The text below the sub-header reads: 'Welcome! This session is an opportunity to learn more about Connect2Compete and to strategize about becoming a partner to promote digital literacy in your school community. This collaborative work session will focus on four tasks: 1) Identifying resources for digital literacy instruction, 2) Building a relationship with your public library, 3) Developing a strategy for providing digital literacy training to members of your school community, 4) Marketing your library as a digital literacy center.' On the right side, there's a 'Navigator' sidebar with a list of pages: 'Blank Page', 'Building a relationship with your public library', 'Connect2Compete at ECU home' (highlighted), 'Marketing your library as a digital literacy center', 'Other resources', and 'Providing digital literacy training to your school community'. Below the Navigator is a 'SideBar' section with the text: 'This is your Sidebar, which you can edit like any other page in your workspace.'

# OBJECTIVES:

As learners, you will:

describe key details of the national Connect2Compete digital literacy campaign

consider your school library's readiness to connect with C2C

collaborate with peers to create strategies for connecting with C2C

feel more informed, prepared, and confident to be a community partner in digital literacy learning



° **WHAT IS CONNECT 2  
COMPETE?**

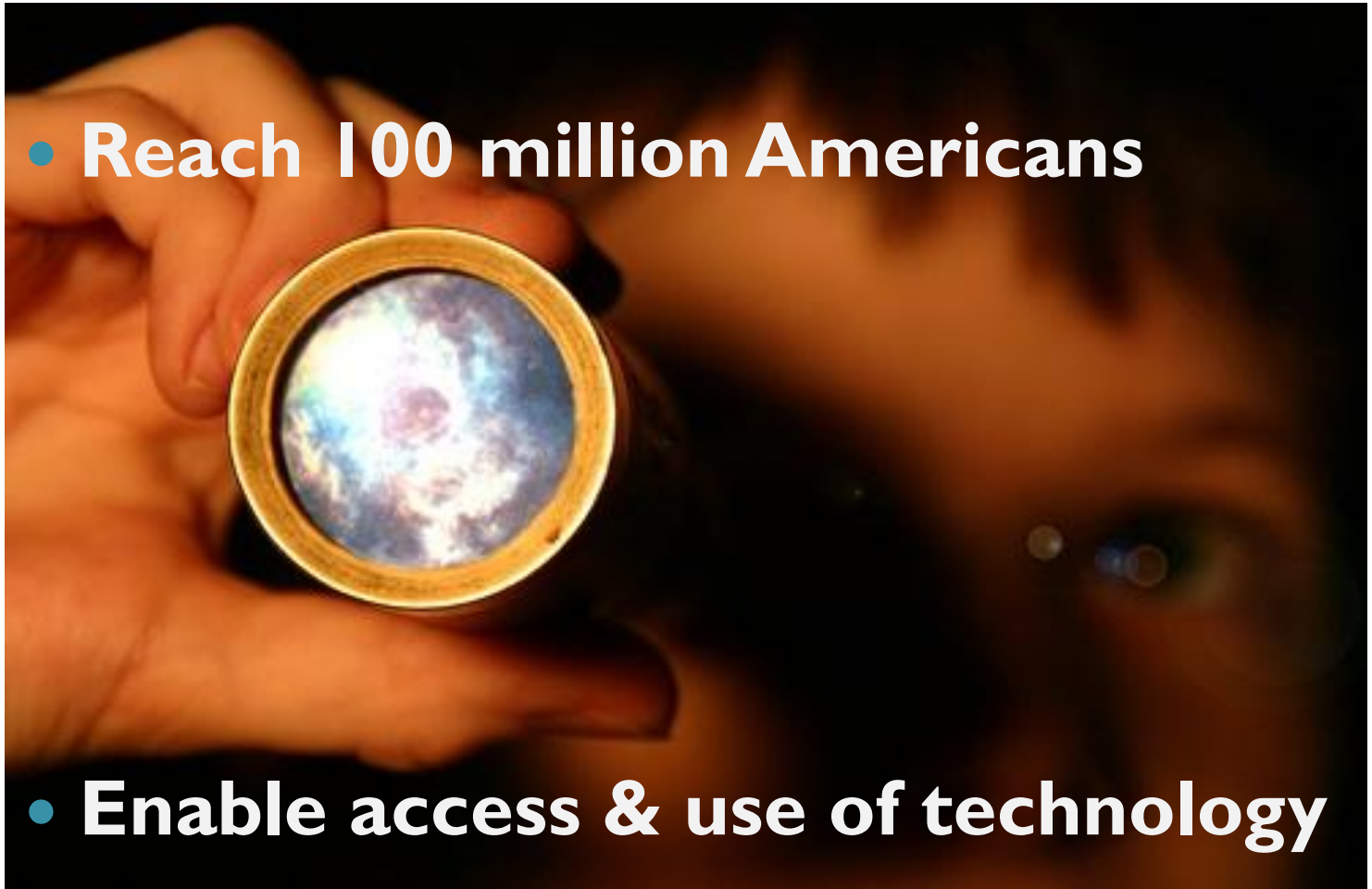
# Connect 2 Compete is

“An unprecedented collaboration of government, corporate, philanthropic and community leaders committed to harnessing technology, especially the transformational power of the Internet, to improve the lives of low income Americans and their ability to thrive in the global economy.”

# Connect 2 Compete goals

- ensure that all Americans have access to technology and content needed to improve their lives and compete in the global economy
- promote the importance of digital literacy skills and motivate individuals and families to access free community resources and training

# What 3 things could you do to...?



- **Reach 100 million Americans**

- **Enable access & use of technology**

Searching Through the Sky by Taylor Dawn Fortune  
<http://www.flickr.com/photos/missfortune/4595054105>

# C2C offers





# National partners



\*Partners as of September 2012

# Project scope

- National Ad Council campaign
- \$90 million over 3 years
- \$\$ (billions) in donated & in-kind benefits from project partners
- Digital resources, promotional materials, locator tool

# Launch & Outreach

Campaign launch  
**3.21.13**



72:365 – *In Our Hands* by Charamelody  
<http://www.flickr.com/photos/charamelody/4546946888>

- Launch events in select cities nationally
- Downloadable campaign materials
- Portal to curated digital learning content & training resources

# Leveraging social media



Like! by Joyce Seitzinger <http://www.flickr.com/photos/catspyjamasnz/6962664528/>

# C2C launch in NC

- Charlotte
- Salisbury
- Wilmington
- Greensboro
- High Point
- Winston-Salem
- Durham
- Fayetteville
- Rocky Mount
- Greenville
- Kinston



For families with children receiving free school lunches.  
Now through June 30, 2012



## Get High Speed Internet service for just \$9.95 a month.

**Being online is critical in today's world.**

Connect2Compete is a non-profit program that brings affordable Internet and computers to qualifying households across the country. Connect to the Internet at home for email, homework help, access to education, job searches, paying bills online, downloading music and so much more.

Connect2Compete offers any or all of the following:

### FAST, AFFORDABLE INTERNET

**\$9.95**  
a month  
+ tax

- No deposit required
- No contracts to sign
- No installation or modem rental fees
- Price guaranteed for 2 years

### POWERFUL LOW-COST COMPUTERS Brought to you by Good PC™

**\$150**  
+ tax

- Available to all families with children receiving free school lunches
- Select from a laptop or desktop
- Microsoft Office software included
- Fast, free shipping
- 30-day warranty

Your household may be eligible for \$9.95 Internet if it:

1. Has at least one child eligible for free lunches through the National School Lunch Program
2. Has not subscribed to Cox Internet service within the last 90 days
3. Has no outstanding bills or unreturned equipment with Cox

See if you're eligible!

Visit [Connect2Compete.org](http://Connect2Compete.org) or call toll-free 1-855-222-3217



connect2  
COMPETE

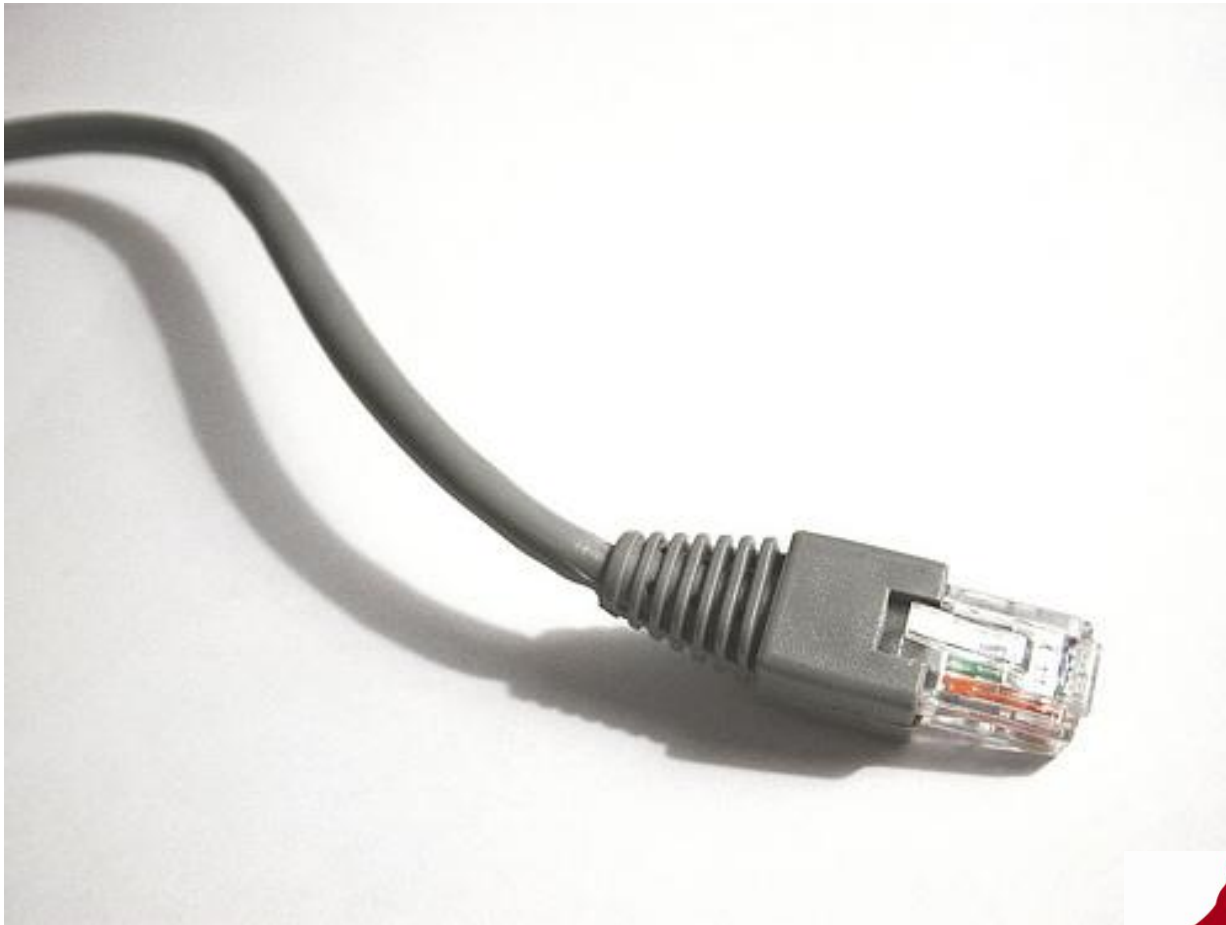


School announcement  
from San Diego, CA



STATE LIBRARY  
of NORTH CAROLINA

# Where do school libraries connect?



*it-plaza* by ralphbijker <http://www.flickr.com/photos/17258892@N05/2587507475>

# Connecting to resources

- What resources can we use?
- What skills & knowledge (resources) can we share?
- Post your strategies on the wiki page called *resources for digital literacy instruction*.



# Connecting with our peers

- What new ways can we connect with our local public libraries?
- Post your strategies on the wiki page called *building a relationship with your public library*.

# Connecting with our expertise

- What are the opportunities for being a digital literacy training partner?
- Post your strategies on the wiki page called *providing digital literacy training to members of your school community*.

# Connecting with the community

- How will others know that you're a C2C supporter?
- Post your strategies on the wiki page called *marketing your library as a digital literacy center*.

# Final reflections

Questions, comments & evaluation

[www.surveymonkey.com/s/C2CatECU](http://www.surveymonkey.com/s/C2CatECU)

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