

Common Sense Media



Arizona Broadband Stakeholder Network Presentation



Ilana Lowery

Arizona Regional Director

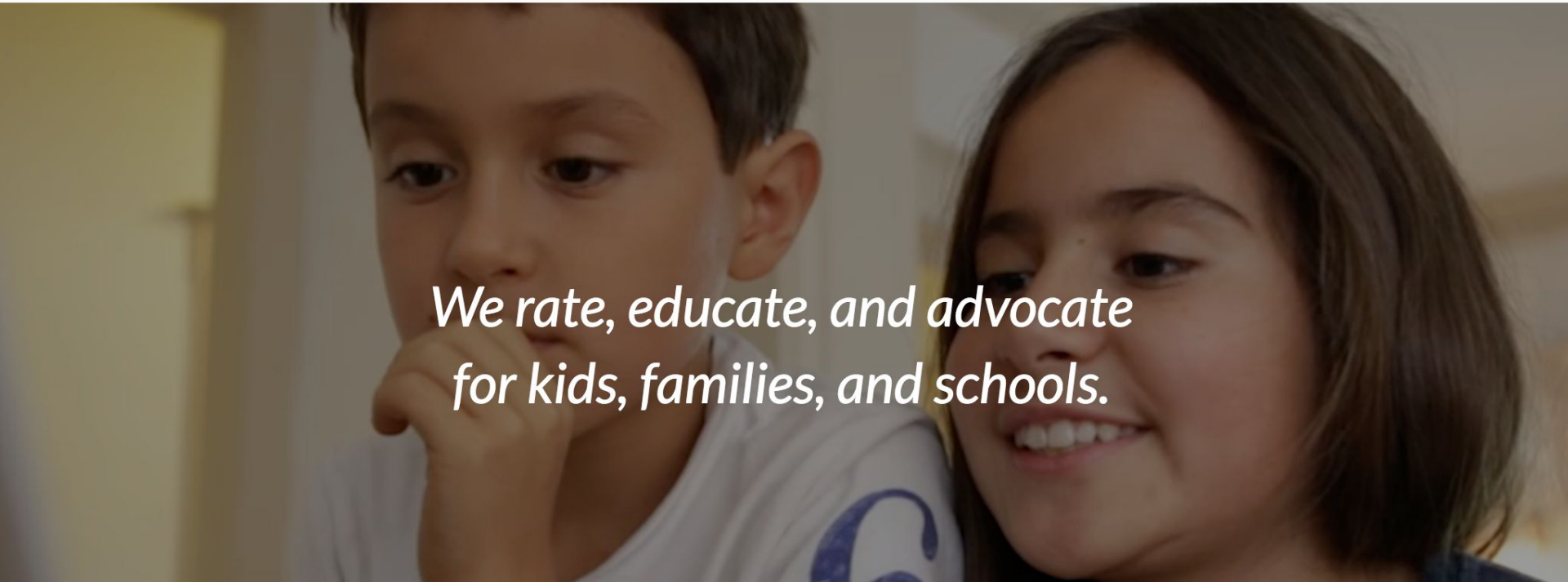
Common Sense Media

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Who we are ...

... a trusted guide for families, educators, and advocates who help kids thrive. We provide resources to harness the power of media and technology and to shape public policy to improve the well-being of every child.

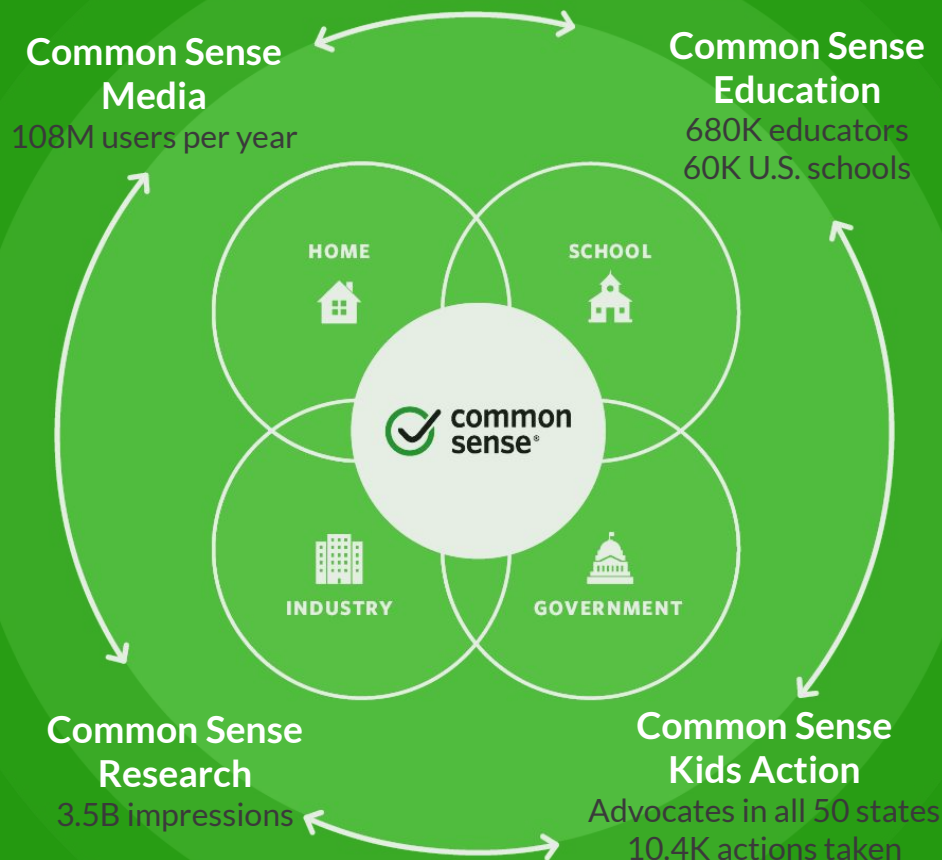




*We rate, educate, and advocate
for kids, families, and schools.*

A Powerful Platform

Leveraging our reach and impact to drive systemic change



We Have A Multi-Faceted Approach That Is Driving Systemic Change



Research informs our efforts, and helps parents and experts understand the impact of media and the evolving ways young kids use it.



Ratings, reviews and curated lists help parents and educators select great learning tools to support kids' learning and development.



Advice helps parents understand how to use media and technology to promote their children's healthy development and learning (both core academic and SEL skills).



Digital citizenship and teaching resources help educators enrich student learning through technology and empower kids with the 21st century skills they need to compete in the global economy.



Advocacy and policy works to ensure all children get off to the right start have equal opportunities for learning as they get older.



40K+ RATINGS & REVIEWS

125M USERS REACHED/YR

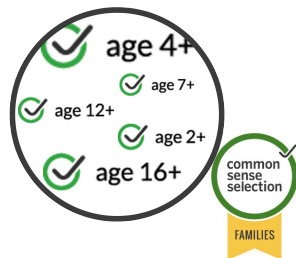
15+ PAY TV PARTNERS

American Academy
of Pediatrics



DEDICATED TO THE HEALTH OF ALL CHILDREN®

Empowering families and kids



Consumer Ratings & Reviews

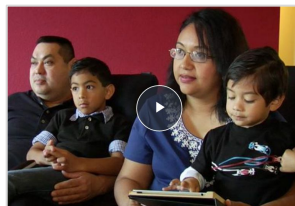
Movies | TV | Books | Apps | Games

Age-based ratings on 2-18 scale grounded in child development research



Parenting Advice

Articles, guides, and robust advice on topics such as: choosing great, age-appropriate media, screen time, social media, and online safety. In English and Spanish.



Family and Community Engagement

Partner with school districts, community-based and national organizations to reach low-income, Black, and Latinx families with culturally-relevant and inclusive content to advance equity and opportunity for kids.

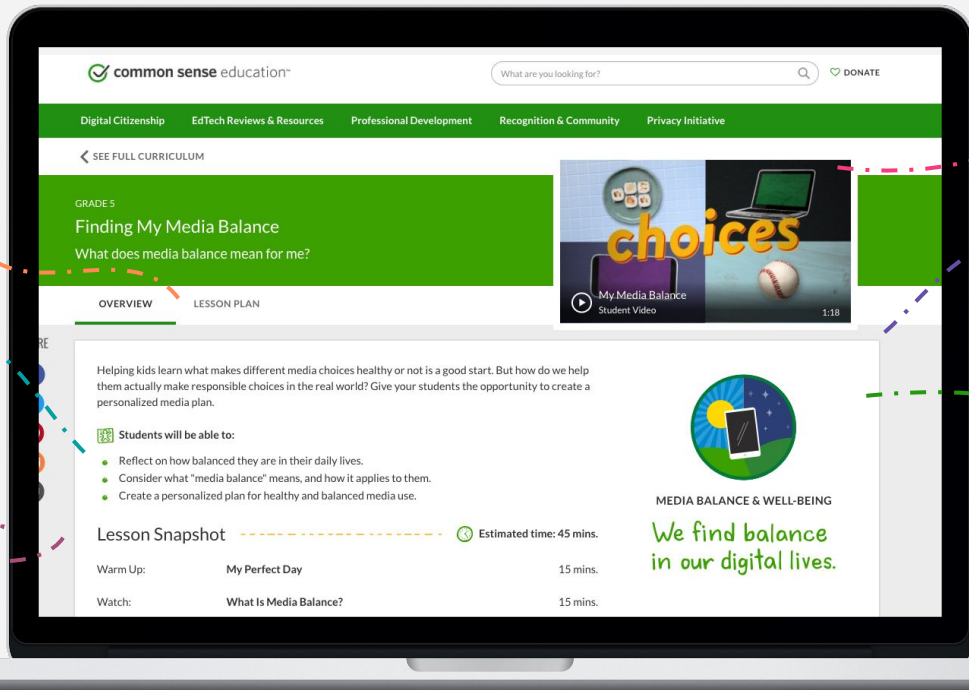
Award Winning K-12 Curriculum in 75K+ Schools

Online lesson plans that are teacher-friendly and easy to pick up at-a-glance



In-class activities

Capacity to offer bilingual lesson plans



Student-facing videos



Topic-based tip sheets addressing typical parent concerns



Customizable presentations for every lesson for teachers to keep students engaged



Advocacy

23K+ ENGAGED LEADERS

1,600 PRESS HITS/YR

44 REFORMS INFLUENCED (2020)

Addressing educational and digital inequities, and championing for kids' well-being in the digital age

Technology, Kids, and Democracy Agenda

1. Promote **Tech Equity**: Close the Digital Divide and Ensure 'Digital Inclusion'
2. **Hold Social Media Platforms Accountable** to Protect Kids and our Democracy
3. Protect **Privacy** for Kids, Families, Consumers
4. Ensure **Digital Market Competition and Choices**
5. Ensure **responsible and transparent use of AI**
6. **Tech innovation**: education, health care, etc.



Common Sense Research **4B+** Media Impressions per Year

The New York Times

 msnbc

Los Angeles Times

 USA TODAY

The Washington Post

 HUFFPOST

 npr

 PBS NEWSHOUR

San Francisco Chronicle

 TODAY

 AP

 GOOD MORNING AMERICA
abc

 CNN

 NBC

 CBS
THIS MORNING

TIME

THE WALL STREET JOURNAL
WSJ

Forbes

Our Strategy in Arizona

Common Sense has made significant progress over the past three years, directly educating tens of thousands of parents, educators, and students. We've:

- 1 Raise awareness about the impact of media and technology on kids.
- 2 Empower young people to use technology safely and responsibly and in support of their digital well-being.
- 3 Build families' and educators' knowledge, skills, and confidence in harnessing technology as a positive force in kids' lives.
- 4 Champion federal + statewide policies to close the digital divide.



Common Sense Kids Action

Making kids our nation's top priority

High Quality
Early Childhood
for all

Positive media
technology
world for kids
and families

21st Century
Learning for all

Common Sense
Support for
Families

Advocates in all 50 States

Defining, Measuring and Understanding the K-12 Digital Divide to Build Rapid Response and Long-Term Public Policy Solutions

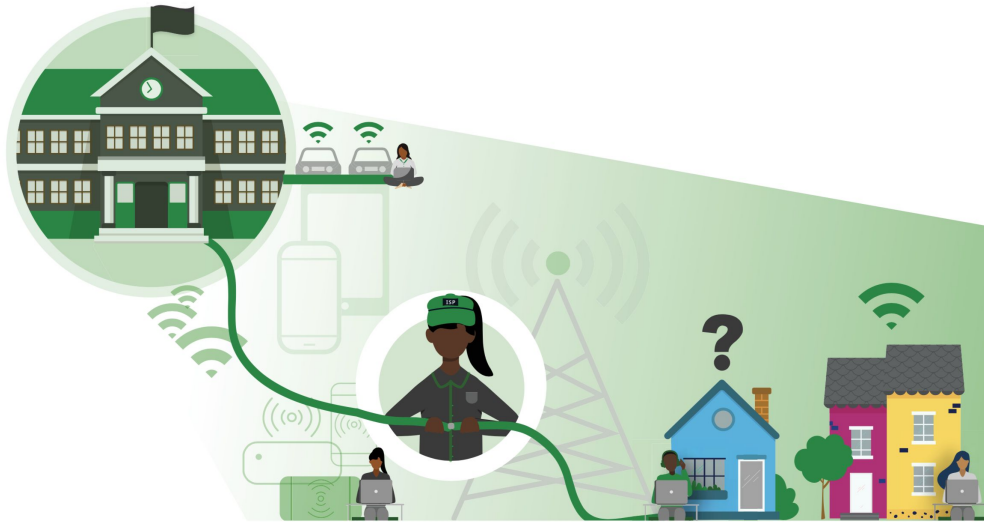


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Before Covid - 19, efforts to close the homework gap focused on building support outside the home



Schools now see bridging the homework gap as core to their mission and are working to connect students at home

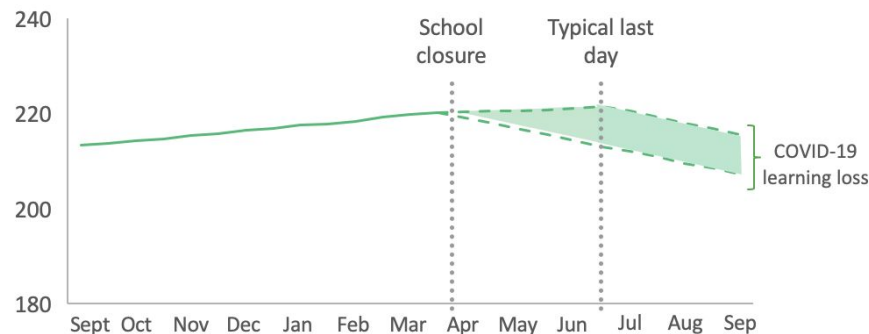
The digital divide matters, with the potential to accelerate learning loss for students during school closures

"Students have not made the necessary growth they would have made had we continued in school. [...] I have been able to remain in contact with all of my students via telephone calls [...], but this is no comparison to what I am able to get done with the two students I can see weekly in a Google Meet. [...] I see how our students compare to those in neighboring districts who have one-to-one devices, and I feel that they are not afforded the same level of instruction they desperately deserve."

- Leslie, preschool, pre-K, and elementary school teacher, Ellensburg Depot, New York

Without distance learning tools, students—esp. in low-income and rural households—risk significant learning loss

Projected student academic growth trajectory in math



Source: NWEA Collaborative for Student Growth Research Center; Common Sense Media Connect All Students teacher survey, spring 2020

Distance learning requires adequate internet and devices



High-speed broadband internet service

- Fixed broadband (DSL, cable, fiber)
- Wireless broadband (cellular), accessed via hot-spot or tethering
- Satellite broadband



Internet-enabled devices

- Laptops
- Desktop computers
- Tablets

Accessing the internet through mobile phones alone is not considered sufficient for effective distance learning engagement

Over 30% of our families currently do not have Internet at home, 35% of students are accessing online content via parents' smartphones. That creates a whole other set of challenges: parents needing the phone for their own communication needs, [...] students unable to access online work, limited data plans creating worries about paying bills or losing connectivity.

-Jessica, elementary school teacher, Oakland, California

Source: BCG analysis, stakeholder interviews; Common Sense Media Connect All Students teacher survey, spring 2020

Technology choices make a difference in distance learning experiences for students



Broadband internet service

Distance learning experience with **robust technology**

- Speeds and data sufficient (200/10Mbps) for multiple hours of two-way video, serve multiple users for uninterrupted experience

Distance learning experience with **minimum required technology**

- Baseline speeds (25/3 Mbps) will connect to video, may be pixelated, disrupted
- Data caps limit engagement time

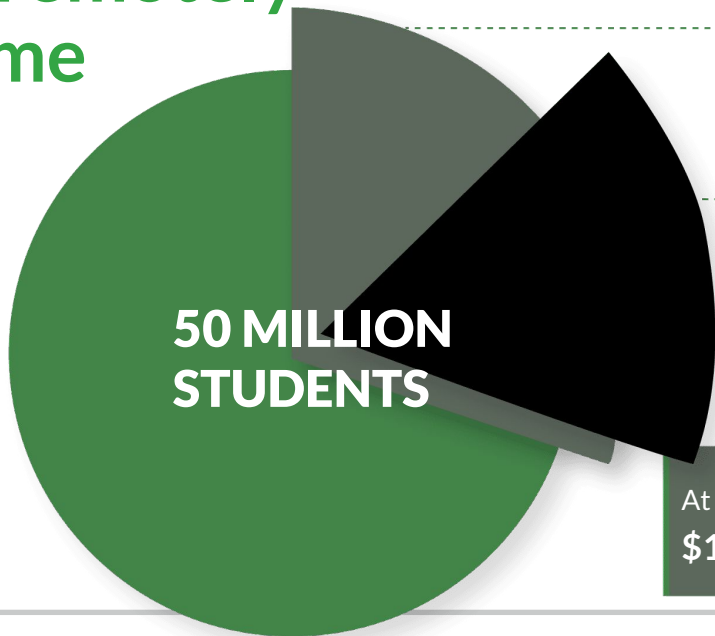


Illustrative

Internet-enabled devices

- New device with high memory allows for quick-load apps, real-time learning tools
- Refurbished device, with
- slower processing speeds

50 million K-12
public school
students have had
to learn remotely
from home



**15 MILLION TO
16 MILLION (30%)**

of these students lack adequate
internet or devices to sustain effective
remote learning.



9 MILLION

of these students lack both
adequate internet and
adequate devices.

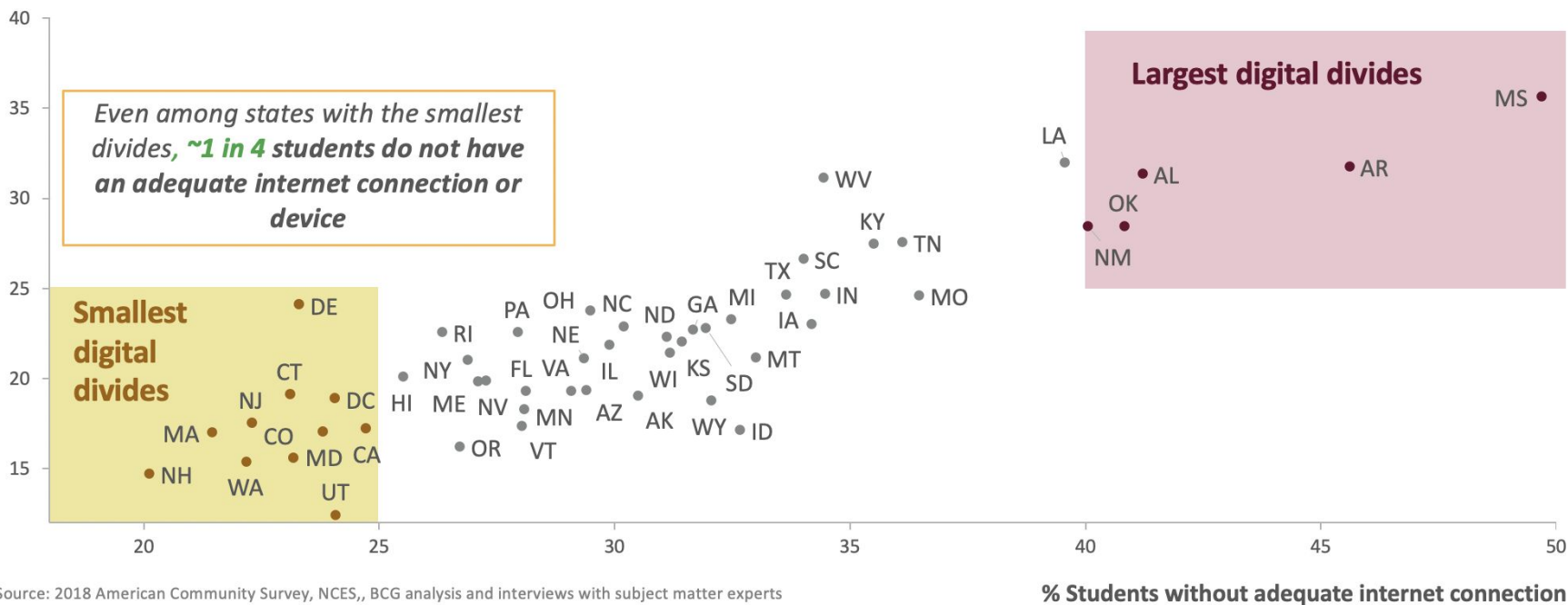
At least **36 STATES** have allocated over
\$1.5B IN CARES FUNDING for K-12 digital access.



A major digital divide persists in all 50 states

Percent of students in households without devices and adequate internet connectivity, by state

% Students without adequate devices

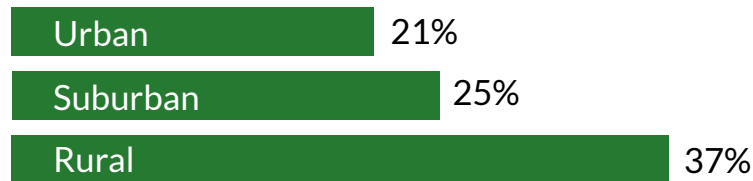


Source: 2018 American Community Survey, NCES,, BCG analysis and interviews with subject matter experts

The digital divide disproportionately impacts rural communities, Black, Latinx, and Native American households

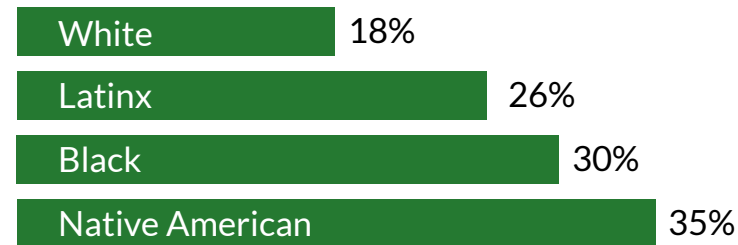
% of students without broadband

by geography



Research by the Greenlining Institute has shown that districts subject to financial redlining practices in the 1930s face a higher digital divide today.*

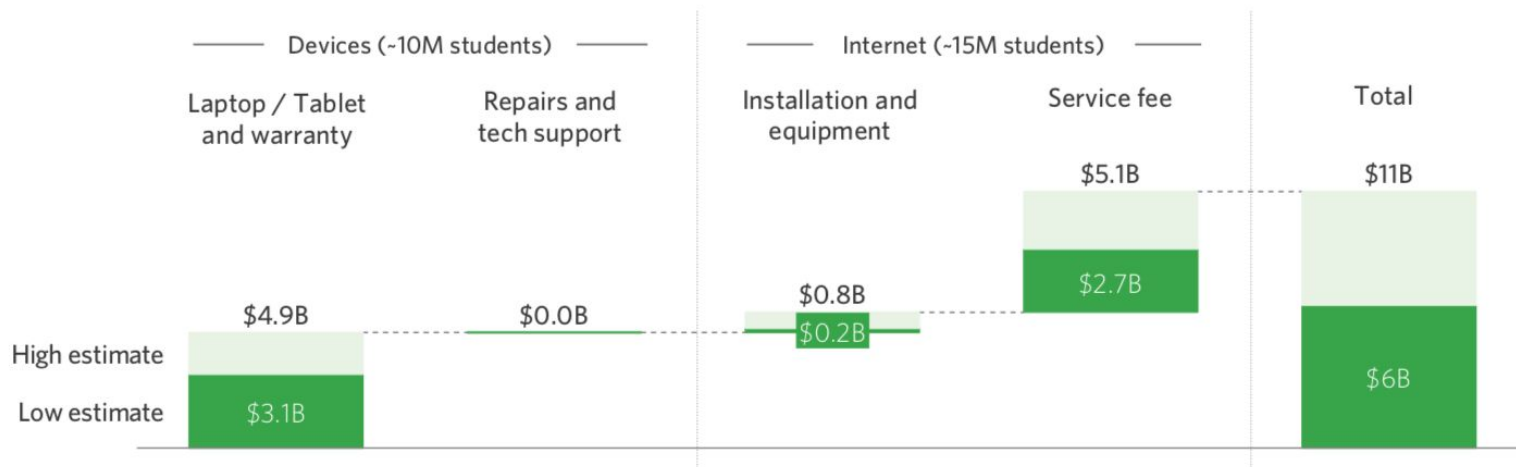
by race/ethnicity



*[On the Wrong Side of the Divide](#). Source: U.S. Congress Joint Economic Committee. (2017, September). [America's Digital Divide](#). Perrin, A. (31 May, 2019). [Digital gap between rural and nonrural America persists](#). Pew Research Center.

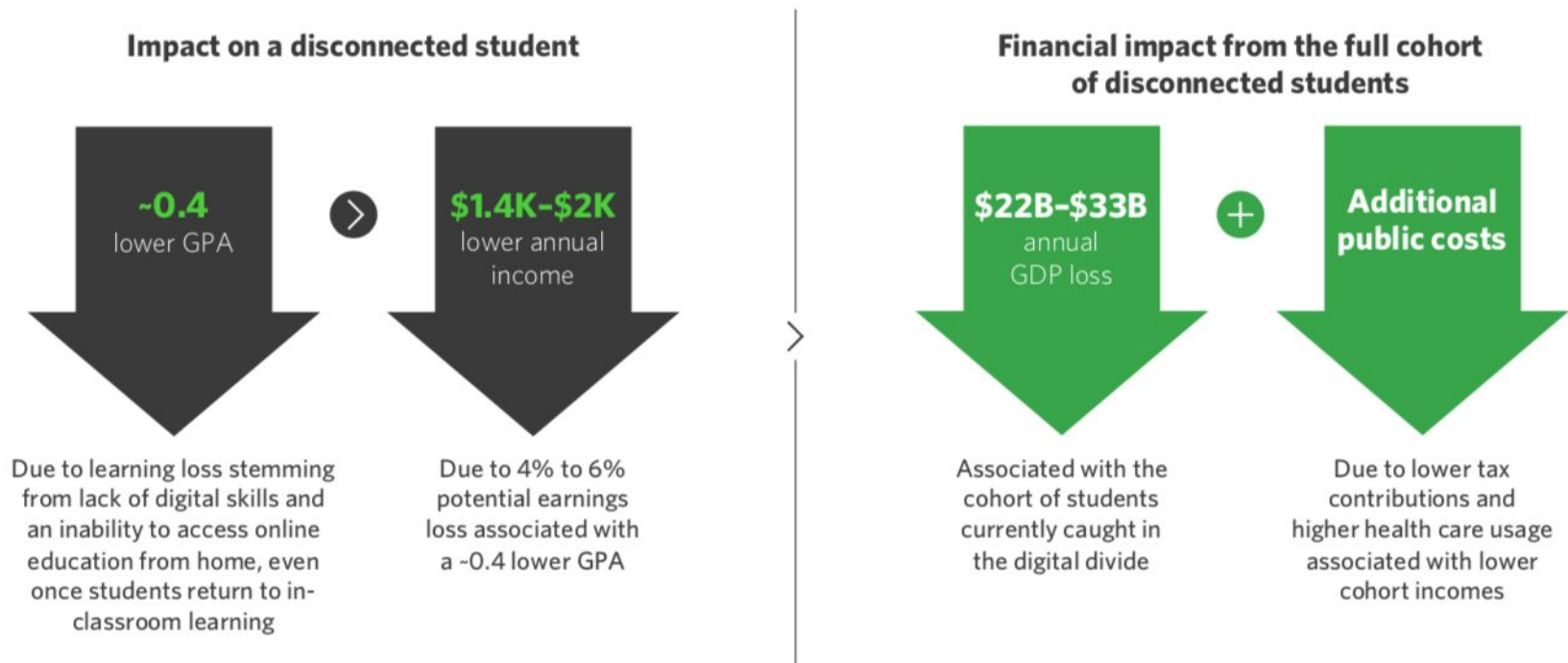
Note: Asian race/ethnicity not included in bar chart.

Estimated \$6B–\$11B first-year cost and additional \$4B–\$8B annually to permanently close the K-12 divide



Sustainable model	Replace every ~5 years	~\$50–\$100 / yr. for each student	Needed every ~3 years	Monthly	
Amortized cost per year	\$1B–\$2B		\$3B–\$6B		\$4B–\$8B
Per student	\$105–\$190		\$175–\$360		\$280–\$550

A long-term homework gap will have significant impact on lifetime earnings



Sources: Quello Center, University of Miami, U.S. Census-aggregated at household level, BCG analysis.

Public Policy Response

Federal government has invested billions of dollars in broadband planning, long-term infrastructure investments, emergency support to address the k-12 digital divide, and for first time ever, digital inclusion/citizenship and permanent low-income broadband service cost supports.

With these federal funds states can now invest in:

- planning and administrative support to address the digital divide across state and local institutions
- digital needs assessments
- broadband infrastructure upgrades
- low-income cost support programs for devices and service
- digital inclusion programs
- and make public policy changes to drive down the long term costs of broadband to consumers by incentivizing competition and ensuring low-cost broadband service offerings

Arizona: Current Federal Support

Affordable Connectivity Program		ARPA Recovery Funds					
212,283 Households ~23% of eligible*		\$4,182,827,491 ARPA State Recovery Funds					
		\$1,413,805,450 County Recovery Funds			\$1,003,151,239 City Recovery Funds		
Emergency Connectivity Fund							
297,496 Devices 66,912 Connections		Apache \$13,963,207		Avondale \$17,887,327	Mesa \$105,515,724		
		Cochise \$24,458,872		Buckeye \$10,575,465	Peoria \$20,769,706		
ARPA Capital Projects \$190,220,002 5% planning allocation available now		Coconino \$27,868,531		Casa Grande \$11,403,498	Phoenix \$396,080,366		
		Gila \$10,492,363		Chandler \$34,560,795	Prescott \$5,920,074		
		Graham \$7,543,632		Douglas \$4,385,561	Prescott Valley \$7,647,867		
		Greenlee \$1,844,875		Flagstaff \$13,252,816	Queen Creek \$4,815,893		
		La Paz \$4,099,982		Gilbert \$24,159,871	Scottsdale \$29,244,706		
		Maricopa \$871,239,088		Glendale \$59,516,611	Sierra Vista \$6,228,688		
		Mohave \$41,213,672		Goodyear \$10,350,308	Surprise \$15,545,984		
		Navajo \$21,545,687		Kingman \$5,393,722	Tempe \$45,869,312		
		Pima \$203,421,668		Lake Havasu \$8,528,306	Tucson \$135,696,763		
		Pinal \$89,891,338		Maricopa \$6,730,215	Yuma \$23,071,661		
		Santa Cruz \$9,031,691					
		Yavapai \$45,665,225					
		Yuma \$41,525,619					



Resources for Support

Sign up today for our tips and updates.

Subscribe to our newsletter!

Tell your school about our digital citizenship curriculum.

Maximize funding by using our [primer](#) and [guide](#).

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