



CASE STUDY – Rural Broadband Workflow Strategy Expansion

SITUATION: A technological non-profit has been tasked with assisting localities with expanding rural broadband. The non-profit had a solid process for evaluating the current infrastructure in place and identifying expansion priorities. They wanted to expand their support in helping localities get out of the gate with actual implementation.

INTERVENTION: Interviews took place with non-profit staff and local government officials. Additional research was conducted on current public policy, broadband stakeholders, funding sources, and technology deployment scenarios.

RESOLUTION: The non-profit current work flow was expanded to include two additional phases. Expanding broadband is a decade long imitative in most locals and the new phases were designed to be repeatable based demographic need priorities, fiscal year and grant funding cycles. A strategic communication plan was created to keep all stakeholders in the community informed. And key personnel positions were identified with qualifications to ensure deployment success.

