7 Ways to Make the Needs Assessment Pay Dividends

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Background

- Industry analyst, consultant
- “Tech Titan on Twitter”
- Helps organizations develop broadband business strategy
- Author of books, special reports, blog
Objectives

• Present high-level view of needs assessment
• Show extra value potential
• Give a push in right direction
Remember

• Through need comes a plan
• Need determines financial viability
• Meeting needs measures progress
• Need defines tech solutions
Polling Question #1
(use form on right side of screen >>>)

What *main* role do (or will) you play in your community's broadband efforts?

- Project champion
- Project leader
- Member of project team
- Provider/Vendor
- Elected official
- Involved stakeholder
- Other
Philadelphia Set Standard

- Speedy - 3 months
- Inclusive
- Intense
- Multiple objectives
Steering Committee

- 17 volunteers + 2 City staff
- Cross section of Philly
- Everyone had to work
- Facilitated focus groups
Focus Groups

- Conducted concurrently with other planning
- 15 groups
- High intensity
- Different approaches taken
Creation Orientation

- Show glimpse of vision
- Participants drive the vision
- “What if..” rules
Town Halls

- Come to build a vision
- Set clear ground rules
- Let meetings run themselves
The Seven Steps
1. Find the Money

- Who can pay
- Who can attract money
- Who can raise money
2. Define the Public Good

- “We’re not sitting in the park”
- Economic development, education, healthcare
- What’s it mean to constituents
3. Establish, Refine Vision

- Aim for the stars
- Manage expectations
- Get it in writing
4. Build Consensus

- The objectives
- The mission
- Communicate constituencies’ goals
- Communication essential
Polling Question #2
(use form on right side of screen >>>)

Which of these tasks have you completed?

- Have only a vision or haven’t started yet
- Identified major stakeholders
- Conducted qualitative assessment
- Conducted quantitative assessment
- Established financial objectives from assessment
- Established public good objectives from assessment
5. Create Preliminary Tech Picture

- What can tech do for us
- What do we want tech to do
- Understand the financial picture
6. Unleash Marketing Campaign

- Marketing materials
- Technology demos
- Collect contact information
- Word of mouth
PRELIMINARY BRAND BLUEPRINT

*Wireless Philadelphia*

I. **Brand For Success**
   What is a brand and how does it work?

II. **Bridging The Digital Divide**
    Insights into How Wireless Philadelphia Can Make a Difference

III. **Social And Education Component**
    Creating A Positive Social Impact

IV. **Economic Development**
    Creating Economic Opportunities For The Community

V. **Non Profit Outreach**
    Partnering with community organizations

VI. **Laying The Foundation**
    Developing Public Image

VII. **Beating The Drums**
    Internal and External Marketing Program
7. Build Political Clout

- Politicos, staff participation
- Quantify results
- Track needs to territories
- Educate participants
Q&A
Communities United for Broadband:  
www.communitesforbroadband.com/

At Broadband Properties Magazine:  
www.munibroadband.com  
Broadband Properties homepage:  www.bbpmag.com

Join us Wednesday August 4 at 2 PM EDT for the next webinar in this series: **Finding the Right Business Model for Community Broadband**  
Register at www.Muniwebinar.com

Craig Settles delivers on-site workshops for communities and organizations that want to develop and execute effective broadband strategies.  
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