Broadband USA Applications Database

Applicant Name: COOPER COMMUNITY INITIATIVES, INC.

Project Title: Broadband for the Catawba Nation

Project Type: Public Computer Center

Executive Summary

a) Statement of the Problem: Broadband for the Catawba nation is targeted to educate the people of the Catawba Nation about broadband technology. Very little outreach, and education concerning broadband technology has reached Native American Reservation, and there is virtually none on the Catawba Nation Reservation, only (5) computers currently exist in the Youth/Cultural center, and this building is the heart of the Catawba Nation Reservation. B) Approach: CCI’s innovative approach is to implement a computer center that has culturally enriching training courses, on a high speed wireless, internet broadband platform. The center will encourage participation of the center by citizens of the Catawba nation, by including critical youth and elderly broadband applications in our program, such as distance learning, and telemedicine. Our center will be staffed with a Native American Diversity Manager to ensure that specific needs of the Catawba Nation people, which are related to broadband technology are meet. CCI’s approach is to reach out, and educate as many Catawba citizens and small business as possible. We will conduct our public computer center in the youth center/cultural center, which is the center of the Catawba Nation reservation, and will draw a lot of exposure, therefore increasing usage of the center. CCI will conduct seminars for small businesses, and individuals. The center will be accessible, and available for usage on weekends, and evening hours, for additional accessibility. Our approach is to educate the population and encourage participation and usage of broadband technologies, by putting the community at ease with the benefits of broadband. The more education and knowledge the population has with the technology, the more at ease they will be with subscribing to using broadband in home, and businesses. The PCC will enable members of the community to access long term benefits. The long term benefits of Broadband access include: enabling telemedicine; bridging broadband learning curves by providing distance learning, online course, and advance learning tools and capabilities; The community to be served consist not only of Catawba Nation citizens, but many of in this population are also low income, disabled persons, and at risk youth. C) Demographics: We estimate a high level of usage of the center, at least 7000-9000 per year. We estimate this because the center will also serve Catawba people who are not living on the reservation, but in surrounding communities. D) Qualifications: CCI is formed by ex-IBMers. Our diverse team has extensive IT, telecommunications, business management, training and outreach experience. CCI has a relationship with the Catawba Nation, and individuals throughout the community. Our staff has experience implementing broadband technology, public computer centers, and providing training and outreach to diverse populations. We know what needs to be done to successfully implement the PCC, because we’ve done it before. CCI has the operation, people, processes, and systems to quickly deploy, and manage the project. E) Jobs to be Created/Saved: CCI will create at least (4) jobs for the center. These jobs will consist of a Native
American Diversity Mgr, Project Manager, Technology Mgr, an BTOP Lab Aid/Teachers Assistant. In addition, at least (5) indirect jobs will be created, and at least 11 induced jobs. F) Overall Cost of project $660,678. CCI has teamed with The Catawba Nation to implement this project.