IAITAM ACE
May 7–9, 2024 The M Resort Las Vegas, NV
Maximizing Digital Equity:
Leveraging ITAD in the Federal $65 Billion "Internet for All" Initiative
Susan Krautbauer
Senior Director, Advancement
Digitunity
Finding your IAITAM Oasis

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Today's Workshop
• Purpose and goals of the workshop
• The Digital Equity landscape – IIJA and DEA
• Ecosystem: Terminology and methodology
• The role of ITAD in the digital equity ecosystem
• A look at pathways to engagement
• Discussion / Q&A
• Wrap up
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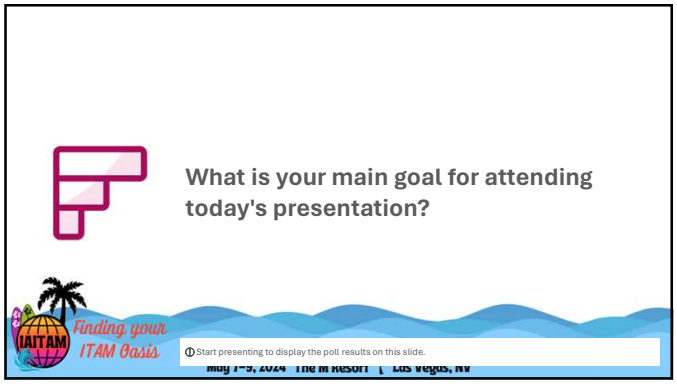
What is your main goal for attending today's presentation?
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Start presenting to display the poll results on this slide.

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Purpose and goals of the workshop

- Grasp IIJA & DEA scope and impact on digital equity.
- Learn "Sustainable Device Ecosystem" methodology and application.
- Understand timelines and funding windows within IIJA/DEA.
- Explore potential role for ITAD in State Digital Equity Plan implementations
- Map pathways for involvement in the broader Digital Equity Landscape.

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About Susan Krautbauer

- Seasoned technology supply chain executive with 20+ years in marketing and technology solution sales.
- Expert in ITAD depot services, global logistics, field service delivery, and ESG application.
- Advising across private, social, and public sectors on device supply strategies that support digital equity

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Who is Digitunity? *(pronounced like opportunity)*

Our mission: To make owning a computer possible for everyone.

- Formerly National Cristina Foundation
- 40 years in digital inclusion space
- 501(c)(3) nonprofit public charity
- Core work had been matching tech donations with recipient organizations
- Digital Opportunity Network, including 90+ nonprofit refurbishers

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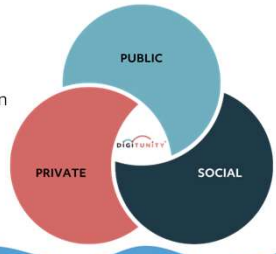
An Independent, Systems-Level Actor

Three focus areas:

- Generating supply
- Developing systems of distribution
- Advancing knowledge to inform the field



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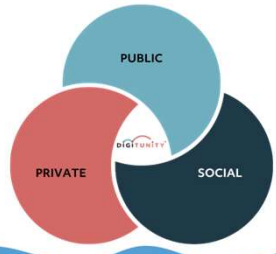
An Independent, Systems-Level Actor

We are not a practitioner,
we support practitioners.

We do not touch computers,
we unlock supply for the sector.

Distinct from individual vendors,
we work to advance the field.



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Bridging the Divide: A Systemic and Pervasive Challenge

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Imagine a Day Without Connection

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What is Digital Equity?

Digital equity refers to the state where **every person and community has the necessary information technology resources to participate in society, democracy, and the economy fully**.

The term encompasses not only **access** to devices and the Internet, but also the **ability** to use and benefit from them effectively.

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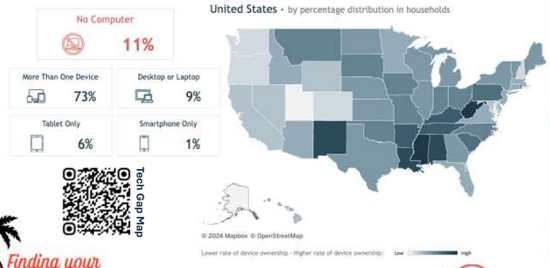
A Look at the Issue



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The Infrastructure Investment and Jobs Act (IIJA) and the Digital Equity Act (DEA)

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Unprecedented $65B Federal Investment

Made possible by the Infrastructure Investment and Jobs Act of 2021 (IIJA), **a historic federal commitment to expand broadband infrastructure, device access, and adoption** has begun.

INTERNET FOR ALL

NTIA

DEPARTMENT OF COMMERCE · UNITED STATES OF AMERICA

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Programs Related to Devices

- The **Broadband Equity, Access, and Deployment** (BEAD) program

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Programs Related to Devices

- The **Broadband Equity, Access, and Deployment** (BEAD) program
- The **Digital Equity Act** (DEA)

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Programs Related to Devices

- Support the creation and implementation of **community-centric solutions** to help scale digital literacy and adoption programs to help these groups, identified in the DEA as "Covered Populations"

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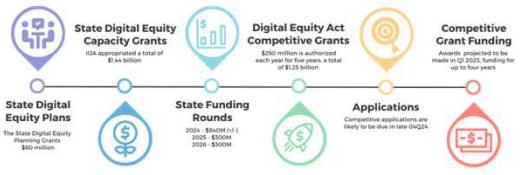
NTIA Projected Timeline



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Aligning ITAD Expertise with Digital Equity Goals

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Device Ecosystem and Essentials

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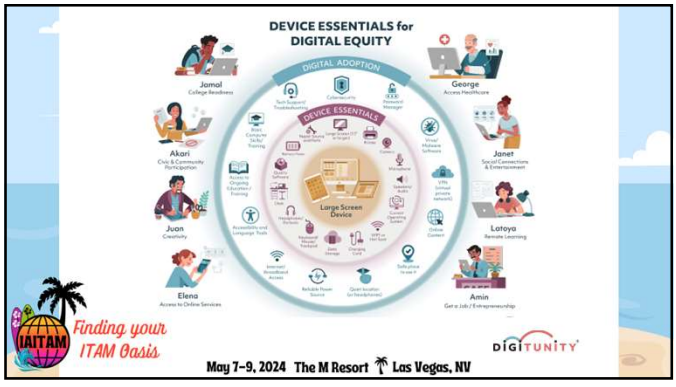

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METHODOLOGY FOR A SUSTAINABLE DEVICE ECOSYSTEM
The following conditions must be in place to advance digital equity through an expansion of device ownership:
COMMUNITY
TECHNOLOGY
Device Needs Identified
Community Deployment
Supports Available
Effective Communications
Continuous Improvement
Supply Chain Activation
Device Preparation and Configuration
Device Distribution
Device Lifecycle
Continuous Feedback Loop
Data Collection & Storytelling
Evaluation & Adaptation
Community Input
Multisector Stakeholder Engagement
Expand & Build Linkages
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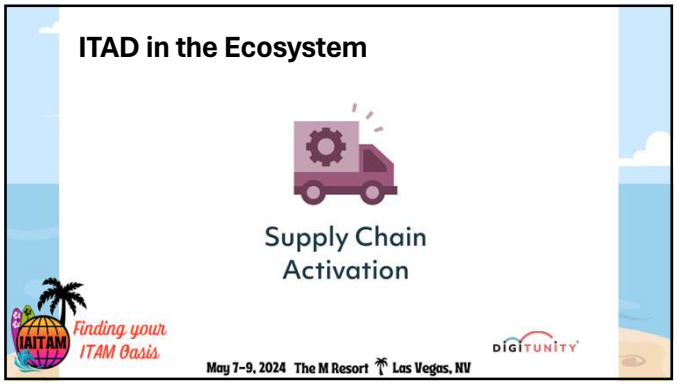
ITAD in the Ecosystem
Supply Chain Activation
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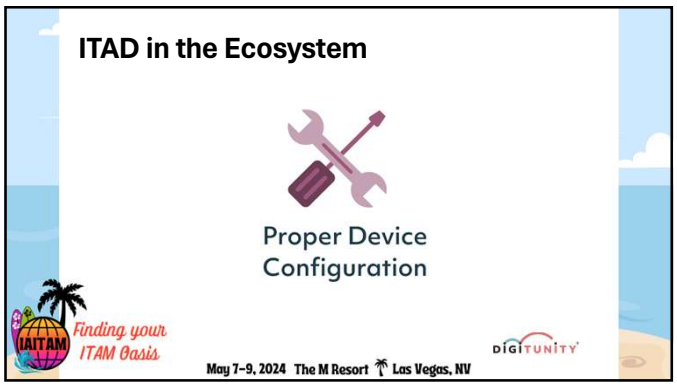
ITAD in the Ecosystem
Proper Device Configuration
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ITAD in the Ecosystem

Device Distribution

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The DEA Opportunity: A Glimpse Ahead

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The Value Proposition

- Scale of the Opportunity
- Beyond Preparation
- Workforce Advancement
- Cultivating Relationships
- Exploring New Avenues

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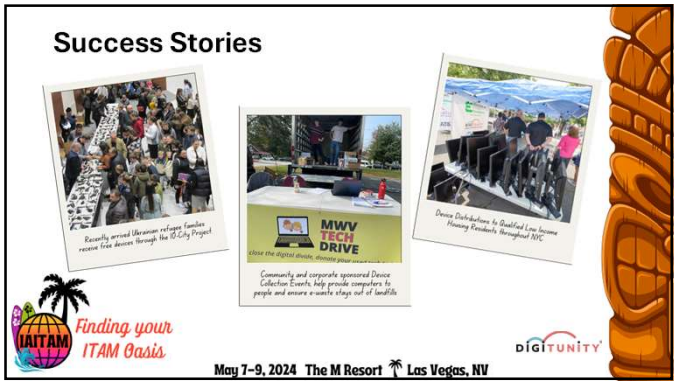
Success Stories
Recently arrived Ukrainian refugee families receive free devices through the 10 City Project
MWV TECH DRIVE
Community and corporate sponsored Device Collection Events help provide computers to people and ensure e-waste stays out of landfills
Device Distributions to Qualified Low Income Housing Residents throughout NYC
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Success Stories
Students from Trinity North Elementary learning about their new computers.
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Success Stories
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YOUR GENTLY USED
DEVICES
CAN MAKE A DIFFERENCE
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Wrap Up: Capitalizing on the Opportunity

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Maximizing an Unprecedented Opportunity

- Recap of the Digital Equity Act's aims.
- Summary of ITAD's potential role and next steps in the opportunity horizon.
- Collaborative strategies for successful engagement.

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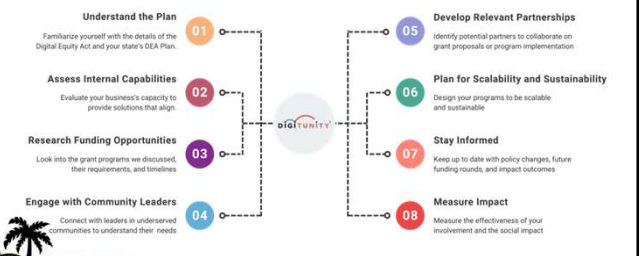
What's Next



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Discussion / Q&A

- What aspect of today's discussion about Digital Equity and ITAD's role was most eye-opening for you?
- Considering what we've covered, how do you envision applying these insights to your ITAD business?
- Has our conversation today ignited any new ideas, approaches, or partnering opportunities you'd like to explore for your organization?
- Additional Questions or Comments?

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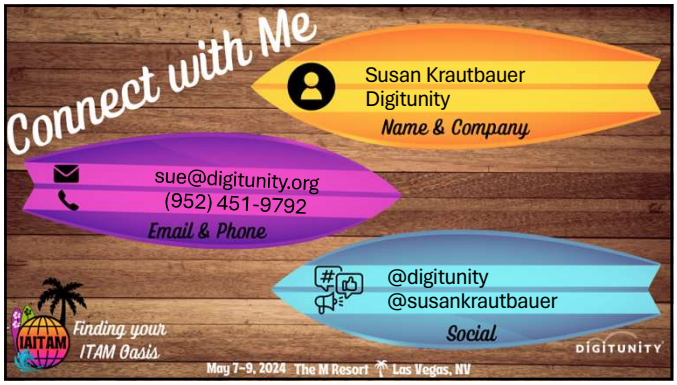

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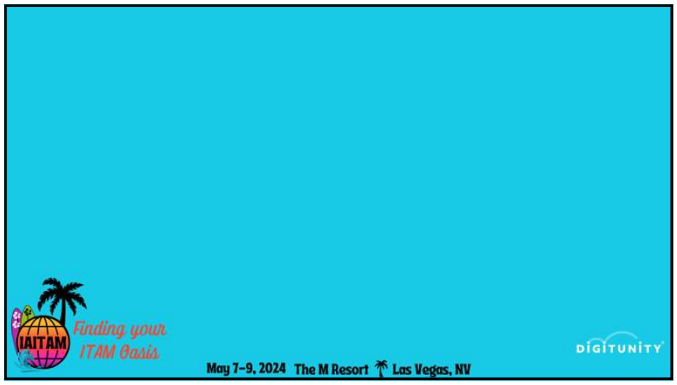
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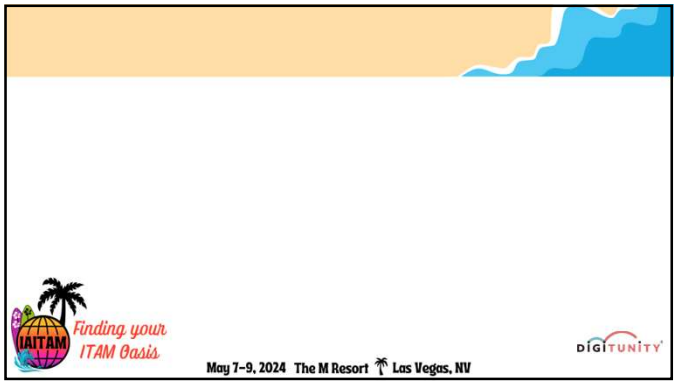
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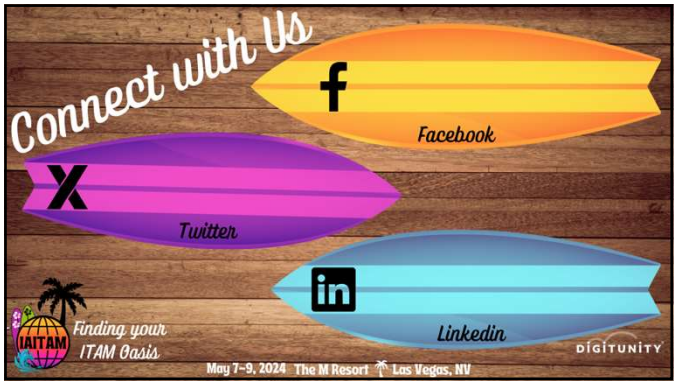
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