Building a 21st Century Workforce Learning Summit

Broadband, Technology and Our Future Workforce

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Outcomes

• Rural broadband meets many needs and provides many opportunities

• “Soft” digital skills are essential and often neglected

• Thriving digitally starts local and is always changing
The Many Uses of Broadband
“Digital highway”
Digital Capital$^1$

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*Infrastructure + Skills + Use* of 

*digital technologies required to achieve outcomes*
Employm
ent & Financial Capital

Personal Well-Being & Human Capital

Access Information

Social & Civic Capital

Access Health services

Digital Technologies Outcomes

Work or find work

Engage with gov.

Connect with family & friends

Find and purchase goods

Network with groups & orgs

Documen
t & Share culture

Entertain-ment and Leisure

Access Education

Entertainment and Leisure

Document & Share culture
Core Digital Skills
Changing technologies …
Multiple uses and outcomes …
Different contexts …

How do we train for this?
Which Internet skills can serve as a foundation for 21st century workforce?
Skills that focus on operating and using browsers and websites, such as:

- Know how to connect to a wifi network
- Know how to open downloaded files
- Know how to use shortcut keys
- Know how to download/save a photo online
- Know how to upload files
- Know how to go to a different webpage
- Know how to adjust privacy settings
- Know how to open a new tab in browser
- Know how to bookmark a website
- Know how to complete online forms
Skills that focus on finding information and navigating websites, such as:

- Know how to decide what the best search key words are
- Know how to find a website I have visited before
- Know how to verify online information
- Know how to navigate different websites
- Know how to find information online
Skills that focus on social interaction and participation online, such as:

- Know how to change who I share with
- Know which information should be shared
- Know how to decide who to follow
- Know how to remove friends & contacts
- Know when information should be shared
- Know to be careful with comments and behaviour
Skills that focus on editing, creating and posting and content online, such as:

- Know how to build something new from existing content
- Know how to design a website
- Know how to edit/change existing content
- Know how to write and comment online
- Know how to post video content
- Know which content licenses apply

Creative
Skills that focus on mobile functions for using the Internet, such as:

- Know how to install apps on a mobile device
- Know how to use internet-enabled apps
- Know how to post content from mobile device
- Know how to access browsers/websites
Thriving Digitally starts Locally
2 Key points for 21st Century Workforce

1. Change is the new normal
   - Technology will continue to change and evolve
   - Economic, social and environmental realities in the region will change and evolve quicker than before
   - New skill requirements as well as new training options and mediums are constantly emerging
2 Key points for 21st Century Workforce

2. Digital thriving starts locally

• Regularly identify local digital talents, interests and needs

• Develop digital skills with priority in education, labor force training and citizen engagement.

• Celebrate local champions and lead by example
Thank you
Kootenay Region!
1. Digital Capital is a concept that I am adapting and developing for my PhD research. The source for my adaptation is: Roberts E. & Townsend. L (2015). The contribution of the creative economy to the resilience of rural communities: exploring cultural and digital capital. Sociological Ruralis

2. Digital Technology Outcomes are:


   - In combination with the Internet use categories outlined by: Helsper, E.J., van Deursen, A.J.A.M. & Eynon, R. (2015). Tangible Outcomes of Internet Use. From Digital Skills to Tangible Outcomes project report. Available at: www.oii.ox.ac.uk/research/projects/?id=112


4. Mobile skills from van Deursen et al’s categories have been merged with mobile Internet skills included in the E-Index

5. These recommendations are adapted from a rural broadband policy scan conducted at RDI: Kelly & McCullough (2016). State of Rural Information and Communication Technologies in Manitoba. Rural Development Institute, Brandon University.