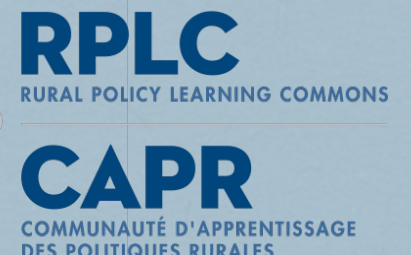


Building a 21st Century Workforce Learning Summit

Broadband, Technology and Our Future Workforce

Wayne Kelly

Kootenay Workforce Development
Nelson, BC June 19, 2017



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 Capital¹

=

*Infrastructure + Skills + Use
of*

digital technologies required to achieve outcomes

Digital Technologies Outcomes²

Employment & Financial Capital

Work or find work

Financial information & benefits

Sell or purchase goods

Access information

Document & Share culture

Cultural Capital

Entertainment and Leisure

Access Information

Personal Well-Being & Human Capital

Access health services

Access Education

Connect with family & friends

Social & Civic Capital

Engage with gov.

Network with groups & orgs

Core Digital Skills

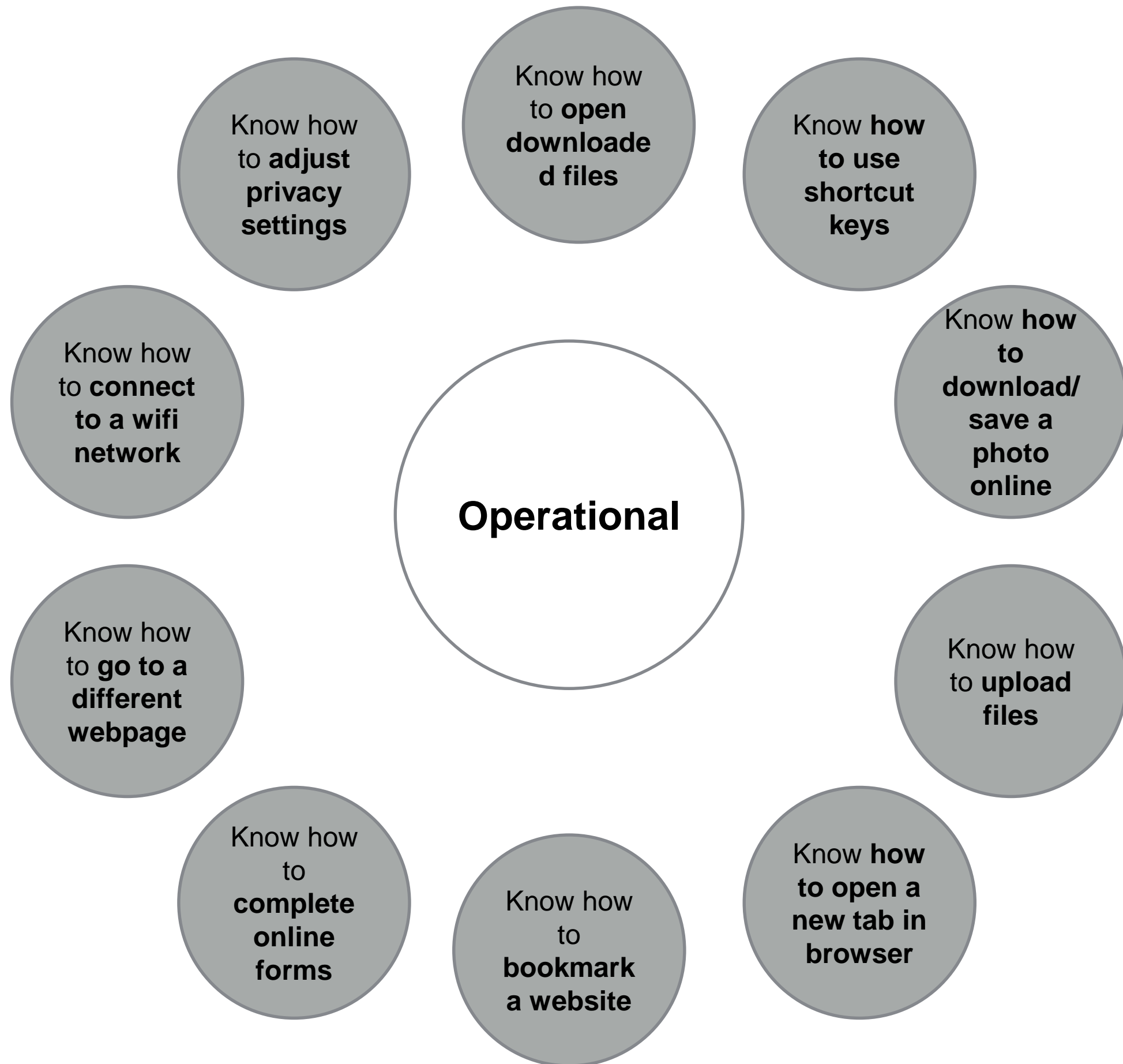
Changing technologies ...
Multiple uses and outcomes ...
Different contexts ...

How do we train for this?

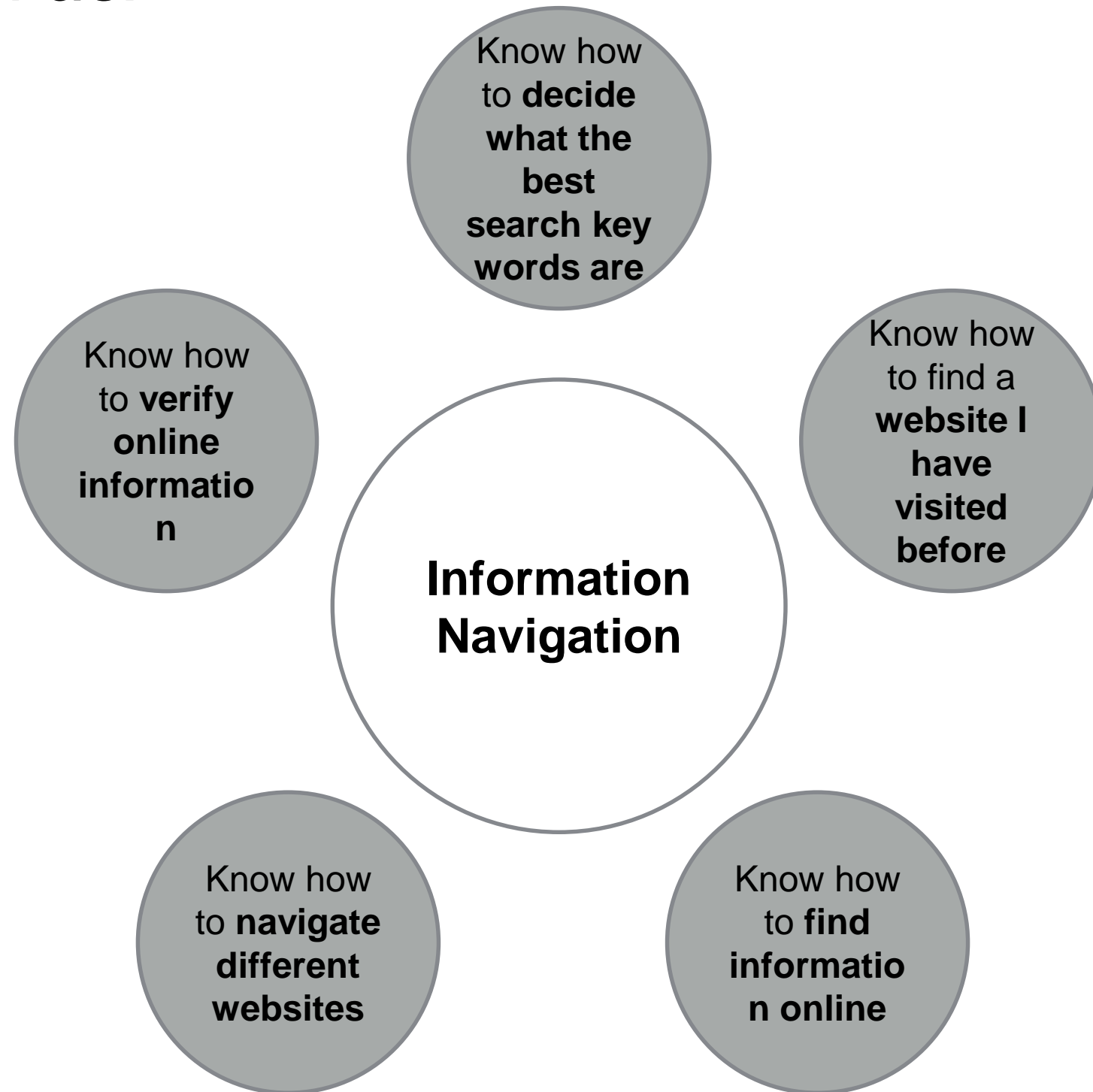
Which Internet skills can serve as a foundation for 21st century workforce?³



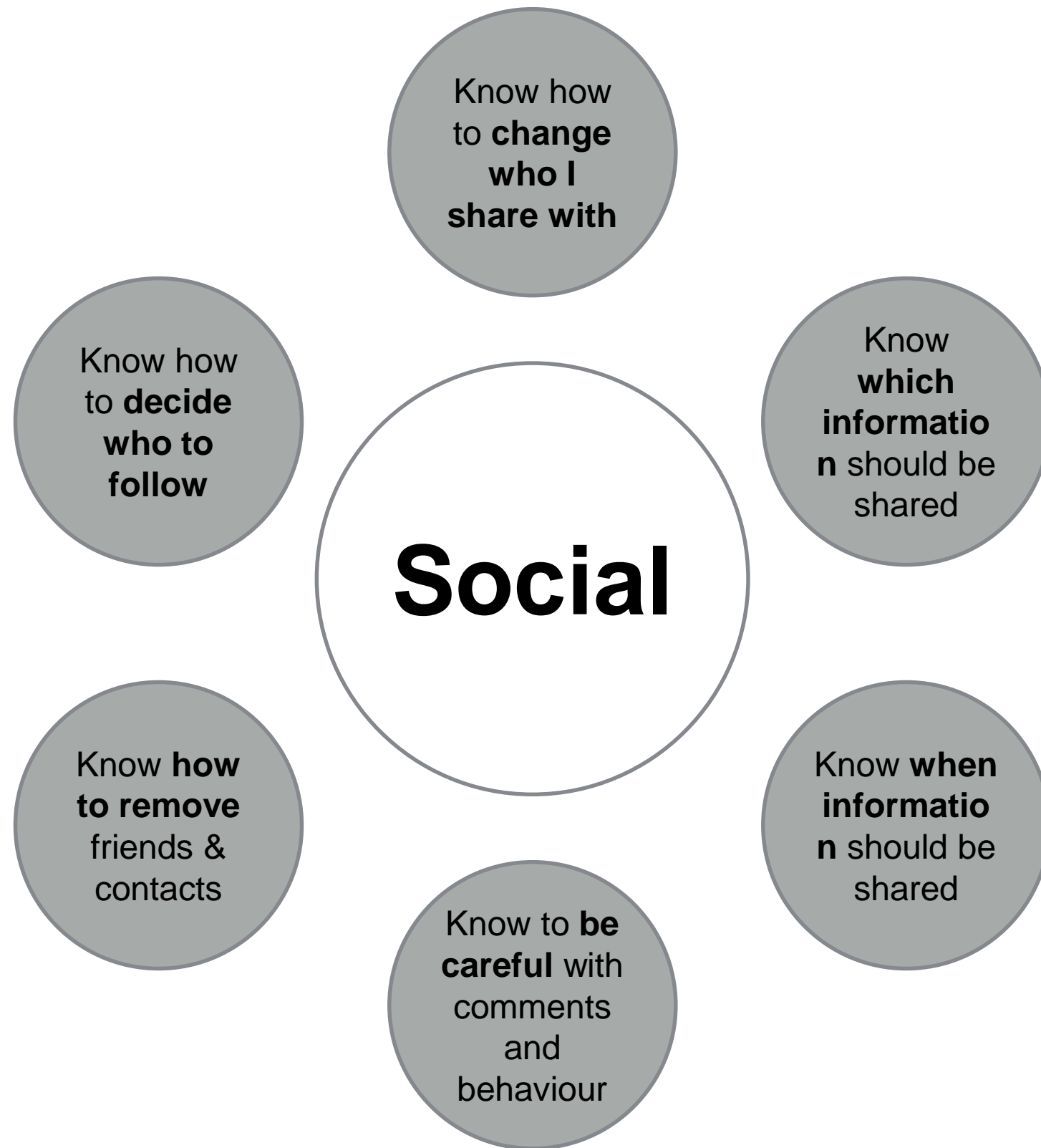
Skills that focus on operating and using browsers and websites, such as:



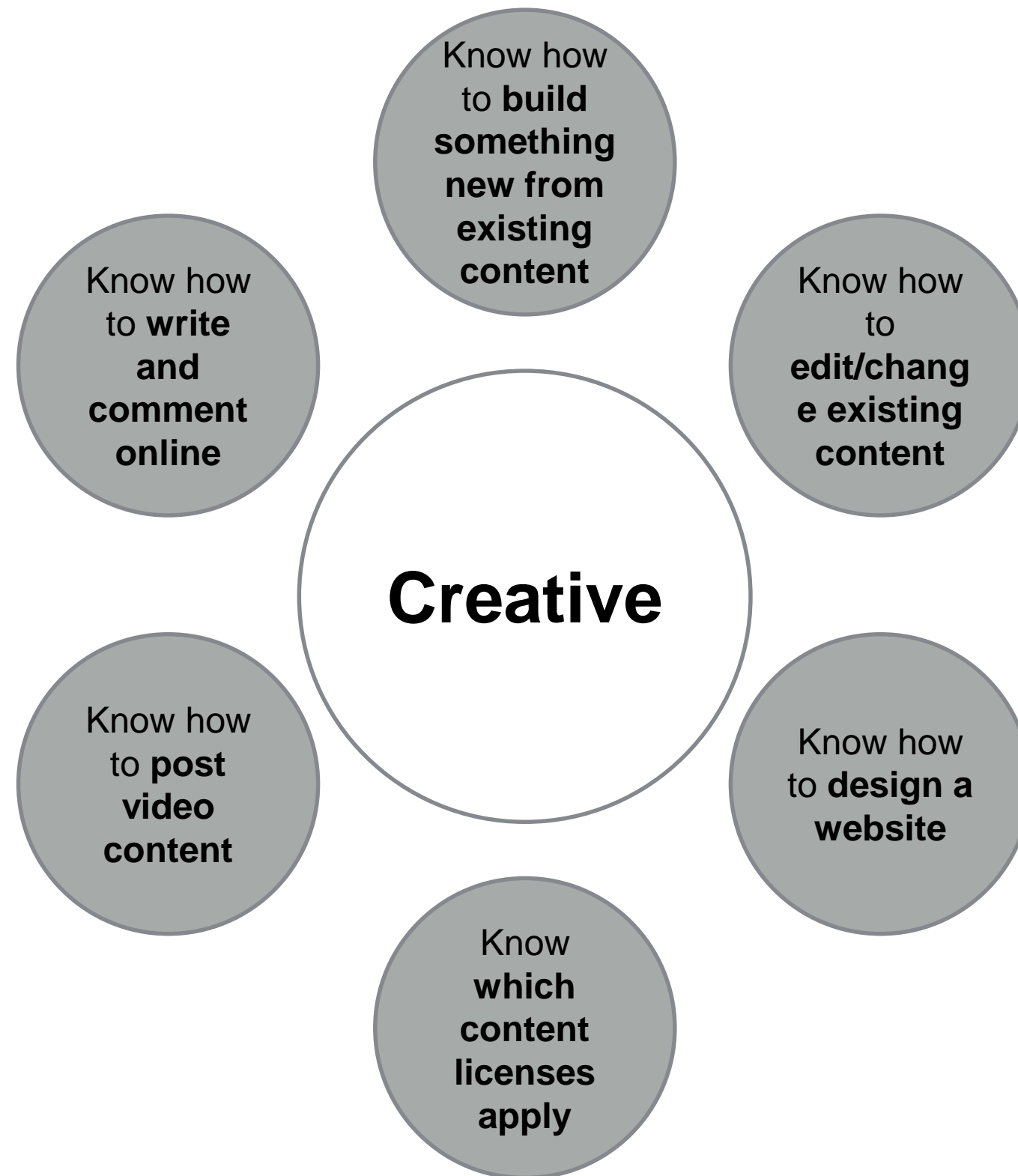
Skills that focus on finding information and navigating websites, such as:



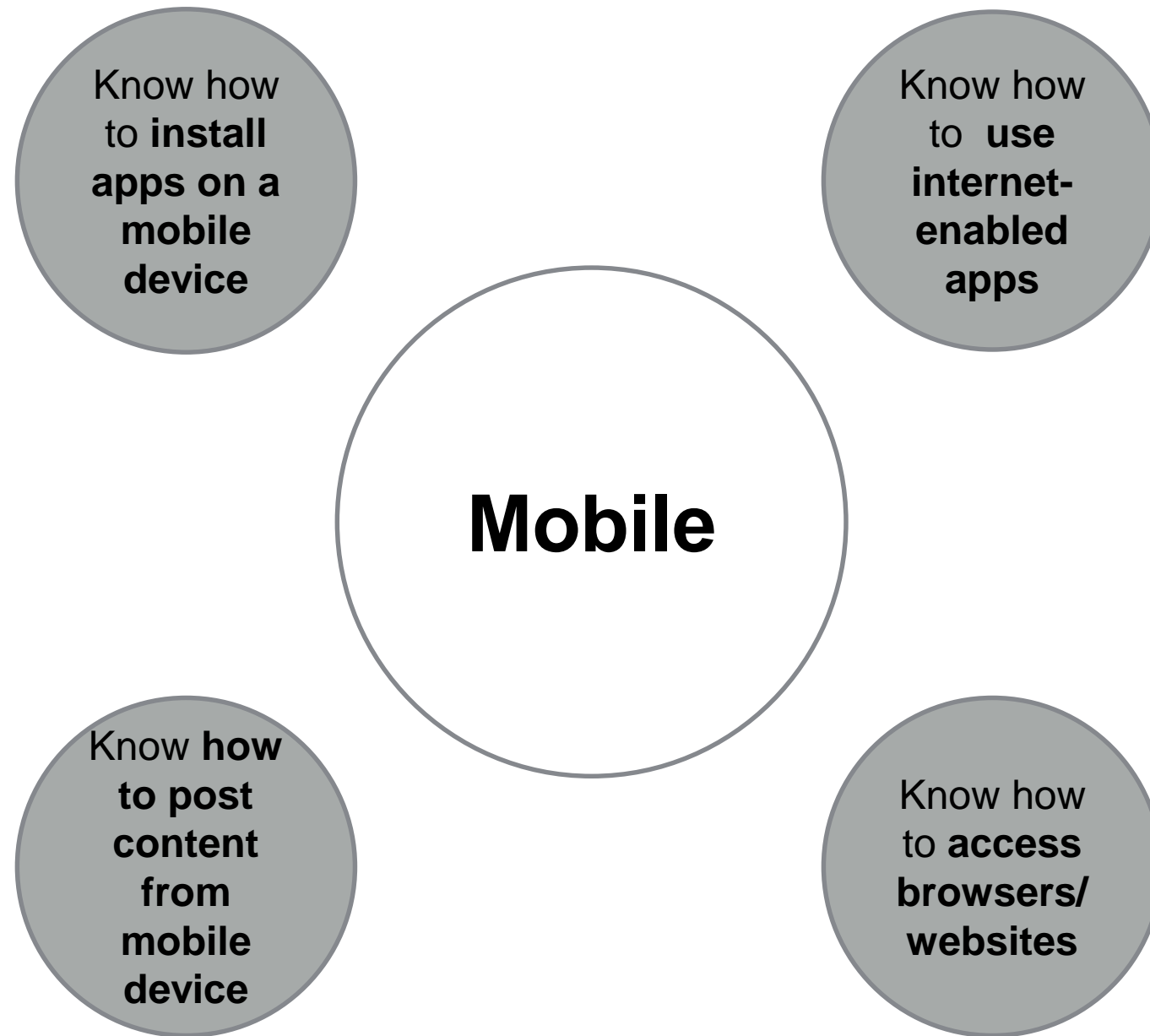
*Skills that focus on social interaction and participation online,
such as:*



Skills that focus on editing, creating and posting and content online, such as:



Skills⁴ that focus on mobile functions for using the Internet, such as:



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 locally⁵

- 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!

End notes

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:
 - An adaptation of the community capitals developed by: Emery, M., & Flora, C. (2006). Spiraling-up: Mapping community transformation with community capitals framework. *Community development*, 37(1), 19-35.
 - 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
3. Foundational Internet Skills are based on the tested skill list developed in: Van Deursen, A. & Helsper, E, 2016. Development and validation of the Internet Skills Scale (ISS). *Information Communication and Society*, DOI: 10.1080/1369118X.2015.1078834
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.