

**NET IMPACT** 

**DESIGNING FOR ALL**

**BRIDGING THE DIGITAL DIVIDE**



**Ebonee Younger**

Product Manager  
Cox Communications,  
a division of Cox Enterprises

**COX**  
ENTERPRISES, INC.

**Romy Drucker**

K-12 Education Program  
Deputy Director  
Walton Family Foundation

**WALTON FAMILY**  
FOUNDATION



**MODERATOR:**

**Mohan Sivaloganathan**

Net Impact Board Member  
and CEO, Our Turn

**THURSDAY, OCTOBER 8TH | 10:00AM PDT/1:00PM EDT**

# Agenda

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10:00 am PDT: Welcome & Context Setting

10:10 am PDT: Moderated Conversation

with Romy Drucker & Ebonee Younger

10:30 am PDT: Q&A

10:50 am PDT: Summary and Call to Action

10:55 am PDT: Thank you & Closing



# Mohan Sivaloganathan

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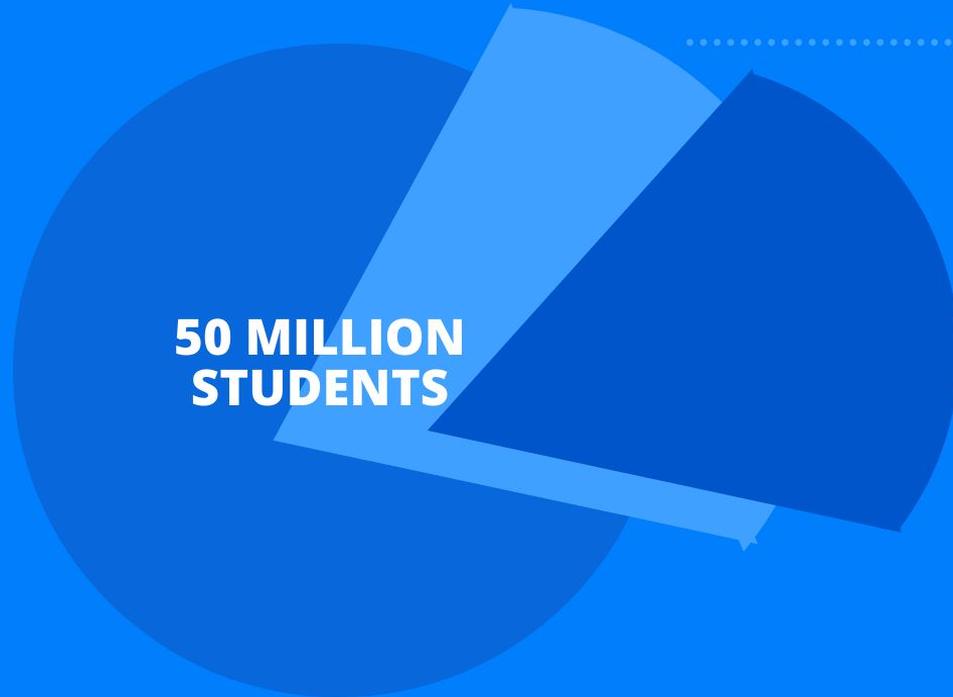
Net Impact Board Member | CEO, Our Turn



As a nonprofit leader by day and hip-hop MC by night, Mohan aka Ahmen is known as the "Batman of Social Impact." He unifies change-making initiatives with artistic efforts that galvanize the masses. In his "Bruce Wayne" world, Mohan is the CEO of Our Turn. As the "Dark Knight," Ahmen's music has been featured by ESPN, Hip-Hop DX, the World Economic Forum, and countless stages to advance social innovation.

# REIMAGINING CAPITALISM

**DUE TO COVID-19 SCHOOL FACILITY CLOSURES, 50 MILLION K-12 PUBLIC SCHOOL STUDENTS HAVE HAD TO LEARN REMOTELY FROM HOME**



**15 MILLION TO  
16 MILLION (-30%)**

of these students lack adequate internet or devices to sustain effective distance learning at home

**9 MILLION**

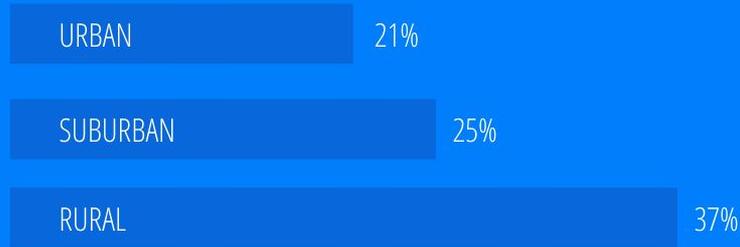
of these students lack both adequate internet and devices to sustain effective distance learning at home

# REIMAGINING CAPITALISM

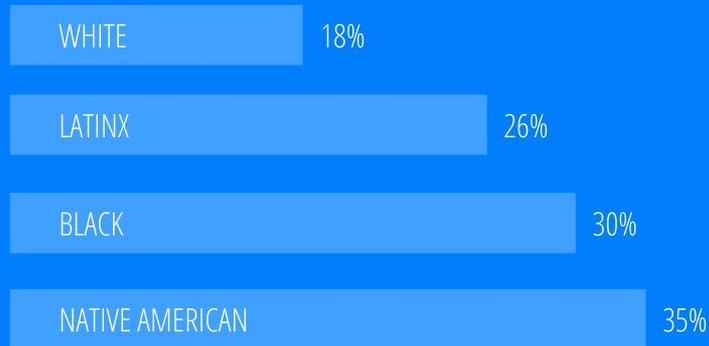
## THE DIGITAL DIVIDE IS A MAJOR PROBLEM ACROSS ALL 50 STATES

### % OF STUDENTS WITHOUT ADEQUATE CONNECTIVITY

By geography



By race/ethnicity



Even in states with the smallest divides, **~1 IN 4 STUDENTS** still lack adequate internet



For states with the largest divides, **~HALF OF STUDENTS** lack adequate internet



Furthermore, up to **400,000 TEACHERS** can't teach because of lack of internet

Nearly all students in the US are expected to be learning remotely in the Fall; the digital divide will prevent many students from accessing the education they deserve

# Romy Drucker

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K-12 Education Program Deputy Director, Walton Family Foundation



Romy Drucker is a deputy director for the K-12 Education Program at the Walton Family Foundation. In this role, she oversees team operations and grantmaking strategy. Prior to joining the foundation, Romy was the co-founder and CEO of The 74, an award-winning nonprofit news organization focused on education. Prior to launching The 74, Romy worked at the New York City Department of Education on Mayor Bloomberg and Chancellor Klein's transformational Children First reforms. Romy served as chief of staff for the Division of Portfolio Planning working on efforts including new school development, school improvement and accountability, and early childhood education. Prior to that, Romy served as the special assistant to Chancellor Joel I. Klein and as deputy to the Chief Executive Officer of The Fund for Public Schools, which has raised several hundred million dollars for innovative educational programs serving New York City's 1.1 million students.

Romy graduated cum laude from Yale College with a B.A. in literature and Spanish language & literature and earned her M.B.A. from Harvard Business School.

# Ebonee Younger

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Product Manager, Cox Communications, a division of Cox Enterprises



Ebonee Younger has one of the best roles at Cox Communications as the Product Manager for Connect2Compete. Connect2Compete is Cox's affordable broadband adoption program, which has helped connect over 700,000 low-income families with school-aged children since its inception in 2012. In this dynamic role, Ebonee has both product lifecycle and programmatic responsibility. Ebonee champions digital equity & inclusion through partnerships with various stakeholders and by advocating for underserved communities. Ebonee was recently presented with a Synergy Award for her efforts involving Cox's response to COVID-19. In less than three months, her team connected over 31,000 families to quality, in-home broadband.

Before this role in product management & technology, Ebonee spent fourteen years in human resources as a business partner and employment practices expert. Ebonee resides in Atlanta, GA, where she's leading in several community organizations, including LEAD Atlanta, Junior League of Atlanta, and SHRM-Atlanta.

# CONNECT2COMPETE COVID HIGHLIGHTS

*Cox provided a critical role in helping children get connected during the initial COVID peak and end of school year period*

## THE DIGITAL DIVIDE

**1 in 4**

Students lack adequate internet



**30% Black, 26% Hispanic**

The digital divide will prevent many students from accessing the education they deserve

## SUPPORTING SCHOOLS

Partnered with

**450**

schools to get students connected quickly



**52 Schools**

Subsidizing families through Cox CARES Act Solutions for Education

## COVID IMPACT

**54K**

Connects since 3/13 announcement

**8K**

Connect during Fall free offer (exp 12/31)



**48% Growth**

Hispanic households account for an average of 45% of overall connects

## CURRENT C2C FAMILIES

**140K**

Average customer churn is 2%



**12% w/ Previous Debt**

Relaxing barriers to adoption including relief of bad debt policy allowed families to connect

# Call to Action

## ▶ Truth Telling and Awareness Building

- ▶ Leverage your social media platforms to share what's going on about the impact of the digital divide on widening the learning gap and wealth gap.

## ▶ Join the National Digital Inclusion

- ▶ A unified voice for digital inclusion policies and programs (<https://www.digitalinclusion.org/>)

## ▶ Cox Connect2Compete Program

- ▶ Share Connect2Compete with your networks and on social media.
- ▶ Awareness raising toolkits: <https://www.cox.com/residential/internet/connect2compete/program-toolkits.html>





Thank you for joining  
the conversation!