



## JERSEYON PARTNERS WITH THE BOROUGH OF FAIR LAWN WILL TACKLE HISTORIC BARRIERS TO BROADBAND ADOPTION

### Low-Cost Broadband Offer For Students and their Families

*JerseyOn, a new state-wide non-profit focused on connecting low-income students and their families, will join Fair Lawn in an effort to bring affordable, high-speed broadband to all residents. JerseyOn works to eliminate the digital, economic, and academic divides by delivering low-cost home Internet, affordable computers, and digital literacy training for the thousands of unconnected people in our state.*

*Right now, more than one-third of all Americans -- including fifty percent of minorities -- are unconnected at home. Twenty percent are digitally illiterate. We know that connectivity is the key to succeeding in elementary, middle, and high school, to finding and keeping a job, and to completing basic day-to-day activities like finding a doctor or connecting with a grandparent. Schools can't realize all of the educational benefits that technology brings if more than half of the school can't get online at home.*

### Broadband Key to All 21<sup>st</sup> Century Jobs, Education & American Competitiveness

- Broadband adoption is key to America's competitiveness – to jobs, e-government, education, and energy. Compare that to South Korea and Singapore where adoption rates top 90 percent.
- There is a growing divide between the digital-haves and have-nots.
  - Less than one-third of the poorest Americans have adopted broadband, while 90%+ of the richest have adopted
  - Fewer than 50% of African Americans, Latinos, elderly and rural populations have adopted broadband
- Low-income Americans, rural Americans, seniors, and minorities disproportionately find themselves on the wrong side of the digital divide and **excluded from the \$8 trillion dollar global Internet economy.**
  - 80%+ of Fortune 500 companies require online job applications (including major employers such as Wal-Mart, Target, Costco, and ExxonMobil)
  - A Federal Reserve study found that students with a PC and broadband at home **have a 7% higher graduation rate** than similar students who don't have home access to the Internet
  - Consumers with broadband at home can save more than \$7,000 per year.
  - Closing the broadband adoption gap will create \$32 billion in annual economic value, or about \$100 for every American, every year.

### How JerseyOn Closes the Digital Divide

#### 1. Affordable High-Speed Home Internet

Through partnerships with local Internet service providers, JerseyOn is able to offer high-speed Internet access to low-income students and their families. In Newark, we will be working with, among others, FreedomPop which rides on the Clear network. For \$49.99, families will be able to purchase a hotspot-like device that comes with a lifetime of 1GB of data a month with no fees. What does 1 GB get you?

|                              |                                   |
|------------------------------|-----------------------------------|
| Viewing Educational Webpages | 102 Hours                         |
| Video streaming              | 465 Minutes of Educational Videos |
| Email-sent and received      | 40,960 Emails                     |
| Skype with classmates        | 12.8 Hours                        |

JerseyOn also offers connectivity through Mobile Beacon, each device costs \$39.99 and for \$10 a month you get unlimited data. We also work with Sprint Sparks to provide 3GB of data a month for four years for a one time payment of \$150.

## Qualifications

Low-income families can qualify for JerseyOn offers regardless of their credit history, past due balances, lost equipment, and/or if they are currently using another broadband provider. Approval is instant at JerseyOn.org, assuming the school district or municipality is a partner.

## 2. Refurbished Laptops with Microsoft Office Suite

JerseyOn works with the leading device refurbishers, so individuals and their families can purchase *\$150 tablets and \$199 laptops*. The refurbished devices include:

- *Free shipping, 90 days phone PC tech support, one year software tech support, 90 day extendable warranty*
- *Leading OS and productivity suite: Windows 7 Home Premium and MS Office 2007 (\$250 software value).*
- *Powerful minimum specs: Core 2 Duo processor; 2 GB Ram 160 GB hard drive; DVD player; wireless card.*
- *Family settings: Preinstalled and activated parental control software that blocks inappropriate content, controls access to programs, and provides a safe computing experience. Also includes a dedicated Internet safety portal developed by Common Sense Media and PC based safety tutorials and additional filtering software curated by iKeepSafe.*
- *Easy setup: Box will include specially designed setup guide for first time PC users.*

## 3. Free Basic Digital Literacy Training

JerseyOn collaborates with libraries and nonprofits to advertise free computer and Internet training courses at more than 140 training sites in New Jersey. By calling 1-855-EVRY1ON or visiting Jerseyon.org, users can find the closest class in their communities.

## ConnectED

As nonprofit partners in the ConnectED initiative, JerseyOn is working with EveryoneON, Sprint and Microsoft to help schools and educators take advantage of the free or discounted hardware, software, content, and wireless Internet service offers for the classroom.

## JerseyOn

*JerseyOn is a partner of EveryoneOn, a national non-profit that works on closing the digital divide. Chairman, Josh Gottheimer, and Executive Director, Kurt Peluso, founded JerseyOn, so all New Jersey residents could leverage the transformative power of technology and the Internet.*

**More information can be found at JerseyOn.org**