Organization:	**Michigan State University**
Project Name:	**Broadband Adoption through Education and E-Entrepreneurship in Michigan's Urban Cores**
Project Type:	**Sustainable Broadband Adoption**
State:	**Michigan**
Federal Award:	**$5,215,507**

ABOUT THE PROJECT

Facing a structural shift away from manufacturing, Michigan suffers from high levels of unemployment and needs significant re-training for jobs in today's economy. **Michigan State University** is proposing to increase broadband subscribership and use while conducting training for high school students, displaced workers, and small businesses in 11 cities across the state. In Detroit, Highland Park, and Hamtramck the project plans to train high school students in basic web design, citizen journalism, online safety, and online business development. Students in the program would then create web content for local businesses and other organizations. In Lansing, project partners plan to offer adult learners training in the practical uses of broadband technology as a bridge to later opportunities and as a prerequisite for community college courses. In Jackson, the local community college plans to tailor existing digital literacy curricula to displaced former industrial workers, training them for jobs in systems administration or network installation. The project also proposes to serve residents through training and access enhancements in Benton Harbor, Flint, Kalamazoo, Muskegon, Pontiac, and Saginaw.

The Education and E-Entrepreneurship project also proposes to:

- Provide a total of over 260,000 hours of teacher-led training to the approximately 3,200 residents trained during each of the project's two years.

- Extend the benefits of Michigan State's two prior BTOP awards, both Public Computer Center grants aimed at expanding and enhancing access to broadband services in the state.

ORGANIZATION'S HISTORY

Michigan State University was founded in 1855 and has more than 45,000 undergraduate and graduate students. The University has substantial experience administering grants and managed $376 million in externally funded research projects during the 2007-2008 academic year. The University's Department of Telecommunication, Information Studies, and Media has an established history of working with broadband, stimulating broadband adoption, and researching telehealth and healthcare providers. The department has experience in how to stimulate broadband adoption in the most efficient and cost-effective way, has established relationships with various community outreach groups, and encourages students and faculty to participate in engagement programs.

PROJECT PARTNERS

- Lansing Community College
- Jackson Community College
- Allied Media Projects (Michigan Roundtable as fiduciary agent)