

A background image of a sunflower field with a dark blue gradient overlay. The sunflowers are in various stages of bloom, with some showing bright yellow petals and dark brown centers, while others are more muted. The field stretches towards a horizon under a clear sky.

# **DIGITAL**

## **OPPORTUNITIES**

### **TECHNICAL ASSISTANCE WEBINAR**

A vertical logo consisting of two parallel bars, the top one yellow and the bottom one blue.

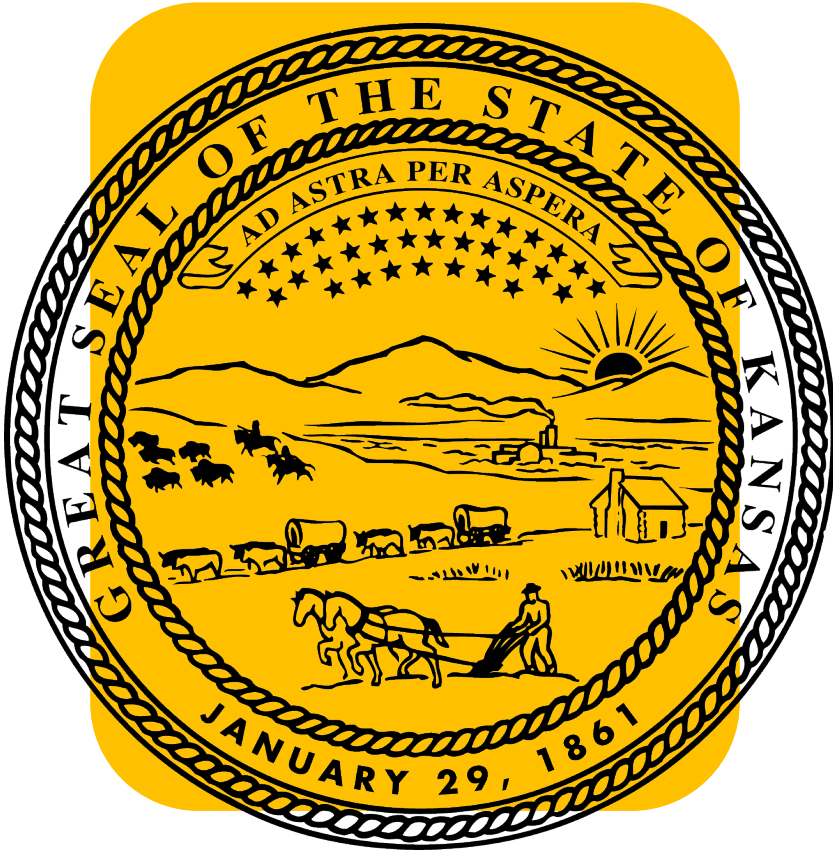
**KANSAS  
BROADBAND  
PLANNING**

# Agenda

- Understanding funding priorities
- Crafting compelling narratives
- Budget development
- Strengthening evaluation plans
- Engaging partners
- Next round



# Funding Priorities



Digital  
Divide

Access

Skills

Devices



# Compelling Narratives: Storytelling + Data

## Key Elements:

- Real-life examples and success stories
- Engaging and relatable
- Appeal balanced with collected data
- Clearly identified components
- Align and expand current programs



# Engaging Partners

## Key Elements:

- Highlight mutual goals
- Show impact
- Define roles and contributions
- Showcase collaborative successes
- Demonstrate active partnerships



# Strengthening Evaluation Plans

## Key Elements:

- Clear objectives and goals
- Baseline and targets
- Evaluation timeline
- Budget allocation



# Budget Development

## Steps for Effective Budgeting:

- Aligning financial resources & program goals
- Define program objectives and activities
- Identify all possible funding sources
- Estimate costs accurately (fixed and variable)
- Allocate resources efficiently
- Show good stewardship of resources



# Looking Forward - Program Application Wins

## *ADOPT/DOCK*

- Clear documentation of benefits
- Identification of core program components
- Effective stakeholder engagement
- Sustainability beyond program period
- Template proficiency
- Allocation of funds to direct enhancements
- Program sustainability and capacity to support
- Refer to guidelines to confirm all criteria met





# Program Application Misses

## *ADOPT/DOCK*

- Need declaration without substantiation
- Lack of specific program components
- Target population benefits not described
- Limited community engagement
- Targeted areas of benefit not identified
- Service partners' roles not described
- Lack of sustainability information
- Budget and material templates missing
- Financial documents unstructured



# Next Round:

01

Consolidated  
questions



02

Convert  
freeform  
answer to  
check boxes



03

Limits on  
freeform text  
boxes



04

Webinar to  
complete  
application



# THANK YOU

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