

# Bridging the Digital Divide




Converting Strategy to Action

Monday March 8, 2021 to Thursday March 11, 2021 – 9:00 - 10:30AM

Registration Link: <https://zoom.us/meeting/register/tJYqcuuqj4pH91Vd3Uz8UsGFWeGLI5FYIdA>

**Please Register by Friday March 5, 2021**



Date	Day 1 Monday March 8	Day 2 Tuesday March 9	Day 3 Wednesday March 10	Day 4 Thursday March 11
Speaker	 <p><b>Rod Burns</b> Chief Information Officer Alliance for Healthier Communities</p>	 <p><b>Bruce Clark</b> Executive Director Digital Charlotte at Queens Knight School of Communication</p>	 <p><b>Dr. Emma Stone</b> Director of Design, Research &amp; Communications Good Things Foundation</p>	<p><b>Facilitated by Rod Burns</b> Chief Information Officer Alliance for Healthier Communities</p>
Session 9:00-10:00AM	In this session attendees will be re-oriented with the Alliance's Digital Equity Strategy. This will form the foundation for the rest of the week	Explore <a href="#">The Charlotte Digital Inclusion Alliance's Digital Inclusion Playbook</a>	We will delve into the lessons learned from the <a href="#">NHS Widening Digital Participation Programme</a> many of which we have incorporated into our own Digital Equity Strategy	Collaboration session to help develop an action-oriented playbook for members to use at their local partner level including OHTs.
Networking 10:00-10:30AM	Networking Session (Optional)			



## About the Speakers



**Bruce Clark** is a seasoned executive and expert consultant adept at infusing order, urgency and purpose into complex endeavors. Having served across public, private and non-profit sectors, he brings senior level perspective on how disciplined planning, cooperation and execution can bring even the

loftiest of goals within reach. As executive director at “Digital Charlotte,” he has helped redefine the municipal roadmap for closing digital divides so that low income, or historically marginalized communities have full access to the opportunities of an increasingly technological economy and culture. As a managing director of operations and strategy at Common Thread Strategies, he consults major philanthropies, investment organizations and social impact projects. He prioritized themes of social justice and shared prosperity into regional and national campaigns as marketing director for Infobelt. And as campaign manager for a major Mayoral campaign and a regional director of Field Operations for Barack Obama’s 2008 campaign in North Carolina, Bruce brings a level of political savvy and a relentless campaign mentality to projects in need of spark or direction. Whether leading the fight to advance digital and media literacy in underserved communities, or building campaign machines to elect progressive leaders to mayor or President of the United States, Bruce has always led with a unique combination of heart, drive, and a commitment to bringing people together around ambitious goals.



**Dr. Emma Stone** works for Good Things Foundation - a leading digital inclusion charity, with a vision to ensure that everyone benefits from digital ... especially those who experience social, economic and health

barriers in their lives and communities. Good Things Foundation supports a network of independent community organisations - the Online Centres Network - across the UK; Good Things Foundation Australia supports the Be Connected Network. Through partnership, programmes, and online resources - Good Things enables community partners and others to embed digital inclusion in the support they provide. Emma is the Director of Design, Research and Communications - and recently led on distilling lessons learned from an NHS-funded programme on 'Widening Digital Participation in Health and Care'. As part of this, a model of 'community digital health hubs' emerged as a way of supporting digital health inclusion in communities.