



Contact: Jessica Denson
Communications Manager
jdenson@connectednation.org
(502) 341-2024

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The Next Evolution of Connected Nation: Improving American Lives and Communities Through Better Engagement

Bowling Green, Ky. (February 1, 2018) – Being an innovative, impactful nonprofit means also being willing to examine what an organization can do better to serve those it seeks to help. That’s why Connected Nation has spent the last eight months looking at ways to more effectively share and engage others in its mission to improve lives by expanding access, adoption, and use of high-speed internet and technology to all people.

“At a time when many saw the internet as a privilege, the founders of our organization recognized early on that its transformative power and the world of opportunities that it provides was something that everyone should be able to access,” said Tom Ferree, Chairman & CEO of Connected Nation. “Now, 17 years later, the vision endures; it’s become such a part of modern life that to not have access to the internet, or understand how to use it, means that you are simply left behind.”

“You can’t apply for a job. Your children can’t do their homework assignments. You can’t access your health records, start a new company, or connect with loved ones. At Connected Nation, we are constantly looking to become more effective in bringing access to all people and their communities,” Ferree added.

For that reason, Connected Nation is launching a new look that better reflects its mission and a new website that will make it easier for leaders and decision makers at the local, state, and federal level to engage and understand how to get help from the organization.

“Policymakers across the country are prioritizing the importance of an innovative and state-of-the-art infrastructure,” said Ferree. “Connected Nation’s rebranding helps make those advancements more efficient. As an organization whose work has been rooted in quality data, it is important that leaders have every tool to make informed decisions concerning local broadband expansion planning and the meaningful use of broadband.”

The new logo, seen above in the masthead, demonstrates that our country is “greater than” when people work together and help others. The equal sign depicted in red demonstrates the belief that all people deserve to be part of a digital world, that all are

equal—and digital equity matters to Connected Nation as an organization.

“We believe everyone belongs in a Connected Nation. That’s our mantra,” said Ferree. “Our staff will continue to work tirelessly and evolve as needed until the Digital Divide is closed and no family, small business, farmer, or child is left without access to the opportunities many of us already enjoy.”

On the new website, visitors will find a wide range of resources and ways to access Connected Nation’s experts to help small towns, cities, counties, regions, states, and federal organizations better identify ways to expand broadband to include all people. Those resources can be found at connectednation.org and include:

- Connected Nation’s school technology assessments and reports;
- Ways the organization works toward digital equity and inclusion for all communities;
- A look at how Connected Nation works to implement digital job training and placements for individuals, employers, and communities;
- Policy briefs and research explaining important state and federal actions that can impact people at all levels;
- Access to the Connected Community Engagement Program (ConnectedSM) which has helped 300+ communities across the U.S.;
- Better broadband mapping services to encourage smarter investment when planning infrastructure expansion; and
- Form 477 Data Collection for providers to help meet the requirements put in place by the Federal Communications Commission.

“As we move forward and get feedback from various stakeholders across the country, we will continue to evolve the website to better meet the needs of families, businesses, farmers, and communities—both urban and rural, across the United States.”

Everyone belongs in a Connected Nation.

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Connected Nation is a nonprofit, 501(c)(3) organization that develops and implements strategies to close digital equity gaps and improve digital skills in communities across the United States. Our mission is to improve lives by providing innovative solutions that expand the access, adoption, and use of broadband (high-speed internet) to all people. We believe that everyone belongs in a Connected Nation. For more information, please visit: www.connectednation.org or follow Connected Nation on [Facebook](#) and [Twitter](#).