

## **Recommendations to Spur Digital Empowerment for Diverse Communications Businesses**

**Submitted by the  
Digital Empowerment Subgroup  
of the  
Digital Empowerment and Inclusion Working Group**

**FCC Advisory Committee on Diversity and Digital Empowerment**

**ADOPTED: June 24, 2021**

The next-chartered ACDDE should partner with the FCC's Media Bureau and OCBO to host multiple diversity opportunity events based on the needs of DCBs and the state of the ICT sector. We purposefully do not propose a specific format so that the new ACDDE has flexibility to create the most productive event(s) appropriate for the time. However, we recommend that the events include substantive sessions and/or opportunities for one-on-one networking sessions (whether in person, virtual, or a combination of both depending on public health restraints). Below are some recommendations around planning and executing successful events (e.g., symposium and networking sessions, virtually and/or in person) based on the experience of the Planning Committee and the DEI Working Group:

### **Recommendations for Planning a Symposium**

1. Explore changing the day and time of the event(s), to increase online attendance and to allow both the Symposium and networking sessions to be hosted on the FCC's Platform while accounting for the FCC's resource constraints. (Of course, the DEI Working Group recognizes that there may be other reasons to host either event on a third-party platform.)
2. Develop an agenda based on the stated needs of the DCBs and current opportunities (public or private) available that can impact the future success of DCBs. The ACDDE should invite relevant subject matter experts and organizations from across sectors to facilitate a robust discussion. This process takes time to identify experts, confirm availability, and obtain FCC approval. Maximum advance planning is strongly recommended.
3. Issue the first Public Notice of any event no later than four weeks in advance of the event. If the first Public Notice also includes the Virtual Fair (or in-person event and any combination

thereof), publicize a soft deadline in the Public Notice to encourage DCBs to register as early as possible.

4. Encourage greater outreach to ACDDE Members and other stakeholders in advance of the Public Notice.

### **Recommendations for Facilitating a Virtual Fair**

1. Request that Participating organizations provide robust descriptions of their support for DCBs for inclusion in the Public Notice. A link to the Participant's website is also advised, but a comprehensive description can drive DCB interest.
2. Provide at least a week of lead-time for Participants that host their own video conference platforms for the Virtual Fair, to contact scheduled DCBs with the platform access link/code.
3. Request that Participants that host own platform provide the FCC and Planning Committee with the access/link code. This will enable the Appointment Desk to better assist DCBs upon check-in.
4. Inform all Participants to be prepared to be active for the full length of the Networking Sessions, given last-minute scheduling and stand-by appointments.
5. Allow for stand-by appointments to accommodate DCBs that were not able to secure an appointment of their choice or those with last minute interest.
6. Retain the format for the Lobby that allows scheduled DCBs to check-in 10 minutes prior to their appointment, and any DCB who would like a stand-by appointment to obtain one, if available.
7. Consider scheduling DCBs on a rolling first-come, first-served basis, so that those DCBs would receive confirmation of appointments earlier and ease the burden of scheduling all DCBs just a week or two from the Virtual Fair.
8. Post the FCC Office of General Counsel-approved terms and conditions for participating in the Virtual Fair on the website at the time of registration and include relevant information in the FCC's appointment confirmation email to DCBs.
9. Consider a post-Virtual Fair survey for Participants to provide feedback regarding their participation.