Computer Access to Every Kids in The Neighborhood

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IST 618

Information Policy

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Computer Access for Every Kids in the Neighborhood

Kids are our most valuable assets and we have to provide better education for their future. Contemporary education cannot be thinking without a free and readily available computer access for every kid. Let them have it.

Stakeholders

Children. Our kids who live in the neighborhood are one of the major stake holders. Computer access is crucial for them to reach information to learn.

Parents. Kids' parents are direct stake holders. The policy directly affects their kids' educational budget as well as parents' future well-being in the future.

Residents of the neighborhood. Secondary or third stake holders. The policy indirectly affects them by adding value to their property in the future. Highly educated neighborhoods are relatively more prosperous and less crime infected neighborhoods.

Computer manufacturer. The manufacturers are highly important stake holders. Competitiveness between the computer manufacturer could help us to get service and products relatively cheaper than usual. The policy also serves a Nobel cause—providing free and always available computer access for every kid in the neighborhood.

Local and Federal Government members. It is a public interest and policy issue, which makes Local and Federal Government members are the stake holders.

Libraries, Schools and other public Places. These are places that we can allocate the computers, which are also stakeholders.

Other business. Changing dynamics or nature smoothing could easily affects the other connected things. In our case, other business such as school suppliers, computer service providers etc.

Non-Profit Organizations. Cooperating with any less privileged children education related non-profit organization gives additional power to design the policy.

Financial Sources

Apparently, financial source availability depends on many aspects. Let's assume that the majority of member of the neighborhood are working class, there are some lower middle class and few of them are major business owners. We can use both local and Federal governments funds, if there any defined or allocated part for the similar use.

We can fund raise by asking to the major business owners including computer manufacturers, thought leaders, celebrities from the neighborhood—if there any, local and Federal government representatives, non-profit organizations. The cause should be designed for win-win for the all stake holder. Every parties have to get something to work for the cause such as profit, honor, fame public support etc. For example, the fund-raising activity and active support for the local politicians and government members as well as non-profit organization, would be look good at their resume for future events, elections etc. Similar win-win opportunity also apply to the local business owners, computer manufacturers: the cause looks good on their resume to use it as a PR tool in future, even if they do not make profit and donate either products or money. Their contribution still worth it and of course it is tax deductible.

Personal Relationships. I believe, it is the most important thing for lobbying. If you know the right person to do right thing, you do not need to worry. There are multiple important stakeholders to convince. I would start with the less privileged kids, their parents and their school to convince. Then I would go to both local/federal public figures and business owners to get support for the cause. I don't think it would be inappropriate to develop relationship with the public figures, especially for a good cause like ours—to get some kind of support for the less

privileged kids' computer access, which is one of the must haves for sustainable public education.

Interest Groups. Kids, non-profit organizations, families, schools, local and federal governments, businesses—they are all related the cause. Managing and elimination free rider depends on your skills. To get support from all of these groups are crucial for the success of the policy. If you have less supportive attitude or no support from any of these groups, the policy could probably be jeopardized and it would be difficult to manage later. It is like the weakest link of a chain. The weakest link of the chain determines the strength and integrity of the cause and the policy. Therefore, there should be no weak link to success. Different voices, mixed feelings, hours long and unproductive discussions etc. are not the way to influence people. The best strategy would be better to keep it simple but not simpler, as Albert Einstein said. Working people from the different cities depends on the necessity of the on public opinion, which requires more time, effort, money and more complex team structures. I would go with the "one thing at a time." Even if I see the opportunity to spread the cause other cities, I would definitely think at least multiple time to move forward. Why? Because, the material that you will deal with are humans and we—the humans have generally had difficulties to being rational on many subjects. Again, my decision on going multiple cities would be situational and it would depend on these situations.

Information. It is one of the most crucial aspects of the initiative. You always have to inform all of the stakeholders, without frustrating with the difficulties and the negative information. That doesn't mean hide the facts, but just be careful. Different people different risk tolerance and capacity.

Social Media and Information and Communication Technologies. It is also crucial especially for the computer access for the kids' initiative. It would be good idea to organize workshop cooperating with the stakeholders to influence public by effectively using social media and any related technologies including mobile phone applications to get public opinion on the initiative real-time. Communicating with the public by using social media for the public goods is crucial to success and it needs to be well planned and managed by the highly experienced professionals. Anything posted on social media could easily spread to the millions, which means one smart and well planed post could easily help you to get enormous public support or vice versa. Managing and planning social media is another important skill that I would suggest not to use without knowledge and experience.

References