

Chipster

Personal Library

EDUCATION. ANYTIME. ANYWHERE



About Chipster

Chipster is a 501c(3) nonprofit that provides high-quality educational resources to the billions of people who lack internet access. Inspired by his time as a professor of information sciences and as a Fulbright scholar in Nigeria, Cliff Missen founded Chipster in 2021. His goal is to bring a wide range of resources and information to communities and institutions lacking internet. To date Chipster has been used on six continents. Chipster develops and distributes custom libraries in various subjects that are loaded on SD cards and USB drives for offline use in laptops, computers and smartphones.

About Our Founder Cliff Missen

Director and chief technology officer of Chipster, an educational nonprofit, Cliff Missen has lived a life dedicated to service. For over two decades, Missen has been involved in efforts to provide accurate and helpful information to people around the world that lack internet access for over two decades. Chipster, Missen's current project, provides high-quality educational resources to the billions of people who lack internet access.

Having experienced the American foster care system, Missen decided to dedicate his life to serve from a young age.

"As someone who has lived in situations where I had no control over what was happening, I know how important it is to feel empowered," Missen said. "And in today's world, knowledge is power."

Missen has helped create public health clinics in Liberia and later built wells for safe drinking water as a Director of *Wellspring Africa*.





About Our Founder Cont.

As a Fulbright Scholar, Missen continued his service, traveling to Nigeria to teach computer technology courses at the University of Jos.

The disruptions to internet service were an everyday roadblock for students and teachers; this experience became the inspiration for Missen to create.

Missen graduated from Evergreen State College with a BA in international studies in 1987 and the University of Iowa with a masters in journalism and development communications in 1990. He served as an instructor at the University of Iowa's School of Library Science and as a clinical associate professor at the University of North Carolina School of Information and Library Science.

Missen's charitable efforts in education have been covered by the like of travel writer Lori Erickson, the Associated Press, local news outlets and more.

Chipster Background

Inspired by the challenges experienced in Nigerian higher education, Chipster provides an easy to use resource for people lacking stable internet access. Each Chipster contains the technology to emulate the Internet so users can browse educational information via a common Web interface in an off-line mode. Missen's work has given numerous institutions access to a variety of digital libraries.

It is clear that Chipster works in schools and particularly in universities where different chips can house any information. However, What began in classrooms is rapidly expanding to other everyday uses. USB drives, SD cards and microchips are universal and versatile technology that can carry a wide range of information.

It is possible for Chipster's technology to aid doctors, nurses and teachers as well as everyday mechanics, plumbers and electricians. The versatility of Chipster allows it to This technology is not merely limited to schools, but rather it can facilitate life long learning for people in all stages of life anywhere in the world.



Press Release

Chipster is proud to announce the development of micro-chips that serve as an educational resource, with no need for the Internet. These micro-chips are designed to be used in communities with limited or no access to internet or Wi-Fi.

Since it was created, Chipster has been used in several countries in Africa including Ghana, Nigeria and Ethiopia. In those countries, the chips have been used by schools and different organizations, including Girls Who Code in Ethiopia.

Cliff Missen, the founder of Chipster and a former professor at the University of North Carolina, has dedicated his life to making educational resources available to people in areas with limited internet access.

“The lack of internet access in communities is a larger issue than many people realize. Today, education is largely reliant on the internet for convenience and information. That is why I came up with Chipster as a solution,” Missen said.

In addition to Chipster, Missen founded eGranary Digital Library, which has helped over 2,000 institutions that lack adequate internet access. He has also created chips, similar to Chipster, that have been used in education systems in prisons.

“Everybody deserves access to information and education,” said Missen. “Over 76% of people fail the exam for children in Nigeria to go to university because their first time on a computer is when they take the exam. That is why it is so necessary that people have access to education over the computer, even in areas without internet.”

If you are interested in more information about Chipster, please visit chipster.org.

Chipster is a 501c(3) nonprofit that provides high-quality educational resources to the billions of people who lack internet access. Inspired by his time as a professor of information sciences and as a Fullbright scholar in Nigeria, Cliff Missen founded Chipster in 2021. His goal is to bring a wide range of resources and information to communities and institutions lacking internet. To date Chipster has been used on six continents. Chipster develops and distributes custom libraries in various subjects that are loaded on SD cards and USB drives for offline use in laptops, computers and smartphones.

For more information or inquiries, please contact info@chipster.org.





Communications Plan



Overview

Chipster provides high-quality educational resources to the billions of people who lack internet access.

Our goal in creating this communication plan is to share information about Chipster's services to those in need or individuals looking to support Chipster's efforts.

Contents

About	3
What Works	4
What We Can Improve	5
• Social	7
• Visual	8
• Slogans and Quick Understanding	9
Summary and Review	11

About Chipster

What you need to know about the chip that's educating the world

- Cliff Missen, a Fullbright scholar and former professor of library sciences at UNC, started Chipster in hopes to improve off-line digital education resources for correctional institutions in 2018
- Chipster is a chip or flash drive that distributes “custom libraries” for offline laptops, computers and smartphones
- *A way to offer the knowledge of the internet to those without it*
- Each Chipster contains the technology to emulate the Internet so users can browse educational information via a common Web interface in an off-line mode
- Provides resources, coaching, training and educational materials to schools, clinics, prisons, libraries and individuals



What is working:

- The work that Chipster has accomplished is very important and impactful
- The mission of the brand is very clear
 - improving access to information to people lacking internet access
- The existing website directs users to a QR code that can be easily scanned to allow for donations
 - this is great business to consumer interaction and easy for people to use

Donate

via PayPal or Credit Card.
Or scan the QR code below



Checks can be sent to:
21 Sunflower Court
Durham, NC. 27713

What we plan to improve

Our ultimate goal is to boost individuals' and institutions' awareness and understanding of Chipster

- Make it clear that donations are accepted and are tax deductible
- Create business and consumer facing social media channels that can inform and persuade
 - We want people to know what Chipster does and how it works
 - We hope individuals, businesses and other entities (educational institutions or governments) take an interest in Chipster
- Use visuals and Chipster colors to make content visually appealing

What we plan to improve

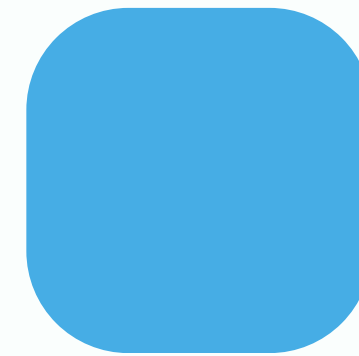
Our ultimate goal is to boost individuals' and institutions' awareness and understanding of Chipster

- The LinkedIn profile for Chipster is connected to your personal LinkedIn. We plan to make Chipster its own separate page. This way, the brand can effectively reach possible donors and volunteers
 - We plan to create at least 4 weeks worth of posts and content for the LinkedIn page
- We will also create a press release for Chipster that can be sent to contacts and donors so that they can have all of the information about Chipster that they need
- With these improvements, we aim to appeal to possible donors

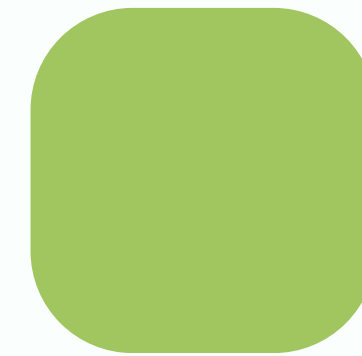
Social Channels – LinkedIn

4 weeks of content (2 posts/wk)

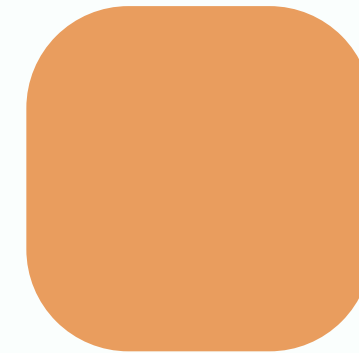
- Focusing on LinkedIn
- Tell stories about Chipster that show how it works and who is benefitting from it
 - This tugs at people's heartstrings while providing valuable information
- Use photos
 - Help paint a picture that it is poignant while also easy to understand
- Use the Chipster QR code or provide contact information to drive viewers towards



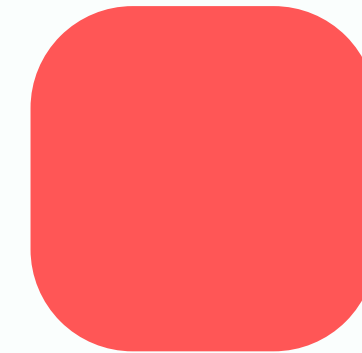
#46ADE5



#A1C65F

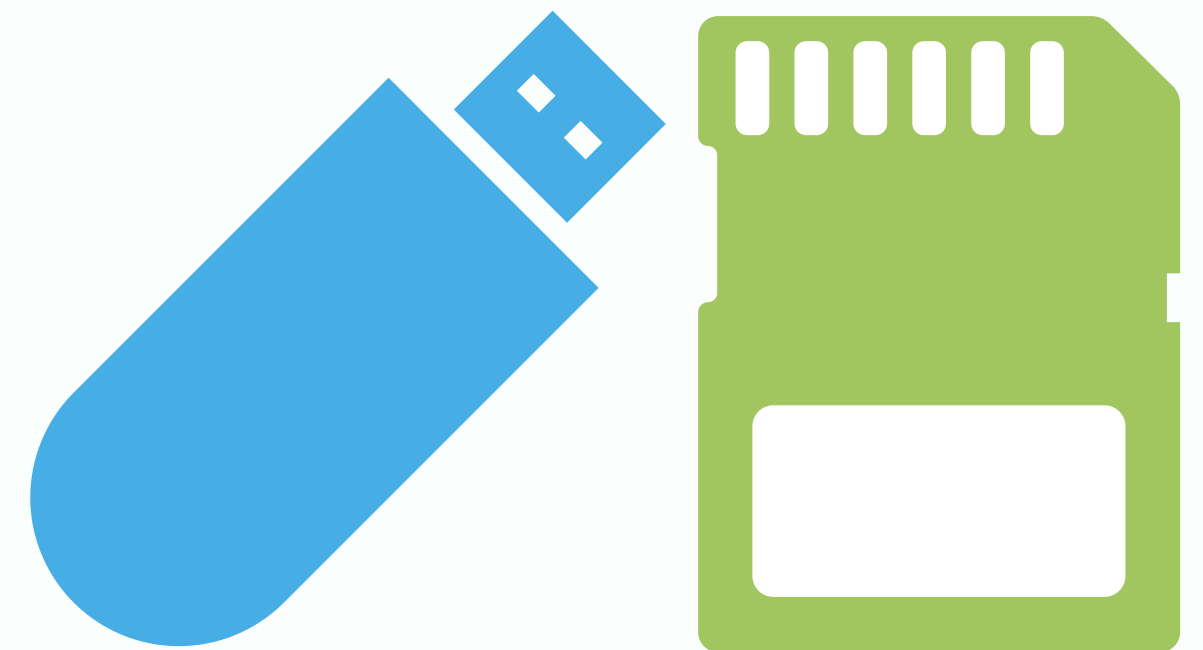


#E99D5E



#FF5656

- When possible, stick to the brand colors and fonts
- Use graphics that clearly display what technology is being used
 - SD cards and USB drives



Understanding Chipster

We've said it before: we want to help people understand what Chipster is all about!

- Create standard language that describes Chipster that can be used in different PR media
 - Chipster is a 501c(3) nonprofit that provides high-quality educational resources to the billions of people who lack internet access. Inspired by his time as a professor of information sciences and as a Fullbright scholar in Nigeria, Cliff Missen founded Chipster in 2021. His goal is to bring a wide range of resources and information to communities and institutions lacking internet. To date Chipster has been used on six continents.
Chipster develops and distributes custom libraries in various subjects that are loaded on SD cards and USB drives for offline use in laptops, computers and smartphones.

Potential Slogans

1. "No Wi-Fi? No Problem! Chipster Custom Libraries to the Rescue"
2. "Take Your Learning Offline: Chipster Libraries Make Education Accessible to All"
3. "Wherever You Go, Learn with Chipster's Custom Libraries"
4. "Smart Learning for Smart Devices: Chipster's Got You Covered"
5. "No Signal, No Problem! Chipster's Custom Libraries Keep You Learning"
6. "Chipster: The Library in Your Pocket"
7. "The Chip That's Educating the World."
8. "Chipster: Education in Your Pocket"
9. "Chipster: Because Learning Shouldn't Depend on Wi-Fi"
10. Information. Education. Everywhere.
11. Right information in the right hands at the right time

Summary and Review

- Chipster has a strong plan and message, so all we need is to help inform the public as to how the service works and how people can become involved
- Additionally, we have ideas for slogans and social media content that can help Chipster establish a stronger brand presence, making it more memorable to possible donators/volunteer/users





LinkedIn Posts



Profile



Background Header:



About Summary

Chipster develops and distributes custom libraries for offline laptops and computers using a chip. Each chip contains the technology to emulate the internet, so users can browse educational information while offline.

Chipster provides resources, coaching, training, and educational materials to schools, libraries, individuals and other organizations, providing the best possible resources to those without internet access.

Chipster's mission is to improve educational resources to individuals without internet internationally scales.

Contact Info

Mailing address: 21 Sunflower
Court Durham, NC 27713

Email: info@chipster.org

Donations:

[https://www.paypal.com/donate?](https://www.paypal.com/donate?token=HeJ1jMGTYBKjdnjmgaUE65XLxu7hFAYWspHb6JoJlhdNTIQRbVUeDs1UDJazKzyqSjzvC6xuG4haeVBr)

[token=HeJ1jMGTYBKjdnjmgaUE
65XLxu7hFAYWspHb6JoJlhdNT
IQRbVUeDs1UDJazKzyqSjzvC6x
uG4haeVBr](https://www.paypal.com/donate?token=HeJ1jMGTYBKjdnjmgaUE65XLxu7hFAYWspHb6JoJlhdNTIQRbVUeDs1UDJazKzyqSjzvC6xuG4haeVBr)

Posts

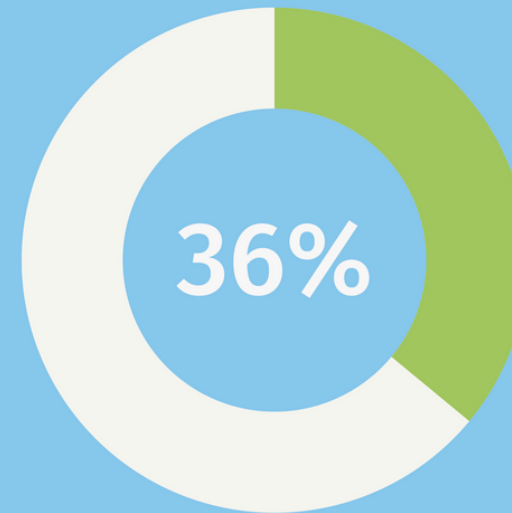
Chipster's founder has brought educational resources to a number of schools and organizations in Africa, including Girls Who Code.

Girls Who Code is a nonprofit organization with a mission to close the gender gap in the software and tech world. With over 8,500 programs around the world, Missen contributed to Girls Who Code in Ethiopia by bringing several Chipster devices to young students.

#ChipsterWorldwide
@girlswocode



“Chipster aims to change these statistics by bringing internet-free educational resources to all. By providing educational tools for millions of educators, students and practitioners worldwide, Chipster is shifting the way education is conducted.”



of people in the world lack access to internet.

Over 2 billion people
are without consistent internet access.

224 million children
are without access to proper education

Chipster aims to change these statistics by bringing internet-free educational resources to all. By providing educational tools for millions of educators, students, and practitioners worldwide, Chipster is changing the way education is conducted.

EDUCATION. ANYTIME. ANYWHERE



Few are more passionate about education than Chipster founder Cliff Missen. His resume includes university professor, Senior Fulbright Scholar in Nigeria, founder of WiderNet and former director of the School of Library and Informational Sciences in Iowa. Missen, however, did not always have as much control over his life and education.

“As someone who has lived in situations where I had no control over what was happening, I know how important it is to feel empowered,” said Missen. “And in today’s world, knowledge is power.”

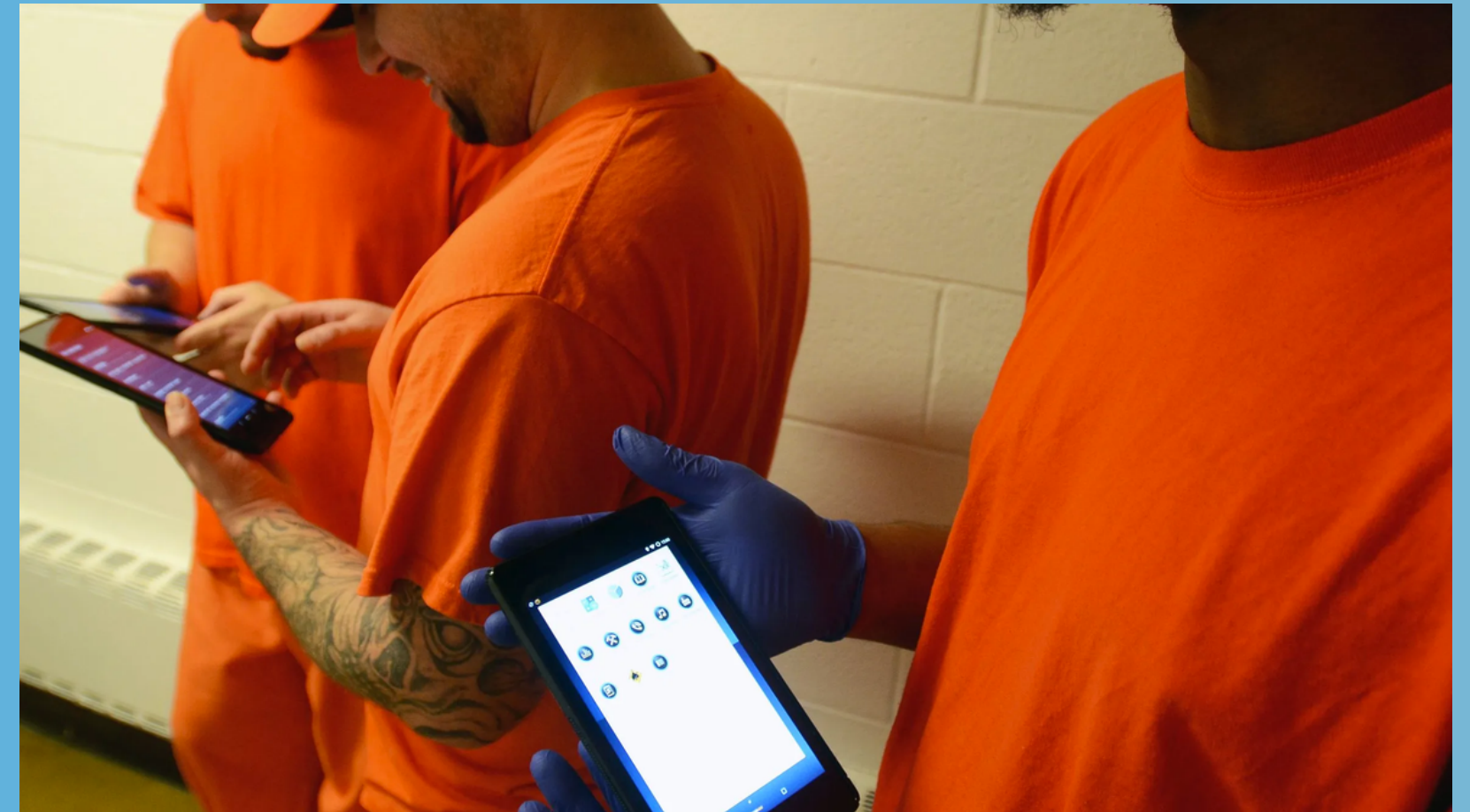


Chipster was developed after the founder, Cliff Missen, studied at the University of Jos in Nigeria. While studying and teaching there, he experienced first-hand frustrations from the lack of internet access, thus inspiring his idea for a library available on a computer, without internet access.



Founder Cliff Missen has implemented technology in over 30 prisons in the US. This technology is instrumental in these facilities because most prisons are understaffed and inmates are only allowed to use computers for around 15 minutes, while supervised. With Chipster, inmates can continue to browse controlled libraries without supervision.

#chipsterworldwide



A group of inmates scroll through their new tablets Monday, Dec. 28, 2015, at the Sanilac County jail in Sandusky. *Andrew Jowell, Times Herald*

Not only is internet access a problem worldwide, it is even an issue in several places across the US. Chipster has made efforts to reach several Native American Reserves, where only 67% of people in these areas can access the internet. Chipster plans to continue working with various under-served and under-connected Native American Reservations to help provide them with the educational resources they lack.

For more information, refer to
<https://www.npr.org/2018/12/06/673364305/native-americans-on-tribal-land-are-the-least-connected-to-high-speed-internet>

#chipsterworldwide



Houses on the Navajo Nation sit near sandstone cliffs north of Many Farms, Ariz. New Census Bureau estimates show a low rate of high-speed Internet access among Native Americans who live on tribal land.

David McNew/Getty Images

Each Chipster device contains the technology and storage to emulate a digital libraries. The chips are designed to be used in areas with little or no access to internet, so that students can continue their education without interruption. Furthermore, because of the versatile technology, these chips can be used for more than early education. The technology can be used to download and access large amounts of any information without internet.

