

14Q3_Supplemental Answers_Alaska

Connected Nation, Inc.

Grant Number 02-50-M09071

Reporting Period End Date 09-30-14

14 a Data Collection Project

2. Describe any additional project milestones that have been accomplished over this reporting period (Ex. Updates to state broadband maps and websites, map outreach activities)

The program continues to maintain an interactive mapping web application, called My ConnectView. The application is housed in a highly available, monitored, and managed environment. My ConnectView is publicly available online at www.connectak.org. There were a total of 239 visits to the interactive map between July 1 and September 30, 2014.

During this quarter, the project received one broadband inquiry. Users can also request non-confidential mapping data produced for the State Broadband Initiative (SBI) grant program; one such data request was received between July 1 and September 30, 2014.

For this reporting period, 46 field verification tests were conducted. From program initiation through Q3 2014, field validation testing has been completed against 24 companies (out 28 viable providers) totaling 85.71% within the state of Alaska.

Geographic Information Systems (GIS) staff assisted providers with the development of deployment files for the Federal Communications Commission (FCC) Form 477 filing. Also, the GIS staff created maps of eligible areas for Rural Broadband Experiments based on data released by the FCC.

The final data update submission under the SBI program included datasets for 100% of the Alaska provider community, or 28 total providers. Of the 28 participating providers, 15 supplied an update to their network or coverage area(s), while 13 reported no change.

This final submission also included business/commercial providers; of the 39 residential datasets represented in this final submission, including providers that offer multiple technology types, 32 are broadband datasets that do not distinguish between serving primarily residential or primarily non-residential users (end user category 5). There were 4 business-only broadband datasets (end user category 2) also included in this final submission.

In partnership with the Alaska Department of Commerce, Community, and Economic Development (DCCED), program staff planned and began conducting a statewide school broadband audit and assessment project designed to capture the connectivity of Alaska public schools and classrooms, which will help bring attention to the broadband gap Alaska schools face and identify how that gap impacts the learning environment in order to inform State and Federal Agencies and help bridge those gaps. Data collection began in Q3 on the district, school, and classroom broadband capacity for public schools across Alaska. The primary method of collecting this data is an interactive, online assessment tool that

can be found at www.AKBroadbandAudit.org. In addition, program Engineering and Technical Services (ETS) staff began to confirm and validate those results through a series of school site visits. During Q3 2014, ETS staff conducted site visits to nineteen (19) of Alaska's fifty-four (54) school districts to validate broadband information at the district level.

The process of designing a needs assessment for the Alaska school broadband audit also commenced this quarter. This included: working with state stakeholders to define the goals of the needs assessment; writing and publicly releasing a request for quotes (RFQ) to find a vendor best qualified to conduct the needs assessment; reviewing the questions and responses from various potential vendors and selecting the vendor who was deemed to be best qualified (Hays Research) based on their qualitative data collection expertise and their history of education research among Alaska schools; completing and executing a contract with Hays outlining their scope of work; and beginning the process of writing the survey instrument that will be used during the needs assessment portion of the audit.

The needs assessment has been designed as a qualitative data collection process that will help provide insights into a number of questions related to broadband connectivity among public K-12 schools in Alaska. The research questions identified in collaboration with state stakeholders are as follows:

- How do current broadband speeds and availability affect Alaska schools' ability to provide high quality education to their students?
- How are public K-12 schools in Alaska currently using broadband and computer technology at Alaska K-12 public schools?
- What are school administrators' current expressed and perceived technology needs, and are those needs being met?
- What are school administrators' anticipated technology needs for the near future?
- What broadband-enabled applications or programs would Alaska public K-12 schools utilize if higher broadband speeds were deployed?

The data collection process will begin in Q4 2014. Once that process is complete, research staff will begin the analysis of the collected data and prepare the results to be shared with state stakeholders.

14 b Capacity Building Project

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for next quarter; and any additional project milestones or information.

Broadband Capacity Building Milestones Year 2014, Quarter 3 per approved project plan:

Milestone: Year 2014, Quarter 3 Connect Alaska program office administration

This milestone was met. The program office in Anchorage is fully staffed and interacting with stakeholders. Program partner, DCCED, experienced a turnover in the department. DCCED's Assistant Commissioner, the program's primary contact, resigned her position in Q3 2014. Subsequently, staff conducted several meetings with the new DCCED Assistant Commissioner to update him on the

program, activities, and timelines during his transition into his new role. Staff continues to maintain a close working relationship with DCCED.

Additional meetings taking place this quarter included various representatives of government agencies and stakeholders in Alaska, including DCCED, the Association of Alaska School Boards (AASB), and the Alaska Department of Education to discuss, plan, and begin to execute a broadband audit project within public schools in the state.

Program staff attended and provided administrative and logistic support to the Alaska Broadband Task Force Summit and Task Force meetings during the quarter. Additional information can be found in the next milestone.

Milestone: Year 2014, Quarter 3 Meeting of the Alaska Broadband Task Force/Advisory Committee complete

This milestone was met. Alaska Broadband Task Force members gathered for the Alaska Statewide Broadband Task Force Summit held on July 15 at the Dena'ina Civic and Convention Center in Anchorage. The summit was designed to promote discussion about the Task Force's Broadband Report, including draft recommendations for education, public safety, and e-commerce and to discuss statewide broadband access issues. More than 100 stakeholders, broadband providers, technology companies, and community representatives in attendance heard about the state of Alaska's broadband infrastructure, the FCC's proposals and their impacts on Alaska, and recommendations to state policymakers. Information about the Summit and a recap of the Summit events were posted on the program website, listed in a blog post, and included in the program's e-newsletter.

The Alaska Broadband Task Force conducted an official meeting on August 27. The meeting included a roundtable discussion with FCC Chair Tom Wheeler and United States Senator Mark Begich. The discussion focused on the challenges of bringing high-speed broadband to rural Alaska and federal funding for Alaska broadband projects. The Alaska Broadband Task Force also discussed updates, and incorporated identified changes, to the Alaska Broadband Report. Program personnel participated in the meeting and disseminated information via the program e-newsletter.

Q3 2014 Challenges and Mitigation:

No challenges were encountered.

Capacity Planning Planned Major Activities for Next Quarter:

Year 2014, Quarter 4 Connect Alaska program office administration

Year 2014, Quarter 4 Meeting of the Alaska Broadband Task Force/Advisory Committee complete

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

Over the course of Q3 2014, the program garnered approximately 154,481,176 positive media impressions. Stakeholders, including 1,572 Facebook and Twitter followers, were impacted through social media. Three e-newsletters were drafted and delivered to 1,884 subscribers providing updates on the progress to expand broadband access, adoption, and use in Alaska. The e-newsletters can be found within the "14Q3_Project Attachment_Question 5_Alaska" document.

A delegation of Malaysian government officials, visiting the United States for the Fourth Annual Global Science and Innovation Advisory Council meeting in New York, travelled to Louisville, Kentucky to meet with representatives of Connected Nation's eight SBI programs. Meetings, which took place at various sites across Kentucky and Ohio, provided a forum for Malaysian representative to orient Connected Nation leadership to their benchmark based goals for increasing access, adoption and use of broadband. Connected Nation program representatives shared information about broadband mapping best practices, community engagement for technology planning, and capacity building for technology growth at the community level. The comparison and contrast of national practices with regard to technology planning and expansion provided an opportunity to showcase Connected Nation programs locally. Local media where Connected Nation has programs took note of the Malaysian guests and inquirers. This media coverage brought favorable attention to Connected Nation programs and increased awareness to our stakeholders.

14 b Technical Assistance Project

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for next quarter; and any additional project milestones or information.

Technical Assistance Milestones Year 2014, Quarter 3 per approved project plan:

Milestone: Year 2014, Quarter 3 AASB Technical Assistance Activities

This milestone was met. Association of Alaska School Boards (AASB) representatives travelled throughout the state conducting workshops in rural communities and schools with a focus on research, e-commerce, outreach, and e-publishing. Four community workshops were conducted during the quarter in the communities of Seward, Seldovia, Nikiski, and Glenallen. During the workshops, AASB representatives worked with the following groups: 1) the Alaska SeaLife Center to maximize their outreach and distance education in Alaska through the use of broadband; 2) a highly motivated community group in Seldovia to educate them on broadband, advance their digital presence, and foster the development of a stronger community-school partnership through the use of broadband and Internet technologies; 3) a Peony cooperative in Nikiski to educate them on developing outreach plans and the importance of Internet-based e-commerce systems; and 4) with small businesses in Glenallen to develop an organized approach to e-commerce development and suggest a strong cooperative effort with the local school district.

Milestone: Conduct Alaska Broadband Summit

This milestone was met. The Alaska Statewide Broadband Task Force Summit was held on July 15 at the Dena'ina Civic and Convention Center in Anchorage. The summit was designed to promote discussion about the Task Force's Broadband Report, including draft recommendations for education, public safety, and e-commerce, and to discuss statewide broadband access issues. More than 100 stakeholders, broadband providers, technology companies, and community representatives in attendance heard about the state of Alaska's broadband infrastructure, the FCC's proposals, and impacts on Alaska. A major outcome of the summit was a list of suggested changes to the recommendations in the draft plan. The Task Force

later voted on whether or not to accept each of the proposed changes. Edits to the plan are currently underway with a final version expected in Q4 2014. The Summit was deemed a success by organizers and participants alike. Information about the Summit, including the individual presentations and a recap of events, was posted on the program website, listed in a blog post, and included in the e-newsletter.

Q3 2014 Technical Assistance Challenges and Mitigation:

No challenges were encountered.

Technical Assistance Planned Major Activities for Next Quarter:

Finalize and distribute AASB local survey research results
Year 2014, Quarter 4 AASB Technical Assistance Activities

4. Provide any other information that you think would be useful to NTIA as it assesses this project's progress.

The Alaska Broadband Task Force selected three initiatives to receive planning funds during Q2 2014. The University of Alaska Anchorage (UAA) Business Enterprise Institute was selected to mold the existing AKSourceLink website into a statewide collaborative resource site. The Anchorage Economic Development Corporation (AEDC) was selected to implement a multistage economic development program. A joint project by the Annette Island School District and the Metlakatla Community was also selected to create a sustainable local innovations incubator and a statewide online entrepreneurship training center for remote Alaska Native entrepreneurs. Updates to these initiatives are below.

Update on the Task Force sub-award to the Center for Economic Development/UAA Business Enterprise Institute:

Currently, the project team anticipates beginning work on the project on or near December 1, 2014. As such, there are no funded activities to report to date. In Q4, the team will begin its work of consolidating and aligning the web-based platforms for entrepreneurs, AKSourceLink and Buy Alaska, as well as related activities.

Update on the Task Force sub-award to the Anchorage Economic Development Corporation:

The project team conducted background research on the project and met with FastTrac facilitators and a location partner. The project team also planned for upcoming classes. Representatives are working with facilitators and location partners to raise awareness of the classes. AEDC will be reaching out to potential partners in the near future to help cross-promote the courses and webisodes. A web page is currently being developed, which will host class videos. The anticipated delivery of the website is Q4 2014. The first in-person FastTrac class was held on September 24. The FastTrac classes are aimed at aspiring entrepreneurs who have an idea for a business but need a plan and a framework to successfully launch or entrepreneurs with a business 0-3 years old who want tangible training to help grow or accelerate their business.

Update on the Task Force sub-award to the Annette Islands School District:

Representatives spent the majority of Q3 planning to hit the ground running once fall weather hit and people were expected to be spending more time at home and in the village. A training program and materials were created along with a draft syllabus, as follows:

Module One: Art Ecommerce Basics

Goal: To begin a sustainable art e-commerce local initiative.

1. Web-Raising – Learning to create free e-commerce websites
2. Merchant Accounts – Learning how to receive online payments
3. E-Marketing – Learning the top ten tips for e-marketing
4. Social Media Marketing – Learning top ten tips for social media

Module Two: Cyberscouting Skills

Goal: To identify and share best practices locally, online for digital storytelling and cultural expression, celebration, preservation.

1. Conducting a community needs and communication tools assessment
2. Becoming a Cyberscout and 21st Century Learner (info-diet self-assessments)
3. Gaining a global voice; models for digital storytelling
4. Tsimshian values and Global Citizenship
 - a. Tsimshian lifestyles and creating for-profit social enterprises

Module Three: Becoming a Global Citizen Video Professor

Goal: To learn how to easily create online instructional video captures.

1. Learning video capture tools to quickly create “Show and Tell” short videos
2. Learning the newest, easiest e-publishing and monetizing opportunities
3. Learning what it means to have access to the 8 trillion dollar global Internet economy, with another 5 billion coming online to join the 2 billion currently online
4. Thinking Globally, Acting Locally; Learning how to motivate and encourage all learners via fun, social learning

Update on the Institute of Social and Economic Research (ISER) Post TERRA-SW Survey:

Dr. Heather E. Hudson from the University of Alaska Anchorage Institute of Social and Economic Research is leading the project. During the quarter, ISER staff drew up a list of organizations to interview that operate in the TERRA Southwest region. These consist of organizations included in the “before broadband” study (that were added to the household telephone survey) plus additional organizations to represent the various for-profit and non-profit activities in the region, including:

Commercial organizations:

Banking
 Fisheries
 Retail
 Tourism
 Transportation

Non-profit organizations:

Boroughs
 Regional native organization
 Tribal councils
 Villages and village corporations

Schools:

Online With Libraries (OWL) Library Sites

ISER staff designed and pretested a survey instrument that replicated most questions in the “before broadband” survey and have conducted interviews with about 25 respondents in the above categories,

of which 10 were schools and libraries. ISER staff took a hiatus from interviewing during July and August as many rural businesses were too busy to do a survey, and other people were fishing or otherwise away from their communities. ISER staff intends to complete approximately 15 additional interviews during Q4, primarily with commercial enterprises.

14 b Application Usage & Development Project

2. Describe your progress meeting each major activity/milestone approved in the Project Plan for this project; any challenges or obstacles encountered and mitigation strategies you have employed; planned major activities for next quarter; and any additional project milestones or information.

Application Usage & Development Milestones Year 2014, Quarter 3 per approved project plan

Milestone: Year 2014, Quarter 3 Monitor application development projects

This milestone was met. The Division of Economic Development (DED) has chosen to use ExecutivePulse software for the Business Retention and Expansion Program. DED worked with Executive Pulse, Inc. to set up and format the Customer Relations Management (CRM) platform to manage the Business Retention and Expansion (BRE) database and program. DCCED holds the Master License to manage and administer the program, with the authority to issue sub licenses to various municipalities, economic development organizations, and entities to conduct BRE interviews and surveys within their respective communities and regions throughout the state.

DED, in conjunction with the University of Alaska Center for Economic Development developed a three-day Business Retention and Expansion training program to train communities and economic development organizations how to conduct a Business Retention and Expansion program. Part of the training includes how to use the CRM platform ExecutivePulse. The first Business Retention and Expansion training took place in Fairbanks during Q3. More training is planned in Q4.

DED, also conducted outreach to advise Alaska Regional Development Organizations (ARDORs) and other economic development entities about upcoming BRE services and activities and how they can be used as a resource to promote economic development within a community or region. Several of the ARDORs will be conducting BRE surveys for their fiscal year 2015 ARDOR Program grant project. In addition to the ARDORs several communities are in the process of establishing Business Retention and Expansion programs as well. Training for the ARDORs and the communities will begin in October 2014. There are 15 communities that have expressed interest in utilizing the software.

Q3 2014 Application Usage & Development Challenges and Mitigation:

No challenges were encountered.

Application Usage & Development Planned Major Activities for Next Quarter:

Year 2014, Quarter 4 Monitor application development projects