

RECIPIENT NAME:New Mexico State Library

AWARD NUMBER: 35-43-B10002

DATE: 08/12/2011

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted Department of Commerce, National Telecommunications and Information Administration	2. Award Identification Number 35-43-B10002	3. DUNS Number 783998099
4. Recipient Organization New Mexico State Library 1209 Camino Carlos Rey, Santa Fe, NM 87507		
5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
7. Certification: I certify to the best of my knowledge and belief that this report is correct and complete for performance of activities for the purposes set forth in the award documents.		
7a. Typed or Printed Name and Title of Certifying Official Robert Blankenship	7c. Telephone (area code, number and extension)	
	7d. Email Address Robert.blankenship@state.nm.us	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 08-12-2011	

Project Indicators (This Quarter)

1. Please describe significant project accomplishments completed during this quarter (600 words or less).

Numbers of participants in the Fast Forward New Mexico Grant at the end of Quarter 2, 2011 is 2280 or 56% of the total goal of 4080. This exceeds the Quarter 2 projected goal of 43% by 13%. Budget is currently at 44% which is 9% short of the baseline goal. Training has slowed during the summer months because libraries are concentrating on their summer reading programs. In this quarter, FFNM has trained in Albuquerque, Rio Rancho, Socorro, Las Cruces and Santa Fe. Trainings have been conducted in English and in Spanish. Elements of Assessment including surveys, pre and post class evaluations in an effort to determine subscribership have progressed. Sustainability efforts currently underway are being documented and additional sustainability concepts are being fleshed out. Two FFNM partners attended conference workshops and the Project Supervisor and the Deputy State Librarian attended the Gates Foundation meeting. The University of New Mexico - Los Alamos (UNM-LA) provides trainers with training feedback, trainer self-assessment and they provided a Planned Trainer Workshop on June 21 to enhance skill development.

2. Please provide the percent complete for the following key milestones in your project. Write "0" in the Percent Complete column and "N/A" in the Narrative column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please provide a narrative description if the percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	44	There is a 9% variance from baseline plan of 53% at the end of Q2 2011. FFNM lags slightly behind due to a slow start in Q1 and Q2 to develop contracts, as well as slowdown in training due to summer reading programs in summer months. Also, the retirement of the State Librarian had a temporary impact on the project. FFNM has attempted to reduce this gap by offering training in the New Mexico State Library and should close the gap by q7.
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below
2.c.	Awareness Campaigns	-	Progress reported in Question 4 below
2.d.	Outreach Activities	-	Progress reported in Question 4 below
2.e.	Training Programs	-	Progress reported in Question 4 below
2.f.	Other (please specify):	-	Progress reported in Question 4 below

3. Please describe any challenges or issues faced during this past quarter in achieving planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

There is a 9% variance from baseline plan of 53% at end of Q2, 2011. FFNM lags slightly behind due to a slow start in Q1 and Q2 to develop contracts, as well as a slowdown in training due to summer reading months, also the retirement of the State Librarian has had an impact on productivity. FFNM has attempted to pick this gap up by additional training, and will make up it's 7% variance by quarter 7.

4a. In the chart below, please provide the requested information on your BTOP grant-funded SBA activities. Please also provide a short description of the activity (600 words or less). Figures should be reported cumulatively from award inception to the end of the most recent reporting quarter. Please ensure that the numbers of new household subscribers and business or community anchor institution (CAI) subscribers reflected in the "Total" row represent the unduplicated number of new subscribers that can be attributed to your SBA project as a whole.

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Level II Training	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces, Socorro, Columbus	Level II training - through Q6	870	1,309	0	0

Name of the SBA Activity	Location of SBA Activity	Description of Activity (600 words or less)	Size of Target Audience	Actual Number of Participants	New Subscribers: Households	New Subscribers: Businesses and/or CAIs
Level I Training	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces, Socorro, Columbus	Level I Training - Q6 Columbus - 12 classes and 104.5 participants. Las Cruces - 3 follow up classes - 30 participants. Rio Rancho: 3 follow up classes 27.5 participants. Socorro 14 classes 179.5 participants	870	1,116	0	0
MARKETING: Radio Program Interviews/ Television, Newsletters/ Mailers/other print/online and One on One meetings	Gallup, Aztec, Albuquerque, Rio Rancho, Las Cruces, Socorro, Columbus	Q2 we reached 5000 households thru radio. One on One Meetings: Q2 15 1 on 1 meetings with leaders. Reached 10 through presentation. Q3 we reached 8500 thru radio, 86220 thru newspapers, 7000 thru posters and brochures, Q3 reached 1110 through Outreach Events/ presentations. 173 one on one meetings were conducted with community leaders Q4 We reached 9500 thru radio, 25000 thru television, 58980 thru newspapers, 14360 through web site and social media, 6982 thru mailings/constant contact, 5636 thru posters and brochures. Presented to parent groups, local business groups. Las Cruces Library sent a notice to patrons in their newsletter. City of Las Cruces posted on their web site. Front page article in Aztec Talon Newspaper. coverage in Las Cruces Sun Times. Q4 One on One meetings reached 242 people. Through presentations we reached 840 people. Q5 2011 we have held PSA's on Magic 105, 99.5, KANW, and KOB TV. 4800 reached by radio. We have had articles in the Albuquerque Journal, Rio Rancho Observer, Rio Rancho Magazine, Las Cruces Sun and Deming Headlight. 250712 reached by newspaper. 47673 reached by our web site and others' web sites and blogs. 63056 reached through mailings and newsletters, e mails. 3115 reached through posters and fliers. Q5 96 reached through 1:1 meetings. 1136 reached through in person presentations/event (total 3622 one on one) (added to total above of 591,734). Q6 reached 63,069 thru newspaper and blogs/ websites and 945 thru 1 on 1 meetings and presentations. reached 4720 thru social media.	565,229	664,090	0	0
Total:			566,969	666,515	0	0

4b. Please describe your method for determining the number of households, businesses, and/or (CAIs) subscribing to broadband as a result of your SBA programs (600 words or less).

Fast Forward New Mexico uses FCC data, class surveys and projections as well as data obtained from the New Mexico Mapping Grant.

4c. Please provide a narrative explanation if the total number of new subscribers is different from the targets provided in your baseline plan (600 words or less).

New Subscriber totals will be obtained from class surveys which will occur three months following training. Reportable data should be available in Q7

4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.

Households: 0	Businesses and CAIs : 0
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

Fast Forward NM will begin training in Silver City and Clovis. Progress will be made relative to assessment which will help demonstrate subscribership results in the next quarter.

2. Please provide the percent complete anticipated for the following key milestones in your project as of the end of the next quarter. Write "0" in the second column if your project does not include this activity. If you provided additional milestones in your baseline report, please insert them at the bottom of the table. Figures should be reported cumulatively from award inception to the end of the next reporting quarter. Please provide a narrative description if the planned percent complete is different from the target provided in your baseline plan (300 words or less).

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
2.a.	Overall Project	62	planned percent complete equals target provided in baseline plan.

2.b. Equipment Purchases	-	Milestone Data Not Required
2.c. Awareness Campaigns	-	Milestone Data Not Required
2.d. Outreach Activities	-	Milestone Data Not Required
2.e. Training Programs	-	Milestone Data Not Required
2.f. Other (please specify):	-	Milestone Data Not Required

3. Please describe any challenges or issues anticipated during the next quarter that may impact planned progress against the project milestones listed above. In particular, please identify any areas or issues where technical assistance from the BTOP program may be useful (600 words or less).

In Q7 training will take place in Silver City and Clovis and the assessment segment of the grant will move forward appreciably.

