

**QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION**

**General Information**

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b>  Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b>  36-43-B10512	<b>3. DUNS Number</b>  884226288
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**4. Recipient Organization**  
  
 NYC Dept. of Information Technology & Telecommunication New York City , 75 Park Place, New York, NY 10007-2549

<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b>  09-30-2012	<b>6. Is this the last Report of the Award Period?</b>  <input type="radio"/> Yes <input checked="" type="radio"/> No
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**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.**

<b>7a. Typed or Printed Name and Title of Certifying Official</b>  Anne Kathryn Hohman	<b>7c. Telephone (area code, number and extension)</b>  212-513-6484
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<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  10-29-2012
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**Project Indicators (This Quarter)**

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

During the quarter, the New York City Department of Information Technology and Telecommunications:

- Continued to implement and refine administrative processes with the hiring of a dedicated Program Manager to provide programmatic oversight / support for Connected Learning.

The Department of Education:

- Focused on Year Three program implementation and operations plans.
- In July, August and September, NYC Connected Learning (NYC-CL) Affinity Group Meetings were held with Principals and key school-based staff. The July Affinity Group meeting focused on the development of schools' Year Three NYC-CL goals. In August, NYC-CL Affinity Group attendees shared promising practices related to the implementation of digital safety curricula and September attendees shared promising practices for differentiating instruction. In addition, Partner Meetings were conducted in July and August to review Year Three expectations, upcoming milestones, and to communicate ongoing partner expectations and responsibilities.
- Program Managers completed multiple site visits at all 40 NYC-CL schools. An initial "Pre-Assessment" meeting focused on assessing schools' program and operational readiness while a second "Goal-Setting" meeting supported schools in the development of Connected Learning goals that aligned to their Comprehensive Education Plans (CEPs). A "Kick-Off" meeting brought together school-based NYC-CL teams and partners to align Connected Learning goals with the specific partner services that were selected for Year Three. Since the program inception, 5,304 days of professional development have been delivered to NYC-CL schools.

Significant school service accomplishments this quarter include:

- CFY: Continued to implement the Time Warner Cable and Cablevision discount programs. Discount program operations include (1) family outreach and enrollment using CFY's online Family Enrollment module, (2) broadband provider data access using CFY's online Broadband Provider Portal, and (3) phone outreach by CFY staff and volunteers to approved families. Enrolled 354 new households in these discount programs.
- CFY: Approximately 792 families were served at 9 Family Learning Workshops, 45 teachers attended Teacher Learning Workshops, and 354 families signed up for discounted broadband service.
- AUSSIE: Menu of Services' modules for Year 3 were expanded into a Professional Development Plan for NYC-CL schools. Principals were contacted to participate in goal setting meetings and 5 schools engaged in technology planning institute services.
- Teaching Matters: From July to September, 66 days of professional development were provided to 240 teachers. Also, during the quarter the process for drafting roadmaps for all schools began.

**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	86	Expenditure exceeds projection in Baseline Plan by 2% (Baseline was 84%)
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).**

No challenges were reported during the quarter, the projected Baseline Plan was exceeded by 2%.

**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
Family Learning Workshop training	New York City, NY (all boroughs)	<p>CFY's Family Learning Workshop is designed to inform and motivate families to use their Home Learning Centers and online educational software in order to help their children succeed academically. By tying broadband to their child's success in school, the workshop aims to make broadband highly relevant (a key adoption factor) in order to achieve sustained, long-term broadband adoption.</p> <p>CFY Family Trainers lead the hands-on workshop sessions, and CFY onsite Customer Service Representatives and Volunteers provide families with additional coaching and guidance. Family Learning Workshops are conducted in both English and Spanish.</p> <p>Specific topics include:</p> <ul style="list-style-type: none"> <li>• Introduction (computer set-up, Windows basics, CFY Help Desk)</li> <li>• Internet Guidance (Internet safety, digital citizenship)</li> <li>• Learning Together (parents' role in learning with their children)</li> <li>• Using your Home Learning Center (exploration of installed educational software, productivity software, and accessibility tools)</li> <li>• Using Broadband to Learn Online (exploration of hundreds of free educational software curated at MyHomeLearning.com and instructions for accessing free subscriptions of additional software titles)</li> <li>• Enrolling in Discounted Broadband Programs (information and application to enable families to enroll in Time Warner Cable and Cablevision discount programs)</li> </ul>	48,804	41,944	7,979	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
School Outreach: Students	New York City, NY (all boroughs)	CFY conducts multipronged outreach in order to orient educators, students and families to the program. <ul style="list-style-type: none"> <li>• Kick-off meeting</li> <li>CFY holds a Kick-off meeting with the school's designated project implementation team covering:                             <ul style="list-style-type: none"> <li>o Overview of project implementation plan</li> <li>o Overview of outreach plan</li> <li>o Schedule additional meetings &amp; CFY outreach days</li> </ul> </li> <li>• Outreach Tools</li> <li>CFY program team prepares outreach documents and project management web tool for outreach collaboration with school implementation team, including:                             <ul style="list-style-type: none"> <li>o Invitation Packets (Bi-lingual, English &amp; Spanish)</li> <li>o Reminder Notices (Bi-lingual, English &amp; Spanish)</li> <li>o Web based project plan and timeline</li> </ul> </li> <li>• Reaching Students and Families                             <ul style="list-style-type: none"> <li>o In-class student training: CFY team meets with each 6th grade class at least twice prior to the Family Learning Workshop to train students about the program and encourage them to attend the Family Learning Workshops with their families.</li> <li>o Calling Families: CFY team trains a team of school staff to call each family to explain the opportunity and encourage attendance. In addition, CFY facilitates a volunteer staffed call-bank to provide additional support to the schools in calling families.</li> <li>o Targeted Outreach: CFY staff identifies students and families that have not responded or have not been reached in order to focus targeted outreach to these families.</li> <li>o Teacher Orientation: CFY staff leads a brief orientation with teachers to review the program and encourage teacher support in the outreach effort.</li> </ul> </li> </ul>	22,354	21,237	0	0
School Outreach: Teachers	New York City, NY (all boroughs)	CFY staff conducts an Introductory Teacher Workshop for all 6th grade teachers at our partner schools. This is a 1.5 hour hands-on workshop where teachers get in-depth training on CFY's online and offline resources, with guidance on using technology to connect school to home and motivate broadband use by families.	754	754	0	0
<b>Total:</b>			<b>71,912</b>	<b>63,935</b>	<b>7,979</b>	<b>0</b>

**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).**

PLEASE NOTE: Per guidance from the Department of Commerce, the number of new household subscribers listed above in the first SBA activity represents the total number of new household subscribers garnered through all SBA activities together. Likewise, each subsequent SBA activity shows "0" new household subscribers \*only to avoid counting the total number of new subscribers more than once.\* Please additionally note, that, per guidance from the Department of Commerce, each activity listed in the SBA Activities chart above shows the unique number of individuals targeted and participating in that activity, such that an individual that is targeted by or participates in more than one SBA Activity is counted separately in each. This strategy means that the total amounts for these columns represent SBA Activity "touchpoints" rather than unique individuals.

Notes regarding the calculation used to determine "target audience" figures for the two CFY SBA Activities above:  
 FLWs Target Audience is determined by taking the number of Actual Participants divided by the percentage rate of families attended, based upon total 6th grade enrollment numbers as per central DOE data. (e.g. 6207 / 83% = 7478). In CFY's School Outreach figures, students represents the actual # of students that were provided outreach activities. This assumption is that 5% of students are absent on any given day and so this number is determined by taking 95% of 6th grade student enrollment across all the schools being served.

Our measurement methodology has not changed. It involves estimating both (A) "New Adoption" by families who had not adopted broadband upon program initiation and (B) "Net Adoption" by families who had broadband adoption upon program initiation and were retained on broadband as a result of the program.

CFY generates a unique CFY ID for every student served. This ID is used during the family registration process and is also permanently affixed to the Home Learning Center. The CFY ID is the critical data field to allow broadband research. At the Family Learning Workshop, CFY gathers basic information for every CFY ID, including technology adoption status and phone numbers. Every family is characterized into one of six groups based on their pre-workshop technology adoption status (groups 1-4 = not broadband adopters; group 5-6 = broadband adopters) which break down as follows:

- Group 1 -- no computer / no broadband
- Group 2 -- yes computer (but not educationally focused) / no broadband
- Group 3 -- yes educationally focused computer / no broadband
- Group 4 -- no computer / yes broadband
- Group 5 -- yes computer (but not educationally focused) / yes broadband
- Group 6 -- yes educationally focused computer / yes broadband

To estimate New Adoption, CFY conducts phone surveys (at least three months after the Family Learning Workshops) of families who were not broadband adopters at the time of the workshop, using staff and volunteers with different language skills to reach our multi-lingual families. CFY aims for a sample size within each group that enables extrapolation by group with at least 90% confidence within at least 5% margin of error. The phone survey data is then extrapolated for each group in order to estimate the number of families who have become New Adopters.

To estimate Net Adoption, CFY conducts phone surveys (approximately one year after the Family Learning Workshops) of families who were broadband adopters at the time of the workshop. This data, compared to typical broadband retention rates of low-income families, is used to determine the number of families who have become Net Adopters. The same sample size methodology (described for New Adoption estimate) will be used for measuring Net Adoption. CFY is investigating how we will measure the baseline for "Net Adoption" and is contacting people in research organizations that have done broadband surveys in the past to learn if we can find a baseline level of churn for low-income populations against which we can compare the results for our families. In the case of both New and Net Adoption, the survey data reflects total adoption among the groups surveyed, including both market-rate and discount-rate adoption.

**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).**

Cumulatively, the City estimates that 7,979 families have adopted broadband, compared to the target of 10,117 families provided in our baseline plan. 1,679 families have secured discounted broadband through our partnership with Time Warner Cable and Cablevision.

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

<b>Households:</b> 1,679	<b>Businesses and CAIs :</b> 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).**

During the next quarter, the New York City Department of Information Technology and Telecommunications plans to:

- Continue implementing and refining administrative processes with the dedicated Program Manager to provide programmatic oversight / support for Connected Learning.
- Continue to collaborate with DOE and program partners to hold Monthly Broadband Adoption calls to further explore: 1) barriers to broadband adoption among students and families being served and 2) how to boost broadband adoption across program going forward.
- Engage with other BTOP program recipients to assess barriers impacting broadband adoption among similar student /family populations and methods for improvement.

The DOE plans to:

- In October, the NYC-CL team will conduct its fourth set of Affinity Group meetings for the purpose of exploring, developing and sharing promising practices across CL schools. The focus of the October meeting will be on "Family Engagement & Taking Full Advantage of the Home Learning Center." Attendees will work with colleagues to share promising practices around extending the success of the Family Learning Workshop (FLW), building parent technical capacity, extending learning beyond the school day, and reaching students without High Speed Internet (HSI) access.
- In November, a fifth set of Affinity Group meetings will highlight promising practices that demonstrate collaboration among CL partners and outside organizations, and align to other DOE initiatives. In December, a NYC-CL "Holiday Celebration" will bring together school teams, CL partners and DOE Network Leaders to showcase promising practices from all 40 schools. Also, in November and December, DOE Connected Learning Program Managers will use school Check-In visits to ensure the ongoing coordination of CL services and facilitate achievement towards Year Three goals.
- Finally, DOE Connected Learning Program Managers will conclude "Kick-Off" planning meetings in CL schools. These meetings will bring together school-based NYC- CL teams and partner representatives to share how work can be aligned to advance school's

sustainability roadmaps.

- CFY: Will operate on a compressed schedule to ensure 5,553 families are invited to Family Learning Workshops (FLWs) as well as provide borough-based family swap-outs at one FLW each week.
- AUSSIE: Create and complete monthly school summary sheet of Professional Development Plans for Menu of Services as well as development of plans for schools sustainability programs.
- Teaching Matters: Continue working with schools to deliver selected programs and services by extending teacher work into the home learning environment.

**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	92	Expenditure meets projection 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).**

We anticipate no challenges or issues during the next quarter that may impact progress against project Baseline plan milestones.

