

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

| General Information   |   |  |
|---|---|--|
| <b>1. Federal Agency and Organizational Element to Which Report is Submitted</b><br><br>Department of Commerce, National Telecommunications and Information Administration                          | <b>2. Award Identification Number</b><br><br>55-43-B10539   | <b>3. DUNS Number</b><br><br>080490584 |
| <b>4. Recipient Organization</b><br><br>UNIVERSITY OF WISCONSIN SYSTEM 432 N LAKE ST, MADISON, WI 537061415   |   |  |
| <b>5. Current Reporting Period End Date (MM/DD/YYYY)</b><br><br>12-31-2011  | <b>6. Is this the last Report of the Award Period?</b><br><br><input type="radio"/> Yes <input checked="" type="radio"/> No |  |
| <b>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> |   |  |
| <b>7a. Typed or Printed Name and Title of Certifying Official</b><br><br>Emily Friend   | <b>7c. Telephone (area code, number and extension)</b>  |  |
|   | <b>7d. Email Address</b><br><br>emily.friend@uwex.edu   |  |
| <b>7b. Signature of Certifying Official</b><br><br>Submitted Electronically   | <b>7e. Date Report Submitted (MM/DD/YYYY):</b><br><br>02-09-2012  |  |

**Project Indicators (This Quarter)**

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

During this quarter we held the initial meeting of our Broadband Community Sustainability Advisors; the advisors were selected from outside institutional stakeholders to inform our discussions on sustainable efforts beyond the grant. We offered the final two webinars in our "Maximizing Broadband Utilization" series and released four additional video vignettes; they can be viewed on our You Tube channel at <http://www.youtube.com/wibroadband1>. In December, we received a 2011 Wisconsin's Top Rural Development Initiatives award from Wisconsin Rural Partners, Inc.

Educational offerings significantly increased in each of our communities with the following highlights: The College of Menominee Nation developed handouts and a more formalized curriculum for community members wanting to learn basic computer skills. The materials are available on their project website at <http://www.menominee.edu/MenomineeBroadband/index.html>. In Platteville the community equipment check out program was expanded to two additional locations, the library and senior center, for a total of three sites. Students in the School District of Superior benefited from lessons utilizing technology and digital learning environments enabled through the district's new website (<http://www.superior.k12.wi.us/>); teachers received assistance and coaching in developing these lessons. In Chippewa Valley attendance for classes at the Chippewa Falls Senior Center increased three fold over the course of the quarter; this increase along with cooperation among community organizations enable the Senior Center to acquire funding for a small permanent computer lab. In addition to offering digital camera, iPad, and basic skills classes, Wausau experienced transition in their community educator/coordinator role.

We continued to refine our framework for assessing Community Area Network (CAN) development in communities and furthered our work on a second draft of a CAN Manual – a guide for communities to use while developing their community area networks. Work continued to develop content for the virtual Inventors & Entrepreneur's Club and preparations began for the spring awareness campaigns.

**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               | Our actual percent complete is 10 percentage points less than our estimate on the last report. We had anticipated reporting a significant match amount (4 percentage points of our variance) that did not complete the accounting process to be able to be included in this quarter. Other factors that contribute to this variance also contribute to the variance from our baseline. Those factors are: <ul style="list-style-type: none"> <li>• The use of a reimbursement-based funding approach by the University introduces a lag between the completion of work and reporting of expenses that was not originally anticipated. We are working closely with our sub-recipients to ensure timely reporting of expenses given the time lag.</li> <li>• The delay in hiring key positions creates a persistent variance between costs-to-date and the baseline. Since personnel costs are a sizeable portion of grant expenses this variance can be significant. Within the overall timeframe of the grant these positions will extend for their originally planned duration (usually 2 years) so personnel costs will "catch up" at the end of the grant.</li> </ul> |
| 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).**

The broadband educator/coordinator in Wausau left mid-quarter to pursue other opportunities. A replacement was hired and started in mid-December; he is coming up to speed quickly. This personnel transition temporarily impacted the ability to offer education and outreach activities in Wausau during the later part of the quarter.

We had no attendance at about 20 training events held in two of our communities. Adjustments were made to location and promotional plans for events in the next quarter which we believe will help attract participation at future training events.

**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 |
|--------------------------|--------------------------|---|-------------------------|-------------------------------|-----------------------------|---|
| Summary                  | Various                  | We've conducted about 363 educational and outreach events since the beginning of this project. These activities have included introductory class on a variety of topics such as computers, e-mail, and social media, open labs, participation in county fairs, and a regional forum. Please see the attached activities addendum for details on each of our activities. | 642,630                 | 10,860                        | 6,750                       | 360                                     |
| <b>Total:</b>            |                          |   | <b>642,630</b>          | <b>10,860</b>                 | <b>6,750</b>                | <b>360</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).**

The statewide broadband mapping/planning project being implemented by the Wisconsin Public Service commission (funded by BTOP funding) conducted a statewide telephone survey that will provide data on broadband subscribership for regions within the state. This survey will be repeated in two years to determine change in subscribership over time. As part of our project we are partnering with the firm conducting these surveys and have funded over-sampling in each of our five demonstration communities so that we will have statistically significant results for each of our communities. We will be able to monitor change over the two year time frame of our project and be able to compare subscribership levels within our demonstration communities to statewide and regional averages. The first survey to establish a baseline at the beginning of our project was completed March 14, 2011.

As a means of monitoring subscribership levels during the two year project we approached local last mile providers regarding sharing their change in subscribership during each quarter. Sharing that data would be one component of a broader educational partnership that would offer the providers opportunity for increased exposure and opportunity to co-sponsor educational events to increase subscribership. Some providers showed interest but no agreements are in place. In addition, as part of our educational programs we will conduct evaluations that will request information about subscribership levels and plans for subscribing to broadband. Finally, the BCCB website developed during the project has a user survey inquiring about broadband use and subscribership. We began collecting surveys in the spring and expect baseline results in January. This survey will continue to be actively promoted in outreach activities and awareness campaigns. Final survey results will be compared to the baseline data.

For this quarter we have used the same estimate of new subscribers as we used for the baseline. We are too early in our evaluation process to have data that would indicate how the actual number of subscribers differs from our estimate. Until better data is available we are reporting our estimate as the number of new subscribers in 4a. Our data will not relate increases in subscribers to specific activities reported in 4a; for this quarter we have divided the estimated increase in subscribers equally across all activities and added it to new subscribers number report in the previous quarter.

**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).**

The number of new subscribers reported in 4a is an estimate equal to our baseline; it is the same estimate used for the baseline.

**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 |
|---------------|-------------------------|

**Project Indicators (Next Quarter)**

**1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).**  
 During this quarter our awareness campaigns will begin in each of our demonstration communities. The campaigns will kick off with a community events, where possible, and include paid and free advertising and promotion of local training options. We will create 30-second television and radio public service announcement for use in both our community and statewide campaigns.

We will add content to The Virtual Inventors & Entrepreneurs Club website and begin active promotion of the site. Work on the CAN manual will continue with a near complete draft ready in April. The Strategic Partnership Group and the Broadband Community Sustainability Advisors will continue to meet throughout the quarter. As part of our evaluation efforts, the first baseline report on results of our web survey will be completed.

Our community educators/coordinators will continue to develop and offer educational opportunities and outreach activities such as open houses, "lunch and learn" workshops, and basic skills classes. A highlight in the Chippewa Valley is collaboration between UW-Stout's Americorp/Vista program, the Menomonie Public Library, and this grant allowing sharing of laptops and other teaching resources, coordination and co-promotion of training opportunities and a broader reach into communities in Dunn County. This is one of several such collaborations developing in the Chippewa Valley. At the College of Menominee Nation the broadband educator/coordinator will begin offering training with the Instructional Coordinator for the PCC funded Community Technology Center.

**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         | 57               | The percent complete shown here is based on an estimate of project costs that will be recorded in the University's accounting system at the completion of next quarter. This estimate is 19 percentage points smaller than our baseline estimate. This difference is attributable to the same factors contributing to the current quarter variance -- use of a reimbursement-based funding approach and the delay in incurring certain personnel costs. The unpredictability of lag in reporting expenses may result in different actual percent of work complete. We anticipate completing all the work represented in our baseline plan for the next quarter. |
| 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).**

Note: In the Budget Execution Details the Federal Funds Supplies and Contractual expenses reported in the Anticipated Actuals for next quarter are less than reported in the Actuals for this quarter because charges were incorrectly made to Federal Funds. The \$2736 for Supplies and \$5000 for Contractual should be Matching Funds expenses and will be transferred during the next quarter. This results in less anticipated expenditure in each federal fund category versus what was reported for the 4th quarter.

**Sustainable Broadband Adoption Budget Execution Details**

**Activity Based Expenditures (Sustainable Broadband Adoption)**

1. Please provide details below on your total budget, cumulative actual expenditures (for the period ending the current quarter), and cumulative anticipated expenditures (for the period ending next quarter) for each line item, including detailed disbursements of both matching funds and federal funds from project inception through end of this quarter (actual) or next quarter (anticipated). Actual and anticipated figures should be reported cumulatively from award inception to the end of the applicable reporting quarter.

| Budget for Entire Project                    |                   |                       |                      | Actuals from Project Inception through End of Current Reporting Period |                |               | Anticipated Actuals from Project Inception through End of Next Reporting Period |                |               |
|--|-------------------|-----------------------|----------------------|--|----------------|---------------|---|----------------|---------------|
| Cost Classification                          | Total Cost (plan) | Matching Funds (plan) | Federal Funds (plan) | Total Cost   | Matching Funds | Federal Funds | Total Costs   | Matching Funds | Federal Funds |
| a. Personnel                                 | \$901,660         | \$122,056             | \$779,604            | \$480,053  | \$44,957       | \$435,096     | \$607,295   | \$47,957       | \$559,338     |
| b. Fringe Benefits                           | \$376,830         | \$47,935              | \$328,895            | \$192,678  | \$16,140       | \$176,538     | \$234,532   | \$16,140       | \$218,392     |
| c. Travel                                    | \$15,842          | \$15,842              | \$0                  | \$9,301  | \$8,302        | \$999         | \$9,301   | \$8,302        | \$999         |
| d. Equipment                                 | \$0               | \$0                   | \$0                  | \$0  | \$0            | \$0           | \$0   | \$0            | \$0           |
| e. Supplies                                  | \$142,890         | \$142,890             | \$0                  | \$125,938  | \$123,202      | \$2,736       | \$264,650   | \$264,650      | \$0           |
| f. Contractual                               | \$74,282          | \$74,282              | \$0                  | \$74,293   | \$69,293       | \$5,000       | \$90,054  | \$90,054       | \$0           |
| g. Construction                              | \$0               | \$0                   | \$0                  | \$0  | \$0            | \$0           | \$0   | \$0            | \$0           |
| h. Other                                     | \$1,304,596       | \$410,055             | \$894,541            | \$296,865  | \$38,503       | \$258,362     | \$378,119   | \$52,611       | \$325,508     |
| i. Total Direct Charges (sum of a through h) | \$2,816,100       | \$813,060             | \$2,003,040          | \$1,179,128  | \$300,397      | \$878,731     | \$1,583,951   | \$479,714      | \$1,104,237   |
| j. Indirect Charges                          | \$549,255         | \$161,881             | \$387,374            | \$298,644  | \$82,193       | \$216,451     | \$347,740   | \$82,929       | \$264,811     |
| k. TOTALS (sum of i and j)                   | \$3,365,355       | \$974,941             | \$2,390,414          | \$1,477,772  | \$382,590      | \$1,095,182   | \$1,931,691   | \$562,643      | \$1,369,048   |

2. Program Income: Please provide the program income you listed in your application budget and actuals to date through the end of the reporting period.

|   |                                |
|---|--------------------------------|
| a. Application Budget Program Income: \$0 | b. Program Income to Date: \$0 |
|---|--------------------------------|