

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 36-43-B10513	3. DUNS Number 037227498
4. Recipient Organization Computers for Youth Foundation, Inc. 322 8th Ave., New York, NY 10001		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last Report of the Award Period? <div style="text-align: right;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </div>	
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 Mark Malaspina Chief Officer, OSP	7c. Telephone (area code, number and extension) (212) 563-7300 X124	7d. Email Address mmalaspina@cfy.org
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-19-2011	

Project Indicators (This Quarter)

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

During this quarter, CFY completed the initial curriculum development and provided robust broadband training, broadband-ready Home Learning Centers, and 24x17 bilingual Help Desk support for the families of 1,717 students in 6 high-poverty schools in the Los Angeles Unified School District. CFY has delivered this training in school and at half-day Family Learning Workshops.

At the Family Learning Workshops, CFY's trainers and volunteers 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 in order to achieve sustained, long-term broadband adoption. 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.

Specific Family Learning Workshop topics include:

- Introduction (computer set-up, Windows basics, CFY Help Desk)
- Internet Guidance (Internet safety, digital citizenship)
- Learning Together (parents' role in learning with their children)
- Using your Home Learning Center (exploration of installed educational software, productivity software, and accessibility tools)
- Using Broadband to Learn Online (exploration of hundreds of free educational software titles curated at MyHomeLearning.com and instructions for accessing free subscriptions of additional software titles)
- Enrolling in Broadband (information about enrolling in local broadband service)

CFY has also worked closely with the schools in order to promote the program and to ensure that teachers take advantage of the program to extend learning from the school to the home.

CFY has provided 24x7 bilingual Help Desk support to the families served.

The Program has increased parents' confidence in their ability to help their children learn, with 86% of parents stating that they are "A Lot" more confident, and more than 98% of parents stating that they are more interested in how the Internet can support this child's education. Families have responded enthusiastically to the program, with more than 98% of families rating the workshops Excellent (82%) or Good (16%).

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	18	
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).

CFY did not face major challenges or issues during the last quarter.

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 Workshops	Partnering high-poverty schools in Los Angeles Unified School District	<p>Family Learning Workshop</p> <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"> • Introduction (computer set-up, Windows basics, CFY Help Desk) • Internet Guidance (Internet safety, digital citizenship) • Learning Together (parents' role in learning with their children) • Using your Home Learning Center (exploration of installed educational software, productivity software, and accessibility tools) • Using Broadband to Learn Online (exploration of hundreds of free educational software titles curated at MyHomeLearning.com and instructions for accessing free subscriptions of additional software titles) • Enrolling in Broadband (information about enrolling in local broadband service) 	4,688	3,829	0	0
School Outreach	Partnering high-poverty schools in Los Angeles Unified School District	<p>CFY conducts multi-pronged outreach in order to orient educators, students and families to the program.</p> <ul style="list-style-type: none"> • Kick-off meeting <ul style="list-style-type: none"> CFY holds a Kick-off meeting with the school's designated project implementation team in order to: <ul style="list-style-type: none"> o Overview of project implementation plan o Overview of outreach plan o Schedule additional meetings & CFY outreach days • Outreach Tools <ul style="list-style-type: none"> 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"> o Invitation Packets (Bi-lingual, English & Spanish) o Reminder Notices (Bi-lingual, English & Spanish) o Web based project plan and timeline • Reaching Students and Families <ul style="list-style-type: none"> 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. 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. 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. o Teacher Orientation: CFY staff leads a brief orientation with teachers to review the program and encourage teacher support in the outreach effort. • Training Teachers <ul style="list-style-type: none"> o 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. 	4,104	4,104	0	0
Total:			8,792	7,933	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).

CFY's survey of the program families served to date indicates that 35.5% of families have a computer with broadband access prior to

the program. Of those families, however, the vast majority of families do not have an educationally focused computer. Moreover, only 61% of families with a computer on the Internet deem themselves "Very Likely" to continue subscribing over the next twelve months.

CFY's program is designed to (A) drive new broadband adoption and (B) retain broadband adopters by families otherwise likely to "churn" out of broadband.

CFY's measurement methodology will involve the following steps:

1. CFY provides every student with a unique CFY ID that is used during the family registration and pre-survey process and is also permanently affixed to the Home Learning Center. This ID is the critical data field to allow broadband research.
2. CFY gathers basic information, including technology adoption status and phone numbers, for every family served.
3. CFY will be conducting phone surveys of families with data associated with the CFY ID in order to determine broadband adoption status; surveys will begin in Q1 2011.

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).

Subscriber rates have not been estimated because surveys will begin in Q1 2011.

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 the next quarter, CFY will provide robust broadband training, broadband-ready Home Learning Centers, and 24x17 bilingual Help Desk support for the families of approximately 2,000 students in high-poverty schools in the Los Angeles Unified School District. CFY will deliver this training in school and at half-day Family Learning Workshops.

CFY will also work closely with the schools in order to promote the program and to ensure that teachers take advantage of the program to extend learning from the school to the home.

CFY will provide 24x7 bilingual Help Desk support to the families served.

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	24	
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).

CFY does not anticipate any major challenge or issue during the next 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	\$3,632,264	\$591,002	\$3,041,262	\$683,769	\$49,284	\$634,486	\$1,137,674	\$106,096	\$997,674
b. Fringe Benefits	\$804,465	\$142,047	\$662,418	\$105,507	\$7,604	\$97,903	\$180,733	\$16,774	\$157,733
c. Travel	\$64,950	\$7,160	\$57,790	\$33,753	\$2,433	\$31,320	\$44,612	\$4,340	\$40,812
d. Equipment	\$4,750,182	\$1,957,948	\$2,792,234	\$722,984	\$308,288	\$414,696	\$775,114	\$347,870	\$675,114
e. Supplies	\$199,751	\$22,020	\$177,731	\$34,347	\$2,476	\$31,872	\$45,893	\$4,455	\$41,893
f. Contractual	\$1,140,499	\$282,553	\$857,946	\$288,559	\$20,798	\$267,760	\$353,613	\$34,946	\$328,613
g. Construction	\$13,255	\$1,461	\$11,793	\$10,005	\$721	\$9,284	\$10,005	\$721	\$9,284
h. Other	\$15,795	\$1,741	\$14,055	\$3,772	\$272	\$3,500	\$10,833	\$939	\$8,833
i. Total Direct Charges (sum of a through h)	\$10,621,161	\$3,005,932	\$7,615,229	\$1,882,696	\$391,876	\$1,490,821	\$2,558,477	\$516,141	\$2,259,956
j. Indirect Charges	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
k. TOTALS (sum of i and j)	\$10,621,161	\$3,005,932	\$7,615,229	\$1,882,696	\$391,876	\$1,490,821	\$2,558,477	\$516,141	\$2,259,956

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
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Empty space for providing additional details or comments related to the budget execution.