

ANNUAL 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 26-43-B10592	3. DUNS Number 193247145
4. Recipient Organization MICHIGAN STATE UNIVERSITY 301 ADMINISTRATION BLDG, EAST LANSING, MI 48824-1046		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2010	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Kurt DeMaagd Assistant Professor	7c. Telephone (area code, number and extension) 517-355-4714	
	7d. Email Address kdemaagd@msu.edu	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 02-10-2011	

PROJECT INDICATORS																																																
<p>1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less). Our project is not designed to foster particular technologies.</p>																																																
<p>2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).</p> <table border="1" style="width:100%; border-collapse: collapse; margin-bottom: 5px;"> <thead> <tr> <th style="width: 15%;">Manufacturer</th> <th style="width: 15%;">Item</th> <th style="width: 10%;">Unit Cost per Item</th> <th style="width: 10%;">Number of Units</th> <th style="width: 50%;">Narrative description of how the equipment and supplies were deployed</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">N/A</td> <td style="text-align: center;">N/A</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> <td style="text-align: center;">N/A</td> </tr> <tr> <td colspan="2" style="text-align: right;">Totals</td> <td style="text-align: center;">0</td> <td style="text-align: center;">0</td> <td></td> </tr> </tbody> </table> <div style="display: flex; justify-content: space-around; margin-bottom: 5px;"> <div style="border: 1px solid gray; padding: 2px 10px; background-color: #cccccc;">Add Equipment</div> <div style="border: 1px solid gray; padding: 2px 10px; background-color: #cccccc;">Remove Equipment</div> </div>					Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed	N/A	N/A	0	0	N/A	Totals		0	0																														
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<p>2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed (600 words or less). Our project does not distribute equipment/supplies to beneficiaries.</p>																																																
<p>3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported <u>cumulatively</u> from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who <u>completed</u> the course.</p> <table border="1" style="width:100%; border-collapse: collapse; margin-bottom: 5px;"> <thead> <tr> <th style="width: 35%;">Types of Access or Training</th> <th style="width: 20%;">Number of People Targeted</th> <th style="width: 20%;">Number of People Participating</th> <th style="width: 25%;">Total Training Hours Offered</th> </tr> </thead> <tbody> <tr><td>Open Lab Access</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Multimedia</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Office Skills</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>ESL</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>GED</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>College Preparatory Training</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Basic Internet and Computer Use</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Certified Training Programs</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Other (please specify): N/A</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> <tr><td>Total</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td><td style="text-align: center;">0</td></tr> </tbody> </table>					Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	Open Lab Access	0	0	0	Multimedia	0	0	0	Office Skills	0	0	0	ESL	0	0	0	GED	0	0	0	College Preparatory Training	0	0	0	Basic Internet and Computer Use	0	0	0	Certified Training Programs	0	0	0	Other (please specify): N/A	0	0	0	Total	0	0	0
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<p>4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less). Our first three months of the program have primarily focused on initial administrative, marketing, and curriculum preparation activities. Hence, the economic effect is limited to the jobs created/saved related performing these preliminary tasks. The main activities for the program begin in January.</p>																																																
<p>5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.</p> <table border="1" style="width:100%; border-collapse: collapse; margin-bottom: 5px;"> <tr> <td style="width: 25%; padding: 5px;">5a. Adoption Level (%):</td> <td style="padding: 5px;">Narrative description of level, methodology, and change from the level at project inception (600 words or less).</td> </tr> </table>					5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).																																										
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<p>50</p>	<p>We used FCC data on the level of Internet adoption in the counties of our target cities. We then took a population weighted proportion. The actual computation resulted in an estimate of 50.42%. Note that this is likely a high estimate given that our target regions are the poorer urban centers.</p> <p>This varies from our baseline projection because of a modified methodology. In our baseline projection, we used an estimate for Detroit from a private party that is becoming out of date. Instead, we updated our methodology to use FCC data for Wayne county to estimate adoption in Detroit.</p>
<p>6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?</p>	
<p>Although cost and availability are two widely cited barriers, our project deals with non-economic factors. As such, the two largest barriers we have identified are basic literacy (e.g., reading, writing), and understanding the value of the technology. The basic literacy issue came as a slight surprise. Our program is designed to help with basic technical literacy, but we are finding that the problem may be even more fundamental. For example, it is difficult to motivate Internet adoption by describing email when the individual is not even literate. As such, we are emphasizing partnerships with local literacy centers to operate in conjunction with the activities of this program.</p>	
<p>7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)</p> <p>None</p>	
<p>8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).</p>	
<p>Although our original project plan had intended to use students to help with training classes, we have found that they are also an excellent resource for creating our marketing programs. As an important population of early adopters and innovators, they student eye to what is interesting on the Internet has been very helpful.</p> <p>Because we are only now ramping up our project, we have not yet had time to learn additional lessons.</p>	
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