ANNUAL PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

General Information

1. Federal Agency and Organizational Element to Which Report is Submitted	2. Award Identification Number	3. DUNS Number
Department of Commerce, National Telecommunications and Information Administration	21-43-B10546	086130007

4. Recipient Organization

Connected Nation, Inc. 1020 College St, Bowling Green, KY 421012137

5. Current Reporting Period End Date (MM/DD/YYYY)	6. Is this the last Annual Report of the Award Period?
12-31-2012	◯ Yes ⊙ 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	7c. Telephone (area code, number and extension)
Bernie Bogle	
	7d. Email Address
	bbogle@connectednation.org

7b. Signature of Certifying Official	7e. Date Report Submitted (MM/DD/YYYY):
Submitted Electronically	01-29-2013

PROJECT INDICATORS

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).

No, Connected Nation's Sustainable Broadband Adoption project does not foster a particular broadband technology. Rather it focuses on encouraging adoption of any form or variation of broadband technologies, including but not limited to, DSL, Cable, Wireless, Mobile, and Satellite.

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).

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	

Add Equipment	Remove Equipment

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).**

No equipment will be distributed through this project.

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.

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	467,622	22,775	25,912
Certified Training Programs	0	0	0
Other (please specify): N/A	0	0	0
Total	467,622	22,775	25,912

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).

Why Every Citizen Online Training is Important to Many Ohioans:
Every Citizen Online Showcases Importance of Broadband/Web Presence for one Gallia County Company:
W. Oran Smeltzer didn't feel he was using the Internet to its full potential, so he took the Every Citizen Online (ECO) class. After completing the class, he saw the potential having a web presence can bring to a business and hired a local web designer for his family's accounting business. "The main reason we began a website was to streamline our appointment scheduling function," said Smeltzer. "Booking appointments over the telephone can be unproductive and inaccurate. Busy signals and lost messages can lead to client frustration and lost opportunities, not to mention a website is open 24 hours." (http://connectohio.org/blog/post/eco-showcases-importance-broadbandweb-presence-one-gallia-county-company)

Northeast Ohio Manufacturer Turns to ECO to Offer Employees Computer Training:

After surveying their 170 employees, Marathon Special Products found many of their employees in need of basic computer and Internet training. ECO training was brought to the manufacturing company through a mobile computer lab furnished through the ECO program, and 35% of employees signed up for the class. Marathon managers were elated to find an established and free program in ECO that they could offer their employees. "We want to help our employees reach their career goals," said Bret Danks, VP and GM of Marathon Special Products. Video and story available online at http://connectohio.org/blog/post/video-northwest-ohio-manufacturer-turns-eco-offer-employees-computer-training.

A.C.E. Inc. Provides Every Citizen Online to Educate Adults Living with Mental Illness on Technology:
Advocacy, Choices, and Empowerment (ACE), Inc. is a wellness and recovery center for people who live with mental illness that aims to improve their quality of life through educational services and opportunity for community involvement. ACE, Inc. joined with Tuscarawas County Public Library to provide members with ECO computer and Internet training. "For the first time, I've learned how to use e-mail," said Jeffrey Edwards, ACE member and ECO participant.
Video and story available online at http://connectohio.org/blog/post/ace-inc-provides-eco-educate-members-technology.

Central Ohio Adults Learn Job Skills Through ECO Training at Goodwill:
Marianne Robbins completed ECO training at Goodwill Columbus in order to keep up at work. "As (computers) became a large portion of our job, we did go to a computer training class (through work), but it was very fast," said Robbins. "So I learned basic skills, but not to the point where I felt real confident." After taking the ECO course Robbins says, "I feel more confident. The instructor is excellent because he is patient and the class size is small."
Video and story available online at http://connectohio.org/blog/post/central-ohio-adults-learn-job-skills-through-eco-training-goodwill.

Richland Correctional Institution ECO Training:
Richland Correctional Institution (RCI) partnered with Connect Ohio to offer the ECO basic computer training course to its inmates, to provide them with the computer skills they need to be successfully reintegrated into society. "There is the Internet portion, explaining e-mail and how the Internet works, some of the younger guys know that stuff, but a lot of the older population (of) guys have been incarcerated long enough that they have never seen that," said Matt Williams, infrastructure specialist for Richland Correctional Institution. "That's huge because there is all this technology and not everyone has been exposed to it."
(http://connectohio.org/blog/post/richland-correctional-institution-eco-training-part-1-reintegration-platform)

Tuscarawas County Public Library Trains More than 400 Participants through ECO:
Tuscarawas County Public Library has been a partner in the Every Citizen Online (ECO) program since its inception, having trained more than 400 participants through the program. Over that time the Library has gone above and beyond, by expanding the training to 5 locations and creating unique partnerships in how the training is marketed and the groups taking the training. "It's great that we're able to offer the training for free, and get such positive feedback from it," said Rachel Rothacher, liaison for the ECO program at the Library. "My favorite part of teaching the classes is to see the intimidation factor go away," said Lisa Porter, ECO instructor for the Library. "When they come back for the second class, they usually have a bunch of questions. They've gone back and tried it out, and that's what I like to see."
(http://connectohio.org/blog/post/tuscarawas-county-public-library-trains-more-400-participants-through-eco)

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.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
71	Ohio's adoption level is 71% of households. This number was derived from Residential Technology surveying conducted by Connect Ohio in 2012, through random digit dial surveys to more than 1,200 heads of household. The findings from the 2012 Residential Technology survey shows the greatest jump in home broadband adoption, increasing 5% from the 2010 and 2011 findings.

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)?

The primary barrier to adoption in Ohio is relevance - the perceived lack of need. Statewide, 35% of non-adopters cite this as their main reason for not subscribing. Second to that is the lack of affordable broadband service. Twenty-six percent of non-adopters cite this as their main reason for not subscribing. By producing a large awareness campaign as part of the program and promoting grass-roots efforts, the first barrier is directly addressed. The program's training aims to identify value for each participant so that they will see a broadband investment as invaluable and more affordable based on its merits.

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)
N/A

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

Through the required 2012 reporting, program staff identified a calculation error with regard to the program's methodology for calculating the number of people targeted. As a result, a significant change can be seen in the response to question three above versus the response to question three in our 2011 Annual Performance Report. The former methodology counted a target audience based on county demographics of the sub-recipient's main location as well as each county in which the sub-recipient had training facilities. Connect Ohio, to be sure it is presenting the most accurate information possible, has adjusted this methodology and is now only counting the demographics of the training facility's county.

Outreach to trainees and retention of trainees throughout the six hour training have been the largest program barriers; Connect Ohio has learned that identifying best practices and the right distribution channel is the key to avoiding those barriers.

The statewide Public Service Announcement (PSA) campaign was not as successful as initially anticipated. In large metropolitan areas, the media outlets are too saturated for effective outreach via PSAs. The lack of media outlets in certain areas has posed issues. In rural areas, training facilities struggling with low attendance, work directly with the program's Outreach & Awareness Specialist to create personalized, local press releases in order to increase awareness of training availability. Connect Ohio has found that outreach is more successful, in both metropolitan and rural areas, when sub-recipients build partnerships with organizations that focus on workforce development (i.e. Job & Family Services, Community Action Agencies), seniors (i.e. Councils on Aging, senior centers), and other related community organizations. These partnerships feed a steady number of participants into training classes so training minimums are, not only attainable, but exceeded each month.

Participant retention has been an issue in reaching participant completion goals. To combat this barrier, training facilities are scheduling class sessions in closer proximity (i.e. three days in a row as opposed to one day over three weeks), which has proven to improve retention rates. In addition, Connect Ohio has found that sub-recipients that schedule two 3-hour sessions over three 2-hour sessions have a higher retention rate.

Connect Ohio has learned that putting processes in place early on is important. Evolving into processes over time is difficult to manage and is easy to stray from. Though it may be important for revisions to occur as circumstances change, having structured communication will help for an easy transition. Meetings with sub-recipients, monthly advisories, quarterly meetings with all sub-recipients, and webinars have helped in keeping open communication for best practices, process updates, and changes.

Connect Ohio has found that a large number of our participants continue to be reluctant or unresponsive in sharing personal information and program feedback via an online survey portal. The program's call center processes have been updated to include asking callers whether or not we can take their personal information and call them at a later time for feedback on the program. Connect Ohio had hoped that this option would encourage more participants to provide program feedback; however, this option has been even less effective than the online portal. Connect Ohio has learned numerous lessons in this process that would make the survey more user-friendly. For instance, the following options may reduce or eliminate survey issues: build more time in for participants to complete the online survey, auto-populate participant names (due to participants' lack of typing skills), minimize the amount of personal information required to fill out the survey, and provide the option of completing the survey in hardcopy format.