

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 46-41-B10548	3. DUNS Number 115077950
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4. Recipient Organization

 Communication Service For The Deaf, Inc. 102 N KROHN PL, SIOUX FALLS, SD 571031800

5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2011	6. Is this the last Report of the Award Period? <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.

7a. Typed or Printed Name and Title of Certifying Official Dave Miller	7c. Telephone (area code, number and extension)
	7d. Email Address dmiller@c-s-d.org

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-14-2011
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Project Indicators (This Quarter)

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

Accomplishments

Since launching our program in December, Project Endeavor has served 555 individual in 40 different states. Our BTOP grant has allowed CSD to build a state of the art, fully accessible call center that accepts real time incoming traffic in voice, text, e-mail and video. The contact center is powered by Microsoft Customer Relationship Management software that can accommodate the needs of multiple business customers. The center is staffed with agents who are fluent in English, ASL or both. A majority of our agent at this time are deaf to meet the needs of our project consumers who have hearing loss. There are approximately forty million Americans with hearing loss today who need to interface with customer support services in order to participate in community life. As part of our sustainability efforts, Project Endeavor is reaching out to businesses that daily need to interface with the hearing loss community. In the process of creating jobs for deaf individuals we can improve the quality of communications these business are having with their customers who have a hearing loss while reducing both public and private cost to handle customer service calls.

We continue to update and expand our web presence. During this last quarter we have produced 16 new training videos. To date our web and call center presence has resulted in 989,898 impressions. We participated in 29 outreach events this quarter attended by 9,949 individuals. This past quarter we added two additional outreach staff. We continue to expand our presence on Twitter, FaceBook and LinkedIn. Our initial evaluation seems to indicate that social networking is not a good source for new referrals but does create heightened awareness in the general hearing loss community. We have updated our outreach materials and booth displays to reflect the expanded project eligibility and equipment offerings. This past quarter we placed 45 additional public access videophones with community anchor organizations in nine different states. We added software to the units placed this quarter which will allow us to remotely access these machines to diagnose problems, to update settings and reboot the machines if necessary. We plan to install this software on the previous machines placed. This will allow CSD to perform routine maintenance on these machines after the grant has been completed. These devices allow community anchor organizations to serve as video access points for low income and homeless deaf individuals who cannot afford broadband access.

We continue to make adjustments in the access equipment and broadband services options available to program participants. The project is now offering an expanded line of access equipment at significant savings for qualified consumers. We are offering equipment at discounts of up to 50%. We have added two new notebook computers, two tablets, two handheld devices and a captioned phone device as new broadband access devices for eligible program participants. Two new survey tools were implemented in the last quarter (digital literacy and consumer satisfaction). A focus group was conducted to help identify equipment functionality most needed/desired by new broadband subscribers with hearing loss. The project also contracted with a cadre of deaf educators to provide feedback for project web site content. The project received IRB approval for our evaluation plan.

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	45	We are on schedule or ahead of schedule with 12 of our 18 project milestones. We are back on track in terms of community anchor subscribers but continue to lag behind on the number of household subscribers and participants receiving subsidized access equipment. A significant amount of work went into developing the call center, web resource materials and community outreach. These objective are coming to fruition which will generate the demand for subsidized services. Now that we have created the demand services our expenditures are increase rapidly. Although we have only expended approximately 26% of our funding in terms of the milestones established for the project we have completed 45% of our work.
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

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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 integration of video technology and customer relationship management software continues to present technical challenges. The goal of the project, to give video calls the same customer response/outcome as received by text or voice calls, has not been fully met. As the call volume has increased in the center we are identifying functionality differences i.e. next available operator, dropped calls, available service records etc. We are isolating and resolving the problems; determining which are systems issues and which are operational/training issues. Resolving these issues are critical to the future sustainability of the jobs we have created in terms of making fully accessible call center services available to other community anchor organizations and businesses. In early July, Project Endeavor was allowed to expand program eligibility and streamline the eligibility process. We also shifted the program towards emphasizing wireless broadband applications. We had found the adoption rate among low income individuals who were deaf or had hearing loss was greater than anticipated. We also found that most of these individuals were more motivated to obtain wireless broadband than wired services. The rapid commercial availability of wireless, high-speed video coupled with standard consumer access devices (tablets, smart phone and notepad) is making wired broadband service less attractive. For the typical deaf consumer, whether low income or not, it doesn't make sense to pay for both. To implement these changes we developed three work teams. One team focused on streamlining the eligibility process, a second team on selecting new broadband access equipment based upon end user cost, availability and functionality and a third group on revising our outreach materials and strategies to reflect these program changes. Although the actual changes were rolled out the first week of September, it took nearly the entire quarter to produce new print, web and video outreach materials, complete the procurement process for new equipment, train call center staff on new procedures and update call center operations software. In the last three weeks of the quarter we saw a significant increase in the number of new applications and individuals accepting services. After several months of working with VRS providers to provide free access equipment to program participants we have found the strategy ineffective. Few income eligible consumers are interested in the equipment the VRS providers had to offer. Consumers were willing to contribute more out of their own pockets in order to have greater choice in equipment options. Adding an additional party (the VRS provider) was increasing the complexity of the program, causing communications and time delays with minimal impact on successful program outcomes.

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
Create and maintain call center to provide customer support.	Sioux Falls SD	This includes purchasing, programming and installing call center equipment. Developed technology to integrating video calling. Hiring and training staff who can sign to customer base.	1	1	0	0
Purchase end user equipment to access broadband services	Sioux Falls SD	This includes purchasing notebooks, tablets and video communications equipment, installing custom software for eligible participants and providing follow up instruction and technical assistance	4,500	555	0	0
Purchase broadband service and distribute for end users	Sioux Falls SD	This includes determining whether wireless, wired or wi-fi broadband best meets their needs, setting up a wireless account or enrolling them in a voucher program for wired service and providing follow up and technical assistance	16,000	555	555	0
Provision and install Public Access Video Phones	Sioux Falls SD	This includes updating and installing latest PAV software, selecting community anchor for PAV, shipping and installing PAV and follow-up technical support.	150	92	0	92
Plan and conduct social media campaign	Sioux Falls SD	This involves selecting appropriate social networking outlets to post information to outreach to target population (viewership)	108,926	108,926	0	0
Promote project at community events	Sioux Falls SD	Attend deaf & hard of hearing community and professional event to educate participants and attract program participant	118	118	0	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
Develop assessable training materials	Sioux Falls SD	Develop and or identify training materials that are effective in training individuals who rely upon sign language about services available on the web.	62	62	0	0
Provide awareness and education concerning broadband access for deaf & hard of hearing population	Sioux Falls SD	Provide the deaf and hard of hearing public with information about the benefits of broadband services and how to access Project Endeavor.	2,000,000	1,638,952	0	0
Provide one on one tech assistance, education workshop and self directed web training	Sioux Falls SD	Provide one on one call center technical support, training and referral and web passed self direct training to assist individuals to access broadband services or internet resources.	200,000	38,144	0	0
Evaluate factors contributing to broadband adoption by target population	Sioux Falls SD	Gather data from project participants to determine why the do or do not utilize internet based services, what supports increase their use of services. Results are reported in quarterly updates and will be including in the projects final report.	7	4	0	0
Total:			2,329,764	1,787,409	555	92

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 following is the definition of a household broadband subscriber used for program reporting purposes --- A new subscriber household is any eligible program participant who obtains new wired or wireless broadband services or who is now able to access a new source of broadband service as a result of equipment provided by the project including Wi-fi access. Two eligible individuals living in the same household will be considered separate households if each receives separate equipment that enables them to independently access broadband. A new community anchor broadband subscriber is any organization where Project Endeavor installs a Public Access Videophone.

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).

We continue to have difficulty identifying and attracting eligible program participants who are low income, deaf or hard of hearing and are motivated to obtain wired broadband service. Many deaf and hard of hearing individuals have already adopted broadband for video communication purposes but tend to under utilize the service. Fixed wired service is rapidly becoming obsolete for this population. Mobile broadband devices with video gives this population, for the first time, the functionality of a cell phone coupled with the computing ability of a computer. The accelerated commercial deployment of this broadband technology was not anticipated when our grant was written. Changes in the grant were approved in July to address these developments. Changes included increasing the amount of income an eligible program participant could have, counting as new subscribers individuals who were moving from fixed broadband to wireless or WiFi access and streamlining the income and disability verification process. It took us approximately 6 weeks to revise our outreach materials and call center operating procedures to implement these approved program changes. We saw a significant uptake of new consumers in September. We are ahead of schedule in terms of meeting our goal for Community Anchor Organizations subscribers.

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

Households: 555

Businesses and CAIs : 92

Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).

Based upon the response we received in September to our revised program offering we anticipate a significant increase in the number of program participants; increasing the number of subscribers from 555 to 2000. We plan to replace several older models of access equipment with new models to keep the program in step with market changes. We are working with network and system engineers to resolved systems interface issues that are preventing our call center from handling video traffic as efficiently as voice or text. This will also improve our ability to measure key metrics and manage our call center workforce. We will be adding some additional BTOP staff to handle the increased volume. We continue to market the call center to other businesses, both governmental and private, as a means to make their call center services accessible to the deaf and hearing loss communities. In the process of creating jobs for deaf

Individuals we are improving the quality of communications these business are having with their customers who have a hearing loss while reducing both public and private cost to handle customer service calls. This quarter we will be piloting a program to provide on-line video tobacco cessation training/support for deaf individuals in Oklahoma.

Project Endeavor plans to hire four additional regional outreach staff during the quarter. Direct in-person contact with consumers and community anchor organizations seem to be the most effective means of attracting program participants. We will be sending 1800 updated application kits to community anchor organizations in October. We also will be attending numerous regional and national deaf and hard of hearing community events to promote the program. We will continue our web and social networking outreach strategies for another quarter but may scale them back or discontinue them in order to put more resources in other areas of the grant that are more effect in advancing the grant objectives. This quarter we will concentrate on placing public access video phones in the Southeast region. We are attempting to get a balanced distribution of the devices across the United States. We hope to reach the overall project of goal of placing 150 units by the end of this quarter. This quarter we will complete the design and write the content for three interactive instructional modules on job seeking skills for non-college bound deaf and hard of hearing individuals. The final product will be beta tested in January and will be available on the Project web site early in 2012. We will follow this course with a course on Communication Access for the 21st Century for Deaf and Hard of Hearing Individuals. Both of these courses are being designed to be relevant long after the grant is completed. This quarter we will design the evaluation tool that will be used to measure the effectiveness of the Public Access Videophones and the protocol for focus groups to be conducted to learn about current broadband trends and utilization within the deaf and hard of hearing communities. The actual evaluation will be conducted in the 7th and 8th quarters of the grant.

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	50	We project to be on or ahead of schedule on 15 of the projects 18 milestones. The reason for projecting only 50% completion is because the milestones for household subscribers and learners are significantly higher than where we project we will be at, at the end of the quarter. Part of this was anticipated since we needed to develop the facilities and service capacity before we could deliver the services. By the end of our grant, we are confident we will meet our milestone goals for learners, equipment provided and community anchor subscribers. The goal for household subscriber is probably not attainable.
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).

As of the first week of October we had 711 new applications and 2234 eligible consumers on hand. We are receiving approximately 200 to 250 new applicants per week. Many applicants were waiting until services policies were revised before making a decision whether to participate. We have developed a back log of potential program participants. Not all will be interested in services or respond to follow-up contacts but until we work through the backlog there will be delays in processing new applications. We had been shifting staff from the call center to outreach positions but we may need to start back filling some of these positions to meet the changing work load. Although staff turn over hasn't been significant as we reach the midway point in the grant, it's becoming more difficult to fill vacancies. Workforce management is becoming more critical. We are getting requests from community anchor organizations for information and assistance in obtaining new broadband services for deaf consumers. An example would be interpreting on-line and CART services. These new broadband technologies would enable these organizations to significantly improve their capacity to serve individuals who are deaf or have hearing loss in their home communities. Most of these agencies have the bandwidth but lack the equipment or know how to obtain these services. Generally once these service are set up they're more readily available and less expensive than traditional interpreting service. Currently our grant can only provide public access videophone (PAV) for these organizations. Video Relay interpreting (VRI) or remote Communication Access Real-time Translation (CART) services can not be delivered effectively with a PAV. We are also starting to receive inquiries from schools and parents of special needs deaf children who could benefit from broadband based assistive technology. More and more these are applications built right into or for regular consumer computing/communication products. However our grant currently limits services to only transition age youth.

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	\$4,417,984	\$453,000	\$3,964,984	\$1,664,597	\$218,176	\$1,446,421	\$2,312,809	\$257,250	\$2,055,559
b. Fringe Benefits	\$1,147,793	\$117,690	\$1,030,103	\$345,673	\$46,736	\$298,937	\$493,883	\$53,602	\$440,281
c. Travel	\$224,500	\$0	\$224,500	\$122,593	\$0	\$122,593	\$150,869	\$0	\$150,869
d. Equipment	\$1,805,000	\$900,000	\$905,000	\$1,569,198	\$883,122	\$686,076	\$1,784,198	\$883,122	\$901,076
e. Supplies	\$195,000	\$0	\$195,000	\$57,829	\$2,164	\$55,665	\$102,655	\$2,164	\$100,491
f. Contractual	\$8,829,729	\$3,025,649	\$5,804,080	\$462,011	\$53,388	\$408,623	\$764,455	\$368,388	\$496,067
g. Construction	\$74,800	\$74,800	\$0	\$74,842	\$74,842	\$0	\$74,842	\$74,842	\$0
h. Other	\$977,300	\$0	\$977,300	\$333,544	\$3,863	\$329,681	\$355,531	\$3,863	\$351,668
i. Total Direct Charges (sum of a through h)	\$17,672,106	\$4,571,139	\$13,100,967	\$4,630,287	\$1,282,291	\$3,347,996	\$6,039,242	\$1,643,231	\$4,496,011
j. Indirect Charges	\$1,887,690	\$0	\$1,887,690	\$482,406	\$0	\$482,406	\$658,605	\$0	\$658,605
k. TOTALS (sum of i and j)	\$19,559,796	\$4,571,139	\$14,988,657	\$5,112,693	\$1,282,291	\$3,830,402	\$6,697,847	\$1,643,231	\$5,154,616

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: \$628,259	b. Program Income to Date: \$46,875
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Empty space for providing additional details or comments.