

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 55-43-B10539	3. DUNS Number 080490584
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4. Recipient Organization

 UNIVERSITY OF WISCONSIN SYSTEM 432 N LAKE ST, MADISON, WI 537061415

5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2012	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 Camille Lore	7c. Telephone (area code, number and extension)
	7d. Email Address Camille.Lore@uwex.edu

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-28-2012
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Project Indicators (This Quarter)

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

Education and outreach continued in our five demonstration communities. The Superior School District offered more than 1200 hours of training to its teachers during summer break on topics related to integration of technology into the classroom. The teacher participants demonstrated a much greater skill set and understanding than a year ago, reflecting the numerous technology training opportunities and overall gains of the past year.

Two technology fairs were held in Marathon County that brought together members of the public, broadband providers, and civic agencies that rely on broadband to deliver their services. These fairs were modeled after similar fairs held in Three Lakes, Wisconsin. In addition, our community educator conducted outreach through a booth at the county fair.

The College of Menominee Nation presented a summer Broadband Blast program to encourage use of the College's new Technology Center. The program was a collaboration between this project and the College's Public Computing Center project. In addition, educational activities continued across Menominee County and in the near-by community of Shawano with open labs at Angie's Café and the Shawano Library.

Our community educator in Chippewa Valley worked with a local job center to establish a series of computer courses for the job hunter. She conducted outreach through booths at the Northern Wisconsin State Fair and Sustainability Fair.

The Platteville Public Library began their fall classes in September with increased class capacity to better accommodate community interest. Attendance at the Platteville Senior Center has increased as well. During the quarter the Senior Center hosted a 10 hour "Computer for Seniors" training series in conjunction with Southwest Tech College and the Southwest Library System. A Business Technology Open House was held at the Platteville Business Incubator. In partnership with the University of Wisconsin-Platteville, work began on a series of educational and promotional videos

We held community wide discussions on sustaining educational efforts in each of our communities. The guide for communities to use while developing community area networks is nearly complete. This guide will be the first in a series with each guide focusing on a different model for communities to meet their connectivity needs. The first two guides will be released at the grant's final Broadband Summit in October. Preparation for the Summit began in earnest this quarter.

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	84	Our actual percent complete is 1 percentage points less than our estimate on the last report. We are 12 percentage points behind our baseline. Factors that contribute to this variance are: <ul style="list-style-type: none"> • 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. • 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.
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).
 none at this time

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
Various	Various	We've conducted about 796 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. NOTE: The total number of participants is smaller than total reported in Q2 2012. With the addition of radio and TV PSAs the method for determining participants in the statewide awareness campaign was changed to better reflect conventional means for estimating the "reach" of this type of campaign.	6,234,882	3,803,686	14,950	900
Total:			6,234,882	3,803,686	14,950	900

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 late 2012 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. The second survey will be conducted in November 2012

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 were ever made. In addition, as part of our educational programs we are conducting evaluations that 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 received baseline results in January. This survey will continue to be actively promoted in outreach activities and awareness campaigns through out 2012. 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 divided the new subscribers to date equally among activities with a participant count greater than zero.

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
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Project Indicators (Next Quarter)

1. Please describe significant project accomplishments planned for completion during the next quarter (600 words or less).
 In late October we will host a Wisconsin Broadband Summit with over 100 current and potential future partners. The Summit will be the last gathering of all partners involved in our SBA and CCI grants; a time to reflect on the accomplishments and lessons in our SBA project and move toward efforts to continue our work in these areas. The Community Area Network Guide and Building Community Broadband Subscribership Guide will be completed and released at the Summit.

The College of Menominee Nation will introduce Skype equipment and training across their two campuses. This equipment will be used by the College, tribal offices, and the community at large. Outreach and education activities will continue at locations across Menominee County and in Shawano.

Our community educator in the Chippewa Valley will explore a new partnership with the Chippewa County Jail, the local job center, and a UW-Extension Family Living Agent to provide computer literacy training to inmates in a work release program. She will continue to offer education and outreach with established partnerships throughout the three county area.

In Marathon County our community educator has a full slate with classes in libraries across the county, continuing education classes with UW-Marathon County and the Neighbor's Place. He will work with the Wausau School District to offer basic iPad training to teachers, staff and/or parents. The School District began a 1:1 initiative with 8th graders and iPads.

This fall the Superior School District has expanded the number of Technology Coaches in their district to have at least one per school. (Last year's three coaches were funded through this grant.) They will continue the Thursdays at 5 series of community workshops hoping to build on last springs' success.

The Platteville community educator will host a "lunch and learn" series, iPad open labs and evening trainings at the Platteville Business Incubator for the local business community. Grant activities at the Business Incubator and Senior Center will end in October with training continuing at the Library through the quarter. In partnership with UW-Platteville we'll produce a series of educational and promotional videos.

Grant work in three demonstration communities – Platteville/Grant County, Superior/Douglas County, and Wausau/Marathon County – will end this quarter.

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	95	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 5% 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 project 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).

Budgetary note: The cost share shown is 28.47%; we are required to provide 28.97%. We have submitted a cost share expenditure in the amount of \$54,793.00 which did not get entered into our accounting system prior to the close of the quarter, though the cost share was already provided. This amount would bring us over the required cost share percentage.

