

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 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) 03-31-2011	6. Is this the last Report of the Award Period? <div style="text-align: center;"> <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 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): 05-18-2011	

Project Indicators (This Quarter)

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

During this quarter we finished our preliminary administrative activities and began our training activities. All sub-award agreements and contracts are now signed with our major project partners. Our project partners have hired their trainers and completed staff orientation activities. We have begun our marketing programs to recruit students into all programs, and the first training programs have begun. The greatest activities related to training have been in the Detroit area, with a variety of media classes being offered. We have had a diverse set of participants, with ages ranging from 17 to 66 and educational backgrounds from high school dropouts to a student who holds a PhD.

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	3	See note below regarding accounting treatment of funds expended.
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).

Note on 2.a. We report on a cash basis. However, there is a lag between when the sub-recipient perform their activities, when they invoice us, and when our invoices are paid. In consequence, the Percent Complete metric, which is defined by the expenditures reported on a cash basis, lags behind our actual progress. Our fully encumbered balance places us at 22% complete.

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
Web Production	Detroit	Basic and Intermediate web development classes (7 different classes)	84	78	0	0
Web A/V	Detroit	Creating rich media content for the web, such as video and audio production (15 different classes)	180	143	0	0
Web Graphics	Detroit	Basic and Intermediate graphics design for web-based applications. (7 different classes)	84	64	0	0
Business Startup	Statewide	How to start a business, with particular emphasis on using broadband and electronic resources for startup, marketing, hiring and retention, supply chain management, etc.	150	134	0	0
Total:			498	419	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).

Our classes have just started and hence student are still working their way through the whole curriculum, with only . We will be

conducting exit interviews and follow-up surveys to document new subscribers.

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).

Because we have not yet performed exit interview and follow-up surveys, we have not yet reported our new subscribers. However, based on our initial estimates, we expect 41 home adopters and 86 business adopters, for a total of 125 new 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: 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).

We will continue with the existing classes and expand our course offerings with additional classes on basic technology literacy. Some of these classes will target high school drop-outs, while other classes will target adult-education.

Now that classes are started and we are graduating our first students, we will be performing our first project evaluations. These evaluations will cover the basic broadband adoption questions required for quarterly reporting, course evaluations for purposes of continuous improvement, and broader questions regarding the incentives to participate in these programs and the benefits/obstacles for broadband adoption. We will be participating in a small workshop with other SBA award recipients to discuss collaboration in data collection and evaluation activities.

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	22	Baseline plan at 26%. We expect the gap for the same reason documented above, where there is a lag between when activities are performed versus when they are invoiced and paid. Actual activities, however, continue on track.
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).

We will be working with our project partners to ensure more frequent invoicing the reduce the gap between activities being performed and the actual payments. However, given the nature of the accounting and our business processes, we expect a continued delay.

In addition, now that all partner organizations are under way, we have the new challenge of coordinating among their activities and ensuring the sharing of best practices and other lessons. We will be beginning regular calls among representatives of all partners to discuss progress.

