

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) 12-31-2010	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 Emily Friend	7c. Telephone (area code, number and extension)
	7d. Email Address emily.friend@uwex.edu

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-26-2011
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Project Indicators (This Quarter)

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

During this quarter several significant activities have taken place to assist us in completing the Building Community Capacity through Sustainable Broadband Adoption initiative in a timely fashion.

As a key first step, partners were brought together for a strategic planning meeting. This included our statewide partners and local partners from each of the five demonstration communities: Superior, Wausau, the Menominee Nation, Platteville and the Chippewa Valley Region. During this meeting, overall goals were refined, grant deadlines and requirements reviewed and processes for data collection and communications were initiated. In many ways, the meeting acted as a jumpstart for partners to begin community efforts.

During this quarter project staff was also brought on board; The Communications & Web Manager began by creating a weekly broadband headlines email sent to a growing list of collaborators and partners and initiated a planning process for development of the website. The Project Manager began efforts to refine the educational outreach timeline and created a team calendar. The Office Transition Coordinator established temporary space for project staff to reside throughout the quarter.

Significant activities also took place within demonstration communities; Platteville and Wausau were both able to hire their local community educators/coordinators and also participated in meetings with local telecommunications companies to inform them of this project as well as the Comprehensive Community Infrastructure project we are leading. The Superior team has met to begin planning for the delivery of educational programs and the hiring of the teachers conducting outreach within the school district. The search process has begun for the local community educator/coordinator in the Chippewa Valley. The Menominee Nation has completed a position description for a community outreach person and is trying to determine how these activities could be coordinated with their computer center funded by another ARRA grant.

All subcontracts were completed; video production began on one of five vignettes to be used in outreach efforts; the first three webinars are being developed and will be delivered in January- March; the curriculum for the remaining six webinars is undergoing revision as well; a first draft of the structure for the proposed virtual inventors and entrepreneurs club has been developed; the Strategic Partnership Group began meeting monthly; surveys to establish baseline subscriber estimates were completed.

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	5	The following factors contributed variance from the baseline plan. <ul style="list-style-type: none"> • The purchase of 110 laptops (intended to be purchased in this quarter) for use in the communities was delayed when the vendor named in the grant no longer sold laptops. Selection of an alternate vendor was in process when the quarter closed. • Three of five demonstration communities were not prepared to hire community educators/coordinators during this reporting period. Each needed assistance in shaping expectation and determining more specific duties. • Permanent office space was unavailable requiring establishment of the SBA grant office in temporary quarters. • Procedures for grant management required creation of new institutional processes and additional orientation of communities.
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).

The Fiscal Compliance Manager (a 50% full time equivalent) was dismissed after a six week probation requiring a re-advertisement and additional hiring process. This has made it more difficult to get communities up to speed on reporting, budget, and reimbursement requirements.

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
Not applicable	Not applicable	Not applicable	0	0	0	0
Total:			0	0	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).

Not applicable this quarter

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 matches the target provided in our baseline plan which is zero for this quarter.

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).

During the next quarter we anticipate completing startup activities including hiring and orientation for the fiscal compliance manager and evaluation consultant, establishing permanent office space, and finalizing detailed timelines. In addition we will offer our first series of three webinars to the demonstration communities, launch a more comprehensive website, continue production of the vignettes, and complete analysis of the subscribership survey.

The Communications Manager will establish a Marketing Advisory Group to inform the development of community outreach strategies and assist in developing a statewide awareness campaign

The remaining three local community educators/coordinators will be hired. During the coming quarter the educators/coordinators will develop relationships with and among local partners and potential partners, complete a needs assessment, and develop detailed training and outreach plans for their community.

Each community will receive a flip camera to use capture video of outreach activities and testimonies of broadband use in their community. In addition the following supplies will be deployed within the communities:

- 18 laptops plus other supplies for use in mobile labs in the Menominee Nation
- 48 laptops plus other supplies for use in laptop labs in the Chippewa Valley
- 12 laptops plus other supplies for use in mobile labs and at Neighbor's Place in Wausau
- 31 laptops plus other supplies for use in mobile labs, at the Senior's Center, and the library in Platteville

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	32	We anticipate being on target with our baseline plan at the completion of 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).

Two of the communities have taken extra time to ensure they hire a community educator/coordinator that will meet their local needs. This has delayed their hiring to late next quarter. Consequently, the ability of these communities to meet subsequent milestones may be impacted.

