Helping your communities access low-cost Internet – Partnership between HUD and C2C

You must dial in to hear the webinar:
Phone number: 888-323-9896
Passcode: 1863550

August 7, 2013
2:00 – 3:30pm

Agenda

- Welcome – Dina Lehmann-Kim and Karolyn Kaelin, HUD

- Agenda and Objectives – Karen Hanson, NTIA

- HUD's work supporting broadband adoption – Dina and Karolyn

- Connect2Compete -- Zach Leverenz

- DigitalLearn.org – Jamie Holllier

- Q&A

- NTIA's Broadband Adoption Toolkit – Laura Breeden, NTIA

- Lessons learned through BTOP
    - Connected Living – Gina Baxter
    - Cambridge Housing Authority – John Lindamood

- Q&A

Questions and Answers

- During Q&A, press *1 to speak with the operator

- Or type your question into the chat box throughout the presentation:
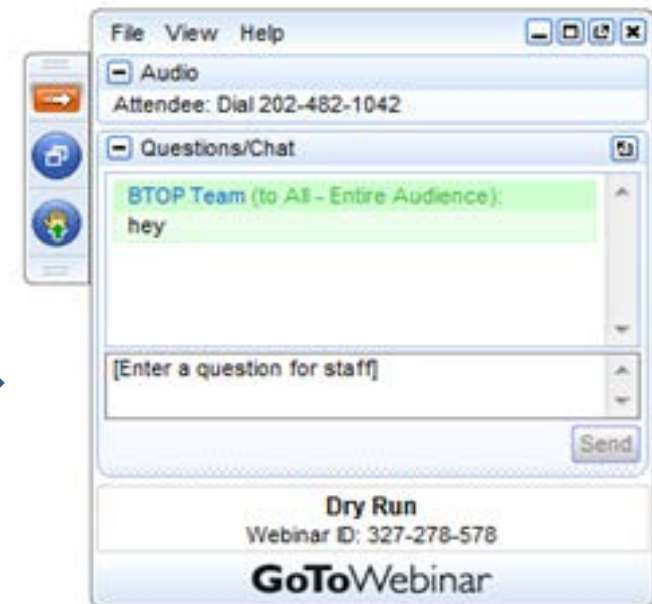
Objectives

- How to design, implement, and integrate broadband adoption into your programs

- Options for low-cost broadband for your communities through Connect2Compete

- How to support broadband adoption through HUD funds

- Learn about DigitalLearn.org – portal to digital literacy classes and community of practice

Polling Questions

HUD's Work Supporting Broadband Adoption

Dina Lehmann-Kim

Grant Manager, Office of Public Housing Investments, has been working on digital divide projects at HUD for almost 15 years

Karolyn Kaelin

Special Assistant, working with the Housing Communications team, reports to the Deputy Assistant Secretary for Multifamily Housing

HUD's Work Supporting Broadband Adoption

- HUD has long recognized the importance of connecting residents to computers and the Internet.

- In 1995, HUD's Office of Multifamily Housing created the Neighborhood Networks Initiative
  - Established centrally-located computer labs in MF developments
  - Free Internet, computers, training, and staff to manage
  - Originally conceived as a way to help residents move up the economic ladder
  - NN Centers have become vibrant community hubs offering a wide-variety of training and programs for all residents
  - Help mission-oriented organizations meet their service goals
  - Benefits accrue to properties
  - Remove significant barriers to access faced by residents

- Expanded to Public Housing in 2002 through funding appropriated by Congress.
  - Grant ended in 2007

Public Housing Funding Supporting Broadband Adoption

- **Capital Fund (**Section 9(d)(1)(E) of the 1937 Housing Act as amended**)** may be used for the establishment and initial operation of a NN center for such things as:
  - Computer equipment
  - Equipment upgrades (over the life of the center)
  - Space renovations
  - Internet connection and utilities
  - Staff salary
  - Insurance
  - *Routers for individual units* (not Internet connectivity)

- **Operating Fund (**Section 9(e)(1)(K) of the 1937 Housing Act**)** may be used for the ongoing costs of operating computer centers in public housing
  - Ongoing Internet connection fees and utilities
  - Staff salary
  - Insurance

HUD Statute

- Please click on: HUD Statute to access the language from the Capital and Operating Fund cited in this training.

- http://www.gpo.gov/fdsys/browse/collectionUScode.action?collectionCode=USCODE&searchPath=Title+42%2FChapter+8%2FSUBCHAPTER+I&oldPath=Title+42%2FCHAPTER+8&isCollapsed=true&selectedYearFrom=2011&ycord=2618

- In order to access funding for a Neighborhood Networks center in Multifamily Housing, please talk to a local HUD Project Manager or Neighborhood Networks coordinator to obtain approval. Possible sources of funding (depending on property type):
  - Residual Receipts account
  - Owner's equity
  - Reserve for Replacement (borrowed funds)
  - Rent increase
  - Requesting a special rent adjustment
  - Excess Income

- Additional information:
  - Multifamily Asset Management and Project Servicing Handbook, 4350.1, Chapter 34
  - http://portal.hud.gov/hudportal/HUD?src=/program_offices/administration/hudclips/handbooks/hsgh/4350.1
  - HUD Notice 01-07
    http://www.hud.gov/offices/adm/hudclips/notices/hsg/01hsgnotices.cfm

HUD Partnership with C2C

- HUD's work has focused on the establishment of **computer labs**

- C2C complements this work by providing low-cost options for **in-unit** access

- Partnership helps HUD fulfill goals in its 2010-2015 Strategic Plan of using housing as a platform to improve residents' education and employment outcomes

- Through this partnership HUD anticipates that more residents will be able to have Internet access at home

- HUD hopes and expects that this partnership will allow residents and their families to enjoy the full benefits that Internet connectivity affords

Supporting the Mission

HUD will continue to support C2C's mission by:

- Linking C2C and its partners with PHAs and Multifamily properties around the country to help create local programs;

- Working with C2C to develop messaging that PHAs and Multifamily properties can use to encourage residents to sign up for the low-cost broadband and computer offers;

- Disseminating information about C2C's offers and training to our housing partners around the country;

- Providing information about C2C on the HUD Web site, in newsletters, and through social media;

- And, informing HUD staff around the country about this partnership to encourage additional linkages with housing and other partners.

Zach Leverenz

- Current -- CEO of EveryoneOn, a national nonprofit powered by Connect2Compete

- Previous -- CEO of Middle East Education through Technology (MEET), a MIT-based technology and entrepreneurship organization, where he secured substantial new commitments from HP, Google, and Mercy Corps and USAID.

- A graduate from Dickinson College, with a Masters in Education from Harvard University. He was selected as a Reynolds Fellow in Social Entrepreneurship by Harvard's Center for Public Leadership.

BROADBANDUSA
CONNECTING AMERICA'S COMMUNITIES

1 About Us

2 Low-cost Internet Service Offers

3 Case Study- Bulk Adoption

4 Devices

5 EveryoneOn Campaign

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Connect2Compete.org

Connect2Compete (C2C) is a national nonprofit digital inclusion organization.

Mission: to eliminate the digital divide by delivering affordable high-speed Internet, computers, training to all Americans

Powered by: *connect2 COMPETE*

Everyoneon.org

EveryoneOn is C2C's national, three-year Ad Council media campaign on the importance of digital literacy.

Mission: to promote relevance among non-users and connect Americans to free digital literacy training

The Model

everyoneon
Powered by: connect2 COMPETE

Awareness

Targeted Outreach
3 Year · Multimedia
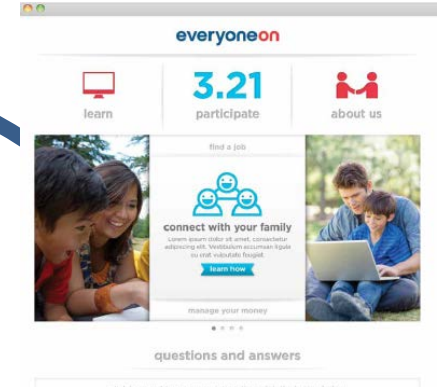Campaign · English & Spanish

Access

Engagement

everyoneon
learn · 3.21 participate · about us
find a job
connect with your family
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vestibulum accumsan ligula eu erat volutpat feugiat.
learn how
manage your money
questions and answers

Online Portal
Education · Jobs · Training · Health

Internet & Computers
$10/mo. Internet · $140- $199 Devices

Target Populations

Adoption

Digital Literacy Training
FREE · In-person training · Locator Tool

y Opportunities Program

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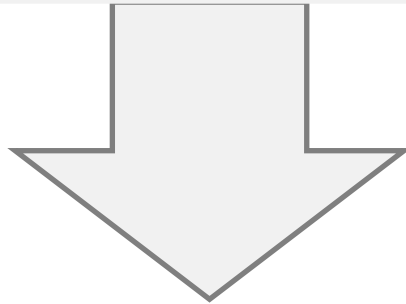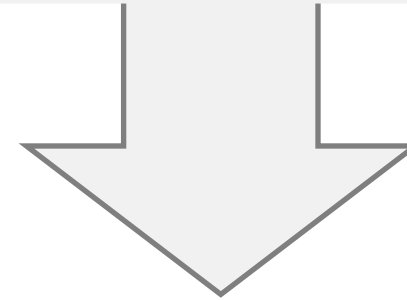
2 Types of Offers

For families with students enrolled in
National School Lunch Program

⬇

Cable Internet Offer

For **everyone else**
(low-income adults, seniors, public housing residents, veterans, tribal communities…)

⬇

Wireless Internet Offer

Cable Internet Offers

To Qualify for Offer Household Must:	Service Provider	Price and Detail Breakdown	Additional Eligibility Requirements:
Have child eligible to receive **free or reduced school lunch** through NSLP*	Internet Essentials℠ by Comcast. CenturyLink	• **$9.95/month** (+ tax) • Data plan varies by provider • No set up fee • No equipment fee	• Live in area covered by the Internet service provider • Have not subscribed to the Internet service provider within last 90 days • Do not have any overdue bills or unreturned equipment from the Internet service provider
Have child eligible to receive **free school lunch** through NSLP*	COX bright house NETWORKS Mediacom the power to simplify		

*National School Lunch Program
**Represents partner offers available as of 07.31.2013
More detailed overview: http://connect2compete.org/faq/eligibility-requirements.php

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*Freedom*Pop

1GB per month at **no cost**

or upgrade to

12 GB per month for **$9.99**

4G Home Modem & Router

$49 deposit (**50%** *discount*)

Fully refundable

Both plans include:

- **No** contract

- **Free** text and email alerts when monthly data cap is approaching. *(~$35 value/year)*

- **Free** "auto-off" if monthly data cap is met.

- **NO** overages or hidden fees

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*Freedom*Pop

500MB per month at **no cost**

or upgrade to

2 GB per month for **$19.99**

Sprint OverDrive- 4G LTE Hotspot
$24.99 deposit (**60% discount**)
Fully refundable

Both plans include:

- **No** contract

- **Free** text and email alerts when monthly data cap is approaching. *(~$35 value/year)*

- **Free** "auto-off" if monthly data cap is met.

- **NO** overages or hidden fees

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Case Study: Lawrenceville Housing Authority (GA)

Connecting all 212 apartment units with FreedomPop

Structure:

- One-time payment of $49/unit

- 1GB of data/mo for each unit at no cost

  - Automatic shut-off when monthly data cap is reached (no risk of overages!)

- If individual residents want to upgrade to 12GB for $9.99/month- housing authority can turn over router to resident or maintain costs internally under one account

Every month, each PHA may receive usage reports for all subs, including following key analytics:

- Total Active Subs
- Avg. usage
- Usage per Sub

- Daily usage per Sub
- # of call center tickets
- # of plan "upgrades"

Devices

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Through Our Partners:

GoodPC ReliaTech
REPAIR | REFURBISH | RECYCLE

CDI QUALITY COMPUTER SYSTEMS

$150* $199* $150* *+shipping

Desktops Laptops Tablets

All devices include:

System: Windows 7 Home Premium

Pre-installed Software: Microsoft Office Professional 2010

Core Specs: Intel Core 2 Duo processor (1.8Ghz)

Memory: 2 GB Ram, 80 GB hard drive

Media: DVD player

Family settings: Free Internet filter and parental control software

Easy setup: Box will include specially designed setup guide for first time PC users.

Warranty: 90 day warranty

Tech Support: 90 days of PC technical support and 1 year of Microsoft online software technical support.

Represents partner offers available as of 07.30.2013

Via Phone:

Call FreedomPop's C2C Customer Service :
1-877-848-2810

Or Online:

1 Go to **connect2compete.org/HUD**

2 Enter user Zip code

3 Answer questions to determine offer eligibility

4 Choose offer

5 Follow provider's online process to complete purchase.

*Customer must have an **email address** and a major credit or pre-paid debit card.
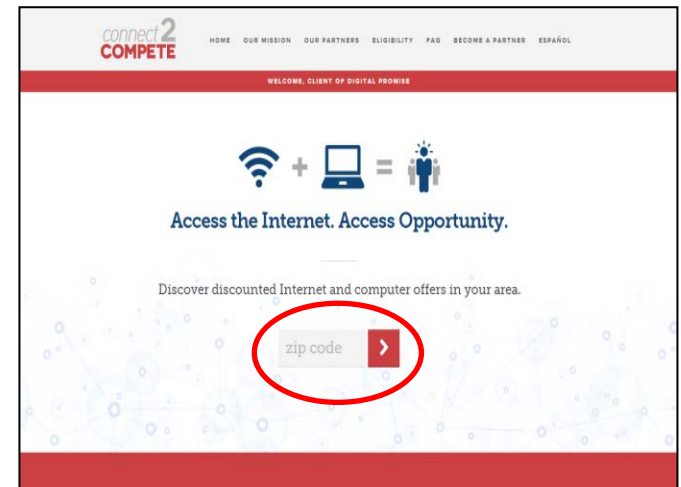
Made Possible by the Broadband Technology Opportunities Program

Funded by the American Recovery and Reinvestment Act of 2009

PSA example

Year 1 Call-to-Action:
"Find Free Digital Training Near You"

- Dial: 1-855-EVRY1ON (387-9166)
- Text: "CONNECT" to 303-64
- Visit: www.everyoneon.org

Example of localizable flyer

- ✔ PSAs
- ✔ Localizable Materials
- ✔ Digital Literacy Training Locator Tool
- ✔ Social Media Campaign
- ✔ Online Learning Portal

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everyoneon

www.everyoneon.adcouncil.org

BACKGROUND | PSAS & LOCALIZABLE MATERIALS | TOOLS & RESOURCES FOR PARTNERS | SPREAD THE WORD

Welcome to the EveryoneOn Online Toolkit!

Here you'll find extensive campaign background and research, PSAs and videos, support information, helpful tips on getting involved and engaging your local community.

We are pleased to have you join us in getting EveryoneOn.

PSAs and Localizable Materials

Tools and Resources for Partners and Trainers

Spread the Word

- Localizable Posters, Postcard, Table Card, Flyer
- TV PSA (eng & sp)
- Radio PSAs (eng & sp)
- Web Banners

- Instructions for Training Locator Tool
- Key Talking Points
- Internet Basics Curriculum
- Relevant Webinar Invites
- Media Planning and Placement Tips

- Campaign Fact Sheet
- Social Media Guide
- How to Engage a Friend

and Technology Opportunities Program

Let's Communicate!

We encourage you to follow our updates and share any questions, feedback, and stories of your own.

- Twitter: @Connect2Compete
- Facebook: @Connect2Compete

- info@everyoneon.org
  - Subscribe to newsletter
  - Questions, concerns, ideas
- stories@everyoneon.org
  - Share real stories and testimonials on how the Internet has improved the life of someone you know/serve.

- Twitter: @Everyone_On
- Facebook: @EveryoneOn

Jamie Hollier

- Current -- project manager for DigitalLearn.org, an online hub for those who teach and support digital learners through a community of practice and a collection of training resources.

- Previous -- project manager for Colorado's Public Computer Centers, which brought computers and training to 88 locations throughout Colorado and has provided access to over three million users.

- Board member for the Digital Public Library of America; consults for open government and startup communities in Colorado.

- Recent Champion of Change awardee! http://www.whitehouse.gov/the-press-office/2013/06/10/white-house-highlights-museum-and-library-champions-change

Why?

Timeline

- Fall/Winter 2012:
  - Project funded

- March 21, 2013:
  - Beta site launch

- June 30, 2013:
  - Launch of full site

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DIGITALLEARN.ORG BETA

LEARN | **TEACH** | GET HELP | GIVE FEEDBACK

TEACH

Q search the community

Join an online community!

Share ideas, best practices, and resources related to helping people attain new digital literacy skills. This is an area of DigitalLearn.org where individuals and organizations that help digital literacy learners can support and learn from one another.

Looking to volunteer? Let us help match you with an organization ▸

Login to the Community

Email Address

Password

Forgot password?

Login

First time here?

JOIN THE COMMUNITY

Home › Teach

Community Activity

View: Active Threads ▾

≋ ALL | 💬 DISCUSSIONS | 🔊 BLOGS | 🗀 FILES | 📅 EVENTS

Computer Security Tips

by Meg Cronin | 1 day ago
in Computer Security

Lorem ipsum pharetra justo non erat condimen tum facilisis Lorem ipsum dolor sit amet, cing elit. Fusce

Join a Group!

Local Groups

Champaign-Urbana
about 2 miles from you

Bloomington-Normal
about 45 miles from you

Interest Groups

Computer Security
last active 2 hours ago

1 WHAT IS A SEARCH ENGINE?

< BACK   SKIP >

What this means for you

- Saves you time

- Saves you effort

- Improves quality

- Offers more ideas

We Need You!

- Join the Community of Practice

- Volunteer

- Spread the Word

- Give Feedback

  – Contact: Jamie Hollier, Project Manager
    jamie@annealinc.com, 970-201-1588

Questions and Answers

- During Q&A, press *1 to speak with the operator

- Or type your question into the chat box throughout the presentation:
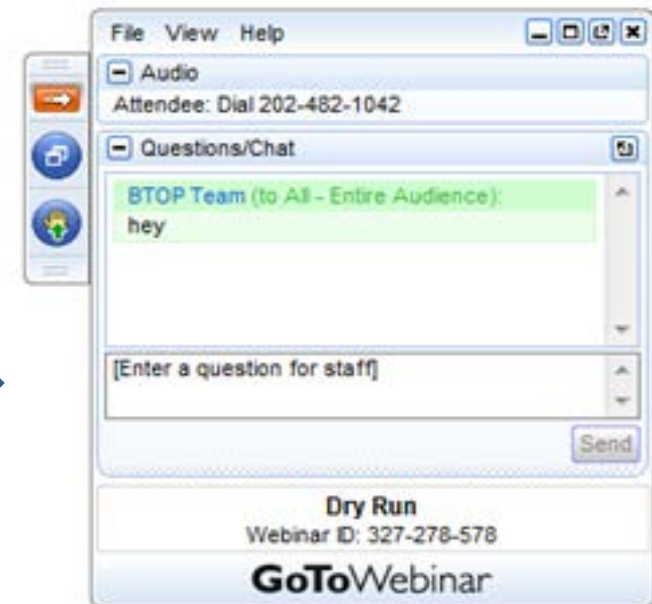
Broadband Adoption Toolkit:
Lessons learned from BTOP recipients

www.ntia.doc.gov/toolkit
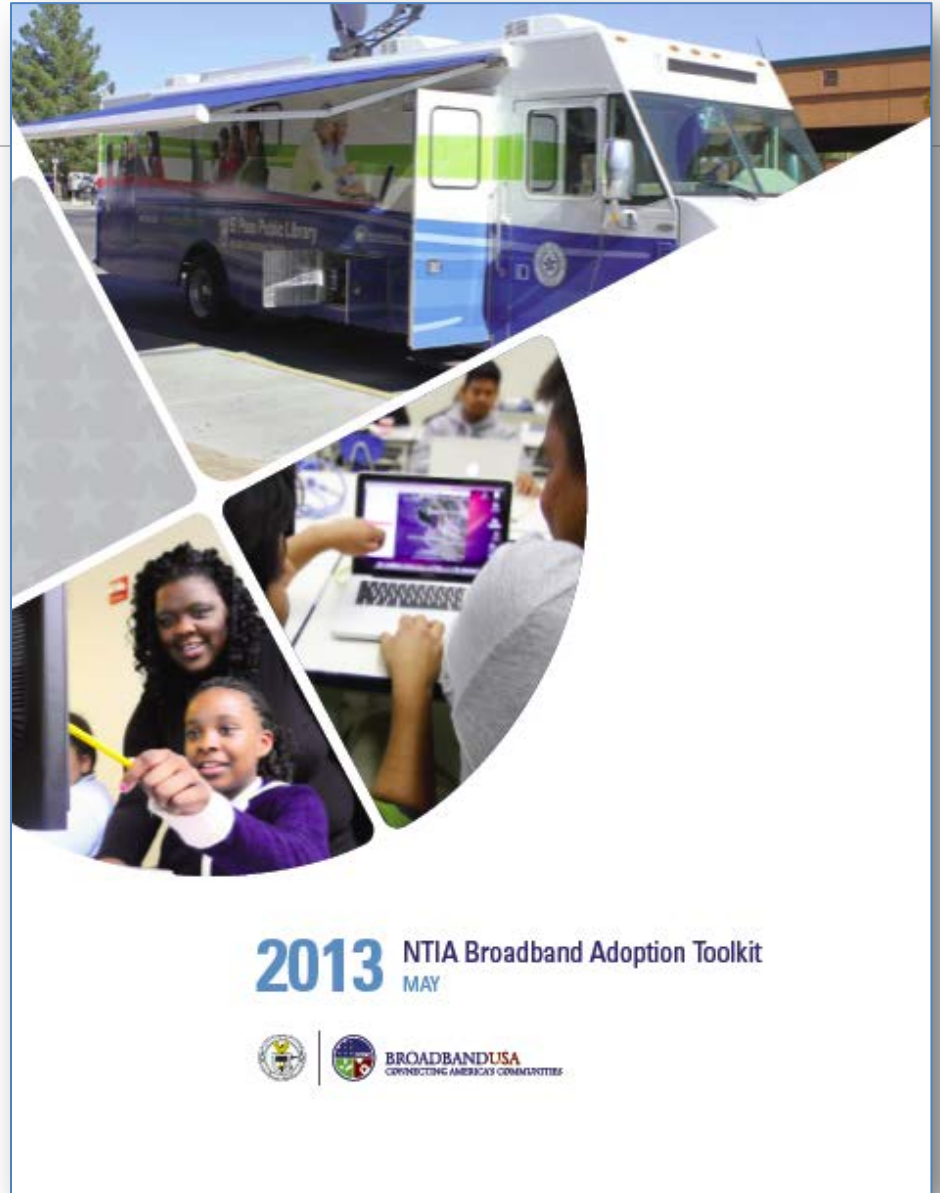
Why this Toolkit?

"We want to share the expert knowledge and experience of the broadband adoption and computer training projects with a broader base of anchor institutions, government agencies, non-profits and others engaged in this effort….we hope that as the grant program winds down, this toolkit will serve as a legacy and foundation for others to build on as they continue this vital digital inclusion effort."

2013 NTIA Broadband Adoption Toolkit
MAY

BROADBANDUSA
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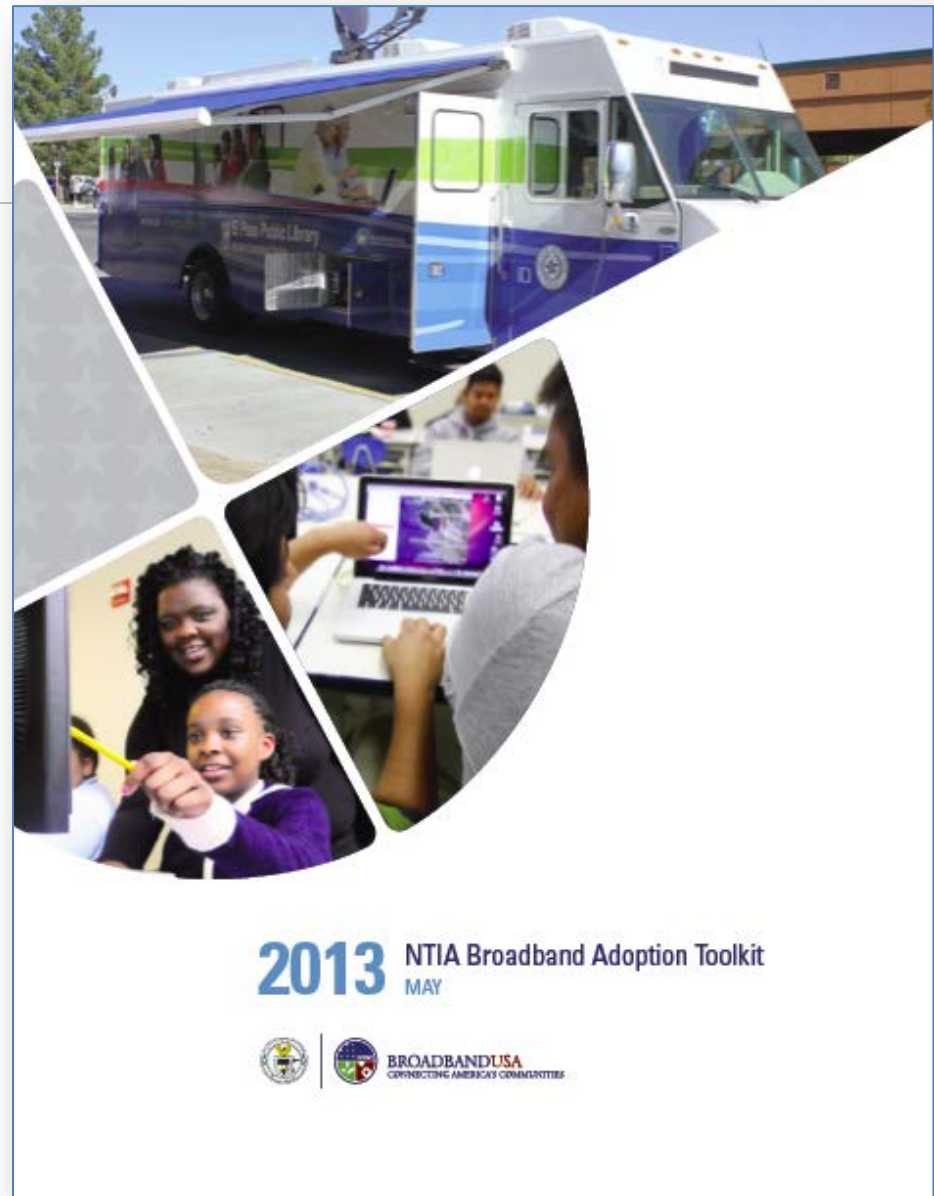
There is no simple, one-size-fits-all solution – but some critical elements are:

- **Communication** – encourage people to learn by highlighting the relevance of the Internet to solving problems and improving lives.

- **Partnerships** with established, trusted neighborhood institutions – trust is important when reaching those who may be wary.

- **Accessible and convenient** locations, hours of operation, languages, support services.

- **Affordability** – provide assistance with finding discounted computer equipment and signing up for affordable broadband service.

What's in the Toolkit? Chapters on…
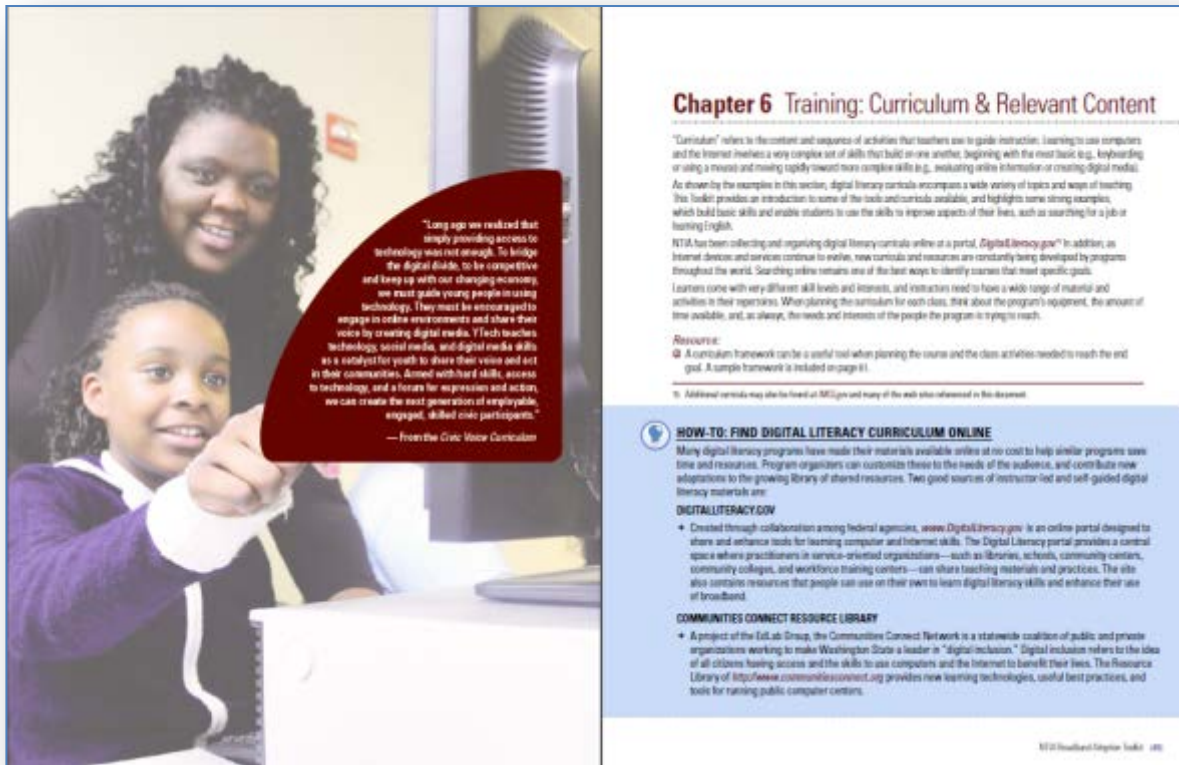
- Program Design
- Awareness and Outreach
- Affordability
- Training Curriculum & Content
- Training Planning & Delivery

Organized by:

- Population targeted
- Barrier(s) addressed
- Strategy utilized
- With links to additional resources
- And special how-to's and checklists to address important topics

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POPULATION Migrant workers

BARRIER Skills

STRATEGY Schedule classes around seasons and field hours

Community Information Center, a subrecipient of the *Monterey County Office of Education's* BTOP project, designed its training programs to fit the schedules of migrant workers in its service area in California. Community Information Center d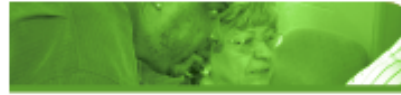etermined that the best time to hold class during harvest season was during the evenings from 6:30–8 p.m. because it gave the workers time to eat a quick dinner before attending class. During the off-season, from late November through March, Community Information Center held classes earlier in the day and offered more Spanish-language classes to accommodate the increased availability of migrant workers.

RESOURCES

@ Online class schedule: *http://www.connectionmonterey.org/pages/class-schedule*

@ Workshop flyers: *http://www.connectionmonterey.org/galleries/6/images*

@ TechMobile information and flyers: *http://www.connectionmonterey.org/pages/techmobile*

POPULATION Rural community residents

BARRIER Skills

STRATEGY Hold classes at partner organizations using a mobile lab

The La Conner Regional Library, an *EdLab Group* subrecipient, serves rural Skagit County in Washington. The library building was not large enough to hold a computer lab, and its constituents were dispersed across a large area. To address these issues and meet the needs of the community, La Conner Regional Library provided computer classes using a mobile lab. The library received requests from various groups to teach classes at their centers, with some of the most popular teaching locations being senior housing complexes. The mobile lab equipment included 10 PCs, a projector, and two Wi-Fi hotspots, all transported in a large container (a "suitcase"). The librarian who taught the computer classes brought an assistant to help set up and repack the equipment.

RESOURCES

@ Guide to organizing a mobile lab: *http://techsoupforlibraries.org/blog/edge-benchmarks-mobile-computer-labs*

💡 HOW-TO: ESTABLISH ACCESSIBILITY AND USE ASSISTIVE TECHNOLOGY

For people with disabilities, using a computer can pose a multitude of unique barriers, from hard-to-manipulate keyboards to hard-to-read screen text. "Accessibility" refers to making equipment and software easier to use by modifying the physical environment and computer software and hardware. "Assistive technology" refers to the devices, software, and specialized equipment that are used to modify the environment. Seattle's STAR (Special Technology Access Resource) is an accessible computer lab that also provides accessibility training to instructors and volunteers from other computer labs. STAR's mission is to empower people of widely varying abilities and disabilities to build community using computers, the Internet, and assistive technology.

Additional Information on accessibility strategies and techniques can be found at: *http://www.starofseattle.org/pages/AssistiveTechnology.aspx*

Cross-reference Pages

Cross-Reference

Sorted by:

- Barriers addressed
- Populations targeted

...chnology Opportunities Program

Funded by the American Recovery and Reinvestment Act of 2009

Lessons learned:

- Engage key **stakeholders** and build partnerships in planning process

- Lead with **community needs and benefits** (workforce and economic development, education, healthcare, etc). Technology and broadband adoption *supports* these objectives

- **Integrate** broadband adoption strategies into ongoing agency functions (programs for senior citizens, afterschool or summer programs for youth, civic engagement efforts, 311 call centers)

- Use **data** to drive policy decisions and measure community impacts

- **Sustainability** has multiple dimensions – economic, political, organizational

Examples from BTOP recipients-Connected Living

Gina Baxter

- Current- President & Founder, SimpleTECH Connections, Inc., a not-for-profit agency dedicated to connecting the underserved to the online experience
- Previous- Program Manager of Connected Living "Getting Illinois Low-Income Seniors and People With Disabilities Online," the BTOP federally funded grant program that served 9 Public and 5 Private Section 8 Housing entities, and public access community organizations. The program trained over 5500 Illinois residents on benefits/information available through online adoption

Aging in America is Changing….Low Income Seniors Shouldn't Be Left Behind

- Across the nation, over 8.7 million people live in publicly subsidized housing managed by 3,300 Public Housing Authorities and numerous private and non-profit senior housing providers

- Only 50%, or 20 million, of America's 40 million seniors (65+ years old) use the Internet, with an even lower percentage of poor, lesser educated, or minority Seniors going online at all. This vulnerable population is missing out on the many educational, job training, informational and health benefits that Internet usage can bring.

- Connected Living sees the nation's leaders in Housing as the systemic approach to close this Digital Divide.

CL's BTOP Solution Model to Address Affordable Housing's Digital Divide Challenge

- ✓ Demonstrate the most effective ways to get low-income Seniors and those with disabilities online

- ✓ Create jobs in local area, bringing economic recovery

- ✓ Create path to Independence by teaching connections and job skills

- ✓ Increase access to education, social services, financial and healthcare information to any person desiring it

- ✓ Strengthen ties between senior housing and surrounding neighborhoods through Outreach programs

- ✓ Create sustainable broadband business models for dissemination throughout the country

Connected **Living®**
people • technology • fun

Illinois Broadband Technologies Opportunity Grant Award (BTOP)

Connected Living, in partnership with the *Illinois Department of Commerce and Economic Opportunity,* brought its Connected Living Program, which tied technology, training, and technical support together, in order to train Seniors and Persons with Disabilities in 23 Affordable Housing Buildings across 10 counties in Northern Illinois.

Program Partners

Illinois -- Nine Housing Authorities

- Housing Authority of the County of DeKalb
- Grundy County Housing Authority
- Housing Authority of Henry County
- Housing Authority of Joliet
- Kankakee County Housing Authority
- Moline Housing Authority
- Oak Park Housing Authority
- Rockford Housing Authority
- Rock Island Housing Authority

Five Private Providers of Affordable Housing (Chicago)

- Bethel New Life
- BMA Management
- Habilitative Systems
- Sankofa Safe Child Initiative
- Senior Lifestyle Corporation

Labor Model

- Full-Time Training "Ambassadors" worked within each Program Partner building, introducing residents to technology through programming and training

- Part-Time Ambassador Assistants (Larger Buildings/Multi-Site Housing Authorities)

- Volunteer Trainers – Originally consisted of neighborhood members/HA staff members who wanted to assist in program development, ultimately transferring to Building and Neighborhood Resident Graduates

Program Requirements / Incentives

- HA Building Resident Program Participants had to attend at least 80% of the offered classes and pass a basic "skills" assessment at the end of their class session
- BTOP Grant provided for a FREE Laptop and subsidized (or free) Apartment Broadband when HA Building Resident graduated
- Outreach (neighborhood) Program Participants had to attain similar skills and attendance benchmarks, but also needed to provide proof of newly purchased broadband to receive a refurbished desktop computer for their home use

People Technology Training Programming

Full & Part-Time Ambassadors provided both in-person and
phone support for residents and staff

People **Technology** Training Programming

1) Computer Learning Center

Labs were customized to each location and then installed and maintained by CL staff

People **Technology** Training Programming

2) Secure Online Tools

- Connected Living Network (Online Training Tool and Secure Social Media Platform), designed for easy navigation
- Safe, secure 'gateway' to Internet
- Easy, non-intimidating way for building residents to connect with other community members, send messages to friends and family, share photos, write and share life stories, etc.
- Play the games most often enjoyed by Seniors and others

People   Technology   **Training**   Programming

- 12 Hours of Classroom Instruction provided over 6-12 weeks -- Beginner, Intermediate and Advanced Classes taught by Ambassadors, using the Connected Living Network as the Online Tool for learning, practice and ultimately, adoption

- Relevant Lifelong Learning Workshops including "Couponing," "The Language of Texting," "How to Facebook"

- Additional coursework includes optional Literacy, ESL and GED Instruction

- 1:1 Training Offered for those requiring additional assistance

People   Technology   Training   **Programming**

- Promoted group learning and socialization
  using technology, building a strong sense of community
- Demonstrated the "why" part of "***why do I***
  need to learn how to use technology?"
- Encouraged members to learn, interact
  and share
- Relevant, engaging Discussion Group Topics to include
  200+ modules on varied subjects
  - Health & Wellness
  - Your Empowered Life
  - Technology
  - Music
  - Arts & Entertainment

Observed Benefits to Housing Authority

- ✓ Decreased operating budgets by eliminating staff duplication of efforts, streamlined communications to residents and their families (no postage), refine programming (and eliminate wasted program costs), fill apartment openings when available (by offering valuable internet benefit)
- ✓ Built a strong sense of community, with less resident vs. resident negative interaction
- ✓ Healthier and more wellness opportunities for residents were observed through easy access to health information & resources
- ✓ Increased satisfaction were exhibited by residents as they stayed busy with new learning and social connections
- ✓ Higher mission value as residents gained technical skills paving the way to Independence
- ✓ Notable differences in Socio-Economic or Learning Disabled Residents as staying connected and being online showed reduced isolation.

Results

As a result of this focused approach to Affordable Housing, we brought 32.5 jobs to Illinois. Additionally, we hired 4 Residents of Affordable Housing buildings for 3 FT and 1 PT Connected Living Management Roles.
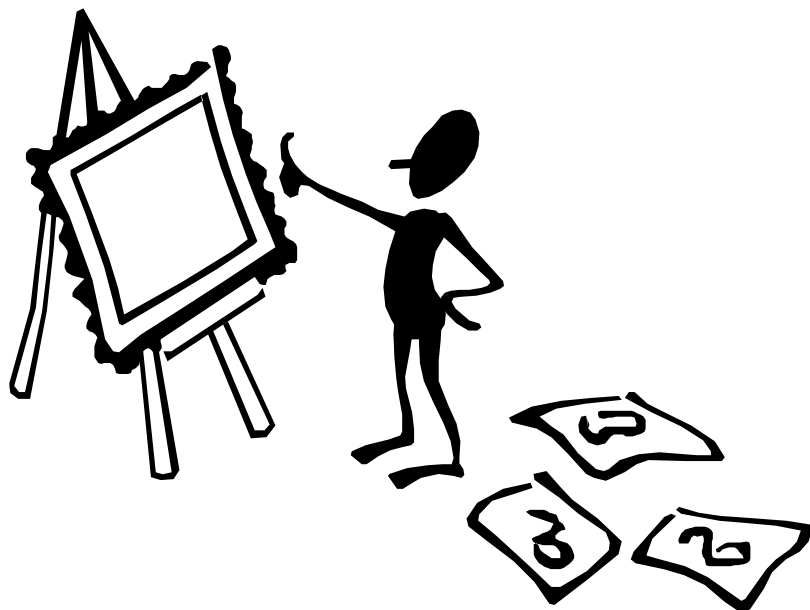
PROGRAM PARTICIPANTS – NUMBER OF UNIQUE USERS: 5525

TOTAL GRADUATES: 4216

TOTAL NEW BROADBAND SUBSCRIBERS: 2889

How Did This Become a Sustainable Program for HA's?

Connected Living focused on making this a Sustainable Program for Partner buildings:

1) Revenues Regained as a Result of Increased Efficiencies

Through the CLN's back office" programs, some partners were able to eliminate staff duplication of efforts, streamline communications to residents and their families, offer desired programs (and eliminate waste), fill apartment openings when available, provide reports when necessary

2) Building-Owned Internet

Some partners had providers that allowed them the option to install an internal building internet and then gain a revenue share from a local triple play services provider (TV, Internet, Phone).

Outreach IMPACT In the Community

✓ **Installing a computer lab, acquiring broadband, purchasing goods for program support, and employing neighborhood residents, brought JOBS and economic recovery to financially depressed neighborhoods.**

✓ Established an Outreach Organization with Area Agency on Aging, Medical Community, Libraries, Civic Organizations, Social Service Organizations, Educational Institutions that supported the Volunteerism, and Computer Training for Residents and Neighborhood Participants

✓ Offered a Social Networking and Computer Training Class to surrounding neighborhood residents brought PR and media opportunities to partner organizations

✓ A few Partners used these opportunities to market their programs and better position themselves within their communities, even resulting in diminished crime in areas immediately surrounding their properties.

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What WE learned:
Data Proves....*All-Resident* Survey Results
1500 Respondents (Trainees and Non-Trainees)
Computer Usage – Illinois BTOP Grant

Over 60% of responders* had never used a computer before: Why?

1. **Cost of buying and maintaining computer & internet**

2. **Lack of access to training & support**

3. **Fear that computer is too difficult to learn**

4. **Assumption that Physical Challenges are barriers**

5. **Don't see relevance of technology to daily life**

6. **No motivation to learn something new**

*Majority were 50-70 years with varying levels of education

Respondent's Resulting Areas of Interest

1. Email Usage
2. Google and Searching the Internet
3. Online Games & Entertainment
4. Connecting to Hobbies & Interest Groups
5. Connecting with Children & Grandchildren
6. Accessing info on Gov't Programs: Medicare, Medicaid, Financial Support
7. Learning to Budget & Bank online

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Examples from BTOP recipients – Cambridge Housing Authority

John Lindamood

- Current- Director of Resident Services at the Cambridge Housing Authority, where he has served in various direct service, program management, and administrative positions
- A undergraduate of Ohio State University, and holds graduate degrees from Arizona State University and Harvard University

Kambiz Maali

- Current-Assistant Director of Resident Services Department at Cambridge Housing Authority overseeing The Work Force Youth Program and other Departmental programs
- Previous-Director of The Work Force Youth Program for six years
- Has a Masters in Social Work from Boston University and a Bachelors of Philosophy from University of Michigan

OVERVIEW OF CHA AND RESIDENT SERVICES

- CHA Mission Statement:

    To develop and manage safe, good quality, affordable housing for low-income individuals and families in a manner which promotes citizenship, community, and self-reliance

- Key: Not just a "bricks-and-mortar" enterprise. . . . . . . but a road to economic independence

    The CHA strives to be an industry leader in creating programs that help individuals and families to achieve economic mobility through education and asset-building

CORE MODEL OF THE RESIDENT SERVICES DEPARTMENT

- "Continuum of Care"

  - Post Natal/Early Childhood to Elderly Services (Provided through Operations Department)

  - In-house programs, community partnerships, and contracted services

  - Operation of three large community computer labs with extensive program space.

Cambridge Housing Authority

Continuum of Services for Residents
A Work in Progress

Resident Services Department							Operations Department
Pre-/Post-Natal	**Early Childhood** (Pre-School)	**Childhood** (Elementary School)	**Early Adolescence** (Upper Schools)	**Adolescence** (High School)	**Early Adulthood** (Post-Secondary Ed)	**Adulthood** (Education & Training)	**Old Age** (Supports for Aging in Place)
Baby U & BU Alumni Association		Boys & Girls' Club		The Work Force	Work Force College Success	Gateways English for Speakers of Other Languages Program (ESOL)	Elder Service Coordinators
WIC Nutrition Program	Parents ROCK/ Pathways	Community Art Center					
	Head Start			Parent Engagement/College Prep for Parents (in developm't)	Cambridge Employment Program		PACE Elder Service Plan
	Early Literacy/ Parenting Playgroups	DREAM Summer Camp			Bridge to College for Adults		Supportive Living Program
			DREAM Mentoring				N. Cambridge Senior Center
Community Computer Centers							
Tenant Organizing							

Note: WIC & Head Start provide on-site services, but further work is necessary to integrate them more fully into the continuum of services.

KEY RESIDENT SERVICES PROGRAMS
ADULTS

- **Baby University**
  - 16-week program of parenting classes and follow up playgroups

- **Gateways Adult Basic Education**
  - ESOL, GED, and basic literacy classes

- **Bridge-to-College**
  - "Brush up" classroom math, English literacy, and study skill instruction for adults with high school diplomas or GEDs who wish to access post-secondary education

- **Cambridge Employment Program**
  - Vocational counseling and job placement

BTOP Impact on Adult Programming

- Addition of a new mobile computer lab at an underserved housing development

- More Open Lab hours due to the additional computer lab and greater staffing to accommodate needs of residents

- Newer equipment and software in all labs to provide for more relevant basic computer training as well as GED and ESOL programming

- Literacy building activities for parents with their children

KEY RESIDENT SERVICES PROGRAMS
CHILDREN AND YOUTH

- Five **Head Start Centers**

- **Parents ROCK** (Reading on Computers w/Kids)
  - Introduces parents and their 4-7 year old children to literacy-building computer programs

- **The Work Force Youth Program**
  - Comprehensive five-year educational support and career readiness program for youth ages 13 to 18

- **This Way Ahead Initiative**
  - GAP Inc. sponsored career training and retail internship program for CHA youth ages 14 to 19

RESIDENT SERVICES DEPARTMENT
THE WORK FORCE PROGRAM

- Comprehensive five-year program for youth in grades 8th through 12th grade:
  - Operates out of four sites: three in CHA's largest housing developments and one at the local high school
  - Develops participants' life skills, employment skills, and academic skills through afternoon workshops
  - Provides "exploratory" jobs for work eligible students during the school year
  - Intensive case management, with accent on school and parental engagement over five-years
  - Focused on successfully transitioning youth to a post-secondary path
  - Matched College Savings Accounts

BTOP Impact on The Work Force Program

- Newer equipment and addition of a third mobile lab allowed for more integrated use of technology in instruction such as:
  - Online Career Research/Exploration through the State's portal

  - Easier access to student Naviance Account and FAFSA application completion

  - Greater emphasis on online college and scholarship search in the curriculum

  - Family engagement on understanding high school resources online, such as online class registration

RESIDENT SERVICES DEPARTMENT
THIS WAY AHEAD INITIATIVE

- A competitive retail training program funded by, and run in collaboration with, GAP Inc.
  - Two months paid job readiness workshops for youth ages 14 to 19 living in public housing.

  - Workshops are run by both Resident Services staff and trained GAP and Old Navy managers

  - Half of youth receive paid summer internships at GAP or Old Navy stores in the Greater Boston area

  - Program offers follow-up career and educational services for 8 months

BTOP Impact on This Way Ahead Program

- Use of computer labs to conduct job training and job readiness activities such as resume writing

- Giving students access to working email accounts and teaching them to use email on a regular basis to communicate with their supervisors

- Learning how to complete an online job application

Overall Impact of BTOP Funding and Computer Centers on CHA Residents

- Pre-K through12th Grade:
  - Literacy training
  - Taught parents how to interact better with their children's schools – online class registration, report card systems, parent/teacher communications = improved parental involvement

- High School Youth:
  - Job Readiness: Resume Writing, Online job application, Career Exploration
  - College readiness: FAFSA applications, college essays, researching college options

- Adults: job training; applications
- More open lab time and general computer training

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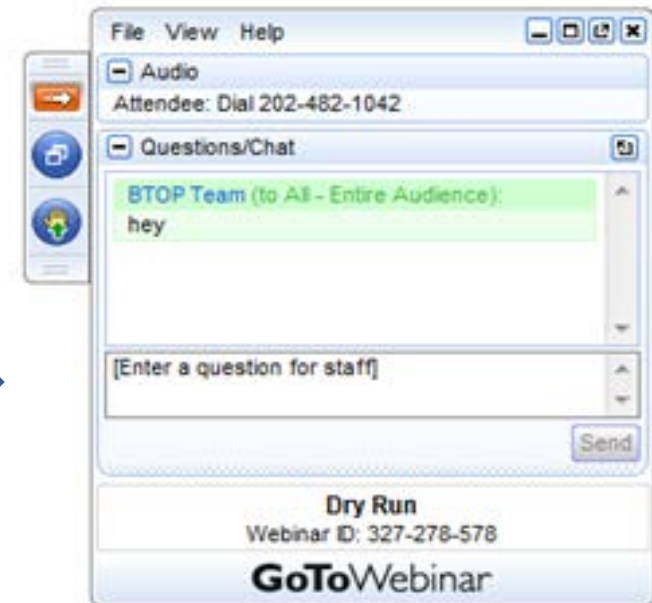DIRECTOR OF RESIDENT SERVICES
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Questions and Answers

- During Q&A, press *1 to speak with the operator

- Or type your question into the chat box throughout the presentation:

Additional Resources

- NTIA resources: Broadband Adoption Toolkit and other BTOP resources; SBI program; National Broadband Map; Connecting America's Communities Map; Digital Nation reports

- Discount broadband options (list is not intended to be exhaustive): C2C; Comcast Internet Essentials; Cox; Century Link Internet Basics, Mobile Citizen;

- Additional digital literacy resources (list is not intended to be exhaustive): Learner Web, PowerMyLearning, GCF Learnfree, DigitalLiteracy.gov

Would you like more information?

Thanks for your participation!

Send questions or comments to:

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