

RECIPIENT NAME:Connect Arkansas, Inc.

AWARD NUMBER: 05-43-B10591

DATE: 11/22/2013

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 6/30/2015

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 05-43-B10591	3. DUNS Number 801866984
4. Recipient Organization Connect Arkansas, Inc. 200 S Commerce STE 400, Little Rock, AR 722011766		
5. Current Reporting Period End Date (MM/DD/YYYY) 09-30-2013	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No	
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 Amber Whitt Compliance Analyst	7c. Telephone (area code, number and extension) 501-374-9247	
	7d. Email Address awhitt@arcapital.com	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 11-22-2013	

Project Indicators (This Quarter)**1. Please describe significant project accomplishments completed during this quarter (600 words or less).****Distance Health:**

The University of Arkansas for Medical Sciences (UAMS) team facilitated over 30 telehealth sessions and participated in regional conferences, including the Behavioral Health Institute, APN Teleconference, Delta Health Initiatives Program Conference, UAMS Perinatal Conference and Women's Health Update. The intent is to expand awareness about telehealth and South Central Telehealth Resource Center (SCTRC).

SCTRC launched Telehealth 101 Express via interactive video equipment, allowing participants to learn about telehealth adoption in clinical programs while using telemedicine carts.

Outreach specialists traveled the state to provide training and information to health care organizations. 170 professionals--with 31 sites/groups in the state—participated.

Kristi Henderson, DNP, Chief Advanced Practice Officer and Director of Telehealth from the University of Mississippi System presented, "Telehealth Reimbursement: Mississippi's Journey." 72 people from around the country attended on line. The recorded presentation has been viewed 37 times.

5 new videos:

- Telehealth: Current & Future Policy Considerations
- Featured Site – Arkansas Heart Hospital part 1
- Featured Site – Arkansas Heart Hospital – Telehealth Success
- Featured Site – West Central Center on Aging
- Telehealth Reimbursement: Mississippi's Journey.

104 members joined as online healthcare professionals, bringing the total to 1,362 members. Online learning modules allowing people to learn about telehealth on their own time were successful, with 128 module attempts.

Entrepreneurship Curriculum:

This program has achieved its goals and had no activity in the third quarter. Staff continues to convert classroom material into a video lecture series that will allow Connect Arkansas to extend the reach of this program while minimizing travel time to locations around the state. Videos are now in post-production with the entire series scheduled to be completed in late April, 2014.

Arkansas Source Link:

Entrepreneurship curriculum that was taught in the classroom was transformed into an on-line video series. Nine modules were created: entrepreneurship 101, e-commerce, idea creation, innovation and invention, search engine optimization, website design, netiquette, social media, and elevator pitches.

Modules 2 and 3 were presented at the Fayetteville Chamber of Commerce Entrepreneurship BootCamp, with students from surrounding areas learning about entrepreneurship and related topics. Connect Arkansas was asked to lead the sessions centered around those topics.

Technology Training:

Three counties were served with technology courses: Marion, Carroll and Lincoln. Classes engaged 81 families in digital literacy training. Pre and Post tests were added to determine any need for program revision. Results demonstrate an appreciation for the program and integration of families.

Computers for Kids:

Fourteen hundred ten (1,410) scholarship computers have been completed and shipped to locations served by Connect Arkansas. Demand for classes slowed during summer due school closures, as was seen in Q3 2012.

Youth Entrepreneurship Showcase 2.0: Program has concluded. Closeout for this program will begin during the 4th quarter of 2013

Business Technology Training:

The Arkansas Small Business and Technology Development Center (ASBTDC) continued to make excellent progress on this project during the second quarter. During the third and final quarter, the Arkansas SBTDC successfully completed this project by conducting the remaining interactive, online marketing and website development training programs. One-on-one, confidential business consulting

was also provided to participants interested in further enhancing developed websites and online marketing strategies.

Marketing:

- Hosted “Connecting Arkansas Internet Conference” Sept. 25-26. News releases and TV appearances promoted the conference
- Continued “Get Connected” advertising campaign statewide via print, radio and TV
- 3 news releases promoting Computer 4 Kids
- 42 news releases promoting Adult Digital Literacy classes
- 10 blog posts on arksourcelink.com
- 3 newsletters sent to Connect Arkansas email database

Results:

- Connecting Internet Conference had 240 attendees, including Arkansas Governor Mike Beebe, BTOP/NTIA administrator, speakers and attendees from throughout the region. Over 350 people viewed presentations post-event.
- Calls: 69 calls generated between July 1 and Sept. 30, 2013. A total of 1,252 calls have been generated since Nov. 2012, when marketing activities began tracking.
- Connect Arkansas Web: July 1 – Sept. 30 – 9,790 visitors to the site/7,464 unique visitors. An increase of 264% year over year.
- Sourcelink Web: July 1 – Sept. 30, 2013, there were 2,960 visitors to the site / 1,899 unique visitors.. An increase of 381% year over year.
- Connect Arkansas Social: Facebook – 452 total likes (46 new likes in quarter); Twitter – 1,277 total followers (539 new followers in quarter)
- Sourcelink Social: Facebook – 121 total likes (13 new likes in quarter); Twitter – 1,128 total followers (204 new followers in 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	N/A
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).

Technology Training:

An additional trainer will be recruited to alleviate burdens on current trainers.

Computers for Kids:

An additional, reliable source for computers is being sought. We hope to be working with an Arkansas-based company in the near future.

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

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	Please see attached spread sheet Q3-2013_PPR_ SBA Performance Progress Report 4a	8,037	10,706	0	0
Total:			8,037	10,706	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).

New subscriber counts from Connect for the 2nd quarter of 2013 remain unchanged from the previous quarter at 220,000. We arrived at this number through surveys conducted during the month of November 2012. This number is reflects all survey respondents in the 57 county SBA Grant service area for 2012.

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).

Subscriber numbers listed in the baseline for Q3 of 2013 is 63,000 for households and 6,088 businesses. Connect Arkansas has exceeded both combined numbers by a total of 161,740 new subscribers in the Connect Arkansas SBA Grant service area.

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).

Entrepreneurship Curriculum:

During the Q4 of 2013 we will be focusing on the ad hoc support of schools as requested.

Focus will also be placed on the finalization of the video curriculum discussed above. Videos have been shot but the additional content required for a viable curriculum needs to be created. We will work with a curriculum specialist to create these additional materials. We will also begin creating a distribution channel and plan for this video curriculum through present means or through an updated website and content for Statewide entrepreneurial education.

Technology Training:

The program will continue to serve underserved counties.

Three trainers will be working during the next quarter. Courses have been scheduled for Fulton & Poinsett counties.

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	93	N/A
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).

Technology Training:

It continues to be a challenge to get Computers for Kids instructors to schedule classes timely and provide full information to Connect

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Arkansas for promotional purposes. The University of Arkansas at Monticello is working to recruit additional instructors to ease this burden.

Computers for Kids:

Courses have been adjusted to cover only one county at a time, producing better attendance and a more manageable delivery system.

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	\$1,088,420	\$456,207	\$632,213	\$944,508	\$417,830	\$526,678	\$1,009,739	\$439,345	\$570,394
b. Fringe Benefits	\$276,817	\$118,614	\$158,203	\$234,500	\$104,758	\$129,742	\$251,460	\$110,352	\$141,108
c. Travel	\$60,343	\$0	\$60,343	\$34,987	\$0	\$34,987	\$36,491	\$0	\$36,491
d. Equipment	\$75,370	\$0	\$75,370	\$75,370	\$0	\$75,370	\$75,370	\$0	\$75,370
e. Supplies	\$33,628	\$0	\$33,628	\$25,344	\$0	\$25,344	\$26,017	\$0	\$26,017
f. Contractual	\$1,870,669	\$393,944	\$1,476,725	\$1,636,707	\$374,908	\$1,261,799	\$1,754,163	\$420,222	\$1,333,940
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$1,077,847	\$10,000	\$1,067,847	\$827,924	\$6,904	\$821,020	\$1,050,254	\$7,132	\$1,043,122
i. Total Direct Charges (sum of a through h)	\$4,483,094	\$978,765	\$3,504,329	\$3,779,340	\$904,400	\$2,874,940	\$4,203,494	\$977,051	\$3,226,442
j. Indirect Charges	\$256,892	\$58,482	\$198,410	\$181,894	\$45,376	\$136,518	\$255,790	\$48,372	\$207,418
k. TOTALS (sum of i and j)	\$4,739,986	\$1,037,247	\$3,702,739	\$3,961,234	\$949,776	\$3,011,458	\$4,459,284	\$1,025,423	\$3,433,860

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: \$0	b. Program Income to Date: \$8,800
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