

ANNUAL 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 21-43-B10546	3. DUNS Number 086130007
4. Recipient Organization Connected Nation, Inc. 1020 College St, Bowling Green, KY 421012137		
5. Current Reporting Period End Date (MM/DD/YYYY) 12-31-2011	6. Is this the last Annual Report of the Award Period? <p style="text-align: center;"> <input type="radio"/> Yes <input checked="" type="radio"/> No </p>	
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 Bernie Bogle	7c. Telephone (area code, number and extension)	
	7d. Email Address bbogle@connectednation.org	
7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 01-30-2012	

PROJECT INDICATORS				
<p>1. Does your Sustainable Broadband Adoption (SBA) project foster a particular broadband technology or technologies? If so, please describe this technology (or technologies) (600 words or less).</p> <p>No, Connected Nation's Sustainable Broadband Adoption project does not foster a particular broadband technology. Rather it focuses on encouraging adoption of any form or variation of broadband technologies, including but not limited to, DSL, Cable, Wireless, Mobile, and Satellite.</p>				
<p>2a. Please list all of the broadband equipment and/or supplies you have purchased during the most recent calendar year using BTOP grant funds or other (matching) funds, including any customer premises equipment or end-user devices. If additional space is needed, please attach a list of equipment and/or supplies. Please also describe how the equipment and supplies have been deployed (100 words or less).</p>				
Manufacturer	Item	Unit Cost per Item	Number of Units	Narrative description of how the equipment and supplies were deployed
N/A	N/A	0	0	N/A
Totals		0	0	
<input type="button" value="Add Equipment"/>		<input type="button" value="Remove Equipment"/>		
<p>2b. To the extent you distribute equipment/supplies to beneficiaries of your project, please describe the equipment/supplies you distribute, the quantities distributed, and the specific populations to whom the equipment/supplies are distributed (600 words or less).</p> <p>No equipment will be distributed through this project.</p>				
<p>3. For SBA access and training provided with BTOP grant funds, please provide the information below. Unless otherwise indicated in the instructions, figures should be reported <u>cumulatively</u> from award inception to the end of the most recent calendar year. For each type of training (other than open access), please count only the participants who <u>completed</u> the course.</p>				
Types of Access or Training	Number of People Targeted	Number of People Participating	Total Training Hours Offered	
Open Lab Access	0	0	0	
Multimedia	0	0	0	
Office Skills	0	0	0	
ESL	0	0	0	
GED	0	0	0	
College Preparatory Training	0	0	0	
Basic Internet and Computer Use	285,728	10,498	11,722	
Certified Training Programs	0	0	0	
Other (please specify): N/A	0	0	0	
Total	285,728	10,498	11,722	
<p>4. Please describe key economic and social successes of your project during the past year, and why you believe the project is successful thus far (600 words or less).</p> <p>Why Every Citizen Online Training is Important to Many Ohioans: Jerry Grove is currently unemployed and knows he needs computer and Internet skills to apply for jobs online, which is what encouraged him to participate in ECO training at Pioneer Career & Technical Center in Shelby, Ohio. "I raised children and I worked," said Grove. "I bought computers for my 5 kids and my grandchildren, but I never bought one for myself." Barb Queen was in the same ECO class with Grove and shared a similar story. "My employer went out of business in December," Queen said. "My family bought me a laptop for my birthday and I thought it'd be a good time to learn. I look forward to the things Internet makes available." http://connectohioblog.blogspot.com/2011/03/why-every-citizen-online-training-is.html</p> <p>Shopping for Jobs, Groceries and Staying Connected Now Easier for Many in Knox County Thanks to Every Citizen Online:</p>				

After just 7 months, the Public Library of Mount Vernon and Knox County had trained more than 125 first-time computer users. "Now, we can look up Carnival's weekly (grocery) ad before driving 30 miles to the Newark store in hopes of sales," shared Theresa Shuler. "That's a big help." Theresa and James Shuler, a couple in their 40's, were also both looking for jobs and needed to know more about the Internet in order to apply for positions. Melodee Hitchcock sought Internet knowledge to increase family bonding. "My grandson loves to play RuneScape online and I want to be able to play along with him," said Hitchcock.
 Story: <http://connectohioblog.blogspot.com/2011/08/shopping-for-jobs-groceries-and-staying.html>
 Video: <http://youtu.be/mUzWCqQ5-rQ>

Every Citizen Online Program Helping Ohio Small Businesses Get Online:

Stephen Morozowsky completed ECO training at John McIntire Public Library in Zanesville, Ohio, where he owns Mantis Kung Fu Taiji Academy. "The (ECO) class opened up knowledge of the computer and the Internet for me," said Morozowsky. "Now, I communicate with my students through e-mail. I also order my business supplies online. I can shop and compare prices, which I hadn't been able to do before. It's a great added convenience."

Pat Homier has owned Touches of Drapery in New Bavaria for 43 years. She recently received ECO training at the Putnam County Educational Service Center. "This (ECO class) was a God-send," Homier shared. "I only somewhat used the computer and Internet before, but now I'm able to use it better and for many things." She is looking forward to begin marketing her businesses online.
<http://connectohioblog.blogspot.com/2011/05/every-citizen-online-program-helping.html>

Library Reopens With New Computer Lab and ECO Training:

The Northside Branch of the Chillicothe-Ross Public Library reopened in January 2011 with a special addition – a computer lab. "We would not have the computer lab without the Every Citizen Online program," said McKell. "It was great timing. We had just passed the levy and were preparing to reopen the branch. The response has been phenomenal for the ECO courses." All of the library's scheduled ECO training classes are full. McKell attributes the program interest to the current state of the economy. "Many people are out of work and want to learn computer skills for job placement. Also, people want to keep in touch with family and grandkids."
<http://connectohioblog.blogspot.com/2011/02/library-reopens-with-new-computer-lab.html>

Please refer to the Connected Nation Q4 Supplemental Answers Document for additional information.

5. Please estimate the level of broadband adoption in the community(ies) and/or area(s) your project serves, explain your methodology for estimating the level of broadband adoption, and explain changes in the broadband adoption level, if any, since the project began.

5a. Adoption Level (%):	Narrative description of level, methodology, and change from the level at project inception (600 words or less).
66	Ohio's adoption level is 66% of households. This number was derived from Residential Technology surveying conducted by Connect Ohio in 2011, through random surveys to more than 2,000 households. This level has not changed from the baseline figure, which will be used to calculate change over the program's duration, that was reported through similar surveying in 2010.

6. Please describe the two most common barriers to broadband adoption that you have experienced this year in connection with your project. What steps did you take to address them (600 words or less)?

The primary barrier to adoption in Ohio is the perceived lack of need. Statewide, 58% of non-adopters cite this as their main reason for not subscribing. Second to that is the lack of affordable broadband service. 16% of non-adopters cite this as their main reason for not subscribing. By producing a large awareness campaign as part of the program and promoting grass-root efforts, the first barrier is directly addressed. The program's training aims to identify value for each participant so that they will see a broadband investment as invaluable and more affordable based on its merits.

7. To the extent that you have made any subcontracts or sub grants, please provide the number of subcontracts or sub grants that have been made to socially and economically disadvantaged small business (SDB) concerns as defined by section 8(a) of the Small Business Act, 15 U.S.C. 647, as modified by NTIA's adoption of an alternative small business size standard for use in BTOP. Please also provide the names of these SDB entities. (150 words or less)

N/A

8. Please describe any best practices / lessons learned that can be shared with other similar BTOP projects (900 words or less).

Participation and interest have been our largest program barriers, we have learned that identifying best practices and the right distribution channel is key to avoiding those barriers. We are focusing our contracting efforts on new sub-recipients who have experience with training programs like ours and who have a captive audience with a lot of turnover. We have found that when our program can be easily inserted, there is much success. Some sub-recipients have opted to mandate our program in order for their participants to go on to further classes such as job readiness programs.

We have learned that putting processes in place early on is important. Evolving into processes over time is difficult to manage and is easy to stray from. Though it may be important for revisions to occur as circumstances change, having structured communication will help for an easy transition. Meetings with sub-recipients, advisories, quarterly meetings with all sub-recipients, and webinars have helped in keeping open communication for process updates and changes.

Using both an open forum and online portal for our sub-recipients has allowed them to share their best practices with one another. Whether materials and ideas have to do with curriculum, class structure, public awareness or helpful resources, it has been useful for some to see what is and what is not working for other, similar organizations. All documents and ideas are shared through SharePoint sites and meetings held with sub-recipients.

We have found that a large number of our participants are reluctant to share personal information. Having different avenues for people to share information is helpful in that different people trust giving their information in different ways. Our online portal allows for participants to register and provide their information. We have also revamped our call center process. We now ask callers whether or not we can take their personal information and call them at a later time for feedback on the program. We hope that having the ability to call participants and talk to them about their experience will help to get more program feedback.