

RECIPIENT NAME: Connected Nation, Inc.

AWARD NUMBER: 21-43-B10546

DATE: 04/27/2012

OMB CONTROL NUMBER: 0660-0037

EXPIRATION DATE: 12/31/2013

### QUARTERLY PERFORMANCE PROGRESS REPORT FOR SUSTAINABLE BROADBAND ADOPTION

#### General Information

<b>1. Federal Agency and Organizational Element to Which Report is Submitted</b> Department of Commerce, National Telecommunications and Information Administration	<b>2. Award Identification Number</b> 21-43-B10546	<b>3. DUNS Number</b> 086130007
<b>4. Recipient Organization</b>  Connected Nation, Inc. 1020 College St, Bowling Green, KY 421012137		
<b>5. Current Reporting Period End Date (MM/DD/YYYY)</b> 03-31-2012	<b>6. Is this the last Report of the Award Period?</b>  <input type="radio"/> Yes <input checked="" type="radio"/> No	
<b>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.</b>		
<b>7a. Typed or Printed Name and Title of Certifying Official</b>  Bernie Bogle	<b>7c. Telephone (area code, number and extension)</b>	
	<b>7d. Email Address</b>  bbogle@connectednation.org	
<b>7b. Signature of Certifying Official</b>  Submitted Electronically	<b>7e. Date Report Submitted (MM/DD/YYYY):</b>  04-27-2012	

**Project Indicators (This Quarter)**

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

Connected Nation continued to work with sub-recipients for the Every Citizen Online (ECO) computer training. Currently, there are 104 sub-recipients confirmed with a total of 281 facilities across the state. 25,351 students have registered for classes, 20,051 students have been trained through instructor-led training, and 287 have been trained through self-paced curriculum for a total of 20,338 trained participants. 1,518 computers have been allocated to sub-recipients and 1,177 computers have been distributed. Additional sub-recipients continue to be added in order to provide training within all 88 Ohio counties and other underserved areas. New sub-recipients of note include the YWCA and Goodwill Industries.

The newest public service announcements (PSAs) for television and radio began hitting the airways. Each quarter, a new themed PSA airs. Themes include job searching and helping small businesses, online education, communicating with family, and online tools for senior citizens. Since inception, more than 39,000 PSAs have aired on 34 television stations, 155,200 PSAs have aired on 122 radio stations, and PSAs run in 95 newspapers weekly. PSAs have generated approximately 562 million impressions with an additional 11 million impressions from 169 press releases sent to local and statewide news organizations. Such as:

**\*Central Ohio Adults Learn Job Skills Through ECO Training at Goodwill**

Marianne Robbins completed ECO training at Goodwill Columbus in order to keep up at work. "As (computers) became a large portion of our job, we did go to a computer training class (through work), but it was very fast," said Robbins. "So I learned basic skills, but not to the point where I felt real confident." Robbins says she enjoyed the ECO training class and the individualized instruction. "I feel more confident," said Robbins. "The instructor is excellent because he is patient and the class size is small." Video (<http://youtu.be/2t8MlfG3ows>), Story (<http://connectohio.org/blog/post/central-ohio-adults-learn-job-skills-through-eco-training-goodwill>)

**\*Connecting Seniors Through Every Citizen Online**

Tech Wise LLC specializes in training senior citizens on technology skills. Through a collaboration with the Lake County Council on Aging and Connect Ohio's ECO program, Tech Wise, LLC is teaching the ECO program in 11 senior centers and to about 50 senior adults each month. Linda Tricarichi, a former ECO class participant who now teaches ECO classes, says many of the seniors in her ECO classes are grandparents or are in employment and volunteer positions in which they work with a younger generation. Her participants say they want to catch up and relate to younger people by learning about technology and she's happy to show them how. Video ([http://youtu.be/L\\_1uZ8bJNow](http://youtu.be/L_1uZ8bJNow)), Story (<http://connectohio.org/blog/post/connecting-seniors-through-every-citizen-online>)

**\*Patience of ECO Instructors Vital to Helping Seniors Get Connected**

Larry Parks participated in the training through the Rossford Public Library in Wood County. Parks is 65-years-old, had never operated a computer before, and felt it was time to learn some simple computer skills and see what the Internet had to offer him. Parks says before entering the class, he only knew how to turn a computer on. "My son and daughter have been encouraging me (to use the Internet) for years," said Parks. "You're never too old to learn something new." Since taking the training, he is able to participate on his church's prayer group list, which is communicated via e-mail, and he looks forward to checking out ChristianMingle.com. (<http://connectohio.org/blog/post/patience-eco-instructors-vital-helping-seniors-get-connected>)

The call center, handling response from PSAs, has processed 7,831 calls representing 761 ZIP codes across the state.

Survey information collected from ECO participants is accessible in real time and an analysis summary is provided each month. To date, 4,469 surveys have been completed by participants and 87 percent of respondents who have finished the course have indicated they would subscribe to broadband within the next year in response to the training.

**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	48	The approved baseline plan anticipated the project to be 61% complete this quarter. While the program continues to progress, the overall project has not met the anticipated completion percentage. This differential is attributed to the need for additional sub-recipients. We continue to engage more sub-recipients with a larger scope of training across several counties, which will help us to catch up over the coming quarters. In this quarter there were 19 new sub-recipients approved and 7 new

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
			sub-recipients submitted for approval. This represents a 30% increase in sub-recipients in this reporting quarter.
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).**

Trainee participation continues to be a challenge for some sub-recipients while others are meeting and exceeding expectations. We are taking a closer look at these struggling facilities in order to mitigate this trend or to revisit their level of commitment. Field Operations Managers continue to meet with struggling sub-recipients and to review their progress thus far in order to make a decision regarding their continued involvement in the program. Further, we are considering other avenues to engage additional sub-recipients that can provide more statewide coverage. Other tactics being used to improve program element successes are listed below.

1. Monthly trend reports are generated in order to determine program successes against problem areas and are used in sub-recipient program reviews.
2. Changes to operations regarding the call center allow for the operator to transfer a participant directly to their closest facility to ensure that they are connected to someone and can be registered.
3. Whenever possible, training facilities are attempting to over-book or otherwise postpone classes until there is enough demand to ensure the class will be better attended.
4. Training facilities are scheduling class sessions in closer proximity (e.g. three days in a row as opposed to one day over three weeks), which has proven to improve follow-on attendance.
5. Training facilities are engaging training participants to encourage their friends, family, and coworkers to join them in a class. These referrals have proven to improve not only attendance but overall class dynamics as well.
6. When all else fails, Connected Nation encourages sub-recipients to combine under-attended classes on their reimbursement request (e.g. two 4 person classes appear as one 8 person class) allowing the training hour reimbursement to be more effectively used.

**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
N/A	N/A	Activities accounted for in Forum Addendum	308,882	4,194	2,503	90
<b>Total:</b>			<b>308,882</b>	<b>4,194</b>	<b>2,503</b>	<b>90</b>

**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 Household Subscribers is a calculation of the number of participants who completed 6 hours of training multiplied by the percentage of participants who indicate their intent to subscribe for household use, but not for business use as a result of the ECO class. The percentage of 87% is a general conversion rate based on information taken from a survey that is completed by participants through our website. This percentage will vary quarter to quarter as survey responses vary.

New Business Subscribers is a calculation of the number of participants who completed 6 hours of training multiplied by the percentage of participants who indicate their intent to subscribe for business use as a result of the ECO class. The percentage of 3% is

a general conversion rate based on information taken from a survey that is completed by participants through our website. This percentage will vary quarter to quarter as survey responses vary.

**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).**

Currently, the number of new Household Subscribers (reported cumulatively through project inception) is 11,636 and new Business Subscribers is 402. Our baseline is set to 34,000 for Household Subscribers and 1,700 for Business Subscribers. Ultimately, the reluctance of people to provide personal information and/or to complete our survey at the beginning of our program has put us behind our initial projected baseline. Last quarter in order to mitigate this problem and to gather more concrete subscriber information, Connected Nation added an element to our call center where the operator asks the participant if they would like to provide their contact information in order to be contacted at a later time for feedback on the ECO classes. Any participant that opts in will receive a phone call approximately one month from the time of the initial call to answer some questions regarding their completion and satisfaction of the class along with their intent to subscribe to the Internet. However, very few participants have been comfortable providing contact information. Project staff are still pursuing other options in an effort of increasing survey completion.

Furthermore, Connected Nation continues to make the registration process through our Connect Ohio website an easier one, as participants must register with our site in order to get to the survey. The survey is how we currently gather subscriber information. Connected Nation staff continue to suggest that instructors of the training take all participants through the survey at the end of the course. We believe making the site's registration an easier and faster process will help to get more students through the registration and onto the survey. Early next quarter additional changes to the website will be implemented in order to streamline this process further which would translate to more survey completions.

**4d. Please provide the number of households and the number of businesses and CAIs receiving discounted broadband service as result of BTOP funds.**

<b>Households:</b> 0	<b>Businesses and CAIs :</b> 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).**

- Additional computers will be distributed to sub-recipients in order to facilitate training.
- New sub-recipients, with a broader reach, will be on-boarded and will begin training.
- Another series of Public Service Announcements will be distributed through Radio, Television, Newspaper, and Press Releases throughout Ohio.
- We plan to have 21,750 participants trained through the next quarter.
- Through the program we will confirm 13,500 residential and 450 new business subscribers.
- Field Operations Managers will conduct one-on-one meetings with sub-recipients throughout the state and the Every Citizen Online program will host one statewide forum.

**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	55	Projections for next quarter are below the baseline target of 74%. The program continues to progress; however, there is a need for additional sub-recipients knowing that we may vary from the Baseline plan. Field Operations Managers are working with current sub-recipients to increase allocated training hours to over performing subs, and encourage sub-recipients to purchase their computers, which the delay of these purchases has historically been a factor. Connected Nation continues to engage more sub-recipients with a larger scope of training across several counties, which will result in increased progress over the coming quarters. In this quarter there were 19 new sub-recipients approved and 7 new sub-recipients submitted for approval. This represents a 30% increase in sub-recipients in this reporting quarter. Additional sub-recipients are expected to be added next quarter as well.
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
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**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).**

Program participation has been an ongoing challenge through the project. Program staff will continue to implement the mitigation tactics discussed in question 3 (in the previous section of this report) in order to boost current sub-recipient progress as well as look beyond current sub-recipient types to on-board training sites with a broader or different reach.

