

RECIPIENT NAME: Connected Nation, Inc.

AWARD NUMBER: 21-43-B10546

DATE: 01/30/2012

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> 12-31-2011	<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>  01-30-2012	

**Project Indicators (This Quarter)**

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

Worked with sub-recipients to adjust their ongoing involvement with the ECO program. 88 sub-recipients are confirmed and 77 have launched classes. 20,795 students have registered for classes, 15,900 students have been trained through instructor-led training and 244 have been trained through self-paced curriculum for a total of 16,144 trained participants. 1,485 computers have been distributed to sub-recipients.

New sub-recipients, who will offer a larger scope of training within a number of counties throughout the state, have shown interest in the program and are currently negotiating contracts with Connected Nation.

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 31,000 PSAs have aired on 34 television stations, 119,000 PSAs have aired on 122 radio stations, and PSAs run in 95 newspapers weekly. PSAs have generated approximately 478 million impressions with an additional 7 million impressions from 150 press releases sent to local and state news organizations such as the examples below.

**\* Columbus Library Patrons Learn Job Skills Through ECO Training:**

Pat Klaus completed ECO training after recently losing her job due to a lack of computer skills.

"I was able to get away with limited computer knowledge for years," said Klaus. "When I switched to working as an outpatient nurse, there was no one I could turn to for computer help." As a result of the ECO program she now has basic computer and Internet knowledge and is even able to apply for jobs online.

<http://connectohio.org/blog/post/columbus-library-patrons-connect-family-learn-job-skills-through-eco-training>

**\* Connect Ohio Follows up with Every Citizen Online Computer Giveaway Winners:**

Sharon Kiener, ECO participant and computer giveaway winner, says she uses her new laptop to upload and organize family photos. She also plans to begin selling some of her antique collection on eBay. Another ECO participant and laptop winner, Brandy Archer, says the training and laptop has allowed her to update her resume and cover letter, helping her take steps toward re-entering the workforce. "I would like to express my appreciation for the opportunity to participate; thank you to everyone who played a part," said Archer.

<http://connectohio.org/blog/post/connect-ohio-follows-every-citizen-online-computer-giveaway-winners>

**\* Every Citizen Online Helps More Than Just First-Time Computer Users:**

A Marion County couple, Bob and Marjorie Banks, were prompted to register for ECO classes after receiving a new laptop computer that had a different operating system from what their previous computer had. "I would absolutely recommend these classes to other people," said Banks. "I have told my neighbors and friends about the course. Even if they think they know a lot about computers, they can walk away knowing a lot more than they knew before."

<http://connectohio.org/blog/post/every-citizen-online-helps-more-just-first-time-computer-users>

Survey information collected from ECO participants is accessible in real time and an analysis summary is provided each month. 3,625 surveys were completed and 87% of participants who have finished the course have indicated they would subscribe to broadband within the next year in response to the training.

The call center, handling response from PSAs, has processed 6,617 calls representing 719 ZIP Codes across the state.

**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	42	The approved baseline plan anticipated the project to be 48% 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 anticipate engaging more sub-recipients with a larger scope of training across several counties over the coming quarters.
2.b.	Equipment / Supply Purchases	-	Progress reported in Question 4 below

	Milestone	Percent Complete	Narrative (describe reasons for any variance from baseline plan or any other relevant information)
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. State Operations Managers have shifted focus to meet with struggling sub-recipients and to review their progress thus far in order 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	285,728	16,144	9,133	315
<b>Total:</b>			<b>285,728</b>	<b>16,144</b>	<b>9,133</b>	<b>315</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).**

After a discussion surrounding SBA methodologies with the granting agency, we reviewed our methods for determining new household and business subscribers. The calculation used previously included the number of participants who completed at least one hour of training rather than those that have completed the full six-hour training course. As a result of this, the number of new business and household subscribers is much less than our baseline targets and those reported in last quarter's PPR.

Currently, the number of new Household Subscribers is 9,133 and new Business Subscribers is 315. Our baseline is set to 23,000 for Household Subscribers and 1,100 for Business Subscribers. Ultimately, the reluctance of people to provide personal information and/or to complete our survey at the end of their course has proved to be a barrier in receiving new subscriber information. In order to mitigate this problem and to gather more concrete subscriber information, we have 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. We believe this will also allow for another avenue of collecting success stories from our participants as well as insight on ways of improving the program as a whole.

We are also working to make the registration process through our web site 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. We have always suggested that instructors of our 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.

**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).**

- 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 20,500 participants trained through the next quarter.
- Through the program we will confirm 13,500 residential and 450 new business subscribers.
- Field staff will conduct one-on-one meetings with sub-recipients throughout the state and the Every Citizen Online program will host one statewide forum.
- The program will provide approximately 14,000 hours of training to participants.

**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	51	Projections for next quarter are below the baseline target of 61%. The program continues to progress; however, we may vary from the Baseline plan as a result of sub-recipients who have delayed purchasing their computers for a variety of reasons. Also, the need for additional sub-recipients historically has been a factor. We anticipate engaging more sub-recipients with a larger scope of training across several counties over the coming quarters.
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).**

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.

