

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 55-43-B10539	3. DUNS Number 080490584
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4. Recipient Organization

 UNIVERSITY OF WISCONSIN SYSTEM 432 N LAKE ST, MADISON, WI 537061415

5. Current Reporting Period End Date (MM/DD/YYYY) 06-30-2011	6. Is this the last Report of the Award Period? <input type="radio"/> Yes <input checked="" type="radio"/> No
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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 Emily Friend	7c. Telephone (area code, number and extension)
	7d. Email Address emily.friend@uwex.edu

7b. Signature of Certifying Official Submitted Electronically	7e. Date Report Submitted (MM/DD/YYYY): 07-28-2011
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Project Indicators (This Quarter)

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

During this quarter we offered additional educational programming including two webinars -- the first on connecting rural communities and the second on e-commerce; we completed field production for 6 of 7 vignettes and editing is taking place. We worked with educators from Penn State University and Washington State University to revise the Connecting Communities curriculum. We met with telecommunications providers servicing our demonstration communities to solicit participation in educational partnerships.

The following has taken place in the 5 demonstration communities: In Chippewa Valley we hired a community educator/coordinator who has completed orientation and begun offering education and outreach events. The College of Menominee Nation contracted with recent students to conduct education and outreach in their community while efforts to hire a community educator/coordinator continue. The College offered basic computer workshops and open houses in 7 locations throughout Menominee County. The new Superior School District website was launched and the technology coordinators began training administrators and teachers; the technology coordinators received training in best practices for integrating technology in K-12 classrooms. In Wausau 24 additional laptops and 6 iPads were deployed into community centers and libraries.

Several additions have been made to the BCCB website, including blog updates, photos and videos. In its first quarter of existence our website has attracted a small but interested audience with 2590 visitors to the website, of which 1,374 were unique, viewing 6,890 pages for an average of 2.66 pages and an average of 3 minutes and 22 seconds per visit. Our Twitter account is a strong traffic referrer to the BCCB website, and currently lists 321 followers, 41 Klout score, and 399 updates.

We promoted our initiative at community events such as the BEST Annual Conference in Argyle, Wisconsin and Breakfast in the Valley in Eau Claire, Wisconsin. We met with the WISHIN Board, another ARRA grant recipient. As part of our evaluation plan we launched a web based survey for participants in our education outreach programs and trained our community educators to conduct focus groups. We began formation of a Marketing Advisory Board to inform preparations for community and statewide awareness campaigns planned to begin in the fall. Preparations began for a mid-summer strategic planning session involving partners from all five demonstration communities.

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	25	The following factors contributed variance from the baseline plan: • The use of a reimbursement-based funding approach by the University introduces a lag between the completion of work and reporting of expenses that was not originally anticipated. • The delay in hiring key positions creates a persistent variance between costs-to-date and the baseline. Since personnel costs are a sizeable portion of grant expenses this variance can be significant.
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).

A provision was introduced in the state budget that proposed disallowing the University of Wisconsin - Extension from receiving funds from the NTIA for the BCCB effort. Statewide and community partners mobilized, resulting in a compromise that allowed the two grants received from the NTIA to continue.

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
CAN Development Webinars	Various in Wisconsin	A series of three webinars were delivered (1-25, 2-15, 3-15) to our demonstration communities that focused on the creation and management of community area networks (CAN). These programs were targeted at decision makers and IT professionals at the community anchor institutions served by community owned fiber funded by the BCCB grants. Participants learned about the benefits of CAN's, how to organize them, how to govern them, how to finance them, and how to grow and manage them over time. Participants could attend one or more sessions "live" as part of a facilitate group in their community. An archived version of each presentation was made available to the demonstration communities. These programs have been archived and are available to other communities interested in exploring the creation of CAN's. The "Actual Number of Participants" provided here represents the number of participants in the "live" sessions.	93	93	0	0
Cyber Safety Training	Platteville, WI	Taught cyber safety using a curriculum from Optimist International to several groups of school children 1st-4th grade. Collaborated with the Platteville School District and a private Catholic School.	418	230	0	0
District level Website Administration training	School District of Superior	As part of the implementation of a new website for the school district training was provided in administration of district web pages that will be used for district administrative functions. The target audience is website administrators in school district administrative departments.	31	31	68	0
School level Website Administration Training	School District of Superior	As part of the implementation of a new website for the school district training was provided in administration of Superior School websites. Each school has a unique website that will be used to communicate information to parents. The target audience is website administrators in school departments.	120	110	67	0
Teacher level Classroom Page Administration Training	School District of Superior	As part of the implementation of a new website for the school district training was provided in administration of individual teacher classroom web pages. Each class will have a unique web page maintained by the teacher. The target audience is teachers.	400	330	68	0
Breakfast in the Valley	Eau Claire County Expo Center	Community/Chamber of Commerce Breakfast event hosted by businesses recognizing farmers and agricultural in the Chippewa Valley. For this session, BCCB had a display table in the Agricultural tent. The target audience is the approximately 3500 people who attend the event to eat breakfast and celebrate dairy month.	3,500	24	67	0
Hunger Prevention Coalition	Chippewa Valley	Presented BCCB and SBA Outreach opportunity to professionals who support poverty and hunger in Chippewa, Dunn and EC Counties. Recruited outreach ideas and technological needs for low-income people	18	12	68	0
Basic Computer Skills Training	Cadott Public Library	Presented hands-on educational opportunity to community members in Cadott WI. The session included basic computer skills using laptops with Windows 2007. Topics focused on using the mouse to drag/drop/highlight text; desktop components and the Start Menu; file structure and saving/naming files.	8	8	67	0
Online Safety for Parents	Platteville Middle School	Parent training on how to keep your kids safe online. Offered as a follow-up to the cyber safety training offered in elementary schools.	25	15	68	0
Computer Access at the Senior Center	Platteville Senior Center	Staff at the center are slowly engaging patrons with bird nesting activity & development videos from the Ustream website to observe. Staff makes reference to the birds often in their announcements and while supervising activities. The "Actual Number of Participants" provided here represents the number of times a senior uses the computer and the "Target Audience" represents the average number of seniors who participate in the Center's programing in a week.	200	793	67	0
Maximizing Broadband Utilization Webinars	Various in Wisconsin	Conducted the first two webinars in this series: "Connecting Communities" --- introduced resources designed to enhance the use and adoption of information technology tools and infrastructure in rural communities. "E-Commerce: Taking Hold of Your Online Presence" -- focused on the planning, marketing, selling, promoting and maintaining an online presence for effective marketing and sales of products and services. Participants could attend the sessions "live" as part of a facilitated group in their community. An archived version of each presentation was made available to the demonstration communities. The "Actual Number of Participants" provided here represents the number of participants in the "live" sessions.	50	72	68	0

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
Community Job Hunting	Superior School District	Training for job seekers on how to utilize online resources for job hunting. Class offered in collaboration with the Superior Job Center.	25	12	67	0
Archived Webinars	Various	Individuals and groups can access archive versions of the webinars presented in the CAN Development and Maximizing Broadband Utilization webinar series. The "Actual Number of Participants" provided here represents the number of times a webinar was downloaded. Our target audience is the Extension educators in Wisconsin's 72 counties.	72	56	68	0
iPad Class	Argyle, WI	As part of the BEST Annual Conference presented a hands-on class exploring agricultural uses of iPads. Examples included watching stock markets in real time and mobile calendaring and office productivity.	100	21	67	0
Basic Email for Seniors	Platteville Library	A class to introduce Senior Citizens to email. Topics covered included the most popular free email websites: hotmail, yahoo and gmail. We also discussed creating a user name, passwords, access from any computer, and spam. The class ended with all participants creating email accounts. Offered in conjunction with the local Young at Heart group.	75	6	68	0
Facebook for Seniors	Platteville Library	Offered an Introduction and an Advanced class on using Facebook to Senior Citizens. In the Intro class participants were surveyed as to why they were interested in a Facebook account. The most popular answer was to keep in touch with family and grandkids. They were shown how to start an account and the features of Facebook. There was a discussion about public and private posts and their concerns about privacy. In the Advanced class participants were shown advanced features of Facebook and how to upload pictures and how to accept and decline friends. Offered in conjunction with the local Young at Heart group.	75	16	67	0
Downloadable Media	Platteville Library	Participants were introduced to OverDrive, the state-wide audiobook and e-book lending service. Participants learned how to use OverDrive advanced search functions to search for books, place holds, and download books. They also learned how to download and install OverDrive software and OverDrive apps for a variety of devices, including mp3 players, Androids, iPod touch, and iPads. Offered in conjunction with the local Young at Heart group.	75	7	68	0
Elder Basic Computer Workshop	Menominee County	A short presentation was provided to all Senior's at the center along with an introduction to the Mavis Beacon typing program. Seniors then participated by practicing their keyboarding skills.	65	28	67	0
Employee Basic Computer Workshop	Maehnowesekiyah (Menominee County)	Offered three workshops to employees. Each workshop began with a short presentation on the grant, explained what Broadband is and how it will benefit rural communities, such as the Menominee Reservation. The remainder of the program was tailored to the audience and the type of skills that related to their jobs. The office employees were mainly interested in the MS Office programs and wanted more of an intermediate training provided in MS Excel. The House Keeping and Kitchen staff were introduced to the Mavis Beacon program and the Internet. They practiced their keyboarding skills and setup an e-mail account using gmail.com	25	19	68	0
Veteran Computer Open House	Menominee Veterans Center	Six laptops were setup providing 3 workstations. An instructor was available at each station to answer questions. SKYPE, Mavis Beacon, Internet were being introduced at these stations. The Internet station also provided resource websites the Veterans could go to if they were seeking information on benefits.	35	6	67	0
Basic Computer Workshop	Community Resource Center (Menominee County)	Workshop on Keyboarding, basic computer anatomy, internet and the MS Office programs were introduced. Attendees at the CRC center mainly focused on utilizing the internet to do job search or were interested in learning how to fill out job applications on-line.	8	11	68	0
Computer Training Overview Workshop	College of Menominee Nation	All 18 laptops were setup in the Culture Building. The workshop began with a short presentation on the grant, explained what Broadband is and how it will benefit rural communities, such as the Menominee Reservation. The internet, SKYPE programs were the main focus for the majority of attendees. Others wanted to learn the very basics of MS Word.	10	13	67	0
Total:			5,428	1,913	1,350	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).

The Statewide broadband mapping/planning project being implemented by the Wisconsin Public Service commission (funded by

BTOP funding) conducted a state-wide telephone survey that will provide data on broadband subscribership for regions within the state. This survey will be repeated in two years to determine change in subscribership over time. As part of our project we are partnering with the firm conducting these surveys and have funded over-sampling in each of our five demonstration communities so that we will have statistically significant results for each of our communities. We will be able to monitor change over the two year time frame of our project and be able to compare subscribership levels within our demonstration communities to state-wide and regional averages. The first survey to establish a baseline at the beginning of our project is complete.

As a means of monitoring subscribership levels during the two year project we have approached local last mile providers regarding sharing their change in subscribership during each quarter. Sharing that data would be one component of a broader educational partnership that would offer the providers opportunity for increased exposure and opportunity to cosponsor educational events to increase subscribership. Some providers showed interest but no agreements are in place. In addition, as part of our educational programs we will conduct evaluations that will request information about subscribership levels and plans for subscribing to broadband. Finally, the BCCB web site developed during the project will have a user survey inquiring about broadband use and subscribership. This survey will be actively promoted in outreach activities and awareness campaigns. We began these surveys this quarter and expect preliminary results in the fall.

For this quarter we have used the same estimate of new subscribers as we used for the baseline. We are too early in our evaluation process to have data that would indicate how the actual number of subscribers differs from our estimate. Until better data is available we are reporting our estimate as the number of new subscribers in 4a.

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).

The number of new subscribers reported in 4a is an estimate equal to our baseline; it is the same estimate used for the baseline.

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).

During this quarter we will offer the third webinar in our "Maximizing Broadband Utilization" series on marketing food specialty products; we will release our video vignettes and launch the Virtual Inventors & Entrepreneurs Club website. We will continue to seek ways to engage telecommunications providers servicing our demonstration communities in educational partnerships.

In mid-July we will bring together stakeholders from each demonstration community and statewide partners for a two day planning session focused on lessons learned thus far and solidifying our remaining plans. Focus groups will be held in each community and a comprehensive report of results prepared. A Broadband Occupation Index will be developed using the Wanted Analytics tool. This index, based on job posting data, will group positions that are reliant on technology and broadband and allow us to monitor growth and declines in these job postings and compare that change to statewide trends. In addition this tool will allow us to monitor the economic health of telecommunications occupations and occupations impacted by the availability and use of broadband in our demonstration communities.

Our community educators/coordinators will continue to develop and offer educational opportunities and outreach activities such as demonstration booths at county or state fairs, "lunch and learn" workshops, and basic skills classes. The broadband awareness campaign will begin in Wausau.

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	44	The percent complete shown here is based on an estimated project of costs that will be recorded in the University's accounting system at the completion of next quarter. This estimate is 10 percentage points smaller than our baseline estimate. This difference is attributable to the same factors contributing to the current quarter variance -- use of a reimbursement-based funding approach and the delay in incurring certain personnel costs. The unpredictability of lag in reporting expenses may result in different actual percent of work complete. We anticipate completing all the work represented in our baseline plan for the next quarter.

DATE: 07/28/2011

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).

None at this time.

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	\$901,660	\$122,056	\$779,604	\$308,623	\$46,732	\$261,891	\$454,623	\$46,732	\$407,891
b. Fringe Benefits	\$376,830	\$47,935	\$328,895	\$106,358	\$13,245	\$93,113	\$178,358	\$18,245	\$160,113
c. Travel	\$15,842	\$15,842	\$0	\$8,043	\$7,043	\$999	\$9,043	\$8,043	\$999
d. Equipment	\$122,743	\$122,743	\$0	\$0	\$0	\$0	\$0	\$0	\$0
e. Supplies	\$20,147	\$20,147	\$0	\$129,533	\$120,234	\$9,299	\$129,533	\$120,234	\$9,299
f. Contractual	\$74,282	\$74,282	\$0	\$67,354	\$62,354	\$5,000	\$67,354	\$62,354	\$5,000
g. Construction	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
h. Other	\$1,304,596	\$410,055	\$894,541	\$27,100	\$15,777	\$11,322	\$377,100	\$115,777	\$261,322
i. Total Direct Charges (sum of a through h)	\$2,816,100	\$813,060	\$2,003,040	\$647,011	\$265,385	\$381,624	\$1,216,011	\$371,385	\$844,624
j. Indirect Charges	\$549,255	\$161,881	\$387,374	\$190,071	\$75,861	\$114,210	\$251,071	\$90,861	\$160,210
k. TOTALS (sum of i and j)	\$3,365,355	\$974,941	\$2,390,414	\$837,082	\$341,246	\$495,834	\$1,467,082	\$462,246	\$1,004,834

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: \$0
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Empty space for providing additional details or comments related to the budget execution.