



**Broadband Non-Infrastructure Application
Submission to NTIA – Sustainable Broadband Adoption**

Submitted Date: 3/15/2010 2:58:18 PM	Easygrants ID: 6347
Funding Opportunity: Sustainable Broadband Adoption	Applicant Organization: NEW YORK, CITY OF (THE)
Task: Submit Application - Sustainable Broadband Adoption	Applicant Name: Carole Wallace Post

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A. General Application Information

1. Applicant Information	
Name and Federal ID for Applicant	
DUNS Number	884226288
CCR # (CAGE)	5M3N2
Legal Business Name	NEW YORK, CITY OF (THE)
Point of Contact (POC)	SUSANNE NG 2127885949 Ext. sung@doitt.nyc.gov
Alternate POC	JOHN WINKER 2127886454 Ext. Jwinker@doitt.nyc.gov
Electronic Business POC	CAROLE POST 2127886633 Ext. cpost@doitt.nyc.gov
Alternate Electronic Business POC	RAQUEL DE LOS REYES 6467692209 Ext. rdelosreyes@doitt nyc.gov

2. Name and Contact Information of Person to be Contacted on Matters Involving this Application:	
Prefix	
First Name	Carole
Middle Name	Wallace
Last Name	Post



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Suffix	
Telephone Number	646-769-2209
Fax Number	212-788-8130
Email	rdelosreyes@doitt.nyc.gov
Title	Commissioner

3. Additional Contact Information of Person to be Contacted on Matters Involving this Application:

Project Role	Name	Phone	Email
Secondary Point of Contact	Anne Kathryn, Hohman	2125136484	ahohman@doitt.nyc.gov

4. Other Required Identification Numbers

Easygrants ID	6347
Funding Opportunity Number	500001
Catalog of Federal Domestic Assistance Number	BTOP CFDA Number: 11.557 BTOP CFDA Title: Broadband Technology Opportunities Program

5. Organization Classification

Type of Organization	City or Township Government
Is the organization a small business?	No
Does the organization meet the definition of a socially and economically disadvantaged small business concern?	No

6. Authorized Organizational Representative



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AOR	POST, CAROLE
Result	Applicant Authorized

7. Project Title and Project Description

Project Title: NYC Connected Foundations

Project Description: NYC Connected Foundations will drive broadband adoption among vulnerable families by engaging over-age, under-credited students at 43 high schools in the new Connected Foundations course, including digital instruction to help students and families live, learn, earn, work and play online and in their neighborhoods and by providing broadband training, free computers, and broadband subsidies.

8. Other Applications

Is this application being submitted in coordination with any other application being submitted during this round of funding?

- Yes

Easygrants ID	Project Title
6413	NYC Connected Communities
2263	NYC Connected Learning
6346	NYC Connected Learning

If YES, please explain any synergies and/or dependencies between this project and any other applications.

NYC Connected Foundations will work in concert with both NYC Connected Communities (6413), a project proposed by the City in the Public Computer Centers category, and NYC Connected Learning (2263/6346), a project proposed in the Sustainable Broadband Adoption category. All three programs target the city’s most vulnerable population – low-income residents – and seek to provide them with holistic solutions to support broadband use and adoption.



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NYC Connected Communities can specifically provide supplementary resources and services to transfer school students served through NYC Connected Foundations. Its public centers will provide a supportive environment where students can both further hone their digital literacy skills, and expand the scope of their training.

9. Is the Applicant exempt from the Department of Commerce requirements regarding individual background screening in connection with any award resulting from this Application?

- Yes, Applicant is exempt because it is a unit of a state or local government

If the answer to the above question is "No," please identify each key individual associated with the Applicant who would be required to complete Form CD-346, "Applicant for Funding Assistance," in connection with any award resulting from this Application:

Name	Title	Employer

B. Executive Summary, Project Purpose and Benefits

Essay Question

10. Executive Summary of the proposed project:

Although broadband can play an instrumental role in the economic and social well-being of New York City, the most vulnerable NYC populations are far behind in adoption rates. For example, the City's Broadband Needs Assessment found that in 2007, the citywide average adoption rate was 47%, comparable to national averages, but adoption by low-income residents was strikingly low at 26% as compared to 54% in other income groups. Given the size of the City's low-income population compared to the total population of almost every other city, this disparity demanded action. In response, the City crafted a Broadband Action Plan in 2008, calling for a set of aggressive programs to spur broadband adoption by its vulnerable populations. However, the plan could not be implemented given the economic downturn and severe budget cuts.



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Among the most vulnerable of NYC’s under-served population are young people between the ages of 16 to 21 who have become disengaged from high school and are not on track to graduate. Many of these students are at least two years off-track relative to expected age and credit accumulation toward earning a high school diploma. These students are referred to as over-age and under-credited (OAUC). Historically, once a student attending a traditional comprehensive high school falls significantly behind, s/he graduates at a rate of only 19%. Conversely, 93% of dropouts in NYC have a history of being OAUC.

To address the needs of youth in danger of dropping out, the New York City Department of Education (DOE) established the Office of Multiple Pathways to Graduation (OMPG) in 2005. OMPG’s focus is to create a portfolio of recuperative school models and programmatic options to help OAUC students get back on track to graduate. The Multiple Pathways initiative broke ground when it developed the new Transfer High School Model and over the next three years created 27 new small transfer high schools, for a total portfolio of 43 schools. The current system of transfer schools demonstrates significant recuperative power for academically struggling or disengaged students, with transfer schools generating 37% more graduates out of the OAUC population than the traditional high school.

The students served by OMPG are vulnerable in several dimensions. In addition to being behind on credit accumulation, 71% of transfer students score significantly below grade-level on the NYS 8th grade ELA exam, 14% are English Language Learners, and 10% percent receive special education services. More than 90% of transfer students are estimated to be on Free or Reduced Lunch, the indicator of poverty recognized by the Federal government. The transfer student population is 44% African American, 39% Hispanic, and 11% Asian.

NYC Connected Foundations will dramatically increase broadband adoption by this vulnerable population through two mutually reinforcing program components: (1) the Connected Foundations course, a credit-bearing broadband education course, and (2) the Family Broadband Engagement Program, an innovative approach to ensure sustainable broadband adoption by students and their families. Built around OMPG's research, this initiative will effectively address the four key broadband adoption barriers identified by the City’s Broadband Needs Assessment Study: (a) insufficient skills required to leverage the Internet as a tool for greater social and economic opportunity, (b) incomplete view regarding the benefits derived by broadband access, (c) limited access to computing devices, and (d) the cost of commercial broadband service.



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The Connected Foundations Course

The DOE is partnering with leading subject-matter experts across the country to develop Connected Foundations, an academic course to be piloted in 43 NYC transfer schools next year. The course scope-and-sequence is aligned to New York State’s Math, Science and Technology (MST) standards and will provide students with either a math or science core credit needed for high school graduation. The goals of this course are to help all NYC transfer school students develop the key foundational skills to “live, learn, earn, work and play” on-line and in their neighborhoods, skills that are necessary not only for graduation, but also for successfully transitioning to an appropriate post-secondary pathway (e.g., college or a career). Students will, in turn, be able to provide on-going support to their families for leveraging broadband access and on-line resources to best meet their needs.

The Connected Foundations curriculum will focus on five thematic units mentioned above. Each unit will incorporate content developed by leading industry or government partners:

- Live: Using online tools and broadband to support personal wellness (NYC Dept of Health and Mental Health).
- Learn: Using online tools and broadband to become tech savvy and self-directed online learners (OMPG, Good Shepherd Services, New Visions for Public Schools, Diploma Plus and Common Sense Media).
- Earn: Using online tools and broadband to protect and manage personal spending and saving (Capital One).
- Work: Using on-line tools and broadband to become college and career ready for 21st century work (NY State Department of Labor, The Univ. of Chicago Urban Education Institute).
- Play: Using on-line tools and broadband to find great cultural and recreational opportunities near schools and across the city (Alliance for the Arts).

All aspects of the Connected Foundations course are designed to leverage NYC’s strategy for virtual and blended on-line learning including using DOE-created/supported Learning



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Management Systems (LMS); taking DOE-sanctioned on-line credit recovery courses; and, connecting with adults and other professionals (i.e., mentors) outside of school.

The Connected Foundations course will be designed to provide differentiated supports to a variety of learners so that it might be scaled up to all 6-12 grade students enrolled in NYC public schools. Currently, there are over 540,000 students in grades 6-12 in the NYC public school system.

Family Broadband Engagement Program

The Family Broadband Engagement Program is built upon best practices for ensuring sustainable broadband adoption by families. Students who successfully complete the Connected Foundations Course will attend a three-hour Family Broadband Training Session along with their parents/guardians. Families will receive intensive training in using a computer and the Internet safely and securely around the core areas of Live, Learn, Earn, Work, and Play, with specific training components led by the students themselves to demonstrate work they completed during the Connected Foundations course.

All families will receive a free broadband-enabled computer for use at home, along with broadband enrollment information and training in order to encourage adoption by families who are not current customers. Families will receive a subsidized broadband account from participating broadband providers and also will have ongoing access to a 24x7 bilingual Help Desk, which will provide information to families about how to handle computer- and broadband-related issues.

Together, the Connected Foundations course and the Family Broadband Engagement Program will empower families to adopt and sustain broadband, providing them with the expertise and motivation to use broadband most effectively.

The Department of Information Technology and Telecommunications (DoITT) will oversee the Connected Foundations initiative and lead program measurement activities in accordance with the City's larger broadband goals. The DOE will implement the program by drawing on technical expertise from the DOE's Office of the Chief Information Officer, which is leading many of the district's enterprise technology initiatives, and programmatic expertise from the DOE's Office of



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Multiple Pathways to Graduation (OMPG), which is nationally recognized for its innovative approach to recuperative high school education in an urban district setting.

NYC Connected Foundations will serve 43 schools located in the City’s highest-poverty communities. The program will span two academic years and will cost a total of \$8.571M, and the City and its partners will provide \$2.61M in match funding, or 30.4% of total program costs. The 54 hour Connected Foundations course will graduate approximately 5,160 students, who will also attend the 3 hour Family Broadband Training Session with their families. 7,224 family members are expected to the Family Broadband Training Seesion. The program will impact 20,640 household members and generate an estimated 13,208 new broadband users. The program will create 23 full-time jobs.

NYC Connected Foundations represents a truly innovative solution for national replication for increasing broadband adoption in vulnerable populations and enhancing educational outcomes. Funding from BTOP is critical to serving these critical goals.

11. Project purpose:

Bridging New York City’s Broadband Adoption Gap is a Critical Priority

The Broadband Needs Assessment Study that Mayor Bloomberg commissioned in 2006/7 concluded that while NYC has made strides to provide broadband access to almost all residents, there is a stark disparity in actual broadband adoption. The reported adoption rate by low-income residents was 26%, compared to 54% in other income groups. The study highlighted multiple interconnected roadblocks to adoption in low-income households, including affordability of computer hardware, software, and broadband service. Additionally, poor digital literacy skills and a lack of value recognition for Internet technology were severe impediments to adoption.

The Connected Foundations program provides a robust solution for two core BTOP statutory purposes by: (1) stimulating demand for broadband by removing the common obstacles to adoption and by demonstrating to students, parents, and teachers that broadband can be a powerful educational tool; and (2) providing broadband education, awareness, training, access (in the form of subsidies), equipment (free home computers), and support to both community anchor institutions (low-income transfer schools) and to some of the City’s most vulnerable populations: low-income households with transfer school students.



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Broadband Adoption and Academic Performance

Focusing on broadband education and training increase adoption rates but also academic performance. Research demonstrates that access to a computer and the Internet at home can have a major impact on a student's academic success. Students spend only 13% of their waking hours in the classroom, so extending the learning environment to the home is particularly powerful. Home broadband adoption is the "last mile" required for students and families to seize the opportunity presented by blended online learning and educational technology.

Connected Foundations - An Integrated Solution

Connected Foundations is a survey course and family broadband training program for life in the 21st century. Unlike any other offering by the DOE, it delivers an integrated set of curriculum, tools, and skills for students and their families. Connected Foundations provides: (1) a rigorous academic credit organized around five powerful use cases for broadband technology in student and family life; (2) new computer hardware and software applications for students and families to "live, learn, earn, work and play" online; (3) training, awareness, and financial support (based on demonstrated need) to manage broadband access; and (4) the transferable skills required to take advantage of the curriculum, tools, and access developed through Connected Foundations.

During the proposed pilot project period, 5,160 students and 7,224 family members in 43 NYC schools will successfully complete the Connected Foundations course offering and related family broadband education program. The course is organized around the following five themes, using online tools and broadband access to:

- Live: support personal wellness
- Learn: become tech savvy and self-directed online learners
- Earn: protect and manage personal spending and saving
- Work: become career ready for 21st century work



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- Play: find great cultural and recreational opportunities near schools and across the City

Finally, Connected Foundations will partner with Common Sense Media to feature a series of tasks that help students make excellent decisions with their online time, habits, and skills, including: creating a safe online presence, discerning fact from fiction, and protecting personal information.

At the end of each trimester course, the students and their families attend a 3 hour Family Broadband Training Session, which features exhibitions of student learning and a hands-on broadband technology skills program. The family training, along with the high school credit-bearing course, are designed to strike at the heart of broadband adoption barriers for transfer school students and their families by introducing the value of broadband technology

At the conclusion of the training session, families receive high-quality Broadband Learning Centers (desktop computers) along with specific broadband enrollment and targeted subsidies to enable low-income families to adopt and sustain broadband in their homes. In addition, families receive access to a 24x7 toll-free, bilingual Help Desk to assist in placing warranty claims and resolving any other equipment-related issue. With this equipment and support, students will use their Broadband Learning Centers to access exciting online learning opportunities through graduation, while continuing to engage with their families around the themes of Live, Learn, Earn, Work, and Play,

Build to Scale and Replicate Nationwide

The NYC DOE anticipates that Connected Foundations will be piloted in the City's transfer schools with support from the DOE and key school intermediaries and could eventually scale to serve over half million students citywide. The Connected Foundations initiative will deliver multiple substantive assets, including: comprehensive broadband education and training programs; a scalable and sustainable broadband adoption scheme for students and families who lack access; and an innovative partnership framework that delivers compelling cases for home broadband use. These integrated assets are modular in nature and can be exported and scaled within NYC and beyond. To support project replication in multiple communities, the NYC DOE has engaged two "replication partners" already working in 30 states and 170 cities nationwide



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(see the Association for High School Initiative [AHSI:<http://www.ahsi.org>] and Jobs for the Future [JFF: www.jff.org]). AHSI and JFF are committed to working with NYC to improve and replicate this model.

12. Recovery Act and Other Governmental Collaboration:

The NYC Connected Foundations proposal is a leverage opportunity for the DOE as it perfectly complements the DOE’s estimated \$25 million proposal for the ARRA Enhancing Education Through Technology (EETT) funding stream. Specifically, ARRA EETT funds will support the creation of district-wide virtual learning platform for the NYC Virtual School initiative. This platform will enable the creation, delivery and management of engaging on-line and blended (i.e., a combination of face-to-face and on-line instruction) courses accessible in school or at home via a family broadband connection. The Connected Foundations initiative will leverage the NYC Virtual School for the delivery of the Connected Foundations course. Additionally, the initiative provides families with equipment, subsidies, and training to enable students and their families to take further advantage of the on-line courses, including credit recovery courses, to be available via the NYC Virtual School after program completion.

In the New York City, the Fund for Public Health in New York has received ARRA funding of \$21.7 million to establish NYC REACH, an extension center devoted to supporting NYC physicians to achieve “Meaningful Use” of electronic personal health records. By partnering on health curriculum development with the Connected Foundations initiative, we will be able to increase “Meaningful Use” of electronic personal health records and create more demand for these personal health tools among students taking the Connected Foundations course now and in the future.

The Connected Foundations Initiative also will leverage New York State Contract for Excellence (C4E) funds. In fiscal year 2010, OMPG allocated \$6,412,500 of C4E funds towards support of CBO partner contracts for seven transfer schools and one Young Adult Borough Center (YABC), all with an onsite innovative program component called Learning-to-Work. A Mayoral Initiative, Learning-to-Work gives students attending transfer high schools the opportunity to participate in subsidized internships, college and career counseling and job placement-all strategies designed to re-engage and retain transfer high school students. Additionally, OMPG allocated \$175,000 of C4E funds to 22 transfer schools in the form of Technology Support Grants. The Connected Foundations Initiative will leverage the comprehensive supports delivered by transfer schools and their CBO partners, as well as the technology resources provided to transfer schools to



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support the Connected Foundations course and engage families in broadband education and adoption.

13. Technology Strategy:

The NYC Connected Foundations Program is a robust four-stage program to promote broadband adoption among targeted NYC high school students and their families:

Stage 1. Connected Foundations Course

Students will enroll in the Connected Foundations course at their schools, with web-based resources in the key areas of Live, Learn, Earn, Work, and Play. Students will earn Technology course credit, which is counted as a core Math / Science course for graduation, while also learning about a range of web applications that will assist them in graduation and planning for their future. DOE teachers will lead the course, and all staffing and technology costs related its delivery will be born by the DOE.

Stage 2. Family Broadband Training Session

Students who complete the Connected Foundations course will attend three-hour Saturday trainings called Family Broadband Training Sessions along with their parents/guardians, which will be operated by Computers for Youth (CFY), a nationally recognized leader in family technology training. CFY Master Teachers (bilingual in Spanish/English where necessary) will lead the sessions in broadband-enabled classrooms, and students themselves will lead activities and demonstrate work completed during the Connected Foundations Course. CFY will collect data from families, including detailed pre-surveys and post-surveys.

Stage 3. Family Technology Adoption

At the sessions, families will receive free home computers, known as Broadband Learning Centers, procured via a competitive process involving major manufacturers. Families also will receive information on how to receive a subsidized broadband account from participating broadband providers.

Stage 4. Ongoing Support for Families



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The Broadband Learning Centers will be labeled with the toll-free phone number of CFY’s 24x7 bilingual Help Desk. The Help Desk will provide information to families about how to handle all issues during the warranty period as well as additional guidance about computer-related issues.

Upon graduation from the Connected Foundations course and Family Broadband Training Sessions, the participating students and their families will have both the expertise and motivation to use broadband as the student moves through high school and beyond.

To ensure replicability of this program, DOE will mandate rigorous measurement, enforce strict accountability for results, and implement continuous improvement. Data on the program’s success will be transparent, and as with similar programs, DOE and its partners will create detailed case studies and other documentation to facilitate knowledge transfer. Finally, partners to this proposal have a national footprint and will take this approach to other school districts.

14. Innovative Approach:

New York City’s transfer school students and their families remain under-served by current broadband adoption efforts, despite commercial offerings targeted at the underlying demographics of this population. National research organizations confirm the city's findings regarding barriers to broadband adoption. They are: (1) insufficient digital literacy skills; (2) an incomplete view of technology and its benefits; (3) limited access to computers; and, (4) the cost and complexity of broadband service. Connected Foundations endeavors to overcome these obstacles with a uniquely tailored approach that offers a series of interconnected innovations.

Innovation One-Starting at the Core

In contrast to community-based or extra-curricular programs, Connected Foundations goes directly to the heart of a student's experience by providing a core academic credit. When broadband enabled content and applications are embedded in this “prime learning real estate,” the DOE and its partners can leverage the students’ engagement for their ongoing personal and professional growth.

Innovation Two-Problem-Based Design

Connected Foundations specifically addresses the four aforementioned barriers to broadband adoption as follows:



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Skills: Built on a performance-based curriculum framework, Connected Foundations delivers a robust set of transferable "Internet use skills" that students will leverage to advance their health, well-being, and economic opportunity.

Relevance: Value and benefit is introduced when students explore five modules that demonstrate the positive impacts of broadband as students live, learn, earn, work, and play online.

Hardware: Upon completion of the Connected Foundations course, 5,160 transfer school students will receive broadband-enabled computers. They, along with 7,224 family members, will receive family broadband training.

Broadband Cost and Complexity: Families learn to manage broadband service and can access a new fund to subsidize broadband connectivity.

Innovation Three-Designed for Scale

Beyond the pilot program: Based on the initial funding targeting 5,160 students in 43 transfer schools, the NYC DOE intends to replicate the course design, making it available to all students in grades 6 through 12.

Beyond the student: Connected Foundations provides highly integrated family training, ensuring that the impact extends from the individual student to the family members and beyond.

Beyond the school: Connected Foundations partners take learning outside the school and impact how students and their families engage a range of institutions, including: colleges, health centers, businesses, banks, and cultural and recreational organizations.

Beyond NYC: Connected Foundations has enlisted two leading national organizations focused on over-aged and under-credited youth as replication partners that will learn side-by-side with NYC while simultaneously engaging local teams in over 100 cities nationwide.

15. Is the applicant is seeking a waiver of the Buy American provision pursuant to section x.Q of the NOFA?

➤ No

16. Is the applicant delinquent on any federal debt?



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- No

If Yes, justification for delinquency:

- .

17. Are you seeking a waiver of any requirement set forth in the NOFA that is not mandated by statute or applicable law?

- No

C. Partners

18. Are you partnering with any other key institutions, organizations, or other entities for this project?

- Yes

If YES, key partners are listed below:

Project Role: Sub-recipient Name: Brodheim, Ted Email: tbrodheim@schools.nyc.gov Address 1: 335 Adams St., 29th Floor Address 2: Address 3: City: Brooklyn State: New York Zip Code: 11201 Organization: New York City Department of Education Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No
Project Role: Sub-recipient Name: Belusic-Vollor, Vanda Email: VBelusi@schools.nyc.gov Address 1: 52 Chambers Street Address 2: Room 219 Address 3: City: New York State: New York Zip Code: 10007 Organization: Office of Multiple Pathways to Graduation, NYC Department of Education



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<p>Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Diehl, William Email: WDiehl@diplomaplus.net Address 1: 89 South Street Address 2: Suite 803 Address 3: City: Boston State: Massachusetts Zip Code: 02111 Organization: Diploma Plus Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Cesene, Ty Email: tcesene@newvisions.org Address 1: 320 West 13th St Address 2: Address 3: City: New York State: New York Zip Code: 10014 Organization: New Visions Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Forsyth, Rachel Email: Rachel_Forsyth@goodshepherds.org Address 1: 305 7th Avenue Address 2: Address 3: City: New York State: New York Zip Code: 10001 Organization: Good Shepherd Services</p>



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<p>Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Stock, Elisabeth Email: estock@cfy.org Address 1: 322 Eighth Avenue, Floor 12A Address 2: Address 3: City: New York State: New York Zip Code: 10001 Organization: Computers for Youth Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Parsons, Amanda Email: aparsons@health.nyc.gov Address 1: 161 William St, 5th Floor Address 2: Address 3: City: New York State: New York Zip Code: 10038 Organization: New York City Department of Health and Mental Hygiene Organization Type: City or Township Government Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Coates, Anne Email: acoates@allianceforarts.org Address 1: 330 West 42nd Street, #1701 Address 2: Address 3: City: New York State: New York Zip Code: 10036 Organization: Alliance for the Arts</p>



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<p>Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Burch, Linda Email: lburch@commonsensemedia.org Address 1: 650 Townsend Address 2: Suite 375 Address 3: City: San Francisco State: California Zip Code: 94103 Organization: Common Sense Media Organization Type: Non-profit Association Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Musolino, Mario Email: Mario.musolino@labor.ny.gov Address 1: Harriman State Campus Address 2: Building 12 Address 3: City: Albany State: New York Zip Code: 12240 Organization: New York State Department of Labor Organization Type: State or State Agency Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Horgan, Daniel Email: Daniel.horgan@capitalone.com Address 1: 1680 Capital One Drive Address 2: Address 3: City: McLean State: Virginia Zip Code: 22102-3491 Organization: Capital One Financial Corporation</p>



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<p>Organization Type: For-profit Entity Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Contractor Name: Schnieders, William Email: rschnieders@uchicago.edu Address 1: 1313 E. 60th St. Address 2: Office 253 Address 3: City: Chicago State: Illinois Zip Code: 60637 Organization: University of Chicago Urban Education Institute Organization Type: Non-profit Institution Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Waitman, Claudia Email: claudia@junctioninternational.com Address 1: 9257 Delemar Ct. Address 2: Address 3: City: West Palm Beach State: Florida Zip Code: 33414 Organization: Junction International, LLC Organization Type: For-profit Entity Small business: Yes Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Elliott, Raquel Email: SecondNaturebus@aol.com Address 1: 481 Prospect Place, Suite 4B Address 2: Address 3: City: Brooklyn State: New York Zip Code: 11238 Organization: 2nd Nature</p>



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<p>Organization Type: For-profit Entity Small business: Yes Socially and economically disadvantaged small business concern: Yes</p>
<p>Project Role: Other Name: Allen, Lili Email: lallen@jff.org Address 1: 88 Broad Street Address 2: Address 3: City: Boston State: Massachusetts Zip Code: 02110 Organization: Jobs for the Future Organization Type: Non-profit Corporation Small business: No Socially and economically disadvantaged small business concern: No</p>
<p>Project Role: Other Name: Hill, Talmira Email: [REDACTED] Address 1: P.O. Box 1058 Address 2: Address 3: City: Intervale State: New Hampshire Zip Code: 03845 Organization: Association for High School Innovation (AHSI) Organization Type: Non-profit Association Small business: No Socially and economically disadvantaged small business concern: No</p>

19. Description of the involvement of the partners listed above in the project.

NYC BTOP Partnership

NYC Connected Foundations is enriched by a group of 16 partners, with each partner making a unique contribution to enable transfer school students and families to: (1) understand the relevance of broadband; (2) develop digital literacy skills; (3) acquire and use broadband-enabled computers; and (4) adopt home broadband.



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Course Development and Curriculum Partners

Each use case, or module, in the Connected Foundations course is supported by one or more project partners (in parentheses) who have contributed content for instructional activities and a broadband-enabled "app" that students and their families can use during and after the Connected Foundations program. Modules and partners include:

Live (NYC Dept of Health and Mental Health)

Focus: Finding medical information online, locating quality medical services, leveraging e-health records and protecting medical information.

Featured Broadband Internet Apps: NYC E-Health Record.

Learn (OMPG, Diploma Plus, New Visions for Public Schools)

Focus: Developing successful online learners that can manage a wide range of educational enrichment opportunities using technology.

Featured Broadband Internet Apps: NYC Virtual Learning Platform, Web 2.0 personal learning tools.

Earn (Capital One, partner that would not receive BTOP funding)

Focus: Using online tools and broadband to protect and manage personal spending and saving.

Featured Broadband Internet Apps: Bank It - Bill Pay, College Savings, Personal Budget Management.

Work (NYS Dept of Labor, Univ. of Chicago Urban Education Institute)

Focus: Using online tools and broadband to become college- and career-ready in the 21st century.

Featured Broadband Internet Applications: Career Zone NYS 2.0, 6 to 16.

Play (Alliance for the Arts)

Focus: Using online tools and broadband to find great cultural and recreational opportunities near schools and across the city.

Featured Broadband Internet Applications: NYCKidsArts - Where to go and what to do for NYS students.



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Safe and Productive Online (Common Sense Media)

Task: Common Sense Media will integrate a series of key learning experiences into each Connected Foundations module as well as the Family Broadband Training sessions to help students learn the essentials of positive online behavior in the digital world.

Contribution: Common Sense Media is a nationally recognized leader dedicated to improving the lives of kids and families by providing the trustworthy information, education, and independent voice they need to thrive in a world of media and technology.

Program Development and Implementation Partners

The Department of Information Technology and Telecommunications and two lead offices of the Department of Education, in concert with the three transfer school intermediaries, have developed a comprehensive project implementation timeline and management plan. These partners include:

NYC DoITT

Tasks: Program oversight and impact measurement

Contribution: DoITT is New York City's primary technology organization and is responsible for the City's broadband strategy and programs. The agency will oversee program delivery, and lead impact measurement efforts.

NYC DOE OMPG

Tasks: Curriculum leadership, program and partnership coordination

Contribution: The Office of Multiple Pathways to Graduation leads the DOE's work with back-on-track youth and NYC transfer schools. OMPG brings staff resources and educational expertise to the initiative.

NYC DOE CIO

Tasks: Project management, instructional technology support, and governance

Contribution: The Office of the Chief Information Officer will support Connected Foundations through a systems orientation, leveraging multiple divisions of the entire DOE. The CIO of the DOE leads the DOE's enterprise technology organization of 500+ staff.



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Transfer School Intermediaries (Diploma Plus, GSS, New Visions)

Tasks: Program coordination, training and support for family broadband education, training and adoption

Contribution: Diploma Plus, GSS and New Visions have worked intimately with the NYC Transfer Schools for the last five years. Each organization will leverage new and existing staff in support of Connected Foundations.

Family Broadband Education, Training and Adoption Partners

Computers for Youth

Tasks: Family broadband education, training and adoption

Contribution: CFY is a national leader partnering with public schools in high poverty areas to improve the educational resources and opportunities available in student's homes and enhance parent-child interaction around learning.

CFY partners

2nd Nature

Tasks: Home computer shipping and logistics for family training sessions

Contribution: 2nd Nature is a longstanding CFY partner and Small Disadvantaged Business known for efficient and cost effective logistics management.

Junction International, LLC

Tasks: Produce Spanish translations of CFY's family training materials.

Contribution: Junction International is a nationally recognized translation firm and Women Business Enterprise.

Both of these partners will receive funding directly from CFY.

Replication Partners

Two nationally recognized partners have signed-on in order to help disseminate best practices and replicate the Connected Foundations model in multiple municipalities across the US.



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Alternative High School Initiative and Jobs for the Future

Tasks: Share emerging best practices and model elements with affiliated back-on-track networks
Contribution: JFF and AHSI are nationally recognized non-profit organizations with a combined reach covering 200 US cities.

NYC Connected Foundations directly provides opportunities for involvement of local communities by focusing on NYC's 43 transfer schools as the primary vehicles for delivery of the Connected Foundations course and family training sessions.

D. Congressional Districts

20. Applicant Headquarters

- New York

21. Project Service States

New York

22. Project Service Areas

New York - 5

New York - 6

New York - 7

New York - 8

New York - 9

New York - 10

New York - 11

New York - 12

New York - 13



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New York - 14

New York - 15

New York - 16

New York - 17

23. Will any portion of your proposed project serve federally recognized tribal entities?

➤ No

24. Indicate each federally recognized tribal entity your proposed project will serve.

25. Have you consulted with each of the federally recognized tribal entities identified above?

No

E. Community Anchor Summary

26. Community Anchor Institution	
Schools (k-12)	43
Libraries	0
Medical and Healthcare Providers	0
Public Safety Entities	0
Community Colleges	0
Public Housing	0
Other Institutions of Higher Education	0
Other Community	0



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Support Organization	
Other Government Facilities	0
TOTAL COMMUNITY ANCHOR INSTITUTIONS	43
27. Minority Serving Institutions	
Historically Black colleges and Universities	0
Tribal Colleges and Universities	0
Alaska Native Serving Institutions	0
Hispanic Serving Institutions	0
Native Hawaiian Serving Institutions	0
TOTAL MINORITY SERVING INSTITUTIONS	0

F. Demographics

28. Will your proposed project be specifically directed to serve vulnerable population groups?

- Yes

If "Yes" which vulnerable population groups will your proposed project serve? Check as many as apply:

Low Income

Youth

Other:



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29. Vulnerable Populations

The Connected Foundations Initiative is designed to specifically engage and address the needs of vulnerable youth. All of the students in the Connected Foundations course will be over-age under-credited transfer high school students, ages 16-21. Transfer high schools are designed to be welcoming learning communities where DOE teachers and CBO counselors make a commitment to students who have left their first high school and want to start anew. The transfer high school environment sets the stage for the student to successfully complete the Connected Foundations course and progress to accessing broadband service in the home.

The following essential elements of a transfer high school will engage and retain young people in the NYC Connected Initiative:

- Transfer high schools are designed specifically to attract young people who want a “second chance” to earn a high school diploma, gain employability skills, explore a career track, and transition from high school to post-secondary training or college.
- Transfer high schools are small in size (200-250 students), which optimizes personalization and student investment in building a safe and secure learning environment.
- Transfer high schools have onsite community-based partners who provides an array of high quality student support services to help students and their families with health, housing, legal services, substance abuse, and family functioning. All of these services are cost- free and essential for families who ordinarily could not access these services because of prohibitive fees
- Most transfer high schools have a Learning-to-Work (LTW) program which offers young people subsidized internships, in- depth career exploration, work-readiness and job placement.

By focusing on the transfer high school population of students, an estimated 90% of whom are eligible for free or reduced lunch, NYC Connected Foundations will effectively engage and meet the needs of a population of low-income NYC residents. OMPG locates transfer schools where the highest concentration of over-age under-credited students reside. Based on recent Community Service data collected by the United States Census, transfer school students live in geographic areas with high poverty rates, with many of these areas having poverty rates of 30% or above. The transfer school model is designed to engage and support low-income students, some of whom are known to leave school because they must help support their families. The LTW program, for example, gives students an opportunity to earn some money while honing their employability skills.



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The impact of NYC Connected Foundations will be expanded to a larger group of low-income New Yorkers by engaging students' families in broadband training sessions. Providing families with intensive training, computing devices and subsidized home broadband service will address the serious challenges that low income families face in terms of broadband knowledge, skills, and affordability.

30. Accessibility

Officially, ten per cent of transfer school students are special education students in need of academic interventions which they are already receiving in their schools. Each student has an Individualized Education Program (IEP) which will be accessible to the teachers who are facilitating the NYC Connection Foundations course. Transfer school teachers are selected and trained to have expertise in differentiating instruction to meet the needs of individual learners. The following interventions are those accommodations that will be most frequently used with transfer school students:

1. School-based supports

- Readers, scribes, visual instruction, oral presentations to demonstrate knowledge
- Ebooks
- Supplementary print resources
- Multiple texts

2. Assistive Technology

- Text –to –speech
- Talking books- audiobooks, electronic books
- Kurzwell-highlighting coding system

3. Visual Mapping



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· Inspiration-(visual mapping software)-allows for visual representation of ideas, reduces need for writing, can export to word documents

As a partner in the program, Computers for Youth will provide the following accommodations for families with special needs or disabilities attending the family broadband training sessions:

1. Family invitation letter for families

- o CFY’s invitation letter will include special messaging, announcing that the program welcomes participants of all abilities, including those with special needs / disabilities.
- o CFY will prepare a large print version of the Family Invitation Letter for families with visual impairment.

2. Family Registration Form

- o CFY’s Family registration Form will include a section in which families can request special accommodations such as sign language interpreters.
- o CFY will prepare a large print version of the Family Registration Form for families with visual impairment.

3. Family Broadband Training Sessions

- o CFY and school staff, together with the Office of Multiple Pathways, will evaluate the need for other accommodations based on the specific requests in the Family Registration forms and develop plans to address them.
- o Families will learn about assistive features of Windows XP and Microsoft Office.
- o Families will learn about screen reader technology and free online software appropriate for students with disabilities.



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31. Other Languages

A current analysis of the transfer high school population in NYC DOE reveals that fourteen percent of transfer high school students are English Language Learners (ELL) whose first language is usually spoken at home. Thus, we expect that fourteen percent of students and an even higher percentage of parents/guardians (given that some parents of English-speaking students do not speak English themselves) will need special support in order to participate in the NYC Connected Foundations Course and the Family Broadband Training Sessions.

Informational Stage of program

NYC Connected Foundations will provide the following supports to ELL students and their families during the informational stage of the program:

- Outreach materials will be translated into languages identified by the school staff as being first languages of ELL students. Other school staff will assist as needed.
- Parent coordinators from each school will conduct outreach and informational phone calls to parents in languages identified by the school staff as being first languages of ELL students. Other school staff will assist as needed.

NYC Connected Foundations Course

NYC Connected will use the following approaches to support ELL students enrolled in the Foundations Course:

- Enlist the support of the school principal in programming the school's ESL teacher to co-teach the Foundations Course with a content area teacher.
- Use cooperative learning groups to encourage the participation of ELL students in discussions.
- Train non-ESL teachers to develop lesson plans for the course that include defined language objectives for students.
- Write an instructional guide for the course that includes accommodations for ELL students such as varying speed of response, degree of difficulty, use of sound, read aloud text, etc.



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In schools with a high number of ELL students, we suggest using the SIOP (Sheltered Instruction Observation Protocol) Model to frame the daily lessons. Most transfer school teachers are knowledgeable of the SIOP Model and find it a compelling instructional framework for all students.

Family Broadband Engagement Program

The majority of transfer high schools have a community-based partner that works full-time onsite at the school and provides wrap-around support services. The principal of the school is involved in the hiring of CBO staff and advocates for one or two CBO counselors to be hired that speak a second language that is prevalent in the school. The bi-lingual CBO staff will be available to help with the family workshops as translators, good will ambassadors or technology associates, depending on their skill set.

- Family workshops can be organized into separate rooms for English-speaking families, Spanish-speaking families and families speaking languages other than English or Spanish.
- Multiple languages information materials are permanently displayed at the transfer high schools.

G. Project Budget

32. Project Budget	
Federal Grant Request	\$5,962,124
Total Match Amount	\$2,609,038
Total Budget	\$8,571,162
Match Percent	30.4%

33. Projects Outside Recommended Funding Range:

- Not Applicable.

34. Sustainability:

Value Proposition and Expanding Broadband Adoption



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Connected Foundations will remove barriers to broadband subscription to sustain a higher rate of adoption. This effect will be achieved through replicable and scalable programs that - through a low per-seat cost - lead students and families to: (1) develop digital literacy skills; (2) understand the relevance of broadband; (3) acquire hardware; and, (4) learn to manage the costs and complexity of broadband adoption. Students will access credit recovery and blended online courses required for graduation, providing an incentive for them to embrace broadband at home.

After the initial pilot period, the Connected Foundations course will be offered to all students of NYC schools in grades six through twelve, expanding its footprint to potentially impact over 500,000 students and their families. Thus, Connected Foundations could establish the value proposition required for hundreds of thousands of NYC students to adopt broadband in the home by the middle part of this decade and instill the systemic framework to sustain this adoption.

Sustaining the Connected Foundations Program

Changes in policy that would supply computer hardware and broadband access on an ongoing basis is underway. Specifically, there is a move at the State legislative level to consolidate financial allocation for textbook and computer supplies per student into one fundable allotment: essentially raising the money available for computers from \$15 to \$100 per student and greatly increasing the ability of schools to purchase computers. Additionally, the City and DOE are planning to engage private sector and non-profit partners on a campaign to raise funds to distribute computers and subsidize broadband subscription costs for students, based on need, throughout the entire school system in a permanent operation.

Leaders for these efforts recognize the uniquely pivotal role Connected Foundations plays in implementing the overall initiative to close the digital divide. Connected Foundations must bridge the initiatives to distribute computers and subsidize broadband access with actual training and programs to ensure broadband adoption is sustained by removing the barriers listed above.

Charter Partner Support

Connected Foundations establishes a framework of project partners that will each engage a key student population juxtaposed between youth and adulthood. These partners create a powerful connection with the students to facilitate their ongoing growth in living, learning, earning, working, and playing in NYC -- not just with schools, but as adults interacting with colleges, health centers, business, banks, and cultural organizations. This return on investment is in and of



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itself a compelling opportunity for the long-term sustainability of the Connected Foundations effort.

35. Matching Funds	
Applicant is providing matching funds of at least 20% towards the total eligible project costs?	Yes
Describe the matching contributions	The DOE is providing a cash match of 30.4%, totaling \$2,61M. This cash match will be used to pay for all costs related to the digital curriculum development and most program oversight & management components. This cash match will also be used to pay for the per user support and licensing costs for all 5,160 students to access the on-line curriculum portion of the Connected Foundations course through the NYC DOE's future virtual learning platform.
Unjust enrichment	Not Applicable.
Disclosure of federal and/or state funding sources	Not Applicable.

36. Budget Narrative	
Budget narrative	<p>The total program cost of \$8.571M represents the costs to directly serve 5,160 students, who will receive 57 hours of broadband education and training, and 7,224 family members, who will receive 3 hours of broadband training. As a result of the program, 20,640 family members (4 family members per household) will have a broadband-enabled computing device, which will be provided along with a broadband subsidy program for families.</p> <p>Digital Curriculum Development These costs reflect staffing, travel, supplies and contractual expenditures related to the development of the Connected Foundations course, led by the DOE and involving 12 partner organizations.</p>



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	<p>The total cost of the Digital Curriculum Development programmatic component is \$1.272M, which is 15% of the total program cost.</p> <p>Course Delivery and School Support These costs reflect staffing, supplies and contractual expenditures related to the delivery of the Connected Foundations course and supporting the 43 transfer schools implementing the program. This programmatic component includes staff to support schools, a program to train 86 teachers to deliver the Connected Foundations course, and the per student support and license fees for access to NYC’s future virtual learning platform.</p> <p>The total cost of the Course Delivery and School Support programmatic component is \$1.495M and 17% of the total program cost.</p> <p>Family Broadband Engagement Program These costs reflect staffing, equipment, supplies, and contractual expenditures related to training the families of these high school students and providing the families with equipment, broadband subsidies, and ongoing support. At the end of each Connected Foundations course, graduating students and their families will attend a 3-hour Family Broadband Training Session, which features exhibitions of student learning and a hands-on broadband technology skills program. At the conclusion of the training session, families receive broadband-enabled computing devices, broadband subsidies to enable sustainable home broadband adoption, and toll-free 24x7 bilingual Help Desk support.</p> <p>The total cost of the Family Broadband Engagement Program is \$4.856M, which is 57% of the total program cost.</p> <p>Program Oversight and Management These costs include DOE and DOITT’s personnel to manage all programmatic components. These costs also the support of a 3rd party</p>
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	<p>research and evaluation consultant to assess the program impact, both in terms of broadband adoption and educational outcomes.</p> <p>The total cost of Program Oversight and Management is \$0.947M, which is 11% of the total program cost.</p> <p>Program Timeline The program will be implemented over 1.75 years of the BTOP funding period to allow the program to be in place through 2 academic years . The program will deliver the Connected Foundations course and Family Training workshops to 80% of program participants by the end of the 2nd BTOP funding year and 100% within 2 years.</p>
Budget reasonableness	<p>The proposed NYC Connected Foundations initiative budget is reasonable for the following reasons:</p> <ol style="list-style-type: none"> 1. Connected Foundations is based on sustainable, replicable and scalable goals. Both the educational and technology components are designed to be sustained and scaled in New York City and beyond and the budget reflects this ultimate purpose. The course is expected to be offered to all middle and high schools in NYC, potentially delivering digital literacy training to over 500,000 students every year. Additionally, the Family Broadband Engagement Program developed by Connected Foundations partner Computers for Youth (CFY) is a new model that can be implemented in CFY’s other initiatives in NYC and in other cities it serves nationwide. 2. Investments are directly focused on BTOP priorities. Connected Foundations is wholly focused on the primary BTOP priority: increasing sustainable broadband adoption by vulnerable populations. The Family Broadband Engagement Program, which is the major component driving this purpose, accounts for a majority of the budget (57%). 3. Expenditures are targeted to achieve maximum impact on broadband adoption. Connected Foundations targets the most



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	<p>struggling students, the vast majority of whom are low-income and statistically have much lower rates of broadband adoption, and therefore engages a population with the greatest potential for return on investment. The subsidy program is only partial, incentivizing families to experience the benefits of broadband while still requiring them to co-invest to ensure a much higher rate of permanent adoption.</p> <p>4. Existing investments are reinforced. DOE has already made substantial investments in promoting virtual learning and digital literacy, but many students – especially struggling students like those served in this program – have not fully embraced these opportunities. By combining exciting in-school coursework with direct family engagement, this program will enable students and families to leverage DOE's web resources much more fully, such as the planned NYC virtual learning platform, free e-mail accounts for all students and parents, the ARIS Parent Link portal, and Google Apps for Education.</p> <p>5. Cost-effective delivery and procurement. Program components will be delivered by veteran partners who have spent several years perfecting their operating models and procurement strategies to achieve the lowest delivery costs possible. The scale of the program and the City's size as a large buyer ensures the lowest cost for hardware, software and services.</p> <p>6. Cost of living adjustment. It is important to recognize that because of New York City's higher cost of living, program delivery costs may be higher compared to other areas of the country.</p>
Demonstration of need	<p>NYC Connected Foundations could not be implemented during this grant period without federal assistance. New York City faces budget gaps of over \$4.9B starting in our FY11, which begins in July 2010. This has forced the City to make difficult choices to avoid disrupting public health, safety and service. DoITT itself has had its FY10 operating budget reduced by \$23.4 million from the FY10 financial plan process. These reductions represent 7% of the agency's FY10</p>



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	<p>operating budget. It is a testament to the City’s belief in NYC Connected Foundation’s ability to improve the economic conditions of New Yorkers that it has been able to generate a substantial cash match for this application.</p> <p>Conditions outside of government are similarly dire, and many of the organizations that NYC Connected Foundations has explored partnerships with are also facing cutbacks. In 2008, overall foundation assets in the US declined by more than \$150 billion, or 20%. These organizations in the past have been central to funding similar initiatives with key program partners, but have reduced giving in the current economic environment.</p>
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37. Funds to States/Territories

States	Amount of Federal Grant Request
New York	5,962,124

Funds to States/Territories Total: \$5,962,124

H. Historical Financials

38. Matching Funds			
	2007	2008	2009
Revenue	58,772,970,000	61,423,517,000	59,849,094,000
Expenditures	53,107,582,000	55,996,802,000	57,865,899,000
Net Assets	-83,699,197,000	-89,532,464,000	-96,726,217,000
Change in Net Assets from Prior Year	-2,805,382,000	-5,833,267,000	-7,193,753,000
Bond Rating (if applicable)	AA (Standard & Poor’s); AA- (Fitch Ratings); Aa3 (Moody’s)	AA (Standard & Poor’s); AA- (Fitch Ratings); Aa3 (Moody’s)	AA (Standard & Poor’s); AA- (Fitch Ratings); Aa3 (Moody’s)



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	Investors Service)	Investors Service)	Investors Service)
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I. Program Benefits

39. Jobs	
How many direct jobs-years will be created from this project?	23
How many indirect jobs will be created from this project?	0
How many jobs will be induced from this project?	33

40. Methodology used to estimate jobs:

A blended approach was used to estimate the number of job-years created or saved by NYC Connected Foundations.

While we have used the Council of Economic Advisers' (CEA) guide to estimate the number of induced jobs, 33 (or 36% of the program's job years), the City believes that information provided by program partners themselves produces a more accurate estimation of direct and indirect job-years created or saved.

To calculate the number of direct job-years created or saved by the program, the City and its partners identified positions needed to support program management, curriculum development, etc., and provided the anticipated number of staff and hours to be worked. With these inputs, it is estimated that by the end of program year 2, the direct job-years created or saved by NYC Connected Foundations will be 23 and as of the 4th quarter of program year 1, 12 jobs will be created or saved. Further, the City does not anticipate that suppliers will create or save jobs as a result of this program, and we have therefore assumed that the number of indirect job-years is 0.

Supporting data is provided in the Supplemental Information upload.

41. Adoption Metrics	
How many total new home subscribers (household accounts) to broadband do you	3302



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expect to generate through use of BTOP funds over the entire life of the program funded?	
How many total new business and/or institutional subscribers to broadband do you expect to generate through use of BTOP funds over the entire life of the program funded?	0
How many total users of broadband in public computer centers or users of broadband outside the home (e.g., in a community college) do you expect to generate through use of BTOP funds over the entire life of the program funded?	0
What is the total cost of your project per new subscriber (household, individual, or institutional) or new end-user?	\$648.86

42. Measuring Adoption Impact:

Using metrics established in collaboration with the DoITT and the DOE, CFY will track broadband adoption as follows:

1. **Student Identifier:** CFY establishes a unique Student Identifier for each student served in the program. This identifier is used during the family registration and pre-survey process and is permanently affixed to the Broadband Learning Center provided to the family. The Student Identifier provides a basis for future data collection efforts.
2. **Family Phone Numbers:** During the pre-registration process, CFY gathers basic information—including phone numbers – for every family served. If families change their phone numbers in the future, CFY can update the phone numbers from the school district's records.
3. **Adoption Pre-Survey:** CFY gathers initial technology adoption data for all families served via our Family Pre-Survey. The Pre-Survey covers whether there is any Internet access in the home, and if so, what type (dial-up, DSL, cable, wireless, etc.), and if not, the reasons for non-adoption. Completion of the Family Pre-Survey is a mandatory component of CFY's Family Learning Workshop, and CFY has equipment and expertise to manage the survey data input and analysis.
4. **Adoption Checkpoints:** Our 24x7 bilingual help desk is trained to conduct outgoing survey calls. Using the Student Identifiers and the family phone numbers described above, these agents will conduct phone survey follow-up with relevant samples of our families to establish statistically valid estimates of broadband adoption at 6 month intervals during the BTOP program.

In addition, CFY will coordinate with its broadband partners to obtain information about CFY families' broadband adoption via their discount programs.



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The Connected Foundations Initiative is positioned to demonstrate the measurable impact of home broadband adoption in K-12 schools. By illustrating how student success in the Connected Foundations course translates into completion of credit recovery and blended online offerings, NYC DOE can deliver improved academic access and acceleration for 5,160 students during the project period and, in time, over a 500,000 students city-wide.

The following measures will gauge program impact on:

- a) Students: The DOE will hire a 3rd party research and evaluation firm to track the impact of this program on schools and cohorts of participating students with relation to skill attainment, application use, and NYC virtual platform course access/completion rates.
- b) Families: Baseline and follow-up surveys will be conducted to determine family engagement.
- c) Schools: The DOE will measure the impact of this program on schools through three existing accountability measures: NYC Progress Reports (assessment of schools based on environment, attendance, graduation rate and NYS Regents exam passing rates), School Learning Environment Surveys (comprehensive surveys of parents, educators and students) and Quality Reviews (2-day evaluative site visits at each school).

43. Broadband Training Programs	
If you intend to provide training or education, how many people in total will your program(s) reach?	12384
How many hours of training do you expect to provide per person on average for each participant in your training program(s), through completion of training for that individual?	26
How many Full time employee (FTEs) instructors or facilitators will you employ for broadband and digital literacy training purposes?	24

44. Describe their qualifications (training and experience):

The Connected Foundations class will be taught by highly qualified full time teachers holding New York State teaching licenses in math or science secondary education. Two teachers who will be dedicated to teaching the Connected Foundations course will be selected by each of the 43 participating transfer schools. These teachers will be trained in course delivery through targeted professional development opportunities both before implementation of the course and throughout the school year. Additionally, a social network will be established for Connected



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Foundations teachers that will provide opportunities for collaboration and problem solving. The effectiveness of teachers will be evaluated and supported through regular formal and informal principal observations and feedback.

The Family Broadband Training Sessions will be run by Master Teachers, supported by Program Assistants, both of whom will be selected and trained by Computers for Youth (CFY). To select Master Teachers, CFY conducts a rigorous recruitment process for professional trainers and current or retired school teachers who have the substantial instructional skills and also have considerable experience with low-income students and their families. To learn the Family Broadband Training Session curriculum, new Master Teachers will attend an orientation session, observe two sessions and then co-teach at two sessions. CFY carefully evaluates the performance of Master Teachers through in-class evaluations and parent surveys in order to ensure that Master Teachers are engaging, respectful, and informative, and CFY quickly discontinues Master Teachers who are not receiving excellent ratings.

45. Equipment Affordability Programs	
What is the total up-front cost of this equipment?	\$1,852,440.00
If you are providing an equipment purchase or loan program, for how many households, businesses and/or institutions do you expect to provide equipment or computers?	5160 Households
	0 Businesses
	0 Institutions
If you are employing a loan program for purchases of service or equipment, what will be the total cost to the typical customer you assist over the life of the loan, including all interest and fees?	\$0.00
How many broadband-related equipment units (e.g. computers, wireless devices) do you intend to purchase overall?	5160

46. Broadband Awareness Programs	
If you are conducting an awareness campaign, how many people do you expect your campaign will reach in total per year?	10320



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47. Awareness Campaign Methods: Briefly describe the targeting, media, and messaging strategies your awareness campaign will employ.

Marketing Broadband Adoption to Existing "Customers"

Businesses and organizations have long understood that directly marketing to existing customers is the most effective way to facilitate outreach. NYC Connected Foundations applies this fundamental concept and markets broadband adoption directly through the 54 hour student course and three hour parent training, resulting in a high probability of adoption.

Current State

There are currently no coordinated marketing efforts regarding broadband adoption among transfer school students and their families. Furthermore, traditional commercial marketing has had little efficacy with respect to adoption as reflected in low broadband subscription rates. These off-the-shelf commercial marketing campaigns lack key elements needed to boost adoption among transfer school students and their families in NYC. As stand-alone offerings, providers are not able to address a range of adoption barriers that include: cost, complexity, limited hardware access, and the 21st century skills and value recognition required to stimulate broadband demand among these students and their families.

Connected Foundations Message and Tools

The NYC Connected Foundations program and related marketing campaign focus specifically on these barriers by leading the students and families to: 1) understand why broadband is important in their personal and academic lives; 2) develop the digital literacy skills to leverage the best of the web; 3) secure hardware for crucial home access; and 4) manage the cost and complexity of commercial broadband service at home. Addressing these barriers represents the core value proposition of the program.

A tailored array of proven marketing tools will be used to communicate the Connected Foundations "brand" and value proposition. This will include: print, email newsletters, social sites/services (e.g. Facebook, Twitter), and video case studies embedded throughout the social sites and public facing websites of Connected Foundations and its partners.

Family Outreach

In order to ensure that families are able to derive the full value of the trimester course offering and subsequent family broadband training, Computers for Youth (CFY) -- along with the intermediary program coordinators -- will reach out to families three times during the course.



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This outreach campaign with its related marketing assets will focus on the Connected Foundations core value proposition for families.

Raising Awareness to Sustain and Replicate Connected Foundations

The program's initial roll-out among NYC's transfer schools is the first step in a multi-phase model designed to expand online learning and broadband adoption for students in grades 6-12 citywide. In order to assist the project replication effort, two video case studies will be completed during the proposed NTIA funding period. These case studies will highlight emerging best practices as well as benefits to students, families, schools, and project partners.

48. Measuring Campaign Impact: Describe how you will measure the impact of the awareness campaign.

Project awareness and marketing outreach will reach 5,160 students and 20,640 family members (an average of 4 family members per household with access to the home computer and a broadband connection). CFY and the three project intermediaries have established a track-record implementing impactful outreach campaigns that engage transfer school students and their families. The NYC Connected Foundations project leadership and evaluation team will measure the efficacy of marketing and awareness efforts based on: course enrollment, course completion, family broadband training completion, and broadband adoption metrics. By the end of the project period, evaluators will also examine how the Connected Foundations trimester course offering impacts student success in advanced placement, credit recovery, or blended online course enrollments hosted on the City's virtual learning platform.

J. Project Readiness

49. Licenses and Regulatory Approvals

N/A

50. Organizational Readiness

The New York City Department of Information and Telecommunications (DoITT) and the Department of Education (DOE) will implement NYC Connected Foundations. DoITT is the lead BTOP applicant and will have ultimate responsibility for overall program management and impact measurement, relying on DOE's subject matter expertise to oversee delivery.

Department of Information Technology & Telecommunications (DoITT)



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DoITT is the City's primary technology delivery and support organization, charged to improve services and increase transparency, accountability, and accessibility on behalf of 50+ City agencies. Additionally, Mayor Bloomberg has charged DoITT with measuring and promoting broadband in New York and in 2006/7, he commissioned a comprehensive Broadband Needs Assessment Study in which DoITT analyzed citywide broadband adoption.

DoITT has managed multiple complex, multi-entity technology projects, including: 1) New York City Wireless Network (NYCWIn): an advanced high-speed wireless public safety network providing first responders with citywide data access; 2) 311 Customer Service Center: a consolidated City government information call center that has served 85 million callers; and 3) New York City Automated Personnel System (NYCAPS): a state-of-the-art HR administrative system for 160,000 City employees.

New York City Department of Education (DOE)

The DOE manages the largest public school system in the country with 1,641 schools, 80,000 educators, and 1.1 million children. Mayor Bloomberg and Chancellor Joel Klein emphasize school empowerment and accountability, granting greater school autonomy over budgets, programs, and personnel in exchange for specific student achievement results.

The Division of Instructional and Information Technology (DIIT) is responsible for the DOE's technology and telecommunications infrastructure. This includes broadband connectivity at all 1600+ schools with a network containing 70,000 wireless access points -- the largest (public or private) in the United States. DIIT also: provides technical support and repair for all classroom computing devices (500,000+); runs the DOE's 175-developer primary software development organization -- overseeing all student information and corporate systems; and leads or co-leads major education technology initiatives, such as an NYC virtual school and free e-mail accounts for all students and parents.

The NYC DOE has pushed much farther than any other district in the country to serve the over-age under-credited student population. The Office of Multiple Pathways to Graduation (OMPG) was established in 2005 to bring OAUC high school students, the most at-risk, to NY state graduation standards. Today, OMPG has the capacity to serve 11,530 students (expanding as the population needs warrant) and includes 25 new transfer high schools, 21 new young adult borough centers, and 10 new GED programs -- in partnership with Learning-to-Work community-based organizations as partners.



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51. Project Timeline and Challenges

PREPARATION PHASE: Ends upon BTOP grant award

DOE signs contingent provider contracts; completes partnership MOUs on curriculum modules & apps

Outreach to all transfer schools begins; pilot schools targeted

BTOP Y1Q1 (10/10-12/10) AY (Academic Year) 1

Connected Foundations (CF) course development & hiring completed

Student & teacher criteria, identification, & selection for pilot schools finalized

Baseline survey instruments for teachers, students, & families completed

Program Coordinators manage clustered orientation for principals & CBO directors

Teacher professional development program established

CF curriculum teacher training completed in 3 pilot schools

75 students in 3 pilot schools begin CF course

RISKS=>MITIGATIONS (not re-stated hereafter if repeated from previous quarters)

Partner programs not well-coordinated => Joint partner planning to ensure coherence

BTOP Y1Q2 (1/11-3/11) AY1

CFY Procurement of Home Learning Center devices (repeats quarterly hereafter)

CF curriculum teacher training completed in all transfer schools

Students complete CF course in 3 pilot schools; receive family training, distribution of subsidized broadband service, devices

Pilot evaluation & modification in preparation for broader implementation

Cohort 1 (1,075 students -all in transfer schools) begins CF course

RISKS=>MITIGATIONS

A school fails to meet tech requirements=> partners will secure resources

Delays in delivery of computers & broadband training => Partners supply volunteers; back-up vendors identified for computer delivery

Student CF course completion rate unsatisfactory => content & delivery of course modified, targeted teacher training assessed & implemented

Families fail to attend broadband training sessions => outreach conducted by Program Coordinators, CFY & CBO partners; training refocused to better meet family needs



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BTOP Y1Q3 (4/11-6/11) AY1

Cohort 1 completes course; receives family training, distribution of subsidized broadband service, devices

Interim program evaluation & modification as necessary

RISKS=>MITIGATIONS

Trained teachers do not accept summer school teaching positions => conduct intensive training sessions to prepare summer school teachers for CF implementation

BTOP Y1Q4 (7/11-9/11) AY1

Cohort 2 (1075 students) begins

Cohort 2 completes course; receives training, etc.

Year 1 evaluation report; refinements implemented as necessary

Cohort 3 (1075 students) begins

BTOP Y2Q1 (10/11-12/11) AY2

Cohort 3 completes course; receives training, etc.

Cohort 4 (1075 students) begins

BTOP Y2Q2 (1/11-3/11) AY2

Cohort 4 completes course; receives training, etc.

Cohort 5 (1075 students) begins

Mid-year evaluation report; refinements implemented as necessary

BTOP Y2Q3 (4/11-6/11) AY2

Cohort 5 completes course; receives training, etc.

BTOP Y2Q4 (7/11-9/11) AY2

Cohort 6 (1000 students) begins

Cohort 6 completes course; receives training, etc.

Year 2- Project evaluation report

52. SPIN Number



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K. Environmental Questionnaire

53. Does the proposed action involve the procurement of materials? If so, will the materials be installed, stored or operated in an existing building or structure? If yes, please click "Add" to include the list of equipment and peripherals to be procured.

No

Program will distribute desktop computers to the families of transfer schools students, with the title of the computers belonging to the family. Families will be provided specific guidance on disposing of the computers in an environmentally sound manner both at initial training and via Help Desk.

54. Does the proposed action involve procurement of electronic equipment? If yes, will the equipment be disposed of in an environmentally sound manner at the end of its useful life?

Yes

55. Does the proposed action involve construction, remodeling, or renovation? If so, will these activities be limited to only minor interior renovations to a structure, facility, or installation? If yes, click "Add" to include a description of the proposed renovations with your project summary.

No

56. Does the proposed action involve the production and/or distribution of informational materials, brochures, or newsletter?

Yes

57. Does the proposed action involve training, teaching, or meeting facilitation at an existing facility or structure? If yes, click "Add" to explain.

Yes



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The delivery of the Connected Foundations course to transfer school students and the family digital literacy training will occur on-site at the 43 transfer schools.

58. Does the proposed action involve ground or surface disturbance to accommodate new fiber optic cable? If yes, please click "Add" to include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required.

No

59. Does the proposed action involve an upgrade of broadband service to an existing facility or structure? If yes, please include a description of the extent of service upgrade, a list of the permits required, and linear footage of underground fiber optic cabling required?

No



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Uploads

The following pages contain the following uploads provided by the applicant:

Upload Name	File Name	Uploaded By	Uploaded Date
Management Team Resumes and Organization Chart	6347_SBA_NYC Connected Foundations_MgmtTeamBios and Org Charts_FINAL.pdf	Post, Carole	03/14/2010
Government and Key Partnerships	6347_SBA_NYC Connected Foundations_Partner Letters_FINAL.pdf	Post, Carole	03/15/2010
Historical Financial Statements	6347_Historical Financial Statements.pdf	Post, Carole	03/06/2010
Community Anchor Institutions Detail	6347_SBA Community Anchor Attachment_FINAL.xls	Post, Carole	03/09/2010
BTOP Certifications	BTOP Certification_SIGNED_CWP.pdf	Post, Carole	03/15/2010
Detailed Budget	6347_SBA_NYC Connected Foundations_Detailed Budget Attachment_FINAL.xls	Post, Carole	03/15/2010
SF424 A Budget	6347_SBA_NYC Connected Foundations_SF424A_FINAL.pdf	Post, Carole	03/15/2010
SF424 B Assurances - Non-Construction	Assurances - Non Construction Programs_SIGNED_CWP.pdf	Post, Carole	03/15/2010



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Supplemental Information	6347_NYC Connected Foundations_Jobs Upload.pdf	Post, Carole	03/15/2010