



2010 Final Report for the California Emerging Technology Fund

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Name of Project: Take IT Home
Grant Number: 2317269
Start Date: July 2008 **End Date:** August 2011

I. Financial Summary

- Total Project Budget Spent: (Attachment B contains the detail.) \$666,000
- CETF Grant Amount: \$666,000
- Additional Grant: (if applicable) \$0
- Percentage of Match Funds Raised Against Goal: (\$\$\$) 100%+
- Cost Per Unit of Outcomes: (Total Outcomes/Total Budget) \$274 per family served (\$660,000/2405)

II. Project Description, Goals and Objectives, and Outcomes

Project Description

CFY's Take IT Home program is designed to improve the learning outcomes for low-income middle school children by enabling students to take control of their learning; helping teachers leverage digital learning to engage students within and beyond the classroom; and assisting parents in becoming learning partners with their children.

CFY's program purposefully focuses on children in their middle school years because these are the years when:

- Children begin to disengage from academics.
- Parents begin to feel less capable of helping with increasingly complex homework assignments.
- Research shows the steepest decline in academic achievement.

In this grant, CFY primary objective was to establish a branch office in Los Angeles to work directly with middle schools in low-income communities to serve students and their teachers and families, with the objective of serving 2,350 families (3,200 individuals) over the three years of the grant. For the rest of the state, CFY proposed to establish affiliates that could extend Take IT Home lessons learned through their own work. Overall, CFY's project was designed to achieve strong outcomes in student achievement, student engagement and parental involvement; other research, including an ETS study, has already shown these impacts of CFY's work.

Goals and Objectives Summary

100% of goals and objectives have been completed. CFY exceeded target outcome levels for the number of youth completing the training program, the number of adults completing the training programs, and the number of computer systems distributed. Furthermore, although not stated in the original grant agreement, CFY also trained teachers of the families served and successfully measured broadband adoption among participating families, including families enrolled in high-speed Internet through the One Economy/AT&T Access All Program. As discussed later in this report, given the economic downturn, CFY exceeded the goals for expanding the organizational capacity in Los Angeles, but it took longer than expected. CFY open the office and increased staffing to 18 full-time employees in FY 2010-11.

Project Outcomes Summary

Outcome Description	Actual	Goal	Percent Completed
Number of youth who completed basic course work	2,405	2,350	102%
Number of adult who completed basic course work	2,405	1,875	128%
Number of computer systems distributed	2,405	2,350	102%
Number of affiliates selected	4	3 to 5	100%
Broadband plan implemented	1	1	100%
Broadband strategy options document created	1	1	100%

III. Accomplishments and Challenges

Summary of Accomplishments and Impacts of Project

Assessment of Outcomes Achieved in Comparison to Grant Agreement

- CFY achieved 100% of outcomes for the number of students and adults completing digital literacy and Internet safety coursework. Furthermore, CFY successfully implemented a broadband plan and created a broadband strategy document.
- CFY developed a strong partnership with Los Angeles Unified School District (LAUSD) schools and served 2,405 families (2,405 students, 2,405 adults, and 481 other family members) with the support of CETF funding.

Year	Families Served*
2008-2009	282
2009-2010	603
2010-2011	1,520
Total	2,405

* CFY defines a family as one student and one caring adult over the age of 18 years.

- CFY partnered with One Economy to offer the AT&T Access All high-speed Internet discount program to all participating families. During the first two years of the grant, 96 CFY families qualified for the AT&T discount and receive two years of free at home high-speed DSL service. The Access All program was discontinued by AT&T in 2010, and CFY is actively pursuing new partnerships with Internet Service Providers in the Los Angeles area.
- Working in collaboration with CETF, CFY oversaw the development of a broadband strategy document by consultant Colin Crowell that outlines relevant strategic steps to be taken by CETF and CFY going forward.

Delineation of Deliverables and Outcomes Not Achieved and Explanation

- In the original set of deliverables, CFY intended to hire an outside PR firm to coordinate a media campaign in conjunction with the launch of the program in Los Angeles. After careful consideration, CFY determined that hiring an outside firm was cost-prohibitive. CFY instead decided to leverage the partnership with LAUSD to develop and executive a collaborative PR strategy. Furthermore, CFY hosted three successful VIP gatherings and press receptions to mark key milestones as the Los Angeles program evolved. The events were well-attended with representation from the LAUSD school board & administration, business and community leaders, local political leaders including Mayor Antonio Villaraigosa. Several members of the media also attended the events including ABC News, Eastside Publications Group, KLCS, and Cable Channel 35.

- The local Board development strategy evolved as the CFY program expanded in southern California, but CFY did not reach the deliverable goal of six board members by the end of the grant term. During the first two years of the grant, CFY decided to streamline the board recruitment process through the state by merging the two local boards -- SF Bay and Los Angeles -- into one California board. CFY ended 2009-2010 with two members (one in each region). Once additional funding was secured through the federal BTOP program, CFY reverted to having two local boards and the process for recruiting new members in Los Angeles continues.

Discussion of Other Positive Results from Project

- Thanks to the generous funding provided by CETF and additional funding from the U.S. Department of Commerce, CFY-Los Angeles has expanded its services successfully in Los Angeles.
- In 2009, CFY launched the first version of the website MyHomeLearning.com. Redesigned and expanded in 2010, the site now features links to hundreds of carefully vetted educational games in math, science, English, and social studies. The games are selected to provide a high-quality educational experience, not only for the middle school students CFY serve, but also for their younger siblings who are enrolled in elementary school. Since its launch, MyHomeLearning.com has recorded more than 2.6 million page views with no advertising.
- In addition to expanding the online resources CFY provide families, CFY has also increased the impact of the Home Learning Center computers by building partnerships with numerous software developers. CFY now offers the families forty educational software titles, four free educational software subscriptions, Microsoft Office, and a collection of vetted online educational tools.
- To support collaboration in the nonprofit community in California, CFY developed the Bring Learning Home Challenge to increase awareness and recruit new members to CFY's National Affiliate Network. In 2010, the Challenge awarded four new California affiliates a total of 900 free licenses to CFY's Educational Software Package. Our California Affiliates include Computers for Families in Santa Barbara; Computers for Classrooms in Chico; Computers for San Diego Kids in San Diego; and Cyber Mill Technology Center in Napa.

Overview of Major Challenges to Achieving Planned Results

Identify Major Challenges to Successful Implementation

- The goal is to help families leverage the many educational resources available online. Yet, CFY has struggled to establish a robust broadband discount program in Los Angeles as CFY has in other parts of the country. CFY staff is working to form a partnership with a broadband provider to make it affordable for families to get connected and take full advantage of CFY online resources.
- As the economy continues to recover at a slow pace, schools are being forced to cut their budgets to the bone. CFY-LA must find ways to keep schools committed to prioritizing the program when they are faced with stark budget challenges and low resources.

Discuss Efforts to Address Challenges and Resolve Problems

- CFY engaged in conversation with broadband carriers to establish a broadband discount program, and CFY is optimistic that it will have such a partnership in place early next year.
- To keep the partner schools engaged, CFY will continue to develop tools and resources that are relevant to the day-to-day work of teachers and administrators. CFY has software in development that will help monitor the usage of CFY software in the home, as well as online tools that will help teachers integrate digital games into their curriculum. Furthermore, CFY intends to expand and enhance the teacher professional development seminars.

VI. Lessons and Recommendations

Summary of Lessons Learned

Lesson #1: The single most important factor CFY has seen influencing the program's success in a school community is the engagement and commitment of the school principal, and so CFY strives to secure a high level of commitment in each of its partnerships.

Lesson #2: To encourage home broadband adoption, context is key. Before committing to pay for home broadband service, families need to understand the value it brings to their lives. Illustrating the many ways Internet resources can help their children improve their educational outcomes has proven to be an effective way to compel families to adopt broadband at home.

Lesson #3: Families often need one-to-one assistance to get connected to the Internet at home. There are hurdles to establishing an Internet connection that can be difficult for families who are new to technology to understand. To ensure that families get connected, it helps to offer phone consultations to walk families through the process.

Recommendations

Recommendations for Expanding the Project in Region or Scaling Up Statewide

Based on the experience going to scale in the two largest districts in the country, Los Angeles and New York City, CFY recommends the following:

Recommendation #1: Establish strong internal data management systems to record and manage student information, family data and demographics, Help Desk data, broadband discount sign-up, and inventory. CFY has developed a web-based system using the Salesforce platform that has functioned well.

Recommendation #2: For larger scale operations, CFY has elected to outsource the refurbishing of the equipment CFY distribute to families. This enables CFY to focus providing the highest quality service to CFY families and partner schools.

Recommendations to CETF Regarding Grants Management

CFY has found CETF to be professional, timely, and thorough with respect to grants management, and CFY have no recommendations for improvement.

V. Grant Agreement Requirements

Purchased Equipment

CFY purchased refurbished computers for families, and title passed to the families upon their completion of training. CFY continues to provide support to the families with respect to this equipment.

CETF of Grant Funds

All of the CETF grants funds were expended.