



YMCA of Greater Long Beach Final Report for the California Emerging Technology Fund December 2015

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Name of Project: Youth Institute Program Replication
Grant Number: 6887184
Start Date: April 2012 **End Date:** December 2015

I. Financial Summary

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|----------------------------------------------------------------|-------------|
| • Total Project Budget Spent: | \$4,813,537 |
| • CETF Grant Amount: | \$869,500 |
| • Number of First-Time Adoptions Achieved: | 1,213 |
| • Percentage of Match Funds Raised against Goal (\$3,876,190): | 102% |
| • Cost Per Unit of Outcomes: (\$4,813,537/1,213) | \$3,968 |

II. Project Description, Goals and Objectives, and Outcomes

Project Description

The YMCA of Greater Long Beach was expected to replicate its Youth Institute program model in seven underserved communities with well-qualified non-profit organizations in California over a three-year period. In total, 900 high school youth were expected to complete the Youth Institute Program. Youth Institute participants would be trained to teach technology skills and promote new broadband subscriptions at a minimum of 9,000 households as Tech Tutors in after school sites, *Get Connected!* Technology Community Fairs and additional local events. Ultimately, the organization was expected to reach a minimum of 18,000 people (youth and adults) and secure 1,200 Internet subscriptions at home.

The four selected sub-grantees for the Youth Institute Replication Project were the YMCA of Metropolitan Los Angeles, THINK Together, Anaheim Family YMCA and the YMCA of the Central Bay Area. The Youth Institute of Greater Long Beach would serve as a demonstration site that trains and monitors partner organizations to ensure the success of the replicated program, enabling many more underserved youth in California to achieve a technical prowess that is not currently available to them. This program was expected to increase participants' academic performance, earning potential employment skills in multimedia or ICT.

Goals and Objectives Summary

Five of the eight goals and objectives have been achieved. We have exceeded targeted outcome levels for the "train the trainers" goal by 131%, youth completing intermediate and advanced Digital Literacy training by 140%, and broadband adoptions by 100.01%. However, we did not quite reach our goal for adult computer literacy training and youth computer literacy training. These and additional details per outcome are discussed below.

Project Outcomes Summary

Outcome Description	Actual	Goal	Percent Completed
6 agencies will implement 30 Youth Institute Programs in California	30	30	100%
10 staff members per year will participate in "train the trainers" in 5 new agencies.	47	36	131%
920 high school youth will complete training in intermediate and advanced Digital Literacy skills and mentoring skills.	1,292	920	140%
18,400 adults belonging to low-income families will be trained on the benefits of broadband by trained high school youth.	9,332	18,400	51%
9,200 youth belonging to low-income elementary school families will be trained on basic Digital Literacy skills by trained high school youth.	5,242	9,200	57%
1,200 low-income families will subscribe to broadband.	1,213	1,200	100%
30 <i>Get Connected!</i> Community Fairs conducted.	30	30	100%

III. Accomplishments and Challenges

Summary of Accomplishments and Impacts of Project

YMCA of Greater Long Beach had 7 program outcomes and achieved 100+% of 5 of the outcomes.

Assessment of Outcomes Achieved in Comparison to Grant Agreement

The YMCA of Greater Long Beach Youth Institute Program Replication project achieved 5 of its 7 program outcomes. Those five outcomes show our strength in developing new program sites, training staff and providing intermediate and advanced Digital Literacy skills to high school-age youth. We had to change our whole program structure to accomplish broadband adoptions. We know now that our expertise is program and staff development and providing training and mentorship opportunities for youth. We are not skilled sales people and it was a challenge for us to convince our families to choose broadband over feeding their family or buying medicine. The families saw the benefit of having Internet access for their children and will put aside money to get it in the future.

Delineation of Deliverables and Outcomes Not Achieved and Explanation

The YMCA of Greater Long Beach did not achieve its goal of training 18,400 adults in computer literacy and the benefits of broadband. Instead, 9,332 adults received training in computer literacy and broadband awareness. Some of the replication partners fell short of providing trainings for adults and youth and they did not acquire broadband subscriptions. Each of the partners was given a training and broadband goal to meet every quarter. The YMCA of Greater Long Beach staff provided weekly email reminders, incentives and trainings to help those replication sites meet quarterly goals. In our opinion, some of the replication sites showed no interest or effort to do the trainings or get broadband adoptions outside of the summer programming dates. When those replication sites went into their year-round programming, they focused on their main programming activities and the Digital Literacy trainings and broadband subscriptions were not a priority.

Discussion of Other Positive Results from Project

A major output of this project has been the Broadband Awareness Training for youth and adults.

1. Broadband Awareness Trainings: Through the process of broadband awareness training, there was a greater problem – a “civil rights issue.” A large percentage of our families do not have access to broadband and the skill sets needed to use it for education, banking, finding a job and looking for medical services. It becomes a civil rights issue for those who do not have access to the Internet. Because of our 3 years of conducting broadband awareness trainings, we are seen as leaders in broadband awareness training and computer literacy training. We developed partnerships with local non-profit organizations, Long Beach Unified School

District and Long Beach Library Foundation to provide broadband trainings for the greater population of Long Beach and it's surrounding communities.

2. Monetizing Broadband Trainings: Because of our partnerships with Long Beach Unified School District and Long Beach Library Foundation we have be able to monetize the trainings to provide jobs for our staff and internships opportunities and part-time jobs for our Youth Institute Alumni.

Many of the families who participated in our broadband trainings have shared their gratitude for our assistance and this has become the most positive result from this project. The following are some comments the families have shared with us:

"You taught me how to use School Loop and it has helped me with taking to school staff and checking my child's grades" —Elementary-school parent of 4 children.

"Thank you. I never thought I could have an email address. Now I can send messages and photos to my family in Mexico." —Day-laborer in downtown Los Angeles.

"Thank you for helping me with setting up my ParentVUE account. Now I can send emails to my daughter's teachers and check her grades and test scores. Also, thank you for setting up my ParentVUE account on my cell phone" —Mother of a 7th-grade middle school student.

Overview of Major Challenges to Achieving Planned Results

Identify Major Challenges to Successful Implementation

YMCA of Greater Long Beach Youth Institute Program Replication faced two challenges during the grant period. The first one was the adult and youth computer literacy training and the second one was the collaborative among the replication sites.

Our goal was to train youth and adults on basic computer literacy and broadband awareness. The strategy was for each youth who participated in YI replication to train 10 adults and 10 youth within the 3-year timeline. It did not happen among certain YI replication sites, as planned-- some YI sites taught computer literacy and other did not. The YMCA of Greater Long Beach repeatedly offered to help teach the classes together but only one replication site took advantage and used the Long Beach YMCA. In the final year of the project, the YMCA of Greater Beach Long provided computer literacy class throughout Los Angeles county in a last push effort to achieve the adult and youth computer literacy numbers but we still came up short.

The partnership with the YI replication sites was also problematic, despite our efforts to provide technical assistance with broadband trainings and adoptions. During the year-round after school programming we saw a decline of involvement among the replication sites. They all went into their regular programming activities and broadband trainings and adoptions was last on their list, even though the YMCA of Greater Long Beach offered incentives for those replication sites that brought in training numbers and adoptions. Frustrated with the collaborative, the YMCA of Greater Long Beach in the last year of the project changed their programming and focused all efforts on broadband trainings & adoptions. The YMCA of Greater Long Beach site reached its adoptions goal of 100%, but fell short on adult and youth trainings.

Discuss Efforts to Address Challenges and Resolve Problems

The lack of engagement from our YI replication partners in the year-round program schedule caused the YMCA of Greater Long Beach to change its year-round programming to make up for the collaborative partners broadband training and adoption numbers. The YMCA of Greater Long Beach conducted trainings throughout Los Angeles county and- in some cases- in the service areas of our collaborative partners. As an agency, the YMCA of Greater Long Beach Community Development branch has provided comprehensive programming for youth, teens, and families for over 20 years. We have become a trusted agency/provider of services for low-income, cultural diverse community of Long Beach. Those families trusted us when we approached them about getting low-cost Internet service. The low-cost Internet offers that were provided to us as grantees failed to meet the

expectations of our families. Customer service from some of those Internet Service providers (ISPs) did not provide clear answers to the families and they would come to us frustrated, eventually lost trust, and would not participate in our programming. We have slowly been gaining the trust with our parents and families by getting back out in the community and providing classes and events.

IV. Lessons and Recommendations

Summary of Lessons Learned

Lessons Learned

Lesson 1: When working in a collaboration, choose partners that are committed to see that the goals and objectives are met and that they will help with solving issues and concerns.

Lesson 2: We have learned that broadband access is a civil rights issue. Many of our families do not have a voice or opportunity to express their need to be connected like everyone else. They have become a voice in the wilderness, but with CETF's guidance we have become that mechanism to bring awareness to a broader audience and help close the Digital Divide.

Summary of Recommendations

Recommendations for Expanding the Project in Region or Scaling Up Statewide

Recommendation 1: Secure ISPs early on and have a thorough list of offers for each region. When we started our project a thorough list of low-cost providers was not available. Work with ISPs that understand low-income new immigrant communities. Many, if not all – do not have a credit card or a bank account to sign up for Internet service.

Recommendation 2: ISPs who provide services for low-income new immigrant populations need staff that reflect that population and understand the challenges.

Recommendations to CETF Regarding Grants Management

Recommendation 1: We are honored to have had the opportunity to work with the talented and passionate CETF staff that is committed to closing the Digital Divide. We look forward for the opportunity to assist CETF with any future advocacy awareness campaigns to bring broadband to all.

Recommendation 2: Our program officer has been a beacon of resources for us in this journey of broadband awareness, computer literacy training and broadband adoptions. Any questions we had was meet with a clear and thoughtful answer to help us meet our grant goals and objectives.

V. Grant Agreement Requirements

Purchased Equipment

The YMCA of Greater Long Beach Youth Institute Program Replication project did not purchase any equipment with CETF funds.

Unspent CETF Grant Funds

All of the CETF grants funds were expended.