



## The Salvation Army Los Angeles Red Shield Final Report January 2011

Name of Executive Director: Irene Lewis  
Name of Project Manager: Eva Acevedo  
Manager Phone Number: (213) 381-3747 x 12  
Manager Email: [eva.acevedo@losangelesredshield.org](mailto:eva.acevedo@losangelesredshield.org)  
Name of Project: Get Connected! Pico-Union  
Grant Number: 3417609  
Start Date: January 2010 End Date: December 2010

### I. Financial Summary

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|---|-----------|
| • Total Project Budget Spent:                             | \$188,814 |
| • CETF Grant Amount:                                      | \$100,000 |
| • Match Funds Amount Against Goal (\$44,338 or \$88,814): | 74%       |
| • Cost Per Unit of Outcomes:                              | \$449     |

### II. Project Description, Goals and Objectives, and Outcomes

#### Project Description

The Salvation Army L.A. Red Shield Youth and Community Center (The Salvation Army) implemented the *Get Connected!* Pico-Union Program, a technology and broadband education and awareness program that targeted low-income Latino residents in the Pico-Union community of Los Angeles.

The *Get Connected!* Pico-Union Program provided bilingual basic training on Digital Literacy and Internet navigation to 903 adults, including information and resources related to affordable refurbished computers and Internet options, with the goal of having a minimum of 494 of those students adopting technology at home within 60 days after completing the class. In order to reach the community at large, the *Get Connected!* Pico-Union Program organized one Community Technology Fair and added a technology component to three existing community fairs in the area. In addition, The Salvation Army Executive Director and the *Get Connected!* Pico-Union Program staff aggressively worked with local media to disseminate information about the technology and broadband education and awareness program with the goal of reaching a minimum of 6,000 additional residents.

#### Goals and Objectives Summary

All goals and objectives have been completed by The Salvation Army within the established timeframe. The organization increased broadband awareness in the Pico-Union community by:

- (1) Coordinating and implementing 1 Community Technology Fair.
- (2) Collaborating with community partners to integrate a technology component in 3 existing Community Fairs.
- (3) Implementing a media plan in order to reach 6,000 community residents.

The Salvation Army also increased technology and broadband adoption in the Pico-Union community by:

- (1) Establishing new operation and staff hours to accommodate additional participants.
- (2) Implementing new basic Digital Literacy and Internet curriculum.
- (3) Providing 10 new computers in The Salvation Army Learning Center.
- (4) Providing basic Digital Literacy and broadband education classes to 903 adult residents.
- (5) Implement a pre and post evaluation system to measure participants' progress and technology adoption.

## Project Outcomes Summary

Outcome Description	Actual	Goal	Percent Completed
Number of adult students that completed basic course work.	903	700	129%
Number of households newly utilizing broadband service.	494	350	141%
Community residents that were provided with information on the benefits of broadband and technology, classes and services offered in their communities, and affordable equipment options through the Community Technology Fairs.	4,800	3,000	160%
Community residents that were provided with information on the benefits of broadband and technology, classes and services offered in their community and affordable equipment options through mass media.	11,200	6,000	187%

## III. Accomplishments and Challenges

### Summary of Accomplishments and Impacts of Project

#### **Assessment of Outcomes Achieved in Comparison to Grant Agreement**

The Salvation Army has achieved and surpassed all outcomes listed in the Grant Agreement.

#### **Delineation of Deliverables and Outcomes Not Achieved and Explanation**

The Salvation Army has achieved all deliverables and outcomes established in the Grant Agreement. However, it was challenging for the organization to find and refer students to affordable broadband service. During the first two quarters, One Economy Corporation (OEC) provided AT&T Internet lines to the students. This program had to be suspended when the U-Verse service was deployed by AT&T in the Pico-Union community.

#### **Discussion of Other Positive Results from Project**

Through easy-to-understand and bilingual basic computer and Internet use classes, community residents lost their fears related to technology and are willing to learn more about additional benefits and uses. The Salvation Army also conducted orientation sessions at community fairs, schools meetings, and local churches to raise awareness on the benefits of broadband.

One of the most positive results from this grant has been the program's impact on the individuals who received basic Digital Literacy classes. The following are some comments they shared with The Salvation Army:

*"I thought having access to a computer was only for those who have high education, but now I am sitting in front of a computer and learned to look for different kinds of information. You can learn or even just have fun searching online. Thanks to The Salvation Army and its Get Connected Program." –Luis Nunez*

*"Having the opportunity to learn about computers and the Internet has given me more confidence and increased my self-esteem because now I can say that I'm not getting behind and can communicate with my family and friends abroad." –Mirna Carrillo*

*"I'm so happy to find about The Salvation Army because I learned about computers and the Internet. But I'm happier because I can apply what I learned at my new job. Thank you so much." –Rosa Feria*

## Overview of Major Challenges to Achieving Planned Results

### ***Identify Major Challenges to Successful Implementation***

Even though The Salvation Army achieved all its goals, the organization found it very challenging to secure adoption of broadband at home after students graduated from the program. Most students had very low-incomes and, even though they understood the importance of connecting to broadband at home, it was challenging for the families to afford the monthly fee associated with it. The second challenge was the fact that a number of students could not complete the class because of the lack of child care available.

### ***Discuss Efforts to Address Challenges and Resolve Problems***

During the beginning of the 12-month period, there were a couple of modifications that the organization had to implement in order to ensure the success of the program and achievement of goals:

- The program was four weeks long at the beginning of the year but most students could not commit to such a long-term class. The organization decided to reduce it to two weeks with classes Monday through Friday. This modification was critical in students completing their classes.
- Participating students had an unexpected low-literacy level and the program and curriculum were re-designed to fit their needs.
- Assessment of students was difficult at the beginning because students are not used to get written examined and they get overwhelmed and sometimes they even freeze at the time we put a questionnaire in front of them. The best way for us to measure their achievement was to have a practical examination.
- Letting the students bring their school age child helped the success of the program, some of the children even took the class with their parents and learned with them.

## IV. Lessons and Recommendations

### **Summary of Lessons Learned**

Lesson #1: Consider the age of students and their capacities when designing program. Understanding the student's capacity of learning as well as his/her limitations helps the instructor provide a tailored and stronger program.

Lesson #2: Assess the student's needs and desires of learning. Knowing the student's needs and desires of learning helped developed better curricula focusing more on the real world's needs.

### **Recommendations**

#### ***Recommendations for Expanding the Project in Region or Scaling Up Statewide***

Recommendation #1: Provide low-cost Internet access. Although most of the students understand the advantages of broadband, the cost of having access to broadband at home is still a barrier.

#### ***Recommendations to CETF Regarding Grants Management***

No recommendations. Working with CETF for the past year has been very easy due to the supportive relationship with Raquel Cinat of the Los Angeles office.

## V. Grant Agreement Requirements

### **Purchased Equipment**

The project purchased a total of \$3,180 in computers and related equipment to offer free Digital Literacy courses in the Computer Lab and Technology center.

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Date	Description	Purpose	Amount	How it will be used.
04/26/10	Laptop computer	Broadband awareness promotion	\$1,100	It will continue to serve the Salvation Army L.A. Red Shield Community Center to promote its services and broadband awareness.
05/24/10	Wireless Router	Arts and Educational Building	\$120	Will carry on serving adults and youth in our educational programs
04/26/10	Color portable printer	Broadband awareness	\$460	It will continue to serve the Salvation Army L.A. Red shield Community Center to promote its services and broadband awareness
05/10/10	Projector	Technology Center	\$1500	Will carry on serving adults and youth in our tech digital education programs.

**CETF of Grant Funds**

All of the CETF grants funds were expended.