

# BROADBAND ADOPTION PROGRAM

*Tools and expert support to drive broadband adoption by families that lack home Internet*

**Significant numbers of families qualify for low-cost and fully subsidized broadband programs, but adoption rates remain critically low.**

In partnership with [ConnectED NY](#), EducationSuperHighway's **Broadband Adoption Program** supports participating school districts in the roll-out of their sponsored Internet initiatives to ensure that their unconnected students get quickly enrolled and gain home access.

School districts selected for our program will be given expert support and tools to run an effective outreach campaign, systems to track progress, project management capacity to drive high rates of broadband adoption.

## KEY BENEFITS



### OUTREACH EXPERTISE

Access campaign management expertise, including custom messaging and materials, training and management of outreach staff, and technology platforms to support all outreach activity.



### ENROLLMENT SUPPORT

Provide families with 1:1 sign-up support to navigate program application steps and documentation.



### SYSTEMS & TRACKING

Get actionable data to understand outreach and enrollment progress at the student- and household-levels

## CUSTOM-BUILT SUPPORT AT EVERY STAGE OF THE PROCESS

### TARGET SUPPORT

- Identify student households that have a connectivity need
- Segment students according to connectivity need to inform outreach and engagement

### PREPARE OUTREACH

- Identify and implement tools (e.g. calling/texting platform)
- Develop materials for one-to-many and one-to-one outreach (e.g. call scripts)
- Recruit and train outreach staff

### LAUNCH CAMPAIGN

- Build broad awareness through district channels
- Engage community-based organizations
- Conduct direct outreach to unconnected households

## ROLES & RESPONSIBILITIES

### EDUCATION SUPERHIGHWAY

- Identify unconnected households through K-12 Bridge to Broadband data exchange
- Implement outreach platform and support integration with district systems
- Train and manage outreach staff and develop supporting materials
- Provide funding to support compensation of outreach staff, enrollment support, and the tools/technology platform to enable outreach activities
- Provide ongoing project management support
- Support ISP partnership to ensure easy sign-up for families and access sign-up data

### SCHOOL DISTRICT

- Assign project owner who is accountable for outcomes
- Secure funding and ISP partnership(s) (through ConnectED NY or otherwise) to sponsor home Internet for unconnected students
- Share student directory data with EducationSuperHighway (with proper data sharing agreements in place)
- Provide district staff or help identify resources for doing outreach (funding available to compensate staff time)
- Identify and support relationship building with community stakeholders

