



Digital Bridge K-12: Assessing Home Access Needs

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EducationSuperHighway

Today's Presenters



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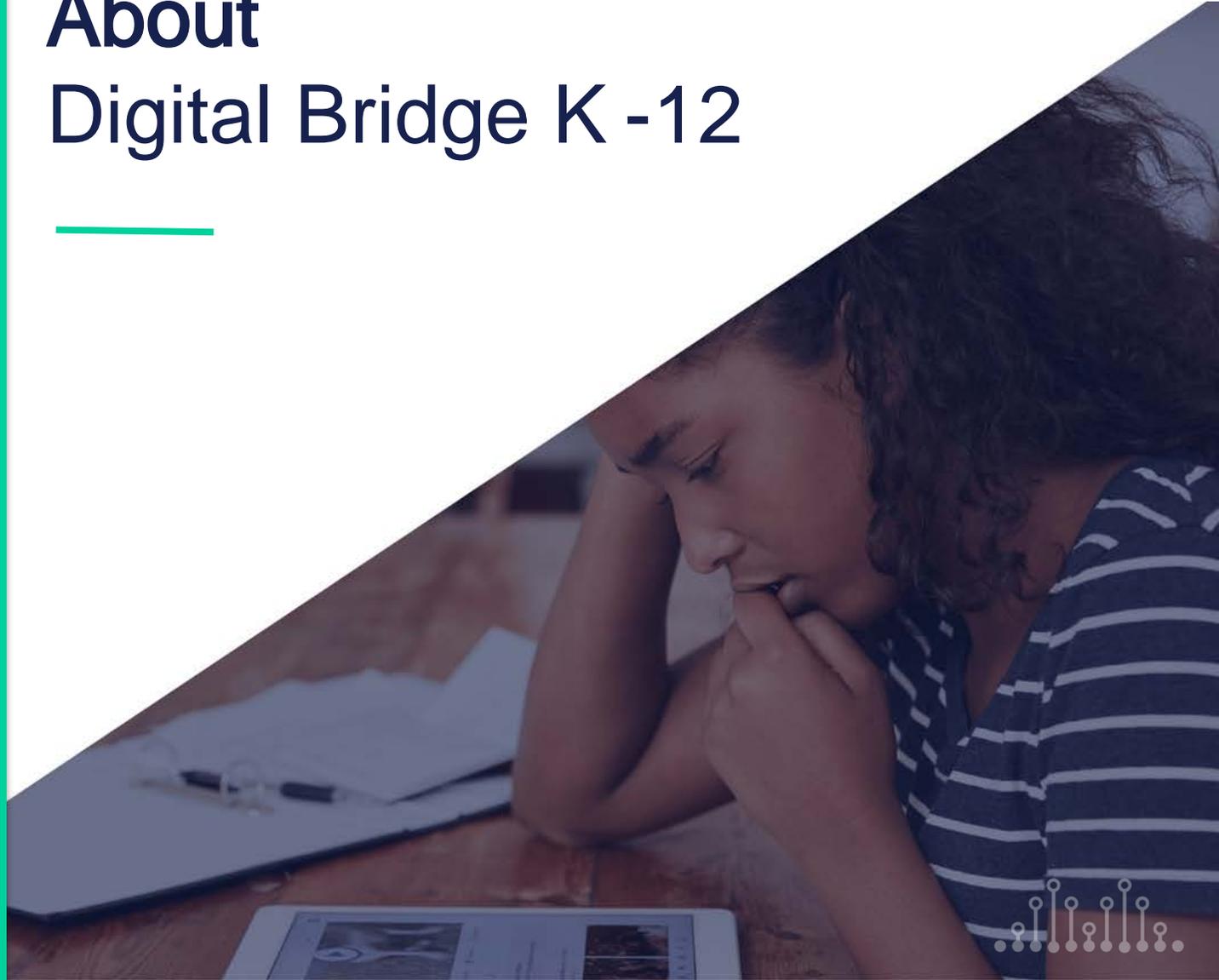
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EducationSuperHighway is a national non-profit with a mission to increase K-12 internet access.

When COVID-19 hit, we took urgent action to support states and districts with addressing the home access challenge by creating tools, resources, and guidance available at digitalbridgek12.org

About Digital Bridge K-12



Digital Equity Gap

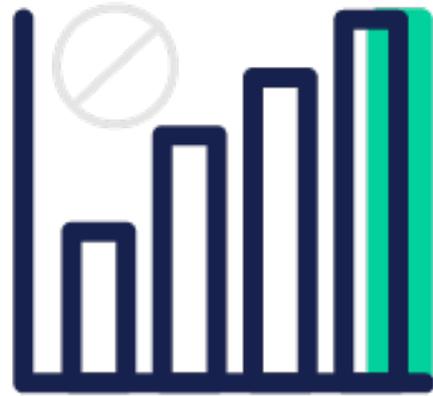
EducationSuperHighway estimates that over **550,000 students** in NY don't have Internet access at home



Source: https://digitalbridgek12.org/toolkit/assess_need/connectivity-map/



School districts face consistent challenges when trying to close the gap



COLLECTING DATA
Knowing which families
lack access



IDENTIFYING SOLUTIONS
Procuring connectivity that
families can adopt

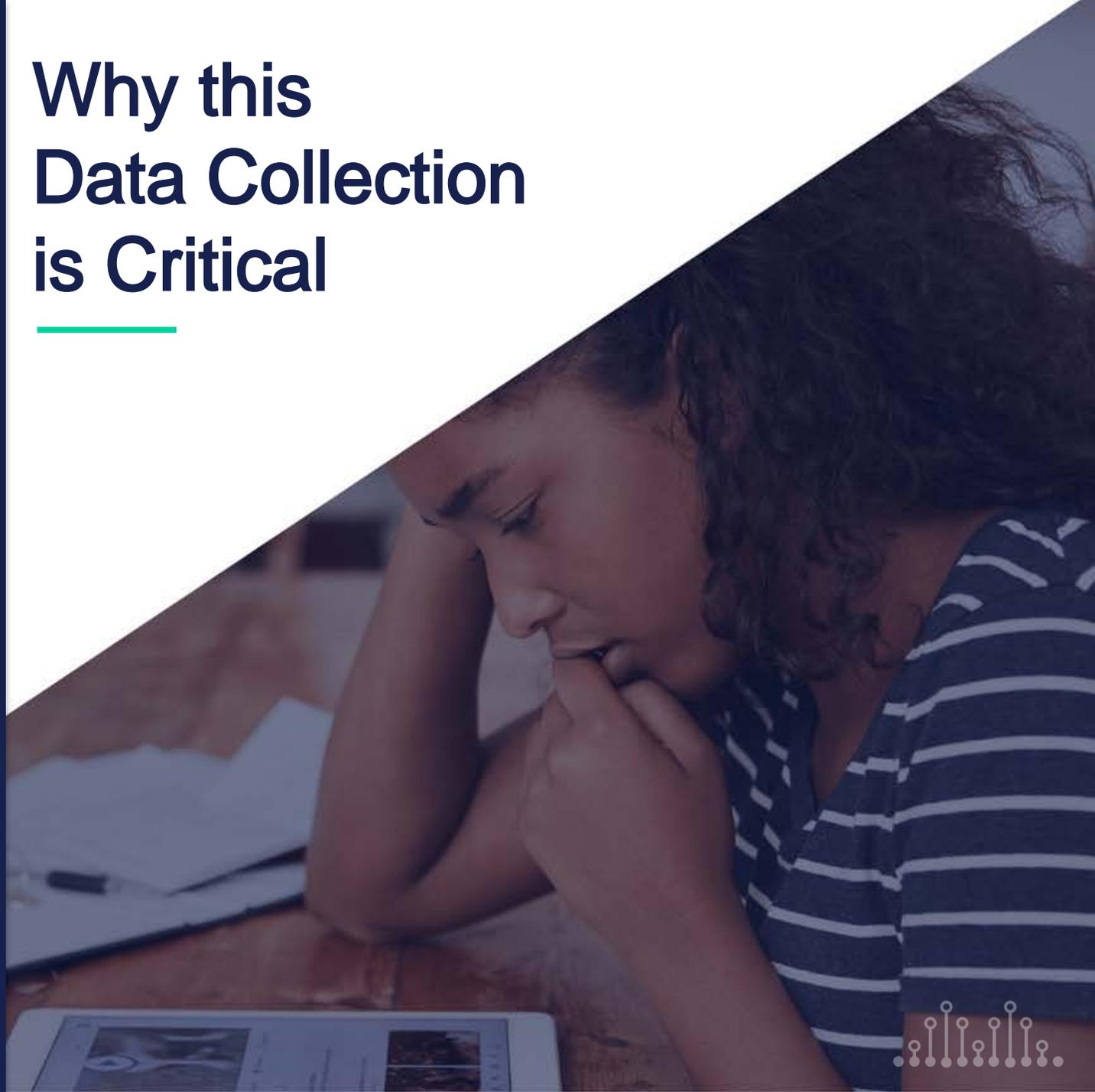


We are moving from understanding the estimated percentage of students who do not have home access to understanding *specifically which students* do not have access, in order to be able to connect those students.

This information will enable education leaders to:

- Understand the impact that home digital access has on **learning outcomes**
- Target **resources** to students in need
- Determine the most effective **connectivity solutions**
- Advocate for **state and federal funding** to close the digital access gap

Why this Data Collection is Critical



Home access data is difficult to collect

Inaccurate responses



Inefficient collection processes



Incomplete data sets



HOME ACCESS NEEDS ASSESSMENT PLAYBOOK

A family of three is gathered around a table, focused on a laptop screen. The man on the left is pointing at the screen, the woman on the right is looking at the screen, and the child in the middle is looking at the screen. There is a laptop, a notebook, and a pen on the table.

We developed a playbook to support school districts in their data collection efforts

DigitalBridgeK-12

NEEDS ASSESSMENT PLAYBOOK: 10-DAY ACTION PLAN

9.7 million students don't have reliable Internet connectivity outside of the classroom. During COVID-19, these students are at risk of falling significantly behind as schools move their curriculums online. The result is exacerbated achievement disparities – with students of color and the economically disadvantaged hardest hit.

Identifying unconnected students is the first step in delivering remote learning to all students this fall. But, inaccurate responses, inefficient collection processes, and incomplete datasets are common pitfalls for school districts when surveying families about home technology access.

Our 10-Day Action Plan outlines the steps your school district can take to efficiently and accurately collect home digital access data. We've included the templates, tools, and resources to help you complete the first step in ensuring your school district is ready for remote learning this school year.

TAKE ACTION

Before You Get Started

Before you kick-off your 10-day action plan, you should ensure the following elements are in place to best support the campaign.

ACTION	OWNER	RESOURCES
Identify school district team lead and members for managing collection effort		
Get program buy-in from Superintendent and stakeholders as needed		
Establish the value proposition for why data needs to be collected (e.g., how will this inform and direct support for families?)		
Align on data fields that will capture status of internet and device access for each student		Question bank
Create plan for storing data fields in SIS		State blueprint
Collect data via registration / survey, or through another touch-point, such as a device agreement or hand-off		

Identify owners at each stage of your plan.

CROSS FUNCTIONAL TEAM

PROGRAM MANAGER

TECHNOLOGY

DATA/SYSTEMS

COMMUNICATIONS

CALLERS

WEEK 1 Prepare for Outreach

DAY	ACTION	OWNER	RESOURCES
DAY 1	Identify students for data collection (this may be all students in the district or those unresponsive to previous collection effort)		Shift calculator
	Determine resourcing need for outreach based on number of students that will be called <ul style="list-style-type: none"> Number of callers for calling campaign Profile of caller (e.g. teachers, administrative staff, parent volunteer group) 		Outreach log template
DAY 2	Customize 1:1 communications resources that will support direct outreach to families <ul style="list-style-type: none"> Calling script aligned with home access data needs Voice mail script when leaving a message Email language as follow-up to call 		Calling script Voice mail script Email template
	Customize one-to-many communications that will notify families of the upcoming outreach effort <ul style="list-style-type: none"> Social media Website/newsletter copy School messaging/LMS notification 		Social media toolkit Website/newsletter template
DAY 3	Recruit callers <ul style="list-style-type: none"> Set expectations with callers that they will attend a one-hour training and five two-hour shifts Consider the home languages of families and select callers who can communicate in those languages 		
	Schedule caller training and set outreach schedule		
DAY 4	Export student contact data to populate outreach tracker <ul style="list-style-type: none"> Fields needed: Student Name, Primary Parent Name, Phone Number, Email Address, School, Grade level, Home Language 		Outreach data entry tool
	Set up tracking tool and caller assignments <ul style="list-style-type: none"> Group students by household so that callers can collect data about all students per family per call Align students' home language with appropriate caller 		
DAY 5	Send broadcast communications to notify families of the data collection effort <ul style="list-style-type: none"> Post to social media account(s) Send message through district-messaging platform (e.g. SchoolMessenger, BlackBoard) 		Calling shift scheduler
	Finalize shifts for calling (best times for calling are weekday evenings or weekend afternoons)		
DAY 6	Hold 1-hour training session for callers <ul style="list-style-type: none"> Provide context for data collection effort and convey urgency Set expectations and goals for callers e.g. 3 rounds of calling, 20 dials per day, 5 minutes per completed call Review script and outreach tracking and data entry tool Reiterate calling schedule and confirm that callers are aware of shift times 		CANAP training materials Outreach log template Outreach tracker
	Send training presentation, script, and tracker to callers		

WEEK 2 Conduct Outreach

DAY	ACTION	OWNER	RESOURCES
DAYS 6-10	Call student households <ul style="list-style-type: none"> Call primary parent/guardian using script and record their answers to the survey questions Document contact attempts and call outcomes in tracker Conduct 2-3 rounds of calls to get through to all families 		
	MID-WEEK		Social media toolkit
DAYS 6-10	Post reminder broadcast about data collection on social media and other channels		
	Review progress, successes, and challenges <ul style="list-style-type: none"> Hold 15 minute debrief at the end of each shift with callers to note successes and challenges Review progress against goals (number of calls made and completed) Adjust assignments and/or recruit additional callers based on progress against goals Celebrate wins! 		

ABOUT THIS PLAN

This guide was created by the non-profit EducationSuperHighway. Our mission is to upgrade the Internet access in every public school classroom in America, with a focus on getting Wi-Fi in every classroom, ensuring scalable infrastructure, and making broadband more affordable.

In the summer of 2020, we conducted pilot programs with school districts to develop best practices, resources and technical support for the fast, efficient, and accurate collection of data necessary to obtain grants and negotiate vendor contracts. Working together, we can help all students get the internet and device access they need to participate in remote learning during COVID-19.

For more information, visit | digitalbridgek12.org

Education SUPERHIGHWAY



Data Collection Pilot Program

APPROACH

- 15 school districts participated in pilot program, representing range in size, locale, and demographics
- Tested multiple **methodologies** for collecting data

OUTCOMES

- Identified **student -level** connectivity and device needs
- Applied for funding, mapped data, and **strategically identified connectivity solutions**

LEARNINGS

- **Direct outreach** yielded higher response rate than online survey attempts
- Strong **project management** and goal-setting created efficiencies



The importance of direct outreach



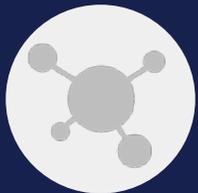
Equity



Participation

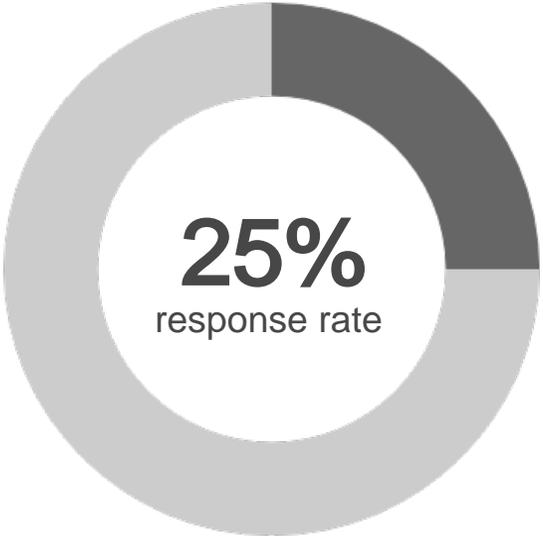


Accuracy

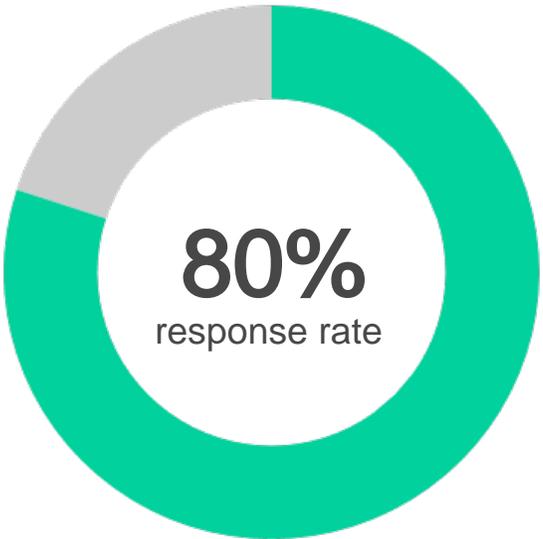


Connection

Survey -only



Direct Outreach



Standardized data fields to capture home access



DEDICATED LEARNING DEVICE

What device does the student most often use to complete schoolwork at home?

Is the primary learning device a personal device or school-provided?

Is the primary learning device shared with anyone else in the household?



SUFFICIENT INTERNET ACCESS

Can the student access the internet on the primary learning device?

What is the primary type of internet service at home?

Can the student stream a video on the learning device with no interruption?

Home Digital Access Data Collection: Blueprint for State Education Leaders



The playbook provides districts with an outreach roadmap



ASSEMBLE & TRAIN
OUTREACH TEAM



CUSTOMIZE
COMMUNICATIONS
MATERIALS



SET UP
TRACKING TOOL



LAUNCH OUTREACH & COLLECT DATA



STEP 1: Assemble and build your outreach team

- Recruit staff or volunteers to conduct outreach
- Create an outreach schedule and assign shifts
- Conduct a training session

RESOURCES

[How to Staff Family Outreach](#)

[Resource calculator](#)

[Shift scheduler](#)

[Training presentation](#)

[Training script](#)

[Caller instructions](#)

TIPS FOR STAFFING OUTREACH

1. Find staff or volunteers who know families and understand local context (e.g., teachers, parent volunteer group, front desk staff, community -based organization partners)
2. Align on home languages of families
3. Consider compensation (volunteers can be effective too!)



STEP 2: Customize communications materials

- Customize communications resources for direct outreach to families

RESOURCES

[Calling script](#)

[Voicemail script](#)

[Email language as follow -up to call](#)

- Customize one -to-many communications that will notify families of the upcoming outreach effort

RESOURCES

[Social media toolkit](#)

[Website / newsletter copy](#)



STEP 3: Set up outreach tracking and data collection tool

- **Compile family contact data**
 - Fields: Student Name, Primary Parent Name, Phone Number , Email Address, School, Grade Level, Home Language
- **Load data into tracking and data entry tool**
- **Track progress of your outreach campaign and aggregate home access responses**

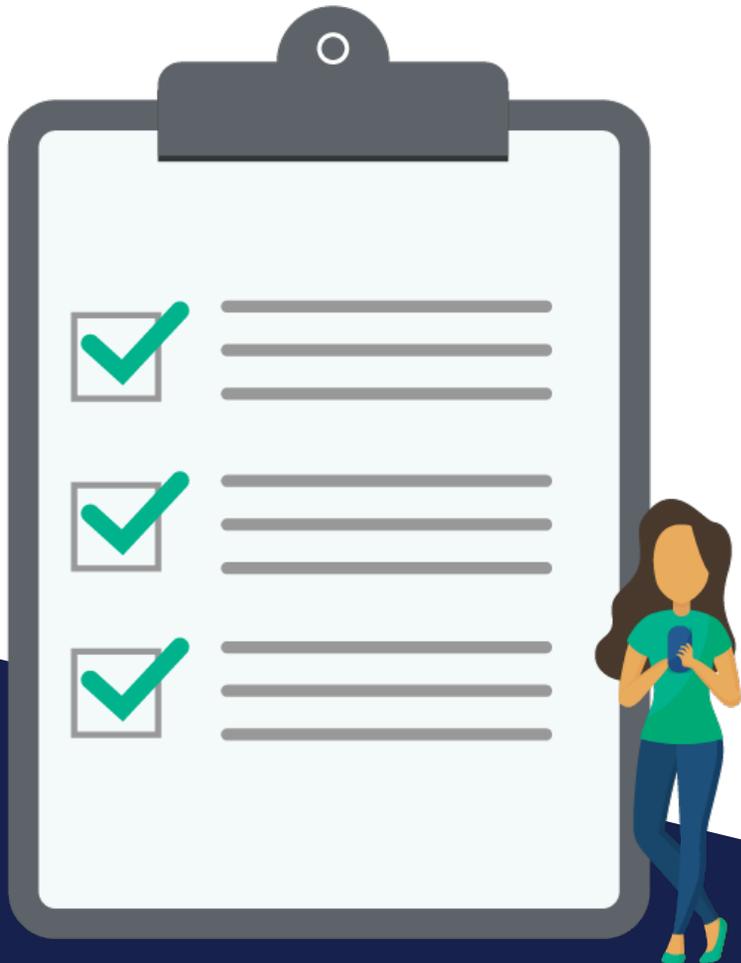
RESOURCES

[Outreach tracking & data entry tool](#)

[How-to guide](#)



STEP 4: Conduct outreach to families and collect data

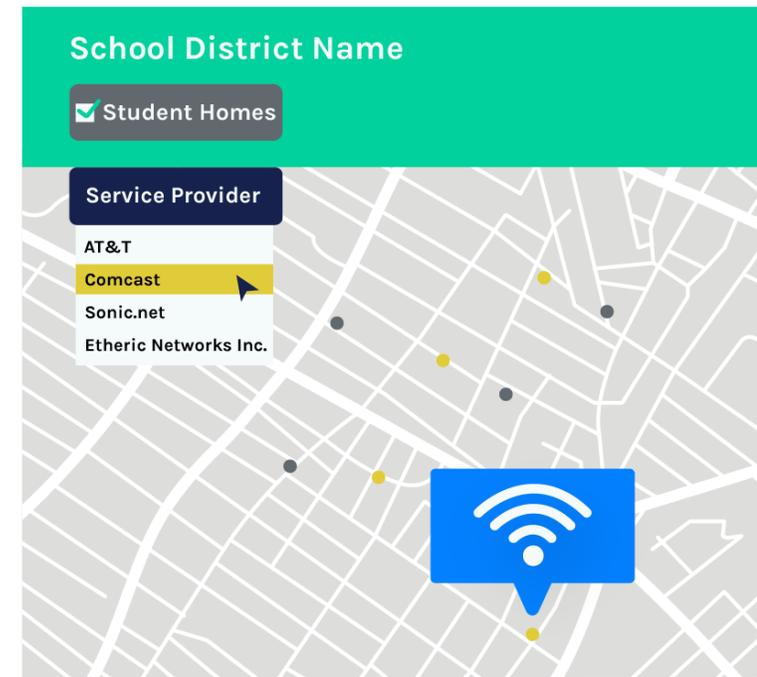
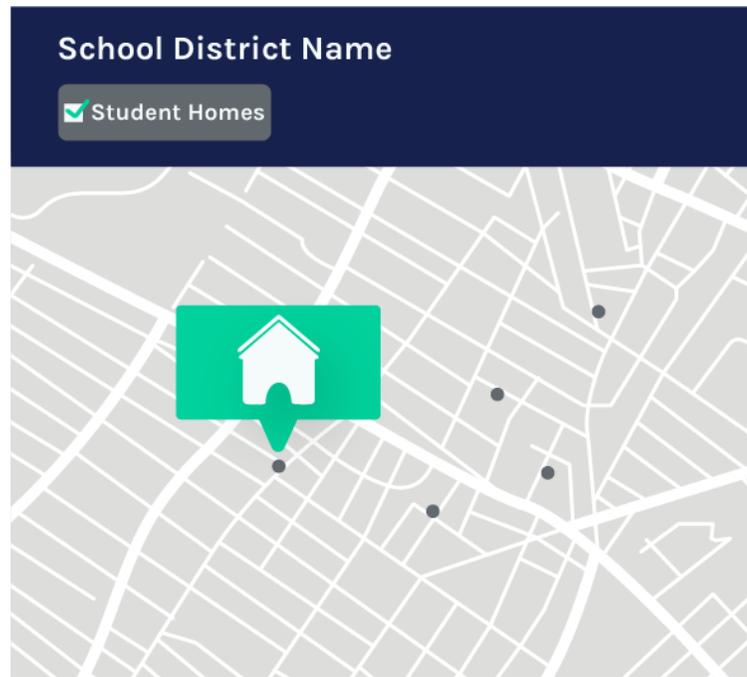


- Send broadcast communication to notify families of the data collection effort
- Begin reaching out to student households
- Review progress, successes, and challenges
 - Hold debriefs to note successes and challenges
 - Review progress against goals
 - Adjust assignments and/or recruit additional staff based on progress against goals
 - Celebrate wins!



Home Digital Access Mapping Tool

Upload collected data to visualize where the need is and find which providers can connect them



<https://www.digitalbridgek12map.org>



Next Steps

ASSEMBLE YOUR TEAM & PREP

Recruit a team of callers, customize outreach materials, set up outreach tracking & data collection tool

CONDUCT OUTREACH CAMPAIGN

Reach out to families to collect home connectivity data

MAP YOUR DATA

Upload your collected data into the [Home Digital Access Mapping Tool](#) to find service provider options

Get in touch!

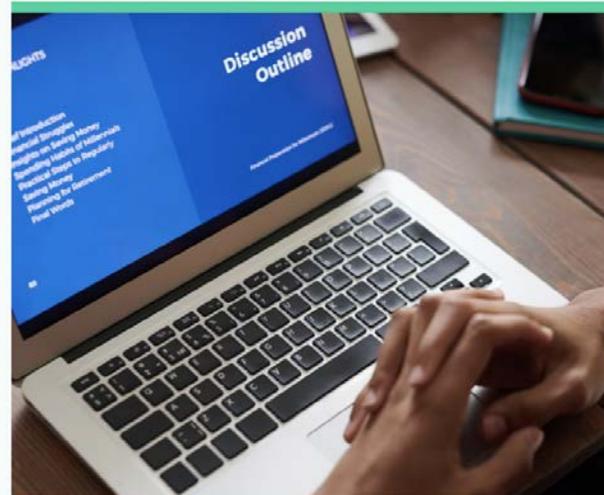


Connectivity and Procurement Resources



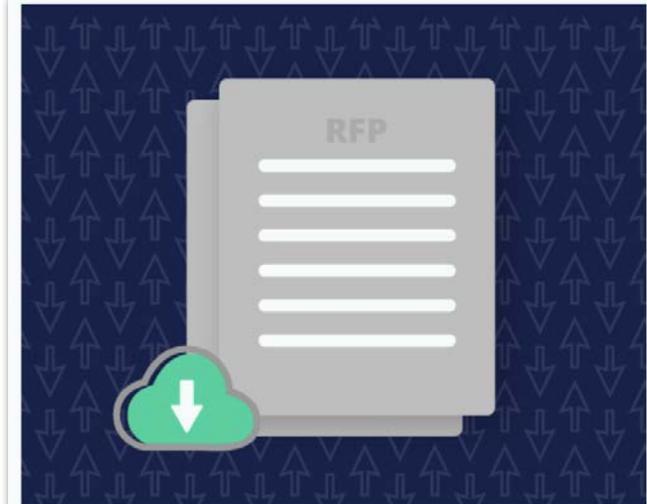
Connectivity Essentials: Low-Cost Residential Broadband Solutions

Existing residential broadband solutions are an essential tool to connect students during COVID-19.



A Step-by-Step Guide to Procuring Home Digital Access Solutions

Choose the best procurement model for your school district to adopt when connecting students.



RFP Templates & Guidance: Home Internet Solutions

RFP templates for school districts procuring Internet solutions to connect students at home.

<https://digitalbridgek12.org/toolkit/procure/>



QUESTIONS?



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