DATA-DRIVEN STRATEGIES TO CONNECT THE UNCONNECTED

EducationSuperHighway

October 9, 2024

MISSION ACCOMPLISHED

Closing the Classroom Connectivity Gap

MISSION ACCOMPLISHED:

The classroom connectivity gap is now closed

	2013	2020	
	4 M STUDENTS MEETING 100 KBPS PER STUDENT GOAL	**46.8 M** STUDENTS MEETING 100 KBPS PER STUDENT GOAL	99.6% districts connected
	22,958 SCHOOLS WITHOUT FIBER	**504** SCHOOLS WITHOUT FIBER	99.3% schools on fiber
	$22.00 COST PER MBPS	**$1.85** COST PER MBPS	Cost has declined 92% since 2013

IMPACT ON TEACHING AND LEARNING

94%

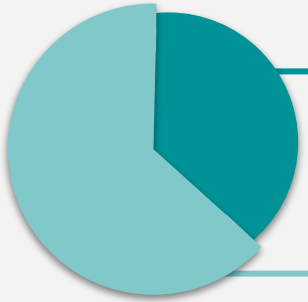
of schools report digital learning is happening in at least half their classrooms

96%

of school leaders believe that digital learning has a positive impact on instructor effectiveness and student outcomes

ESH 2.0 MISSION

Close the Digital Divide for the **17M Households** that have Access to the Internet but can't Afford to Connect



THE DIGITAL DIVIDE

28M of 123M households in the United States do not have high-speed broadband.

AFFORDABILITY GAP

17M households have access to the Internet but cannot afford to connect.

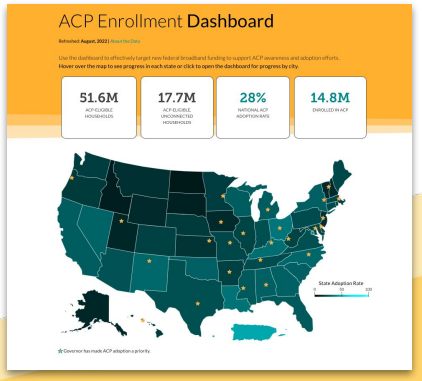
36.4M people impacted by the broadband affordability gap

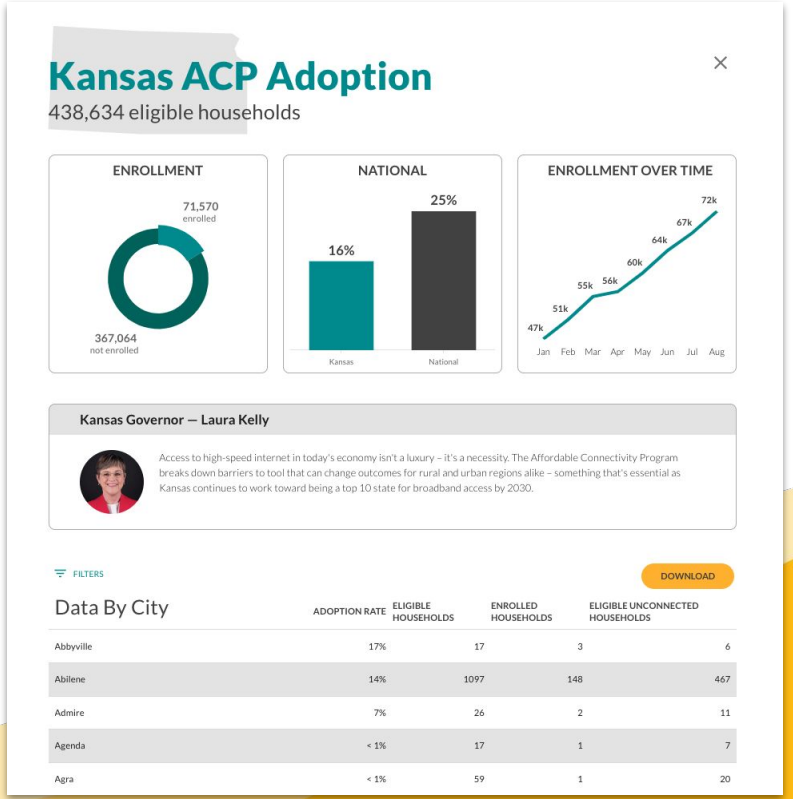
Black and Latinx households are 60% more likely to be impacted by the broadband affordability gap

SOLUTIONS FOR STATES AND CITIES

ACP Enrollment Dashboard

Provides the most up-to-date data on the number of ACP-eligible households, the number that have enrolled, and the number that still lack a high-speed home connection.





nohomeleftoffline.org/acpdata

TOOLS & RESOURCES FOR STATES, CITIES & TRUSTED INSTITUTIONS

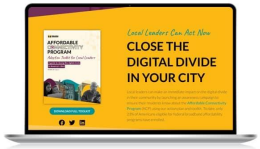
Tools and Resources for Driving ACP Awareness

Barrier
Awareness & Trust

ACP Act Now
Statewide Awareness

A state-led ACP awareness campaign in partnership with local communities, trusted institutions and EducationSuperHighway.

ACP Toolkit
For Local Leaders



Activate trusted partners at the local level to launch awareness campaigns through paid and owned marketing and communications channels

PromoteACP
Resource Hub

Customizable marketing materials to increase awareness of the Affordable Connectivity Program and support enrollment. Available in 14 languages.

Tools and Resources for Driving ACP Enrollment

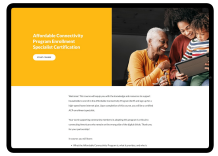
Barrier
Enrollment

GetACP
Pre-enrollment Tool

"TurboTax for ACP" web app that **1.** streamlines the enrollment process **2.** helps users secure documentation, and **3.** Identifies "free with ACP" ISP plans

ChatACP
Contact Center

Multi-lingual, on-demand support via live chat, or connect with an ACP enrollment specialist to apply with assistance or receive a call back.

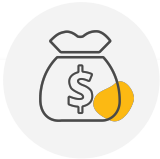


LearnACP
ACP Certification

Provide 1:1 enrollment support through a contact center and trained local partners for 20% of applicants

1. Answer application questions
2. Help applicants obtain documents
3. Troubleshoot stalled applications

Barriers to Internet Adoption



AFFORDABILITY

Residential broadband service typically costs $70 per month or more plus installation and equipment costs.

ENROLLMENT

Difficult ISP sign up processes including extensive documentation requirements, long hold times, long term contracts, and lack of language support.

LACK OF OPTIONS

ISPs have not focused on the affordable multifamily housing segment due to high acquisition costs, high customer churn rates, and customer credit issues.

WHAT IS APARTMENT WI-FI?

Apartment Wi-Fi is modeled after the way Wi-Fi is delivered in most hotels.

The hotel buys a single internet circuit from an internet service provider (ISP) and engages a managed service provider (MSP) to deploy and manage the Wi-Fi Network.

STEP 1
Procure a high speed fiber internet connection to the building

STEP 2
Install Wi-Fi access points efficiently to provide ubiquitous coverage

STEP 3
Provide residents with the SSID and password to connect to the internet

BEAD Non-Deployment Funds | **New Jersey**

PROGRAM DETAILS

Public Housing Authority Connect: Pilot Broadband Program

STATE FUNDING

New Jersey plans to allocate $20 million from BEAD non-deployment funds towards a public housing broadband grant program to fund upgrades to inside wiring and equipment, including Wi-Fi in common areas and affordable broadband programs

FOCUS ON PUBLIC AND MULTI-FAMILY HOUSING COMMUNITIES

The program will fund unit-level connectivity solutions that will bring high-speed internet access to public housing residents

ELIGIBLE ENTITIES

Public Housing Authorities across the state

STATE PLANS FOR MDU CONNECTIVITY PROGRAMS

Digital Equity Plan | **Maine**

PROGRAM DETAILS

Affordable Housing Connectivity Program (AHCP)

STATE FUNDING

Maine plans to allocate $2.5 million to expand free or low-cost connectivity (wired or Wi-Fi) for residents of affordable housing units, ensuring service to approximately 41,000 households in subsidized rentals

FOCUS ON AFFORDABLE HOUSING COMMUNITIES

The program will fund unit-level connectivity solutions to bring affordable high speed internet access to affordable housing residents via Apartment Wi-Fi and digital equity activities, digital skill training, affordable devices, technical support, and internet safety education

ELIGIBLE ENTITIES

Subsidized housing owners across the state

Considerations For Policy Makers, Practitioners, and Researchers

Policies for a Permanent Broadband Benefit

Long-term solution for unconnected and subscription-vulnerable households is necessary

Using Data To Inform Strategies, Not Just Results

Many nonprofits use data to measure their impact. At EducationSuperHighway, we used data to deliver that impact – to convince leaders to act, to drive policy changes, to design and implement strategies that work

Making Data Readily Available

Focusing on building tools to make your data and analysis easy to access and understand so that everyone at your organization and external stakeholders can use it.