

Broadband USA Applications Database

Applicant Name: Computers for Youth Foundation, Inc.

Project Title: CFY/LAUSD Family Broadband Engagement Program

Project Type: Sustainable Adoption

Executive Summary

-- The Problem --

Low-income families in Los Angeles need broadband to help their children succeed in school. The CFY/LAUSD Family Broadband Engagement Program promotes broadband adoption among vulnerable Los Angeles families while addressing a major flaw in our nation's strategies for education reform: We are failing to provide low-income children the support they need during the critical middle school years.

- * Test scores drop sharply as students move from primary to middle school and the achievement gap between low- and high-income students widens
- * Children begin to withdraw from academics and parents become intimidated by increasingly complex homework assignments
- * Low-income families, and especially Latino families who comprise nearly three-quarters of the Los Angeles population, lack a critical educational resource proven to bolster student achievement -- a home computer with broadband Internet access

-- An Innovative Solution --

Computers for Youth (CFY) and Los Angeles Unified School District (LAUSD) will collaborate to provide families with the tools and training they need to leverage the Internet for school success. The CFY/LAUSD Family Broadband Engagement Program is an innovative program to catalyze broadband usage among low-income families by providing them with inexpensive refurbished computers, training around critical educational benefits of broadband, information about inexpensive broadband options, and ongoing technical support.

-- The Population Served --

CFY and LAUSD will partner with Los Angeles middle schools with 75% or more of students on free or reduced lunch (consisting of 46 LAUSD schools and 3 local charter schools). Training will be provided directly to students and their parents at Family Learning Workshops held on school campuses on Saturdays. Participants will range in age from 5 - 65 years, taking into consideration that participants attend CFY workshops as families; thus our audience often includes younger siblings and even grandparents. Participating families will predominantly be Latino and African American, and workshops will be taught in both Spanish and English.

Between January 2010 and June 2012, the program will serve an estimated 34,913 individuals and 15,870 households, of which approximately 50% will become new broadband subscribers.

-- CFY Qualifications and Program Partners --

CFY has an exemplary track record in implementing and managing successful projects and is well-positioned to lead the proposed project. Founded in 1999, CFY has reached more than 35,000 students and parents from 50 schools in New York, Philadelphia, Atlanta, and most recently, San Jose, San Francisco and Los Angeles through our new west coast initiative. This success has been fueled in part by CFY's proven ability to build strong partnerships as exemplified by the impressive team assembled for this project including Los Angeles Unified School District, the City of Los Angeles, Computers for Classrooms, Marvir Inc./Airgroup, One Economy Corporation, Southeast Community Development Corporation, and Open Mar Vista.

-- Jobs Created --

The proposed project will create 59 new annual FTEs.

-- Overall Program Cost --

The proposed project will cost \$16,963,311, consisting of \$9,917,223 in BTOP funding and \$7,046,088 in CFY and LAUSD match.