

Stimulus Funding and Broadband

Panelists:

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- Don't have a whole lot to share – the federal government is moving slower on the grants than anticipated.

Race To The Top

- The RFP came out several months ago and the 1st deadline is January 19th and it's a grant for states.
 - o States are the sole applicants on those grant proposals but we've encouraged the public broadcasting to approach the state Departments of Education.
- The pot of money is large – \$4 billion and the estimated range is \$20 million- \$27 million.
- The Secretary of Education has set aside \$350 million to support states in the development of the next generation of assessments.
 - o Susan Zelman:
 - There will probably be different states coming together in assessment consortiums and different companies will be working with states to market their different products and services
 - Public broadcasting can play a huge role in this and she's going to testify to continue the conversation
 - APTS will put that on their website
 - They like us because we have content and they want to use new digital technology to teach new media skills. These people are looking to public broadcasting – especially states who have content – to develop these tests (that will no longer be paper and pencil). We have great content to use to create these new performance assessments online.
 - In a new testing program, they'll need professional development. To teach teachers how to score and use these assessments and we have online professional development that can be deployed in a state wide system.
 - We are in your communities and when you want to change anything, you have to have a strategy. We can help states develop a communication strategy about what's changing in education, why these assessments are important.
 - Suggests that we go to the state dept of ed and think about what they're thinking about in terms of this new assessment program. Are they part of any national consortium to go after this \$? Here are three things that we can do to help.
 - o We're ahead of the ball as there aren't even proposed priorities.
 - APTs will work with Susan Zelman as they become clear
 - o PBS DLL has this new taxonomy matrix
 - It's one thing to say and another to show
 - DLL isn't mapped out – it'd be great to have the matrix so we can say here are the new matrix and, for example, here's STEM or the 5th grade
 - Shows it's linked to online professional development
 - Can be customized to very specific areas
 - o APTS will make resources available to us for the assessment portion
 - o US DOE is having a lot of trouble getting out these guidelines because it's such a complicated set of issues
- Applications for the 2nd part are due June 1st and the amount available will depend on what's given out in the 1st phase.
 - o Open to those who didn't apply in phase 1 or didn't get funds – those who apply in the 1st phase will get feedback that they can use the 2nd time if they don't get it
 - o Is there a way we can share what's worked and what hasn't for others? Ellen will figure that out.
 - o Purpose of phase 2 is to encourage and award states that are doing 4 things:
 - Adopting internationally benchmarked standards and assessments that prepare students for success in college and the workplace
 - Building data systems that measure student success and inform teachers and principals in how they can improve their practices
 - Increasing teacher effectiveness and achieving equity in teacher distribution
 - Turning around the lowest achieving schools

- Real focus in the federal areas on evidence and proven methods
- Applicants should have a record of improving student achievements in order to apply
- Public broadcasting can help states strengthen their applications

Investing and Innovation

- We haven't seen the RFP yet but we've seen the proposed priorities.
- The staff at the DOE said that there won't be substantive changes in the RFP from the proposed priorities
- There may be some application process changes
 - o Will likely be out in late February
- The grant center at APTs is working on an overview that will go out in next week's newsletter
 - o Anticipated award amounts for each level
 - o Anticipated # of grants
- We recommend that anybody pursuing the grant reads the RFP when it comes out.
- Overview:
 - o To expand the implementation of innovate practices that are demonstrated to have an impact on several things
 - o Improving student achievement or student growth for high-need students
 - o Promoting school readiness
 - o Decreasing dropout rates
 - o Closing achievement gaps
 - o Inc. graduation rates
 - o Improving teacher and school leader effectiveness
- The leading applicant is the local school district so that's who you want to form partnerships with
 - o Susan would be happy to help with those types of partnerships
- About \$365 million. Innovation in three diff categories of grants: scale-up, validation or and development grants
 - o Level of evidence supporting the idea and the ability for the project to be applicable to a larger audience will affect which category you apply for.
- Those who are in the 20 early to learn markets have a strong base and it's an opportunity to scale up.

BTOP

- Grant program from NTIA and the RUS
- Categories:
 - o Requires applicants to put broadband structures in underserved areas
 - o Enhance broadband capacity at public computer centers
 - o Encourage sustainable adoption of broadband service
 - How do you get more people in the community to subscribe to broadband, become more tech savvy and see the value of the internet
- Partnerships strengthen the application dramatically
 - o Broadbandusa.gov
 - Matching tool: Orgs could register in their local area and use this tool to find other orgs that are interested in broadband as well
- Stations are able to apply but it's not exclusive to public TV
 - o Very competitive
 - o One more round of funding for this but no RFP and we don't know when apps will be due
 - The funds have to be distributed by September 30th of 2010
 - o Not a grant for the faint of heart
 - A lot of teleco companies applied for these funds
 - Abstracts for all the grant apps are available on the broadbandusa website – it's pretty comprehensive
- NTIA
 - o announcing awards for the 1st round of grants
 - In the 1st grant round, if you were in a rural area, you were required to submit applications to both RUS and NTIA and if you didn't win with RUS, then NTIA had to make a decision

- Request to get feedback on how the 1st grant was working so they could turn that around and perhaps make some course corrections for the 2nd grant round
- Challenges for staff to get things out the door at NTIA – so much to do
 - Trying to get grants out for apps for the grants they already have and trying to get the 2nd grant RFP out as well
 - Understand the time pressure
 - Stay tuned for further information
 - Close, but it has to go through a lot of different levels of review
- Have \$4.7 billion total for this program and there's a mapping component to the program – working with each of the 50 states, DC and all the US territories to do mapping of broadband infrastructure currently as well as the availability in the future.
 - Maps will be updated over the next several years.
 - Not only making these awards to improve/inc. broadband but we're actually providing and doing mapping so we understand where the baseline info is
 - The first reports will be available very soon and that info will also be helpful for the FCC when they come up with their broadband plan as well

APTS Resources

- There's a list serve for the grants center- can email Ellen and be added to the lists. They'll have updates on the RFP and other tools
- Launching the grant center portion of the APTS website at the end of this month
- Hope to be a great resource to the system on these funding opportunities as well as others
 - Give you the tools that you need to be successful on these

Advocacy and grant programs in general

- What stations can do with working with members of congress though this could apply to all levels of government
- Most important thing when looking at any type of grant application is to keep your member of congress informed on what you're doing
 - Activities of the station as well as grants you're applying for as they come down the pike
- Talk with the DC office as well as the local district office
 - Often the district staff work more closely with local orgs working with who the office is going to send a letter of support to
 - Easier to get them to come to the station to see the projects or proposals
 - Let the education staffers that work for the member of congress what you're doing as well
 - The DC staff is more focused on who's making the phone calls
 - They don't always connect on everything
- Get the member of congress to come to the station so you can talk about those projects and what you're doing. The more you can make that office aware and get that one on one time with the member to see your project, it kind of remains fresh in their minds
 - As you're moving forward with the grant prog. and looking for support
 - They can send a letter of support to the agency working on the grant
 - Other informal things they can do as well
 - Can make phone calls to the agencies to inquire about more information or to offer more info to them on the project that their stations are doing
 - Sometimes works, but no way to measure
 - Can't hurt
 - The more you're able to talk with your congressional office, it allows more opportunities for the official and unofficial conversations to happen
- Even if you do all that and don't get the grant
 - Side effects from being in touch that are really positive
 - The office might hear about an opportunity that's unrelated but might fit, they could let you know
 - Opens other doors
 - Working with the office, when legislation is being drafted, they might be really excited and work to broaden the language of the legislation to fit your station in specific or public broad casting in general

- That can never happen if you're not in constant communication with them
- Basically, communication is key
 - What you're doing
 - What you're interested
 - Where you want to go
 - What grants you're looking at
- When Will was on the hill, some groups would come by once a year for a meeting but other individuals would be on the phone with them once a month or they'd send update emails to keep them in touch with what's going on. Don't always have to meet face to face.
 - Emails or phone calls are always helpful
 - Once you initiate communication – once you do that, it's important to remain in communication
- Opportunities to testify are really great as well – be on the record with what we can do
- APTS, CPB, PBS take advantage of opportunities to make comments after priorities of grants are published if a comment period is offered.
- In Alabama, they put a studio inside the legislative house and now, because of that, they have programs that they have them on but now that the public TV studio is in that building, the legislators refer to that studio as "their studio". If they think that they are an integral part and build these associations with other gov't entities, then it adds so much more strength to what they do.