



# PHLConnectED Caregiver Digital Literacy Initiative Grant Info Session





# Overview of PHLConnectED and the Digital Literacy Alliance



City of  
Philadelphia



# Overview of PHLConnectED

## **OUR MISSION**

To provide free, consistent, and reliable internet access as well as digital support and resources to Philadelphia pre-K-12 students in need so they can fully participate in their education.

## **OUR VISION**

All pre-K-12 students in Philadelphia have the internet access and digital tools and skills needed to feel empowered to fully participate in their education.





# Pre-K-12 Solution: PHLConnectED



**Comcast wired internet service** for all households without access.



**T-Mobile Wifi Hotspots** for those who need a mobile internet solution.



Schools **supply learning devices** (Chromebooks, laptops, iPads, etc.).



**211 hotline** where families can call for information about the program and to help get connected.



City and community organizations help with **digital navigation** and **targeted outreach**.





# Who is eligible to get connected through

## PHL ConnectED?

Philadelphia **Pre-K-12** families who:

- 1 Do not have broadband (wireline/in-home) internet access
- 2 Only have internet access through mobile phone
- 3 Are experiencing homelessness or housing insecurity, are in-between housing, or live where a wireline connection may not be possible; OR
- 4 Have students who complete their remote learning in locations without internet access

Philadelphia **Pre-K-12** families with internet access

who:

- 1 Participate in public benefit programs with income qualifications, e.g. Medicaid
  - 2 Have students designated as English Learners;  
OR
  - 3 Have students who receive special education services
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# Overview of Digital Literacy Alliance (DLA)

The Digital Literacy Alliance is a broad coalition of institutional stakeholders working to alleviate the digital divide in Philadelphia.

The coalition develops strategy, manages an existing seed fund, raises additional funding and oversees funded programs with the assistance of relevant stakeholders and committee members.

## DLA GOALS

- Provide financial support to programs in Philadelphia to address issues of digital literacy and inclusion
  - Serve as a convener of stakeholders from diverse sectors involved in digital equity
  - Be a resource for best practices and innovations in digital literacy programming
- 



# Overview of The Grant Opportunity



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# Grant Opportunity

PHLConnectED, with the DLA, is providing funding for community-based organizations (CBOs) and/or local education agencies (LEAs), schools, or school-based networks to offer a suite of gateway digital literacy courses to caregivers.

- Grantees will conduct digital literacy assessments using the Northstar Digital Literacy platform AND offer a regular schedule of online, hybrid, and/or in-person classes to pre-K-12 caregivers.
- The DLA anticipates awarding up to \$376,000 in total for this grant cycle.
- Grant requests from individual organizations can be up to \$62,000 for 18 months.

## Pre-K-12 Caregivers can include:

- Parents
- Foster parents
- Grandparents
- Siblings
- Anyone living in the household that may support a pre-K-12 student

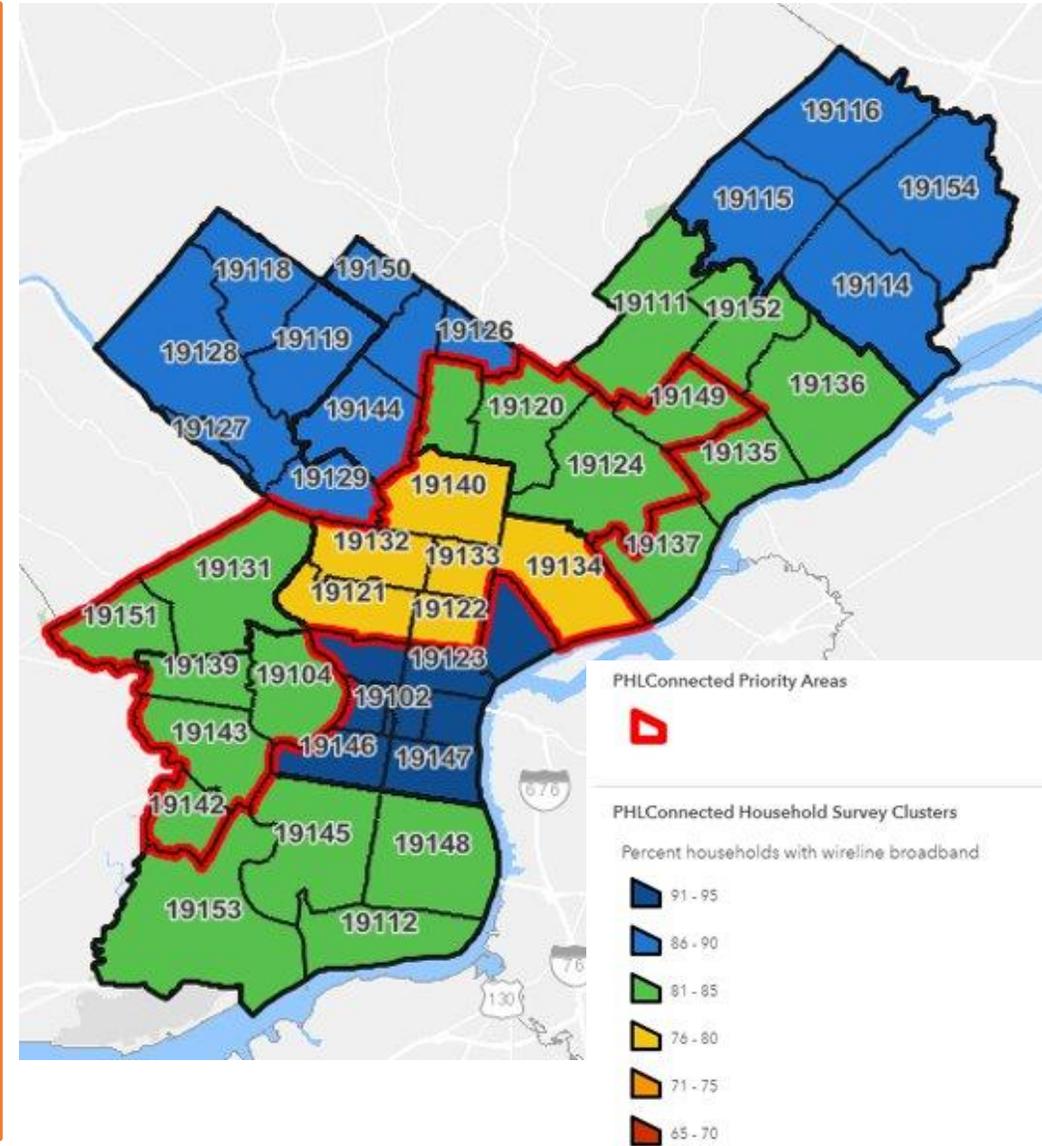


# Caregiver Digital Literacy Grants: Core Deliverables

- Conduct outreach activities targeting pre-K-12 households to identify and refer caregiver learners for digital literacy assessments and courses.
  - Provide a three-month calendar of digital literacy courses to be offered every quarter for caregivers that would ensure days/times that could work for caregivers.
  - Assess caregiver learners using Northstar digital literacy tools and curriculum.
  - Enroll caregivers into specific digital literacy courses, provide high quality instruction that demonstrates improvement using Northstar assessments, and track and monitor progress.
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# Caregiver Digital Literacy Grants: Eligibility Criteria

- Applicants must be based in Philadelphia, have existing 501(c)(3) status OR be classified as a Local Educational Agency (LEA), school or school-based network.
- Applicants must serve caregivers in one (or more) of the following priority zip codes: (see map)
- Applicants must be able to demonstrate that they have delivered digital literacy courses for the past two years, including during the pandemic.
- Applicants must be able to demonstrate an existing relationship with a minimum of two local schools (or set of schools) and must include letters of support from *a minimum* of two principals
- Applicants must be able to implement digital literacy courses within one month of receiving funding





# The DLA will consider proposals that meet the following guidelines:

- Proposals should clearly connect pre-K-12 caregivers to digital literacy courses. Only proposals that demonstrate a clear ability to serve caregivers will be considered.
  - Proposals should be created for 18-month project period. Organizations should carefully consider program needs and request an appropriate amount to implement the grant program.
  - Proposals should demonstrate that applicants have outreach capabilities and robust engagement with PHLConnectED pre-K-12 schools, students and families.
    - Engagement with families may include being an out-of-school time (OST) provider, family social services provider, etc.
    - Outreach capabilities may include direct phone call, house-to-house outreach, texting, and / or other strategies to engage caregivers with digital literacy needs
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# Digital Literacy Curriculum & Assessments

*Digital literacy gateway skills offered through this grant funding will follow Northstar's digital literacy standards.*

## CURRICULUM

- Funded organizations will have full access to the Northstar system through the Office of Children and Families Adult Education contract
- Grantees can use any combination of Northstar's self-guided online student curricula, Northstar's teacher-led curricula, or use their own curriculum that follows Northstar's standards

## ASSESSMENT

- Funded grantees are required to use the Northstar assessments

- Northstar is written to support student reading at a CASAS reading level 211 or higher
- Programs may want to scaffold material to support English language learning and have learners complete Northstar online modules to reinforce concepts

## COURSES

- Courses may be provided as stand-alone, one-time sessions on a particular topic OR may be delivered as a longer, multi-session course that covers a set of standards
  - Can offer topics beyond Northstar's standards as additional, specialized courses. However, these *cannot* be in place of standard curriculum.
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# myPLACE:

Citywide partner network offering Intakes,  
Assessments and Referrals



Office of  
**Children and Families**

CITY OF PHILADELPHIA

July 2021



# About myPLACE

Are you looking to:

- Complete a high school diploma?
- Get a GED/HiSET?
- Improve your math and reading skills?
- Improve your English language ability?
- Learn how to use a computer?
- Are you 16 years old or older?



**myPLACE**

is your place for education!

# Learn how to use a computer



**DIGITAL LITERACY  
ASSESSMENTS**

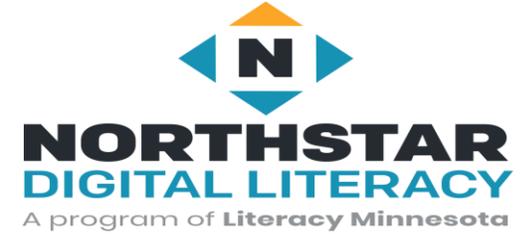


**SELF-DIRECTED ONLINE  
LEARNING**



**BADGES AND  
CERTIFICATES**

# What you can learn through Northstar



## Essential Computer Skills

- Basic Computer
- Internet basics
- Using Email
- Windows 10
- Mac OS

## Essential Software

- Microsoft Word
- Excel
- PowerPoint
- Google Docs

## Using Technology in Daily Life

- Your Digital Footprint
- Supporting K-12 Distance Learning
- Career Search Skills



# Proposal Narrative Questions



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# Caregiver Digital Literacy Grant: Timeline

<b>November 8, 2021</b>	Grant opportunity released
<b>November 22, 2021</b>	Applicants must complete Intent to Apply form by 5pm
<b>December 6, 2021</b>	Full Narrative Proposal due
<b>December 9, 2021</b>	Review committee begins evaluating submissions
<b>January 3, 2022</b>	Applicants notified of funding decisions
<b>February 2022</b>	Digital literacy assessments & courses begin



# EXECUTIVE SUMMARY *(no more than one paragraph)*

Explain what you hope to accomplish and why your organization is the right entity to execute this project. Please include your organization name at the top of your proposal.

## Tips:

- ✓ Keep it short!
- ✓ Speak to your history providing digital literacy classes and working with K-12 families
- ✓ Explain why you should be funded



# PROGRAM NARRATIVE

## PROPOSAL QUESTIONS

In which Philadelphia priority neighborhood(s) and zip code(s) will your organization's work primarily take place?

Please identify which pre-K-12 schools you will work with for this proposal and a brief description of your history working with each of these schools.

- *You must attach a **letter of commitment from the principal (or center-based director) of each school** you want to work with to demonstrate that they are willing to work with your organization*

### Tips:

- ✓ Show us you work in a listed priority neighborhood
- ✓ Show us you have experience working with schools in a priority neighborhood
- ✓ Must be PHLConnectED partner schools – district or charter
- ✓ If an LEA, school, or school-network, please attach a principal letter signifying your leadership support. You don't need to demonstrate your history working with each school.



# PROGRAM NARRATIVE

*(Only for organizations who will work primarily with ELL caregivers):* Please describe your history working with ELL families and specifically your competency providing programs in multiple languages.

Please describe your organizational history working with pre-K-12 families. What programs or services do you currently offer this population? How many caregivers does your organization serve on a yearly basis?

## Tips:

- ✓ We are looking for 1-2 organizations who can stand up courses for English Learners across the city. These orgs should have experience working with pre-k-12 households AND digital literacy.
- ✓ It is important that you can demonstrate that you have a substantial track-record serving pre-K-12 families and ability to reach them and enroll them in digital literacy classes.
- ✓ If an LEA, school, or school-network, please describe how you work with and support your student caregivers.





# PROGRAM NARRATIVE

What outreach capabilities do you already have and can employ immediately that will help you connect with underserved pre-K-12 families? Specifically describe how you intend to work with your identified schools to enroll caregivers in digital literacy classes.

## Tips:

- ✓ Be specific!
- ✓ Give examples!
- ✓ Grantees will be responsible for enrolling caregivers in their classes, so be clear how you will reach them through your school partnerships and through other means and encourage them to enroll.



# PROGRAM NARRATIVE

Please describe any digital literacy programs that you have offered in the past two years, including during the pandemic. Please tell us:

- Were the classes in person, hybrid, completely remote?
- How did you enroll learners? How many learners completed your programs in one year?
- Your experience using Northstar, if any.
- How your classes will support caregivers to improve their digital literacy skills so they can better support their students learning.

Please provide a sample one-month schedule of digital literacy courses that you intend to offer through this grant and how many learners can attend each course based on your capacity.

### Tips:

- ✓ Here is where you demonstrate that you know how to run digital literacy classes.
- ✓ Provide descriptions of the courses you do or will provide and show us how they fit within the Northstar standards.
- ✓ Your calendar should show us different courses offered at different times. If classes are longer than one month, indicate that on the calendar!



# BUDGET NARRATIVE

How many pre-K-12 caregivers do you intend to serve through this grant?

What is the total funding amount that you are requesting?

- Organizations' budgets should reflect a ratio of \$250/unique learner enrolled in your classes.
- For the full amount of \$62,000 over an 18-month period, your organization should be able to enroll 248 unique learners.
- Budgets can include staffing, outreach and marketing materials, administration, any lab equipment, incentives, or distribution of devices to learners if necessary
- Please use the Budget Template to complete your budget narrative.

# BUDGET NARRATIVE

	Year 1	Year 2	Total Request	Notes/Explanation
<b>A. Personnel (separate line for each person)</b>				
<b>1. Salaries &amp; Wages:</b> For each person, provide the percentage of base salary dedicated to the specific proposal.				
<b>NOTE: This example is from a previous grant cycle that required a two-year budget.</b> Your budget template should only include the Total Request column, along with the Notes / Explanation.				
Employee #1: Interim Director	\$840	\$841	\$1,681	Annual Salary: \$56,160 x 1.50%
Employee #2: Vocational Institute Coordinator	\$1,053	\$1,053	\$2,106	Annual Salary: \$46,800 x 2.25%
Employee #3: Technology Literacy Instructor	\$10,080	\$12,000	\$22,080	\$15/hour x 16 hours/wk; working 42 weeks in year one; and 50 weeks in year two
<b>Total Salaries &amp; Wages</b>	<b>\$11,973</b>	<b>\$13,894</b>	<b>\$25,867</b>	
<b>B. Technology &amp; Equipment (separate line for each item)</b>				
<b>1. Hardware:</b> Provide cost basis for each item and explain how each expense is specific to the Digital Literacy Alliance/project priorities.				
Item #1: Laptops	\$4,400		\$4,400	8 laptops x \$550/laptop
Item #2:				
<i>Add lines as needed.</i>				
<b>Total Hardware Costs</b>	<b>\$4,400</b>	<b>\$0</b>	<b>\$4,400</b>	



# ORGANIZATIONAL CAPACITY

## PROPOSAL QUESTIONS

Please explain how your organization has the capacity to roll this project out in a timely manner, your organization's experience to successfully implement this project, and your ability to both work in person or remotely with clients if necessary.

### Tips:

- ✓ Highlight how well-experienced you are in digital literacy or digital inclusion
- ✓ Demonstrate how many families you work with regularly and your connections to schools
- ✓ Show that you already have experienced management in place and would be ready to roll out this project quickly
- ✓ Highlight your well-honed outreach strategies
- ✓ This section doesn't need to be long, but should recap why your organization is capable of carrying out this project.



# ORGANIZATIONAL CAPACITY

## PROPOSAL EXEMPLARS:

“We have adequate capacity and experience to successfully implement the proposed project. Our most relevant experience includes:

- Organization X has 17 years of community organizing among African and Caribbean immigrants and refugees. In addition, our staff, including the Executive Director/Director of Policy, Field Organizer, and Office Administrator, combine together 13 years of experience in community outreach, canvassing and one-on-one conversations. They speak English, French, and African languages.
- Each year, Org X serves between 800 and 1,000 families and individuals.
- We conducted census-related outreach in 2000 and 2010.
- We have a pool of 10 to 15 volunteers to assist us in implementing the project.
- We leverage community resources by partnering with organizations and agencies like the Office of Community Empowerment, the Office of Immigrant Affairs, the School District of Philadelphia.”

Highlights organizational experience in the community

Provides examples of organizational expertise and prior work in the subject area

Highlights areas where there will be additional support to provide added capacity, including those outside their org



# ORGANIZATIONAL CAPACITY

## PROPOSAL QUESTIONS

Please describe your staffing plan and the team that will implement this project. Briefly list their roles and qualifications.

### Tips:

- ✓ Show that you have staff / a team in place, and that they are equipped with the necessary experience in digital literacy
- ✓ Demonstrate how you will train or bring on new staff, volunteers, or interns if necessary

Describe the annual income of your organization and how your organization manages finances, including any financial management software and accountability standards used.

### Tips:

- ✓ Demonstrate that you can manage grants, have the systems and administrative staff in place to do so.

# ORGANIZATIONAL CAPACITY

## PROPOSAL EXEMPLARS:

" Org X's Accounting Department manages nearly \$20 million in revenue each year, with funds coming from an array of sources including fee-for-service contracts; state and local government grants; foundations; corporations; and individual donors. Org X conducts all bookkeeping functions utilizing QuickBooks, which allows for the accurate tracking of all vendor payments. Most of the organization's billing and revenue reconciliation processes are conducted on two CRM platforms, Generations and HHA eXchange (HHAX). The Generations platform serves as the organization's first line of service-related data collection and recordkeeping, and HHAX is the State-mandated platform for final billing under the State's Community HealthChoices (CHC) model, wherein the organization submits for billing to three State-designated Managed Care Organizations (MCO). All fee-for-service billing for our homecare department is managed through Generations and HHAX. Org X's internal accounting and reporting practices follow generally accepted accounting principles (GAAP), including revenue recognition methodology, and the posting of expenses against all respective accounts. "

Describes the annual income of the org and sources

Describes common financial system used

Touches on accountability standards

Explains how they manage finances using specific financial management software



# ORGANIZATIONAL CAPACITY

Optional: Outline any partnerships necessary to implementing

Only fill this out if:

✓ You are a school contracting a CBO to provide services for this grant through your budget

**OR**

✓ You are formally collaborating with another CBO through your budget





# Questions?



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# Appendix



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# REPORTING

- Data submitted on a quarterly basis (*frequency of submission may change, as needed*)
- Narrative report submitted at the end of the grant period
- Data and classes will be reported to the City of Philadelphia's Office of Children & Families (OCF) Adult Education through the myPLACE database, the Northstar database, and to the Mayor's Fund which houses the DLA and PHLConnectED programs
- Grantees should expect to submit the following KPIs (Slide 34); however, these are also subject to change / adapt throughout the grant window as necessary.



# KEY PERFORMANCE INDICATORS (KPIs)

## **Caregiver Outreach and Engagement [Reported quarterly]**

- Number and type of outreach activities (i.e., meetings with school officials, planning / attending events with school communities, neighborhood events with caregivers, etc)
- Number of direct 1:1 engagement with caregivers (any 1:1 phone calls, texts, communication with specific caregivers to help them enroll in courses or support them along the way)

## **Digital Literacy Assessments**

- Number of Northstar digital literacy assessments delivered
- Number of Digital Badges obtained and skills improved over time

## **Digital Literacy & Skills Development Training [Reported quarterly]**

- Number of unique learners served (assessed or attended a class)
- Number of digital literacy class sessions offered + total number of attendees per session
- Number of learners completing curriculum and/or a set of standards (i.e., graduates)
- Referrals to 211 hotline, Digital Navigators, Adult Education programs and / or workforce training programs
- Demographics of learners (race, gender, age, zip code, relationship to students, etc.)



# PROPOSAL EVALUATION CRITERIA

Experience in communicating with and serving pre-K-12 families and/or caregivers through social services and/or special programs	1-3 points
Demonstrated experience working with identified schools or English Language Learner caregivers	1-3 points
Proposed schedule of digital literacy courses	1-3 point
Capacity to stand up courses by February 2022 and provide a continuous schedule of programming through an 18-month period	1-3 points
Demonstrated experience providing digital literacy training over the past two years	1-3 points
Organizational capacity and program budget	1-3 points