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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 PHLConnectED?

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

Who are the Digital Navigators?

Community-based organizations that **provide digital navigation services to anyone in Philadelphia,** including pre-K-12 families.

"Digital Navigators" are **digital support staff** who provide **remote or in-person one-to-one dedicated support** to households around **accessing and using technology.**

➡ **Beyond Literacy** (North Philly)
- **Helpline:** 215-426-7940
- **Email:** info@beyondliteracy.org

➡ **Drexel ExCiTe Center** (West Philly)
- **Helpline:** 267-217-3508
- **Email:** navigator@excitecenter.org

➡ **SEAMAAC** (South Philly)
- **Primary Helpline:** 215-867-9732
- **Secondary:** 215-824-5725
- **Email:** digital@seamaac.org

Live chat translation is available in Spanish. Interpreters are also available for most languages on helpline calls. When leaving a message, callers must include a request to be called back in their preferred language.

How do Digital Navigators assist residents?

Helping to complete enrollment into PHLConnectED, the EBB, Lifeline, or other program

Helping to find free or low-cost devices and connecting those devices to the Internet

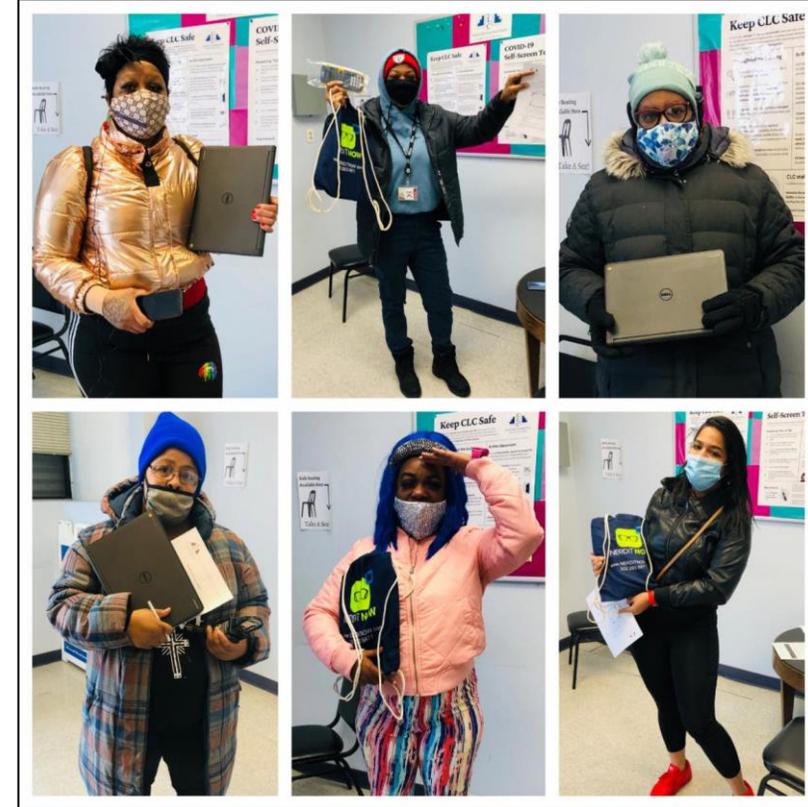Troubleshooting Internet connectivity issues

Orienting families on how digital tools work

Supporting families on filling out forms or other on-demand online tasks

Referring families to digital skills classes

Beyond Literacy clients receiving free devices

Digital Navigators Field-Building Presentations

Digital Navigators are available for **'field-building' presentations to professionals who work with school-aged children and families.**

Goal: Introduce the very **basics of digital navigation** and to let professionals know what **services Digital Navigators can provide** to people who need their help.

Contact one of the Digital Navigators organizations directly to learn more and **schedule a presentation** for your organization:

- Beyond Literacy: info@beyondliteracy.org
- Excite Center at Drexel University: navigator@excitecenter.org
- SEAMAAC: digital@seamaac.org

Grant Opportunity

City of Philadelphia

School-Based Digital Supports Grants: Overview

PHLConnectED is launching a grant cycle to **foster and develop creative school-based digital support initiatives for pre-K-12 caregivers**. This opportunity aims to better support pre-K-12 student households by providing funding for **local education agencies, school/pre-K providers, school-based networks, and/or partnerships between schools/pre-K providers and community-based organizations** to offer **school-specific group and 1:1 digital support services** to caregivers.

- Grantees will have the flexibility to develop **creative solutions** to support caregivers in **improving their ability to use the technology and digital tools** that are **specific to their school community**.

- PHLConnectED anticipates awarding up to $162,500 in total for this grant cycle.

- Grant requests from individual organizations can be **between $15,000 and $20,000 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

What do we mean by "digital support initiative?"

Example digital support initiatives that would be funded through this opportunity _could include, but are not limited to_, the following:

• Developing a caregiver peer program to train caregivers to use Zoom, the school/pre-K provider parent portal, etc.

• Developing a student-run help desk for caregivers and the school/pre-K provider community

• Hosting a series of workshops for caregivers on different digital tools used by the school/pre-K provider at different grade levels

• Creating a team of staff and students to become digital navigator experts to help caregivers with internet and device access

• Helping caregivers sign-up for and enroll in pre-K and Kindergarten

• Supporting caregivers in understanding and using assistive technologies

• Offering 1:1 in-person sessions with specific families identified as needing more intensive support
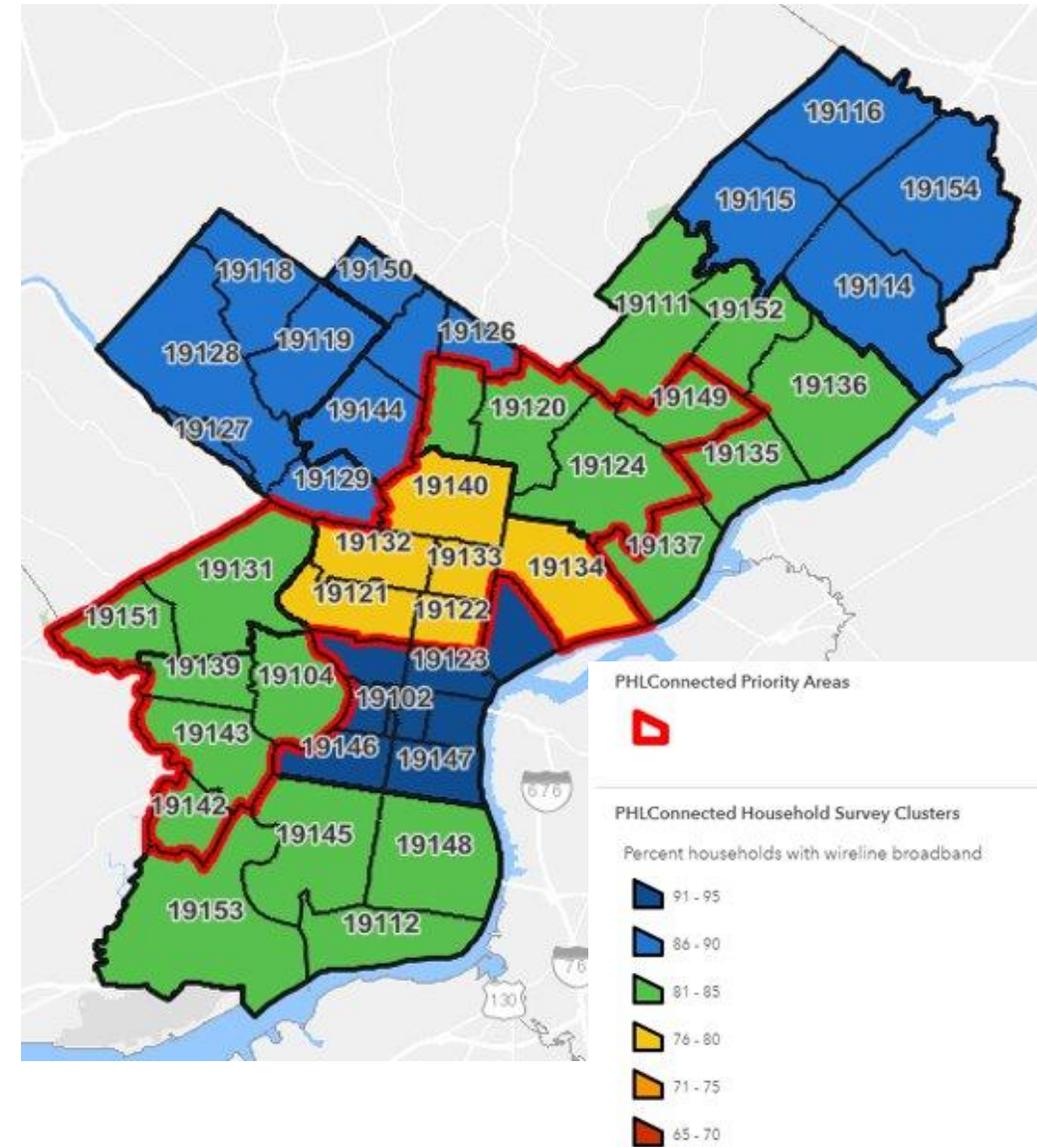
School-Based Digital Supports Grants: Core Deliverables

- Participate in a **Digital Navigator field-building session** to be oriented to **digital resources available across the city** as well as **referral opportunities for caregivers**.

- **Conduct outreach** activities for pre-K–12 caregivers to **identify and refer caregivers to digital supports** that are available to them.

- **Provide school/pre-K provider-specific digital supports for caregivers** throughout the duration of the grant period.

- **Submit quarterly data** and **progress reports**.

School-Based Digital Supports Grants: Eligibility Criteria

- Applicants must be **based in Philadelphia**.

- Applicants must be classified as:
  - A **current PHLConnectED local educational agency (LEA), school, or school-based network**. Participating LEAs can be found [here](#).

  - A **pre-K provider** offering services to families **with pre-K students ages 3 and 4 years old.**

  - Note: **Community-based organizations (CBOs) may apply as co-applicants to or on behalf of LEAs, school/pre-K providers, or school-based networks,** especially if the CBO has experience in **digital skills-building and/or experience working directly with pre-K–12 students and families.** CBO applicants must have **existing 501(c)(3) status** and must include a **Letter of Agreement between the CBO and the school/pre-K provider entity** that demonstrates an **equal partnership** between the two entities to provide school-specific digital support services to caregivers (see Appendix section of grant opportunity for Letter of Agreement Template).

- School/pre-K provider applicants **must be located in or primarily serve households that live in at least one of the priority zip codes:** 19104, 19120, 19121, 19122, 19124, 19131, 19132, 19133, 19134, 19139, 19140, 19141, 19142, 19143, 19149, 19151.

PHLConnected Priority Areas

PHLConnected Household Survey Clusters
Percent households with wireline broadband

- 91 - 95
- 86 - 90
- 81 - 85
- 76 - 80
- 71 - 75
- 65 - 70

School–Based Digital Supports Grants: Proposal Guidelines

- Proposals should clearly **connect pre-K–12 caregivers to creative school/pre-K provider-based digital support services.** Only proposals that demonstrate a clear ability to serve caregivers will be considered.

- Proposals should be created for an **18-month project period.** Applicants should carefully consider school community needs and **request an appropriate budget** to implement the grant program.

- Proposals should demonstrate **how applicants will reach and engage caregivers**.

  - Engagement with caregivers may occur through an out-of-school time provider, family social services support provider, etc.

  - Outreach methods may include direct phone calls, door-to-door outreach, text messaging, and/or other strategies to engage caregivers with digital support needs.

Proposal Narrative Questions

City of Philadelphia

School-Based Digital Supports Grant: Timeline

December 3, 2021	Grant opportunity released.
December 9, 2021 2:00 PM – 3:00 PM AND December 15, 2021 10:30 AM – 11:30 AM	\<optional\> Grant Informational Webinars For December 9th webinar, join HERE. For December 15th webinar, join HERE.
December 22, 2021	Applicants should complete THIS Intent to Apply form **by 5 PM.**
January 12, 2022	Full Narrative Proposal due. Please email the grant proposal document with all attachments in PDF form to Ashley Pollard (ashley.pollard@phila.gov).
January 17, 2022	Review committee begins evaluating submissions.
January 31, 2022	Applicants are notified of funding decisions.
March 1, 2022	Digital supports initiatives are made available to caregivers.

Executive Summary - *no more than one paragraph*

Explain what **technology and digital tools needs caregivers in your school community have** and **what initiative(s) you will implement to meet those needs.** Please include your LEA, school/pre-K provider, school-based network, or entity name at the top of your proposal.

Tips:
- ✓ Keep it short!
- ✓ Show that you are closely connected to caregiver digital needs and have considered solutions to offer support.
- ✓ Follow the 5 W's: who, what, when, where, why

Program Narrative

- Please describe in detail the creative digital support initiative(s) that the LEA, school/pre-K provider, or school-based network will offer to caregivers. You may consider the following:
  - What **curriculum** you will offer or what **skills** will you teach?
  - What, if any, **technology** will you use or need to purchase?
  - Will supports be offered in **group settings**, as **1:1 sessions**, by **phone, in-person, or in some other way?**
  - How will you **engage** students, community members, or other caregivers as part of your initiative(s)?
- Describe the **start and end date** of the initiative(s) and any **major milestones**.

Tips:
- ✓ Clearly describe all components of the digital support initiative(s)- what is it, how does it meet caregiver needs/how is it relevant to caregivers, how will it be provided/accessible to caregivers, and how will you ensure caregiver participation

Program Narrative

What **outreach capabilities do you already have** and **can immediately use** that will help you connect with pre-K-12 caregivers?

(Only applicable to school/pre-K provider-CBO partnership applicants): Please describe how the school community will incorporate the CBO in outreach efforts to ensure maximum communication to caregivers with the greatest need.

Tips:
- ✓ We want to see that you have tried and trued engagement strategies. Give examples of what works.
- ✓ Share how you will get caregiver buy-in. How will you show them that they should participate?
- ✓ If a school/pre-K provider-CBO partnership, show how the partners will work together to engage caregivers.

Program Narrative

Diversity and inclusion competencies: Please describe the experience of the applicant in **serving caregivers of diverse backgrounds, abilities, and cultures**. Consider **what types of supports caregivers need to learn and grow** through your digital support initiative. This may include language supports, disability accommodations, transportation, etc.

Tips:
- ✓ Show how you have created and/or will create an inclusive environment for diverse caregivers.
- ✓ Describe how you will provide accommodations or scaffolds for caregivers with diverse needs so that they can learn and grow from the digital support initiative.

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?

- Please use the budget template to complete your budget narrative.

- Note: Budgets can include **staffing, outreach and marketing materials, or incentives** among other identified needs for carrying out the grant.

- Please provide a **detailed budget narrative**, which must include 1) a line-item breakdown of the costs for specific services proposed; and 2) a statement of staff hourly rates. Please use the budget template (found at https://www.phila.gov/documents/phlconnected-grant-documents/) to complete your budget narrative.

- *(Only applicable to school/pre-K provider-CBO partnership applicants):* Indicate any work that will be contracted in the partnership.

Budget Narrative

	Year 1	Year 2	Total Request	Notes/Explanation
A. Personnel (separate line for each person)				
1. Salaries & Wages: For each person, provide the percentage of base salary dedicated to the specific proposal.				
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
Total Salaries & Wages	**$11,973**	**$13,894**	**$25,867**	
B. Technology & Equipment (separate line for each item)				
1. Hardware: 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:				
Add lines as needed.				
Total Hardware Costs	**$4,400**	**$0**	**$4,400**	

NOTE: This example is from a different grant cycle that required a two-year budget. Your budget template should only include the Total Request column and the Notes / Explanation column.
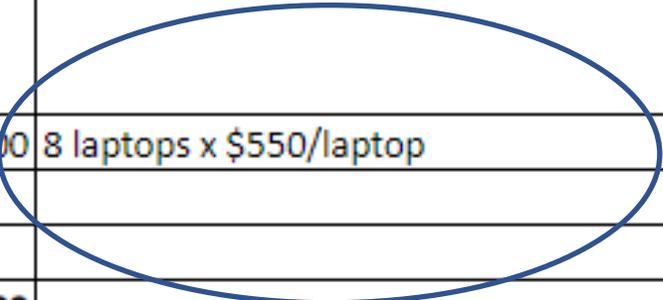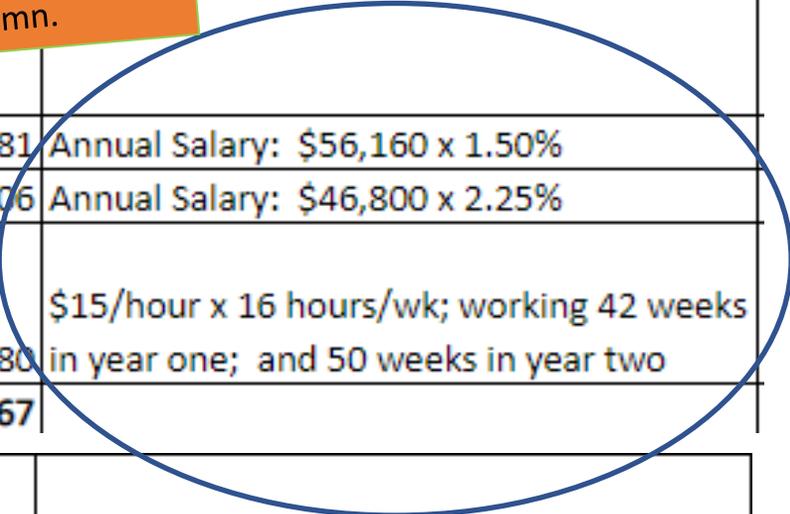
Organizational Capacity

- Please explain how the LEA, school/pre-K provider, school-based network, or entity has the **capacity to implement the initiative(s) in a timely manner** and the **ability to work both in-person and remotely** with caregivers if necessary.

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

- *(Only applicable to school/pre-K provider-CBO partnership applicants):* Outline the scope of the partnership necessary to implement your initiative(s) and the qualifications of the CBO and the staff they will use to deliver the services to caregivers as part of this initiative(s).

Tips:
- ✓ Consider the existing structures, staff, and resources you have that can be devoted to this initiative(s) soon after being awarded the grant.
- ✓ Show how your entity can flexibly provide digital supports to caregivers, especially considering the ongoing pandemic.
- ✓ Show why your entity and staff will be successful in providing digital supports to caregivers. Give examples of your expertise.

Organizational Capacity

"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 outside of their organization

Appendix

Reporting

- Grantees will be required to report activities on a **quarterly basis**; frequency of submission may change, as needed.

- Grantees will be required to provide a **narrative report** at the end of the grant period.

- Grantees should expect to **report on specific key performance indicators** (see slide 30); these are subject to change throughout the grant period as needed.

Key Performance Indicators

Caregiver Outreach and Engagement

- <u>Number and type of outreach activities</u>, e.g. school caregiver meetings, distributing flyers, tabling, neighborhood events with caregivers, etc.

- <u>Number of direct engagements with caregivers</u>, e.g. any phone calls, texts, communication with specific caregivers to refer them to digital supports, etc.

Digital Supports Provided

- Type and duration of school-based supports offered to caregivers

- Number and frequency of supports offered to caregivers; if applicable, number and frequency of group sessions offered and number of attendees per session

- Number of referrals to 211, Digital Navigators, or formal digital literacy classes

- Demographics of caregivers served, e.g. race, gender, age, zip code, income, level of education, internet access status, relationship to students, etc.

Proposal Evaluation Criteria

Proposed outreach and engagement plan to caregivers	1-3 points
Proposed caregiver digital support initiative(s)	1-3 points
Capacity to develop support services in a timely manner and offer services through an 18-month period	1-3 points
Organizational capacity and program budget	1-3 points