



Computers for Youth

We Bring Learning Home

Propelling Home Broadband Adoption: A Perspective from the Field

August 19, 2009





Why Focus on Home Broadband Adoption?

- Low-income children tend to perform significantly worse in school than their higher income peers
- School-based solutions are not enough, as children spend only **13%** of their waking hours in class
- Broadband-enabled educational technology at home can boost student achievement by promoting **cognitive stimulation** and **family learning**
- So inequity in home technology -- including broadband -- compounds an already unequal playing field



A Comprehensive Model for Family Broadband Engagement

Engagement with High-Poverty Schools

- Competitive school selection
- Intensive outreach to families
- Professional development for teachers

Family Learning Workshops

- Hands-on training in English or Spanish
 - Free “home learning centers”
- Broadband sign-up info and partnership discounts
- Free high-value educational software & subscriptions
- Focus on importance of district’s parent data portal

Families
Motivated by
Educational
Power of
Broadband

Robust Technical Support

- Bilingual help desk
- Free servicing



Results

- Since 1999, CFY has:
 - Partnered with high-poverty schools in five metropolitan regions to distribute more than 19,000 home learning centers and train more than 39,000 students, parents and teachers
 - Supported families' online access via Internet/broadband partnerships
- Some findings:
 - Improving the home learning environment can yield powerful academic outcomes (e.g., Educational Testing Service analysis of CFY student outcomes) and significantly boost parental confidence
 - Actual broadband penetration in low-income neighborhoods prior to program implementation appears much less than typically reported