2017-2018 ConnectHome - Effective Program Management and Planning for Sustainability of Your Program, 3-27-18

Juleian Curtis: [In progress] -- Kyle with the metropolitan housing authority in Cleveland, Ohio and to give a bit of a -- kind of a summary of our [inaudible] that we own and manage about 10,000 of units of public housing, Section 8 new construction and RAD units. We also have a voucher program of about 15,000 participants and serve about 55,000 people across Cuyahoga County in Northeast Ohio.

We were a ConnectHome pilot community, one of the 28 some two, three years ago, and have been at this work really ever since, and has really become embedded in our process and embedded in what we do, and become a high priority in our community and really in our -- within our agency.

So as we just put this image here as some of the newer RAD units that we've developed that were constructed in the early part of 2017 and then the background is one of our older high-rises where we have high speed Internet access coming via line of sight. And regardless of kind of the age or method of housing subsidy, we're trying to provide the three pillars of ConnectHome.

So it's really, again, something that is embedded and we're trying to continue to embed in our workflow and be creative about how we do that.

So to give kind of a quick overview of ConnectHome's impact on Cleveland through our work and ConnectHome, there's over 400 youth that have received hotspots and tablets and connections through ConnectHome in partnership with Sprint and GitHub.

We've also been able to provide access to devices and training for adults as well as Internet access through low-cost offers through AT&T and Spectrum that become available. So we've been able to kind of play it on both sides. We also have a unique -- had a unique opportunity to engage in nanodegree programs through Udacity and partnership with AT&T.

And these web development programs that students are enrolled in -- our residents and participants in our family [inaudible] program and they're able to get a degree in web development and even are able to get second degrees, excuse me, based on the successes they've had over the past 8 to 12 months.

As I mentioned about that high-rise, we have one development with 156 units in it that is fully connected to the high-speed Internet. Everyone in that building had an opportunity to get training and also earn a refurbished desktop PC.

And that building is a part of a five-building network and we're really close to coming online with two additional buildings to really kind of up that number. And again, this is all made possible through not only staff commitment, but external partnerships as well.

And the coordination and staffing from the agency starts at the top for us and the tone's set by our CEO Jeffery Patterson and the importance that he places on this work. And so that all can trickle down to those many departments that help us execute this work at a high level as we can. So we have finance, resident services, asset management, transportation, IT is a huge part of this.

Donald Butler, our director of IT is kind of co-lead on this work with me, legal at times just to weigh in in different matters, but we tie in those things, also, into programs that we -- that many of us have and get funding for, like Jobsplus in terms of sufficiency and use it as a way to kind of intersect technology, Internet access and devices with these workforce kind of based programs or self-sufficiency, sustainability type programs and it's helped us make this work a big part of what we do being able to tie it into those things and get the support from across the departments.

But without the help of kind of the expertise of external partnership and workforce in Cleveland, they have a pretty big movement and group of individuals that are passionate about digital inclusive.

So it's maybe a little bit less challenging in our community and maybe not -- I mean, is -- can be a little bit more difficult in some other places that maybe don't have the partnerships that we are fortunate to have, but here's kind of a list of them via logo and this certainly doesn't include all of them.

But all of these folks and organizations have had a big part of what we do being able to play off of existing efforts, being able to be creative from the community -- with community colleges and universities for getting training to our residents as we only have so much capacity to do so much as a housing authority.

So having partnerships, and having expertise in technology is specifically -- have a willingness to want to help, and support the community in this way is extremely beneficial, and being able to tie it into health, and being able to fulfill community service requirements for young people, and really kind of expose them to this issue, and help people be able to support beyond doing of a lot of what's been done, and caused by -- and the issues, the problem it creates of being kind of unconnected, really.

So to get into some specifics, this is kind of an image of one of our digital literacy training graduations and we have one of these actually going on at the moment. So no one can pinch-hit for me on this call.

But this is a snapshot of kind of what they look like from giving folks devices after they've completed their program, recognizing with a certificate many of which, especially, the older residents that we serve, are still [inaudible] fulfilled to accomplish something and they haven't accomplished something in quite some time and being able to amplify their stories, provide them ongoing support.

And we just kind of tie this back to the Udacity program where we have five students that enrolled in it. Three of them are pretty close to finishing, two of them are going to go on and get

secondary degrees in digital marketing. They're going to get their first degree in web development, two of them are going to go on and pursue digital marketing.

And one of them, also, is going to take advantage of the Google IT scholarship program, I believe, that also certainly came through ConnectHome. And without the support of our own web master within our IT department kind of helping those students walk through the program, this wasn't an entry level kind of online degree program, it was pretty intense.

So having the support of our family self-sufficiency coordinators and staff, having the support of our IT department and really, the direction from our CEOs to say, this is going to be the -- let's do all that we can to make sure this is a success and that's what we've done.

So regardless of department, regardless of your role, folks have stepped up and really made this program so much a part of what we do and I think it really contributes to it being as sustainable as possible within our agency. And then lastly, I want to double-back to Cedar Extension Hi-Rise and give a little bit more description on that.

Internet access is brought to this building through an Internet source that's brought into a local nonprofit hospital. So this hospital is gracious enough -- St. Vincent Charity Medical Center is gracious enough to allow us to put some equipment on their roof, project -- they're going to have an unused Internet pipe [inaudible] coming into their building that we're able to tie into and then project to not only Cedar Extension Hi-Rise, which is pictured here, but five other buildings on Cleveland's east side. So what this allows us to do is in a much cheaper way, really, and through an atypical ISP.

So not a Spectrum, not a Comcast, not a Time Warner or AT&T, but a local ISP to provide an alternative option for our residents. So it's low-cost to free for residents to connect, mostly to [inaudible] adult to senior developments. So some folks are getting connected for the first time. But being able to have willing partners.

And we weren't even the ones that really created -- won't take credit at all for creating kind of this -- the partnership creating the idea or if you will, to make this possible, but again, having kind of the staple of partners that we have in Cleveland and DigitalC and others that were able to really make this idea possible.

And now we're inches away from the lighting of 300 additional units, and 156 in 2 other buildings on this network, and we're excited about that, and what this maybe could mean for going across the 50, 60 developments we have at our housing authority, and again, keeping ConnectHome embedded into what we do as an agency.

So with that, I think Fred Logan is next and I'll pass it off to him. Thank you.

Fred Logan: Hello. I am Fred Logan. I'm with Choctaw Nation Housing Authority and I've been with them for 37 years and I'm currently -- as brought up earlier, I'm the ConnectHome program manager. I want to begin with in talking about program management and sustainability.

We wanted to get started with ConnectHome and we wanted to make an impact, if you will, to really get started. So this first slide here, of course, shows one of our sites -- our independent elder site in Talihina, Oklahoma. We operate within 10 1/2 counties. And so to get started, we wanted to do something that really would make an impact.

And so we thought we'd do a cultural event to get started and we picked a central location in Talihina, Oklahoma. We invited a lot of guests, such as GitHub and EveryoneOn in Washington and some of our upper management from Choctaw Nation.

Of course, all the tenants from the three sites within Talihina were invited to this event and -- which included training, a tablet giveaway, which was brought on by GitHub. They donated all tablets for all children in these areas, which -- and also, we offered a free dinner that night and some entertainment.

We wanted it to be a cultural event. So it was -- we provided our Choctaw dancers. They, of course, demonstrated Choctaw dances, about five different ones and then they invited the audience to participate. I mean, we, around here, when we put on something, we want to make it an event -- not just for fun, but we wanted to get to know our tenants. We felt like this was something that we needed to do upfront close and personal starting with ConnectHome. You know, that's why we do the cultural event to get started there. About 150, I said, were in attendance at this and GitHub, at that time, did all the training with the tenants that were in attendance.

Initially, with all 17 of our sites, we paid for the Internet service for about, I don't know, a year and a half or more and we did all the digital literacy training, such as Internet safety, how to operate the tablets, how to operate laptops, desktops to get everybody a good start, if you will. And you might think, how did you pay for all this, how did you do all this?

Of course, we got our own budget, within the housing authority donated about three-quarters of our budget along with a USDA grant, which when -- Choctaw Nation has their own grant department per se that goes out looking for grants and they were able to get us one of these to get us started to help pay for all the Internet service.

But after we got started in managing our program, we of course, were invited to Washington. This is where we met members of what is known as USAC, Universal Service Administrative Company. They told us about something we were really interested in, which is called Lifeline.

In particular, we spoke with Michelle Garber [ph] who told us about Lifeline, a program that would pay for Internet service. I mean, we lit up when we heard that, because we needed all the help we could get with our program. At present, I know the FCC has cut back on Lifeline and all, but at present, we have -- let's see, one, two, three, four of our sites are now connected on Lifeline that we don't have to pay a dime from our program and that's probably around 102 units. I feel like that's part of program management, part of sustainability to help yourself in your budget. And we most definitely wanted to sustain a program for more than just a few years.

We get involved with each area of our program. We do a -- in Indian housing plan each year and we do participate in putting together our portion of the budgets. Now, in getting started with our program and working all the details out, it began with just me and my boss and then we, of course -- we knew we had to depend on stakeholders, as you will, as EveryoneOn told us.

And we couldn't have got started, much less accomplished all we have if it hadn't been for EveryoneOn, Chike [ph] and of course, Amber Petty and all of our stakeholders. They made this possible for us. As far as managing the complexity of the ConnectHome, it became too much for me and my boss. So we started hiring some people.

We hired a training coordinator first. We wanted to be able to go to each and every one of our sites and do group training, if you will, get as many involved as we could. The training coordinator currently coordinates all of these and also coordinates events with our different libraries around the 10 1/2 counties. We get them involved.

We involve our stakeholders as much as possible in order to help us to further our program. The coordinator also keeps our ConnectHome files up-to-date for each and every site. Of course, this is -- you know, I call it an ongoing battle, because things change rapidly. We next needed to get another person involved in our program.

We hired an IT project coordinator to, as you might guess, handle all the technical problems that come up with tablets, desktops, phones, different parts of the program. You know, we started to get a backlog. So we had to have another person for that.

Currently, our IT project coordinator is taking the lead on our programs that we're working with with ABCmouse and our Kano training program. He also handles all of our media, such as Facebook, Instagram and Twitter. I mean, we still, like I said, depend heavily upon our stakeholders.

One of the ones that we brought onboard, a stakeholder, which I've talked about for in the past was our YAB group, our Youth Advisory Board. These are high school students that -- of course, they get awards and such for being on part of the YAB within their own program, but they help us with most training involved with our elders.

The interaction between the two, the youth of high school and the elders, has been an incredible part of our program that has really reaped many rewards. In addition to helping us with our sites and such with our independent elder sites, the YAB is able to go back on their own and they set up different other programs with our sites.

I mean, they do games and such -- Bingo and different games for the elders and they throw holiday parties. We recently worked with a YAB on setting up a music app for each -- we're still working through our different sites, but we've set up several of music apps for the elders.

And the YAB plans on going back to possibly work with them, getting all their favorite music and doing dances and karaoke and stuff, being involved with the community and help them stay active. Now, another point that I've touched is the Oklahoma libraries that we work with.

We coordinated with them and we started getting each and every one of our tenants involved as far as getting them library cards to get access to the stakeholder. The stakeholder of the libraries, they have many different applications of trainings and such, all kinds of video instruction that we take advantage of.

I mean, we can't do it all ourselves. We have to depend on stakeholder help. Of course, they have movies and books they can get online. They even help us by going out and doing one-on-one trainings themselves. Now, ABCmouse, as far as what it takes care of for us, it gives us the free access and they take care of our youth from ages, I believe, three to eight years old.

Now, Kano is something we, once again, out of Washington meeting, fell upon and got introduced to them. They help us with our students that once termed the path -- you know, the ABCmouse age to start learning coding. Coding, that's something that'll help them, we figure, in the future as far as they start going onto college and such.

Now, important part of program management, collecting data, is something that we found in our case, data -- as the slide brings up, data equals support. We want to use all of these things and I'll go into a little more detail about the data here in just a second. We want to impress and that would lead to success.

Now, collecting data, how did we do it? Initially, we made a survey that I believe was given to us by somebody in Washington, I forget their name now. They surveyed to find out what our tenants had. Who had Internet, who didn't have Internet and we found out only 3 percent had at-home Internet.

So what we wanted to do was to take up the slack there, make it available to everyone, which we did make it available 100 percent to everyone that wanted it. Now, we knew what the concern was that getting this access for them -- because they didn't have access. They had to go everywhere else to try to find access.

We set a goal the first year of 35 percent. EveryoneOn said that that's what we should do. We were able to, in that first year, connect, I believe, around a little over 70 percent. So everything we do we set goals for. The next kind of collecting data thing we had was we had to have tenant agreements.

So we made these tenant agreements up and got them out to everyone just like we did the survey. We got out to everyone. This way we're able to bring in the data that we needed, their addresses, their phone numbers, their signatures to agree to be part of the digital literacy program that we were running.

Now, most of this we got help with. We have different property managers at each site and we were able to reach out to them and find out all the other information of the data that we needed to collect, such as how many children were living in the homes, what were these children's' ages. That way we can use all of this data to work towards the specific areas of the age limits.

Now, all of our data is kept in files, of course for each and every site and it's updated daily, if you will, because we have, as anybody that works in housing knows -- you can have move-ins and move-outs. And for our data collection, the very first year we set a goal of 12 group trainings to keep information on and that was for the year.

And then we reported monthly to our upper management on all of this business, because we felt like they -- with them knowing these things, they could see the progress, the success of the program. We set a goal for a number of one-on-one training to do for the year and this, of course, is more data that we tracked and we report monthly to our upper management.

We wanted to help our tenants as much as we could of any kind of goal or any kind of thing that they were reaching toward -- I mean, high school students reaching towards college, the elders reaching towards things that would help them. We came upon an elder that was able to use his Internet connection.

He couldn't get out much. He didn't want to get out much. So he used to have his -- I believe, his groceries and different things -- everything is sent to his house. Everything is made available to him by way of the Internet. And we tracked all of the progress of the different ones that -- the different success stories.

Now, some of the concerns we're still worried about, of course, donations for our program, new equipment for our program, of course, always keeping upper management informed for we -- for us to have that continued support. You know, we track other data. We keep track of each and every piece of equipment, where it's located.

This helps us very much. Like I said before, our current projects right now are ABCmouse and Kano, which we're reaching out to each and every one of our sites, which was 17 sites. Amber Petty from EveryoneOn encouraged me and encouraged our program and it should go for any program from the very beginning to make your program known.

And collecting data and managing it is all part of that. You have to make it part of your program. If -- as they say, from the very beginning of ConnectHome, if you're going to bridge that digital divide, you have to be a good manager in every one of these areas. Now, we all remember what that digital divide was or is.

Getting Internet access with all its valuable information to those that do not have it, so they can have the same opportunity as others have had. In order to make our program well-known, we wanted to use the stakeholder that we didn't know we had. We had a stakeholder within, as I put it. We had a Choctaw Nation media program, we had a Choctaw video department.

We started using our Choctaw Nation media department and video. In this way, we thought we could make our program better-known to the public and upper management with pictures, video, print stories about the ConnectHome program, how it showed the benefits of our ConnectHome story. I mean, we've had several newspaper articles, we've had several videos, we've had --

We have ongoing process of YouTube videos. I mean, we like to brag. I mean, it's getting close to my time here, but we like to brag about our program, because we feel like it helps to get better known. I mean, I know other ConnectHome programs, they should learn to do this. Make all of their data known. Make it known to their upper management.

Now, there's three ways that we do this. We have three main reports. We have an SEO executive summary. I mean, it goes into detail; every little bit for everything on each household within each site. The next report is our 202 report, which lines out what we're going to do within the next 90 days, the next 180 days, the next 360 days.

This report also reports any kind of delays we have to upper management and it lists all the completed items that we have to upper management so they can see that -- you know, the success, the progress that we're making. Now, the third report is the overall summary spreadsheet that shows how many units are connected or not connected, plus all the children, all the ages.

In keeping our management abreast of these things, they continue to support us. Our budget for next year already wrote up and we have our future already set in front of us. We have several hundreds of homes more over the next three years set to be built and they're expecting us to work the same kind of story with the ConnectHome with them.

Now, I'd be lax if I didn't go into the last but not least thing here, a future success for us. We looked at each individual that we work with to see what might help them. Now, we had an individual, passed it, let me go by, by the name of Raven Starch [ph]. She's one of our tenants. Of course, she has had many challenges, but she wanted to become a public speaker.

Of course, she has a rare medical condition she has to deal with, but we are -- what we plan to do for her, by keeping her connected on the program and keeping her voice out there, is we plan to work with her career.

We plan to schedule audiences for her and we hope to get her a center, after a while, on a bigger platform, because as you can see from her photo up there, she wants to let others know they should follow their dreams, don't give up on what they believe in.

And that's kind of our dream with ConnectHome, to let others follow their dreams or have an avenue for that. And that's our ConnectHome program here in Choctaw Nation. I could pass it onto Dina now.

Dina Lehmann-Kim: Thank you, Fred. And I teared up, actually. So bear with me if I sound a little choked up after what you said about Raven.

So I also like to say, everyone, that the work that you all do through ConnectHome is helping a new generation of thinkers and innovators and inventors and the tools that we give them through the work you're doing will help not just them, but our society as a whole. So I think the work we all do is very important.

So I think I can change my slide. So thank you so much, Fred for that. Like I said earlier, I am presenting on behalf of Tony Frank who is with the Denver Housing Authority and they, too, have great information to share. So Denver Housing Authority has MOUs for data sharing with two local ISPs, PCs for People and Live Wire.

So the ISPs provide them quarterly data on unique DHA customers receiving new Internet access and/or computer devices and in exchange, DHA agrees to list them as a ConnectHome Denver program partner in their outreach material and on their website, which they have here, Connecthomedenver.org.

So this relationship, you can see, is sort of a virtuous circle and it works well for both groups. The other thing that Denver does is -- or they have done is surveys. So they've done an annual Section 8 survey, which asks questions about digital inclusion. They did it in 2016 and 2017 and there were 5 questions that touched on access and devices.

And what these surveys found is that they -- there was a really low rate of connectivity among their Section 8 residents.

So this helps them to include more information about their ISP offers and device partners and the monthly recertification packets that they would send out to their residents and now information is shared through quarterly workshops that they do for their Section 8 clients.

But had they not done this survey, they wouldn't have known, among their Section 8 clients, what the connectivity rate was and how they could serve them better. They did a similar survey for their ConnectHome target properties. They conducted surveys at three properties, which allowed them to see differences between age groups.

So the different types of connectivity that were -- that was happening, say, among families versus seniors. And in exchange for completing the surveys, the residents earned resident achievement program points, which I think is a great concept for other housing authorities to at least think about doing.

And I'll talk about that in a little bit. But basically, what the survey helped Denver do was target information and communications to the specific groups, depending on what their needs were. And in addition, it helped them launch a pilot specifically geared towards seniors and disabled with T-Mobile.

And so back to this resident achievement program, residents earn points for doing a variety of things. In this case, they could get points for getting -- for answering the survey and then I guess, once they accumulate a certain number of points, they can turn them in or exchange them for home improvement items.

So for example, they could get a microwave or I guess, if they even had enough points, they could get a new kitchen floor, is an example that Tony gave me or they can even get bus tickets. So the Denver Housing Authority has a booklet with how you can redeem your points. So I think that's a nice incentive program for residents that PHAs may want to consider doing.

The other point that I really thought was important to share with all of you is they're a nonprofit. So Denver had created a nonprofit before ConnectHome started in 2011 to support economic self-sufficiency, aging in place, youth development and community building services for their resident programs.

This allowed Denver -- or the housing authority to receive grants and donations from foundations and private companies that are required, when they give, to give to 501(c) (3) organizations. And so as of April, 2018, ConnectHome will now become a program within that nonprofit. They had considered developing their own nonprofit, but I think it just made more sense to go this route.

And so now the board of directors will be expanded to include two board members with a technology access focus. So this will ensure that the needs of ConnectHome will be addressed and they will -- they've established a ConnectHome Denver subcommittee that will allow other stakeholders outside the board to participate in digital inclusion planning.

This will allow them to better integrate Internet and technology access across their core resident service areas. So I think this is really something very important to consider. I know some PHAs already have 501(c) (3) arms and other may not, but they might -- you might want to think about doing this now.

So that's all I have from Denver, but -- and I know I went through it kind of fast, but I want to thank you all for participating and now turn it over for a Q&A time. And I'll turn it over to Anna to help manage that. Thanks a lot.

Anna: We don't have questions in just yet, but I wanted to ask Juleian a follow-up question if he could talk a little bit more about the partnership that the Cuyahoga County Housing Authority developed with the hospital near the Cedars Center Senior Hi-Rise.

Juleian Curtis: I think I started to mention the relationship developed with the hospital [inaudible] our relationship with our nonprofit, [inaudible] Advocate DigitalC, a civilian -- they have developed a independent ISP by the name of Everstream and receiving kind of a backup or providing backup or secondary service to the hospital.

DigitalC was the creator of this [inaudible] ISP. They were -- they would have access to that bandwidth connectivity. So in relation to the hospital, [inaudible] would have that from a business standpoint.

So residents in the community, that hospital, from a resident services standpoint, serves as an [inaudible] for the community, as an educator in health for the community.

So the relationship was already there in that regard, but in terms of how the technology is executed, it was really based upon [inaudible] relationship with DigitalC and the access they had to the fiber that was entering that building that we're able to draw upon and push out to [inaudible] housing authority location.

Anna: Great. Thank you, Juleian. And Fred, we have a question. Folks wanted to know a little bit more about how you're infusing the ConnectHome program with the new developments that Choctaw Nation has going on.

Fred Logan: Being part of the whole Choctaw Nation, it -- we're able to -- you know, within housing, we're able to learn about the different things, like they have a thing called LEAP homes that they're going to be doing, I believe, 10 houses per district in each and every area that we can find out about within Choctaw housing -- I mean, within Choctaw Nation.

There's different areas that we just have access to and learn about them and we're able to start planning ahead, if you will. I mean, within our own area, there was 10 units -- I mean, they were put up in no time flat just recently here within our own county, but we look forward to, as I'm told by my boss, work with each and every one of these areas to expand our program.

Anna: Great. Thank you, Fred. Dina, we have a question about Denver and how having a separate nonprofit for the housing authority helps them really build a robust ConnectHome program.

Dina Lehmann-Kim: So I think this is a very new component to, I know that, their nonprofit. So I can't say what it's done yet, but I think what it can do is help raise funds and as we all know, ConnectHome is -- has been an unfunded initiative, which is part of the reason why we've tried working with EveryoneOn to identify organizations that can service stakeholders to provide resources to support your work.

But I believe that having this flexibility now through a 501(c) (3) will allow the housing authority to get -- to obtain grants or at least apply for grants and in a way that resonates more with funders. So I think it's a good strategy to at least explore. And I'm sure Tony would be happy to speak to you in more detail.

I do know that this nonprofit has been around for a while and has helped the Denver Housing Authority in other program areas. So I think that's why they thought it would be a nice connection to make to have ConnectHome as part of it. So hopefully that helps.

Anna: Thanks, Dina. Fred, we have another question for you in terms of the survey and how that survey was developed and what informed the type of questions that were asked in terms of digital inclusion for your Section 8 voucher holders.

Fred Logan: Well, the survey, as I remember, that we needed to get out there to even get started -- I mean, we got help from, I believe it was the Washington fellows that came up with that survey, which in turn, we had to do our due diligence to make sure that we got it to each and every tenant.

It was put together to our guys to kind of drill down or dig deep to find out about our tenants, what they had, if they did have it, what they were doing with it. I mean, at the same time, we didn't want to make them think that we were digging into their lives, per se, but we always told them that we would never monitor what they would be doing on the Internet.

We just wanted to work with them and try to enhance their lives, if you will. So they were just specific questions on there about if you have Internet, who do you have it with, what you've done with it, if you don't, have you ever heard of ConnectHome or would you like to be a part of this program.

Once we got the basic information, we were able to work with the individuals that wanted to be part of the program. I don't know if I answered the specific question or not, but I -- but it was just a get-started, if you will.

Anna: Great. Thank you, Fred. Those are all the questions I have right now.

Dina Lehmann-Kim: So this is Dina. I wanted to just ask, I think it was Juleian, about the community service requirement, how you incorporated that into your program.

Juleian Curtis: Hey, Dina. Yeah. So not the community service requirement, just to clarify for residents, but community service requirements for students that are in honors programs in college or high school, stuff like that.

Dina Lehmann-Kim: Okay. Like in some cases, there's social work students who are studying social work, have a community service requirement, for example. That's a great point.

And that's a great point for others to think about when you're working with local community college or local colleges when you tap into -- tapping into their students is another strategy you might want to think about.

Juleian Curtis: Absolutely. You know, it's something we've used from a digital literacy training standpoint to have to get trainers, especially for our older residents where it's -- there's really no -- we're not teaching them how to code necessarily just yet.

So teaching the basics, it's just about being personable and a people person and know a little bit about computers to get somebody kind of going on how to use the mouse, how to be safe online and stuff like that. So we thought it's been a great way.

And the residents, especially, the older residents take to it, because it's kind of like their grandkids teaching them. So it ends up being a cool little relationship that they develop, excuse me, over time.

Dina Lehmann-Kim: Mm-hmm. And are there any other questions now?

Anna: We don't have any more questions.

Dina Lehmann-Kim: Okay. What I would like to do, if I could, is highlight a few points that both Juleian and Fred made and I'm sure Tony would agree to -- that really look at your stakeholders and see how you can -- how they can help you.

And if you're not familiar with all of the stakeholders that ConnectHome has relationships with, you -- please go to Connecthomeusa.org and you'll find a list of stakeholders and what they offer to ConnectHome. And I loved what you said, Fred, about having a stakeholder within and I think Juleian, you've also -- you also exemplified that with working with FSS and Ross and Jobsplus.

You know, you can look -- and I hadn't thought about it until today, you can look inside your organization and see who is a stakeholder or partner within your organization that can continue to support your work. And also, I really appreciate the emphasis that upper management had buy-in and that contributed to your success.

And it does take -- sometimes it takes educating management as to why this is important if some may not get it right away. And so the reporting that Fred talked about is very good for that purpose as well.

And we can certainly wait for more questions, but I wanted to make sure to underscore and highlight those points. If there aren't anymore questions, Anna --

Fred Logan: If I -- I'd like to ask Juleian a question.

Dina Lehmann-Kim: Go for it.

Fred Logan: Hey, Juleian, this is Fred. As far as data and everything with your situation, is there -- I mean, is it a particular part of your housing that does that or how much help do you have on that end of it?

Juleian Curtis: In terms of data collection of -- in regards to identifying the need, we almost have taken the easy way out, but there's a large report that talks about in-home broadband connections by metropolitan area and Cleveland is like top-three on that list. And you can equate that pretty strongly to income.

So a lot of our folks fall in that category. So we've kind of taken the approach that the need is everywhere and have leveraged partnerships that we have in different communities across Cleveland to provide opportunities to residents.

So -- then once we get to a place, then we kind of have a capture rate, and try to keep track of who's done what, and who's taking advantage of what we provided, and then we'll come back, and try to follow folks to see where they've taken it, if anywhere, whether it was just getting online to communicate with their family or is it getting online to get a job or get a GED, something like that.

So it -- a lot of it gets tied with our resident services department who's kind of stationed or assigned to different geographic areas and then once they know they've completed a course or have taken part in some ConnectHome programming, they'll be able to take it from there and kind of follow with anything further that that individual may need, if that answers your question, Fred. Sorry.

Fred Logan: Yes. I like the one where you had in there, the follow-up. I think it's a big part of our program is following up. I mean, some people really need the push, if you will, to -- on follow-up, to see the advantages they could have.

Dina Lehmann-Kim: That's a really good point. Yeah.

Juleian Curtis: No. I 100 percent agree and I think that that's one of the areas that I hopefully will be able to do more with now that we have our Vista, Bianca [ph], hired on as full-time, because that's -- we have a system in place, but it could be stronger in terms of our follow-up and really making sure that -- or doing our -- doing the best we can to ensure that folks are taking advantage of what's available and seeing that there is a --

If you do leverage this thing to the best of your ability, the payoff can be tremendous.

Dina Lehmann-Kim: Anna, if we don't have any more questions, I think we can probably sign off.

Anna: Okay. We don't have any additional questions that have come through.

Dina Lehmann-Kim: Okay. Well, I want to thank everybody, our speakers, and Tony in absentia and Anna for organizing, and all of our audience members. Thank you so much.

If you have any questions for any of the presenters, feel free to email the email addresses that you see here or you can certainly write us at Connecthome@HUD.gov and we look forward to seeing you at the next webinar, which will be in April. So stay tuned. Thank you so much. Bye.

(END)