



Action Plan Checklist

The Action Plan Checklist provides steps, tips, and helpful resources for each stage of the Action Plan Development process, as outlined in the ConnectHomeUSA Playbook 5: Developing Your Action Plan. The Checklist is an outline of action items from the information provided in the Playbook and should be downloaded and edited by each community to include steps that are specific to your program.



TEAM



VISION



GOALS



ROLES



STRATEGY



IMPLEMENT



STEP 1: Assemble Your Core Team

Your Action Plan is the document that will guide the implementation of your ConnectHomeUSA program. This checklist will help make sure you develop a strong Action Plan that covers all the key components of an effective digital inclusion program. Included as part of this Action Plan Toolkit:

- **This Checklist** which also includes links to helpful external resources that can further assist with the development of your Action Plan;
- **The Launchpad Timeline and Template** is tied to the ConnectHomeUSA Playbook and provides a timeline with specific steps that lead to the development of the Action Plan. You can adapt this document to fit your needs; and
- **The Action Plan Implementation Template** which can be used as your Action Plan document. It allows you to track goals, assign staff, and identify resources/needs.

See Playbook 1: Getting Started from the ConnectHomeUSA Playbook

Establishing your Core Planning Team should be the first step in developing your Action Plan. All team members who will play a role in the implementation of your ConnectHomeUSA program should be involved in the Action Plan development process. This creates buy-in and ensures that all team members are on the same page.

Communities should begin thinking about team partners while planning their first ConnectHomeUSA local convening (See *ConnectHomeUSA Playbook 4: Organizing Your Local Convening* and the *Launchpad Toolkit* for more information). **The PHA generally serves the role of the backbone** – the organization responsible for moving the effort forward and meeting with Core Planning Team members and other stakeholders regularly.

- Who in your organization is going to be involved?
 - Examples of PHA staff that could be involved:
 - Executive Director or Designated ConnectHomeUSA Lead
 - Resident leaders
 - Resident services staff
 - IT Department staff
- Do you have existing partner organizations that can be involved at the outset?
- Are there any outside partners, including those you have recruited through your local convening, who should be involved? Are there other outside organizations, such as local employers, for whom this project could be impactful and should be invited to participate?
- Who will be the team lead or “quarterback” who manages roles and responsibilities? Identifying your quarterback is key to your success.

Other Helpful resources:

- [NTIA State Broadband Leaders Network](#)
- [NTIA Digital Inclusion Leaders Network](#)
- [Five Steps to Building a Collective Impact Network](#)
- [Identifying Community Assets and Resources](#)
- [Building Capacity Through Networks](#)
- [Community Toolbox: Developing Strategic and Action Plan Toolkit](#)
- [Collective Impact Framework](#)

Who could be on your Core Planning Team?

- ConnectHomeUSA champions to jumpstart your initiative
- Information technology staff representatives
- Resident services staff representatives
- Public housing and/or voucher program staff, depending on the target audience of your program
- Chief Innovation (CIO) and Technology Officers (CTO)
- Partners with creative approaches to solving problems
- Residents and resident leaders to provide input and to help champion the program within their communities

See the Launchpad Toolkit for more information about setting up your Core Planning Team.



Tip: It is okay if you have not identified all project partners and players but it is important to have a diverse group involved as early as possible so your program develops based on input from a variety of perspectives.



STEP 2: Establish a Shared Program Vision

Establishing a clear and concrete vision is key to developing a strong Action Plan. Your Core Planning Team should develop an initial vision to frame what digital inclusion means for your community.

See ConnectHomeUSA Playbook 5: Developing Your Action Plan, Step 1 for more information.

- Convene your Core Planning Team for a visioning session.**
 - The quarterback or other agency lead should facilitate the visioning session.
 - Provide an agenda prior to the session and ask the members of the Core Planning Team to come prepared to brainstorm.
- Use these questions to get started:**
 - What does digital inclusion mean for your community?
 - What role does your organization play in achieving digital inclusion?
 - Who is your initiative going to serve?
 - It is essential to have resident input so you can understand what their needs and interests are. This will help guide your goal setting.
 - Will your program serve the larger community? If so, how, to what extent, and what's the benefit to your organization of doing so?
- Visioning Session facilitation ideas:**
 - Have the group anonymously write down ideas/answers to the visioning questions
 - Identify someone to facilitate the discussion. After discussing each idea, decide as a group which should be used to inform your overall vision, and post on a white board for all to see.
 - Develop a final vision statement based on your agreed-upon ideas.

Other Helpful resources:

- [Tips for Conducting Surveys](#)
- [Listening to Those Who Matter Most, The Beneficiaries](#)
- [Tips on Developing Mission and Vision Statements](#)
- [Toolkit for Backbone Organizations in Collective Impact Models](#)



STEP 3: Set Concrete Goals for Connectivity, Devices, and, Training

Once you have established your vision, the next step is to set measurable goals that align with this vision and reflect your community's needs. Start out with Year 1, reassess as you move through the year, adjust goals accordingly, and develop your goals for year 2.

See *ConnectHomeUSA Playbook 5: Developing Your Action Plan, Step 2* for more information.

- What are your goals for Year 1?
 - Did you conduct a baseline community survey (See Playbook Chapter 3)? If so, use the findings to inform your goal-setting. If not, you can assume that 35% of your target population does not have access to affordable in-home Internet access.



Tip: You can use the *Action Plan Implementation Template* to document your goals

- Make sure to set goals that align with the Three-Legged Stool of Digital inclusion: Connectivity, Devices, and Digital Literacy.
- How many residents do you want to connect in Year 1? How many devices do you want to make available? How many residents do you want to engage in digital literacy training?
- What resources do you have available to get the program off the ground? What resources do you need to cultivate?
 - Take a look at the *Fundraising Toolkit* for key fundraising strategies.
- It is helpful to identify the metrics you want to track as early on in the process as possible and set up a system for tracking them.
 - How many residents you connect is just one metric you should be tracking
- How will you track your progress?
 - You can use the *Action Plan Implementation Template* included with this toolkit to track progress. This document can be edited to fit your needs.
 - There are other free project management resources available; make sure to explore your options and decide what works best for you.



Tip: Make some of your goals easily attainable "early wins." This will help build momentum. Early wins can include an ISP enrollment event, your first device distribution, or the launch of your first digital literacy training class.

Helpful resources:

- [NTIA Funding Sources](#)
- [Tips for Setting Concrete Goals and Objectives](#)
- [NTIA Broadband Adoption toolkit](#)
- [Getting Everyone On: A Guide to Empowering Your Community Through Technology](#)

**STEP 4: Determine Strategies and Assign Roles and Responsibilities**

Outlining strategies for achieving goals is an important part of any Action Plan. As you document your goals, it is also important to include Core Planning Team members so those responsible for each goal can play a role in developing the strategies for achieving them. If you haven't already, start thinking about how you can use the *Action Plan Implementation Template* for your ConnectHomeUSA program.

See ConnectHomeUSA Playbook 5: Developing Your Action Plan, Step 3 for more information.

- For each of your goals, lay out a basic strategy for achieving it and include action steps as well by using the *Action Plan Implementation Template*.
 - What are the different action steps?
 - What existing resources can you tap into?
 - What resources will you need to identify/develop?
 - Financial, human, political, other?
 - Are there any barriers that will be an issue?
- The *Action Plan Implementation Template* is a good tool, and it can be adapted to suit your needs.
- Team leads can also use this template as an agenda and/or as an update tool for Core Planning Team check-ins.
 - Using this document and sharing it frequently with your Core Planning Team will keep your partners informed, engaged, and on track to meet your ConnectHomeUSA goals!

Helpful resources:

- [Identifying Action Steps](#)
- [Developing Successful Strategies: Planning to Win](#)
- [How to Develop a Common Agenda for Collective Impact](#)



STEP 5: Implement

Congratulations! After all your hard work planning, you're ready to begin implementing your ConnectHomeUSA program.



