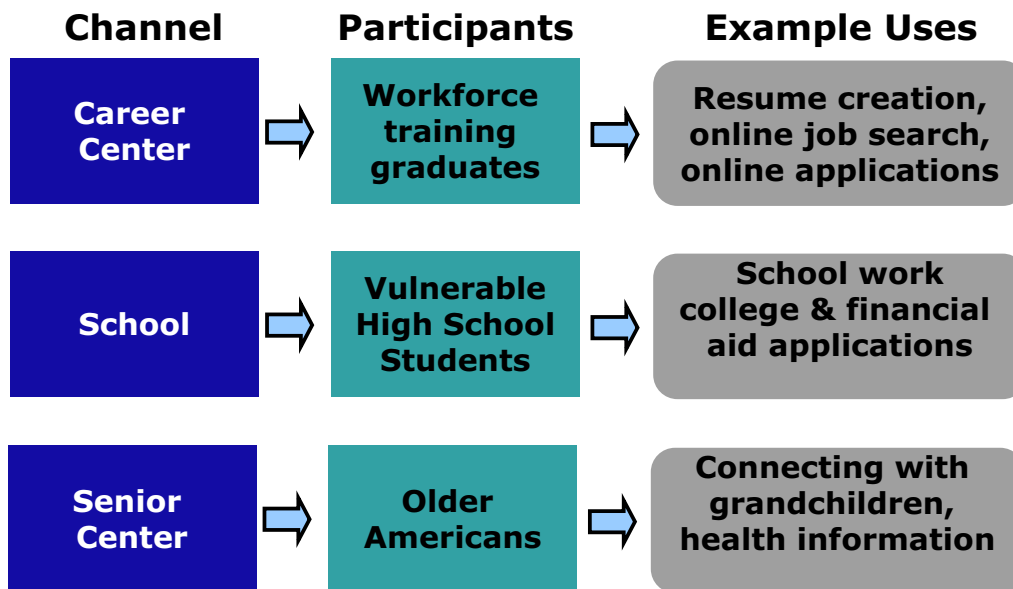


Successful programs focus on unique needs of target populations

Key Program Elements¹

- Comprehensive programs and services
- Focus on the household and not just anchor institutions
- Community based services and institutions relevant to target populations
- Intensive services
- Human element is essential

Focus on Individual Needs



Early Signs of Success²

I wanted to learn...	% who learned something about...	% who used materials at least 1x/week since training
Research educational opportunities	82.4%	68.1%
Find and apply for jobs/ internships	86.3%	68.1%
Help my kids/ family with homework	83.3%	68.8%

¹ Greg Goldman, Digital Impact Group, FCC Workshops

² OMG Center for Collaborative Learning, "Learning More about What Works: Short-Term Client Outcomes of the Sustainable Broadband Adoption Pilot Program." July 2009. Percentages based on those respondents who cited listed purpose as a reason for participation.