PHLConnectED

Board of Education Action Meeting

September 17, 2020

Mark Wheeler – Chief Information Officer
Otis Hackney – Chief Education Officer

PHL ConnectED

PHLConnectED Is A Citywide Effort

PARTNERS

THE SCHOOL DISTRICT OF PHILADELPHIA

SELECT CHARTER SCHOOLS

INDEPENDENCE MISSION SCHOOLS

T Mobile

COMCAST

FUNDED BY

philadelphia school partnership

The Neubauer Family Foundation

THE LENFEST FOUNDATION

THE SCHOOL DISTRICT OF PHILADELPHIA

HESS FOUNDATION

WILLIAM PENN FOUNDATION

COMCAST

CARES ACT

PHA PHILADELPHIA HOUSING AUTHORITY OPENING DOORS TO OPPORTUNITIES

$11.25 Million
in Philanthropic Funds

Citywide Digital Equity: Three Key Strategies

Our goal is to identify and implement an **affordable, simple, and reliable digital solutions** for all residents.

1 Ensure **K-12 school students** have consistent **access to the technology, internet, and technical support** required for remote learning in the Fall of 2020 and beyond.

2 Reimagine **public technology centers** such as KEYSPOTS in the context of a constrained municipal budget, social distancing requirements, and increased distance learning demands on students and families.

3 Provide Philadelphians with **affordable and reliable Internet access** so they can participate fully in the workforce, education, training, healthcare, public benefits, and essential online services.

What is PHLConnectED?

City of Philadelphia's initiative to connect Philadelphia families with **access** to a **reliable, high-speed internet connection** for remote learning.

HOW

PHLConnectED has two options to receive internet at no cost until June 2022:

1. Wired, high-speed Internet to the home through Internet Essentials from Comcast
2. High-speed mobile hotspot from T-Mobile

WHO

Initial program eligibility is for Philadelphia K-12 families who meet one of the following:

1. No broadband (wireline/in-home) internet access
2. Only have internet access through mobile phone
3. Experiencing homelessness, in-between housing, are housing insecure, or where a wireline connection may not be possible

The City will expand eligibility in subsequent weeks after the initial enrollment period

K-12 Solution: PHLConnectED

Comcast wired to the home Internet service for all households without access.

T-Mobile Wifi Hotspots for those who need a mobile Internet connection solution.

Schools **supply the learning devices** (Chromebooks, laptops, iPads, etc.).

211 hotline for families to call for information about the program and to get connected.

City and Community Organizations to help with **digital navigation** by troubleshooting common technology issues before and after families have internet.

PHLConnectED Outreach Strategy

Operationalizing **marketing and outreach** through several channels **to inform hard-to-reach communities** about the program

PAID & EARNED MEDIA

- Printed materials
- Advertisements

SCHOOL INVOLVEMENT

- Communicating program details to principals and District staff
- Providing materials to encourage households to participate in program

INFORMING FAMILIES & COMMUNITIES

Activating networks to amplify the message:
- Funders
- Community-based Organizations
- Education Advocate Networks
- Social Work Networks
- Health and Human Services Networks

UTILIZING CITY NETWORKS

- Collaborating with City departments and services
- Leveraging City resources and staff

When To Dial 2-1-1

LEARN ABOUT PHLCONNECTED AND IF YOU'RE ELIGIBLE

RECEIVE INSTRUCTIONS FOR COMCAST ENROLLMENT CODE OR T-MOBILE HOTSPOT

SEEK TECHNICAL ASSITANCE AND BE DIRECTED TO DIGITAL NAVIGATORS OR OTHER HOTLINES FOR SUPPORT

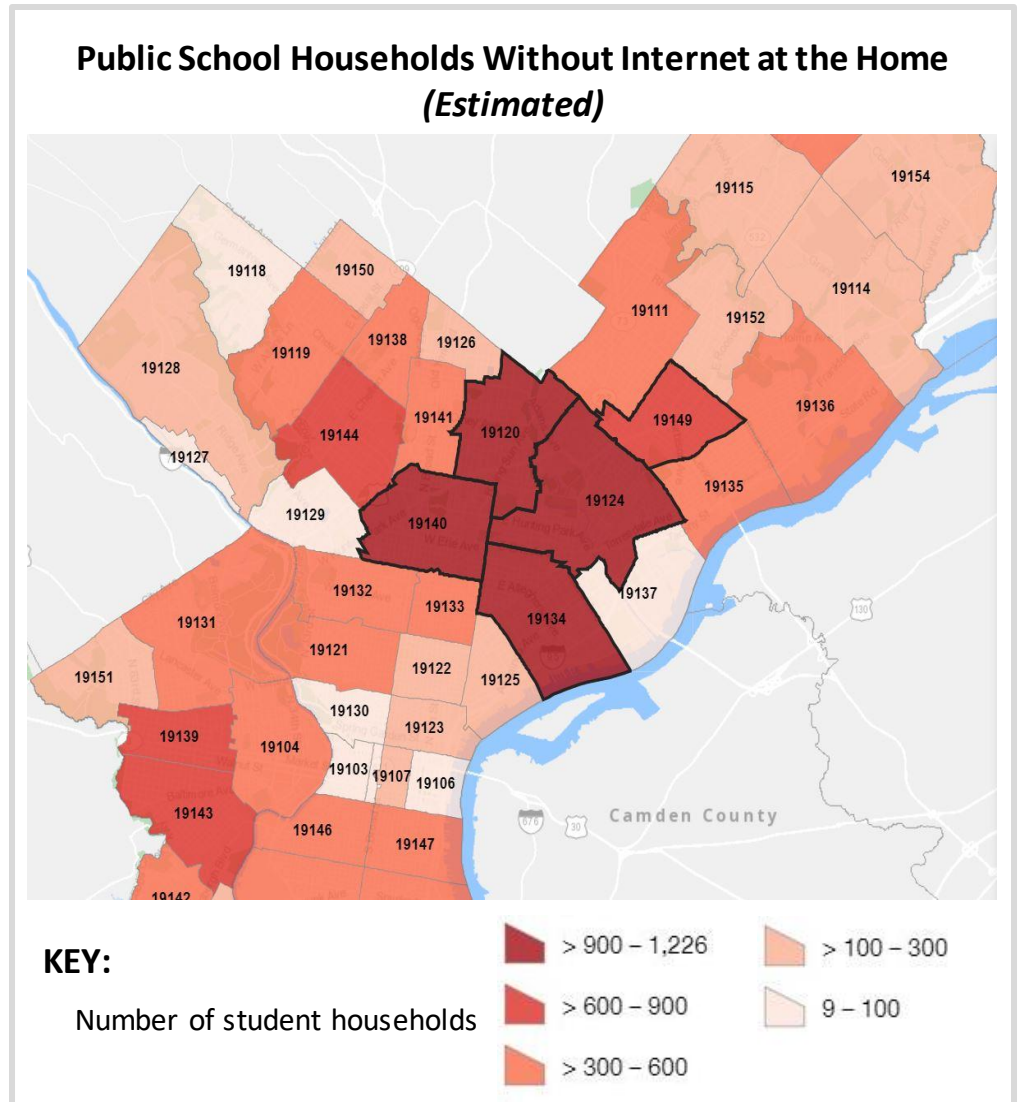GET HELP WITH SETTING UP AND USING YOUR INTERNET SOLUTION

Program Numbers and Goals

2,500+

Calls to 211 hotline about PHLConnectED

9,700+

Comcast IE enrollment codes issued and notified to eligible families

1,000+

Hotspots assigned to eligible students

7,400+

Families will be connected via the PHLConnectED program by the end of September

Public School Households Without Internet at the Home (Estimated)

KEY:

Number of student households

- > 900 – 1,226
- > 600 – 900
- > 300 – 600
- > 100 – 300
- 9 – 100

Who Are the Digital Navigators

A "Digital Navigator" acts as a **digital support case manager**, who can provide **remote one-to-one dedicated support** to households around **accessing and using technology.**

The City of Philadelphia has funded community-based organizations to **provide digital navigation services to anyone in Philadelphia,** including K-12 families.

➡ **SEAMAAC**

➡ **Drexel ExCiTe Center**

➡ **Community Learning Center**

➡ **Steppingstone Scholars**
(funded through private donations)

What Ways Can Digital Navigators Assist Families?

Digital Navigators can be **reached through the 211 hotline**

Help complete enrollment into Comcast's Internet Essentials

Help households connect their devices to the internet

Troubleshoot internet speed issues

Orient caregivers on how digital learning tools work

Support families on how to connect to jobs, telehealth, government services, adult education, and ecommerce

Refer families to digital literacy classes and trainings

What Families Can Do

01

DIAL 2-1-1

02

SPREAD THE WORD

03

GIVE FEEDBACK

https://www.phila.gov/phlconnected/

✉ phlconnected@phila.gov

🐦 @PHLInnovation
@PhiladelphiaGov

f @cityofphiladelphia

📷 @cityofphiladelphia

Appendix

PHLConnectED Outreach Highlights

Worked with SDP to send **robocalls and text messages** to all 120,000 student households: 30,000 each day for 4 days

Phila.gov page and blog post August 25th

Flyers distributed at multiple locations and events (backpack events, meal distribution centers, & more)

Toolkit distributed to 20,000+ nonprofit professionals via United Way Common Good Newsletter

Communication to **Principals** and **Teachers** about the program

Press releases on August 25th and September 3rd

Information shared by District Comms team to **Faith Community** (Rev. Waller)

Back to School letter written by Mayor Kenney and Dr. Hite in various media outlets

Informational Presentations

To promote the program and inform groups how they can assist, the City has presented to:

- ✓ Digital Literary Alliance
- ✓ City Council and State Legislators
- ✓ Digital Navigators
- ✓ Latino Health Collective
- ✓ Neubauer Principals and School Leaders
- ✓ Technology Learning Collaborative
- ✓ National Digital Inclusion Alliance
- ✓ Promise Zone Executive Committee
- ✓ Office of Immigrant Affairs
- ✓ Community School Coordinators
- ✓ Facebook Live Back to School Event for Immigrant Families

How To Reach Digital Navigators

1. Call 211 to be connected to a Digital Navigator

Learn more here on Digital Navigator Services

2. Contact Digital Navigators Directly

Community Learning Center (CLC)
Helpline: 215-426-7940
Email: info@communitylearningcenter.com
Digital Navigator Webpage: https://communitylearningcenter.org/digital-navigators/

The ExCITe Center at Drexel University
Helpline: 1-267-217-3508
Email: navigator@excitecenter.org
Digital Navigator Webpage: https://drexel.edu/excite/engagement/digital-navigators/

SEAMAAC
Helpline: 215-867-9732
Email: digital@seamaac.org
Digital Navigator Webpage: https://seamaac.org/digital-navigation/
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.

Why This Solution for Philadelphia?

Tiered Outreach

Local Education Agencies (LEAs) are most concerned about students without internet in the fall. As funding is secured, City will need eligibility requirements to maintain and then expand beyond K-12 households.

Device Variety

LEAs have their own preferred devices and learning platforms that rely on Wi-Fi access.

Household Solution

The City seeks to support the entire household to enable adults to access jobs, health care, services, and goods. By addressing K-12 first, we set up the entire household for digital access.

Wireline = More Reliable

A wired home solution is the most stable, reliable internet access.

Bulk Purchase

Leverage best pricing and ensure uniform level of service and support across households.

CBO Involvement

Neighborhood-level family advocates are already doing digital navigation work. CBOs can help the City connect this new program to those that may be hardest to reach.

PHLConnectED Hotlines:
Purpose and When To Call

HOTLINE + NUMBER	WHEN TO CALL	SAMPLE ISSUES
District Parent & Family Technology Support Hotline 215-400-4444	For questions about logging on for digital learning or how to use digital classroom	I'm having issues with my child's Chromebook. We can't log on to Google Classroom. We don't remember the password to log on.
PHLConnectED 211 Hotline 2-1-1	For assistance signing up for PHLConnectED or support from a Digital Navigator	I'm struggling signing up for the program. I forgot my Comcast enrollment code. I need help setting up and using internet.
Comcast's Internet Essentials 1-844-963-1978	For Comcast technical support, such as service and installation issues	I'm having problems with Comcast. My wireline internet service isn't working. My service went out. What happened?
T-Mobile Hotspot 1-844-341-4834	For T-Mobile technical support, such as service and set up issues	I'm having problems with my hotspot. My T-Mobile hotspot isn't working. My service went out. What happened?