



**Pursuing Sustainability  
SHLB Pre-Conference Workshop  
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**About CETF**

CETF is a \$60 Foundation formed by the California Public Utilities Commission from the mergers of ATT/SBC and Verizon/MCI. CETF's mission is to close the Digital Divide in California which is defined as 80% adoption at home and 98% availability by 2017.

**Background**

CETF received two BTOP grants on behalf of 19 non-profit organizations. CETF supported a learning community of its Grantees to support collaboration and sharing of best practices on an ongoing basis. Early on, delivering outcomes was critical. Midway the conversation moved toward sustainability – how can we help sustain these projects knowing that both ARRA and CETF would be short lived. The Grantees worked together to share the following lessons learned and others published in a report called *Lessons Learned from the Field*. There are some new ones that I will share that show how quickly the field can change.

- **Integrate Digital Literacy with Larger Program Areas such as Education or Health**
  - Integrate broadband adoption and Digital Literacy programs into other program areas or larger projects (“don’t lead with tech”).
  - Be clear about what the funder’s priorities are and how to address them while incorporating broadband adoption and Digital Literacy. For example, the ACA enrollment brought to light the need for Digital Literacy and ongoing support for health management.
  
- **Build Awareness Among Funders**
  - Leverage funder relationships and ask if they will host a funder briefing.
  - Identify and engage partners who are already or previously funded by a foundation or corporation you would like to approach for funding.
  - Use respected survey data such as the Public Policy Institute of California, PEW Internet and the American Life Project to demonstrate the need for your work. The Digital Divide manifests itself differently – provide a solution to address what the funder is interested in supporting using data where possible to make the case.

➤ **Innovate and Be Prepared to Position Yourself When Opportunities Arise**

- A Grantee used the Holiday season to tell the story of the Digital Divide in Silicon Valley and used the “season of giving” to raise \$13,000. More importantly, several PTAs saw the stories and raised money for computers and parent training. Their partner began a social media campaign called “Unleash Great Minds” to buy a computer for a child. Raised over \$38,000 – a majority were first time donors.  
<https://www.indiegogo.com/projects/unleash-great-minds>
- A major barrier to adoption is the cost of the device – Last year LAUSD announced they would buy over 600K iPads. Who will help with connecting the students at home?
- Common Core and Online testing is the norm. However the challenge of connectivity and parent training remains. Parent training and engagement remains a major unmet need and good revenue source – not as a grant but as a contract with a school district.

➤ **Align Sources of Existing Public Funding or Push for New Funding**

- Workforce preparation is a major source of public and private funding. Digital Literacy and broadband adoption are slowly being recognized as necessary for both meeting current job demands but also for things even more basic like applying for jobs.
- CA passed two pieces of legislation to fund broadband infrastructure in unserved areas and connect public housing residents. The bill had \$90 million for infrastructure and \$25 for public housing which includes \$5 million for broadband adoption.
- Telecom mergers can open opportunities both in the short and long-term such as the ones that created ZeroDivide and CETF.