



FACT SHEET

Access to Careers and Technology (ACT)

"Employment in computer systems design and related services is estimated to grow nearly 40% and account for almost one-fourth of all new jobs created in California over the next five years."

-Information & Communications Technologies in California¹, September 2009²

Background

The California Emerging Technology Fund (CETF) was awarded two grants from the National Telecommunications and Information Agency (NTIA) for the Broadband Technology Opportunities Program (BTOP) totaling \$14.3 million on behalf of 19 partners throughout California. A CETF proposal was funded in each Round. Briefly they are: (1) Broadband Awareness and Adoption (BAA) is a media awareness project reaching 4 million people and basic skills development program for more than 750,000 people; and (2) Access to Careers and Technology (ACT) a scalable workforce development program expanding access to broadband and 21st Century jobs in six high priority regions with high poverty and low levels of broadband adoption. In total, the two proposals would result in 2,758 jobs (filled, created, and retained), enlisting 28 anchor institutions as training sites and broadband access points, and more than 140,000 new households adopting broadband at home.

This fact sheet provides the California Congressional delegation an overview of the ACT proposal (which serves 44 of 53 congressional districts) the partners involved, the cash investment and benefits generated.

Overview of the ACT Proposal

With 30% of the State's residents not having in-home broadband access and 19% lacking access to a computer in their home, California faces a substantial challenge in preparing a workforce for jobs that require, at minimum, basic computer and Internet skills². ACT will establish sustainable broadband ecosystems in six low-income areas so youth, adults and small businesses can obtain basic to advanced training, learn how to get connected to broadband and where to go for technical assistance in a way that supports local social enterprises.

Key Outcomes

By implementing the ACT program, 11 partners statewide will produce the following outcomes:

1. 2,647 low-income Californians will obtain full-time living-wage jobs requiring ICT skills and jobs with career paths.
2. 36,970 low-income youth and adults will gain Digital Literacy skills vital to academic and professional success.
3. 15,035 small business owners and employees gain digital literacy training.
4. 9,237 additional low-income households will subscribe to broadband services.
5. Over 2 million low-income residents will increase basic awareness of broadband technology with strong and targeted media messages.
6. Develop and implement an accessibility plan and offer people with disabilities tailored training and employment services.

Cost-Effectiveness and Sustainability

Over a 12 month period, CETF held regular webinars with all partners as well as individual meetings to analyze the program and budget. Each partner completed planning tools designed to carefully match the program's goals, outcomes and activities to expenditures with the corresponding timeframes. This work helped make the ACT budget a cost-effective strategy for closing the Digital Divide while increasing digital literacy skills, jobs, and the number of broadband connected computers at home. The average cost per outcome overall is \$5.53 with a cost per job at \$4,100 and \$240 for each new broadband subscriber. This already low-cost will decrease, given that ACT builds significant capacity enabling partners to continue offering programs and services beyond the grant period.

CETF proposed an overall project budget of \$11,062,259. Of this amount, CETF was awarded \$7,108,181 in BTOP Sustainable Broadband Adoption funds and, with its partners, will co-invest a cash match of \$3,954,078 (35.7%). In order to fully leverage an ARRA investment, partners are further contributing all indirect costs.

¹ www.mpict.org Report by Centers on Excellence, John Carrese

² www.cetfund.org/progress/consumeruse "Annual Survey of Californians" by PPIC

Congressional Districts Served by the Partners in ACT

Scope of Proposal	Name of Organization	Congressional Districts Served	CETF Proposal
Statewide			
	The ACME Network	1,7,10,27-32,34-36,38,40-41,44-47,49,52	ACT
	California Resources and Training	9-11,13,18-22,25-39,41,42,44-46,49-53	ACT
	Empowernet CA	All	ACT
Los Angeles County			
	Chrysalis	27-28,30-31,33-37,39	ACT
	Southeast CDC	34,39	ACT
Bay Area/Sacramento			
	Caminos	8,12	ACT
	Goodwill of San Francisco, San Mateo and Marin	8,12	ACT
	OCCUR	9,13	ACT
	The Stride Center	3-5,7,9-11,13-16	ACT
	Youth Radio	9	ACT
Southern California			
	San Diego Futures Foundation	49-53	ACT
Central Valley			

List of Partners Participating in ACT Proposals to NTIA

Name of Organization	Role in Program
Caminos-Pathways Learning Center of San Francisco Contact: Laura Valdez 415.824.0682 www.caminossf.org	Caminos will train 954 low-income Latinas in digital literacy and job readiness, and aim to add broadband connectivity to 150 households in surrounding communities. They will receive \$490,984 for the project. Community organizations partnering with Caminos include San Francisco State University, the City College of San Francisco, San Francisco General Hospital, Valencia Public Housing, and Clinic by the Bay.
CARAT (California Resources and Training) Contact: Selma Taylor 510.267.8994 www.caratnet.org	CARAT in Oakland will work with Small Business Development Centers (SBDCs) to enroll 15,000 unserved and underserved small business owners and employees in digital literacy training. CARAT will \$944,945 for the program and will partner with eleven SBDCs across California, all of which are located at community colleges, public universities, or County Workforce Development Boards.
Chrysalis Contact: Michael Graff-Weisner 213.806.6341 www.changelives.org	Chrysalis of Los Angeles will offer modern job skills training and broadband access for 900 homeless and low-income individuals. Chrysalis will receive \$400,012 for the project. Chrysalis community institution partners include the City of Los Angeles Workforce Investment Board and WorkSource Centers.
EmpowerNet Contact: Luke Kreinberg 510.542.7682 http://empowernetcalifornia.org	EmpowerNet California will assist 30 nonprofit organizations in targeted CA regions to launch IT-focused job training and job placement programs for 372 out of work, low-income adults. 180 graduates of the training program will be placed in jobs. EmpowerNet will receive \$415,010 for the project.
Goodwill Industries Contact: Kim Fox 415.575.2206 www.sfgoodwill.org	Goodwill Industries of San Francisco, San Mateo, and Marin Counties will train 1,148 low-income individuals in computer literacy and entry-level computer technician proficiency, resulting in 249 job placements. In addition, Goodwill will facilitate 75 broadband subscriptions for low-income households. They will receive \$586,001 for the project. Goodwill's key local partner is the One Stop Career Link Center in San Francisco.

<p>OCCUR Contact: David Glover 510.839.2440 www.occurnow.org</p>	<p>OCCUR of East Oakland will train 3,005 low-income individuals in job readiness skills through its Eastmont Computing Center, including 30 IT-specific job placements. OCCUR also commits to equipping 550 low-income housing units with computers and providing basic technology training to residents. In addition, OCCUR will leverage its training courses to compel 1,000 households to subscribe to broadband services. OCCUR will receive \$200,000 for the project. OCCUR's community partners include the East Bay Asian Local Development Corporation, the Center for Accessible Technology, TechSoup, the Oakland Housing Authority, the City of Oakland, and the County of Alameda.</p>
<p>Southeast Community Development Corporation Contact: Cesar Zaldivar-Motts 323.585.4579 www.scdcorp.org</p>	<p>SCDC (The Southeast Community Development Corporation) of Huntington Park will train 150 individuals in certification-based advanced computer proficiencies at four regional technology training centers, provide digital literacy education to 2,700 local community members, and connect 5,000 households to broadband. SCDC will receive \$460,489 for the project and collaborate with key partners including the Huntington Park-Bell Adult School, The East Los Angeles College, and the HUB Cities Worksource Center.</p>
<p>San Diego Futures Foundation Contact: Louis Nava 619.269.1684 www.sdfutures.org</p>	<p>SDFF (The San Diego Futures Foundation) of San Diego County will subscribe 6,560 families to broadband Internet, providing support services including affordable computer equipment and digital literacy training. Additionally, SDFF will place 200 individuals in local jobs. They will receive \$2,716,007 for the project and collaborate with a wide array of local partners including the San Diego Workforce Partnership, the University of California - San Diego, and Able Disabled Advocacy.</p>
<p>ACME Network Contact: Deborah Brooks 213.240.5980 www.acmeanimation.org</p>	<p>The ACME Network of Los Angeles will engage 7,700 youth and 100 teachers in an innovative online training and mentoring program, creating strong local connections with 15 high schools and 8 community colleges. ACME will receive \$1,351,593 for the project.</p>
<p>Stride Center Contact: Barrie Hathaway 510.234.1300 x101 www.stridecenter.org</p>	<p>The Stride Center of Oakland will train 481 underserved adults, resulting in 361 IT job placements. Stride will also subscribe over 160 households to broadband services. Stride will receive \$2,002,072 for the project. Partners include Skyline and Contra Cost Community Colleges, a variety of local Workforce Investment Boards, Sacramento Employment and Training Administration, and the Greater Sacramento Urban League.</p>
<p>Youth Radio Contact: Jacinda Abcarian 510.251.1101 www.youthradio.org</p>	<p>Youth Radio in Oakland will train 120 youth in digital technologies, media production, and social media networking, and will hire 15 interns. They will also provide resources to participating youth for household broadband adoption, connecting 45 homes. Youth Radio will receive \$183,378 for the project. Their partners include Peralta Community Colleges, the Oakland Unified School District, Alameda County Probation Department, the Oakland Police Department, and the Alameda County Health Department.</p>

For more information contact:

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