



# the 1million

PROJECT FOUNDATION

Potential is Everywhere. Opportunity is Not.™

## Program Overview for School Districts

June, 2018

# The Problem We're Addressing

Nearly 50% of America's students say they've been unable to complete a homework assignment because they didn't have internet access (at home) and 42% say they received a lower grade on an assignment due to lack of access.<sup>1</sup>

**70%**

of America's teachers assign homework to be completed online

**5 Million**

U.S. families with school-age children do not have Internet connectivity at home

**This is America's Homework Gap, and our Opportunity Gap!**

<sup>1</sup>According to a recent [study](#) from the Hispanic Heritage Foundation, Family Online Safety Institute, and myCollegeOptions

# The Effect on High School Students

## Raising Awareness



**23M** Views

- **65K** Comments
- **300K** Shares

**SOULPANCAKE + SPRINT**  
invited **8 high school students**  
to compete in an academic challenge  
in front of their moms.



# The Solution

## Mission

To help one million high school students who do not have reliable home Internet access achieve their full potential by giving them devices and free high-speed, mobile Internet access.



We will help eliminate the homework gap for one million high school students by providing them with a free device and free connectivity for up to 4 years.

## Benefits

Eligible, participating high school students in 1Million Project school districts receive:

- A free smartphone, tablet, or hotspot device.
- 3GB per month of free high-speed LTE data. Unlimited data is available at 2G speeds if usage exceeds 3GB in a month.
- Free hotspot capability and unlimited domestic calls/text.
- Free Children's Internet Protection Act (CIPA) compliant content filter with every device.
- Wireless service for up to four years while still in a participating high school.

# IMP Across America – Year 1

- **113,000** Activated Devices
- **1,400** High Schools
- **120** School Districts
- **31** States



# Educators are Appreciative



“ This is the most significant thing HISD has been able to do do close the Homework Gap, which is becoming increasingly critical with 7/10 teachers now assigning homework requiring Internet access.

”

*Lenny Schad, CTO, Houston Independent School District*

“ I had one father near tears telling me how this will now allow his family to stay safely at home. They are used to parking at a McDonalds late in the evening to complete homework.

”

*Rhonda Hobbs, Dr. Technology, Winton Woods City School District*

“ The Million Project is opening career opportunities and spurring creativity, learning, achievement and wonder. Its generosity will inspire hundreds of young minds this year and into the future.

”

*Stephanie Baker, Deputy Superintendent, Pomona USD*

# Measuring Our Impact

## Columbia University Research

Beginning in 2018/2019, CU will conduct a randomized study to measure how IMP impacts on these seven key attitudes, behaviors, and performances:

- Homework Completion
- Attitudes about school
- Attendance
- Behavior/discipline rates
- Levels of hopefulness
- High school grad. rates
- College application rates

## IMP Student Surveys

In May of each school year, we require districts to distribute online surveys to IMP students asking questions about these impacts:

- Homework completion in safe, convenient places
- Confidence re: ability to succeed in school
- School attendance
- Confidence in the classroom
- Willingness to work hard to graduate from school
- Likelihood of going to college

## IMP Administrator Surveys

In May of each school year, we require districts to distribute online surveys to administrators in our 120+ IMP districts asking questions about these impacts:

- Device effectiveness
- Data plan effectiveness
- Change in student attitudes towards learning
- Students' attendance
- Students' homework completion rate
- Change in teachers' ability to assign homework

# Year 1 Administrator Survey Results

## Regarding the 1Million Project Foundation:

- 93% said our devices met their expectations
- 93% said our high-speed data plan met their expectations
- 91% said students' attitudes toward learning improved
- 91% said students' homework completion rates improved



# Year 1 Student Survey Results

## Because of their connectivity via the IMPF:

- 84% say it's easier for them to complete more of their homework in a comfortable, convenient, and safe place
- 81% are more confident in their ability to succeed in school
- 74% say they're more willing to work hard to graduate from high school
- 68% say they're more likely to go to college
- 65% say they're more confident in the classroom
- 50% say their school attendance has improved



# "About 1MP" Videos Created by Schools

Atlanta Public Schools  
(GA):



Aloha High School in  
Beaverton Public School  
District (OR):



School City of  
Mishawaka (WI):



DeKalb County Public  
Schools (GA):



Life Academy in  
Oakland Unified School  
District:



# YR1 + YR 2 Growth Goals

2017/18  
School Year

**113K**  
Students  
w/Devices



2018/19  
Target

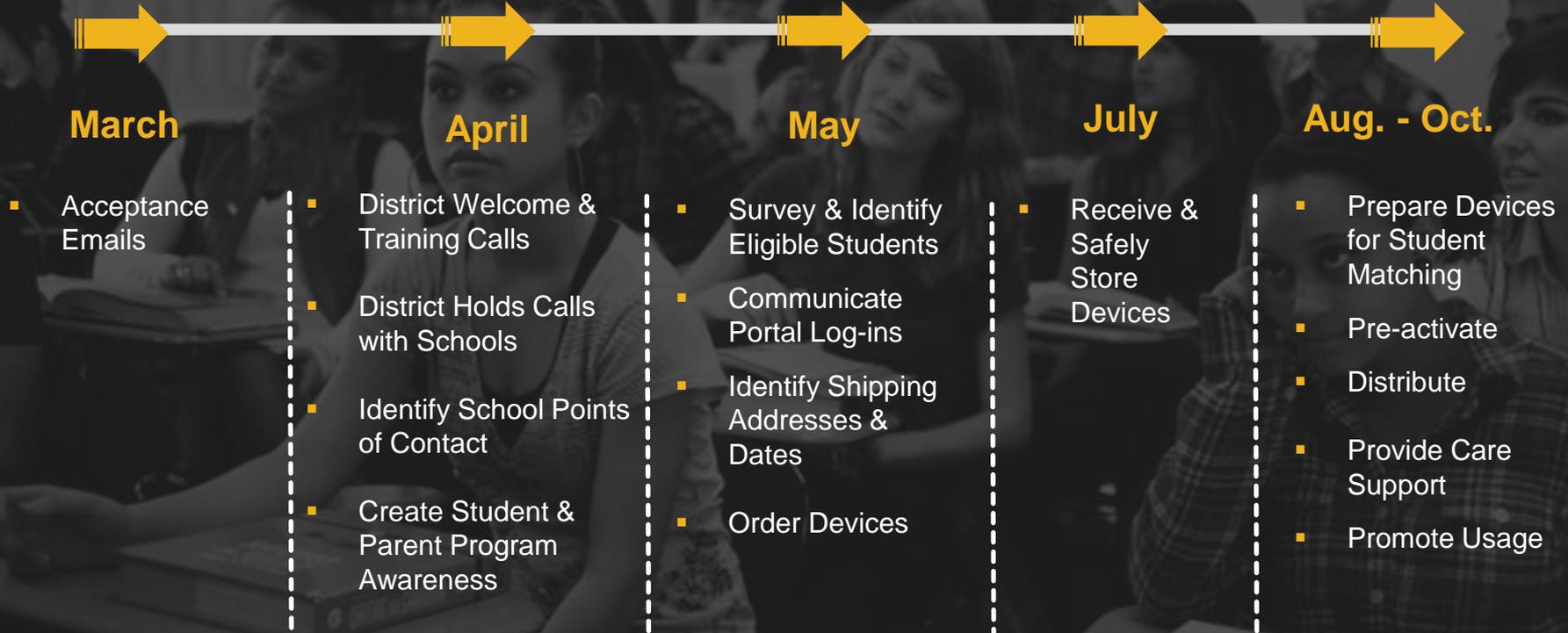
Target: **150K**  
Students  
w/Devices



YR1 + YR2  
Total

Target: **263K**  
Students  
w/Devices

# School Districts' Implementation Journey



# 1MPF & Districts' Responsibilities

## 1MP Responsibilities

- ❑ Provide devices and network access
- ❑ Provide comprehensive training & support via our Implementation Leads
- ❑ Provide device activation support with tools & best practices
- ❑ Provide ongoing, backend support via Care
- ❑ Provide data re: activation & usage rates
- ❑ Provide regular program updates & insights
- ❑ Provide an engaging community of practice with whom districts can connect & learn
- ❑ Measure programmatic impacts
- ❑ Hold districts & ourselves accountable for results

## District Responsibilities

- ❑ Sign the Terms & Conditions as soon as possible
- ❑ Ask for help when needed & provide program feedback
- ❑ Review all training materials & participate in all required calls/webinars/trainings
- ❑ Identify district and school points of contact (POCs)
- ❑ Promote the program + distribute surveys for eligibility & impact
- ❑ Confirm participating students & order devices
- ❑ Receive & safely store devices
- ❑ Aggressively activate devices
- ❑ Support student usage through data & engagement
- ❑ Provide device management support and student status updates throughout the program

# 1MPF Schools' Responsibilities

- ❑ Identify Points of Contact (POCs) for each high school
- ❑ Increase program awareness to students by distributing provided materials
- ❑ Survey students for eligibility
- ❑ Attend training webinars which prepares schools for activating and distributing devices
- ❑ Coordinate with the district/school deployment team to ensure Activation Events are set-up at convenient times for schools and students
- ❑ Hold Activation Events to activate and distribute devices to eligible students at the beginning of the school year
- ❑ Promote significant and appropriate data usage with students
- ❑ Provide device management support and notification of changes throughout the program's life
- ❑ Provide regular communication to the 1Million Project (especially re: activation efforts)
- ❑ Complete annual student and administrator surveys

# Common Implementation Challenges

1. Lukewarm excitement by some school administrators
2. Student ambivalence about the opportunity
3. Parental concerns about whether it's really free & safe from governmental oversight
4. Getting students to complete the (simple) eligibility survey
5. Continuing to activate devices outside of large activation events (e.g. lunch-and-learns; smaller-scale daily activations; office-based activations, etc.)
6. Maintaining activation/usage momentum in the face of competing demands
7. Securing higher levels of device usage

# Implementation Best Practices

1. Secure Superintendent awareness and buy-in
2. Create district and school POC redundancies
3. Seek to achieve each programmatic task sooner than later
4. Use 1MP-provided tools & messages for students/parents
5. Be ubiquitous - make signing up easy for students
6. Consistently review 1MP data to drive student usage
7. Always remind students and adults why we're doing this:

**Potential is Everywhere. Opportunity is Not.**



## Tips & Tools

Visit the online resource page at [1MillionProject.org/schools-resources](https://1MillionProject.org/schools-resources) for general information, training materials, best practices, and resources such as template posters and emails to send to students and parents.

If you have any questions, please call the 1Million Project team at (844) 573-5289 or email us at [1million@sprint.com](mailto:1million@sprint.com).

**You & Your Students**  
**+ 1 Million Project**



**Student Potential Realized**