

NEEDS ASSESSMENT PLAYBOOK: 10-DAY ACTION PLAN

9.7 million students don't have reliable Internet connectivity outside of the classroom. During COVID-19, these students are at risk of falling significantly behind as schools move their curriculums online. The result is exacerbated achievement disparities – with students of color and the economically disadvantaged hardest hit.

Identifying unconnected students is the first step in delivering remote learning to all students this fall. But, inaccurate responses, inefficient collection processes, and incomplete datasets are common pitfalls for school districts when surveying families about home technology access.

TAKE ACTION

Our **10-Day Action Plan** outlines the steps your school district can take to efficiently and accurately collect home digital access data. We've included the templates, tools, and resources to help you complete the first step in ensuring your school district is ready for remote learning this school year.



Before You Get Started

Before you kick-off your 10-day action plan, you should ensure the following elements are in place to best support the campaign.

ACTION	OWNER	RESOURCES
<ul style="list-style-type: none"> Identify school district team lead and members for managing collection effort 		
<ul style="list-style-type: none"> Get program buy-in from Superintendent and stakeholders as needed 		
<ul style="list-style-type: none"> Establish the value proposition for why data needs to be collected (e.g., how will this inform and direct support for families?) 		
<ul style="list-style-type: none"> Align on data fields that will capture status of internet and device access for each student 		Question bank
<ul style="list-style-type: none"> Create plan for storing data fields in SIS 		State blueprint
<ul style="list-style-type: none"> Collect data via registration / survey, or through another touch-point, such as a device agreement or hand-off 		



Identify owners at each stage of your plan.



CROSS FUNCTIONAL TEAM



PROGRAM MANAGER



TECHNOLOGY



DATA/SYSTEMS



COMMUNICATIONS



CALLERS



DAY 1

DAY 2

DAY 3

DAY 4

DAY 5

ACTION	OWNER	RESOURCES
<ul style="list-style-type: none"> ■ Identify students for data collection (this may be all students in the district or those unresponsive to previous collection effort) ■ Determine resourcing need for outreach based on number of students that will be called <ul style="list-style-type: none"> ■ Number of callers for calling campaign ■ Profile of caller (e.g. teachers, administrative staff, parent volunteer group) 	 	Shift calculator Outreach tips (families)
<ul style="list-style-type: none"> ■ Customize 1:1 communications resources that will support direct outreach to families <ul style="list-style-type: none"> ■ Calling script aligned with home access data needs ■ Voicemail script when leaving a message ■ Email language as follow-up to call ■ Customize one-to-many communications that will notify families of the upcoming outreach effort <ul style="list-style-type: none"> ■ Social media ■ Website/newsletter copy ■ School messaging/LMS notification ■ Recruit callers <ul style="list-style-type: none"> ■ Set expectations with callers that they will attend a one-hour training and five two-hour shifts ■ Consider the home languages of families and select callers who can communicate in those languages 	  	Calling script Voicemail script Email template Social media toolkit Website/newsletter template
<ul style="list-style-type: none"> ■ Schedule caller training and set outreach schedule ■ Export student contact data to populate outreach tracker <ul style="list-style-type: none"> ■ Fields needed: Student Name, Primary Parent Name, Phone Number, Email Address, School, Grade level, Home Language ■ Set up tracking tool and caller assignments <ul style="list-style-type: none"> ■ Group students by household so that callers can collect data about all students per family per call ■ Align students' home language with appropriate caller 	  	Outreach/data entry tracker
<ul style="list-style-type: none"> ■ Send broadcast communications to notify families of the data collection effort <ul style="list-style-type: none"> ■ Post to social media account(s) ■ Send message through district-messaging platform (e.g. SchoolMessenger, BlackBoard) ■ Finalize shifts for calling (best times for calling are weekday evenings or weekend afternoons) ■ Hold 1-hour training session for callers <ul style="list-style-type: none"> ■ Provide context for data collection effort and convey urgency ■ Set expectations and goals for callers e.g. 3 rounds of calling, 20 dials per day, 5 minutes per completed call ■ Review script and outreach tracking and data entry tool ■ Reiterate calling schedule and confirm that callers are aware of shift times 	  	Calling shift scheduler
<ul style="list-style-type: none"> ■ Send training presentation, script, and tracker to callers 		HANAP training materials (presentation, script, tracker directions)



DAYS 6-10

ACTION	OWNER	RESOURCES
<ul style="list-style-type: none"> Call student households <ul style="list-style-type: none"> Call primary parent/guardian using script and record their answers to the survey questions Document contact attempts and call outcomes in tracker Conduct 2-3 rounds of calls to get through to all families <p>MID-WEEK</p>		
<ul style="list-style-type: none"> Post reminder broadcast about data collection on social media and other channels 		Social media toolkit
<ul style="list-style-type: none"> Review progress, successes, and challenges <ul style="list-style-type: none"> Hold 15 minute debrief at the end of each shift with callers to note successes and challenges Review progress against goals (number of calls made and completed) Adjust assignments and/or recruit additional callers based on progress against goals Celebrate wins! 		

ABOUT THIS PLAN

This guide was created by the non-profit EducationSuperHighway. Our mission is to upgrade the Internet access in every public school classroom in America, with a focus on getting Wi-Fi in every classroom, ensuring scalable infrastructure, and making broadband more affordable.

In the summer of 2020, we conducted pilot programs with school districts to develop best practices, resources and technical support for the fast, efficient, and accurate collection of data necessary to obtain grants and negotiate vendor contracts. Working together, we can help all students get the Internet and device access they need to participate in remote learning during COVID-19.



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