

CALIFORNIA EMERGING TECHNOLOGY FUND

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ORGANIZATION PROFILE: SENIORNET JUNE 28, 2007

– ORGANIZATION AND PROJECT OVERVIEWS –

Name of Organization	SENIORNET
Name(s) of Principal(s) and Complete Titles	Kristin Fabos Executive Director
Contact Information (complete)	SeniorNet 900 Lafayette Street, Suite 604 Santa Clara, CA 95054 (408) 615-0699 www.seniornet.org kfabos@hq.seniornet.org
Name of Program or Project (if different from organization)	Encouraging Broadband Adoption through Computer Education
Geographic Location or Focus of Program or Project	Throughout state of California. SeniorNet has experience working in a multitude of community settings including underserved, rural, Native American, and Spanish speaking.
Demographic Overview of Focus Community or Population	Older adults (age 50+), including those with disabilities.
Description of Program or Project named above	Encouraging Broadband Adoption through Computer Education
o Goals	
o Objectives	Provide computer technology education to older Californians To market content and services that engage adults age 50+ in an environment that reveals the value of broadband access.
o Strategies	Utilizing our existing network of California-based Learning Centers, libraries, and senior centers provide software, curriculum, volunteer training and support to computer labs around the state so they may provide technology access and education to older adults in their community, including those with disabilities.

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	<p>Open two Learning Centers in rural or underserved communities where access to computer technology has been traditionally very limited, especially to older adults.</p> <p>Provide curriculum and training online to homebound seniors who may have broadband access, but lack the education to fully utilize the capabilities of their computers and/or the Internet or ability to seek training outside their home.</p> <p>Provide cyber-security training and programs to help older adults avoid identity theft and scam artists/swindlers who frequently target older adults online.</p> <p>Facilitate six regional conferences held over the three-year period across California to bring together program instructors and students for the purpose of training and networking. Participants will learn about technology and software enhancements as well as be able to share best practices and challenges they are experiencing.</p> <p>Implementing a robust marketing communication plan, education older adults about the availability of SeniorNet online discussion groups, book clubs, classes and resources.</p>
<ul style="list-style-type: none"> o Actions 	<p>Facilitate a media buy in both Northern and Southern California to reach major markets.</p> <p>Provide technology upgrades to existing California-based Learning Centers to accommodate students with disabilities</p> <p>As a result of drawing in these students, modify and update curriculum as appropriate to meet any special needs or requirements of the participants.</p> <p>Actively update content on the SeniorNet website to remain current and relevant.</p>
<ul style="list-style-type: none"> o Outcomes 	<p>Through completion of the SeniorNet programs and participation in the SeniorNet online community, older adults will be empowered to use computer technology and broadband services.</p> <p>They will have learned basic computer skills and been exposed to the possibilities the world wide web opens up to them.</p> <p>They will have learned new ways to communicate with family and friends around the world.</p> <p>They will have gained a sense of community through the shared learning experience.</p>
<ul style="list-style-type: none"> o Brief History (when was the organization founded or when was the program launched?) 	<p>This particular program would be new – an expansion of the services SeniorNet provides to older adults.</p> <p>Founded in 1986, SeniorNet is an international non-profit organization that has taught hundreds of thousands of adults age 50+ to use computers and the Internet and has enriched the lives of millions through its award-winning website, www.seniornet.org. With a thriving online community and a network of more than 200 locally run Learning Centers in the U.S. and abroad staffed by more than 3,500 volunteers, SeniorNet offers both offline and</p>

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	<p>online destinations to a population that was originally neglected in the information revolution. With sponsorship by major corporations and foundations, private and public donations, and a backbone of individual members and contributors, SeniorNet continues to grow and offer new opportunities to those touched by its mission. SeniorNet headquarters is located in Santa Clara, CA.</p>
<ul style="list-style-type: none"> ○ Size and Magnitude of Program or Project <ul style="list-style-type: none"> ▪ Number of People Served, Involved, Impacted 	<p>Over a three-year period, we estimate that we'll reach approximately 12,000 older adults with this curriculum. One full-time staff person, one part-time regional consultant, and a minimum of 20 volunteers assisting with site coordination activities will accomplish be responsible for this project, additional guidance would be provided by SeniorNet directors as needed.</p>
<ul style="list-style-type: none"> ▪ Annual Budget, Percentage of Earned Income and Staff 	<p>Based on partner contributions and supplemental grant funding, the annual budget for this program would be \$225,000 – based on three years of funding.</p> <p>We attempted to seek clarification on the second portion of the question regarding earned income and staff, but had not heard back by the time we needed to submit this document. Based on the way the question is bulleted in the document we were uncertain if this was asking about our overall organization budget or specific to the program. We look forward to providing that level of detail upon clarification.</p>
<ul style="list-style-type: none"> ▪ Funding Sources and Partners 	<p>Microsoft IBM Adobe HRC Foundation NASD Investor Education Foundation* (applied for, but not yet granted)</p> <p>AT Network California Communications Access Foundation Senior Service America</p>
<ul style="list-style-type: none"> ○ Results and Evidence of Success <ul style="list-style-type: none"> • Metrics for Evaluation Progress 	<p>Attendance rosters Student course evaluations Participant/Instructor Surveys Learning Center Accessibility Audit developed by CTC Net and AT Network Learning Center visits SeniorNet.org website visits Participation in SeniorNet.org forums, discussion groups, etc.</p>
<ul style="list-style-type: none"> • Change in Outcomes or Metrics Over Time • How long does it take 	<p>A formal assessment of the outcomes and metrics will take place at the end of each year of the program. Informal evaluation will take place after each class. Based on results of the evaluation process, the program can be modified to best meet the needs of the students. It will take approximately six months from program inception to collect quantifiable program results.</p>

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REGION FACT FINDING CONVERSATION
WITH KEY STAKEHOLDERS AND PROSPECTIVE PARTNERS

DATE
ORGANIZATION AND PROJECT OVERVIEWS

to secure results for
the program above?

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