

Highlights from Feb. 5 webinar:

- **Partnerships** are critical to win funding
- **Define the problem** using:
 - numerical data on creating jobs, lowering unemployment, getting subscribers and adoption
 - include baseline data, year 1, year 2, year 3, etc
 - show how the data is meaningful with specific anecdotes
 - measure and document your success rate
- **Round 1 applications scored low on Purpose and Financial Viability**
 - Purpose needs to show small and disadvantages businesses, education, health, children, public safety, and connect to the ARRA goals
 - Financial data must be compelling, clear, credible
- **PCC Applications should contain these components:**
 - Increasing the # of workstations
 - Adding broadband capacity to the PCC access points
 - Training (a new emphasis of Round 2)
 - Outreach / Marketing Plan

Bill DeJarnette and I watched the webinar together and discussed match and the desire to reach 40% match to be more competitive, ideas for wifi access at public computing location and into neighborhoods, ideas for how to bring health care organizations into this because so far we have none in that category.

-Brandon