Sam Knows

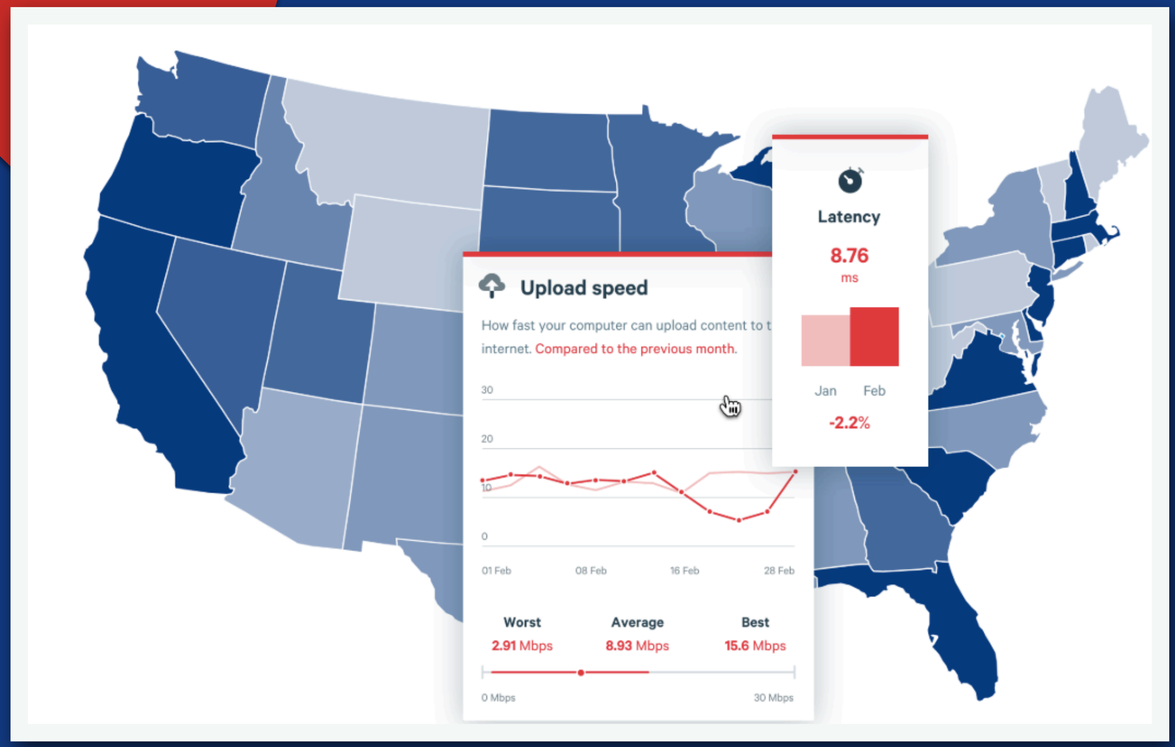
MBA

Collaborative Meeting

May 16th, 2019

Agenda

- MBA IX: Closing Notes
- Updated Project Plan 2019
- New MBA Website
- Recruitment 2019
    - Updated Sample Plan
    - Pre-filled URL Links
    - Example of Recruitment Letter
- Next Steps & Important Dates
- MBA Assisted Research Studies



MBA IX: Closing Notes

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- Charts have been completed and sent to FCC
- ISPs have received list of Included Unit IDs
- FCC to begin report creation

Updated Project Plan 2019

Updated Project Plan 2019

- Newest version: MBA 10 Project Plan v1.3
- MBA website section has been added
- Recruitment Period section has been modified
- Shared with ISPs

Project Plan: MBA 10th Report Phase I (Reporting Year : 2019)

SamKnows

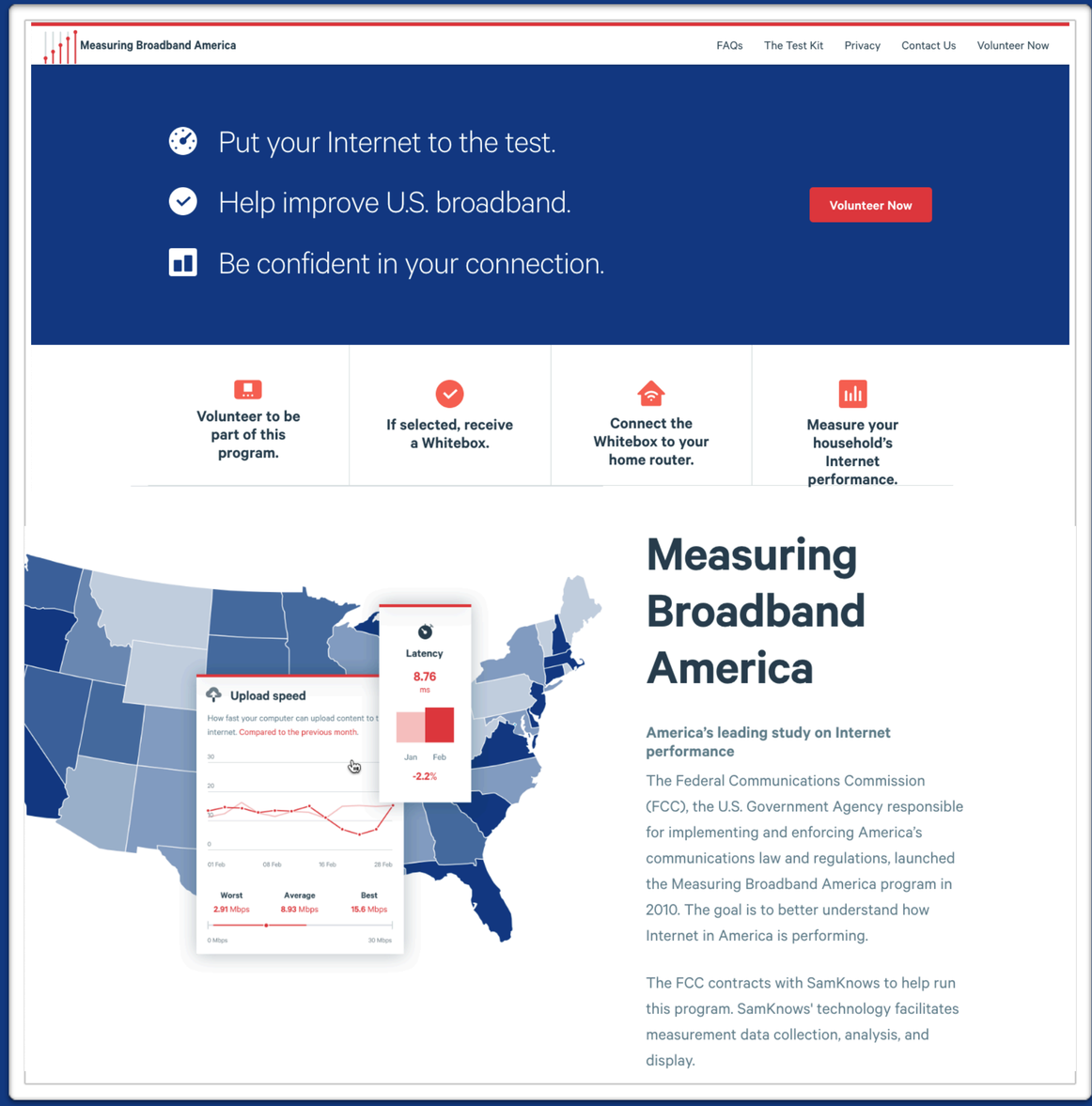
Project Lead: Stacie Djordjevic
Project Start Date: Mon 3/04/19
Display Week: 1

WBS	Task	Lead	Start	End	Cal. Days	% Done
1	**Sample Plan (FCC Review)**		Mon 3/04/19	Mon 3/04/19	1	100%
1.1	SK request up-to-date 477 Data from FCC	SamKnows	Tue 3/05/19	Tue 3/05/19	1	100%
1.2	SK receives 477 Data from FCC	FCC	Wed 3/06/19	Tue 3/12/19	7	100%
1.3	Sample Plan Generation using 80% protocol	SamKnows	Wed 3/13/19	Wed 3/13/19	1	100%
1.4	SK sends FCC draft of Sample Plan	SamKnows	Wed 3/13/19	Tue 3/19/19	7	100%
1.5	FCC provide feedback / confirm acceptance	FCC	Wed 3/20/19	Tue 3/26/19	7	100%
1.6	SK update Sample Plan accordingly	SamKnows				
2	**Sample Plan (ISP Review)**		Thu 3/28/19	Thu 3/28/19	1	100%
2.1	SK sends out Sample Plan to ISPs	SamKnows	Fri 3/29/19	Wed 4/03/19	6	100%
2.2	ISPs provide feedback / confirm popular tiers	ISPs	Wed 5/08/19	Wed 5/08/19	1	100%
2.3	SK submits proposed changes to FCC	SamKnows	Wed 5/08/19	Fri 5/10/19	2	100%
2.4	FCC Approves final changes	FCC	Mon 5/13/19	Mon 5/13/19	1	100%
2.5	SK submits final Sample Plan to Collaborative and FCC	SamKnows				
3	**Measuring Broadband America Website**		Thu 5/16/19	Thu 5/16/19	1	0%
3.1	SK to send website to ISPs	SamKnows	Thu 5/16/19	Fri 5/24/19	8	0%
3.2	ISPs provide feedback on website	ISPs	Mon 5/27/19	Fri 5/31/19	4	0%
3.3	SamKnows Integrates Feedback Accordingly	SamKnows	Mon 6/03/19	Mon 6/03/19	1	0%
3.4	Website launch	SamKnows				
4	**Recruitment Period**		Wed 5/15/19	Wed 5/15/19	1	0%
4.1	SK to contact ISPs with online numbers/ URL Links	SamKnows	Wed 5/15/19	Wed 6/05/19	21	0%
4.2	ISPs to prepare for recruitment accordingly	ISPs	Wed 6/05/19	Fri 7/19/19	45	0%
4.3	ISPs to send Recruitment Emails with specific URL Links	ISPs	Wed 6/05/19	Wed 7/31/19	56	0%
4.4	SK to review / confirm sign-up numbers	SamKnows	Wed 6/05/19	Wed 7/31/19	56	0%
4.5	SK to dispatch whiteboxes and monitor numbers	SamKnows				
5	**Code of Conduct**		Mon 7/01/19	Mon 7/01/19	1	0%
5.1	SK sends Code of Conduct to Collaborative	SamKnows	Tue 7/02/19	Fri 7/12/19	11	0%
5.2	Sign/Return Code of Conduct	ISPs				
6	**Pre Validations**		Mon 9/02/19	Mon 9/02/19	1	0%
6.1	SK sends ISPs pre validations	SamKnows	Mon 9/02/19	Fri 9/13/19	12	0%
6.2	ISPs return pre validations to SK	ISPs	Mon 9/16/19	Fri 9/27/19	12	0%
6.3	SK Process pre validations	SamKnows	Fri 9/27/19	Thu 10/03/19	7	0%
6.4	ISPs respond to SK queries about pre validations	ISPs	Fri 10/04/19	Fri 10/04/19	1	0%
6.5	Pre validations Complete	SamKnows				
7	**Reporting Period**					

New MBA Website

New MBA Website

- All ISPs to receive development link
- Goals are to be:
  - Simplified: much easier for new volunteers to digest and understand what the project is about
  - Informative: more concrete, technical details about the project can still be found under FAQs
  - Attractive: Increase sample size & maximize Whitebox retention
- Please review and return feedback on website content no later than ***Friday, May 24th 2019***.



Recruitment 2019

Updated Sample Plan

- Most recent version: FCC Sample Plan 2019 v1.5
- These are the final tiers we will be recruiting against
- Increase reporting threshold to 100 reporting Whiteboxes
- Reminder: The Sample Plan is an ever moving document
- If changes occur before Sept. 2019, please let SK know as soon as possible

Sam Knows

MEASURING BROADBAND AMERICA: Sample Plan 2019

Confidentially issued to: The FCC and Participating ISPs

Date: May 10th, 2019
Subject: Measuring Broadband America 10th Report

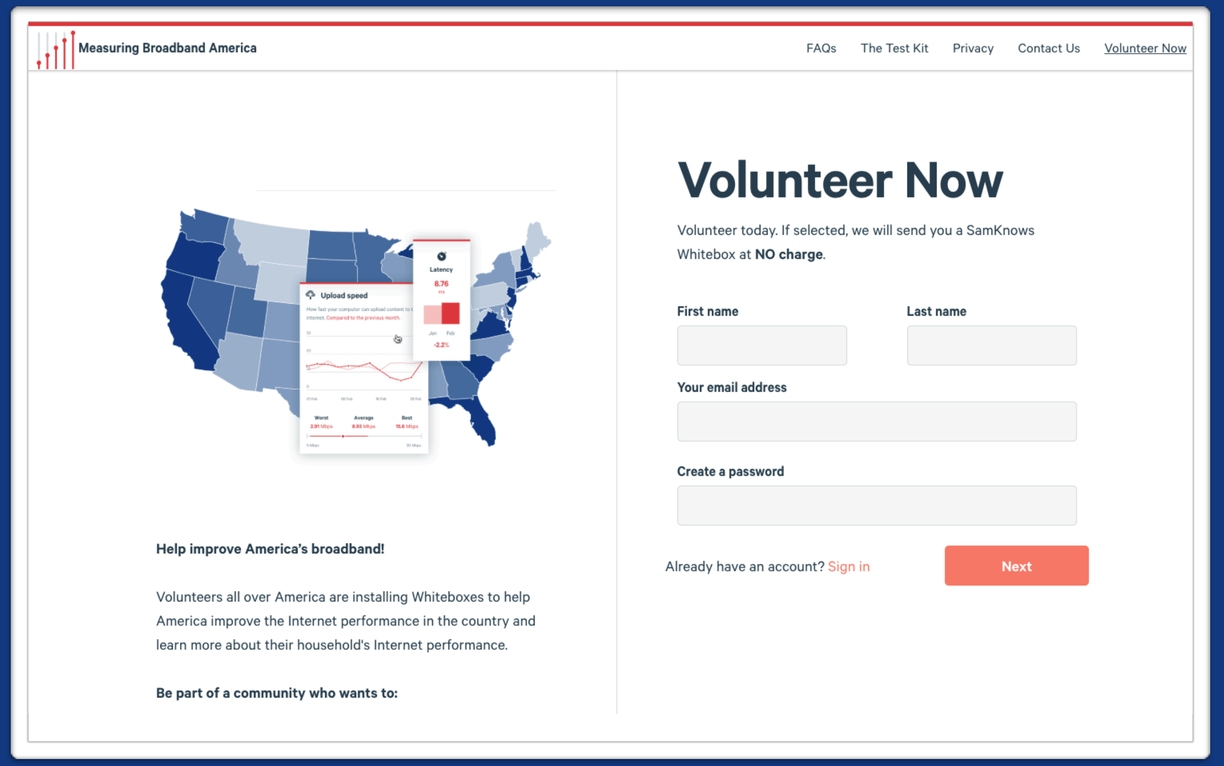
ISP	Download Speed Tiers (Mbps)									
AT&T	1.5	3	6	12	18	24	25	45	50	100
CenturyLink	1.5	3	7	8	10	12	20	25	40	
Charter	60	100	200							
Cinbell	5	30	50	250	500					
Comcast	60	150	250	400						
Cox	30	100	150	300						
Frontier	3	6	12	24	50	75	100	150	200	
HawaiianTel	7	11	25	50	100	300	500			
Mediacom	60	100								
Optimum	100	200	300							
Verizon	50	75	100	150	940					
Windstream	1.5	3	6	10	12	25	50			

ISP	Upload Speed Tiers (Mbps)									
AT&T	0.512	0.768	1	1.5	3	5	6	10	50	
CenturyLink	0.512	0.768	0.896	2	5	10				
Charter	5	10								
Cinbell	0.768	3	10	100	125					
Comcast	5	10								
Cox	3	10	30							
Frontier	0.77	1	1.5	50	75	100	150	200		
HawaiianTel	1	10	300							
Mediacom	5	10								
Optimum	35									
Verizon	0.768	50	75	100	880					
Windstream	0.76	1	1.5	4						

Pre-filled URL Links

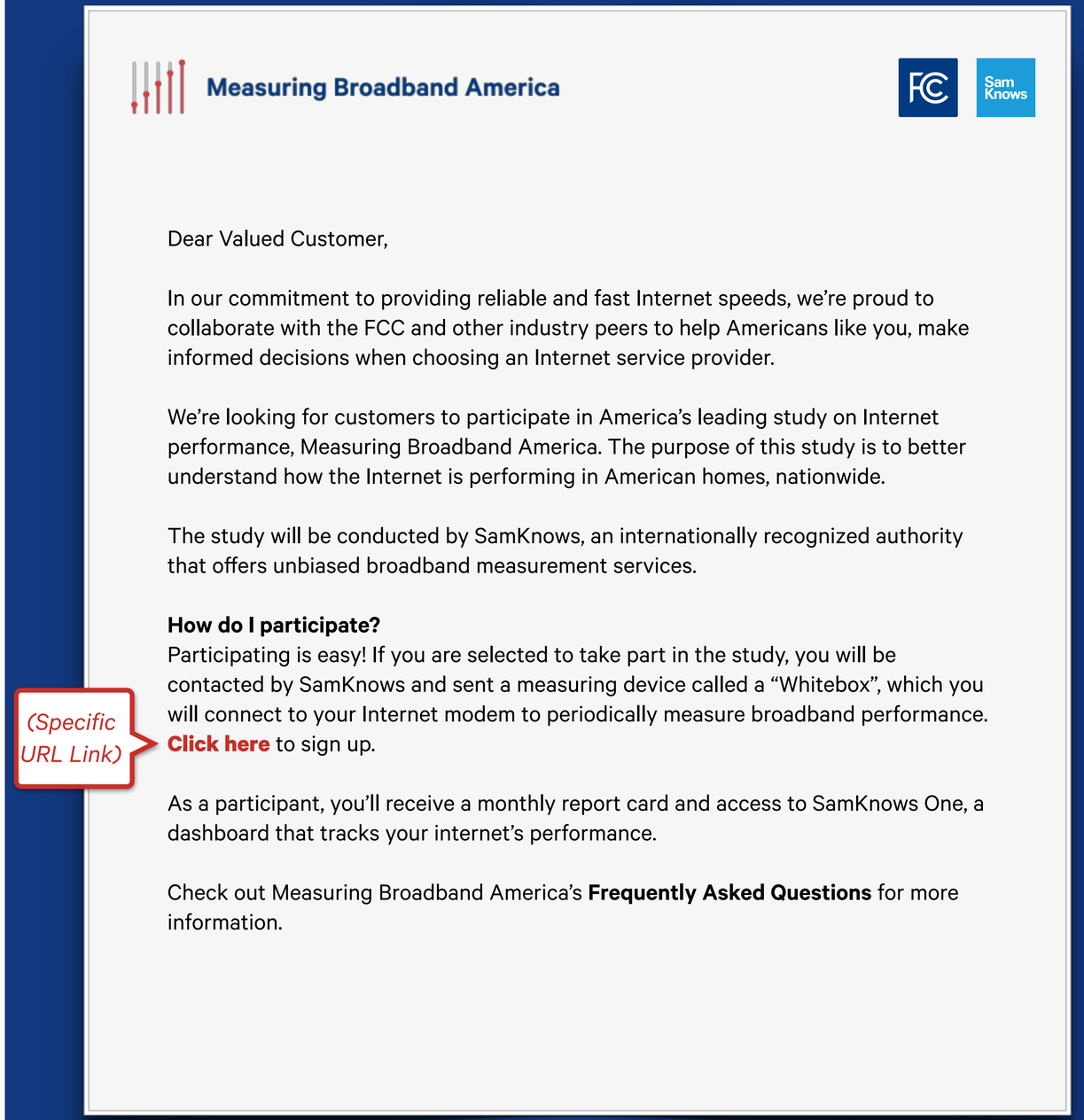
- Links are to be embedded in recruitment emails
- Each speedtier included in the sample plan has one specific, unique URL link
- Each URL link is ***only*** to be sent to customers on that specific tier
- When volunteers click the link, it will bring them directly to the sign-up (Volunteer now) page of the MBA website
- Why is this important?

https://www.measuringbroadbandamerica.com/signup?country=236&isp=7&product=9997



Example of Recruitment Email

- Primary goal is to attract new volunteers to sign up to the project
- Tone of email can be adapted to normal language ISPs use with their customer base
- Background should be on ISP letterhead/ branding
- MBA, FCC, and SamKnows logo's should be placed on the letter (this adds credibility and continuity for later communications)
- Specific URL link should be hyperlinked into the call to action
- SK is happy to review content and provide assets if required



Next Steps & Important Dates

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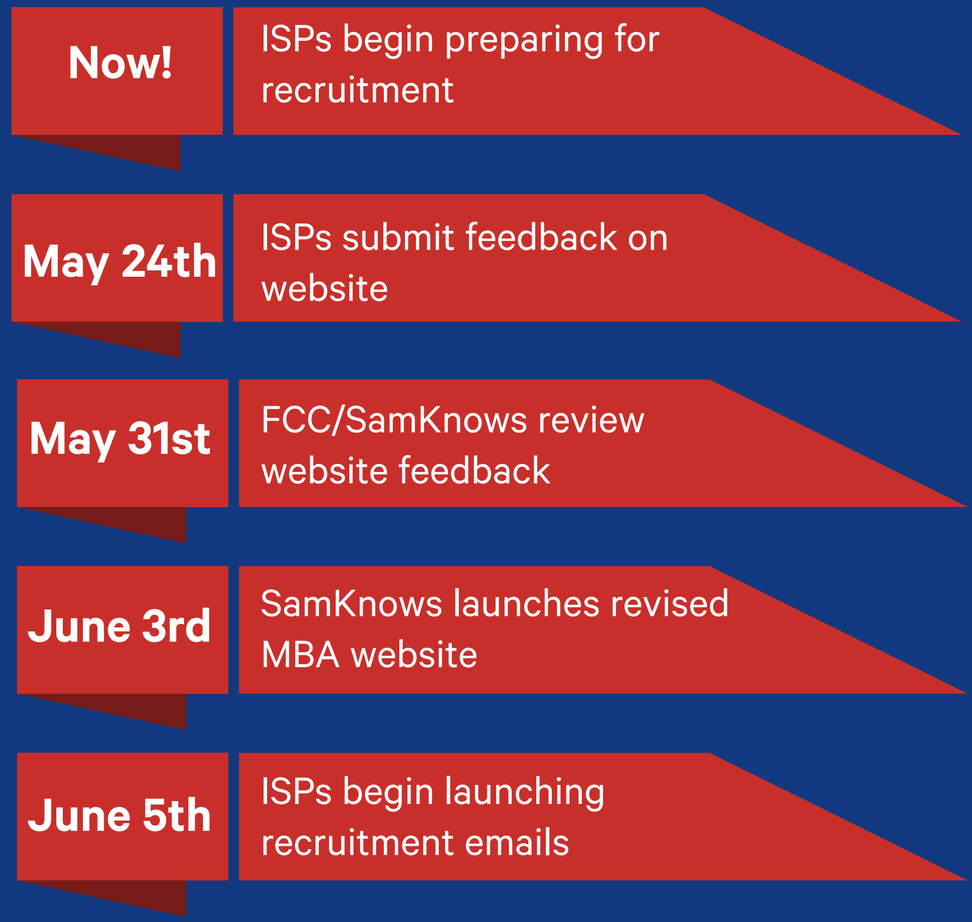
- Recruitment preparation!
- Begin writing draft recruitment emails and send to SamKnows for review
- Provide feedback on the MBA Website
- Recruitment email launch on **June 5th, 2019**
- All ISPs should now have:
  - Updated Project Plan
  - Updated Sample Plan
  - Specific URL Links



MBA Assisted Research Studies

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