



Orleans Parish School Board

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December 17, 2010

Marlene H. Dortch, Secretary
Federal Communications Commission
Office of the Secretary
445 12th Street, SW
Washington, DC 20554

EDU2011 Pilot Program Application for Orleans Parish School Board WC Docket No. 10-222

Dear Ms. Dortch:

Orleans Parish School Board (OPSB) is submitting the following application for the FCC's EDU2001 pilot program. The application is being submitted on behalf of Mary Bethune Elementary School (Bethune or Bethune Elementary) a public elementary school under OPSB's administrative authority. In total Bethune is requesting \$106,800 to support wireless data access to the 178 students that currently have district funded laptops. Our grant request is for only 1.07% of the funding set aside for the FCC's EDU2011 pilot program. Before we delve into the specifics of the required information we would like to explain the history behind our mobile device initiative.

Mary McLeod Bethune Elementary School was among a group of four schools chosen from across the United States to be honored for their contributions to closing the gaps between opportunity and achievement in pre-K through college education. The Education Trust is an organization of educators, community leaders, and policy makers who confer annually on topics related to gaps in achievement among various student demographic measures. The group presented Principal, Mary Haynes-Smith, and her leadership team with a Dispelling the Myth Award in recognition of their success in raising achievement for all students.¹

In July on 2010 Mary Haynes-Smith, Principal of Bethune, was approached by a businessman in New Orleans who had gotten word of the successes she is having with her high poverty school population at Bethune Elementary. He wanted to offer her financial assistance to further promote her programs and wanted to know how he could support her good works. She met with Darryl Kilbert, Superintendent, Peggy Villars

¹ See http://www.nops.k12.la.us/show_news/67 for more information on the award provided to the leadership of Mary Bethune Elementary.

Abadie, Executive Director of Information Technology, and Eric Roubion, Instructional Technology Coordinator, to discuss her plans.

She shared a plan that had been discussed in the past to deploy a laptop to each of the children in her school from third through sixth grade and provide them with access to the instructional applications from anywhere at any time. We discussed the two fold need:

- 1) Acquiring, and sustaining the devices and software.
- 2) Providing access off campus to a community largely underserved owing to financial constraints.

She also had a significant need for improved outdoor activities at the school for the children in pre-kindergarten through first grade. OPSB committed to Bethune that if the businessman provided the desired playground equipment, the district would fund the desired lap tops. OPSB committed to developing a plan and appropriate resources to teachers and students to maximally engage the hardware and software in instructional design and delivery.

OPSB agreed to buy machines with embedded air cards so as to facilitate the provision of off campus Internet access. The agreed upon plan focuses the first year 2010-2011 on addressing the shift in instructional methods to embrace the power of the technology to more fully differentiate the instruction and create more dynamic interaction between students and teachers.

The district committed to seeking grant funds for activating the cellular Internet access for the 2011-2012 school year. In early September of 2010 the funds were made available to purchase the lap tops and they have at this writing been imaged, inventoried, and assigned to each student.

OPSB implemented a full suite of adaptive and formative assessments in 2007-08. We can track all of these students prior and into the future with data down to the smallest detail. In 2007-08 Orleans Parish School Board (OPSB) Local Education Agency (LEA) governing operations at Bethune Elementary, embarked on an unprecedented program for the integration of technology into the design and delivery of instruction.

The program includes a suite of hardware and software combined to facilitate hands on, minds on classrooms where students and teachers interact with content and students are led to discover knowledge in authentic learning experiences. Among the software applications deployed in the program are both formative and adaptive assessments which provide teachers and those who support them with data illustrating not only what the student does not know but data illustrating what the student does know. Armed with this data the teachers are then empowered to engage a rich set of applications to undergird their pedagogical strategies to design instruction fully differentiated to the specific needs of each individual student.

To facilitate your review, we have organized our application based on the information requested in Public Notice DA 10-2128.

REQUIRED INFORMATION (SCHOOLS ONLY)

(1) THE LOCATION OF THE SCHOOL;

The address for Mary Bethune Elementary School is listed below. The school is located in the Holy Grove neighborhood of New Orleans, which was devastated by hurricane Katrina.

Mary Bethune Elementary School
4040 Eagle Street
New Orleans, LA 70118
504-324-7076 (O)
504-896-4003 (F)

(2) THE NAME OF THE SCHOOL APPLICANT, ALONG WITH A COMPLETE LIST OF THE INDIVIDUAL SCHOOLS THAT WILL BE SERVED, INCLUDING THEIR BILLED ENTITY NUMBERS;

Block 1 of the FCC Form 471 will include the Orleans Parish School Board since it is the billed entity for Bethune. The billed entity number for Orleans Parish School Board is 139223. Block 4 of the Form 471 will only list the Mary Bethune Elementary School and its entity number is 80062.

(3) A DESCRIPTION OF THE SCHOOL DISTRICT OR SCHOOL, INCLUDING THE TYPE OF SCHOOL, SUCH AS PRIVATE, PUBLIC, CHARTER, OR OTHER SPECIAL TYPE OF SCHOOL;

Mary Bethune Elementary School is a public elementary school – serving students in pre-k through sixth grade.

(4) A DESCRIPTION OF THE PROGRAM’S CURRICULUM OBJECTIVES, THE GRADE LEVELS INCLUDED, AND THE NUMBER OF STUDENTS AND TEACHERS INVOLVED AND/OR BEING SERVED AS PART OF THE PROGRAM; AND

In 2007-08 Orleans Parish School Board (OPSB) Local Education Agency (LEA) governing operations at Bethune Elementary, embarked on an unprecedented program for the integration of technology into the design and delivery of instruction. The program includes a suite of hardware and software combined to facilitate hands on, minds on classrooms where students and teachers interact with content and students are led to discover knowledge in authentic learning experiences.

The software applications deployed in the program are both formative and adaptive assessments. The software suite provides teachers and those who support them with data illustrating not only what the student does not know, but also data illustrating what the student does know. Armed with this data the teachers are then empowered to engage a rich set of applications to undergird their pedagogical strategies to design instruction fully differentiated to the specific needs of each individual student.

Through the integration of the technology into instructional delivery the teacher is able to deliver the fully differentiated instruction designed for each student into a common classroom as the students take ownership of their own learning. In this model the role of the teacher as Leader of Learning changes to Classroom Facilitator. Although it has long been possible for teachers in upper grades to implement such a strategy in fairly homogenous student groups, the presence of appropriate technology empowers teachers of even very young students and students whose learning needs are highly disparate to implement these highly engaging classroom strategies.

Below is demographic information about the school as a whole and the students participating in the program the pilot project.

- 368 Total
- 350 African American
- 82% Free & Reduced Lunch
- 178 students in grades 3 through 6 (participating in program)
- 21% Special Education (14% Disabled/7% Gifted)
- 7 Classroom Teachers included in Project
- 4 Staff Members and 4 Para Educators included in Project

(5) A SUMMARY OF ANY DATA COLLECTED BY THE SCHOOL ON PROGRAM OUTCOMES AND ACHIEVEMENT OF PROGRAM OBJECTIVES.

During the 2008-2009 academic year, assessment of the data around utilization patterns of the various instructional applications available to students and teachers presented an unexpected outcome. The majority of the utilization of one of our applications was occurring after school hours.

This application is hosted externally to our data center and as such is available to students with access to the Internet at home. The implications of expanding the time on task in our instructional application were too compelling not to pursue. We spent the 2009-2010 academic year implementing the balance of our applications into externally hosted arrangements.

Armed with a suite of tools available to teachers and students 24/7, the focus is now on the need to provide students unable to take advantage of the availability of the applications. Not surprisingly, these same students are the ones whose need for the added time on task is the greatest.

Given our laptops were recently deployed we do not have data to report on the improvement in student test scores as a result of our laptop initiative. However, our hosted applications, including A+ Anywhere, Achieve 3000, and Compass Odyssey, have proven track records of improving test scores². By providing the impoverished students with the ability to access these rich applications from home we fully expect to see improved test scores.

REQUIRED INFORMATION (ALL APPLICANTS). THE APPLICATION MUST CONTAIN THE FOLLOWING INFORMATION FOR ALL APPLICANTS:

(1) A FULL DESCRIPTION OF THE CURRENT OR PLANNED APPLICANT WIRELESS PROGRAM, INCLUDING BUT NOT LIMITED TO:

A. THE NATURE OF THE APPLICANT WIRELESS PROGRAM, INCLUDING THE EXTENT TO WHICH THE USE OF CONNECTIVITY IS INTERACTIVE AND UTILIZES THE INTERNET,

OPSB Currently serves up wireless networking at all of its district sites. The wireless network is configured to empower any or all users to access any or all applications wirelessly anywhere on the campus. In some cases there are spots where the coverage is unavailable owing to the substantial ground allocated on some campuses for athletic fields, but in over 90% of cases the student, teacher, or staff member can access the network from their on-campus location and experience 56 MB bandwidth allowing for full feature experience with all OPSB applications, operational and instructional.

As stated in other portions of this document the applications used by OPSB with the exception of the Exchange Server, Voice system, and shared file drives are all hosted outside of the city to provide maximum accessibility and availability. All are interacted with via the web. All Instructional applications are multi-media interactive curriculum content delivery systems.

B. HOW LONG THE APPLICANT WIRELESS PROGRAM HAS BEEN IN OPERATION AND THE MOBILE WIRELESS DEVICE(S) BEING USED,

The district wireless program has been in place since 2003. The on campus Wi-Fi was upgraded from B Series to G Series in 2008-09. The plan to upgrade to N Series is waiting funding from USAC. The laptop program at Bethune is being implemented without the wireless data cards being activated and will operate without the wireless data cards through the spring of 2011.

The plan is to provide off-campus Internet Access in the summer of 2011 and through the 2011-2012 academic year. Given budgetary constraints OPSB is not able to fund the

² See www.amered.com/research_2.php, <http://www.achieve3000.com/article/a3k/index.php?c=5&sc=17&>, and <http://compasslearningodyssey.com> for more information regarding the improved test results these tools have helped students achieve.

wireless data cards during the 2010 school year and is currently seeking grants to fund the wireless data cards.

C. A DESCRIPTION OF ANY TECHNICAL ISSUES ASSOCIATED WITH IMPLEMENTING THE APPLICANT WIRELESS PROGRAM, INCLUDING AN ANALYSIS OF ANY PROBLEMS WITH THE AVAILABILITY OF WIRELESS ACCESS TO STUDENTS OR PATRONS OFF THE SCHOOL OR LIBRARY PREMISES AND HOW THOSE ISSUES ARE BEING OR WILL BE ADDRESSED BY THE SCHOOL OR LIBRARY,

OPSB does not anticipate off campus access to generate additional demand on OPSB technical support. The configuration of the plan includes student devices with embedded wireless access cards which will be activated in the summer of 2011. The students will have an interface directly with the provider to troubleshoot failures and the vendor will support all technical issues around access.

The district does not expect there will be challenges associated with the availability of wireless access coverage. In the post-Katrina environment wireless coverage in New Orleans is more than adequate to support the wireless devices.

D. WHAT TRAINING HAS BEEN OR WILL BE PROVIDED TO TEACHERS, LIBRARIANS, STUDENTS OR PARENTS TO IMPLEMENT THE APPLICANT WIRELESS PROGRAM, AND

Teachers have been receiving in classroom support through ad modeling and coaching format for the integration of these technologies into instructional design and delivery since 2007-2008. This additional phase is simply an extension of the classroom to the off-campus environment. The use of the network off-campus further supports the virtual setting of anytime, anywhere instruction and provides additional opportunities for both students and teachers to employ the tools available in the instructional applications OPSB employs to facilitate fully differentiated instruction.

For the past two weeks students have been receiving one-on-one instruction in the use of their devices and the supported software suite. On-going training for teachers and students in classroom, on-on-one and in small groups will continue throughout the spring to insure mastery for all users connected to the project. This training will be completed prior to deploying the additional feature of district provided off-campus access to Internet.

E. THE EXTENT TO WHICH THE APPLICANT WIRELESS PROGRAM IS INTEGRATED WITH FEDERAL, TRIBAL, STATE, REGIONAL OR LOCAL GOVERNMENTAL OR NON-PROFIT INITIATIVES TO ACHIEVE EDUCATIONAL OR COMMUNITY ACCESS OUTCOMES;

The curriculum in place at Bethune Elementary, supported by the referenced instructional delivery applications, is directly correlated to the Louisiana Comprehensive Curriculum

which has a one-to-one correlation with Federal standards for k-12 students in public schools.

- (2) THE POVERTY LEVEL BASED ON THE PERCENTAGE OF STUDENTS ELIGIBLE FOR A FREE OR REDUCED-PRICE LUNCH UNDER THE NATIONAL SCHOOL LUNCH PROGRAM (NSLP) OR A FEDERALLY APPROVED ALTERNATIVE MECHANISM, AND THE CURRENT DISCOUNT RATE OF THE SCHOOL OR LIBRARY;

Bethune student population is 82% Free and Reduced lunch as calculated using NSLP. Bethune Elementary is located in the Holy Grove neighborhood one of the most impoverished areas in New Orleans.

- (3) THE FINANCIAL NEED OF THE SCHOOL OR LIBRARY, INCLUDING ANY ADDITIONAL BUDGETARY HARDSHIPS, NOTWITHSTANDING THE SCHOOL OR LIBRARY'S CURRENT DISCOUNT RATE;

Bethune Elementary School serves the most financially and socially underprivileged students in our city. In spite of the substantial challenges these students face the faculty and staff at Bethune has been nationally recognized for its successes with these students (see http://www.nops.k12.la.us/show_news/67). Nonetheless, the challenges faced by the school outpace the amazing work the faculty and staff are doing.

OPSB like all LEAs in Louisiana have faced substantial budget cuts as the Louisiana Department of Education (LDOE) has passed down cuts to help it meet demands created by its reduced budget. These new cuts have hit an already financially stressed district and thus school site as the post-Katrina configuration of schools in Orleans parish left the district with all the legacy debts of a 128 school system but only 19 schools when the LDOE opted to take control of the majority of OPSB schools.

Although LDOE took the schools and the revenue associated with them, it did not take any of the legacy debt. The situation left OPSB obligated, by law, to fund the 14 new charter school sites and the 68 LDOE sites at a per student calculation that exceeded the per student revenues received. That forced district sites like Bethune to give up some of the per student revenue allocated to them to cover the gap. As such OPSB schools like Bethune were actually obligated to find ways to serve their students at substantially lower per student levels while serving the students with greatest needs.

- (4) ALL COSTS, INCLUDING THOSE ELIGIBLE FOR E-RATE SUPPORT AND THOSE NOT ELIGIBLE FOR E-RATE SUPPORT, ASSOCIATED WITH IMPLEMENTING THE APPLICANT WIRELESS PROGRAM, INCLUDING BUT NOT LIMITED TO COSTS FOR EQUIPMENT SUCH AS E-READERS OR LAPTOPS, ACCESS AND CONNECTION CHARGES, TEACHER TRAINING, LIBRARIAN TRAINING, OR STUDENT/PARENT TRAINING;

The costs associated with this program are included in the chart at the top of the next page.

Description of Cost	Cost	E-Rate Eligible
Laptop Devices	\$143,400	No
Hosted Instruction Applications	\$12,671.79 ³	No
Teacher and Student Training	\$17,764	No
Software Licenses	\$106,800(\$47 for each device annually)	No
Technical Support	\$720	No
Wireless Data Cards	\$106,800 (\$50 per month per device 178 devices)	Yes, pending funding source
Total Charges	\$388,155.79	\$106,800

(5) THE COMMITTED SCHOOL OR LIBRARY RESOURCES AVAILABLE TO IMPLEMENT THE ENTIRE APPLICANT WIRELESS PROGRAM, INCLUDING WHETHER THOSE FUNDS ARE FROM THE SCHOOL OR LIBRARY'S GENERAL BUDGET OR FROM AN OUTSIDE FUNDING SOURCE;

The district has dedicated \$280,546.79 from the general fund to support the program and \$809 is being funded through Title 1 funding.

(6) THE EFFECT EDU2011 SUPPORT FOR OFF-PREMISE CONNECTIVITY IS LIKELY TO HAVE UPON THE SCHOOL'S OR LIBRARY'S PROJECTS;

OPSB is confident that the additional time on task provided by the provision of first, personal learning devices, and second, off-campus Internet access will improve student outcomes to levels we cannot accurately estimate from our current perspective. The impact of availing to students anytime, anywhere learning at a pace and process which is tailored to the individual student is supported in research to be the single greatest factor in improving outcomes.

The applications OPSB has deployed are particularly well suited to facilitating the desired scenarios. The applications are all listed in the top ten applications for individualized delivery of curriculum content in the nation. Because the applications are

³ The district total for hosted applications is \$650,675 the cost attributable to the 178 students participating in the pilot is \$12,671.79.

now in their third full year of use, there is no ramp up time to having them fully available to students from the very first day of the project. OPSB hopes to use data from this project and the student outcomes associated with it to support a more fully deployed digital one-on-one educational delivery model across the district.

The data acquired from the district provision of off campus access to Internet will be used in Transit Authority, New Orleans Police Department, New Orleans Fire Department, and even regional governmental agencies in the balance of the New Orleans major metropolitan area around the provision of a Wi-Fi network to serve all students from anywhere in the area free access to Internet.

(7) AN ANALYSIS OF THE COST-EFFECTIVENESS OF THE CURRENT OR PLANNED APPLICANT WIRELESS PROGRAM AS COMPARED TO THE USE OF OTHER TYPES OF TECHNOLOGY THAT WOULD ALSO MEET THE PROGRAM'S OBJECTIVES;

Based on the structure of FCC rules, which do not allow OPSB to provide wireless community access to OPSB's Internet bandwidth, wireless cards are the most cost effective means to deploy Internet access to the student's home. If OPSB was allowed to deploy Wireless Access Points to provide community access to homes during non-school hours it would be a more cost effective alternative to wireless cards.

(8) ANY RELEVANT TECHNOLOGY PLANNING DOCUMENTS AND, IF APPLICABLE, A STATEMENT OF LONG TERM-OBJECTIVES FOR THE PROGRAM;

OPSB's approved technology plan is included as Attachment 1 to this application. The long term objective of the program is to increase the students' time on task for our hosted application suite which we believe will increase scores on both adaptive and formative assessments.

(9) A DESCRIPTION OF THE SPECIFIC MEASURES TAKEN, OR THAT WILL BE TAKEN, TO ENSURE COMPLIANCE WITH THE CHILDREN'S INTERNET PROTECTION ACT AND MEASURES TO PROTECT AGAINST WASTE, FRAUD, AND ABUSE; AND

The embedded wireless data cards are set to "access to minors", which provides the same degree of filtering protection the student would have on district premises. The "access to minors" setting restricts student access to harmful information that would violate the requirements of CIPA. This physical control augments the policies and procedures, explained in our answer to question ten, and ensure the devices will be used in compliance with CIPA. Additionally, the district reserves the right to inspect its property at anytime to ensure no violations have occurred.

(10) A DESCRIPTION OF INTERNAL POLICIES AND ENFORCEMENT PROCEDURES GOVERNING ACCEPTABLE USE OF THE WIRELESS DEVICES USED IN THE PROGRAM OFF THE SCHOOL OR LIBRARY'S PREMISES.

Each OPSB student and their parent/guardian are required read the Acceptable Use Policy⁴ for students and sign a consent form that acknowledges they will comply with the Acceptable Use Policy. The internal policies and enforcement procedures governing Acceptable Use of the Wireless Devices are listed below:

“Any student can be found in violation of acceptable network usage if he or she:

1. Uses the Internet or network for illegal, inappropriate, or obscene purposes, or supports such activities. Illegal activities shall be defined as those which violate local, state, and/or federal laws.
2. Violates copyrights, license agreements or other contracts.
3. Intentionally disrupts information network traffic or crashes the network and connected systems.
4. Uses Orleans Parish School Board's Internet or network for commercial or financial gain, fraud, political campaigning or solicitation.
5. Steals or damages data, equipment, or intellectual property.
6. Gains or seeks to gain unauthorized access to the network system.
7. Forges electronic mail messages or posts anonymous messages.
8. Uses an account owned by another user or invades the privacy of individuals.
9. Changes or deletes another user's account information.
10. Discloses personal information about anyone.

Students shall be made aware that any use of the network or of personal digital devices while on school property or at school events, regardless of whether the device is owned by the district, the school, or by the individual user, is subject to all the provisions of the Acceptable Use Policy of the Orleans Parish School Board. At no time within any property of the district, school, or off premises but engaged in activities connected to the educational efforts of the district or school, is any student to violate the provisions of the Acceptable Use Policy of the Board.

Consequences of network use violations include but are not limited to:

1. Suspension or revocation of network privileges;
 - a. First offense
 - i. Counseling with teacher and parent
 - ii. Three day loss of network privilege
 - b. Second offense
 - i. Counseling with teacher, parent, and site leadership
 - ii. Loss of network privileges for balance of school year
2. Suspension or revocation of computer access;

⁴ The full Acceptable Use Policy and consent form can be found in Appendix I of our application.

3. School suspension or expulsion;
4. Legal action and prosecution by the authorities.”

This concludes our EDU2011 Grant application. Again, we would like to thank the FCC Commissioners and staff for consideration of our application that represents a mere 1.07% of the total funds made available to EDU2011 pilot program.

If you have questions regarding our application, please contact our E-rate consultant Andy Eisley using the contact information below:

Andy Eisley
E-Rate Central
P.O. Box 370
Garrisonville, VA 22463
Phone: 516-801-7821
Fax: 516-801-7831
E-mail: aeisley@e-ratecentral.com

Sincerely,

Peggy Villars-Abadie
Executive Director of Information Technology
Orleans Parish School Board