



A Project of OneCommunity

September 2012

In March 2010, OneCommunity (onecommunity.org) was awarded \$18.7 million through the Broadband Technology Opportunities Program funded by the Recovery Act to create **Connect Your Community** (connectcommunity.org). CYC is expanding broadband adoption in Detroit MI, Cleveland OH, Akron OH, Appalachia OH, Lexington KY, Winston-Salem NC and Bradenton FL.

The CYC Lead Community Agency for Detroit is Focus: HOPE in affiliation with Matrix Human Services, 4C Family Place and Wayne State University

31,000

Unique individuals have received 20-24 hours of CYC Training.

6,756

of the 31,000 were trained by Matrix Human Services, 4C Family Place and Wayne State University



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# Individuals Served by Detroit CYC

Total Students Registered 9,490	
<b>Age</b>	<b>% of students responding</b>
15-24	4.25%
25-34	8.65%
35-44	12.08%
45-54	21.90%
55-64	30.29%
65 +	22.56%
<b>Disabled</b>	
No	88%
Yes	12%
<b>With School-aged Children</b>	
Yes	33%
No	67%

Total Students Registered 9,490	
<b>Income</b>	<b>% of Students Responding</b>
\$0 - \$14,999	62%
\$15,000 - \$24,999	22%
\$25,000 - \$34,999	11%
\$35,000 - \$49,999	5.14%
<b>Educational Attainment</b>	
9th to 12th grade, No Diploma	13%
Associate degree	15%
Bachelor's degree	7%
Graduate degree	3%
High School graduate	60%
Less than 9th grade	1%

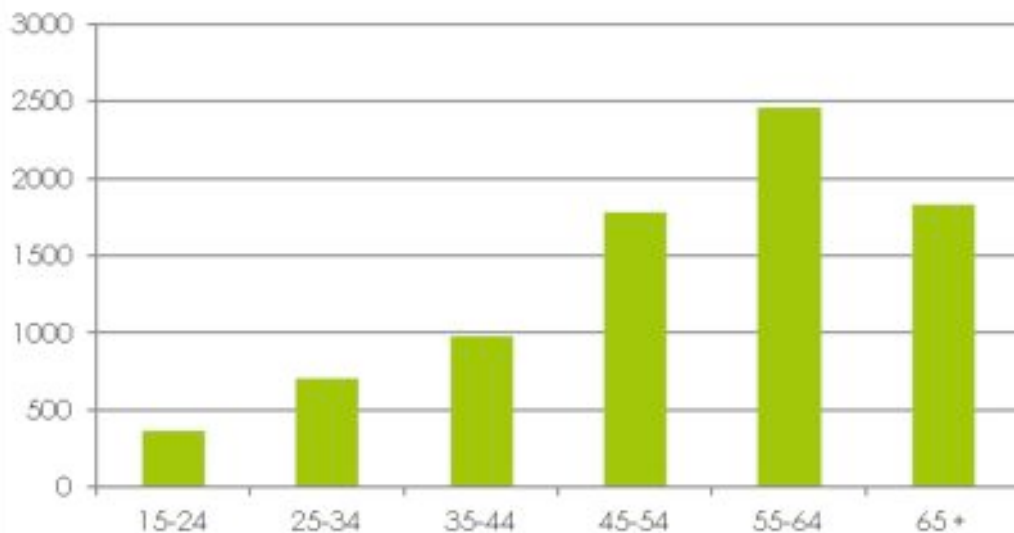
# CONNECT

Your Community

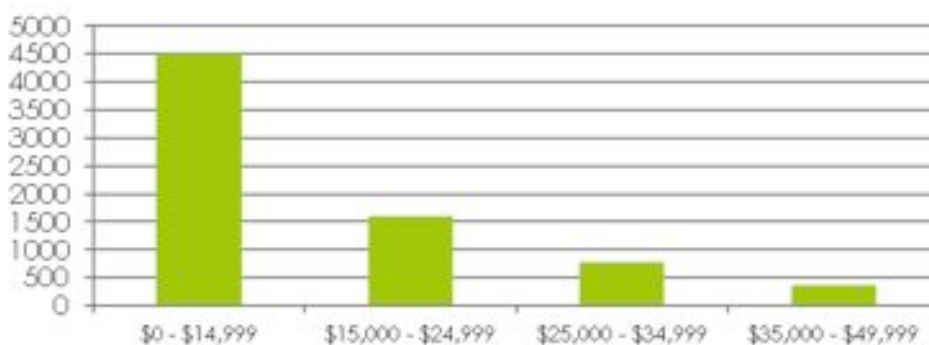
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Age &  
Income of  
Individuals  
Served by  
Detroit CYC

**Age of Detroit CYC Participants**



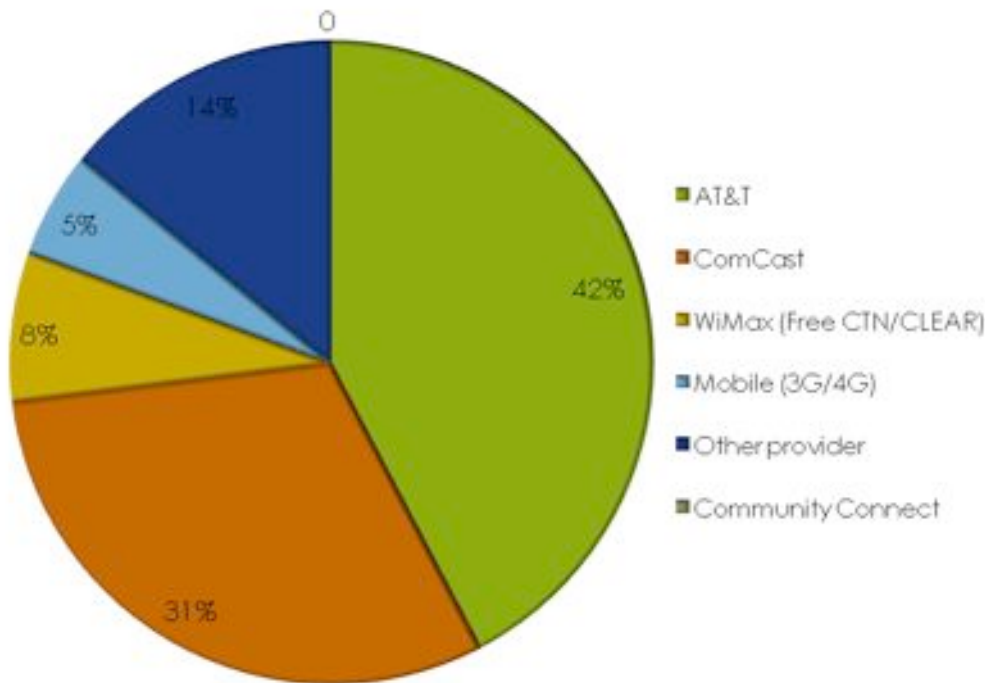
**Detroit CYC Participant Income**



# National CYC and Detroit CYC Sustainable Broadband Adopters

As of 9-30-12	National CYC	Detroit CYC
<b>Reported Sustainable Broadband Adopters</b>	28,000	5,899
<b>New Home Subscribers</b>	17,500 (est)	2,957(est)
<b>New CYC Trained Subscribers Responsible for Annual Broadband Purchases</b>	\$4 million (est)	\$1,258,000 (est)

**Detroit CYC Broadband Providers**



# Detroit CYC Sustainable Broadband Adopters

<b>Detroit SBA Benchmark Goal</b>	<b>5,250</b>
<b>Total Reported SBAs as of 9-30-12</b>	<b>5,899</b>
<b>Total Trained</b>	<b>6,756</b>



**Ernestine Moore**, Graduate of Matrix Human Services' classes.

Ernestine is a talented, published author of two books on domestic violence. With this laptop, she will be able to move from writing in longhand on notebooks to typing on a computer. It will also help her expand her research on publishing and promoting her books.

**Anthony Cox**, Graduate of Focus: HOPE's computer classes.

Anthony, who was laid off from his job of 20 years, enrolled in our computer classes to update his skills said he will be using this computer to update his resume and search for a new position. Many organizations require applicants to submit resumes and applications online today. Without a computer, this process is an overwhelming challenge.

**Marsha Pryor**, Graduate of the Child Care Coordinating Council of Detroit/Wayne County classes. Marsha is a resident of the Cameron Court Senior Complex and living proof that you are never too old to learn new skills. These classes were her first introduction to computers and the internet. She was so enthused that she showed up early for classes and had perfect attendance. Marsha said she is eager to use the computer to stay informed and stay connected.

# National CYC Workforce Phone Survey

Among those who said they undertook the training mainly for employment reasons:

**91.3%**

of all respondents now regularly access the Internet.

**44%**

have since found new or better jobs, received a promotion, entered work training programs, or started their own businesses.

**74%**

said that looking up health information online was "personally significant" to them.

**75%**

help their children or grandchildren with homework as an important area of personal development.

624 CYC participants completed the workforce survey in October 2011.

Focus: HOPE's first Comcast Connector's graduating class members Alysha Hinton and Linneitta Lewis-Dixon with Detroit radio personality Coco





# National CYC K-12 Parent Phone Survey

67%

of all respondents now have broadband access in their home

77%

of parents surveyed said that the training they received through the CYC program increased their ability to engage with their child's school and teachers.

67%

of parents surveyed who got broadband in their home say they use it to communicate with their child's school or teacher.

81%

of respondents report that their child completes their homework, school-work, or class projects using their home broadband connection.

57%

say that since they got broadband in their home they use their child's school website to learn about school activities/programs.



Blue Cross Blue Shield donated 1,700 laptop computers in December 2010.



Presentation of Community Connector Award to CYC Detroit, June 2012. From left to right, William Jones, Focus:HOPE, CEO; Katrina M. Dixon, Child Care Coordinating Council Detroit/Wayne County, Acting Executive Director; Marcella Wilson, PhD., Matrix Human Services, President and CEO; Bill Callahan, OneCommunity, Program Director.

456 CYC participants completed  
the K-12 survey in April 2012.



# Households Served by Detroit CYC