

SITES Initiative

Information Requirements

A. Background

The SITES, Student Information Technology Education and Scholarship, Initiative is designed to introduce K-12 students of African Descent, and underserved communities to the field of Information Technology through training, encourage them to seek higher levels of education by providing incentives through scholarships, and groom many of them to become our next generation of IT professionals. There are several programs established to meet these objectives:

1. Youth Computer Training
2. High School Computer Competition
 - Regional Competition
 - National Competition
3. Youth Technology Conference
4. BDPA IT Corps

With these programs, we expose our youth to Information Technology at a young age and give them the skills to compete and succeed in a college environment or technical workforce. In addition, we encourage them to pursue a college education and provide support for the endeavor. We also help them in the transition from college to the work force via our College Student/Young Professional programs (not included in this business plan).

The SITES initiative started over 20 years ago when BDPA encouraged students from two chapter cities to gather to demonstrate their skills and compete in a National High School Computer Competition. This program has grown extensively over those years with a record number of twenty-six teams from as many cities across the United States competing in the year 2002. In 2004, the SITES initiative trained over 600 students in Web Application Development utilizing such advanced level technologies as ASP, .NET (dotNet), PHP and Java.

In 2005, the students learned basic computer concepts, development methodologies, HTML, and project management, from locations across the United States as diverse as Seattle, Los Angeles, Chicago, Hartford, New York and Atlanta. Each city trains an average of 25 students over the course of six months using the computer text book, Schaum's Outlines Introduction to Computer Science, as the basis for the introductory instruction. Varied texts are used to continue the instruction into Web Application Development.

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High School students then compete nationally against other high school students from across the country that has been similarly trained in order to receive trophies, awards and college scholarships. Information on students who participate in these programs is captured for the mentoring and support process through successful college careers and into the work world.

B. Objectives

The SITES Initiative and the Digital Divide

The various SITES programs are designed to provide training and opportunities in Information Technology, unlike any in the world, to our underserved youth around the country. The 50 professional BDPA chapters throughout the country serve as the mechanism for delivery of this initiative with training and mentoring programs that directly impact the youth in those cities. They are encouraged and supported by the National Team who assists by providing the infrastructure, subject matter experts, competition management and evaluation for the initiative in order to transition students of color from the classroom to the boardroom in an attempt to bridge the gap identified as the digital divide

The U.S. Department of Commerce through the National Telecommunications and Information Administration (NTIA) delivered a series of three reports from 1995 through 1998 discussing the divide between those with access to new technologies and those without. The final report, dated July 1999, determined that not only did the gap still exist but in many cases it was widening over time for minorities, low-income parents, the less educated, and children of single-parent households, particularly when they reside in rural areas or central cities. The third report concludes “While Americans are becoming increasingly connected, there are still significant discrepancies in access: Blacks and Hispanics, for example, are less connected anywhere than Whites are at home”.¹

In January 2000, PBS presented a two-part series that explored how the rapid spread of computer technology is affecting young people across the country entitled DIGITAL DIVIDE. The two parts of the series, Computer Classes and Virtual Diversity, looked both at the huge variances that exist in the quality and quantity of computer education in our schools and at the computer access beyond the classroom. The film asked the question, if technology is race and gender blind, then why are there so few women and even fewer minorities working in the technology industry?²

The Children’s Partnership issued a Strategic Audit in March 2000 on the “Digital Divide’s New Frontier” as a part of a series of reports that focus on subjects of national importance which affect large numbers of young people. One of the recommendations of the report is to provide

¹ <http://www.ntia.doc.gov/ntiahome/fttn99/contents.html>

² ITVS, Corporation for Public Broadcasting, Digital Divide aired nationally on PBS, January 28, 2000

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community-based Information Technology preparation and training in underserved communities. They further state that a program should be developed to train community residents in creating web content using content development training, training modules and “train the trainer” strategies.³

The SITES program mission goes directly to the narrowing of the digital divide. It is to expose youth to the many facets of the Information Technology industry and empower them with the skills to succeed in their professional careers. The mission relates directly to the BDPA objective of building and strengthening our stakeholder ie K – 12 proficiency and effective application of Information Technology. The goals for the SITES program are:

- To increase in the number of high school youth exposed to IT education
- To increase in the number of BDPA chapters offering training, and participating in the National Technology Competition
- To increase the number of post-secondary scholarships presented to SITES students

SITES Target Growth Goals

	2009	2010	2011	2012
Student Impact	400	750	935	1150
Teams	27	30	36	42
Scholarships (Growth Rate)	80 (20%)	225 (30%)	375 (40%)	575 (50%)

C. Program Methodology, Staffing, Collaboration, and Funding

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The SITES Initiative consists of a number of programs which fall into three categories, Training, Competition and Conference.

³ http://www.childrenspartnership.org/pub/low_income/

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Training will consist of programs to provide three levels, Entry, Intermediate, and Mastery. Guidelines for each level will be provided by the National organization and the actual programs and training are administered by the BDPA local chapters.

There are two Competition components of SITES. The National High School Computer Competition (HSCC) consists of a two day event held at the National Conference. Students compete using general computer understanding and web application programming skills. Additionally, there are Regional High School Computer Competitions held all over the country prior to the national conference.

The Conference programs provide the targeted audience with enriching activities. The Youth Technology Conference is a three day event held at the National Conference.

Each Program's Methodology and individual staffing will follow. At the SITES level, the following will apply:

Staffing

- SITES Program Director oversees the administration and implementation of all the national programs.

Collaboration

- Corporate Partners provide feedback regarding program directions and needs.
- Academic Partners provide feedback regarding program directions and needs.
- BDPA local chapters manage and conduct the training program in 50 cities across the U.S.
- BDPA media partners, The JOURNAL and the website (www.bdpa.org), highlight the programs available as deemed appropriate.

1. Training

Guidelines for three levels of Training programs, Entry, Intermediate and Mastery, are delivered by the National Team.

Entry level training programs will expose the target audience to IT concepts and deliver skills to use technology in day to day activities. In 2009, "Schaum's Outline – Principle of Computer Science" and portions of "Microsoft Unlimited Potential Curriculum" is provided to assist with these programs. The average program lasts four weeks and requires one trainer.

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Intermediate level training programs deliver the basic skills, like Web Page development, Simple LAN installation, and others. This level of training provides the basics and the building blocks needed to advance to the mastery level. In addition, these are employable skills. Currently, guidelines for HTML training are supplied. The average program lasts six weeks and requires one trainer. Students are given the ability to provide businesses with simple web presence.

Mastery level training programs deliver advanced level skills to implement complete IT solutions, like Web Applications, large networking installations, etc. Currently, guidelines exist for Web Application Development in the advanced ASP, .NET (dotNet), PHP and Java. The average program lasts 10 weeks and requires three trainers. Students are given the ability to deliver a complete solution to a business.

All levels include soft skill training and post-secondary education preparation.

Staffing

- Local Chapters
 - Program Administrator administers and implements the local training programs.
 - Program Instructors deliver all topics covered in the guidelines.
 - Technical Administrators deliver environments for providing training guidelines.
- National Team
 - Program Manager manages the administrative and information tracking tasks associated with the program.

Collaboration

- Middle and High School Students from across the U.S. to participate in the training programs.
- Corporate Partners provide financial and in-kind support for implementing the training programs. In addition, they will provide feedback on the direction of the training topics and requirements.
- Partner with other organizations focusing on post-secondary education preparation.
- Academic Partners provide in-kind support to the programs and feedback on the direction of the training topics and post-secondary education preparation.
- BDPA local chapters manage and conduct the training program in 50 cities across the U.S.
- BDPA national organization manages the administration of the program at the national level and provides guidelines for programs.
- BDPA media partners, The JOURNAL and the website (www.bdpa.org), highlight the graduate students in their publications as deemed appropriate.

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2. Competition

Competitions are opportunities for students to network with other students and showcase their abilities to a wider audience. In addition, awards are given to the highest performers. There are two levels of Competitions, National and Regional.

The National High School Computer Competition (HSCC) is a rigorous competition scheduled over two days at the National Conference. It consists of three required components and one optional component. They are:

- Round-robin Oral Exam
- 15-minute Computerized Introduction to Computer Science Exam including general computer concept questions
- 7-Hour Programming Competition developing a Web-Based Application that solves a complex business problem
- Optional T-Shirt Design Competition displaying artistic and creative ability

Additionally, there are Regional High School Computer Competitions held at various locations across the country prior to the national conference. Currently, these Regional Competitions are based on the National HSCC model. They are hosted by local BDPA Chapters with support from the National team.

Staffing

- Local Team
 - Program Coordinators develop programs and administer participation in the events.
 - Regional Administrator organizes and manages the Regional Competition Event.
 - Chaperones may be required to attend Competition events.
- National Team
 - Competition Coordinators organize and manage the national event and support regional events. Additionally, they set the standards for the technical architecture requirements.

Collaboration

- Corporate Partners provide financial and in-kind support for the competitions. They also serve as volunteer judges for the competition.
- Academic Partners provide in-kind support for the competitions and serve as volunteer judges for the competition.
- BDPA local chapters manage and organize regional events and provide participants to both levels of competitions.

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- BDPA national organization manages the administration of the National Competition and supports the local chapters in administering the Regional Competitions.
- BDPA media partners, The JOURNAL and the website (www.bdpa.org), highlight the events and the competition winners in their publications as deemed appropriate.

3. Conference

The Youth Technology Conference is a three-day event with advanced level seminars and workshops by leading edge instructors, covering topics in personal development, post-secondary education preparation, IT in daily life and general business etiquette. Included in the conference is a field trip to a local college or university to discuss entry requirements and scholarship opportunities or to a corporation to see IT in motion and discuss business requirements. At the end of the event, there is a Quiz Bowl with questions based on the experience of the three-day event.

Staffing

- Local Team
 - Chaperones may be required to attend Conference events.
- National Team
 - Program Manager manages the administrative and information tracking tasks associated with the program.

Collaboration

- Middle and High School Students from across the U.S. to participate in the conference event.
- Corporate Partners provide financial and in-kind support for the events in the conference. They also serve as volunteer judges for the Quiz Bowl.
- Academic Partners provide in-kind support for the events in the conference and also serve as volunteer judges for the Quiz Bowl.
- BDPA local chapters organize and manage student participation in this event.
- BDPA national organization manages the administration of the program.
- BDPA media partners, The JOURNAL and the website (www.bdpa.org), highlight the conference and Quiz Bowl winners in their publications as deemed appropriate.

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4. BDPA IT Corps

The mission of the BDPA IT Corps is to broaden the experiences and professional preparation of its participants through exchanges of technology and cultural knowledge that addresses community issues in the United States and in developing countries.

The BDPA IT Corps, herein referred to as the IT Corps, will be implemented to coincide with the activity structure of BDPA, which addresses the interests and direct participation of young adults aspiring to succeed in the IT industry in the United States. The impetus for this IT Corps is in response to the effect of globalization and for the urgent needs of developing countries to obtain more technology awareness, education and skills. BDPA today influences the career choices of students and acts as a directional beacon pointed towards personal success via its “Classroom to the Boardroom” programs and philosophy.

The concept of an information technology “peace corps” was presented to BDPA in a speech that was written by His Excellency, Dr. Samuel Assefa, Ambassador Extraordinary and Plenipotency of Ethiopia, and read to the banquet audience by Mr. Sufian Ahmed, Minister Finance and Economic Development at BDPA’s annual conference on August 18, 2007 at the Wardman–Marriott Hotel in Washington, D.C.

Through the 50 chapters of BDPA, it is expected that recruitment of student members to serve in the IT Corps, will increase from a contingent team sent to one country in Africa in 2009, to additional participation by at least four other (new) countries in each of the ensuing years. Activities by the student corps will include education, software development, “real-world” problem solving, as well as competitive social activities.

The environment in which the IT Corps will flourish is one characterized by connectivity – through technology as well as direct social ties. Each Chapter of BDPA will be encouraged to recruit participants from the ranks of their SITES students to serve in the IT Corps. While the specifics of the IT Corps are being developed, initial communications will be based on web-based technologies (blogs, webinars) etc., the same technologies will be utilized to support the outreach efforts to the African countries, i.e., sustained dialog between IT Corps members and the counterparts identified in Africa for IT Corps participation. Whenever students are sent to a country for an event, additional participation will be sought from other BDPA members and BDPA partners (e.g., corporate partners) who are able to participate remotely in activities that are ongoing in each selected location in Africa.

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The operating norms for the IT Corps will be creativity, flexibility, responsiveness to mutual needs and measurable contributions to real progress at the targeted locales. Progress will be measured in terms of technology implementation, utilization and skills development, as well as strengthened social ties that are imperative for ease of future economic development.

The process for implementation of the IT Corps will be composite with the required strategies and tactics necessary for local in-country success. Strategic selection of the initial and subsequent locations for IT Corps participation and confirmation of funding sources is very important. The total annual budget each year will then be based upon administrative expenses and the total number of host country team visits. Funding is expected to be obtained from corporate sponsors, foundation grants, supporting personalities and requesting host countries

Other organizations whose members share similar ideals and are providing services in developing countries include (1) Leon H. Sullivan Foundation, an African American led organization developing economic ties in Africa through direct government contact and economic forum networking; (2) World Watch, an African American led organization (Andrew Young) providing professional services to community based organizations and corporations in Africa; (3) MedShare International – an African American led organization engaging developing Healthcare infrastructure throughout Africa (\$200mill/yr); (4) “One Laptop Per Child” (OLPC) an Organization led by Professor Negroponte (MIT) to provide laptops to Children in Africa and other developing nations; (5) “One Computer Per Child” - Microsoft/Intel initiative to provide computers to children in developing nations.

The success of the IT Corps will depend on abiding by well known principles for human social interaction and mutual development. These include respect and appreciation for what BDPA has to offer its counterparts in the developing countries and vice versa; a genuine interest in seeking a better future; and the understanding that together, prosperity can be built based on what ALL parties have now, however limited. These are the principles to which the IT Corps will adhere.

Our vision is that as the concept encompasses the physical realm and the virtual realm, wherein it will consist of all students / persons, regardless of race, religion or gender.

After returning to the US the IT Corps students will continue to communicate with those local youth and foster online relationships, i.e., communities of interest using blogs and other acceptable forms of online communication. The short term result of these relationships is the establishment of BDPA representation and possibly interest groups or chapters in those locations. The long term result will be the use of IT locally, not only to support their economic or personal needs, but also to foster key relationships with our young representatives here in the United States. This relationship dimension will be useful to expand the horizons of our youth as they strive to uphold the ideals of our

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”Classroom to the Boardroom” concept. This endeavor also meaningfully supports the goals of other interested parties such as the “One Computer for Every Child” movement in Africa, Mexico and South America (Negroponte, INTEL, IBM).

Finally, the culminating event will be a simultaneous IT Summit hosted by BDPA here in the US with virtual and real participation from all over the world. Potentially, this event could be hosted in one of the targeted countries. Related activities would occur here in the US as well as in Africa where countries such as Ethiopia, Ghana, Kenya and Nigeria are being considered for initial starters. Since the program is envisioned as a face-to-face and internet based program, the model can also be extended to the counties that border the US – i.e., Mexico and Canada.

SITES Funding

Ongoing funding for the SITES initiative will be solicited through grants, corporate sponsorship and through the BDPA organization.

D. Evaluation

The overall measures of success for SITES are:

- The number of SITES students that continue onto post-secondary education.
- The number of students that proceed into an IT career track.

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E. Program Budget

The National SITES Initiative Budget is attached.

INCOME

<u>Source</u>	<u>Amount</u>
BDPA Local Chapters Chaperones (110)	\$22,000.00
BDPA Local Chapters Students (250)	\$50,000.00
In-kind support (infrastructure)	\$70,000.00
In-kind support (instructors)	\$336,000.00
Total Revenue	\$478,000.00

EXPENSES

<u>Item</u>	<u>Amount</u>
National	
Salaries and wages (breakdown by individual position and indicate full- or part-time.)	
Full-time Program Director	\$35,000.00
Full-time Manager – Volunteer	\$0.00.00
Hardware (Network Cable, Switches, Etc.)	\$1,000.00
Security Service	\$5,000.00
In-kind Infrastructure & Software	\$70,000.00

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In-kind support (instructors)	\$336,000.00
SITES Management Travel	\$4,000.00
Competition Trophies	\$1,300.00
Competition Scholarships (Bemley)	\$55,000.00
Competition Apparel	\$4,800.00
Judge Awards	\$1,500.00
Conference Meals	\$33,000.00
Conference Travel	\$183,000.00
Conference Registration	\$72,000.00
Competition Copies and Supplies	\$500.00
Youth Hospitality Suites - 3 @\$2,500	\$7,500.00
Competition Teen DJ	\$600.00
National Travel to Regional Competition	\$6,300.00
Local	
Training	\$121,569.00
Training Awards	\$121,840.00
Regional Competition (5)	\$10,000.00
BDPA IT Corps	
BDPA IT Corps	\$50,000.00
Total Expense	\$1,119,909.00
Difference (Income less Expense)	(\$641,909.00)
Funding/Grant Request	(\$641,909.00)

Funds are being requested for (check one) *Note: Please be sure funder provides the type of*

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support you are requesting.

<input checked="" type="checkbox"/>	General operating support	<input type="checkbox"/>	Start-up costs	<input type="checkbox"/>	Capital
<input type="checkbox"/>	Project/program support	<input type="checkbox"/>	Technical assistance	<input type="checkbox"/>	Other (list)

Project dates:

1/1/2009-8/1/2009

Fiscal year end:

12/31/2009