ENROLLMENT EVENT OUTLINE WORKSHEET

EducationSuperHighway's Affordable Connectivity Program Event Outline Worksheet is a fillable resource to use to track all of your event planning efforts. Use this worksheet as a supplement to the Event Toolkit.

02 STEP ONE: PLAN

03-06 STEP TWO: PREPARE

- Prepare For Your Event / 03
- Prepare Your Partners / 04
- Prepare Your Event Staff / 05
- Prepare Your Internet Service Providers / 06

07 STEP THREE: PROMOTE

08-12 STEP FOUR: EXECUTE

- Event Stations / 08-10
- Event Day Schedule / 11
- Event Day Materials / 12

13-14 STEP FIVE: FOLLOW UP

- Community Member Support / 13
- Event Feedback / 14

STEP ONE | PLAN

ENROLLMENT EVENT SUMMARY	
WHAT	[Insert general description of the event]
WHY	**Goals of the event:** • Guide community members through the ACP application process • Collect community member contact information for follow-up support • Apply the individual's ACP confirmation code to an internet plan as applicable
WHEN	[Date and Time]
WHERE	[Address of Event]
IMPACT GOAL	[Example: Number of applications completed]

STEP TWO | PREPARE FOR YOUR EVENT

PREPARE FOR YOUR EVENT	
ONE TO TWO MONTHS PRIOR TO EVENT	☐ Confirm key stakeholders and partners ☐ Determine meeting cadence and planning responsibilities ☐ Determine event location and time ☐ Set event impact goals ☐ Determine common languages spoken within the intended audience ☐ Create a pre-event marketing plan including channel, frequency, party responsible for posting, etc. ☐ Choose pre-event marketing materials from PromoteACP: Resource Hub
ONE MONTH PRIOR TO EVENT	☐ Begin executing pre-event marketing plan ☐ Determine event flow ☐ Create event staffing list, responsibilities, and schedule ☐ Choose day-of materials from PromoteACP: Resource Hub
TWO WEEKS PRIOR TO EVENT	☐ Complete our free, interactive LearnACP Affordable Connectivity Program certification for enrollment support ☐ Schedule an event training meeting for all participating staff and partners ☐ Create post-event follow-up plan

PREPARE YOUR PARTNERS

Key Questions: Which community organizations will assist with awareness building and/or enrollment support? will you invite internet service providers (isps) to your event?

ORGANIZATION	PRIMARY ROLE	STAFF INFORMATION	CONFIRMED?
			☐
			☐
			☐
			☐
			☐
			☐

PREPARE YOUR EVENT STAFF

Key Questions: What training do partners need to be successful? What role will staff play on the day-of? What are the responsibilities of each role? What materials are needed in each role? What language support is needed in each role?

What training will you provide to staff?

- ACP Enrollment Training
- Event Logistics and Flow Training

What roles will staff play on the day-of?

Sample roles are below:

- Event Lead
- Enrollment Supporter
- ISP Engager
- Community Engager

STAFF MEMBER NAME	ORGANIZATION	LANGUAGES SPOKEN	ROLE	TRAINED?
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

PREPARE YOUR INTERNET SERVICE PROVIDERS (ISPS)

ISP Event Guide | ISP Outreach Template | ISP Event Tips

Key Questions: Will you invite ISPs to the event? What role will ISPs play on the day-of? What training will they need to be successful?

What role will ISPs play on the day-of?

Which ISPs will be invited?

What plans will be advertised and what are each plan's details?

How will ISPs track and share impact?

Record all "free with ACP" plans for your area below. Once you have confirmed details with the providers, add this information to the Available Internet Plans Postcard to distribute during the event.

ISP NAME	PLAN NAME	SPEED	COST WITH ACP	DETAILS

STEP 3 | PROMOTE YOUR EVENT

EVENT MARKETING PLAN

Key Questions: What are the best ways to raise awareness in your community? Who do community members contact if they have additional questions?

What languages will you need to offer on event materials?

What methods will be used to raise awareness in your community? Multiple touchpoints ensure better event attendance.

On the ground methods:

Social media methods:

What materials will you use for each method and how will you distribute? Review **PromoteACP: Resource Hub** for options

Method 1:

Method 2:

Method 3:

Method 4:

Event Marketing Action Steps

☐

☐

☐

STEP 4 | EXECUTE YOUR EVENT

STATION 1 | COMMUNITY MEMBER CONTACT INFORMATION & IMPACT TRACKING

Key Questions: How will you collect community member's enrollment progress to understand impact? What impact metrics are you most interested in collecting?

What method will be used to collect contact information and impact?

- Use provided script and template to create tracker
- Use organization's existing tracking system

How will you execute this plan on the day-of?

Action Steps

☐

☐

☐

STATION 2 | COMPLETING THE APPLICATION

Key Questions: How will you support community members to complete the application?

Which method works best for your event?

- 1 to 1 enrollment support through all steps
- Community member led approach with supports in place, if needed

How will you implement this plan?

What materials will you use for success?

Suggested Material: Enrollment Assistance Handbill

Action Steps

☐

☐

☐

STATION 3 | APPLYING APPLICATION ID TO INTERNET PLAN

Key Questions: How will residents apply their ACP Application ID to an internet plan? How will they implement their plan of choice?

Which method works best for your event?

- Invite ISPs to event
- Assign event staff to help community members complete this step at the event
- Follow up post-event for ISP enrollment support

How will you implement this plan?

Action Steps

☐

☐

☐

EVENT DETAILED SCHEDULE

Create detailed event schedule to share with participating staff

Schedule Summary:

TIME	ITEM	LOCATION	STAFF

EVENT DAY MATERIALS

List items needed day-of and ensure responsible party is aware

ITEM	NUMBER NEEDED	RESPONSIBLE PARTY	SECURED?
Chairs (2 per enrollment staff)			☐
Tables (1 per 2 enrollment staff)			☐
Tablecloths			☐
Giveaway items			☐
Enrollment Assistance Handbills			☐
ACP Event Postcards			☐
Large signage (ex: sidewalk sign)			☐
Tablets/Computers & Chargers			☐
Box of Pens			☐
Mobile Hotspots			☐
Hand Sanitizer			☐
Masks			☐
Paper weights			☐
Name tags			☐
Food and water for staff			☐

STEP 5 | EVENT FOLLOW-UP

COMMUNITY MEMBER SUPPORT

Key Questions: How will you support community members post-event? What staff capacity do you have to accomplish these goals?

What level of support can you provide to community members? Consider that groups may have varying levels of need. Groups might include:

- Those who did not complete their application
- Those who did not receive an ACP code (not officially approved for ACP)
- Those who did not apply their ACP code to their internet plan

How will you execute this plan on the day-of?

Action Steps

☐

☐

☐

EVENT FEEDBACK

Key Questions: What are you interested in learning from staff, partners, and community members? What are the most effective methods to receive that input?

How will you solicit community member feedback?

- Surveys
- Virtual/in-person interviews
- Open forums

Questions around event awareness, experience, and preparedness might include:

- How did you hear about the event?
- What made you feel comfortable to share your information at this event?
- What support was most helpful to assist you in applying to the ACP?
- Did you know what information or documentation you needed to bring to the event? How did you know?
- How can we improve events like this in the future?

How will you solicit staff and partner feedback?

- Surveys
- Virtual/in-person interviews
- Open forums

Questions around pre-event training, event logistics, and event flow might include:

- How well did the training(s) prepare you to accomplish your event role?
- Did you have the resources needed to effectively support community members?
- How effective was our impact tracking method?
- What support methods did community members need?
- How can we improve events like this in the future?

Action Steps

☐