

ENROLLMENT EVENT GUIDE TO INTERNET SERVICE PROVIDERS

Have you decided to invite internet service providers (ISPs) to your enrollment event? Here is a step-by-step guide to ask for provider participation and manage expectations for the event.



STEP ONE | PLAN

IDENTIFY THE INTERNET SERVICE PROVIDERS IN YOUR AREA THAT OFFER PLANS THAT ARE FREE OR LOW COST WITH THE ACP

- Visit www.BroadbandNow.com for a comprehensive list of providers. Some providers may only cover specific parts of your area. Reference the “availability percentage” mentioned on BroadbandNow to see which providers are most prevalent in your area.
- Please note that “free with ACP” plans will be \$30 per month or less. “Low cost with ACP” plans will be \$50 per month or less.
- The recommended speeds for ACP plans are with a download speed of 100 Mbps or above. Typically, cable and fiber ISPs offer these speeds. Fixed wireless and IP Broadband ISPs can offer these speeds depending on location. Satellite and DSL providers sometimes offer these speeds, but it is less common.

DETERMINE THE LOCAL CONTACT FOR EACH PROVIDER

- You may be able to find this information by contacting your local government (city council or mayor’s office) or reach out to julian@educationsuperhighway.org for assistance. The local contact typically holds a “Community Affairs,” “Government Affairs,” or “Community Impact” title.

REACH OUT TO THE PROVIDER TO INTRODUCE YOURSELF AND REQUEST A MEETING

- Best Practice: Invite all local internet service providers to maximize options for community members.
- Resource: [ISP Outreach Template](#)

STEP TWO | PREPARE

DEFINE THE ROLES AND LOGISTICS FOR PROVIDERS PARTICIPATING IN THE EVENT

- Review the event flow with the representatives, to ensure a basic understanding of what will occur on the day of event.
- Clarify what technology the provider plans to bring to the event to assist with enrollment (tablet, laptops, hotspots, etc.) and what event-based materials (table, chairs, promotional materials, etc.) they intend to use.
- Consider the number of representatives each provider will need to bring to support enrollment and what language support can be provided to assist in the process.
- Gain an understanding of which team will represent the provider (sales team, operations team, marketing team, etc.)

REVIEW EVENT GUIDELINES FOR PROVIDERS

- Ensure the provider understands that the only plans to be promoted at the event are those that are free or low-cost with the ACP benefit. Explain the intended audience of the event and the importance of not upselling.
- Inform the partner if other providers will be present at the event and reiterate the goal of the event to connect community members with the plan that best fits their needs.
- Resource: [ISP Event Tips](#)

DISCUSS THE PLANS THE PROVIDER OFFERS THAT ARE FREE OR LOW COST WITH THE ACP

Important specifics to determine include:

- Additional costs for the consumer before or after the ACP benefit is applied
- When the credit will be applied to an existing customer's bill
- Any setup required for new or existing customers
- If the price will increase or change after a certain period of time
- If the plan is a bundle or internet only. It is recommended that ISPs promote their internet only plans. Typically, "free with ACP" or "low cost with ACP" plans are internet -only but it is important to confirm this with the ISP and make sure they are displaying their plan details clearly and accurately.

STEP THREE | PROMOTE

- Use the [Internet Speeds Postcard](#), from [EducationSuperHighway's](#) PromoteACP: Resource Hub, to assist community members in selecting the plan that best fits the needs of their household based on the number of individuals in the home and how the internet will be used.
- Insert the “free with ACP” or “low cost with ACP” plans on the [Available Plans Postcard](#) to help applicants make an informed choice on the provider/plan for their area.
- Ensure the information on the Available Plans Postcard **matches what providers are distributing at the event.**

STEP FOUR | EXECUTE

- One to two days prior to the event, **schedule a call with the providers to confirm details** of the event and reiterate the event flow, roles, and expectations. Use this time to answer any questions the partners may have.
- On the day of the event, **ensure the representatives know where to send community members** in the event flow to get started with the ACP application process. This step is incredibly important for data collection to measure the impact of the event.
- Ensure each internet service provider has **equal access to attendees of the event.**
- After the event, plan to **share an aggregate number of attendees** to providers.