

Case Study



Affordable Connectivity Program (ACP) Adoption



Client	The Texas Education Agency (TEA)
Project	Affordable Connectivity Program (ACP) Adoption
Objective	Transition families from the TEA Connect Texas (TEACT) program to the Affordable Connectivity Program (ACP) and drive ACP adoption among families of students in Texas.
Strategy	<p>GROW actively collaborated with local governments, non-profits, faith-based organizations, libraries, and Local Education Agencies (LEAs) to ensure the widespread promotion of the Affordable Connectivity Program (ACP) through channels that were familiar and accessible to the target audience. To overcome enrollment barriers, we devised a comprehensive plan to instill confidence in the program by customizing promotional materials with the logos of school districts, faith-based organizations, and community-based nonprofit organizations, thereby enhancing trust and encouraging active participation.</p> <p>To effectively communicate with families and streamline the enrollment process, we implemented an automated email and text message communication system. This system played a crucial role in keeping families informed about ACP and guiding them through the enrollment process.</p> <p>Recognizing the importance of training and knowledge dissemination, we extended our efforts by offering statewide ACP Training to Local Education Agencies (LEAs) as part of the Long-Range Plan for Technology (LRPT). This initiative aimed to equip LEAs with the necessary tools and information to effectively promote ACP and drive adoption.</p>
Results	Through these multifaceted strategies, GROW successfully increased accessibility, trust, and acceptance of the Affordable Connectivity Program (ACP), ultimately empowering underserved households with digital access and connectivity throughout Texas.