

Case Study

OpCon Phase 2: TEA Connect Texas



Client	The Texas Education Agency (TEA)
Project	Operation Connectivity Phase 2: TEA Connect Texas (TEACT)
Objective	The objective of the TEA Connect Texas (TEACT) Program - Phase 2 was to connect economically disadvantaged K-12 public school students in Texas to existing high-speed broadband infrastructure. The program aimed to leverage discounted bulk pricing negotiated with Internet Service Providers (ISPs) to make broadband access affordable and accessible for students across the state.
Strategy	<p>GROW took charge of designing, launching, and administering the TEACT program. The first step was to assess the existing broadband infrastructure across the state and identify served and unserved areas through mapping. GROW focused on outreach efforts in Census Block Groups where high-speed fixed broadband was commercially available but not affordable for families.</p> <p>To ensure stakeholder engagement and participation, GROW implemented a comprehensive public engagement approach. This included conducting public meetings and webinars where all 1,200+ Local Education Agencies (LEAs) were invited. GROW presented an overview of the broadband infrastructure, discussed the TEACT bulk line purchase program, and provided opportunities for Q&A. Individual mapping meetings were held with LEA and Non-Profits to share custom maps for their service areas and gather feedback for data verification.</p> <p>Family engagement was a key aspect of the strategy. GROW conducted training sessions for LEAs to empower them with tools and resources for educating families about the program and the importance of broadband adoption. They provided customized resources, including printed and electronic materials, and created a digital conference space called the Connectivity Adoption Space for ongoing support and collaboration among school leaders and administrators.</p>
Results	<p>The TEACT program achieved significant engagement and impact:</p> <ul style="list-style-type: none">• 12 Introductory Webinars & In-Person Meetings• 900+ Total Attendance at Webinars• 2,500+ Total Attendance at In-Person Meetings• 205 Virtual Map Review Sessions• 301 Custom Map Requests• 1,495 Custom Maps Created• 500+ Total Attendance at in-person mapping sessions• 18 Family engagement training sessions• 4 Weekly Connectivity Adoption sessions

- 20 Total Attendance at Connectivity Adoption sessions

The TEACT program facilitated the participation of 21 Local Education Agencies (LEAs) who purchased \$30.3 million worth of broadband services. As a result, 110,409 previously unconnected student households gained access to high-speed broadband for one year, from fall 2022 to fall 2023.

The TEA Connect Texas (TEACT) Program - Phase 2, led by GROW, successfully bridged the digital divide for economically disadvantaged students in Texas, providing equitable access to high-speed broadband and enhancing educational opportunities for thousands of students.