

UNITED STATES GENERAL SERVICES ADMINISTRATION



WHITE HOUSE INITIATIVE ON EDUCATIONAL EXCELLENCE FOR HISPANICS

Department/Agency: U.S. General Services Administration (GSA)

High Priority Performance Goal or Program Goal 2: K-12 EDUCATION – Teacher Recruitment and Education

Objective 2.2.5: Data, Grant and Funding Models

Identify grant opportunities, programs, etc...benefitting educators and school districts such as Teacher Incentive Grant, with a specific focus on those benefitting HSI's.

Strategic Activity	Timeframe	Total Population Served	Hispanics Served (Explain metrics)	Funding	Driver/Contact Info	Performance Outcomes
<p>1. Computers for Learning Program (CFL). Managed by GSA's Office of Personal Property Management, CFL facilitates transfers of excess federal computers and related peripheral equipment to schools and educational nonprofit organizations to support education for children, pre-kindergarten through grade 12.</p> <p>Eligibility Criteria Schools must provide a valid National Center for Educational Statistics (NCES) number to register. All educational nonprofits must primarily operate for the purpose of education, be approved, accredited, or licensed, and upload 501c documents upon registration.</p>	<p>CFL evolved as a way of implementing Executive Order 12999, Educational Technology: Ensuring Opportunity for all Children in the Next Century, which was signed by President Clinton in 1996.</p>	<p>N/A</p>	<p>N/A</p>	<p>N/A – These are in-kind donations with an estimated dollar value</p>	<p>Cindy Patton Cynthia.patton@gsa.gov</p> <p>Property Disposal Specialist Utilization & Donation Program Division Office of Personal Property Management Tel 703-605-2758 and Christopher Willet christopher.willet@gsa.gov</p> <p>Property Disposal Specialist Utilization & Donation Program Division Office of Personal Property Management Tel 703-605-2873</p>	<p>FY12-13 the CFL Program has provided approximately \$160 million (original acquisition costs) to the following eligible recipients:</p> <p>Schools (public, private, or parochial) serving pre-K through 12. Educational nonprofits serving pre-K through 12 students that are tax exempt under 501c of the U.S. Tax Code.</p>

High Priority Performance Goal or Program Goal 2: K-12 EDUCATION – Family Engagement

Objective 2.3.6: Data, Grant and Funding Models

Identify grant opportunities, programs, outreach efforts etc...that address family engagement in the Hispanic community.

Strategic Activity	Timeframe	Total Population Served	Hispanics Served (Explain metrics)	Funding	Driver/Contact Info	Performance Outcomes
<p>1. GobiernoUSA.gov The official website of the federal government in Spanish and serves all Spanish-speakers and bilingual Hispanics in the U.S. since its creation in 2003.</p> <p>GobiernoUSA.gov is managed by GSA’s Office of Citizen Services and Innovative Technologies.</p> <p>The website: Disseminates information to help Spanish-speaking Hispanics assimilate and acculturate into the U.S. GobiernoUSA.gov also focuses on providing information to Latino families on school enrollment requirements to help them enter the education system in the U.S.</p>	Ongoing	~12 million visits received during FY12 and FY 13	Almost all visitors to the website are Spanish-speaking or bilingual Hispanics looking for education and other pertinent information to conduct their daily lives in the United States.	Yearly funding is approximately \$1.1 Million	<p>Laura Godfrey (laura.godfrey@gsa.gov) Manager, GobiernoUSA.gov</p> <p>Office of Citizen Services and Innovative Technologies Tel 202-208-3584</p>	<p>GSA measures the performance of their websites using number of visits to the sites (desktop and mobile) and by measuring customer satisfaction:</p> <p>Visits to GobiernoUSA.gov: FY12 – 5.4 million FY13 – 6.4 million</p> <p>Growth in Number of visits from previous fiscal year FY12 – 13% FY13 – 17%</p> <p>Customer Satisfaction Index: FY12 – 7.7 FY13 – 7.7</p>
<p>2. GobiernoUSA.gov presence on Social Media channels: Facebook, Twitter, YouTube, blog.</p> <p>The social media presence: Provides information on government programs available to Hispanics and engages with the public; answering their questions on a variety of topics, including education.</p>	Ongoing	206 million touchpoints in FY12 and FY13	N/A	Funding for this program is included in the overall cost of GobiernoUSA.gov. See above.	<p>Laura Godfrey laura.godfrey@gsa.gov Russell O’Neill russell.oneill@gsa.gov IT Project Manager USA.gov /GobiernoUSA.gov/ Kids.gov Office of Citizen Services and Innovative Technologies GSA Tel. 202-219-1682</p>	<p>GSA measures the growth of and engagement with social media channels: FY13 Social Media touchpoints reflect a 54% increase from FY12.</p> <p>Facebook and Twitter channels experienced a 53% growth from FY12 to in the number of users (likes and followers, respectively)</p>
Participate in Latino Fair at National Council of La Raza (NCLR), the largest Hispanic	Yearly	>20,000 Spanish speakers and	Almost all attendees to the Family Latino	Cost for attending and exhibiting at NCLR’s annual	Laura Godfrey laura.godfrey@gsa.gov) and	<ul style="list-style-type: none"> Successful interaction with the public, some informative about government programs and

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<p>advocacy organization in the US.</p> <p>Our purpose is to: Educate the public on important government programs and services available to them.</p> <p>Answer direct questions about a wide range of topics with emphasis in Education. There is real interest for government information, programs and resources.</p> <p>Promote all OCSIT programs, especially those that have a direct link to the public such as publications and e-mail, chat and phone inquiries to get their questions answered.</p>		bilingual general public visitors	Expo are Hispanics and the majority are Spanish speakers	conference is approximately \$10,000	<p>Leilani Martinez leilani.martinez@gsa.gov Marketing Team Lead USA.gov/GobiernoUSA.gov/Kids.gov Office of Citizen Services and Innovative Technologies Tel 202-208-5858</p>	<p>resources and some task oriented, helping them complete a task.</p> <ul style="list-style-type: none"> The need to grow staffing at the convention to deal with information requests from the public. The amount of materials distributed –more than 1,000 each year (between publications, factsheets, etc.) Networking with NGOs, CBOs and other government agencies – federal and local. This year we facilitated a connection between Latinas in Stem Foundation and the National Science Foundation. Introduced our resources to local media – Univision and Telemundo.
<p>3. Kids.gov. The website was launched in 2001 and has 4 main audiences kids, teen (Grades 6-8), parents and teachers. Kids.gov provides:</p> <ul style="list-style-type: none"> Educational resources to parents and teachers. A safe place for kids to learn through age-appropriate activities and games. Engaging videos that highlight careers in government. 	ongoing	~4.5 million visits in FY12 and FY13 –	No available data on how many visits are from Hispanics	Yearly funding for Kids.gov is approximately at \$600,000.	<p>Arlene Hernandez arlene.hernandez@gsa.gov Manager, Kids.gov Federal Citizen Information Center General Services Administration (202) 208-3925</p>	<p>GSA measures the performance of their websites using number of visits, growth and customer satisfaction:</p> <p>Visits to Kids.gov: FY12 – 1.8 Million FY13 – 2.7 Million</p> <p>In the last two years the website grew its visits by 66%</p> <p>Customer Satisfaction Averages 79 - 81</p>
<p>4. Contact Center (CC) The CC was established in 1966. The USA.gov Contact Center’s cornerstone operation responds to public inquiries about federal government agencies, programs, benefits and services via the phone at 1- (800)-FED INFO, via email and chat through USA.gov and GobiernoUSA.gov and through a public knowledgebase of FAQs.</p>	Ongoing	<p>Total volume of customer served in FY12 and FY13 was:</p> <p>Phone: 750K Email: 95K Visits to FAQs: 12M</p>	<p>Total volume of Hispanics Served in FY12 and FY13 was:</p> <p>Phone ~30K Email ~8K FAQs >200K (FAQs are measured in visits)</p>	Yearly, approximately \$125K is allocated to fund Spanish speaking agents to answer questions from Hispanic customers	<p>Tonya Beres Manager, USA.gov Contact Center tonya.beres@gsa.gov 202-253-8981</p>	<p>GSA measures success through: Quantity of Inquiries Handled (see column C “Total Population Served”), 2) Responsiveness of Service [Phone FY12: 83% of calls answered within in 20 seconds, FY13=82%; Email 98% answered within 2 business days, FY13=95% and 3) Quality of Response (percent of responses that met quality standards). FY13=93%phone &</p>

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						98%email, FY12=95%phone & 97% email

High Priority Performance Goal or Program Goal 2: K-12 EDUCATION – College Access

Objective 2.4.7: Funding and Grant Opportunities - Identify funding and grant opportunities, federal level resources (e.g. student aid efforts,) available to HSI's and Hispanic families.

Strategic Activity	Timeframe	Total Population Served	Hispanics Served (Explain metrics)	Funding	Driver/Contact Info	Performance Outcomes
1. Marketing College Requirements and Financial Aid resources (FAFSA) through GobiernoUSA.gov, all its social media properties, GovDelivery and through content syndication to the media.	Yearly	>2.5 Million	100% of the audience served was Hispanic	Included in GobiernoUSA.gov budget	Laura Godfrey	Regular marketing activities to promote college enrollment. Regular marketing activities to educate parents about financial aid for higher education. – GobiernoUSA.gov's actively promoted Secretary Duncan's Twitter Town Hall about education. @GobiernoUSA promotion of the event helped reach nearly 1.5 million impressions, which translates in 20% of the total views received.

High Priority Performance Goal or Program Goal 2: POST-SECONDARY

Objective 3.1.7: Internship and Fellowships - Identify internship and fellowship opportunities available to HSI's and Hispanic students.

Strategic Activity	Timeframe	Total Population Served	Hispanics Served (Explain metrics)	Funding	Driver/Contact Info	Performance Outcomes
Emerging Leaders Program (ELP) and the legacy Financial Management Specialist Program. A 2-year leadership development program for Recent college graduates.	Ongoing	220	10 Hispanics 4.5% hiring rate of Hispanics into its programs since inception in 1999	N/A	Wendy Stoner Director, Office of Emerging Talent Development wendy.stoner@gsa.gov	Participants in the ELP develop and build a broad range of managerial and technical skills, while gaining a solid understanding of GSA's business through a mix of formal classroom training and on-the-job work experience.

Strategic Activity	Timeframe	Total Population Served	Hispanics Served (Explain metrics)	Funding	Driver/Contact Info	Performance Outcomes
Participants complete 3 to 6 month rotational assignments across GSA's various business lines to gain hands on experience in work related to their career track.					Tel 202-208-7233	Once participants complete the two-year program including all training, rotational assignments and program deliverables, they graduate and permanently place within one of the rotational offices.