

Case Studies on DVC Implementation

Case Study 1 – Project Endeavor (2010-2013)

Funded by the National Telecommunications and Information Administration at the US Department of Commerce, Project Endeavor launched in the fall of 2010. The primary goal of Project Endeavor was to expand broadband adoption and use among the nation’s Deaf and Hard of Hearing population who rely on visual communication. The project provided subsidized broadband services and a wide array of wireless, mobile devices to participants in all fifty states and several US territories. Project Endeavor’s specialized, cross-disciplinary teams sought to identify new technological innovations that demonstrated the potential to improve access to communication and enhance the quality of life for Deaf or Hard of Hearing persons.

The program immediately began creating new jobs for network engineers, product designers, human service specialists, outreach and media specialists, web designers and digital media artists, project managers, and interpreters and customer service agents that communicated in ASL and demonstrated a competence with Deaf culture. Further, it achieved the following outcomes:

PROJECT ENDEAVOR KEY OUTCOMES	Number Reached
Subsidized devices and broadband subscriptions provided	14,195
Outreach and media impressions (website unique views, YouTube videos, flyers)	3,938,090
Partnerships with Community Anchor Institutions	181
Learners (viewed website educational videos, attended workshops, received technical support through the Contact Center)	250,386
Enrollment in online employment curriculum	550
Services were provided to Deaf and Hard of Hearing persons in all 50 states, the District of Columbia, Guam, Puerto Rico, and the U.S. Virgin Islands.	

Higher rates of existing broadband adoption were identified among participants compared to initial available research data.

Participants indicated a strong desire to acquire mobile, wireless devices with video capability, i.e., tablets or other hand-held devices.

As a unique service that offered Deaf-to-Deaf support (a critical component of the customer experience), the program proved to be an overwhelming success. The CSD Project Endeavor customer service satisfaction survey found that the initiative had reached more than 480,000 customers, 83% of whom rated Project Endeavor services as “Excellent.” Eighty percent of respondents stated that it was “very important” to be able to communicate directly with a customer service representative while on a call rather than have to rely on third-party relay services. **A total of 93% said that it was important or very important to communicate in their native language.**

When asked to rank their communication preferences, respondents overwhelmingly provided the following order:

- 1. Direct communication through ASL**
2. Email
3. Calls facilitated by a VRS interpreter
4. Text messages
5. Interpreter