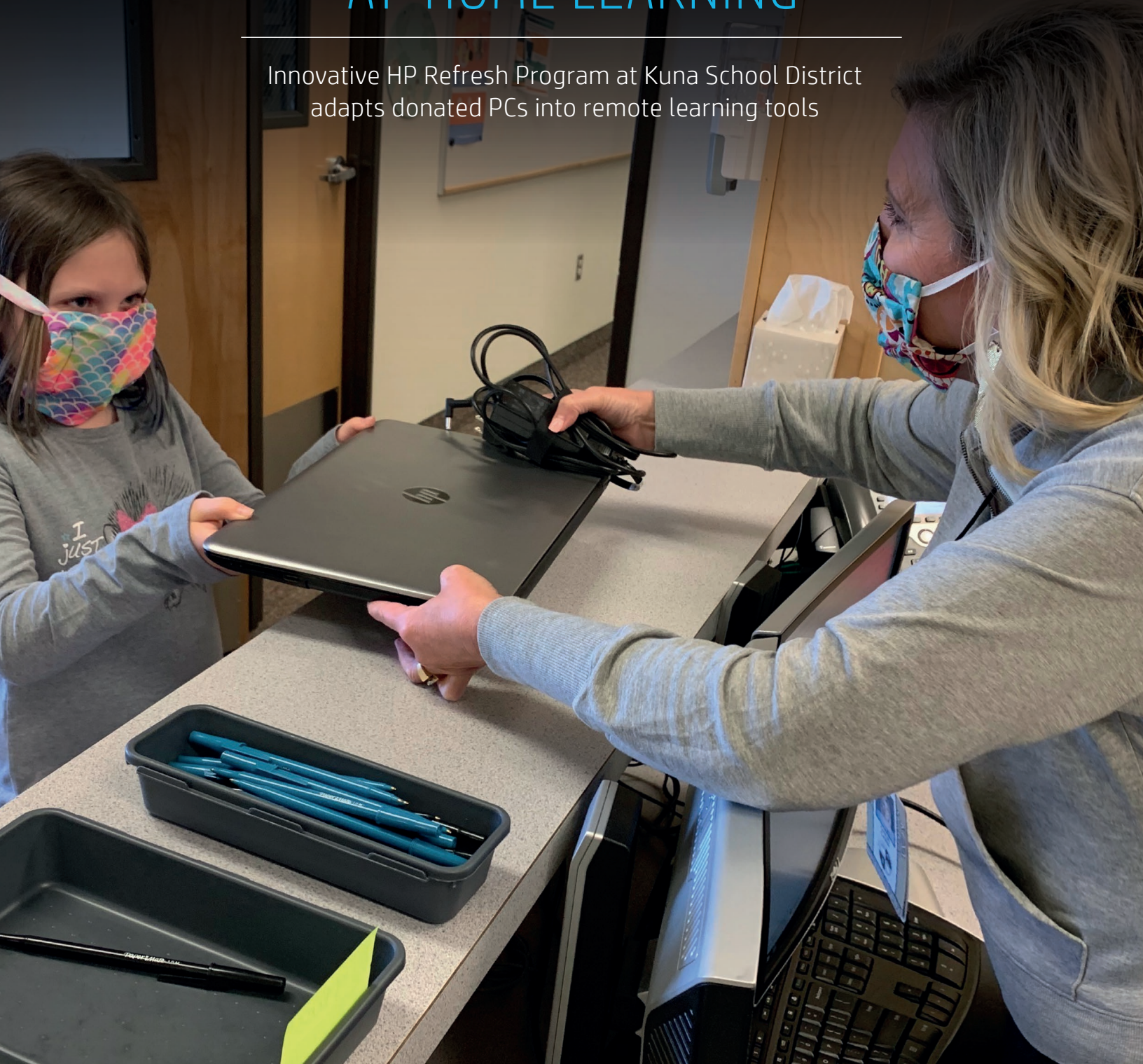




HP CASE STUDY

KUNA COMMUNITY UNITES WITH PC DONATIONS FOR AT-HOME LEARNING

Innovative HP Refresh Program at Kuna School District
adapts donated PCs into remote learning tools





Industry:
Education



Country:
US

Story Highlights

Objective

Activate communities to support schools with donated, reconfigured computers for distance learning

Approach

The HP Refresh Program provides easy tools to securely wipe old data and format devices with remote classroom basics

Impact

Community groups help fill the computer gap for students learning at home by organizing support for their local school district

Results

1,000+ computers donated, reconfigured and distributed to students at Kuna and across Idaho

The rural community of Kuna, Idaho, rallied together in a way that helped meet the needs of students now, while creating a roadmap for the future. With the HP Refresh Program, donated computers transformed into remote learning devices for students at home.

Challenge

Giving students the tools to excel

For educators, the ideal is clear: a 1:1 computer for every child to learn at school and at home. While it sounds simple, making it happen is extremely complex. In Spring of 2020, when entire populations began working and schooling from home due to the shelter at home mandates, the challenges for one school district became urgent.

“Our primary goal is to keep students engaged in learning. That includes learning at home,” says David Reinhart, Assistant Superintendent at the Kuna School District in Idaho. “We realize there is a huge gap between students who can access a computer at home and those who do not have that ability.” The school district does have computers in the classroom, but many of those stay in the class, so the quantity doesn’t match the 1:1 ratio needed for home learning. Kuna School District Superintendent, Wendy Johnson, explains the district’s options, “We were prepared to create educational materials and distribute paper packets weekly to our 6,000 students, which would be no easy task.”

“During times of crisis, you have to find a new way of doing things. We’re all learning together about how you can learn at home,” Reinhart adds. A few meetings and calls later, a breakthrough plan sprang into action. The technology experts at HP Inc. engaged Rod Gramer, President and CEO of the Idaho Business for Education (IBE) group, and a community project started to emerge with the Kuna School District, the Kuna Chamber of Commerce, IBE and HP. There are millions of older laptops and computers sitting around at home or in office storerooms. What if citizens and businesses could be encouraged to donate these devices?

The challenges are to securely wipe personal data from devices and then transform older technology into something usable for at home learning.



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David Reinhart, Assistant Superintendent, Kuna School District, Idaho



HP Secure Erase removes user data from SSD drives and wipes hard disk drives



The HP Refresh software configures the device with a Linux®-based operating system, Chrome browser and collaboration to facilitate remote learning



The [HP Refresh playbook and website](#) provide step-by-step software instructions and ready-to-use marketing materials for local media and social campaigns to help drive computer donations

Solution

Refreshing computers calls community to action

The HP Refresh Program directly addresses these issues. “The main reason people have old computers sitting around is they worry about the data,” explains Bill Avey, Vice President of Business Development for HP Personal Systems. “During the HP Refresh configuration process, data is purged.”

HP created a computer configuration package that combines the HP Secure Erase process with the activation of a basic Linux® operating system, Chrome browser and synchronous collaboration capabilities. A computer from the closet transforms into a simple learning tool for students to participate in remote learning via teleconferencing and to receive and submit homework via a web browser¹.

“When I first heard the explanation of bringing out PCs from closets, I was a little hesitant wondering if this could really work,” Johnson says. “But I do know that when there is a need, people want to help. This was an easy way to engage the community. It was very helpful to have the HP brand involved, as HP is a trusted company.”

“HP Refresh is a global solution, activated at a local level. No purchase or permission is needed. HP is offering the tools for communities to run with it.”

Bill Avey, Vice President of Business Development, HP Personal Systems

Gramer and the IBE leveraged the Community Activation Plan developed by HP to launch the project with the Kuna Chamber of Commerce. Since separate internet access is required for the web browser and teleconferencing, IBE also provided organization skills to help bring internet connections to various city locations for students without home internet access.

Karri Keller, Executive Director of the Kuna Chamber of Commerce, was the lead for communication, social media and the call to action to local businesses and the community for computer donations. “It took off like crazy,” Keller says. “People want to help the kids. Some businesses did ask about the computer data and were happy to hear we had a plan to wipe it clean. And people felt great about recycling the older devices.”

The Kuna community’s activation of the HP Refresh Program provides real-world experience. The how-to playbook is available for free download from the [HP Refresh website](#) for use by communities globally. The playbook outlines step-by-step instructions through a simple reconfiguration process for donated devices and provides marketing materials ready for local media and social campaigns to help drive up donations from the community.

Cleaning HP computers²



70/30 Isopropyl Alcohol solution



70/30 Isopropyl Alcohol-based computer wipes



Bleach



Hydrogen peroxide

Sources:

1. Internet access required and not included
2. Please see the [HP business devices cleaning guide](#) for CDC recommended disinfectant that can be used to clean HP products

Benefits

Global solution, local action, personal impact

“This is a global solution, activated at a local level. No purchase or permission is needed. HP is offering the tools for communities to run with it,” explains Avey. The HP Refresh Program means local community groups can actively address local education challenges. A donated device can be cleaned and reconfigured by volunteers within 24 hours. The program is seen by all involved as win-win-win. Students can gain home access to much-needed computers; community groups have a practical role to play; and older hardware is easily recycled and refreshed.

“My phone was blowing up with people wanting to help and not knowing how,” explains Kuna Assistant Superintendent, David Reinhart. “As soon as we gave them a way to sink their teeth into action to help the kids, people came out of the woodwork delivering donated laptops and PCs to the school district. The community embraced this call because they could act easily right away.”

Gramer says the response to IBE was also overwhelming, “In the first days we had a call from one company willing to donate 100 computers. There is passion for tackling this issue.”

“We had volunteers working to have them cleaned, data erased, reconfigured and distributed to those in need within one week,” says Reinhart. “It’s wonderful to be part of a project that goes from inception to completion so quickly. HP, the IBE, the Chamber of Commerce, the school district and dozens of passionate volunteers were people of action who united for this refresh project and got it done,” he explains.

What started in Kuna quickly spread to other communities and school districts across the state with the help of the Idaho Business for Education, with more than 1,000 computers donated. All the additional HP Refresh projects help school districts provide kids with PCs for remote learning. With computer access, our students can continue the learning process, according to Reinhart. “We want students to see the efforts by HP and the entire community in rallying behind them to support their learning.”

Engaging the community is the ideal approach for success, Superintendent Johnson explains. “Trust in the HP brand was reassuring to those who donated computers and to volunteers that devices would be refreshed appropriately,” she says. “Our community volunteers were quickly trained, so you didn’t need to be an expert. We hope communities everywhere can benefit because this project can be implemented anywhere. Our success was in the collaboration between the school district, business and the community. Everyone came together for the greater purpose of helping our children.”

Learn more at hp.com/hprefresh

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