Eligibility of Applicants & Clients

- 1. For eligible entities, I know it states state agency, but wanted to confirm (if) that includes community colleges?
 - a. Yes, community colleges that can meet all program requirements are eligible.
- 2. If we are an MA organization, but our clients live in other states, can they access this resource?
 - a. Devices provided through a lending program may not be given to any out-of-state resident and must remain in the state of Massachusetts. If an organization is applying for equipment for on-site use, that equipment can be used by anyone on-site.
- 3. Do the recipients of these devices need to be MA residents?
 - a. See response to question 2.
- 4. We are an education provider, while most of our students are from MA, we do have some from NH. Does this mean that we are not eligible to apply?
 - a. Serving out-of-state clients does not disqualify applicants. Devices provided through a lending program may not be given to any out-of-state resident and must remain in the state of Massachusetts. If an organization is applying for equipment for on-site use, that equipment can be used by anyone on-site.
- 5. What is meant by "serving individuals strictly in Massachusetts?" if we serve non-MA residents as part of a larger service area, are we eligible? All of our service locations are in MA.
 - a. See response to question 4.
- 6. Would a daycare center that is NOT a nonprofit, but provides care and support for a largely (95%) subsidized demographic be eligible if it can demonstrate it meets the requirements? The site references nonprofits but also references educational providers as eligible to apply.
 - a. Daycares that meet all program requirements are eligible to apply. If someone must pay to access your services, which is a prerequisite to access the devices, you would be ineligible. Applicants who are unsure if their programs meet the definition of publicly accessible should ensure that they clearly explain their proposed programing in their application.
- 7. To confirm, do we need clarification on ECE programs applying to the program?
 - a. See response to question 6.
- 8. Can a state agency apply for subcontracted agencies thus exceeding 500?

- a. Applicants may apply for up to 500 devices. If an agency has subcontractors that would, in total, request greater than 500 devices, the subcontractors should apply directly to Connected & Online.
- 9. Does Berkshire Community College qualify for this program, and if we have more than one department interested in making use of this program, do we apply separately or as a single institution?
 - a. Community colleges that can meet all program requirements are eligible. If separate Berkshire Community College departments are using the same UEI and TIN number, they should apply under one application, and responses should indicate each site's unique scope of work within the single application. The application should also include the addresses of where the devices will be deployed.

Application

10. Is there a word count on the application?

- a. No, while we are looking for clear and concise narratives, there is no restriction on the word limit as to provide the space applicants need.
- 11. If multiple organizations in the community would like to apply, would you prefer each to apply individually or for them to put forward a combined application?
 - Applicants should define the most appropriate pathway for their organization based on the organizational capacity and structure of them and their partners.
- 12. Can a regional planning agency lend to partner nonprofits or libraries, etc. that meet the use guidelines re: education, workforce, and healthcare separately?
 - a. Yes, a regional planning agency can act as an "Umbrella Organization" to lend devices to its partners by submitting a single application for up to 500 devices. The application must identify all sites where devices will be deployed, detail each partner's specific scope of work, and describe the anticipated impact. Under this model, the regional planning agency retains legal ownership and is fully responsible for all reporting.
- 13. If the town has a regional school district, would both organizations be eligible to apply, or would only one application be accepted?
 - a. Town and a school district may both apply as long as they can each meet all program requirements, and the applications are separate and distinct in terms of planned activities. Applicants will also need to have unique UEI and TIN numbers to apply separately.
- 14. Can a school and a library in the same town work together on the grant?

- a. Yes.
- 15. Just to clarify, can the "sites" be unrelated organizations if they are all applying together with one as lead? (For instance, three small libraries from different towns)
 - **a.** Yes, however, the lead applicant will be the entity responsible for all devices and reporting requirements if awarded.
- 16. Do applicants need to be in the same city or county to apply together?
 - a. Applicants do not need to share a geographic location to work on a grant together.
- 17. Is there a limit to how many organizations will have an approved/awarded application?
 - **a.** No, there is no limit to the number of organizations that will be awarded. The total program budget and anticipated number of devices are on the program website.
- 18. Do you recommend/prefer one umbrella application over multiple submissions? We are a housing authority with management contracts with several other authorities and would be submitting for all. Please advise, thank you.
 - a. See response to question 11.
- 19. Can different departments within the same town work together to apply for one grant?
 - a. Yes
- 20. If working on a grant with another dept organization in our community, do they need to tie into one usage goal or can they be two different targets of focus but the same population of citizens?
 - **a.** For applications involving multiple partner organizations or sites, the project narrative must clearly define each entity's unique scope of work, its specific program objectives, and the allocation of devices for each location
- 21. Are there any sample applications available as guidance for the issues that need to be addressed.
 - a. No sample applications will be provided.

Device & Equipment Details

22. What are the specific specifications/configuration of each device?

a. MBI is purchasing a standard configuration. The configurations are as followed:

Dell Pro Slim: Intel(R) Core(TM) i5-14500 vPro(R) (14 cores, up to 5.0GHz) / 16GB RAM / 512GB SSD / Windows 11 Pro / Discrete Graphics NVIDIA RTX A400, 4 GB GDDR6, half height, 4 mDP

Dell Pro Micro: Intel(R) Core(TM) i3 14100T (4 cores, up to 4.4GHz) / 16GB RAM / 512GB SSD / Windows 11 Pro

Dell Pro 14: Intel(R) Core(TM) 3 100U (6 cores, up to 4.7 GHz) / 8GB RAM / 256GB SSD / Windows 11 Pro / Integrated Intel(R) graphics for Intel(R) Core(TM) 3 100U processor / 14", Non-Touch, FHD+, 300 nit, 45% NTSC, Anti-Glare / HD Camera

Dell Chromebook 3120: Intel(R) Processor N100(6MB cache,4 cores,4 threads, up to 3.40 GHz Turbo,4.80W), 8GB Memory,64GB EMMC,2 USBC **Dell Latitude 3140:** Intel(R) Processor N100, Windows 11 Pro, English, French, Spanish, 8GB RAM Intel(R) UHD Graphics for Intel(R) Processor N100 with 8GB Memory and 128GB Hard Drive, and TPM, Non-vPro, 128GB UFS, 11.6" HD (1366x768), Touch, Dual Mic, WLAN capable, Gorilla Glass, 2-in-1

However, we reserve the right to upgrade the configurations if funding allows.

- 23. We would need to know if we could apply for a specific operating system and capability of tablets, which would work with our assistive listening system. The question is whether you decide what tablets are available or if we can request the model, os, etc.
 - a. Applicants will not be able to apply for custom operating systems or capabilities of devices. All available devices and related equipment/software that will be provided are on the program website. See question 22 for specifications. https://broadband.masstech.org/connected-online
- 24. For part of our project, we would need a specific model of tablet that supports LE audio which includes Samsung S and Ultra models. Can our request be that specific?
 - a. Applicants will not be able to apply for devices that are not included in MBI's approved list.
- 25. What does internet-enabled devices mean? We would be interested in this if that means the laptops, tablets, etc. include data plans.

a. "Internet-enabled devices" refers to equipment that is capable of connecting to the internet (e.g., via Wi-Fi or Ethernet) but does not include an active data plan or built-in connectivity. Internet subscriptions are not an eligible expense under the Capital Funds Project, therefore not included with devices.

26. Do hotspots that you provide include the annual cost to the service provider?

a. Hotspots are not provided under this program.

27. What is supporting equipment?

a. Standard peripherals include mice, keyboards, monitors, webcams, and docking stations. Ancillary equipment includes remote patient monitoring kits, Wi-Fi access points and routers, assistive technology, printers/scanners, A/V equipment - visit the program website for more details on available equipment https://broadband.masstech.org/connected-online

28. What is the length of time the Deep Freeze and Microsoft subscriptions will be funded for?

a. Up to 2 years

29. If awarded for ancillary devices, are we able to select the BP monitor type to ensure it integrates with our current workflows/RPM vendor? Or is there a specific type of BP device that is provided?

a. The available BP devices are the iBloodpressure Classic and Omron BP7900 (BP+EKG) Monitor.

30. Can you send a link to the ancillary devices?

a. Ancillary devices are listed in the Q&A under Device & Equipment Details - https://broadband.masstech.org/connected-online/connected-online-faqs

31. Can we change the OS or operating system in the computers

a. Awardees may change the operating system once they retain ownership of the devices. However, all devices will be shipped with a standard system.

32. Are the desktop bundles counted as individual items or each part of it is an item (monitor, keyboard, mouse, headset, etc.)

a. These are counted as one unit.

33. Is the AAC option limited to TD Snap? Can software/app such as https://www.voiceitt.com/ be purchased.

a. All available devices, software, and equipment are listed on MBI's website in the FAQ Device & Equipment Details https://broadband.masstech.org/connected-online/connected-online-faqs. Awarded organizations may install additional software at their own expense if needed.

34. Will the systems have windows 11 pro?

a. Yes, laptops, tablets, and desktops will be equipped with Microsoft Windows
11 Pro operating system. Chromebooks will have Google Chrome OS.

Program Rules & Use of Devices

- 35. Are the devices borrowed while they qualify or given to qualifying families to take home, or are they placed in a center/library for the use of families?
 - a. Devices may be deployed on-site for community use through locations such as community centers or libraries. They may also be loaned to community members through a lending program. MBI allows organizations to determine the duration of their lending periods. Applicants will be required to report on the impact and usage of loaned devices over time.
- 36. To confirm, devices obtained through Connected and Online are not to be distributed directly to community members. They must be usable through an on-site library, or lending program, correct?
 - a. Devices must be publicly available through on-site use or lending programs (short- or long-term lending). Organizations will determine the length of their lending programs.
- 37. So, could you propose work in one area but explain the impact in other areas and that would be sufficient?
 - a. Yes.
- 38. Would aiding individuals in accessing government portals count for healthcare if MassHealth is one of the portals?
 - a. Yes.
- 39. Can ancillary equipment be permanently assigned to an individual? E.g. a remote monitor for one patient
 - a. Ancillary equipment is not subject to the lending or public use requirements.
- 40. RPM devices are typically given to patients and not returned. Can you explain more?
 - a. See response to question 39.
- 41. If devices are requested for multiple locations in our organization, does each device need to target the 3 focus areas?
 - a. Devices must support users in each of the three defined project areas education, workforce, and healthcare. While applicants may specialize in one area, all applicants should demonstrate how their programs will support all three areas. See TA slides here for examples and further information. Failure to do this will mean applications are ineligible.

- 42. Would a program that brings devices to a variety of community sites for digital literacy classes be eligible? i.e. the main purpose of the devices would be to support those classes
 - a. Yes, so long as classes are made available to the public. Sites where devices will be deployed should be outlined in the application. Applicants may propose mobile computer labs to support digital literacy classes at different sites.
- 43. Would it meet requirements if applying, for example 200 rpm kits, to request 5-10 laptops for staff to use for digital literacy training on how to use the rpm kits, upload results to portals, communicate with providers on results, etc.?
 - a. Laptops, as core devices, for patient digital literacy training would need to be publicly accessible as defined by the program. Applicants must describe the program and support services that will ensure community members can effectively use the RPM kits. Requests for ancillary devices, like RPM kits, should be proportional to the number of core devices in the proposed project, as these are used secondary to the main device. However, MBI will consider proposals that provide a strong justification for a different ratio.
- 44. Can residents be signed up for a computer use for up to one year
 - a. Yes, long-term lending programs are permissible.
- 45. Would tablets used by patients in a health center to complete forms, enroll in MyChart count?
 - a. Yes, however applicants should describe how this works through their deployment model of onsite computer lab or lending model and also ensure that their proposed projects address all three project areas.
- 46. As a Senior Center could the devices, be used for Outreach workers in assisting seniors with Medicare open enrollment with our SHINE representatives computer training classes, and general use for seniors in our Wi-Fi lounges for basic access to the internet.
 - a. Yes, applicants should describe how they intend this to work and if this would be a lending program or a traveling type of lab.
- 47. Does workforce development include facilitating AI and ChatGPT training and Prompt Engineering workshops?
 - a. The applicant should define how use of AI software facilitates workforce development activities in addition to supporting access to education and healthcare.
- 48. Can schools use this with Chromebooks for student everyday use?
 - a. Exclusive use by students would be ineligible.

- 49. If we are requesting these devices to primarily go into our classrooms (Daycare center, tablets for children, etc.) but we offer the devices to the public (parent bilingual literacy courses) would this satisfy the requirement of having them be available for public use/lending?
 - a. Using devices in the classroom can be an allowable activity, but the main goal of the project must be broader and connect to all three project areas. Applications that focus exclusively on in-classroom use and cannot demonstrate this broader impact across all three priority areas will not be eligible for funding.
- 50. We are a childcare center with multiple sites. If we make the computers available to the children for education and the parents for health care and workforce would this meet the public access requirement.
 - a. Public access is defined as devices being made available to the public onsite or by loan at no cost. All projects must meet this and other eligibility requirements. As stated above, while in-classroom device use is an allowable activity, applications will be considered ineligible if the project's primary focus is not broader and connected to all three designated project areas.
- 51. Further define "public access." For example, if our organization intends to use devices only with agency clients at program sites, does this qualify?
 - a. Public access is defined by devices being made available for use to the public through on-site and/or loan, at no cost to the public. Applicants should ensure their applications explain how their proposed project meets all eligibility requirements, including why it is publicly accessible.
- 52. Can you further define "public access"? For example, if our organization intends to use devices onsite but with agency clients at program sites, does this qualify? / Are our program participants, for example, after school and senior program participants considered 'public assess' users?
 - a. See response to question 51.
- 53. We are a youth serving non-profit in Salem and Lynn. We are not open to the public. Anyone can apply to register for our free programs, but we have limited capacity and target low income and first gen students. You have to be registered and accepted. Does this qualify as public access?
 - a. See response to question 51.
- 54. Could you explain what type of scenario would be envisioned in which monitoring devices would be ancillary with the main devices being public access laptops?

- a. No. Applicants may propose any project that demonstrates access in the three project areas (education, workforce, and healthcare) and creates clear, functional connection between the core devices and the ancillary equipment.
- 55. Do RPM kits need to be part of a "lending" program, or can they just be deployed to eligible patients? Due to health reasons, you do not necessarily want to recycle those via a lending program.
 - a. Ancillary equipment is not subject to the lending or public use requirements.
- 56. Can a municipality use the devices for language access services? e.g. an iPad at the front desk to assist with language access? The device would not be used by staff for any other work.
 - a. Yes, so long as the overall project demonstrates how this service actively supports access in all three priority areas (education, workforce, and healthcare). Using devices as a standalone tool for general language access would not be an eligible project. Applicants must clearly describe how the language access component is integrated into a broader program that expands access under the three project areas.
- 57. Would the systems mentioned be able to be used in our staff training, drug rehabilitation, Tero hiring hall, education department, medical use mobile implementation for seniors without IT venues?
 - a. A project that integrates these various services could be eligible, provided it is presented as a single, cohesive program within the application. The eligibility of the project is contingent on meeting the core requirement of demonstrating access in all three project areas: education, workforce, and healthcare.

Regarding staff training, it is important to note that the primary use of all devices must be for direct client or public service. Internal administrative functions, including general staff training, are not an eligible primary use of grant-funded equipment. However, training staff specifically on how to use these devices to deliver the proposed client-facing programs could be considered an allowable secondary activity that supports the project's main objectives.

Quantity & Scope of Request

- 58. Can fewer than 30 devices be requested?
 - a. No.

59. We can't use 30 devices, is there any provision for smaller grants?

- a. If applicants cannot request the minimum number, they should explore applying with another entity to reach the 30-device minimum threshold.
- 60. We are an umbrella org that will be providing devices to multiple sites. Does each site need to take the minimum of 30 devices, or can we give one site 10 as long as the total # of devices for all sites totals at least 30?
 - a. The minimum and maximum quantities for devices are per application, not per site.

61. Could you apply for a greater number of ancillary devices vs number of main devices?

- a. Requests for ancillary devices should be proportional to the number of core devices in your project. However, we will consider proposals that provide a strong justification for a different ratio.
- 62. We need, at most, 9 desktops and 1 laptop along with some ancillary devices. Is this too small of a request?
 - a. Yes, applicants should request at minimum 30 devices. If they cannot reach this threshold, they should plan to apply with another agency.

63. What is the maximum devices we can get?

- a. Applicants may request a minimum of 30 and a maximum of 500 devices.
- 64. Is it a collective 30 devices? Or do you mean if you want laptops and desktops, you would need to request 30 of each? Wondering the same for ancillary, can we request 1 SMART board and have it count as 1 of the 30 items?
 - a. Collectively, the request must be 30 core devices. Ancillary requests are designed to support the use of core devices; they do not need to be a 1:1 ratio.
- 65. Do the main devices and ancillary devices total to 500 units (250/250) or are the ancillary devices an additional 500 units to the main?
 - a. There is no limit for ancillary; the 500 cap only applies to core devices.
- 66. If an organization applies for 500 devices and is awarded, will all 500 ship at once or can they be split over the funding year in the event of inadequate storage space?
 - a. All devices will be shipped together as a single order. Awardees should plan to receive their full shipment before March 31, 2026, and are expected to deploy all devices within three months of contract execution. Devices may not be stored for future use—they must either be in active use or, if part of a lending program, made available for use.

Reporting, IT & Compliance

- 67. Do municipalities need to comply with the MBTA Communities Law, also known as Section 3A of the Zoning Act to apply?
 - Yes, grantees must be able to certify compliance with all Massachusetts laws, including the MBTA Communities Act. This is applicable to all MassTech/MBI programs.
- 68. On lending programs, is there a reporting / accountability requirement (i.e. signing waivers) for program participants to be loaned devices? Trying to gauge how labor intensive keeping track of them will be.
 - a. Applicants will determine their own lending policies and should be expected by the launch of their program to have some type of policy in place. Samples of technology lending policies and procedures from libraries may be found here.
- 69. Do we need to demonstrate that they were used for healthcare? In a public library, I'm not sure how many people will come here to do health care appointments in a public setting?
 - a. Applicants should explain in their application how they plan to deploy the devices and how access to devices supports the three priority areas.
- 70. Any issues to consider if a town has a third-party IT Security organization maintaining its hardware? Can computers be used by municipal employees?
 - a. No issue with a third-party IT provider. Devices may not be used for staff use unless staff require a device to support community members in accessing the devices.
- 71. Would the number of active library card holders count for the number of individuals served by our institution?
 - a. Applicants should provide a numeric response reflecting the number of individuals meaningfully served between July 1, 2024, and June 30, 2025.
 Applicants should be prepared to reasonably justify responses.
- 72. What will be the reporting requirements for ancillary devices?
 - a. Reporting requirements for both the core program and ancillary components will be combined into a single report. In their narrative, applicants who request ancillary equipment will only be asked to describe the added impact of that equipment alongside the core devices they requested.
- 73. Do you know if we will have administrative access to the devices being provided as part of the grant so that we can fully manage the devices to ensure software/firmware updates are installed, etc. periodically as required.
 - a. Yes, awarded entities will be the owners of the devices.

- 74. We are a public library, and what folks access on public computers are not recorded or tracked. For reporting, are we expected to provide specific sites or lists of links that support the three project areas?
 - a. No, this is not a reporting requirement.
- 75. I know these are to be made free for public use. If lent out, how do we secure a way to get them back. First thought was a monetary deposit, but that would go against the system requirements of "free to public".
 - **a.** Awardees may not require any monetary deposits to access devices. However, awardees may choose to utilize borrower's agreements that put parameters on ensuring the devices are returned. Samples of technology lending policies and procedures from libraries may be found here.
- 76. If we request Chromebooks, are we allowed to enroll these into our existing Google management console? (used to manage settings, extensions, etc.)
 - a. Yes.
- 77. Where will the data from our quarterly reports go? Is this part of a larger study?
 - a. Data from the quarterly reports is used for quarterly reports to US Treasury and to demonstrate the impact of the program.
- 78. We loan Chromebook as a public library already. We see heavy damage on Chromebooks due to regular everyday use on ports, screens, and power supplies. If items are damaged and cannot be loaned between the end of the grant period in 2026 and 2031, what are grantees' requirements?
 - a. Awardees will be required to utilize the warranties on the devices as provided by MBI and to formally document the damage and disposal of unusable equipment according to the awardee's internal asset management policy. The 2031 ownership rule applies to functional assets, not broken, zero-value equipment.
- 79. If the devices get damaged, who covers that cost? Are there any costs to the organization?
 - a. All devices include the warranties listed below. Organizations are expected to utilize these warranties during the period of performance. If a device cannot be repaired or replaced under warranty, awardees must notify their MBI program manager in writing so that any resulting gaps in reporting can be properly accounted for.

Warranties:

- Laptops: Includes 3 year Dell warranty covering accidental damage and hardware issues.
- Desktops: Includes a 2-Year Dell Limited Hardware Warranty Plus Service with Onsite Service After Remote Diagnosis.

• Tablets & Chromebooks: Includes 3 year Dell warranty covering accidental damage and hardware issues.

MBI may choose to increase warranties on devices upon making awards.

80. Are there any costs to the organization?

- a. There are not costs to the organization. However, organizations should note that no administrative funds will be provided. Applicants should ensure they have adequate staff capacity to manage, maintain, and deploy devices effectively.
- 81. I am considering applying, but concerned about certain ramifications. What is the policy if a client or student fails to return or damages a borrowed device, who takes responsibility for repairs or replacements, and are there restrictions on accessing inappropriate websites?
 - a. In the event of a damaged device, organizations are expected to use the provided warranties during the period of performance. In the event of a lost or stolen device, organizations must follow 2 C.F.R. § 200.313, which requires grantees to have controls in place to safeguard against loss, damage, or theft. If a device cannot be repaired, or is lost or stolen, the grantee must notify MBI of any such incident that could impact the program or the organization's ability to report on required metrics. Organizations are also responsible for establishing device use policies, including measures to prevent misuse or access to inappropriate content.
- 82. Will there be restrictions on inappropriate websites? What if a client loses the device? Is the agency responsible?
 - a. See response to question 82.

Timeline, Deployment & Long-Term Obligations

- 83. Does this imply that all loaned devices must be returned by Dec 31, 2026?
 - Grantees are not required to return the devices at the end of the period of performance and will maintain ownership indefinitely.
- 84. If we are requesting privacy pods, what happens if there are shipping /installation delays beyond the 90 days?
 - a. Privacy pods are not on the list of equipment provided through this program.
- 85. Begin deploying devices within three months, or COMPLETE deploying devices within three months?

a. Devices must be made available to the public within three months of contract execution. Contract execution is defined as the date when the agreement between an awardee and MassTech is signed.

86. What is the timeline for distribution of the devices?

a. Devices are planned to be distributed to sites no later than March 31, 2025. Awardees should plan to make devices available to the public within three months of contract execution.

87. Questions about device ownership and use after 12/31/26, and through 12/31/2031.

a. The awardee will retain ownership and is responsible for managing the fleet of all devices through the program's lifecycle, which ends on December 31, 2026. This does not preclude the lending of devices to individuals. Following the program's completion, the grantee must retain ownership of all functional devices for at least five additional years, until December 31, 2031. This is a requirement under 2 CFR § 200.313. However, organizations may dispose of any equipment with a current fair market value of \$5,000 or less according to their own internal policies when devices reach the end of their useful life, and their value falls below this threshold. Under 2 CFR § 200.313. So long as organizations follow internal processes to update their asset log, this does not need to be reported to MBI after 12/31/26.

88. Just to clarify the answer to multiple questions: does subsequent mean after Dec 31, 2031? "Any subsequent use, transfer or disposal must adhere to grant guidelines and applicable regulations."

a. No, "subsequent" does not mean after December 31, 2031. It refers to any action taken with the equipment at any time after its delivery.

89. Can you clarify what "deploy" means, does that mean that the end user receives within 3 months or that we are prepping for deployment?

a. Devices should be fully available for use by end users within three months of contract execution.

90. Can we deploy the final batch of devices in July/August 2026?

No, all devices must be deployed three months from contract execution.
Applicants should plan to make all devices available to the public regardless of anticipated usage.

91. Is there a date by which all the devices need to be in the hands of patients/the public?

a. Devices should be available to end users within three months of contract execution. Awardees will be required to report on the number of devices in circulation and usage counts quarterly.

- 92. Please make clear in the FAQs your definitions of "deployment" "deploy" "available" and "accessible" devices after 3 months of contract signing. ex. have examples
 - a. Deployed: The device has been delivered, set up at your location, and is available (ready for use) to end users. Accessible: The device is publicly available and is advertised in a way that underserved communities are aware of the devices and how to access them.

Webinar & Logistics

- 93. Can we have a copy of this presentation after the webinar please?
 - a. The webinar and slides have been posted on the program webpage here.
- 94. Is there a point of contact once we start the application, for questions that may arise.
 - a. If you have any questions about or during the process, please contact MBI using the proposals@masstech.org email. Please include "2026-MBI-01 C&O Application" in the subject line.