

ConnectKentucky



“...ensuring Kentucky remains the place of choice to live, work and raise a family.”

What is the mission of ConnectKentucky?

ConnectKentucky is leading the way into a new economy for Kentuckians. By leveraging the latest in technology and networking, ConnectKentucky is ensuring Kentucky remains the place of choice to live, work and raise a family.

ConnectKentucky remains the best means for the private sector to drive the direction and adoption of technology by Kentucky's public sector, businesses and citizens alike.

What Is ConnectKentucky?

ConnectKentucky, Kentucky's technology-based economic development partnership, is an alliance of technology-minded businesses, government entities and universities working together to accelerate technology in the Commonwealth. ConnectKentucky supports statewide technology expansion, planning, public policy, networking and recruitment.

Pursuing the Five A's to technology acceleration in Kentucky (Availability, Affordability, Awareness, Applications and Adoption), ConnectKentucky has established the Commonwealth as a national model for technology development. Over the past two years, Kentucky has achieved growth rates in technology availability and adoption that lead the nation.

How Does ConnectKentucky Support Technology Growth?

- 🎯 **Technology Expansion:** ConnectKentucky coordinates the planning, funding, deployment and adoption of high-speed Internet, also called broadband, and related technology at the local level.
- 🎯 **Planning:** ConnectKentucky supports the technology planning efforts of Kentucky's Executive branch, the Kentucky General Assembly and local community leaders. Additionally, ConnectKentucky provides technology consulting and research for Kentucky companies, communities and government entities that are implementing technology expansion plans.
- 🎯 **Public Policy:** ConnectKentucky provides a centralized source for government affairs and policy planning related to technology-based economic development.
- 🎯 **Networking:** ConnectKentucky maintains a strategic alliance of technology-minded companies, universities and government entities to share knowledge, ideas and resources and to communicate with a clear voice on issues that impact Kentucky's technological competitiveness.
- 🎯 **Recruitment:** ConnectKentucky works to proactively identify, recruit and support entrepreneurs and technology-based companies to Kentucky.

Why ConnectKentucky?

If we do not dare to dream of what the future could hold for the Commonwealth, we are destined to remain at the bottom of many economic rankings. Kentuckians must dream big and plan not only for ways to compete but for ways to excel. We must dream about a new day for our state and its economy. We envision that not only will Kentucky provide world-class technology for its citizens and businesses, but that individuals and companies around the globe will come to recognize Kentucky as a center for economic and job growth.

How is ConnectKentucky good for the Commonwealth?

ConnectKentucky's primary initiative, *Prescription for Innovation*, is a comprehensive plan to accelerate technology growth, particularly in the areas of broadband deployment and technology literacy and usage. The initiative maintains four key tenets for impacting statewide economic development:

- Full broadband deployment by the end of 2007;
- Dramatically improved use of computers and the Internet by all Kentuckians;
- A meaningful online presence for all Kentucky communities, to improve citizen services and promote economic development through e-government, virtual education, online healthcare; and
- eCommunity Leadership Teams in every county - local leaders assembled to develop and implement technology growth strategies for local government, business and industry, education, healthcare, agriculture, libraries, tourism, and community-based organizations.

ConnectKentucky Metrics (over the last 24 months)

\$500,000,000+	Private capital invested in Kentucky telecommunications (unprecedented)
20,000,000 +	Positive media impressions related to Kentucky's <i>Prescription for Innovation</i>
352,000	Approximate number of new households that have received broadband access since start of Governor's plan (on track to have 100% coverage by end of 2007)
5,640	Number of new high tech jobs created (on track to exceed estimated 15,000 new tech jobs by 2007)
1,000	Number of home computers being delivered to underprivileged households during the pilot phase of <i>No Child Left Offline</i>
100	Number of Kentucky counties actively engaged in the eCommunity Leadership Team process (assessing needs, building interest, planning)
45%	Growth rate of broadband usage in Kentucky
36%	Growth rate of broadband availability in Kentucky
17%	Growth rate of home computer ownership in Kentucky
# 1	Kentucky's national ranking for expanding broadband

In Others' Words...

Governor Ernie Fletcher:

"ConnectKentucky represents the high priority that our Commonwealth has placed on excelling in the technology economy. We must continue to identify the Commonwealth's challenges and opportunities for knowledge-based growth and to build partnerships that put Kentucky on the cutting edge."

Senator Mitch McConnell:

"I applaud the team at ConnectKentucky for their vision and hard work and congratulate them on their national recognition. ConnectKentucky has brought together businesses, government agencies and educational institutions and made a real impact on Kentucky's technology infrastructure and economy."

Michael B. McCallister, Humana's President & CEO and ConnectKentucky partner:

"Information technology enables every potential 'new economy' industry sector in Kentucky and across the nation. From a healthcare perspective, advancing information technology contributes to significant cost savings for physicians and taxpayers and enhances services to the citizens of Kentucky."



www.connectkentucky.org

