



ConnectKentucky

Accelerating Technology in the Commonwealth

**Overview of ConnectKentucky and
Community Benchmarking Assessment**



Agenda

- Project Overview
- Benchmark Process
- Utilization & Benefits
- Sector Breakout Sessions
- Summary Reports
- Next Steps – Action Planning
- Online Discussion Forum - for County



Governor Fletcher's "Prescription for Innovation"

Initiative announced October 7th, 2004:

“Governor Fletcher today announced a comprehensive broadband deployment and adoption plan that will leverage state, federal and private dollars to blanket Kentucky with broadband Internet access, encourage citizen use of computers and the Internet, and provide every Kentucky community with an online presence for delivering citizen services and promoting economic development.”



Governor Fletcher's "Prescription for Innovation"

Expected Outcomes :

- ✓ Full broadband deployment by 2007
- ✓ Statewide inventory of existing broadband and telecommunications resources in form of GIS-based maps
- ✓ Improved residential use of computers and the Internet
- ✓ Meaningful online presence for every local community with ready-to-offer citizen services
- ✓ Economic development resource provided to each local community in form of technology inventory and improved telecommunications assets



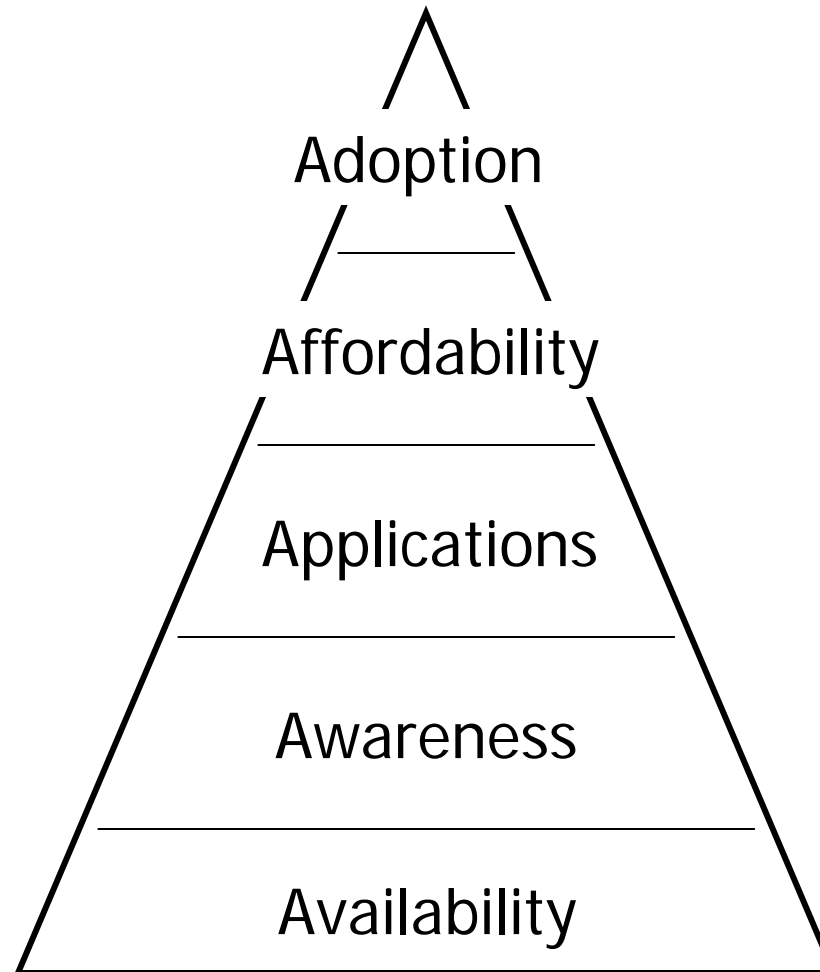
Making Progress a Priority

- **44th** – Kentucky ranking for proportion of high-tech companies
 - **43rd** – Kentucky ranking for citizen Internet use
 - **45th** – Kentucky ranking for citizen computer use
- ✓ **To improve the first point, we must address the latter two**



Governor Fletcher's "Prescription for Innovation"

Addresses
"5 A's" of
broadband
deployment





The Bottom Line

1. Understand where the community is with technology and what is the future vision
2. Inventory current technology use and infrastructure
3. Close the gaps between 1 and 2
4. Build awareness and excitement about broadband and related technology
5. Support applications and services that makes broadband *relevant* to everyone

The logo for ConnectKentucky features a green outline of the state of Kentucky with a blue orbital ring around it. The text "connectkentucky" is written in a lowercase, sans-serif font, with "connect" in green and "kentucky" in blue. To the right of the logo, the words "Community Sectors" are written in a bold, black, sans-serif font.

Community Sectors

- Business
- K-12 Education
- Healthcare
- Libraries
- Higher Education
- Community-based Organizations
- Government
- Tourism, Recreation & Parks
- Agriculture



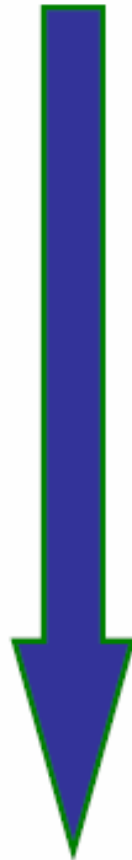
connectkentucky *Benchmarking Assessment*

- Facilitator for each Sector Group
 - Business, K-12, Healthcare, Libraries, Higher Education, Community-based Organizations, Government, Tourism Recreation & Parks, and Agriculture
- Evaluate Categories – 0 to 5 rankings
 - Networked Places
 - Application and Services
 - Leadership
- Summary Reports for each Sector
 - Key points, goals, and action items



Benchmarking Assessment - Sector Forms

Least
Connected



Most
Connected

	Networked Places	Applications & Services	Leadership
0	Not using the Internet.	No computer use. No website Customers use phone and postal mail.	No technology or telecom plan.
1	Some Employees have limited access through a Dial Up connection	Utilize basic email services through their connection.	Internet is seen as a possible business enhancement
2	Some office employees have always-on connections to the Internet at their desks.	Some businesses have an informational website. Some businesses transmit or receive some orders electronically.	You view the Internet as essential to business operations. Employees are trained on basic applications.
3	Most office employees have always-on connections to the Internet at their desks. Some mobile workers have laptop computers and can access the office network remotely. Affordable video-conferencing facilities are available in the community.	Most businesses have an informational website. Some retail websites can accept credit card purchases. Some businesses participate in an electronic supply chain.	Some businesses permit some employees periodically to telework. Some businesses encourage employees to take work-related classes offline. Employee training on new technology is a priority.
4	Some businesses use VoIP to save money. Some office workers have converted from desktop computers to portable devices with wireless connections. Some office computers have webcams for videoconferencing.	Some businesses outsource most of their computing services. Some retailers and manufacturers sell goods out of state or internationally. Some employees work remotely, some out of state.	Some businesses permit some employees to telework one or two days a week. Some businesses encourage employees to take work-related courses online. Businesses are working with educational partners to raise workforce skill levels.
5	Most businesses use VoIP to save money. Most computers have video cameras. Some retailers and manufacturers use RFID to track inventory and equipment.	Some businesses send and receive video mail. Some businesses outsource most of their computing services. Some businesses routinely use multiparty videoconferencing to coordinate operations.	Some businesses have restructured to focus on their core contribution and outsource nonessential functions. New hires are required to have experience using new technology in business applications.



The Vision Demonstrated

- **Education:**
 - Project First Class piloted in 3 Louisville schools equips every teacher and student with laptop computer and wireless Internet access
- **Healthcare:**
 - Humana’s web-driven Availity system helps save millions of dollars in transaction-related costs
 - St. Claire Medical Center connects patients in Morehead with doctors in Lexington and beyond via broadband video conference
- **Economic Development**
 - Fort Knox National in Hardin County
 - Carlson Software in Mason County
 - Uncle Lee’s Sporting Goods in Muhlenberg County
 - Data Futures in Harlan County
 - Tarter Gate in Casey County
- **Citizen Services:**
 - Online voting for new brand, Unbridled Spirit
 - Freedom calls – families and soldiers communicated via video conference during UK/UL basketball game



Questions and Comments

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