

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 work, live, 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 planning, alliance building, broadband expansion, public policy, and advocacy.

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?

Kentucky's Legislature and Governor Ernie Fletcher understand the need for progressive policies and strategic partnerships to support Kentucky's economic goals.

Through his Prescription for Innovation, an aggressive three year technology expansion initiative, Governor Fletcher charged ConnectKentucky with leading this important effort that will:

- increase residential use of computers;
- expand e-government services at the local level;
- provide full broadband availability by 2007; and
- create e-Community Leadership teams in all KY counties.

ConnectKentucky staff work community by community with local leadership teams to properly plan, fund, and implement aggressive technology expansion plans.

WHY PARTNER WITH CONNECTKENTUCKY?

ConnectKentucky partners understand the benefits of being part of a central resource for technology planning and implementation in the Commonwealth.

- Policy-makers and technology planners statewide rely upon the ConnectKentucky alliance as a trusted consulting resource.
- ConnectKentucky's private sector partners enjoy the public relations benefits that result from the multitude of media communications and other forms of positive publicity that demonstrate a company's support of projects impacting local communities.
- ConnectKentucky partners have open access to a research and governmental affairs team that provides a clear voice on relevant policy issues in Kentucky.
- ConnectKentucky partners benefit from the initiative's recruitment and retention activities that seek to increase the number and quality of technology workers in Kentucky.

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."

