



ROBERTSON COUNTY STRATEGIC TECHNOLOGY PLAN

TABLE OF CONTENTS

A. Executive Summary	2
B. Why Does This Matter?	7
C. Where Are We and Where Are We Going?	12
D. How Do We Get There?	34



A. Executive Summary

A. Executive Summary

Purpose

This document provides a “road map” for technology-based growth and economic development in Robertson County. Detailed assessments and recommendations are provided in Tab 1 of this report. The full report provides an overview of ConnectKentucky’s findings and recommendations related to the assessment of Robertson County’s technology needs, particularly related to computers, broadband and Information Technology.

Summary

Robertson County’s e-Community Leadership Team is leading the way into a new economy for Robertson County, working in partnership with ConnectKentucky. By leveraging the latest in technology and networking, ConnectKentucky is ensuring Kentucky remains the place of choice to work, live and raise a family.

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.

Today, the world is smaller because technology makes it easier to work and to live nearly anywhere. In order to compete on a global scale, we must provide our citizens and businesses with the best available technology in the world, wherever they choose to live, learn, work or play. Central to technology-based development is access to and usage of computers and high-speed Internet, commonly referred to as “broadband.”

The need for improved technology in Kentucky is great. In 2003 rankings, Kentucky was 44th in its proportion of high-tech companies, 45th in household computer use, and 43rd in resident Internet use. But that is changing fast, as Kentucky transforms from a technology laggard into a national leader in universal access and innovative technology solutions. Some evidence of the progress Kentucky has made:

- According to the Federal Communications Commission, Kentucky leads the nation in its rate of broadband adoption over the past two years.
- In 2003, about 60 percent of Kentucky households had the ability to subscribe to broadband. Now, an estimated 77 percent of households can access broadband, an addition of 240,000 households over two years. Increased investment from telecommunications companies is expected to bring the broadband coverage rate to 90 percent by the end of 2006.

Though Kentucky’s recent progress has been swift, there remains much to be accomplished. If we do not act on our dreams, we are destined to remain at the bottom of most technology rankings.

With this vision of hope for all Kentuckians, Governor Fletcher introduced his *Prescription for Innovation*, a comprehensive initiative to achieve aggressive goals for broadband deployment and technology adoption in Kentucky. ConnectKentucky is working community by community, provider by provider to ensure that each of these goals is achieved by 2007, including:

1. Broadband availability for all Kentuckians, businesses and local governments;
2. Dramatically improved usage (adoption) of computers and the Internet;
3. Meaningful online applications for local government, businesses, educators, etc.;
4. Establishment of local technology leadership teams in every county promoting technology growth for: local government, business and industry, education, healthcare, agriculture, libraries, tourism and community-based organizations.

Governor Fletcher's *Prescription for Innovation* is being implemented through ConnectKentucky, in partnership with local community leaders. The leadership of Robertson County asked ConnectKentucky to facilitate an evaluation of its current uses of technology, identifying and filling broadband coverage gaps and developing a strategic plan to increase the use of technology in each sector of the local community, including:

- Local government
- Business and industry
- K-12 education
- Higher education
- Healthcare
- Libraries
- Agriculture
- Tourism, recreation & parks
- Community-based organizations

This project has culminated in the development of initiatives to increase the competitiveness of Robertson County through the expansion of broadband availability and the increased usage of computers and broadband-related applications. In completing this analysis, ConnectKentucky engaged local leaders in all economic sectors, led the group through a visioning exercise and developed a unique strategic plan for the county.

Additionally, ConnectKentucky has engaged its network of telecommunications and Information Technology resources to determine which technology resources are currently available to Robertson County and which services are expected in the near future.

ConnectKentucky found that broadband is readily available in larger cities and communities, which contain more than 75% of the county's population, and there are broadband services of some kind available in various locations throughout the county. ConnectKentucky will work with current and potential broadband providers to achieve full broadband availability to all residents of Robertson County by 2007.

ConnectKentucky recommends that Robertson County focus on these general areas in order to encourage further build-out of broadband throughout the community and to create awareness of the broadband-related services that already exist.

- Creating awareness of the many available digital applications that provide convenience, growth, productivity and empowerment.
- Developing and expanding community applications that will drive the use of broadband access and ultimately encourage residents to become more technologically savvy.

Methodology

Activity 1 – Kickoff meeting and follow-up benchmarking meetings defined existing and future uses of broadband:

- How stakeholders currently use telecommunications and broadband services and applications
- What telecommunications and broadband needs are not currently being met
- What applications would be useful to increase the economic competitiveness of the area
- What telecommunications and broadband services and applications key stakeholders desire for the future

Activity 2 – Interviews with key telecommunications and Information Technology providers in the community determined what services and infrastructure are in place now and what services and infrastructure are planned for the future.

Activity 3 – ConnectKentucky reported the findings, provided analysis of potential alternatives and made recommendations on potential future initiatives:

- Benchmarked current uses of technology
- Researched applications that will enhance the economic vitality of the community in various participating sectors
- Recommended a strategic approach to adopting appropriate applications
- Provided project management to assure successful implementation
- Collected coverage data from existing broadband providers in the Commonwealth. In GIS format, mapped coverage footprints of all providers
- Provided data for areas not served by broadband
- Shared relevant market data with potential providers to encourage additional investment

- Identified possible grant and low-interest loan availability to areas not currently served
- Encouraged investment from all providers, including cable, telecommunications companies, municipals, satellite and wireless, to fill remaining gaps.

How Do We Get There?

ConnectKentucky will continue to assist the e-Community Leadership Team, working together to ensure that Robertson County remains a strong place to work, live and raise a family. ConnectKentucky will remain engaged with the leadership and stakeholders from each sector to implement the recommendations provided in this report.



B. WHY DOES THIS MATTER?

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Business and Industry

Today, a number of factors are forcing businesses to change time-honored models of operation, including global competition, a trend toward partnering/outsourcing for all but core functions, and a demand for more personalized services. Each of these trends can save businesses time and money, but they require a sound technological infrastructure. The good news is that while these trends are emerging, the costs of technology are falling.

Businesses cannot be sheltered from competitors. The reality is that Robertson County businesses must adapt to the changing world in which they operate. Businesses have to learn the tools of the networked economy and innovate to survive.

Business and industry often experience the most direct benefit of high-speed Internet with increased sales, profit and growth. However, many businesses and industries are utilizing high-speed Internet to simplify processes, increase efficiency and develop new marketing methods. While the employees benefit immediately, the consumer ultimately sees lower prices and better quality.

Gaining benefits from the implementation of high speed Internet is not just for large corporations. For smaller businesses, technology creates an even playing field with companies much bigger than themselves. E-commerce (the buying and selling of goods over the Internet) allows small or even home-based businesses to operate and sell their goods on a national and sometimes international scale. Where small businesses were once limited to whatever local customers they could attract through local advertising and word of mouth, the Internet now allows them to attract customers across the globe.

Utilizing broadband and technology, businesses with multiple locations can save money by implementing Voice over Internet Protocol (VoIP). VoIP allows businesses to call between those locations with little or no costs. It allows users to travel anywhere in the world and still make and receive phone calls. Additionally, VoIP allows for collaboration not available using traditional telephone methods.

Technology has allowed larger businesses to maximize efficiency in order to better serve customers. E-mail, intranets, paperless operations and automated logistics processes are just a few examples of how the Internet is allowing large companies to work with much greater efficiency and at lower costs. This allows those businesses to expand into other markets and grow their companies, or even pass the savings on to their customers.

K-12 Education

For our children to succeed in the New Economy, the tools of the Information Age should be as comfortable to use as a pencil and paper. The future health of the nation's economy depends on how broadly and deeply we reach a new level of literacy – that includes strong academic skills, thinking, reasoning, teamwork skills, and proficiency in the use of technology. Our schools must equip every student, regardless of family income, with the ability to use these tools. Equally important is the use of these tools in the educational

process itself. The interactive nature of the Web provides a richer learning experience that engages and motivates students to explore and learn.

In Kentucky, Internet applications used in elementary and secondary schools continue to develop. Typically, the Internet is a communication tool for teachers and parents to remain up-to-date on the recent happenings of the classroom. Everything from homework assignments to scheduled activities and pictures can be found on classroom websites, keeping everyone connected to educational resources. Elementary and secondary schools provide students with the opportunity to learn more about computer technology and explore the Internet with school computer labs. Committed to protecting students and maintaining a safe, educational environment, schools monitor and restrict Internet access of students to ensure the highest quality resources are being viewed and to ensure the safety of our children.

Healthcare

The healthcare industry has unique challenges. It inherently generates mountains of information yet at the same time is duty bound to keep these mountains hidden for the sake of individual privacy. For companies charged with managing and working with this information, high-speed Internet access and technology innovations are crucial. On a daily basis, doctors must keep up with the latest research; patient records have to be easily accessible and accurate; and images, test results and prescriptions have to be delivered promptly, without errors, to practitioners, pharmacies and insurance providers. In healthcare, errors and delays are not only costly, but also dangerous. Many providers are converting to electronic medical records which can be easily updated and shared on secure, internal networks. Network-based technologies like video-conferencing and digital stethoscopes allow specialists to consult with rural patients, reducing travel time and hazards. This ability to reach rural patients through technology has allowed many people to seek treatment that otherwise might not. Bringing the best of healthcare to every Kentucky citizen is a worthy goal.

Because of the nature of their activities, the healthcare industry has found the perfect partner in high-speed Internet technology. The convenience of the Internet has simplified information transfers and improved medical equipment while maintaining the integrity of confidential patient information.

Libraries

Today, libraries are more than just books on the shelves. Everything from the card catalog to check out can be simplified with the help of high-speed Internet. Public libraries often play a vital role in the community by providing every resident with the opportunity to receive instruction and use the Internet free of charge. Though they are not available 24 hours a day as a home computer is, libraries are still a central point of access to the Internet that is available to each and every citizen in the community. Many businesses have been launched as a result of research done on a computer in a Kentucky library. Many children are able to do their homework online or research reports because of the Internet access provided by the local library. Because the library plays such an important role in the community, it is essential that local libraries are on the cutting edge of technology and

continue to develop new methods of keeping their patrons up to date. High speed Internet can help libraries continue their tradition as a trusted and indispensable resource.

Higher Education

Colleges, universities and community and technical colleges in Kentucky continue to find new ways to use the Internet to improve everyday activities. Websites are an important source of information about the institution, from providing news and information concerning campus activities to online registration of classes. Colleges and universities often implement the use of the school websites to attract prospective students, remain connected to alumni and allow for online donations.

The most common application of high-speed Internet on college and university campuses, however, is typically not actually used on-campus. Most colleges and universities offer online classes and academic programs to better equip students with the opportunity to learn. In 2004, 35,000 students participated in higher education classes through Kentucky Virtual University, www.kyvu.org. By bringing the classroom to the students, participants from every walk of life and region of the state were able to participate in higher education classes. However, it is necessary to have high-speed Internet to participate successfully in online classes. High-speed Internet is crucial to supporting the capabilities and the possibilities of higher education in Kentucky.

Community-Based Organizations

Non-profit agencies provide a wide variety of services to citizens, including health services, religious services, community sports and athletic facilities and public entertainment. Like any organization, community-based organizations need technology to manage operations, apply for grants, reduce costs, improve client services and better serve the community. Unfortunately, their budgets are typically limited, and they often depend on outdated technologies and donated services. As a result, community-based organizations must be creative in order to serve their constituents in the best manner possible. Fortunately, there is no shortage of creativity among community-based organizations, and many are using innovative solutions to offer important local services. As with other sectors, the Internet is an enabling factor for these creative solutions.

Government

Government serves citizens in numerous ways, from providing services such as vehicle registration to providing information such as election results. While it is common for people to feel disengaged from the everyday actions of state and local government, technology has allowed governments to begin closing that gap. On the state level, Kentucky has developed Kentucky.gov, a comprehensive website that provides government services and information to all citizens. On this site, residents can purchase and update hunting licenses; car dealers can access title searches on cars; and citizens can monitor the progress of legislation when the General Assembly is in session. By bringing the services of the state government to the convenience of residents' homes, the Kentucky.gov site provides participants a greater sense of relevance in the actions of state government.

Local governments have also seen the importance of an online presence. Local governments provide communities with many services, offer a great deal of local information and encourage public involvement and awareness. With a web presence, local governments can distribute information to more citizens, provide more opportunities for interaction with the agencies that affect them and make more convenient transactions that previously required a drive to the courthouse.

Tourism, Recreation, and Parks

As citizens become more comfortable with the Internet, they typically continue to find more uses for it. One of the industries benefiting from this trend is the tourism industry. Increasingly, people are using the Internet to research, book and pay for airline tickets, hotels, rental cars, and to make other logistical arrangements for their vacations and business travel. In light of this fact, hotels, travel agents, restaurants, attractions and other support businesses in the tourism industry are taking advantage of this trend and making their information and services available on the Internet.

Additionally, with the help of high-speed Internet and computer technology, the leisure time planned and purchased over the Internet can also be used more efficiently, allowing for a more enjoyable experience. Whether it is vacation, recreation or a visit to a local park, high-speed Internet is making the travel experience more enjoyable and more convenient. Already, a number of innovative tourism attractions are using high-speed Internet to improve services and meet the changing demands of their guests.

Agriculture

Too often, the agricultural community sees little need for broadband technology in the day-to-day activities of maintaining farms and livestock. However, broadband technology allows for growing innovation in agriculture, simplifying and mainstreaming important daily tasks, and developing marketing and sales. With high-speed Internet, farmers can remain up-to-date with everything from the weather to the conditions of the chicken facilities equipped with temperature-sensitive monitors. Livestock farmers can access market prices and gain access to the latest in livestock management techniques. Farmers can advertise and even sell goods on the Internet, generating customers from all over the world. The Internet can also help Kentucky farmers diversify their operations and develop cutting edge revenue streams thus alleviating some of the loss of revenue from the Tobacco Quota Buyout Program. Internet resources can give Kentucky farmers an edge on production and results. The possibilities are virtually endless. The marriage of agriculture and high-speed Internet can produce abundant success for farmers across Kentucky by creating opportunities.



C. WHERE ARE WE AND WHERE ARE WE GOING?

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BUSINESS AND INDUSTRY

The leading industries by employment are:

1. Services with 78; and
2. Public Administration with 44.

The Robertson County eCommunity Leadership Team understands the need for advanced telecommunication capabilities in order to grow the existing small businesses and provide a place for future business. They know that eCommerce is the answer for Robertson County business and industry growth.

The Assessment

- **Networked Places** – In the category of networked places, Robertson County's business and industry sector is currently at stage 2 on a 0 to 5 scale with some office employees having always-on connections to the Internet at their desks.
- **Applications and Services** – In the area of technology applications and services, the business and industry sector is currently at stage 2 on a 0 to 5 scale with some businesses having an informational website, and some businesses transmitting or receiving some orders electronically.
- **Leadership** – In terms of technology leadership within the business community, Robertson County is currently at stage 2 on a 0 to 5 scale where some view the Internet as essential to business operations, and employees are trained on basic applications.

The Vision

While the Robertson County eCommunity Leadership Team found that business and industry's current use of technology is somewhat limited, the team has an aggressive vision for how the county's business and industry sector will be using technology in two years. The team set goals that would move networked places and applications and services to stage 3, and the leadership category to stage 4 from a 2 in all three categories. The team's vision includes:

- 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 **videoconferencing facilities** are available in the community
- Most **businesses have an informational website**
- Some retail **websites can accept credit card purchases**
- Some **businesses participate** in the **electronic supply chain**
- 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

K-12 EDUCATION

The Robertson County School District, <http://www.robertson.k12.ky.us> enrolled 393 students in the 2004-2005 school year. Robertson County's mission is to provide students with a quality education that will afford them the opportunity to enter the workforce or

continue with higher education, in turn becoming more productive citizens in their communities. The district believes all children have a right to an education and that all children have the potential to learn. The Robertson County School District is proud to have strong support from parents and the community in carrying out their mission.

Transition to Adult Life										
	Attendance Rate	Retention Rate	Dropout Rate	Graduation Rate	College	Military	Work	Voc/Tech Training	Work & Part-Time School	Not Successful
District	93.6%	6.6%	2%	78.1%	48.1%	0%	40.7%	7.4%	3.7%	0%
State	94.3%	3.3%	2.2%	81.5%	54.7%	2.6%	27.5%	4.8%	6.4%	4%

Teachers introduce students to a variety of computer programs to enhance instruction. Examples of which are Accelerated Math, Accelerated Reader and content reinforcement software. Students use the Internet as an educational resource. Students utilize Kentucky Virtual High School for course offerings in foreign languages. Students use digital photography for reports and visual presentations. In addition, students use word processing software for portfolio completion and other school work through the computer lab at the school. Students also use technology for data gathering and reporting.

	Spending per Student	Student Teacher Ratio	Student/Computer Ratio	% of Classrooms with at Least One KETS Workstation With Internet Access
District	8840	14:1	6.3:1	100
State	8663	16:1	3.7:1	100

The Robertson County eCommunity Leadership Team envisions being able to provide computers for every student in the county.

The Assessment

In its evaluation, the Robertson County eCommunity Leadership Team determined that the K-12 education sector has made significant progress in making technology a priority, and the team set goals for enhanced access and use of technology and its applications. The current assessment includes:

- **Networked Places** – In the category of networked places, Robertson County’s K-12 education sector is currently at stage 3 on a 0 to 5 scale. Schools provide at least one computer for every four students in grades K-12. Most classrooms have computers for student use, and some teachers use computer-based presentation tools and projectors for their lessons.
- **Applications and Services** – In the category of technology applications and services, the education sector is currently at stage 5 on a 0 to 5 scale. Schools use the network to connect students, teachers and parents, improve learning via online resources, and manage administrative responsibilities more efficiently. All students meet grade level requirements in the National Educational Technology Standards. Technology training is offered in the community. Lastly, many high school students use online teachers and experts to explore subjects and execute individual learning plans.
- **Leadership** – In terms of technology leadership within the education sector, Robertson County is currently at stage 5 on a 0 to 5 scale. All schools have comprehensive plans for learning activities utilizing technology in the classroom. School districts actively promote information technology literacy to drive positive impacts on economic performance, skills and innovation in the classroom. Furthermore, the school system plays a vital role in raising the skill level and awareness of community and family members.

The Vision

The Robertson County eCommunity Leadership Team recognizes that the school systems have made technology a priority, and the team has outlined a clear vision for enhanced technology usage and application in the classroom. The goals set forth by the Robertson County eCommunity Leadership Team include reaching stage 5 in the category of networked places, and maintaining a stage 5 in applications and services, as well as the leadership category. The vision includes:

- Many **classrooms have large, flat-panel displays or projectors** for video-based instruction
- Most schools have **converted their phone system to Voice over Internet Protocol (VoIP)** to save money
- Most **high schools** have **one-to-one computing** for their students
- Some **school computer labs** have been **made available to the public**
- Schools **use the network to connect students, teachers and parents**, improve learning via online resources, and manage administrative responsibilities more efficiently
- All **students meet grade level requirements** in the National Educational Technology Standards
- Technology **training is offered** in the community
- Many high school **students use online teachers and experts** to explore subjects and execute individual learning plans
- All schools have **comprehensive plans for learning activities utilizing technology** in the classroom
- School districts actively **promote information technology literacy** to drive positive impacts on economic performance, skills and innovation in the classroom
- The **school system plays** a vital role in **raising the skill level** and **awareness of community** and family members

HEALTHCARE

Healthcare resources in Robertson County include:

- Robertson County Local Health Center
- Robertson County Healthcare Facility, www.hospital-data.com/hospitals/ROBERTSON-COUNTY-HEALTH-CARE-MOUNT-O663.html -

Services provided by Robertson County Health Care:

- Activities services are provided onsite to residents
- Clinical laboratory services are provided offsite to residents
- Clinical laboratory services are provided onsite to residents
- Dental services are provided offsite to residents
- Dietary services are provided onsite to residents
- Housekeeping services are provided onsite to residents
- Nursing services are provided onsite to residents
- Occupational therapy services are provided onsite to residents
- Pharmacy services are provided onsite to residents
- Physician extender services are provided onsite to residents
- Physical therapy services are provided onsite to residents
- Physician services are provided onsite to residents
- Podiatry services are provided onsite to residents
- Social work services are provided onsite to residents

- Speech/language pathology services are provided onsite to residents
- Diagnostic x-ray services are provided offsite to residents
- Beds - Total (Total number of beds in a facility, including those in non-Participating or non-licensed areas): 60
- HealthPoint, www.healthpointfc.org/about/HealthPointFamilyCare-Mt.OlivetHealthCenter.shtml - HealthPoint Family Care is a nonprofit health care organization, offering primary medical and dental care to children and adults at offices in northeastern Kentucky. The organization was founded in 1971 as a part-time volunteer project to provide health care to the poor and uninsured. Now HealthPoint (formerly Northern Kentucky Family Health) has evolved into a network of medical offices employing skilled physicians and nurse practitioners.
- The Buffalo Trace Service Region of the Kentucky Cabinet for Health and Family Services, <http://chfs.ky.gov/dcbs/Service+Regions/GBTSR.htm#Robertson> has Family Support Offices in Mt. Olivet. Their mission is:
 - To provide the finest health care possible for people in our state facilities;
 - To provide the best preventative services through our public health programs;
 - To provide the most outstanding service for our families and children;
 - To protect and prevent the abuse of children, elders and people with disabilities;
 - To build quality programs across-the-board; and by doing all of these things; and
 - To make a difference in the lives of four million Kentuckians.

The Robertson County eCommunity Leadership Team understands that electronic medical records and telemedicine will play key roles in healthcare in the 21st century.

The Assessment

The Robertson County eCommunity Leadership Team found that the healthcare sector is beginning to use technology to its advantage and identified a large opportunity for technology applications within the healthcare community.

- **Networked Places** – In the category of networked places, Robertson County’s healthcare sector is currently at stage 3 on a 0 to 5 scale with some doctors and nurses using laptop and palmtop devices connected to wireless networks to enter patient information and access databases.
- **Applications and Services** – In the category of technology applications and services, the healthcare sector is currently at stage 3 on a 0 to 5 scale. Many providers have informational websites. Many providers store patient records electronically. Telemedicine is being evaluated. Lastly, some offices are electronically transmitting records to insurers for reimbursement.
- **Leadership** – In terms of technology leadership within the healthcare community, Robertson County is currently at stage 4 on a 0 to 5 scale. Work is underway by some providers to begin online exchanging of test results and other medical records with appropriate parties. In addition, healthcare leaders are talking with the community about enhancing online services and using the network to improve communitywide healthcare.

The Vision

The Robertson County eCommunity Leadership Team sees great potential for the use of technology in the healthcare sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set goals to move

applications and services to a stage 4 on a 0 to 5 scale, and the networked places and leadership categories to stage 5. The team's vision includes:

- Most **equipment** has been **converted to digital**
- Desktop **videoconferencing is routine** at all hospitals and major clinics
- **Telephone** systems have **converted to Voice over Internet Protocol (VoIP)** to save money
- **Remote monitoring** of patients with chronic conditions is **standard procedure**.
- Some providers **allow patients to e-mail doctors**
- Most providers **store patient records electronically**
- Some **lab results** and images are **received electronically**
- Healthcare **leaders see themselves as a key part** of the community's overall **economic strategy**
- **Leaders are visible and active in strategy development** and implementation
- **Executives** of the region's hospitals, clinics, insurers, employers and other healthcare providers are **meeting regularly to find ways to collaboratively reduce the cost of healthcare** without compromising quality of service

LIBRARIES

The Robertson County Public Library website, <http://www.robertsonlibrary.com/>, offers a variety of information to patrons who are interested, including links to live homework help and a search engine for patrons. This outstanding facility is a major technology resource in Robertson County. The programs offered range from "Toddler Tales" to the "Teen Council" and many others. The website also has extensive information about community activities.

The Robertson County eCommunity Leadership Team understands the importance of maintaining a progressive technology program within the library. They know that the library is a major beacon for the county for technology growth and other service resources.

The Assessment

The Robertson County eCommunity Leadership Team found that the library sector had a great deal of potential with technology and could benefit a great deal from the implementation for more.

- **Networked Places** – In the category of networked places, the library sector is currently at stage 5 on a 0 to 5 scale where most public libraries offer patrons a 54 mbps or faster wireless network.
- **Applications and Services** – In the category of technology applications and services, the library sector is currently at stage 4 on a 0 to 5 scale. Patrons may review their accounts online and pay fines by credit card, and can also access the library online as a portal for other online information services.
- **Leadership** – In terms of technology leadership within the library system, the sector is currently at stage 5 on a 0 to 5 scale. Libraries continue to upgrade their facilities to offer the community the next generation in technology, services and training. Additionally, libraries actively promote information technology literacy to drive positive impacts on economic performance, skills and innovation in the community.

The Vision

The Robertson County eCommunity Leadership Team has set forth a two-year vision for enhancing the library so that it serves the community more effectively and efficiently,

concentrating on networked places and leadership. The team set a goal of moving applications and services to stage 5, and maintaining stage 5 statuses in the categories of networked places and leadership. The vision includes:

- Most public libraries offer patrons a **10 mbps or faster wireless network**
- Public libraries offer **live video consultations**
- Public libraries allow patrons to borrow **e-books over the Internet**
- They help patrons conduct research and assist with **legal access to copyrighted databases and publications**, including music and movies
- **Two-way videoconferencing** is available to the general public
- Libraries continue to **upgrade their facilities** to offer the community the next generation in technology, services, and training
- Libraries actively **promote information technology literacy** to drive positive impacts on economic performance, skills, and innovation in the community

HIGHER EDUCATION

Although higher education facilities currently do not exist in Robertson County, there are several higher education and training facilities within a 40-mile drive:

- Maysville Community and Technical College, Main County Campus, www.maysville.kctcs.edu/
- Maysville Community and Technical College, Licking Valley Campus, Cynthiana, www.maysville.kctcs.edu/index.php?id=395
- Morehead State University at Mt. Sterling, <http://www.moreheadstate.edu/mtsterling>
- Georgetown College, www.georgetowncollege.edu/
- Bluegrass Community and Technical College, Winchester-Clark County Campus, www.bluegrass.kctcs.edu/LCC/ExtendedCampus/Winchester
- Maysville Community and Technical College, Rowan Campus, Morehead, www.maysville.kctcs.edu/index.php?id=397
- Morehead State University, Main Campus, Morehead, www.moreheadstate.edu/
- Northern Kentucky University, Main Campus, Highland Heights, www.nku.edu/
- University of Kentucky, Main Campus, Lexington, www.uky.edu/

The Robertson County eCommunity Leadership Team recognizes the need for high-speed Internet access in the county, and the need to provide for a Technology Center in the county, which would allow students to take college courses without the extended travel.

COMMUNITY-BASED ORGANIZATIONS

The community-based organizations in Robertson County include:

- Buffalo Trace Area Development District, www.btadd.com - The Buffalo Trace Area Development District (BTADD) was established in 1969 as a regional planning and development organization. BTADD assists the counties of Bracken, Fleming, Lewis, Mason and Robertson with the planning and implementation of a variety of programs and services.
- Rocky Mountain Horse Association, www.rmhorse.com/ based in Mt. Olivet is the official resource center for the Rocky Mountain Horse® enthusiasts.
- Robertson County Headstart Program

- Licking Valley Community Action Program, www.lvcap.com whose mission is to provide assistance to reduce poverty, to revitalize low income communities, and to empower low income families and individuals in rural areas to become fully self sufficient and improve family life in our communities. It serves Bracken, Fleming, Lewis, Mason and Robertson Counties.
- Robertson County VFD, www.firedepartments.net/county/KY/RobertsonCounty.html
- Women's Crisis Center (WCC), www.wccky.org/ serves individuals and families in the eight Northern Kentucky counties of Boone, Campbell, Carroll, Grant, Kenton, Owen, Gallatin and Pendleton, and the five Buffalo Trace counties of Bracken, Fleming, Lewis, Mason and Robertson.
- Cooperative Extension Service Family and Consumer Sciences programs, <http://ces.ca.uky.edu/robertson/fcs/> - The goal of the Family & Consumer Sciences Program is to improve the quality of life for individuals and families. They address the challenges of critical issues affecting people's daily lives in a changing environment. Programs focus on economic, social and physical well-being of clients. They strengthen personal and family relationships, encourage healthful choices and identify resources to extend income.
- Cooperative Extension Service 4-H programs, <http://ces.ca.uky.edu/robertson/youthdev/> - The 4-H/Youth Development program creates opportunities and supportive environments for youth and adults to become capable, competent and caring citizens. The emphasis is on "hands-on" learning focusing on the youth's area of interest. Programs are conducted with the help of parents, adult volunteer leaders and professional staff who organize educational experiences. Youth participate in organized 4-H clubs, special interest and project groups, 4-H school enrichment programs, 4-H camp and other special activities.
- God's Pantry, www.godspantry.org - The mission of God's Pantry Food Bank is to reduce hunger in Kentucky through community cooperation making the best possible use of all available resources.
- Robertson County Adult Education/Family Literacy, www.kyvae.org/learner/gettingstarted/localCenterInfo_KYAE.asp?CountyID=303, is an approved provider for Kentucky adult education, workforce development and family literacy.

The Robertson County eCommunity Leadership Team understands the need for organizations in outlying areas, such as volunteer fire departments and community watches, to have the ability to communicate online. However, there is a need to improve community-based organization portal capabilities to make this a reality. Since community-based organizations are charged with being the best possible stewards of donated money, technology is viewed as a great way to save money. Some community-based organizations see the Internet as a way to increase donations and promotions, and are interested in the prospect of using videoconferencing during business operations.

Assessment

The Robertson County eCommunity Leadership Team found that the community-based organization sector is just beginning to use technology to its advantage and identified a large opportunity for technology applications within the community-based organizations.

- **Networked Places** – In the category of networked places, Robertson County's community-based organization sector is currently at stage 2 on a 0 to 5 scale. Some organizations have computers that are no older than three years old. Many

organizations have e-mail, and some office employees have always-on connections to the Internet at their desks.

- **Applications and Services** – In the category of technology applications and services, the community-based organization sector is currently at stage 2 on a 0 to 5 scale with some organizations having an informational website.
- **Leadership** – In terms of technology leadership within the community-based organization community, Robertson County is currently at stage 3 on a 0 to 5 scale. Some organizations are involved in specific economic development initiatives, but most do not participate. Some organizations plan to use telecommunications services and technologies within the next year. Moreover, some organizations provide technology training to their staff at least once a year.

The Vision

The Robertson County eCommunity Leadership Team sees great potential for the use of technology in the community-based organization sector but understands the sector is limited in its resources and ability to implement changes within a brief period. The team has set goals to move networked places and applications and services to a stage 4 on a 0 to 5 scale, and the leadership category to a stage 5. The team's vision includes:

- Many **organizations** with at least five employees have **direct connections** to the Internet
- All paid **staff has e-mail** accounts
- Some **organizations use Voice over Internet Protocol (VoIP)** to save money
- Some office **workers have converted from desktop computers** to portable **wireless devices**
- Some office **computers have video cameras**
- Most **organizations have** an informational **website**
- A unified **portal provides access to a broad range of community information** and services
- Most **local chapters** are able to **share data** with the parent organization
- **Organizations collaborate** with one another regularly **to share resources and provide up-to-date training** to their employees and volunteers
- **Organizations have a defined role in supporting local economic development** initiatives
- Most **organizations plan to use telecommunications services and technologies** within the next year

GOVERNMENT

Government entities in Robertson County are:

- Robertson County
- Mount Olive
- Sardis

The governments in Robertson County are currently without an official website; however the Tourism Commission has implemented an informational site, www.robertsoncountyky.com.

The Robertson County eCommunity Leadership Team seeks to build city and county websites, implementing eGovernment services that would be more convenient than the existing paper document and form requirements currently used by residents.

The Assessment

Although the government entities in Robertson County have a limited online presence, the Robertson County eCommunity Leadership Team found that the local government is currently using technology to improve processes in other areas.

- **Networked Places** – In the category of networked places, the government sector is currently at stage 3 on a 0 to 5 scale with many employees having e-mail accounts, and some field workers collecting data on laptop computers or palmtops. In addition, webcams are starting to be deployed.
- **Applications and Services** – In the category of technology applications and services, the government sector is currently at stage 1 on a 0 to 5 scale with some employees using the Internet for e-mail purposes.
- **Leadership** – In terms of technology leadership within the government community, Robertson County and its associated governments are currently at stage 2 on a 0 to 5 scale. Public agencies do not have a strategy for how best to use e-government. Minimal telecommunications planning has occurred, and elected officials are not involved in telecommunications issues.

The Vision

The Robertson County eCommunity Leadership Team has developed goals to provide a framework for robust e-government functions in the next two years, which will bring the sector to stage 4 in the categories of networked places and leadership, and to a stage 3 in applications and services. The team's vision includes:

- Some **field workers use wireless networks** to upload and download data in the field
- Some **employees use desktop videoconferencing**
- **Sensors and webcams monitor locations**, such as rivers that are important to public safety
- Some **e-government applications are available**, such as simple building permit applications, e-mail listservs and some downloadable forms
- **E-mail from residents is manually routed to the appropriate departments**
- Some **agencies routinely use the network** to share data
- Some agencies have a formal policy that **allows some employees to work from home** at least one day a week
- **Rights-of-way and tower siting policies** are in place
- Elected **officials understand the importance of the network for economic development and quality of life**

TOURISM, RECREATION AND PARK

The Tourism Commission has implemented a website, www.robertsoncountyky.com.

Recreational and tourism points of interest in Robertson County include:

- Blue Licks State Park, <http://parks.ky.gov/resortparks/bl/index.htm>, returned to its glory days as a polished resort in 1999 with a new lodge, dining room and conference room. The lodge has 32 rooms, including two suites, one of which can be used as a hospitality center for meetings and family reunions. Throughout history, the salt springs at Blue Licks State Park have attracted prehistoric animals, Indians and pioneers such as the legendary Daniel Boone. Many 19th-century southerners came to the area seeking the rejuvenation of the therapeutic, bubbling waters.

Blue Licks is more widely known, however, as the site of the last Revolutionary War battle in Kentucky. In 1782, Kentuckians engaged Indians and British soldiers near the Licking River. Outnumbered, Kentucky suffered great losses, including one of Boone's sons. Boone's words, "Enough of honour cannot be paid," are inscribed on the monument dedicated to the fallen soldiers in the Battle of Blue Licks.

- Sunflower Sundries, www.sunflowersundries.com/articles/home.asp, was started in 1992 by Jennifer Gleason. Born in 1957, Jennifer grew up in the small town of Batavia, Ohio. She spent her senior year of high school as an exchange student to India where she was very much affected by the teachings of Ghandi and the production of goods by hand in cottage industries. It has been her life-long inspiration to make things that people use in their daily lives by hand, and do so with high quality. Today this manifests itself in the products made on the Sunflower Sundries Farm: herbal soap, traditional fruit jam, coarse-grained mustard and fine vegetable pickles.
- Johnson Creek Covered Bridge, www.uky.edu/KentuckyAtlas/CoveredBridges/johnson-creek.html, once carried KY 1029 across Johnson Creek north of Blue Licks State Park in southern Robertson County. Built in 1874, it is a 131-foot Smith truss design and is no longer in use.

The Robertson County eCommunity Leadership Team realizes that this important sector is critical to economic well-being for the area. More people use the web every day for all areas of their lives. Recreation departments strive to continue to make it as easy as possible to review and participate in recreational opportunities.

The Assessment

The Robertson County eCommunity Leadership Team found that the tourism, recreation, and parks sector is beginning to use technology to its advantage and identified a large opportunity for technology applications within the tourism, recreation, and parks sector.

- **Networked Places** – In the category of networked places, Robertson County's tourism, recreation, and parks sector is currently at stage 2 on a 0 to 5 scale with some office employees having always-on connections to the Internet at their desks.
- **Applications and Services** – In the category of technology applications and services, the tourism, recreation, and parks sector is currently at stage 2 on a 0 to 5 scale with some facilities having an informational website, and some facilities transmitting or receiving some reservations electronically.
- **Leadership** – In terms of technology leadership within the tourism, recreation, and parks sector, Robertson County is currently at stage 2 on a 0 to 5 scale. The Internet is seen as essential to business operations, and employees are trained on basic applications.

The Vision

The Robertson County eCommunity Leadership Team sees great potential for the use of technology in the tourism, recreation and parks sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set goals to move each of the three categories above to stage 3 on a 0 to 5 scale. The team's vision includes:

- 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 **videoconferencing facilities are available**
- Most **facilities have an informational website**

- Some **websites can accept credit card** purchases
- Some **facilities participate in an electronic supply chain**
- Some **facilities permit some employees periodically to telework**
- Some facilities **encourage employees to take work-related classes online**
- Employee **training on new technology is a priority**

AGRICULTURE

In 2002, there were 247 farms Robertson County comprising 43,061 acres, or averaging 174 acres per farm. The total market value of production was \$2,486,000. Crop sales accounted for \$1,573,000 of the total value, and livestock sales accounted for \$913,000 of the total in 2002. The average value of market production per farm was \$10,065. Government payments totaled \$74,000.

Robertson County is ranked 102nd in the value of agricultural products sold in the state.

The leading agricultural products in sales in the Robertson County are:

1. Tobacco with \$1,417,000;
2. Cattle and calves with \$702,000; and
3. Milk and other dairy products from cows with \$163,000.

Robertson County tobacco farmers received \$12,925,019 in burley payments from the Tobacco Buyout Program. There were no dark tobacco payments.

The Robertson County Cooperative Extension Service, <http://ces.ca.uky.edu/robertson/> is part of the University of Kentucky's and Kentucky State University's off-campus information networks. They deliver information, education, and solutions; and grow ideas into better communities, stronger local economies and healthier lives.

In July 2006, the Governor's Office of Agricultural Policy established a Pilot Satellite Broadband Cost-Share Program for counties to adopt, using County Agricultural Development Funds.

The goals of this program are to: 1) Improve farm income through cost-share for establishing satellite broadband service that will improve farm operation efficiency for producers unable to access broadband service; 2) Impact a high number of tobacco dependant producers affected by loss of income resulting from cuts in tobacco production; 3) Encourage the use of broadband Internet service to assist producers in research and science-based decisions for the management and expansion of technology based initiatives in their farming operations; 4) Assist tobacco dependant producers interested in gaining the speed broadband Internet service provides; and 5) to increase the percentage of Kentucky farmers with Internet access.

The program can provide cost-share assistance in two areas. A producer is eligible for 50% of the cost of equipment and installation provided by a satellite broadband provider not to exceed \$250 per producer. Once the equipment is installed, the producer is eligible for cost-share up to 50% of the cost of satellite broadband service for a period of one year not to exceed \$40.00 per month (\$480.00 for the one year) per producer.

The Robertson County eCommunity Leadership Team knows that more use of technology in the agricultural community will open markets for products outside the local area. There are significant efficiencies to be gained in areas such as fuel to lower costs. Education and training are both seen as keys to heightening the use of technology in the Agriculture sector.

The Assessment

The Robertson County eCommunity Leadership Team found that the agricultural sector is just beginning to use technology to its advantage and identified a large opportunity for technology applications within the farming community.

- **Networked Places** – In the category of networked places, Robertson County’s agricultural sector is currently at stage 2 on a 0 to 5 scale with some growers, suppliers, and processors having always-on connections to the Internet at their desks.
- **Applications and Services** – In the category of technology applications and services, the agriculture sector is currently at stage 2 on a 0 to 5 scale with some growers, suppliers, and processors having an informational website, and some growers, suppliers, and processors transmitting or receiving some orders electronically.
- **Leadership** – In terms of technology leadership within the agricultural community, Robertson County is currently at stage 2 on a 0 to 5 scale where the Internet is seen as essential to business operations, and employees are trained on basic applications.

The Vision

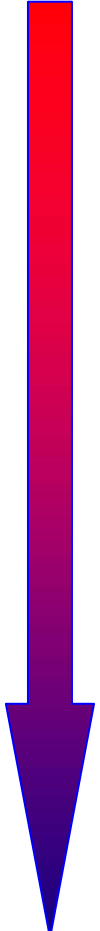
The Robertson County eCommunity Leadership Team sees great potential for the use of technology in the agricultural sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set goals to move to stage 3 on a 0 to 5 scale in networked places, to stage 4 on a 0 to 5 scale in applications and services, and to a stage 5 in the leadership category. The team’s vision includes:

- Most **growers, suppliers and processors have always-on connections** to the Internet
- Some **mobile workers have laptop computers** and can **access the network remotely**
- Affordable **videoconferencing facilities are available** in the community
- Some **suppliers and processors outsource** most of their **computing services**
- Some **growers, suppliers and processors sell goods out of state** or internationally
- Some **suppliers and producers** have restructured to **focus on their core contribution and outsource nonessential functions**
- New **hires are required to have experience using new technology**

Business and Industry	Robertson County
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● Robertson County's Benchmark Assessment Results are presented in red.

■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
<div style="display: flex; flex-direction: column; align-items: center;"> <div style="margin-bottom: 10px;">Least Connected</div>  <div style="margin-top: 10px;">Most Connected</div> </div>	0	Not using the Internet.	No computer use or website. Customers use phone and postal mail.	No technology or telecom plan.
	1	Some employees have limited access to the Internet through a dial-up connection.	Some employees use basic e-mail services through their connection.	The Internet is considered 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.	● Some 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 videoconferencing facilities are available in the community.	■ Most businesses have an informational website. Some retail websites can accept credit card transactions. Some businesses participate in the 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 Voice over Internet Protocol (VoIP) to save money. Some office workers have converted from desktop computers to portable device. Some office computers have webcams for videoconferencing.	Some businesses outsource most of their computer 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 Voice over Internet Protocol (VoIP) to save money. Most computers have video cameras. Some retailers and manufacturers use RFID (radio frequency identification) 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.

Healthcare	Robertson County
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● Robertson County's Benchmark Assessment Results are presented in red.


■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
<div style="display: flex; flex-direction: column; align-items: center;"> <div style="margin-bottom: 10px;">Least Connected</div> <div style="margin-top: 10px;">Most Connected</div> </div>	0	Not using the Internet.	Customers use phone and postal mail. No website.	No technology or telecom plan.
	1	Some physicians and/or staff have access to the Internet through a dial-up connection.	Physicians and/or staff use a dial-up connection in order to access health-related sites.	Healthcare providers are considering what advantage may come from using the Internet in the office.
	2	Some doctors regularly use computers to enter and maintain patient records. Digital instruments and imaging equipment are being acquired.	Some providers have informational websites. Some providers store patient records electronically. Telemedicine is being evaluated. Some offices are electronically transmitting records to insurers for reimbursement.	Some providers have begun the conversion to electronic medical records. Some providers are investigating how to deploy wireless technologies for mobile workers.
	3	● Some doctors and nurses are using laptop and palmtop devices connected to wireless networks to enter patient information and access databases.	● Many providers have informational websites. Many providers store patient records electronically. Telemedicine is being evaluated. Some offices are electronically transmitting records to insurers for reimbursement.	Many providers have begun the conversion to electronic medical records. Many providers are investigating how to deploy wireless technologies for mobile workers.
	4	Internet-based video conferencing is used to consult experts and for training programs. Some patients are being monitored at home and at work via portable devices with wireless transmitters.	■ Some providers allow patients to e-mail doctors. Most providers store patient records electronically. Some lab results and images are received electronically.	● Work is underway by some providers to begin online exchanging of test results and other medical records with appropriate parties. Healthcare leaders are talking with the community about enhancing online services and using the network to improve communitywide healthcare.
	5	■ Most equipment has been converted to digital. Desktop videoconferencing is routine at all hospitals and major clinics. Telephone systems have converted to Voice over Internet Protocol (VoIP) to save money. Remote monitoring of patients with chronic conditions is standard procedure.	All providers allow patients to schedule appointments, view records and get advice online. All patient records are stored electronically and routinely sent electronically to distant providers to aid diagnosis and treatment for emergency patients. Telemedicine routinely is used to access specialists. Wireless feeds in ambulances provide real-time patient assessment to ER staff.	■ Healthcare leaders see themselves as a key part of the community's overall economic strategy. Leaders are visible and active in strategy development and implementation. Executives of the region's hospitals, clinics, insurers, employers and other healthcare providers are meeting regularly to find ways to collaboratively reduce the cost of healthcare without compromising quality of service.


Libraries

Robertson County

● Robertson County's Benchmark Assessment Results are presented in red.
 ■ Robertson County's Vision for this Sector is presented in blue. (Blue is used when Assessment and Vision are the same.)

 <p>Least Connected</p>	Stage	Networked Places	Applications & Services	Leadership
	0	Libraries do not provide Internet access.	Customers use postal mail or phone. No website.	There is no technology or telecom plan.
	1	Some employees have access to a dial-up connection.	Some employees are accessing e-mail and library-related websites.	Employees are accessing the Internet in order to help the patrons of the facility.
	2	Public libraries provide several computers with free access to the Internet.	Most libraries have a website with basic information about hours of operation and location.	Libraries are the first to offer free access and instruction in the use of the Internet.
	3	There is rarely more than a 10-minute wait to use the Internet-enabled computers.	Most libraries have catalogs online. Patrons may use the Internet to place books on hold and request books from other libraries in the library system. Patrons can search online databases from home, school, or work. Libraries host live video feeds of public interest events.	The library research desk is an online community resource. Staff training on new technologies is a priority at most libraries. Libraries are using consultants to take advantage of e-rate and other discounts. Library policies reflect appropriate filtering requirements.
	4	Public libraries have added network ports or wireless networks and electrical outlets to carrels.	● Patrons may review their accounts online and pay fines by credit card. Patrons can access the library online as a portal for other online information services.	Libraries help the community understand copyright issues and how to protect privacy on the Internet. New hires are required to have experience using new technology. Libraries take internal responsibility for continuing e-rate and other discounts. Libraries have developed network management policies and technologies to prevent patrons from sending spam.
5	● ■ Most public libraries offer patrons a 54 mbps or faster wireless network.	■ Public libraries offer live video consultations. Public libraries allow patrons to borrow e-books over the Internet. They help patrons conduct research and assist with legal access to copyrighted databases and publications, including music and movies. Two-way videoconferencing is available to the general public.	● ■ Libraries continue to upgrade their facilities to offer the community the next generation in technology, services and training. Libraries actively promote information technology literacy to drive positive impacts on economic performance, skills, and innovation in the community.	
Most Connected				

Higher Education	Robertson County
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	Stage	Networked Places	Applications & Services	Leadership
	0	Not using the Internet.	Use phone and postal mail.	There is no technology or telecom plan.
	1	Some on-campus residents have broadband connections through non-university providers.	Few faculty members are trained to use the Internet for instruction. Few classes use digital content and/or web-based content for instruction.	Few departments have plans for better utilizing telecommunications services and technologies in their operations.
	2	Most on-campus residences have a 10 mbps connection to the network. Some classrooms are wired to the college/university network and are equipped with digital projection capabilities.	Some faculty members are trained to use the Internet for instruction. Some classes use digital content and/or web-based content for instruction.	Few departments have plans for better utilizing telecommunications services and technologies in their operations.
	3	Most on-campus residences have connections to the network in every room at least 10 mbps. Some classrooms have projection equipment that allows the instructor to display videos from the Internet into the classroom.	Many of the faculty are trained to use the Internet for instruction. Many classes use digital content and/or web-based content for instruction. Students use chat rooms to discuss lessons and ask questions of instructors outside of class hours. Online registration, catalogs and payment are available.	Specialized courses have been developed to cater to area businesses seeking to improve the skills of workers. Some colleges and universities have or are developing online classes to provide greater convenience for students and to increase student enrollment. Faculty training on new technology is a priority.
	4	Some classrooms have been remodeled to include network connections and power outlets at every seat. Many students bring laptop computers or other network-enabled devices to class. Some classrooms have video equipment for recording lectures.	Most of the faculty are trained to use the Internet for instruction. Most classes use digital content and web-based content for instruction. Some undergraduate students take distance learning classes for specialized subjects and graduate-level research.	Higher education and local businesses are working together to raise the skill level of the current workforce. Community colleges are expanding their capacity by using distance learning technologies to reduce the need for classroom time. Some colleges and universities are developing online classes to market to students in other parts of the country and the world.
	5	Many classrooms have been remodeled to include network connections and power outlets at every seat. Most students bring laptop computers or other network-enabled devices to class. Many classrooms have video equipment for recording lectures.	Many undergraduate students take distance learning classes for specialized subjects and graduate-level research. All aspects of higher education are available through the network including instruction and administration.	Colleges and universities see themselves as a vital partner in the community's economic development strategy and have formed partnerships with local businesses to provide skilled technology workers and innovative solutions. Colleges and universities actively promote information technology literacy to drive positive impacts on economic performance, skills, and innovation in the classroom.

Community-Based Organizations

Robertson County

● Robertson County's Benchmark Assessment Results are presented in red.

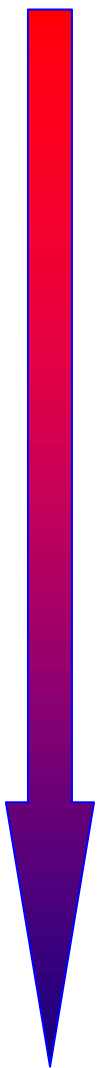
■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
 <p>Least Connected</p>	0	Not using the Internet.	No computer use. No website. Use phone and postal mail.	No technology or telecom plan.
	1	Accessing the Internet through a limited dial-up connection.	Currently using e-mail and possibly other basic Internet functions.	The Internet is seen as a possible enhancement and marketing tool.
	2	<p>● Some organizations have computers that are no older than three years old.</p> <p>Many organizations have e-mail.</p> <p>Some office employees have always-on connections to the Internet at their desks.</p>	<p>● Some organizations have informational websites.</p>	<p>Organizations are minimally involved in community economic development issues.</p> <p>Little or no plans exist for better using telecommunications services and technologies.</p> <p>Some organizations provide technology training to their staff at least once a year.</p>
	3	<p>Most organizations with at least five paid staff have at least one computer for every three employees.</p> <p>Many organizations have e-mail.</p>	<p>Many organizations have an informational website.</p> <p>Many local chapters are able to share data electronically with the national parent organization.</p> <p>Some organizations accept online donations.</p>	<p>● Some organizations are involved in specific economic development initiatives, but most do not participate.</p> <p>Some organizations plan to use telecommunications services and technologies within the next year.</p> <p>Some organizations provide technology training to their staff at least once a year.</p>
	4	<p>■ Many organizations with at least five employees have direct connections to the Internet.</p> <p>All paid staff have e-mail accounts.</p> <p>Some organizations use Voice over Internet Protocol (VoIP) to save money.</p> <p>Some office workers have converted from desktop computers to portable wireless devices.</p> <p>Some office computers have video cameras.</p>	<p>■ Most organizations have an informational website.</p> <p>A unified portal provides access to a broad range of community information and services.</p> <p>Most local chapters are able to share data with the parent organization.</p>	<p>Some organization leaders are actively involved in community economic development issues and there are visible leaders taking a significant role in economic development.</p> <p>Many organizations plan to use telecommunications services and technologies within the next year.</p> <p>Most organizations provide technology training to their staff at least once a year.</p>
	5	<p>Many organizations use Voice over Internet Protocol (VoIP).</p> <p>Every organization is connected to the Internet.</p> <p>Every computer can access the Internet via a local area network.</p> <p>Many computers have video cameras.</p> <p>Most organizations use affordable videoconferencing facilities.</p>	<p>Most organizations accept online donations.</p> <p>Some organizations use an interactive service to further engage the community and make their services more broadly available.</p> <p>Electronic data sharing is a common practice between organizations locally and with national parent organizations.</p>	<p>■ Organizations collaborate with one another regularly to share resources and provide up-to-date training to their employees and volunteers.</p> <p>Organizations have a defined role in supporting local economic development initiatives.</p> <p>Most organizations plan to use telecommunications services and technologies within the next year.</p>
Most Connected				

Government	Robertson County
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● Robertson County's Benchmark Assessment Results are presented in red.


■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
 <p style="text-align: center;">Least Connected</p> <p style="text-align: center;">Most Connected</p>	0	Not using the Internet.	No website.	There is no technology or telecom plan.
	1	Select employees have access to the Internet through a dial-up connection.	● Some employees use the Internet for e-mail purposes.	The Internet is seen as a possible way to enhance the basic daily operations.
	2	Some employees have e-mail accounts.	Most public agency websites offer informational features such as a community calendar, staff directory and downloadable forms. Customers rely mostly on postal mail and telephone to conduct business.	● Public agencies do not have a strategy for how best to use e-government. Minimal telecommunications planning has occurred. Elected officials are not involved in telecommunications issues.
	3	● Many employees have e-mail accounts. Some field workers are collecting data on laptop computers or palmtops. Webcams are starting to be deployed.	■ Some e-government applications are available, such as simple building permit applications, e-mail listservs and some downloadable forms. E-mail from residents is manually routed to the appropriate departments. Some agencies routinely use the network to share data.	Government staff is actively involved in framing technology and telecommunications issues. Processes are underway for enhancing connectivity, rights-of-way management, and information technology innovation. Employees are trained and knowledgeable about basic applications.
	4	■ Some field workers use wireless networks to upload and download data in the field. Some employees use desktop videoconferencing. Sensors and webcams monitor locations, such as rivers, that are important to public safety.	Customers can make routine payments, such as parking fines, online using credit cards or electronic fund transfer. Parks and recreation classes have online registration. Employees can enter building inspections and violations from the field.	■ Some agencies have a formal policy that allows some employees to work from home at least one day a week. Rights-of-way and tower siting policies are in place. Elected officials understand the importance of the network for economic development and quality of life.
	5	The telephone system is being converted to Voice over Internet Protocol (VoIP) to save money. Many field workers use wireless networks to upload and download data in the field. Critical traffic signals are connected. Desktop videoconferencing is widely available.	Interactive applications, such as customer relationship management, online GIS and video streaming are in regular use. Employees manage benefits programs on an intranet. Emergency response teams can reliably communicate across jurisdictions. Council meetings are indexed and available for searching and retrieval online.	The government has telecommunications, e-government and information technology master plans in place to guide its efforts. Innovative processes are used to collaborate with the private sector.

Tourism, Recreation and Parks	Robertson County
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● Robertson County's Benchmark Assessment Results are presented in red.


■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
 <p style="text-align: center; font-weight: bold;">Least Connected</p>	0	Not using the Internet.	No computer use. No website. Customers use phone and postal mail.	There is no technology or telecom plan.
	1	Some employees can access the Internet through a dial-up connection.	Some employees currently use the Internet for e-mail.	The Internet is seen as a possible way to enhance operations.
	2	● Some office employees have always-on connections to the Internet at their desks.	● Some facilities have an informational website. Some facilities transmit or receive some reservations electronically.	● The Internet is seen 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 videoconferencing facilities are available.	■ Most facilities have an informational website. Some websites can accept credit card purchases. Some facilities participate in an electronic supply chain.	■ Some facilities permit some employees periodically to telework. Some facilities encourage employees to take work-related classes online. Employee training on new technology is a priority.
	4	Some facilities use Voice over Internet Protocol (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 facilities outsource most of their computing services. Some facilities market themselves out of state or internationally. Some employees work remotely.	Some facilities permit some employees to telework one or two days a week. Some facilities encourage employees to take work-related classes online. Facilities work with educational partners to raise workforce skill levels.
	5	Most facilities use Voice over Internet Protocol (VoIP) to save money. Most computers have video cameras.	Some facilities send and receive video mail. Some facilities outsource most of their computing services. Some facilities routinely use multiparty videoconferencing to coordinate operations.	Some facilities 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.
Most Connected				

Agriculture	Robertson County
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● Robertson County's Benchmark Assessment Results are presented in red.

■ Robertson County's Vision for this Sector is presented in blue.

	Stage	Networked Places	Applications & Services	Leadership
 <p style="text-align: center; margin-top: 10px;">Least Connected</p> <p style="text-align: center; margin-top: 10px;">Most Connected</p>	0	Not using the Internet.	No computer use. No website. All contacts via phone and postal mail.	There is no technology or telecom plan.
	1	Some growers, suppliers and processors have limited access through a dial-up connection.	Some growers, suppliers and processors use e-mail and Internet.	The Internet is seen as a possible enhancement to the way daily business is conducted.
	2	● Some growers, suppliers and processors have always-on connections to the Internet at their desks.	● Some growers, suppliers and processors have an informational website. Some growers, suppliers, and processors transmit or receive some orders electronically.	● The Internet is seen as essential to business operations. Employees are trained on basic applications.
	3	■ Most growers, suppliers and processors have always-on connections to the Internet. Some mobile workers have laptop computers and can access the network remotely. Affordable videoconferencing facilities are available in the community.	Most growers, suppliers and processors have informational websites. Some websites can accept credit card purchases. Some growers, suppliers and processors participate in an electronic supply chain.	Some suppliers and processors permit employees periodically to telework. Some growers, suppliers and processors encourage employees to take work-related classes online.
	4	Some growers, suppliers and processors use Voice over Internet Protocol (VoIP) to save money. Some workers have converted from desktop computers to portable devices with wireless connections. Some office computers have webcams for videoconferencing.	■ Some suppliers and processors outsource most of their computing services. Some growers, suppliers and processors sell goods out of state or internationally.	Training on new technology is a priority. Some processors and suppliers permit employees to telework one or two days a week.
	5	Most growers, suppliers and processors use Voice over Internet Protocol (VoIP) to save money. Most computers have video cameras. Some use Radio Frequency Identification (RFID) to track inventory and equipment.	Some growers, suppliers and processors send and receive video mail. Some outsource most of their computing services. Some routinely use multiparty videoconferencing to coordinate operations.	■ Some suppliers and producers have restructured to focus on their core contribution and outsource nonessential functions. New hires are required to have experience using new technology.



D. HOW DO WE GET THERE?

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PROJECT CONCEPT: Implement and Coordinate Ongoing Education, Training and Awareness for Robertson County

LONG-TERM GOAL

This project will work to bring organization, promotion and delivery of technology education, training and awareness to the entire community of Robertson County.

WHY IT'S IMPORTANT

An educated community is essential in today's global economy. There are opportunities to leverage existing resources in Robertson County to expand and enhance workforce training programs, encourage more post-secondary education and create additional awareness within the community in regard to technology. Education, training and awareness are essential in our ability to expand technology within each sector of the community. These community sectors include: agriculture, business and industry, community-based organizations, government, healthcare, higher education, K-12 education, libraries and tourism, parks and recreation.

SPECIFIC MEASURABLE OUTCOMES

(Criteria: clear, compelling, outcome-oriented, achievable within one year)

1. Inventory of all education/training/awareness resources in Robertson County
2. Development of additional education, training and awareness materials to further the use of technology and broadband applications
3. Increase the use of computers and broadband in Robertson County

STEPS TO ACHIEVE OUTCOME

1. Identify all organizations within Robertson County performing community education, training and awareness.
2. Divide current resources offered by organizations into three categories: education, training and awareness.
3. Determine which sectors could benefit from education/training/awareness opportunities.
4. Create new ways to market and promote opportunities to appropriate groups within the community.
5. Determine gaps in education/training/awareness and ways to fill those gaps.

Educational Team

K-12 Education

Robertson County School District, <http://www.robertson.k12.ky.us>

Higher Education

Maysville Community and Technical College, Main County Campus,
www.maysville.kctcs.edu/

Community Education

The Robertson County Public Library, <http://www.robertsonlibrary.com/>
The Robertson County Cooperative Extension Service, <http://ces.ca.uky.edu/robertson/>
Buffalo Trace Area Development District, www.btadd.com

PROJECT CONCEPT: Build Websites for Mount Olivet and Robertson County, Incorporating eGovernment Services in Both Websites

LONG-TERM GOAL

Using technology, this project will improve internal and external efficiencies within city and county government, allowing for better communication between the different government entities and the citizens of Robertson County.

WHY IT'S IMPORTANT

Technology will allow local governments to deliver more applications and improved services to constituents while saving money. With growing public acceptance of online transactions and e-commerce growing dramatically, a well-planned e-government strategy will provide for the request and delivery of local government services over the Internet.

SPECIFIC MEASURABLE OUTCOMES

1. Determine the public need for electronic access to government.
2. Develop a strategy for significantly reducing visits by the public to government offices for routine transactions.
3. Identify applications specifically designed to help businesses interface with governments more efficiently.

STEPS TO ACHIEVE MEASURABLE OUTCOMES

1. Review current e-government applications to identify areas containing gaps.
2. Develop a survey instrument to identify applications of public interest. Use the survey to examine potential e-government applications.
3. Identify high-volume services to target for automation/online service.
4. Identify partners and entities to assist in implementation.
5. Develop and launch applications.

E-Government Team

Mt.Olivet City and Robertson County Offices, www.robertsoncountky.com

Technical Assistance –

- Maysville Community and Technical College, Main Campus, www.maysville.kctcs.edu/
- Buffalo Trace Area Development District, www.btadd.com

POTENTIAL ACTION ITEMS

Business and Industry

- Educate small businesses about telecommunications services and the benefits of using technology in business.
- Create a technologically capable workforce through training and skills development.
- Develop a local directory of information technology services.
- Identify ways to reduce the cost of connecting to the Internet and find potential funding sources for small businesses.
- Get businesses together to aggregate demand for high-speed services, create a more attractive market for infrastructure providers and ensure that the services meet local needs.
- Develop a media campaign to help consumers and businesses understand the benefits of high-speed services and the Internet.
- Encourage more hotspots in locations such as bookstores, businesses and libraries.

Education

- Provide training in information technology resources, especially for support staff and classified personnel.
- Establish a countywide consortium (made up of public and private schools and adult education) to consolidate technology planning in the education sector.
- Build relationships between schools and broadband providers.
- Develop strategies for bridging the digital divide, such as after-school programs and community centers.
- Expand wide-area resources and increase bandwidth.
- Make it easier for low-income families to access computers and the Internet to facilitate communications with teachers and schools.
- Create an interactive online calendar for school events
 - Look at using calendar for entire community
 - Run ads in local papers and radio stations to advertise availability

Healthcare

- Develop a HCP survey to gather baseline information on usage of technology in healthcare. Topics should include: e-mail access, Internet access, websites, electronic records, billing and telemedicine initiatives.
- Educate providers on available technologies and the benefits of technology in medicine.
- Using public and private partnerships, ensure that small providers and rural areas have access to affordable, high-speed networks so they can participate in telemedicine and teleconferencing services.
- Keep patient data on a central database shared among all medical providers to minimize the number of forms patients have to fill out on each visit, which would enable providers to avoid copying and faxing patient information.
- Provide online appointment scheduling and verification.

Library

- Increase the number of public-access computers.
- Provide ports or wireless access points where patrons with laptop computers can connect to high-speed lines.
- Develop expanded Internet training programs for the public, targeting specific needs and groups.
- Increase the use of mobile computer stations in bookmobiles or outfitted vans, especially in rural areas.
- Market the current capabilities and services of the library system.
- Improve the current website and expand the library's ability to interact with patrons.

Higher Education

- Substantially increase the number of web-enhanced and online courses.
- Improve countywide access to distance learning classes.
- Provide continuous training to all educators and staff on technology use and applications.
- Provide information technology resources to the community, as well as educate the end-users in the use of technology.
- Encourage citizens to take advantage of the online classes already available.

Community-Based Organizations

- Identify the community-based organizations in the county and list their websites.
- Develop a list of potential funding sources for technology acquisition.
- Develop collaborative partnerships with educational institutions and corporate partners to provide web services and equipment.
- Encourage community-based organizations to use e-mail and the web to reduce the use of paper mail.
- Introduce a community portal that expands use of a variety of applications.
- Identify and list the community-based organizations in the county as well as their websites.

Government

- Develop more e-government applications that provide value to the consumer.
- Develop more thorough employee technology training programs.
- Develop partnerships with businesses and grassroots organizations to improve technology usage countywide.
- Use streaming video to broadcast council or court meetings on the Internet.
- Create a partnership of public and private entities to develop a regional portal.
- Create a county website and post all meeting agendas, minutes and attachments online.
- Enable online government services, such as permitting, purchasing, payments, downloading tax forms, paying ambulance bills, applying for dog tags, online license renewals, voter registration, and court record searches and voting.
- Issue emergency notifications, such as road closures, via e-mail and the website.
- Provide training and awareness to senior citizens.

Tourism, Parks and Recreation

- Establish a countywide web portal to share information, market the community, list attractions and hotels and provide a calendar of events.
- Encourage more local companies to sell their goods and services online to promote local businesses and increase sales.
- Develop affordable, high-speed services for rural parts of the county.

- Use technology to market county attractions to potential in-state and out-of-state tourists.
- Offer videoconferencing capability to all sectors from a central location.
- Provide wireless access at parks.

Agriculture

- Develop educational materials to help the agricultural community understand the importance of broadband.
- Create a list of providers to help the agricultural sector understand what service is available and from whom.
- Consider creating a local agricultural portal for sharing news and market information.
- Create and promote the use of videoconferencing centers for use by the agricultural community and create promotional materials to show possible usages of video conferencing.
- Create and promote materials for the new eXtension service, a national web-based information and education network providing 24/7/365 access to objective, science-based information from universities and partners nationwide.
- Create a national animal identification database.
- Promote online sales and auctions.
- Use GPS and Radio Frequency Identification on farms.