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Commonwealth!



CONNECT McLEAN COUNTY



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McLEAN COUNTY STRATEGIC TECHNOLOGY PLAN

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A. Executive Summary

A. Executive Summary

Purpose

This document provides a “road map” for technology-based growth and economic development in McLean 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 McLean County’s technology needs, particularly related to computers, broadband and Information Technology.

Summary

McLean County’s e-Community Leadership Team is leading the way into a new economy for McLean 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 McLean 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 McLean 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 McLean 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 McLean County by 2007.

ConnectKentucky recommends that McLean 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 McLean 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 McLean 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.

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 coops 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

McLean County industries employ 1,826 workers. In terms of numbered employed, trade/transportation/utilities is the leading industry segment, employing 420 workers. Manufacturing employs 208 and public administration employs 167. The leading single employer is Patriot Industries Inc. with 83 workers. Advanced Drainage Systems Inc. www.ads-pipe.com, employs 64; Geary Brothers Inc., and Twin Rivers Inc. www.twinriversinc.com, each employ 48.

For 20 years, NIMCO, Inc., www.nimcoinc.com, based in McLean County, has published and produced educational material that is distributed across the world. NIMCO, Inc. is dedicated to educating adults and children on important life subjects ranging from violence, drug abuse, and character education to vocational and technical training in horticulture, automotives, and much more.

Served by the McLean County Chamber of Commerce, www.mcleancounty.org, the business and industry sector sees a lack of public awareness as the biggest obstacle to overcome in promoting the use of technology in the community. Seeing the barrier of public awareness, the Chamber has a commitment to help the businesses in the community understand the value of technology.

High-speed Internet is no longer a luxury for businesses to grow significantly. Because of a low population in McLean County, a business must reach across county and state boundaries and in some cases must reach globally. According to the business sector, applications could include advertising (via web and e-mail), order taking, order filling, tax filing, legal assistance, e-commerce, and obtaining customer information.

The Assessment

- **Networked Places** – In the category of networked places, McLean 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. Some businesses transmit or receive some orders electronically.
- **Leadership** – In terms of technology leadership within the business community, McLean County is currently at stage 1 on a 0 to 5 scale. The Internet is seen as a possible business enhancement.

The Vision

While the McLean 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 the business and industry sector from the middle stages to stage 4 in the networked places and leadership categories, and stage 3 in the category of applications and services. The team's vision includes:

- Some businesses 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**
- 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 *McLean County School District*, www.mclean.k12.ky.us, enrolled 1,591 students in the 2003-2004. The district is composed of Calhoun, Livermore, and Sacramento Elementary Schools, McLean County Middle School, and McLean County High School. Following are some important benchmarks related to McLean County graduates:

	Attendance Rate	Retention Rate	Dropout Rate
District	94.8%	1.4%	1.7%
State	94.3%	3.4%	2.2%

Transition to Adult Life						
		Military	Work	Voc/Tech Training	Work & Part-Time School	Not Successful
District	52.5%	3.3%	25%	10%	0.8%	8.3%
State	54.8%	2.9%	26.7%	4.9%	6.7%	4%

The McLean County School District has a district technology plan that is very forward-thinking. The plan encompasses six component goals that focus on student achievement through technology. Each component consists of actions and strategies that support the component. The plan also documents an ongoing strategy for monitoring and evaluating technology in education. Examples of items in this plan include professional growth opportunities for all certificate-classified employees, instructional best practices, developmentally-appropriate instruction, new equipment and technology goals, and funding plans.

The McLean County School District's current wide-area network connects all sites with a combination of fiber and frame relay. Currently, the hub site is the McLean County Middle School. McLean County High School has a 10 Mb fiber connection to the hub site. Calhoun and Livermore Elementary Schools have 512 Kb frame relay connections while Sacramento Elementary School has a 256 Kb frame relay connection. Additionally, the McLean County Board of Education has a 1.5 Mb frame relay connection back to the hub site. The school district has started an innovative new program that allows for citizens interested in the school board meetings to participate through the Internet with McLean County E-Meetings.

Each school within the McLean County School District uses technology. According to each school's 2004-2005 School Report Card, the following is a description of how each school uses technology to teach:

- **Calhoun Elementary School** – “Computers are utilized by our students, faculty, and staff on a daily basis. The computer lab supplements the curriculum content instruction through software and internet activities and research. Word processing skills are taught in every grade and are implemented to publish writing pieces. The Accelerated Reader program offers the students a highly motivating reading comprehension check as each student independently completes a book of his/her choice and then is tested on the computer. Lightspan is a reading program that improves achievement by increasing critical thinking skills needed for future purposes. With this program, students are allowed to take home PlayStations, which will increase parent involvement. The Accelerated Math program gives the students a continuous review of the skills learned in the classroom. MAPS, an on-line assessment program, is used to assess student progress three times a year.”
- **Livermore Elementary School** – “Livermore Elementary students begin learning basic computer skills in kindergarten. Student receive technology instruction by a certified teacher and are expected to master age-appropriate computer skills each year. Students at the fourth-grade level use word processing skills to produce portfolio pieces. All students have Internet access and are allowed to research topics with adult supervision. First- and second-grade classrooms use Breakthrough to Literacy software to provide individual reading instruction for every child on a daily basis. Students also use Accelerated Reader, Accelerated Math, Lightspan Reading, and Lightspan Math.”
- **Sacramento Elementary School** – “Computer technology begins with our 5-year olds and continues throughout the elementary grades. Students are taught typing skills, correct terminology, parts of the computer station, how to print, word processing, spreadsheets, PowerPpoint presentations, etc. Various instructional programs such as Lightspan Reading, Accelerated Reader, Accelerated Math, and Essential Skills supplement our curriculum while monitoring and assessing progress. Internet access is available in each homeroom, as well as the library and computer lab; educational sites may be accessed and shown to the classrooms via the Avery Keys to the TV's. The students in our school utilize the Music Keyboard Lab weekly; this is the same type of music lab that is in our middle school. The C.P.S. (Classroom Performance System) is our newest addition in technology. This system offers the students test taking (multiple choice) with immediate feedback and scoring. It is great for pre-testing as well as post-tests.”
- **McLean Middle School** – “Computers are utilized by our students, faculty, and staff on a daily basis. The computer lab supplements the curriculum content instruction through software and Internet activities and research. Word-processing skills are taught in every grade and are implemented to publish writing pieces. The Accelerated Reading Program offers the students a highly motivating reading comprehension check as each student independently completes a book of his/her choice and then is tested on the computer. In addition, every student at McLean County Middle School will participate in a 12-week technology class at each grade level. A computer lab has been added to the technology education classroom where students are taught how to use PowerPoint, spreadsheet software, and Internet navigation skills that will benefit them in research-based classroom assignments.”
- **McLean High School** – “Technology continues to improve at McLean County High School, as all computers have been updated to Windows 2000. Computers are an integral part of the high school routine for all teachers and students. Teachers use

PowerPoint presentations and encourage students to use the program to present research information. Teachers use online resources, such as the Kentucky Department of Education and UnitedStreaming.com, an educational digital video library, to present to classes and encourage students to become global learners through the World Wide Web. Digital TV (connects computer to TV screen) and digital projectors are also used for classroom presentations, instruction, and demonstration. A new web-based program, Lesson Plan Creator (LPC), has been implemented for teachers and administrators to use for lesson plans and curriculum mapping. Also, in the Spring of 2005, MCHS participated in a pilot program to support the KDE Seven Steps Forward in Assessment, in which the Kentucky Occupational Skill Standards Assessments (KOSSA) was administered online.”

The Assessment

In its evaluation, the McLean 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, McLean 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. 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 3 on a 0 to 5 scale. Some schools have an interactive website that offers access to homework assignments and communication with teachers and administrators. Many experienced teachers know how to incorporate Internet information into the curriculum. Many teachers welcome e-mail from parents and students.
- **Leadership** – In terms of technology leadership within the education sector, McLean County is currently at stage 3 on a 0 to 5 scale. The school board sees opportunities to use the network to raise test scores and operate the school more efficiently. Teacher training on new technologies is a priority at most school districts. Schools are using consultants to take advantage of e-rate and other school discounts.

The Vision

The McLean 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 McLean County eCommunity Leadership Team include reaching stage 4 in all categories including networked places, applications, and the leadership category. The vision includes:

- Some high school students are **provided their own laptop computers** at school
- Many classroom teachers have access to **digital projection capabilities**
- Most middle and high **schools have video programs** that allow students to produce and share shows on a public network
- Some schools use **wireless sensors to monitor energy consumption**
- Many schools have an **interactive website** that offers access to homework assignments and e-mail contact with teachers and administrators
- All teachers meet **National Educational Technology Standards**
- Most students meet National Educational Technology Standards

- Parents and family members are encouraged to participate in student learning via **e-mail and online applications**
- **Online classes are available** to high school students via Internet-based instruction, including college online classes and Kentucky Virtual High School
- Some schools have **comprehensive plans for learning activities using technology** in the classroom
- New hires are required to have **experience using new technology** in the classroom
- **Computer labs are made available** to family and community members
- Schools take responsibility for **continuing e-rate and other discounts**

HEALTHCARE

McLean County is served by the McLean County Health Center, a branch of the Green River District Health Department, www.healthdepartment.org. The mission of the GRDHD is to improve the quality of life by promoting, protecting, and enhancing the health and well-being of the public. The department's focus is to develop and maintain healthy habits and lifestyles within McLean County and to ensure that the community's citizenry is protected through environmentally safe surroundings. Some services offered include Communicable Disease Control, Environmental Services, Public Health Education, Public Health Policy, Families and Children Risk Reduction and Disaster Preparedness.

In addition, McLean County is home to a Trover Foundation Satellite Clinic. This clinic provides a local outlet to the Trover Medical Center, www.troverfoundation.org, located in Madisonville, which provides a wide range of medical, surgical, educational, diagnosis and related services including: open heart, thoracic, and vascular surgeries; the neonatal intensive care unit; the Diabetes Center; drug and alcohol treatment; the Wound Care Center; an in-house Lithotripter used on patients suffering from kidney stones; renal dialysis services; and more.

In addition to the Trover Foundation, healthcare services are provided by healthcare facilities in surrounding counties, including the Methodist Hospital, www.methodisthospital.net, in Henderson County, and Owensboro Medical Health System, www.omhs.org, in Daviess County. The Methodist Hospital is a broad-based healthcare delivery system. With 185 beds, the Methodist Hospital offers healthcare services in a cost-effective and quality manner. Some of the features of the Hospital's website include a cardiac scoring page to self-screen for heart disease and a web nursery where friends can view the newest arrivals and send the proud parents a message of congratulations.

Owensboro Medical Health System's (OMHS) vision is to have the healthiest community in Kentucky. Their values include compassionate care, wellness education, integrity-based decisions, fiscal responsibility, and measured improvements in the quality of healthcare offered. With excellence and respect, the OMHS serves the counties surrounding Daviess County. The hospital is licensed for 469 beds. To allow access to patient information anytime and anywhere, OMHS installed a wireless network letting nurses and doctors access patient information, including health-related processes such as doctor's orders, results, pharmacy and clinical documentation; as well as administrative information, such as scheduling, admitting, charging and billing.

The Assessment

The McLean 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, McLean County’s healthcare sector is currently at stage 2 on a 0 to 5 scale, with some doctors regularly using computers to enter and maintain patient records. Digital instruments and imaging equipment are being acquired.
- **Applications and Services** – In the category of technology applications and services, the healthcare sector is currently at stage 2 on a 0 to 5 scale. 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.
- **Leadership** – In terms of technology leadership within the healthcare community, McLean County is currently at stage 2 on a 0 to 5 scale. Some providers have begun the conversion to electronic medical records. Some providers are investigating how to deploy wireless technologies for mobile workers.

The Vision

The McLean 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 each of the three categories to stage 3 on a 0 to 5 scale. The team’s vision includes:

- 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

HIGHER EDUCATION

There are 21 higher education facilities within 60 miles of McLean County. McLean County is served mainly by three different Kentucky Community and Technical Colleges: Henderson Community College, www.henderson.kctcs.edu, Madisonville Community College, www.madisonville.kctcs.edu, and Owensboro Community and Technical College, www.octc.kctcs.edu. Additionally, McLean County is served by two public universities: Murray State University’s Henderson Campus, www.murraystate.edu, and Western Kentucky University’s Owensboro Campus, www.wku.edu and several private colleges including: Brescia College, www.brescia.edu, Kentucky Wesleyan College, www.kwc.edu, and Daymar College, www.daymarcollege.edu.

Henderson Community and Technical College (HCC), www.henderson.kctcs.edu, founded in 1964, was originally the Northwest Extension of the University of Kentucky, which opened in 1960. HCC, a charter member of the University of Kentucky Community and Technical College System, currently enrolls students in academic, technical and transfer programs and

provides training for more than 4,000 citizens through its continuing education program. Henderson Community and Technical College became a member of the Kentucky Community and Technical College System in 1998.

Henderson Community and Technical College prepares students for the new global economy by offering programs in information technology. The Information Technology Program at HCC offers an Associate in Applied Science Degree and certificates in IT Fundamentals, Computer Programming, Network Administration, Database Administration, and Electronic Commerce. In addition to its academic program in information technology, Henderson Community and Technical College has integrated technology into all aspects of the college. All computer labs have been recently upgraded. Professional development courses are offered to all faculty and staff to increase knowledge of technology. A variety of courses are offered online and a new technology center for the college is in the works.

Madisonville Community College, www.madisonville.kctcs.edu, is changing lives by providing a supportive educational environment that will help its students reach their postsecondary goals and start them on the road to lifelong learning. MCC has three campuses in Madisonville: Health, Technology, and North. The newest facility is the Muhlenberg County Campus. Madisonville Community College offers classes in Caldwell, Crittenden, Henderson, Hopkins, McLean, Muhlenberg and Webster counties. MCC can give students ready access to postsecondary education and workforce training with day, evening and weekend classes, off-campus locations, Internet-based classes, KET telecourses, Kentucky Virtual University, interactive television and short-term training.

The Information Technology (IT) program at Madisonville Community College leads to an Associate of Applied Science (AAS) degree that prepares graduates for entry-level positions as Information Technology professionals. Students will learn the skills needed to problem-solve and communicate effectively within the complex information technology industry. The IT curriculum is supported by a solid foundation of general education and core courses that include writing, communications, computer skills and math skills. Students will obtain hands-on training to develop skills in local area networks (LANs) and how they operate, computer programming, networking, hardware and software maintenance, database design and web page development.

The Owensboro Community and Technical College (OCTCS), www.octc.kctcs.edu, has set a mission to educate, lead, and serve all citizens who choose to enhance their lives and community as lifelong learners. The college offers a comprehensive curriculum fulfilling the first two years of a baccalaureate program; a certificate, diploma, and/or associate degree; customized business and industry training; and educational opportunities through Adult Basic Education, community service, continuing education, and professional development.

OCTCS offers postsecondary and workforce training on four campuses and off-site locations in Daviess, Ohio, Hancock, and McLean counties. Owensboro Community and Technical College offers three different IT degree programs and several certificate programs. These degrees include: computer programming, information system support, and network administration. Certificates include A+ Certification, Information Technology Fundamentals, and Computer Programming. Weekend, evening, and online courses are available, giving flexibility to students who work and attend school.

Murray State University, www.murraystate.edu, offers a full-service office in McLean County area for students enrolled in courses and programs at the Henderson Regional Campus. There are a variety of courses and programs available for students who do not have access to the main campus. Broadband and technology allows for students to take interactive television courses in Henderson from Murray State and other organizations. Wireless Internet, available throughout the campus, allows students to study in all areas and use the building in creative ways. Degree programs offered at the Henderson Campus include: business administration, elementary education, special education and nursing.

Kentucky Wesley College (KWC), www.kwc.edu, is rated one of the top 10 best educational values in the South by *U.S. News and World Report*. Kentucky Wesleyan College, in partnership with the United Methodist Church, fosters a liberal arts education that nourishes, stimulates and prepares future leaders intellectually, spiritually and physically to achieve success in life.

Kentucky Wesleyan College is committed to providing students state-of-the-art technology systems and services. Across the curriculum, students are given the tools, knowledge and practical applications required to attain a level of computer proficiency consistent with the demands of any eventual career choice. Additionally, KWC's Library Learning Center (LLC) provides information and library services to meet the educational needs of the KWC community and to prepare students for the process of life-long learning.

Brescia University, www.brescia.edu, was founded in 1950 by the Ursuline Sisters of Mount Saint Joseph. The university offers certificates, associates, baccalaureate and master's degrees through semester and time-shortened programs of higher education in the Ursuline tradition. Brescia emphasizes the liberal arts and prepares its traditional and non-traditional students for successful careers and for service to others.

Brescia University provides all students Internet access with 10/100 Ethernet. Many of the labs are equipped with computers and Internet. Additionally, Brescia University's Library and Student Support Services are now able to offer wireless Internet to its patrons. Future plans include expanding wireless Internet access to a larger part of the campus, including some outside areas.

Kentucky Virtual University (KYVU), www.kyvu.org, is the state's official virtual campus. It has a mission to be a student-centered, technology-based utility for the support of lifelong learning. Consistent with the statewide strategic agenda for postsecondary education, the primary purposes of KYVU are to: enhance and expand educational access and increase educational attainment across Kentucky; upgrade workforce skills and expand professional development through basic and continuing education; increase collaboration and foster efficiency and effectiveness in delivering courses and programs; and increase global competitiveness of Kentucky's educational resources.

KYVU provides college credit, professional development and supplemental studies while providing a single access point to statewide learning support services over the Internet. KYVU serves as a clearinghouse for a growing list of online learning opportunities. Kentucky was the first state in the country to offer its residents a comprehensive package of online educational resources: a virtual university, a virtual high school, www.kvhs.org, and a virtual library, including research help from reference librarians, www.kyvl.org.

Since no higher education institution exists in McLean County, all assessments have been combined into the K-12 Education sector as part of an education plan for the community.

COMMUNITY-BASED ORGANIZATIONS

There are approximately 35 community-based organizations in McLean County. These community organizations include religious, educational, charitable, scientific, or literary organizations. Some examples of community-based organizations in McLean County are:

- Calhoun on the Green, Main Street Renaissance
- Knights of Columbus
- American Legion
- McLean County Game and Fish Association

Many community-based organizations operate on limited budgets, and their clients do not push the organization to develop broadband applications. Some organizations have staff members that don't have the skills that would help push the organizational leadership to develop applications online. By furthering community awareness, the organizations will eliminate duplication of activities/services, help to provide better service, and create a more expanded list of services. With advanced communication services such as broadband, the organizations within McLean County can streamline their processes, as well as make it easier for clients to participate more effectively.

Assessment

The McLean 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, McLean County's community-based organization sector is currently at stage 1 on a 0 to 5 scale. Many organizations access the Internet through a limited dial-up connection.
- **Applications and Services** – In the category of technology applications and services, the community-based organization sector is currently at stage 1 on a 0 to 5 scale. Organizations currently use e-mail and possibly other basic Internet functions.
- **Leadership** – In terms of technology leadership within the community-based organization community, McLean County is currently at stage 1 on a 0 to 5 scale. The Internet is seen as a possible enhancement and marketing tool.

The Vision

The McLean 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 the categories of networked places and applications and services to stage 4 on a 0 to 5 scale, and the leadership category to stage 3 on a 0 to 5 scale. The team's vision includes:

- Many organizations with at least five employees have **direct connections to the Internet**
- All paid staff have **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
- Some organization leaders are **actively involved in community economic development issues** and there are visible leaders taking a significant role in economic development
- Many organizations **plan to use telecommunications services and technologies** within the next year
- Most organizations provide **technology training to their staff at least once a year**

GOVERNMENT

Government entities in McLean County include McLean County, Calhoun (county seat), Island, Livermore, and Sacramento. None of the government entities of McLean County have official websites; however, the Chamber website does offer some very general information on county officials and their contact information.

McLean County, PSI Group (Charles Kaylor), and the Center for Technology Enterprise did a study that served as a model for e-government services that is now being carried out currently in every county. In March 2005, PSI created a draft Executive Summary that outlines six-month, one-year and longer-term goals. As a part of that six-month goal set, there was a Web Presence Action Item. The Executive Summary can be found later in this document under section D or on the Internet at http://www.psigroup.biz/about/news_McLeanCountyKYJuly04.php.

The Government sector envisions broadband and technology allowing for better public safety in McLean County. Other benefits of broadband are public convenience, economic development and job creation. Government applications using technology should be deployed as a top priority of each government agency's budget.

The Assessment

Although the government entities in McLean County have a limited online presence, the McLean 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 2 on a 0 to 5 scale, with select employees having access to the Internet through a dial-up connection.
- **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. Some employees use the Internet for e-mail purposes.
- **Leadership** – In terms of technology leadership within the government community, McLean 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. Elected officials are not involved in telecommunications issues.

The Vision

The McLean 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 category of networked places; the rating for applications and services to a stage 3; and the rating for leadership to stage 3. 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**
- **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**

TOURISM, RECREATION AND PARKS

Tourism in McLean is promoted jointly between the McLean County Chamber of Commerce and the Green River Tourism Committee, www.bbbregion.org One of the larger tourism events in McLean County is the Battle of Sacramento's annual reenactment, www.battleofsac.com, which celebrates McLean County's civil war heritage and is held on the original site near Garst's Pond, where Nathan B. Forrest first engaged Crittenden's Army of Ohio.

Other recreation and tourism points of interests in McLean County include:

- Civil War Sites Driving Tour
- Livermore RV Park
- Rough Creek Golf
- Royal Cypress Golf Course

The Assessment

The McLean 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, McLean County's tourism, recreation and parks sector is currently at stage 1 on a 0 to 5 scale. Some employees can access the Internet through a dial-up connection.
- **Applications and Services** – In the category of technology applications and services, the tourism, recreation and parks sector is currently at stage 1 on a 0 to 5 scale. Some employees currently use the Internet for e-mail.
- **Leadership** – In terms of technology leadership within the tourism, recreation and parks sector, McLean County is currently at stage 1 on a 0 to 5 scale. The Internet is seen as a possible way to enhance operations.

The Vision

The McLean 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, McLean County had 412 farms averaging 312 acres (128,912 acres total). The market value of production for McLean County farms that year was \$64.8 million. Livestock accounted for \$44 million and crop sales accounted for \$20.7 million. In 2002, the average farm received \$6,114 in government payments (\$1.3 million for the county as a whole).

McLean County Ranks eighth in the state for the number of agricultural products sold. The leading agricultural products in sales in the county are:

- Poultry and eggs – \$39,806,000
- Grains, oilseeds, dry beans and dry peas – \$18,311,000
- Hogs and pigs – \$2,532,000

McLean County is the fifth leading producer of poultry and eggs, the 10th leading producer of grains, oilseeds, dry beans, and dry peas, and 12th leading producer of hogs and pigs in the state of Kentucky.

McLean County received \$7.7 million in burley payments from the Tobacco Buyout Program. Dark payments totaled \$6.6 million.

Within McLean County, Agricultural Education is performed through the local cooperative extension service. McLean County Cooperative Extension Service, ces.ca.uky.edu/mclean, has embraced this idea and has been a leader in this. Their website acts as a portal where farmers can find a great deal of information such as agricultural news, market pricing, weather forecasting, and current Department of Agriculture regulations. The Cooperative Extension envisions using broadband as a way to improve education and make better use of existing resources.

The Assessment

The McLean 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, McLean County’s agricultural sector is currently at stage 2 on a 0 to 5 scale. Some growers, suppliers and processors have 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. Some growers, suppliers and processors transmit or receive some orders electronically.
- **Leadership** – In terms of technology leadership within the agricultural community, McLean County is currently at stage 2 on a 0 to 5 scale. The Internet is seen as essential to business operations. Employees are trained on basic applications.

The Vision


The McLean 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 4 on a 0 to 5 scale in networked places and to stage 3 on a 0 to 5 scale in the applications and services and leadership categories. The team’s vision includes:

- 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**
- 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**

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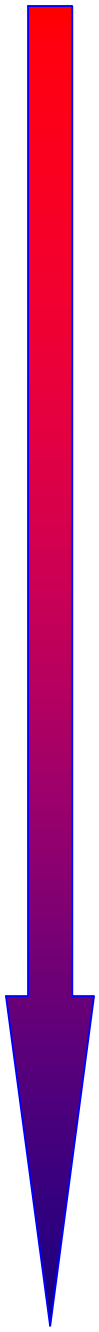
● McLean County's Benchmark Assessment Results are presented in red.

■ McLean 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.

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

■ McLean 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.	Schools use phone and postal mail. Schools have no website.	There is no technology or telecom plan.
	1	Few middle and high schools have computer labs for students. Few classrooms/teachers have access to computer projectors.	Few schools have an informational website. The Internet is not used as a resource for instruction or homework assignments.	Few experienced teachers are trained on how to incorporate material from the Internet into their curriculum.
	2	Many middle and high schools have computer labs for students. Some classrooms and teachers have access to computer projectors.	Many schools have an informational website. The Internet is rarely used as a resource for instruction or homework assignments.	Few schools have plans for better using telecommunications services and technologies in their classrooms. Some experienced teachers are trained on how to incorporate material from the Internet into their curriculum.
	3	● Schools provide at least one computer for every four students in grades K-12. Most classrooms have computers for student use. Some teachers use computer-based presentation tools and projectors for their lessons.	● Some schools have an interactive website that offers access to homework assignments and communication with teachers and administrators. Many teachers can incorporate Internet material into the curriculum. Teachers welcome e-mail from parents and students.	● The school board sees opportunities to use the network to raise test scores and operate the school more efficiently. Teacher training on new technologies is a priority at most school districts. Schools are using consultants to take advantage of e-rate and other school discounts.
	4	■ Some high school students are provided their own laptop computers at school. Many classroom teachers have access to digital projection capabilities. Most middle and high schools have video programs that allow students to produce and share shows on a public network. Some schools use wireless sensors to monitor energy consumption.	■ Many schools have an interactive website that offers access to homework assignments and e-mail contact with teachers and administrators. All teachers meet National Educational Technology Standards. Most students meet National Educational Technology Standards. Parents and family members are encouraged to participate in student learning via e-mail and online applications. Online classes are available to high school students via Internet-based instruction, including college online classes and Kentucky Virtual High School.	■ Some schools have comprehensive plans for learning activities using technology in the classroom. New hires are required to have experience using new technology in the classroom. Computer labs are made available to family and community members. Schools take responsibility for continuing e-rate and other discounts.
	5	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

McLean County


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

■ McLean 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.	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

McLean County


	Stage	Networked Places	Applications & Services	Leadership
<p>Least Connected</p>  <p>Most Connected</p>	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.

Higher Education

McLean County

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

■ McLean 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.	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

McLean County

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

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


	Stage	Networked Places	Applications & Services	Leadership
 <p>Least Connected</p> <p>Most 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	Some organizations have computers that are no older than three years old. Many organizations have e-mail. Some office employees have always-on connections to the Internet at their desks.	Some organizations have informational websites.	Organizations are minimally involved in community economic development issues. Little or no plans exist for better using telecommunications services and technologies. Some organizations provide technology training to their staff at least once a year.
	3	Most organizations with at least five paid staff have at least one computer for every three employees. Many organizations have e-mail.	Many organizations have an informational website. Many local chapters are able to share data electronically with the national parent organization. Some organizations accept online donations.	■ 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. Some organizations provide technology training to their staff at least once a year.
	4	■ Many organizations with at least five employees have direct connections to the Internet. All paid staff have 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.	Some organization leaders are actively involved in community economic development issues and there are visible leaders taking a significant role in economic development. Many organizations plan to use telecommunications services and technologies within the next year. Most organizations provide technology training to their staff at least once a year.
	5	Many organizations use Voice over Internet Protocol (VoIP). Every organization is connected to the Internet. Every computer can access the Internet via a local area network. Many computers have video cameras. Most organizations use affordable videoconferencing facilities.	Most organizations accept online donations. Some organizations use an interactive service to further engage the community and make their services more broadly available. Electronic data sharing is a common practice between organizations locally and with national parent organizations.	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

McLean County

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

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


	Stage	Networked Places	Applications & Services	Leadership
<p>Least Connected</p>  <p>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

McLean County

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


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

<p style="text-align: center;">Least Connected</p>  <p style="text-align: center;">Most Connected</p>	Stage	Networked Places	Applications & Services	Leadership
	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.	

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

■ McLean 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?

D. HOW DO WE GET THERE?

PROJECT CONCEPT: Education, Training and Awareness for McLean County

LONG-TERM GOAL

Organization, promotion and delivery of technology education, training and awareness to the entire community of McLean County.

WHY IT'S IMPORTANT

An educated community is essential in today's global economy. There are opportunities to leverage existing resources in McLean 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 McLean County.
2. Development of additional education, training and awareness materials to further the use of technology and broadband applications.
3. Increase the citizen usage rates of computers and broadband in McLean County.

STEPS TO ACHIEVE OUTCOME

1. Identify all organizations within McLean 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

Green River Area Development District, www.gradd.org

McLean County Cooperative Extension Service, ces.ca.uky.edu/McLean

McLean County Chamber of Commerce

McLean County Adult and Community Education

McLean County Schools, www.mclean.ky12.ky.us

PROJECT CONCEPT: Executive Summary of Conceptual Plan for E-Government Services in McLean County

Authors: Charles Kaylor, PSI Group and Jeff Rose, ConnectKentucky

Published Date: December 2004

Available for Download at

http://www.psigroup.biz/about/news_McleanCountyKYJuly04.php

I. SUMMARY OF PROJECT

Vision: Providing and enhancing access to McLean County's information, services, and opportunities.

The residents, businesses and government officials of McLean County, Kentucky all stand to benefit from high-speed Internet access. In rural areas in particular, the lag in infrastructure development is attributable, in part, to the perceived lack of demand. This plan is the result of a lengthy effort at determining potential users of and applications for high-speed Internet access in McLean County. It presents a blueprint for increasing demand for such services by imagining an e-Community—a community in which various stakeholder groups are connected to the Internet and are taking full advantage of its capacities to increase public safety, foster economic development and improve the quality of community life.

In rural areas—and McLean County is no exception—public sector organizations have a key role to play in improving demand for high-speed Internet services. In large part, this plan charts a vision for the provision of web-based public sector services (known generically as electronic government). These tools have been proven elsewhere to reduce costs for local businesses and increase access to information and services to residents. Improvements such as these are an integral part of local governments' competitiveness strategies elsewhere and can demonstrate McLean County's proactive approach to the 21st Century economy. McLean County is seeking an approach that weighs the needs, revenues, costs, benefits, and risks to effectively develop these applications.

This plan is the product of a comprehensive effort at polling existing and potential demand. This process involved the development of and input from a Community Advisory Committee, the convening of multiple focus groups, numerous one-on-one interviews with community leaders, business professionals, and public officials, and an online survey of businesses and residents. Two sections in the complete e-Community Plan outline the process of assessing local needs and benchmarking these against best practices in e-government nationwide. Section Two provides a detailed account of the community assessment process. Section Three compares the current status of McLean County with national benchmarks. It focuses on applications of technology developed by the public sector in particular, because the public sector will prove to be a role model implementer of technology.

The community assessment process yielded an array of possible projects that might be developed in pursuit of the overall vision for a McLean e-Community. Section Four develops a set of general goals with an exhaustive list of subordinate projects. The final section of this plan then makes a set of concrete recommendations, based on these potential projects. This list of targeted recommendations is suggested for near-term project development.

II. VISION AND GOALS

Vision: Providing and enhancing access to McLean County's information, services, and opportunities.

Goals:

[Goal 1 - Improve McLean County's safety, health and economy by increasing awareness of and access to technology](#)

[Goal 2 - Enhance the public presence of McLean County organizations by bringing applications online and providing information through the web](#)

[Goal 3 - Realize the economic benefits of leveraging technology to enhance or provide advanced capabilities for organizations with the McLean Community](#)

[Goal 4 - Develop and deploy an infrastructure capable of supporting an e-Community](#)

[Goal 5 - Facilitate changes and approach to delivering the vision and improve services](#)

III. RECOMMENDATIONS

Section Four of the complete e-Community Plan outlines in detail an exhaustive list of projects subordinate to the vision and goals outlined in this document. As a first step, several projects have been identified as essential first steps to the implementation process. A summary of these projects and their business value follows:

- Create an e-Community advisory committee that sets goals direction and commissions projects

Successful implementations around the country demonstrate the necessity of engaged champions from around the community. No one person or institution can or should attempt to develop the broad range of information and resources envisioned by this plan.

Furthermore, a crucial part securing widespread acceptance of the web-based resources described below is in gaining the active support and participation of a range of stakeholders. For this reason, an advisory committee made up of diverse elements of McLean County is essential. The primary charge of the advisory committee is to consider and revisit the timetable and projects devised in this plan, determining on an ongoing basis the feasibility and desirability of specific projects.

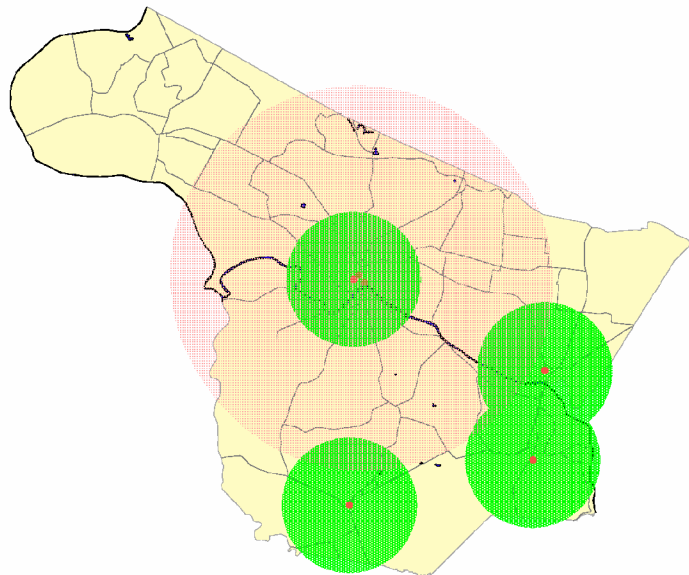


Figure One. Map showing existing broadband assets in McLean County: BellSouth DSL service radii in Calhoun, Livermore, Sacramento and Island (green) and maximum extent of service from Kenergy wireless facilities in Calhoun (pink). **Coverage area is an approximation.**

- Develop and deploy a telecommunications infrastructure capable of supporting an e-Community

Telecommunications is one of the most important and fundamental technologies of this century. It is revolutionizing commerce, industry, government, education, science and society. Therefore, a fundamental strategic asset for any community is the ability to configure and manage telecommunication networks. Telecommunications consists of two components: its voice, video and data networks and services, and the connections from this infrastructure to state, regional, national and international telecommunications networks and services. In a very real sense telecommunications is the "cement" that binds the community together and which binds it to the national and international community.

The development and maintenance of a secure and reliable network infrastructure is guided by a strategic plan that is capable of evolving as community needs change. This promotes an electronically connected community and stimulates growth in the technology industry. Planning for the full cost of technology, including ongoing replacement and support, must be built into the budgeting of all communities. This applies to everything from training, to desktop computers, to classroom technology, to central and distributed systems. In addition, communities should communicate the existing capabilities of the community's telecommunications resources as well as develop incentives and innovative approaches to further build out community infrastructure.

Develop community web presence

Perhaps the key measure of success of an e-Community is the depth and breadth of the web presence of the various groups and individuals that comprise that community. As such, a relatively low-cost and essential first step in McLean County is to create a resource that the public will come to use as a primary source of community news and events. Section Three of this document highlights several examples of community web presences as well as current best practices and benchmarks for communities.

Make public sector organizations role model users and implementers of technology

An important step toward attaining an e-community is to develop best practices in e-government—the delivery of government functions and services through new means such as the Internet or interactive voice response technology (which allows telephone callers to gain information and leave detailed messages and service requests). As communities have tackled the challenges of “technologizing” their existing functions and modes of service delivery, one clear lesson learned emerges:

E-Government has the greatest success when this effort is part of a larger process of changing business practices across the entire enterprise with a renewed focus on service delivery.

Thus, part of being a role-model user and implementer of technology is conducting an in-depth organizational assessment of how technology may play a role in a) providing better services to the public; b) capturing efficiencies to create better value for the public; c) improving the quality of work conducted by public servants; d) improving the flow of information within government and between government and the public. In short, more and more governments are finding that a strong business case for e-government exists, and

quite a few technologies are already proving to be well worth the investment of public resources.

We suggest a basic phased approach to developing e-government services:

1) Near-term (next six months)

- a) Create a public web presence for county and city governments and other agencies.
- b) Create a common e-mail address for all McLean County agencies
- c) From that public web presence, all agencies and departments that currently interact with the public should provide detailed information on: i) basic contact information (phone numbers, email addresses); ii) location of facilities; iii) hours of operation; iv) roles, responsibilities and functions; v) how the public interacts with the agency at present
- d) Create a committee within local government to assess what roles and functions of government can be improved via technology (data sharing, work flow, etc.)
- e) Develop concrete plan for utilizing NASA-developed GIS data

2) Mid-term (six months – one year)

- a) For agencies and departments that presently interact with the public, make available downloadable versions of all pertinent documents and forms (permits, licenses, minutes of meetings, comprehensive plans, budgets, codes, etc.)
- b) Develop plans for interactive applications (CRM, e-procurement, GIS, online financial management & reporting)
- c) Pursue converged communications collaboration with Daviess County for public safety (Voice over Internet Protocol, video, data)
- d) Create a strategy for possible collaborations (Green River Area Development District, other counties, etc.) and web applications being developed by Kentucky.gov, Kentucky Association of Counties, Kentucky League of Cities, etc.
- e) Implement interactive GIS functionality

3) Longer Term (one – two years)

- a) Implement web-based applications that streamline transaction processes (tax lookup and payment, fine payment, licensing application and renewal, cold check recovery, etc.)
- b) Asset management
- c) Video arraignment
- d) Pursue converged communications in non-public safety parts of county government (Voice over Internet Protocol, video, data)

Create effective and professional economic development website.

A well-conceived economic development site is an essential component of McLean's e-Community effort. Providing current information on the following:

- 1) Status of economic development initiatives.
- 2) Potential funding resources and other potential incentives.
- 3) Workforce training and development resources.
- 4) Regional facilities, infrastructure, and initiatives.
- 5) Demographic information, employment figures, major industries represented.
- 6) Contact information – point person or organization.

Leverage existing and planned telecommunications projects to enhance public safety and disseminate information to the public.

There are manifold benefits to converged communications for emergency responders. The public can be more rapidly served in emergencies, responders can have access to comprehensive data and information, and better advance planning for emergencies and natural disasters can be developed. Moreover, the web offers the opportunity to disseminate plans and information to the public, making it more likely that residents of McLean County will know how to respond in the event of an emergency.

- 1) Coordinate public safety information from various agencies
- 2) Create an online resource for disseminating public safety information, emergency and disaster preparedness, hazard mitigation, linking to Ready.gov, KY DHS, KY EM, etc.
- 3) Create web-based, real-time communications on emergency events
- 4) Place Hazard Mitigation Plan on website, broadcast its existence and importance

POTENTIAL ACTION ITEMS

Business and Industry

- Educate small businesses about telecommunications services and the benefits of using technology in business.
- Develop a media campaign to help consumers and businesses understand the benefits of high-speed services and the Internet.
- 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.
- Create a technologically capable workforce through training and skills development.
- Identify ways to reduce the cost of connecting to the Internet and find potential funding sources for small businesses.
- Develop a directory for local IT-related services in the county.
- Create a high-tech center to showcase the latest technology.
- Provide technical training programs for non-profits and for-profits to meet their special needs.
- Organize demonstrations of the new technologies and present local role-model users.
- Teach businesses how to use e-commerce to sell to public agencies.
- Offer training programs and workshops at night and on weekends to make them more accessible to community-based organizations.

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.
- Expand wide-area resources and increase bandwidth.
- Promote technology integration in classrooms and on teacher websites.

- Create training, internships or career ladders for technical support staff leading to the technology proficiency of Level 1-3 for K-12 teachers.
- Create web-based instructional materials.
- Identify options for opening school computer labs to the community after hours.
- Expand student, parent and teacher access to student information such as homework assignments and attendance records.
- Develop school websites with interactive features.
- Strive to have 10 percent of high school students and teachers complete one distance learning course per year.

Healthcare

- Provide basic technology education for healthcare providers, using state and community and technical colleges, adult education, distance learning and the library.
- Educate providers on available technologies and the benefits of technology in medicine.
- Provide safe, vendor-neutral, information technology training for healthcare providers, using the state and community and technical colleges, adult education programs and libraries.
- 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.
- Develop better strategies to retain technical and professional healthcare staff.

Higher Education

- Substantially increase the number of web-enhanced and fully web-based courses.
- 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.
- Improve countywide access to distance learning classes.
- Inventory and market existing online training opportunities in the county.
- Encourage institutions of higher education to work together to develop online courses and programs.

Community-Based Organizations

- Identify and list the community-based organizations in the county as well as 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/design and equipment.
- Develop a networking event to share information, ideas, and innovations in technology deployment.
- 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.
- Help community-based organizations find locations to access the Internet.
- Facilitate collaboration to share the costs of technology and expertise.
- Provide training on web page development, including the use of free web pages.
- Identify how community-based organizations can better blend with business and industry, government and others.
- Develop collaborative partnerships with educational institutions and corporate partners to provide web services/design and equipment.

Government

- Improve the ability to conduct business with government over the Internet, such as permitting, purchasing and payments.
- Increase the number of public access terminals in the county.
- Encourage inter-governmental sharing of software, information and e-commerce concepts.
- Develop more e-government applications that provide value to the consumer.
- Allow the donation of appropriate surplus computers to non-governmental organizations and individuals.
- Develop more thorough employee technology training programs.
- Seek grant funding to improve infrastructure and support functions.

- Develop partnerships with businesses and grassroots organizations to improve technology usage countywide.
- 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 and applying for dog tags.
- Enable online license renewals, voter registration, and court record searches and voting.

Tourism, Parks and Recreation

- Improve and correct local links and identification.
- 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.
- Continue to develop portal page to promote tourism in county.
- Use technology to market county attractions to potential in-state and out-of-state tourists.

Agriculture

- Increase broadband awareness among the agricultural community.
- Develop educational materials to help the agricultural community to understand the importance of broadband.
- Create a list of providers to help the agricultural sector understand what service is available and from whom.
- 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.
- Develop educational materials to help the agricultural community understand the importance of broadband and what is available.

- Increase use of GIS in community across all sectors, including integrating with web content where applicable. Coordinate data warehousing of remote sensing data and its integration into farm management and education.
- Evaluate GPS as its agricultural applications and how it can integrate to the desktop and Internet.