




ConnectKentucky
Accelerating Technology in the Commonwealth!



Accelerating Technology in the Commonwealth!

- ConnectKentucky's mission is to accelerate the growth and economic development of technology in Kentucky.
- How: By using the collective knowledge of representatives from state, local, and federal government, universities, numerous private sector companies, and economic development organizations.

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Governor Fletcher's "Prescription for Innovation"

Initiative announced October 7th, 2004:

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



Making Progress a Priority

44 – 45 – 43

- **44th** – Kentucky ranking for proportion of high-tech companies
- **45th** – Kentucky ranking for citizen computer use
- **43rd** – Kentucky ranking for citizen Internet use

✓ **To improve the first point, we must address the latter two**



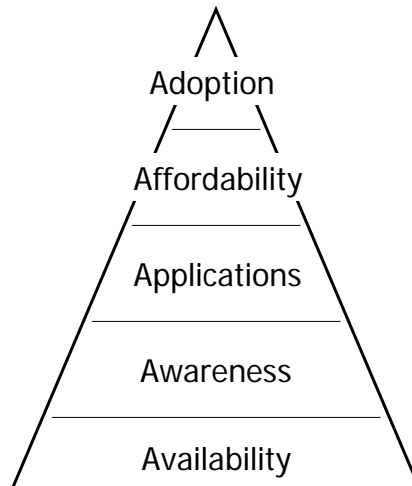
Role of the Local Leadership Team

- Provide ongoing steering and guidance to assessment and planning process
- Attend occasional team meetings
- Review drafts of reports and plans and provide comment
- Provide assistance in gauging community assets, needs and resources
- Consider and revisit the timetable and projects devised in planning process
- Assist in determining on an ongoing basis the feasibility and desirability of specific projects



Governor Fletcher's "Prescription for Innovation"

Addresses
"5 A's" of
technology
adoption





Governor Fletcher's "Prescription for Innovation"

Expected Outcomes:

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



Governor Fletcher's "Prescription for Innovation"

Work led by ConnectKentucky with oversight from John Hall and Jim Host

Initiative Components:

- 1) Community Benchmark (with local leadership team)
 - Education; healthcare; small business; EDOs, etc.
 - Local Government analysis
 - Consumer surveys
- 2) GIS Mapping (with assistance from ADDs and KIA)
 - Inventory of local broadband infrastructure availability: ILEC, CLEC, Wireless, Cable, Other
- 3) Business Planning Assistance
 - Use Benchmark, Assessment, and Inventory to provide Gap Analysis
 - Identify actions to close gaps and possible funding resources
- 4) Infrastructure Expansion Project Management
 - Support engineering design/planning and build-out of infrastructure
- 5) Community Awareness/Adoption (coordinated with COT)
 - Provide a meaningful online presence for every Kentucky community to facilitate citizen services and encourage demand
 - Public relations and other demand-side efforts to improve technology adoption




The Vision Demonstrated

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



Timeline


- **September 9, 2004** - Brock and Host appointed to ConnectKentucky Steering Committee at quarterly Steering Committee meeting.
- **October 7, 2004** - Governor announces Statewide Broadband Initiative with public and private representatives from ConnectKentucky Steering Committee.
- **October 15, 2004** - Assessment and mapping begins (phases complete every 6 months).
- **October 25, 2004** - Community strategic planning begins
- **April 1, 2005** - First phase of statewide assessment and mapping completed.
- **July 1, 2005** - First community plans completed.
- **August 15, 2005** - First applications for KIA / RUS funding completed.
- **October 1, 2005** - Second phase of statewide assessment and mapping completed.
- **November 1, 2007** - Infrastructure gaps closed, Community plans completed.
- **Jan – Dec 2008** - Data continuously updated; Communities supported



NEXT STEP: Benchmarking Process


- Sector Groups:
 - Business, K-12, Health, Libraries, Higher Education, Community-based Organizations, Government, Tourism, Recreation and Parks, and Agriculture
- Evaluated Categories:
 - Networked Places
 - Application and Services
 - Leadership
- Stage Levels:
 - 0 (Least Connected) to 5 (Most Connected)

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Benchmarking Form Example: Business Sector

Least Connected



Most Connected

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

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Questions and Inquiries

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