



**CONNECT HOPKINS COUNTY**  
*Draft Report*  
**October 3, 2006**





# CONNECT HOPKINS COUNTY DRAFT REPORT

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## **A. BACKGROUND**

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The future of the communities in Hopkins County is only as bright as the ability of those communities to attract and maintain both quality jobs and a quality labor force. Companies will only locate to and remain in communities with an adequate technological infrastructure and a skilled workforce. With suitable and affordable technology, citizens have more opportunity to improve their skills, and your community can be better positioned to retain native talent and attract tech-savvy companies to Kentucky.

A key indicator of a state's economic performance is its proportion of high-tech companies relative to other industry. Unfortunately, Kentucky's performance is currently underwhelming.

- Of the 50 states, Kentucky ranks 44<sup>th</sup> in its proportion of high-tech companies.
- In the most recent national comparison, Kentucky ranks 45<sup>th</sup> in household computer use and 43<sup>rd</sup> in household Internet use.
- Each year, 4,300 students leave Kentucky to take jobs in other states.

In today's economic environment, both talent and industry will migrate to locales with outstanding technological infrastructure. If we want our children and grandchildren to enjoy the benefits of being a part of Hopkins County and the Kentucky community, we must address factors that contribute to this statistic.

When a business is seeking a perfect location, one of the first questions a business now asks is "What is your broadband availability?" Recently, a town in south central Kentucky was confronted with this very question. A large international company was considering locating a large manufacturing plant to the area, and bringing with it thousands of jobs for the regional workforce. Though the community had not considered broadband access as one of the many amenities the company might need, it was one of the first things they asked about when looking at the site. Recognizing this business need for broadband technology, 22 largely rural counties and municipalities in south central Kentucky joined forces to create a business park that integrates broadband technology infrastructure with superior access to interstate and rail. The park offers multiple options for broadband service, including DSL, cable, and fiber. The new company was impressed with this innovative solution and is nearing completion of its 863,000-square-foot plant. The company will bring 1,100 jobs for the region, and none of it would have been possible without broadband access.

Successful economic development and citizen technology adoption go hand in hand. Kentucky cannot expect to recruit and retain high-tech business and jobs without also improving access to computers and Internet technology for its citizens. Clearly, traditional economic development strategies such as low regulatory burden, low cost of living, and tax incentives have been integral to successful job creation in Kentucky. In order to compete in a knowledge-based economy, however, these strategies must be combined with statewide technology deployment and adoption.

Although broadband infrastructure on its own is not a silver bullet solution for prosperity, adequate access to broadband technology is an enabling infrastructure for knowledge-based economic development and enhancing the lives of citizens and businesses. Broadband Internet access enables enhanced education, healthcare delivery, government services, entertainment, and entrepreneurship.

In recent years, Kentucky has made significant investments in education and economic development and has come a long way in creating and retaining quality jobs and a strong workforce. However, if the Commonwealth is to become competitive in the 21<sup>st</sup> century economy, an innovative approach is necessary.

In October of 2004, Governor Ernie Fletcher announced his *Prescription for Innovation*, a comprehensive broadband deployment and adoption plan that will leverage private, state, and federal investment to blanket Kentucky with high-speed Internet access by 2007. The initiative will encourage citizen use of computers and the Internet, as well as, provide every Kentucky community with an online presence for improving citizen services and promoting economic development.

Full broadband deployment in Kentucky is expected to result in 14,000 new jobs and \$5 billion added to gross state product annually. Recognizing the opportunities related to full broadband deployment, President Bush last year announced his objective to “inspire a new generation of American innovation” by implementing a progressive technology plan. Broadband expansion is the cornerstone of that plan. Fulfillment of Governor Fletcher’s initiative will make Kentucky the first state to meet the President’s challenge toward a more progressive technology-based economy.

The Governor’s initiative uses GIS-based mapping technology to provide the nation’s most comprehensive inventory of existing broadband service and infrastructure. The maps illustrate service gaps and serve as an economic development resource for communities to illustrate existing infrastructure for locating companies. Additionally, local leadership teams are producing community-specific strategic plans to expand infrastructure and increase citizen demand for adopting broadband technology.

Over the last few months, a leadership team representing Hopkins County has been working diligently to develop this strategic planning document. They have worked through a benchmarking process that ultimately identified not only a baseline for understanding the community’s current technology usage, but also identified goals for the community to advance the use and adoption of technology applications. This report is designed to explain the results of that benchmarking process, to discuss the community’s stated goals related to technology adoption and usage, and to outline the steps necessary to achieve those goals.



## **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 Hopkins County businesses must adapt to the changing world in which they operate. Businesses have to learn the tools of the networked economy and innovate to survive.

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

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

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

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

### **K-12**

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 videoconferencing 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 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](http://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's 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](http://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](http://Kentucky.gov) site provides participants a greater sense of relevance in the actions of state government.

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

### **Tourism, Recreation, and Parks**

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

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

### **Agriculture**

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



## **C. WHERE ARE WE AND WHERE ARE WE GOING?**

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### **BUSINESS AND INDUSTRY**

Hopkins County businesses and industries employ a total of 18,026 workers. The leading industries by employment are: Services with 5,782; followed by Trade, Transportation, and Utilities with 3,387; and Manufacturing with 2,952 employees. The leading employers in Hopkins County are:

1. GE Aircraft Engine Div., [www.geae.com](http://www.geae.com), with 780;
2. Lear Corp., [www.lear.com](http://www.lear.com), with 454; and
3. Autoliv ASP Inc., [www.autoliv.com](http://www.autoliv.com), with 385 employees.

Serving the business and industry in Hopkins County is the Madisonville – Hopkins County Economic Development Corporation, [www.kymtec.org](http://www.kymtec.org). Through the EDC's website, a potential business can find pertinent data about the community, education, health care and more. Transportation maps and telecommunication details are also available through the website, as well as information about cultural activities and contact information for the EDC.

Also serving Hopkins County's businesses is the Madisonville Hopkins County Chamber of Commerce, [www.hopkinschamber.com](http://www.hopkinschamber.com). The Chamber has a very extensive website. Through the website, a chamber member is able to log into a member's only section. All visitors are able to view a community website, read a message from the chairman and find recent announcements. Also available are chamber press releases, chamber newsletters and a listing of chamber members.

### **The Assessment**

- **Networked Places** – In the category of networked places, Hopkins County's business and industry sector is currently at stage 3 on a 0 to 5 scale with most office employees having always-on connections to the Internet at their desks. Some mobile workers have laptop computers and can access the office network remotely, and affordable videoconferencing facilities are available in the community.
- **Applications and Services** – In the area of technology applications and services, the business and industry sector is currently at stage 3 on a 0 to 5 scale with most businesses having informational websites, and some retail websites accepting credit card transactions. Additionally, some businesses participate in the electronic supply chain.
- **Leadership** – In terms of technology leadership within the business community, Hopkins County is currently at stage 2 on a 0 to 5 scale where some view the Internet as essential to business operations, and employees are trained on basic applications.

### **The Vision**

While the Hopkins 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 5 in the categories of networked places and applications and services as well as moving to a stage 3 in the leadership category. 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**
- Some businesses **outsource** most of their computing services to **local service providers** to allow for concentration on core business functions
- Some retailers and manufacturers **sell goods out of state or internationally**
- Some employees **work remotely**, some out of state
- 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**

### **K-12 EDUCATION**

**Hopkins County Schools**, <http://www.hopkins.k12.ky.us>, had a district enrollment of 6,838 students during the 2004-2005 school year. The district has seven primary through grade 5 schools and one primary through grade eight school. In addition, they have three middle schools grades six through eight, and two high schools grades 9-12. There are also approximately 30 students enrolled in alternate educational programs. Hopkins County Schools employs 621 certified staff and 542 classified staff. The district has a fleet of over 100 buses that transport more than 4400 students 5600 miles per day.

	<b>Attendance Rate</b>	<b>Retention Rate</b>	<b>Dropout Rate</b>	<b>Graduation Rate</b>
<b>District</b>	94.6%	2.7%	3%	81.7%
<b>State</b>	94.3%	3.3%	2.2%	81.5%

<b>Transition to Adult Life</b>						
	<b>College</b>	<b>Military</b>	<b>Work</b>	<b>Voc/Tech Training</b>	<b>Work &amp; Part-Time School</b>	<b>Not Successful</b>
<b>District</b>	59.1%	0.9%	31.2%	1.4%	4.7%	2.8%
<b>State</b>	54.7%	2.6%	27.5%	4.8%	6.4%	4%

The Hopkins County School District utilizes technology in a number of ways. Every school has a check-out program with at least one SMART Board, presentation projector and laptop. Math classes use graphing calculators and computers to solve complex mathematical problems. Media classes use computers to do editing and graphic enhancements for video and print presentations. Elementary and middle schools use Accelerated Reader and Accelerated Math software, and high schools utilize PLATO credit recovery. Elementary schools are using the Success for All intensive reading program. Teachers utilize PowerPoint presentations for instruction and interactive student review. Elementary teachers utilize a Computer Skills Curriculum that is aligned with core content and district standards. Application and multimedia software is used for creating presentations, student handouts and classroom activities. Finally, the Internet is used for classroom activities and research in all schools.

	Spending per Student	Student Teacher Ratio	Student / Computer Ratio	% of Classrooms with at Least One KETS Workstation With Internet Access
<b>District</b>	7820	15:1	3.1:1	100
<b>State</b>	8663	16:1	3.7:1	100

Each school in the Hopkins County School District has utilized technology in the classroom and instruction. Below are the technology report cards detailing its current uses:

- Browning Springs Middle School** – At the completion of a renovation project, students will be returning to the 31 station computer lab for opportunities in portfolio development and large group instruction on a daily basis. A SMART Board and increased use of PowerPoint has improved instruction. Teachers and students use the various software programs installed in the lab for instruction and remediation. STAR Reading and Math assessments are given in the lab each semester to determine growth. Students in the Student Technology Leadership Program create the school’s webpage and work on other technology projects. Classroom teachers use computers for research on the Internet, Accelerated Reader testing, word processing, e-mail, and software application. Students participating in Bear News, which airs each morning throughout the school, use the video camera and movie computer to produce the broadcast. The “Music in Education” keyboard lab gives students the opportunity to compose and perform, following instruction. Channel One televisions are in every classroom. Overhead projectors and PC projectors are also used regularly.
- Central High School** – Instruction and student learning at Central is enhanced by the use of technology. Each classroom is equipped with at least one teacher workstation, and many classrooms have computers for student use. Business and technology classes are conducted in computer lab settings; there are two computer labs available for general student use. Students conduct Internet research, prepare PowerPoint presentations, use graphing calculators, as well as word-processing and desktop publishing programs to create brochures, portfolios and school publications. Four SMART Boards have been added and are now available for instructional use in the classroom. Technology is an integral part of the CAD program and the multimedia curriculum which includes digital photography and TV news production. Teachers use a computer grade and attendance program and e-mail daily.
- Earlington Elementary School** – Technology is used to support learning at Earlington in both the computer lab and in the classroom. All students receive at least an hour of computer lab instruction per week. In the lab, students learn basic keyboarding, word processing, and multimedia design. Teachers often collaborate with lab instructors in planning instructional units that are correlated with current classroom objectives. Every classroom is equipped with a teacher workstation and student workstations, which are utilized for research, word processing, drill and practice, Accelerated Reader and Accelerated Math. An ESS computer lab is being utilized during extended school in the library, as well as KET Encyclomedia.
- Grapevine Elementary School** – At Grapevine Elementary School, educational programs are used in the computer lab daily. In addition, students are taught keyboarding skills, how to safely use the Internet and how to create PowerPoint presentations. Students in the classroom are engaged in the use of computers, SMART Board and AlphaSmart. The school also uses software programs such as Read, Write, and Gold, Star Reading and Math, and Science Court. Lightspan is used in the classroom and is available for home use.

- **Hanson Elementary School** – Technology is an important part of instruction at Hanson School, and its use is evident throughout the building. The computer lab curriculum is designed to ensure that all students, grades kindergarten through fifth, are taught the basics in computer skills and usage. The curriculum builds each year on what is taught the previous year. It includes the mechanics of the computer, keyboarding, use of the Internet, word processing and student-produced work. Examples of software used are Microsoft Word, Type to Learn, Jumpstart Kindergarten, Carmen San Diego Word and Numbers Undercover. Accelerated Reader is accessible in every classroom and is used by all grade levels. Each classroom also has Internet and e-mail access, and age and grade level appropriate software. STAR Reading and STAR Math software are used quarterly to determine the ability levels and specific needs of each child in these two vital areas.
- **James Madison Middle School** – Technology is an essential part of the educational process at James Madison Middle School, and happens to be the entire focus of one of the exploratory courses offered at the school. Routine uses of technology in the school include students accessing the Internet for research, using PowerPoint presentations to share information and typing assignments using word processing software. The school website is partially maintained by students, and each day at James Madison begins with a student-produced, closed circuit television news program. In addition, James Madison boasts a state-of-the-art computer lab equipped with the latest model Dell computers, where students have their own network and e-mail accounts. Online access to grades, attendance and disciplinary information via STI Home is another service offered to parents and students. Lastly, an impressive collection of hardware peripherals including LCD projectors, Quizdom, Lightspan and SMART Boards are also part of the technological resources at James Madison.
- **Jesse Stuart Elementary School** – Technology is used to support learning at Jesse Stuart in both the computer lab and in the classroom. In the lab, students receive fifty minutes of instructional time each week. Students learn basic keyboarding, word processing and multimedia design. Teachers often collaborate with the lab instructor in planning the instructional units that are correlated with the classroom objectives and utilized in research, word processing, multimedia authoring, drill and practice. They also have implemented in their school technology programs such as: Accelerated Reader, Accelerated Math, Math Facts in a Flash, PLATO. and QuickReads.
- **Madisonville North Hopkins High School** – Computer software is used in keyboarding, accounting and upper level computer classes on a daily basis. Upper level math classes use graphing calculators and computers to solve complex mathematical problems. Agriculture, Social Studies and NJROTC use the Global Positioning System (GPS) in the study of land topography. Subject area classes use Internet access and Microsoft Office Suite for assignments, projects and presentations. Microsoft PowerPoint and SMART Boards are widely used for teacher instruction and student presentations. Teachers and students use digital cameras, scanners and computers with webpage development software and Internet to create and maintain the school website and individual teacher webpages. Computer and multimedia classes use digital cameras, scanners, video equipment and computer software programs to enhance editing and graphics for video and print presentations.
- **Pride Avenue Elementary School** – Technology is implemented at Pride Elementary in a variety of ways. The computer lab at Pride consists of 30 new Dell student workstations. Students visit the lab weekly to learn basic keyboarding, word processing, and use a variety of software including Carmen Sandiego Math, Sandiego Word, Type to Learn, Numbers Undercover, Fripplertown and Math Workshop. The library media center

has eight computers on which students can access the Internet and other research tools. A SMART Board, projector and laptop computer are housed in the media center and available for classroom use. Each classroom has a minimum of four computers, each with Internet and e-mail access. Technology uses in the classroom include: basic skill reviews using a variety of software, word processing, research using the Internet and other electronic research tools. Three classrooms are participating in the "Breakthrough to Literacy" program which utilizes computer technology to improve reading skills. The school also utilizes the Accelerated Reader program along with the STAR programs for Math and Reading assessment. An STLP program is in place at Pride in which students produce a daily morning news cast and assist teachers in computers start ups.

- **South Hopkins Middle School** – Technology is used extensively throughout South Hopkins Middle School. For example, computer modules are available in the technology lab, and math classes utilize computers to solve complex math problems. Students make use of computers for editing purposes and graphic enhancements for video and print presentations. Accelerated Reader and Math are two programs that are currently in use. Subject area classes use the Internet for research. Other software at the school includes Lightspan, STAR Reading and Math, as well as a computerized remediation program for those students having trouble mastering the curriculum.
- **Southside Elementary School** – Educational programs are used in their computer lab daily at Southside Elementary. The school has purchased several educational programs such as Internet Explorer, Discover Kentucky, Plato, A-Zap, Paws & Jobland, Kid Pix Deluxe 3, Sammy's Science House, Read, Write & Type, Type to Learn Network, Math Blaster, STAR, Early Literacy Math and Reading, Learn About Science, and Jumpstart Math & Reading. Several teachers use the SMART Board to assist in classroom instruction. In addition, Accelerated Reader is implemented in the classroom to encourage individual reading throughout the school year.
- **West Broadway Elementary School** – At West Broadway, students have the opportunity to attend three half hour sessions in a 30 station PC computer lab. While there, students develop skills in keyboarding and word processing. They are challenged to enhance their mathematical reasoning, reading vocabulary and comprehension skills. Internet services are accessed within each classroom for the study of subjects and topics that are beyond reach in the school environment.

**West Hopkins Accelerated Elementary School** – At West Hopkins, all students have scheduled access to computer labs where they are trained in developmentally appropriate basic computer skills. Students use computers for keyboarding, research, tutorial and skill games, multimedia presentations and individual assessments. Classroom computer stations are used on a daily basis for Accelerated Reader, Accelerated Math, learning centers, writing and research. Teachers use technology for research, lesson planning, communication, record keeping, instruction and professional development. SMART Boards, PowerPoint, virtual tours, overheads, interactive web sites and Avery Key are used for lesson presentations on a routine basis.

**Dawson Springs Independent Schools**, <http://www.dsprings.k12.ky.us>, enrolled a total of 639 students during the 2004-2005 school year. The Dawson Springs Independent School District serves students in grades preschool through grade 12. The district continues to meet and exceed the state accountability standards with a district accountability index of 83.2, and the district ranking for K-12 is 32 of 176 school districts in the state. The staff utilizes the Standards and Indicators for School Improvement to develop appropriate Comprehensive School Improvement plans and a Comprehensive District Improvement plan to meet the educational goals and social skills necessary for continued growth and achievement by emphasizing high expectations for reaching proficiency by 2014.

The mission statement of the Dawson Springs Independent School District is to prepare students to be confident, responsible citizens who possess the educational and social skills necessary for future growth and achievement through a community based education system emphasizing quality and excellence in education. They believe that education is a shared experience of the home, community and school.

	Attendance Rate	Retention Rate	Dropout Rate	Graduation Rate
District	94.8%	2%	2.3%	85.9%
State	94.3%	3.3%	2.2%	81.5%

Transition to Adult Life					
	Military	Work	Voc/Tech Training	Work & Part-Time School	Not Successful
District	55.4%	0%	33.9%	1.8%	7.1%
State	54.7%	2.6%	27.5%	4.8%	6.4%

Technology plans in the district integrate with the overall planning for school effectiveness. Digital equity is assured by promoting the technologies such as United Streaming and Live Homework Help to enhance instruction leading to high levels of student achievement. Technology is employed for communication, for effective assessment and evaluation and for promotion of environmentally safe and healthy practices in the use of technology through their Acceptable Use policy. Integrating technology throughout the district is a significant systemic reform. The present technology plan goals are to provide students and staff members broad access to robust, dependable resources for daily instructional use, to provide professional development enabling staff to meet Standard 10 of the certified evaluation plan and to provide staff and students access to up-to-date instructional and administrative software. The continued implementation of these plans will unlock tremendous potential in learners.

	Spending per Student	Student Teacher Ratio	Student/Computer Ratio	% of Classrooms with at Least One KETS Workstation With Internet Access
District	7820	13:1	4.7:1	100
State	8663	16:1	3.7:1	100

Each school in the Dawson Springs Independent School District has utilized technology in the classroom and instruction. Below are the technology report cards detailing its current uses:

- Dawson Springs Elementary School** – Each primary classroom at the elementary school has at least one computer workstation with Internet access, and most classrooms have several workstations. Third and fourth grade students have access to portable word processors. Teachers utilize these portable word processors in the classroom on a daily basis to teach basic keyboarding skills. Individual classrooms have televisions, VCR and DVD players used for educational purposes. The school utilizes video streaming to enhance learning. They also have a wireless monitored computer lab with 25 computers where teachers can bring their class to for the utilization of software programs and Internet use. A SMART Board is also available for teacher use. Online tutoring is available both at school and at home for the primary students through the GEAR Up program.
- Dawson Springs Middle School** – Each classroom in Dawson Springs Middle School is equipped with a teacher and student computer workstations. A wireless computer is

equipped with 25 computer workstations, a SMART Board and one networked printer. All classrooms are equipped with televisions, VCR and DVD players for instruction enhancement. Teachers employ the use of video streaming in classrooms, and online tutoring is available to all students at school and at home through a recently acquired GEAR Up grant.

- **Dawson Springs High School** – At Dawson Springs High School, every classroom is equipped with at least one teacher computer workstation with Internet access. Numerous classrooms have multiple workstations for students use in portfolio generation, research and for other electronic learning. Students learn fluency in word processing, PowerPoint, Excel and various other Microsoft Office applications. Some classrooms have LCD projectors with screens and two Elmo cameras are located in the science classrooms for lab work. They have a fully networked computer lab that is utilized daily by students in various technology classes. The high school yearbook is also electronically produced through the use of in-school technology. Scanners, digital cameras and flash drives are an integral component of instruction in high school classrooms. The Media Center also provides computer workstations with laser and color printers for student use along with two wireless laptops to meet student needs. The business classroom adjacent to the computer lab offers Electronic Office classes, Keyboarding and Accounting classes. Individual classrooms contain VCR/DVD machines along with television screens for supplementary instructional use.

There are four non-public schools in Hopkins County. They are:

- Christ the King School with an enrollment of 121 students in grades K-8;
- Christian Tabernacle Schools with an enrollment of 16 students in grades 2-12;
- Grace Baptist Christ Elementary with an enrollment of 156 students in grades PK-12; and
- Pennyriple Christian Academy with an enrollment of 42 students in grades PK-5.

### **The Assessment**

In its evaluation, the Hopkins 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, Hopkins County's K-12 education sector is currently at stage 3 on a 0 to 5 scale. Most schools provide at least one computer for every five students in grades seven and above, and most classrooms have computers for student use, and some teachers use computer-based presentation tools and projectors for their lessons.
- **Applications and Services** – In the category of technology applications and services, the education sector is currently at stage 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. In addition, many experienced teachers know how to incorporate Internet-based lesson plans into the curriculum, and most teachers welcome e-mail from parents and students.
- **Leadership** – In terms of technology leadership within the education sector, Hopkins 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, and schools are using consultants to take advantage of e-rate and other school discounts.

### The Vision

The Hopkins 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 Hopkins County eCommunity Leadership Team include reaching stage 4 in the categories of networked places and applications and services, as well as moving to stage 5 in the leadership category. The vision includes:

- Some students are given **laptop or portable computers** to use at school and home
- Some computer labs close because students have more access to computers in their classrooms
- Many classrooms 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 are **trained to use the Internet** for instruction
- Parents and family members are encouraged to participate in **student learning via e-mail and online applications**
- Some seniors are taking **college-level classes** on the Internet
- Many 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

Trover Foundation, <http://www.troverfoundation.org/>, located in Madisonville, Trover serves primarily a 12-county area in western Kentucky comprised of approximately 258,000 people. The Foundation is an integrated health care system including a 410-bed hospital and eight outpatient clinics. The hospital provides a wide range of medical, surgical, education, 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; and renal dialysis services.

The Trover Foundation's website offers information on the many areas of patient care found at Trover Foundation's Regional Medical Center and Trover Clinic. It includes information on health and wellness as well as a library on illnesses and chronic diseases. The Quality Report pages reveal how Regional Medical Center compares to hospitals across the state and nation in vital patient care areas. The physician directory provides professional information for all physicians, which assists in the provider selection process. Visitors can even send a complimentary patient e-Greeting to loved ones during their stay at Regional Medical Center.

In addition to the healthcare services, the Trover Foundation has an educational mission. In 1998, the Trover Foundation and the University of Louisville Off Campus Teaching Center began offering medical students from U of L the opportunity to complete the last two years of medical school in a rural community. Trover Foundation also teams with Murray State University to offer the only program in Kentucky for “Nurse Anesthesia Training.” After completing the program, graduates hold a Masters of Science degree from MSU and receive their certification as “Certified Registered Nurse Anesthetist.” Additionally, the Western Area Health Education Center located in Madisonville enhances professional training for Kentucky’s health career students.

### **The Assessment**

The Hopkins 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, Hopkins County’s healthcare sector is currently at stage 4 on a 0 to 5 scale where Internet-based videoconferencing is used to consult experts and for training programs, and some patients are being monitored at home and at work via portable devices with wireless transmitters.
- **Applications and Services** – In the category of technology applications and services, the healthcare sector is currently at stage 4 on a 0 to 5 scale. Some providers allow patients to e-mail doctors, and most providers store patient records electronically. Furthermore, some lab results and images are received electronically.
- **Leadership** – In terms of technology leadership within the healthcare community, Hopkins County is currently at stage 4 on a 0 to 5 scale. Work is underway by some providers to begin online exchanging of test results and other medical records with appropriate parties, and healthcare leaders are talking with the community about enhancing online services and using the network to improve communitywide healthcare.

### **The Vision**

The Hopkins 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 5 on a 0 to 5 scale. The team’s vision includes:

- Most equipment has been **converted to digital**
- **Desktop videoconferencing** is routine at all hospitals and major clinics
- **Telephone systems have converted to 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**

The Hopkins County Public Library, [www.publiclibrary.org](http://www.publiclibrary.org), is comprised of two separate facilities, one located in Madisonville, and the other in Dawson Springs. They also operate a mobile facility. The Hopkins County Public Library has an average total material circulation of over 152,000 per year. The facility also contains 32 computer terminals for patron use, some of which are enabled for Internet access. This library makes many features available to patrons who prefer to access information about the library from the comfort of their own homes.

From the Hopkins County Public Library website, patrons can access quite a bit of information about the library. Contact information and the hours of operation for the library can be found on the homepage. Patrons can access the library's card catalogue online, as well as basic library information. A vast amount of reference material for both adults and children, a list of services the library provides and a listing of the upcoming library events are available. Links are also available that provide information for particular age groups including an "Adult Area," a "Preschool Place," an "Elementary Avenue," and a "Teen Street."

In addition, patrons can access webpages with the following features: links to local websites, information on local and state government officials, genealogy, information on the Dawson Springs Branch, "Friends of the Library" listing, pictures of the main library and a listing of free classes offered by the library.

### **The Assessment**

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

- **Networked Places** – In the category of networked places, the library sector is currently at stage 5 on a 0 to 5 scale where most public libraries offer patrons a 54 mbps or faster wireless network.
- **Applications and Services** – In the category of technology applications and services, the library sector is currently at stage 3 on a 0 to 5 scale. Most libraries have catalogs online, and patrons may use the Internet to place books on hold and request books from other libraries in the library system. Additionally, patrons can search online databases from home, school or work, and libraries host live video feeds of public interest events.
- **Leadership** – In terms of technology leadership within the library system, the sector is currently at stage 4 on a 0 to 5 scale. 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. Lastly, libraries have developed network management policies and technologies to prevent patrons from sending spam.

### **The Vision**

The Hopkins County eCommunity Leadership Team has set forth a two-year vision for enhancing the library so that it serves the community more effectively and efficiently, concentrating on networked places and leadership. The team set a goal of moving to stage 5 on a 0 to 5 scale in all three categories. The vision includes:

- Most public libraries offer patrons a **10 mbps or faster wireless network**
- Public libraries offer **live video consultations**
- Public libraries allow patrons to borrow **e-books over the Internet**

- They help patrons conduct research and assist with **legal access to copyrighted databases and publications**, including music and movies
- **Two-way videoconferencing** is available to the general public
- Libraries continue to **upgrade their facilities** to offer the community the next generation in technology, services, and training
- Libraries actively **promote information technology literacy** to drive positive impacts on economic performance, skills, and innovation in the community

### **HIGHER EDUCATION**

Madisonville Community College, [www.madisonville.kctcs.edu](http://www.madisonville.kctcs.edu), is changing lives by providing a supportive educational environment that helps individuals reach postsecondary goals and start on the road to lifelong learning. They serve one of the 16 seamless districts of the Kentucky Community and Technical College System (KCTCS). MCC has three campuses in Madisonville with titles like Health, Technology and North with the newest facility being the Muhlenberg County Campus. The four campuses of MCC play key roles in the statewide mission of the KCTCS, which is to provide affordable postsecondary education and workforce training.

Madisonville Community College offers classes in Caldwell, Crittenden, Henderson, Hopkins, McLean, Muhlenberg and Webster Counties. They give students ready access to postsecondary education and workforce training with day, evening and weekend classes, off-campus locations, the Internet, KET telecourses, Kentucky Virtual University, interactive television and short-term training.

Understanding the importance of technology, Madisonville Community College offers degrees in technology. The Information Technology (IT) program 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 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 webpage development. Upon completion of this program, the graduate will be prepared to enter the workforce with established training and a portfolio in hand for prospective employers.

Kentucky Virtual University (KYVU), [www.kyvu.org](http://www.kyvu.org), is the state's official virtual campus. Its mission is 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 comprised of a virtual university, a virtual high school, [www.kvhs.org](http://www.kvhs.org), and a virtual library, including research help from reference librarians, [www.kyvl.org](http://www.kyvl.org).

### **The Assessment**

The Hopkins County eCommunity Leadership Team found that the higher education sector is currently taking advantage of technology more than most others in the community; however, there is also a large opportunity to expand current services with technology applications.

- **Networked Places** – In the category of networked places, Hopkins County’s higher education sector is currently at stage 3 on a 0 to 5 scale with most on-campus facilities having 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.
- **Applications and Services** – In the category of technology applications and services, the higher education sector is currently at stage 3 on a 0 to 5 scale. Many of the faculty are trained to use the Internet for instruction, and many classes use digital content and/or web-based content for instruction. Additionally, students use chat rooms to discuss lessons and ask questions of instructors outside of class hours, and online registration, catalogs and payment are available.
- **Leadership** – In terms of technology leadership within the higher education community, Hopkins County is currently at stage 3 on a 0 to 5 scale. 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. Lastly, faculty training on new technology is a priority.

### **The Vision**

The Hopkins County eCommunity Leadership Team sees great potential for the use of technology in the higher education sector but understands that colleges and universities are limited in their resources and ability to implement changes within a brief period. The team has set goals of reaching stage 4 out of 5 in all three categories over the next two years.

The team’s vision includes:

- 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/or **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 and technical 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

### **COMMUNITY-BASED ORGANIZATIONS**

There are approximately 256 community-based organizations in Hopkins County. These community-based organizations include religious, educational, charitable, scientific and literary organizations. Some include the following:

- Big Brothers / Big Sisters, [www.geocities.com/madisonvillebigbrobigsis/](http://www.geocities.com/madisonvillebigbrobigsis/)
- The Center for Professional Development, [www.thecpdcenter.org](http://www.thecpdcenter.org)
- Madisonville Rotary Club, [www.madisonvillerotary.com](http://www.madisonvillerotary.com)
- Madisonville Lion's Club, [www.madisonvillelions.org](http://www.madisonvillelions.org)
- Hopkins County Adult Education, [www.kyae.ky.gov](http://www.kyae.ky.gov)

Hopkins County Adult Education, [www.kyae.ky.gov](http://www.kyae.ky.gov), provides academic skills instruction, GED preparation and reading instruction for eligible adults. The adult education program assists adults in improving educational attainment levels and successfully entering employment and continuing education. The instruction may also include life skills, employability skills and computer literacy. Eligible adults can learn anywhere, anytime, at their convenience through Kentucky Virtual Adult Education, <http://kyvae.ky.gov>, which is the first of its kind in the nation. Kentucky Adult Education provides learning opportunities onsite at businesses so current and prospective employees can improve their basic reading, math, team-building and communication skills, as well as prepare for the GED.

### **Assessment**

The Hopkins 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, Hopkins County's community-based organization sector is currently at stage 2 on a 0 to 5 scale. Some organizations have computers that are no older than three years old, many organizations have e-mail, and some office employees have always-on connections to the Internet at their desks.
- **Applications and Services** – In the category of technology applications and services, the community-based organization sector is currently at stage 2 on a 0 to 5 scale with some organizations having an informational website.
- **Leadership** – In terms of technology leadership within the community-based organization community, Hopkins County is currently at stage 2 on a 0 to 5 scale where organizations are minimally involved in community economic development issues. Little or no plans exist for better using telecommunications services and technologies, and some organizations provide technology training to their staff at least once a year.

### **The Vision**

The Hopkins 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 each of the three categories to stage 4 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 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 Hopkins County are: Hopkins County, Dawson Springs, Earlington, Hanson, Madisonville (County Seat), Morton's Gap, Nebo, Nortonville, Saint Charles and White Plains.

The official Hopkins County website: <http://www.pvdnetwork.com/PVDNet.asp?SiteID=119>, ranks 51<sup>st</sup> out of 60 official county websites across the state. Created and maintained by the Property Valuation Administration, the website offers information on assessment and taxes. Conveniences are offered such as downloadable forms, specifics on area properties and tax information. General information is also available including the basics on the operations of the PVA and informative tax information.

The official Hanson City website: <http://www.cityofhanson.com/>, ranks 111<sup>th</sup> out of the 116 official city websites across the state. Hanson's website offers residents and visitors information on the community. Pictures and names of city officials and employees are available, as well as local news and events and detailed history of Hanson.

The official Madisonville City website: <http://www.madisonvillegov.com/>, ranks 26<sup>th</sup> out of the 116 official city websites across the state. The Madisonville website offers a great deal of information and functional operations for its visitors. Through the city's online presence, a resident can pay their utility bill and taxes. Information on the various departments including electric, engineering, police and transportation can be found through the individual webpages located on the site. City Administration, City Clerk, and City Council each have information publicly available to make communication between all parties flow more freely. Other miscellaneous features include a calendar of events, pictures, phone directory and a page with other pertinent links.

### **The Assessment**

Although the government entities in Hopkins County have a limited online presence, the Hopkins 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 some employees having e-mail accounts.
- **Applications and Services** – In the category of technology applications and services, the government sector is currently at stage 2 on a 0 to 5 scale. Most public agency websites offer informational features such as community calendar, staff directory, and downloadable forms, and customers rely mostly on postal mail and telephone to conduct business.
- **Leadership** – In terms of technology leadership within the government community, Hopkins County and its associated governments are currently at stage 2 on a 0 to 5 scale where public agencies do not have a strategy for how best to use e-government, minimal telecommunications planning has occurred, and elected officials are not involved in telecommunications issues.

### The Vision

The Hopkins 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 4; and the rating for leadership to stage 4. The team's vision includes:

- Some field workers use **wireless networks** to upload and download data in the field
- Some employees are using **desktop videoconferencing**
- Sensors and **webcams monitor locations**, such as rivers, that are critical to public safety
- Customers can make **routine payments**, such as parking fines, **online** using credit cards or EFT
- **Parks and recreation classes** can be registered for online
- Building **inspections and violations** can be entered from the field
- Some agencies have a formal policy that allows some employees to **work at home** at least one day a week
- **Rights-of-way and tower siting** policies are in place
- Elected officials understand the **importance of the network for economic development and quality of life**

### TOURISM, RECREATION AND PARK

Tourism in Hopkins County is promoted by the Hopkins County Tourist & Convention Commission, [www.hopkinscountytourism.com](http://www.hopkinscountytourism.com). Through the Commission's website, a visitor to Hopkins County can learn about lodging and restaurants, as well as the various attractions and parks located nearby. Maps, weather and the history of Hopkins County is also available. Recreational and tourism points of interest in Hopkins County include:

- Western Kentucky Speedway, [www.wkracing.com](http://www.wkracing.com)
- Glema Mahr Center for the Arts, [www.glemacenter.org](http://www.glemacenter.org)
- Historic Downtown Hanson, [www.historichanson.com](http://www.historichanson.com)
- Main Street Art Gallery, [www.mainstreetart.net](http://www.mainstreetart.net)
- Madisonville Bed and Breakfast, [www.madisonvillebedandbreakfast.com](http://www.madisonvillebedandbreakfast.com)
- Pennyrile Forest State Park, [parks.ky.gov/resortparks/pf](http://parks.ky.gov/resortparks/pf)
- Dawson Springs Main Street, [www.dawsonspringsky.com](http://www.dawsonspringsky.com)
- Trade Water Pirate, [www.hopkinscounty.us/dawsonsprings/tp](http://www.hopkinscounty.us/dawsonsprings/tp)
- Factory Stores of America, [www.factorystores.com](http://www.factorystores.com)

- Apple House Gallery
- Back Door Creations
- The Picket Fence
- VF Outlet
- Best Western Pennyryle Inn and Campground
- Tradewater Public Wildlife Area
- Lake Beshear
- White City Wildlife Management Area
- Dawson Springs Historic Museum & Art Center
- Governor Ruby Laffoon Log Cabin
- Historical Society of Hopkins Co. Library & Museum
- Madisonville Municipal Golf Course
- Wanamaker Lee's Vintage Department Store

### **Need to do assessment /vision**

#### **AGRICULTURE**

In 2002, there were 678 farms in Hopkins County comprising 164,163 acres with an average of 242 per farm. The total market value of production was \$38,387,000 with an average of \$56,618 per farm. Crop sales accounted for \$13,392,000, and livestock sales accounted for \$24,995,000 of the total value in 2002. Government payments totaled \$1,906,000, averaging \$6,050 per farm. Hopkins County is ranked 25<sup>th</sup> in the value of agricultural products sold in the state. The leading agricultural products in sales in Hopkins County are:

1. Grains, oilseeds, dry beans, and dry peas with \$11,843,000;
2. Cattle and calves with \$2,363,000; and
3. Nursery, greenhouse, floriculture, and sod with \$449,000.

Hopkins County tobacco farmers received \$1,966,520 in burley payments from the Tobacco Buyout Program in 2002, and there was \$2,700,954 in dark payments.

In Hopkins County, the agricultural sector is served by Hopkins County's office of the University of Kentucky's Cooperative Extension Service, [ces.ca.uky.edu/Hopkins](http://ces.ca.uky.edu/Hopkins). The Cooperative Extension Service offers a wide variety of services and provides a great deal of information. Understanding the value of technology, the Cooperative Extension Service has high-speed Internet service to its office.

Additionally, the Hopkins County Cooperative Extension Service provides assistance in the areas of family and consumer sciences and 4H Youth Development. In family and consumer sciences, the goal is to help families eat healthy, spend smart, raise kids, and enjoy home. The mission of 4-H is to help young people become self-directing, productive and contributing members of society. Through their website, information is available to assist in accomplishing the goals outline above.

In July, 2006, The Governor's Office of Agricultural Policy established a Pilot Satellite Broadband Cost-Share Program for counties to adopt, using County Agricultural Development Funds. High-speed Internet (broadband) will allow Kentucky farmers to simplify important daily tasks, while developing marketing and sales opportunities. Internet

resources will allow farmers to remain competitive and profitable in today's changing agricultural economy. ConnectKentucky is committed to assist as needed in efforts to establish county interest in adopting this program. Administrators may contact ConnectKentucky for assistance with vendor information, operation meetings or information about satellite broadband and service.

### **The Assessment**

The Hopkins 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, Hopkins County's agricultural sector is currently at stage 1 on a 0 to 5 scale with some growers, suppliers and processors having limited access through a dial-up connection.
- **Applications and Services** – In the category of technology applications and services, the agriculture sector is currently at stage 1 on a 0 to 5 scale with some growers, suppliers and processors using e-mail and Internet.
- **Leadership** – In terms of technology leadership within the agricultural community, Hopkins County is currently at stage 1 on a 0 to 5 scale where the Internet is seen as a possible enhancement to the way daily business is conducted.

### **The Vision**

The Hopkins 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 2 on a 0 to 5 scale in networked places, applications and services and leadership categories. The team's vision includes:


- 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**

# Business and Industry

# Hopkins County


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

■ Hopkins 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 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	<p>● 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.</p>	<p>● Most businesses have an informational website. Some retail websites can accept credit card transactions. Some businesses participate in the electronic supply chain.</p>	<p>■ 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.</p>
	4	<p>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.</p>	<p>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.</p>	<p>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.</p>
5	<p>■ 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.</p>	<p>■ Some businesses send and receive video mail. Some businesses outsource most of their computing services. Some businesses routinely use multiparty videoconferencing to coordinate operations.</p>	<p>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.</p>	

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


■ Hopkins 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.	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	<p>● 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.</p>	<p>● 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.</p>	<p>● 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.</p>
	4	<p>■ 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.</p>	<p>■ 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.</p>	<p>■ 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.</p>
5	<p>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.</p>	<p>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.</p>	<p>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.</p>	

<b>Healthcare</b>	<b>Hopkins County</b>
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● Hopkins County's Benchmark Assessment Results are presented in red.

■ Hopkins 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;"><b>Least Connected</b></div>  <div style="margin-top: 10px;"><b>Most Connected</b></div> </div>	<b>0</b>	Not using the Internet.	Customers use phone and postal mail. No website.	No technology or telecom plan.
	<b>1</b>	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.
	<b>2</b>	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.
	<b>3</b>	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.
	<b>4</b>	● 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.
	<b>5</b>	■ 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.


<b>Libraries</b>	<b>Hopkins County</b>
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● Hopkins County's Benchmark Assessment Results are presented in red.  
 ■ Hopkins County's Vision for this Sector is presented in blue. (Blue is used when Assessment and Vision are the same.)

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

<b>Higher Education</b>	<b>Hopkins County</b>
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● Hopkins County's Benchmark Assessment Results are presented in red.  
 ■ Hopkins 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: 20px;"><b>Least Connected</b></div>  <div><b>Most Connected</b></div> </div>	<b>0</b>	Not using the Internet.	Use phone and postal mail.	There is no technology or telecom plan.
	<b>1</b>	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.
	<b>2</b>	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.
	<b>3</b>	● 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.
	<b>4</b>	■ 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.
	<b>5</b>	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

# Hopkins County

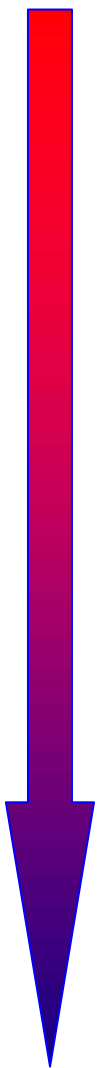
● Hopkins County's Benchmark Assessment Results are presented in red.

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

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


<b>Government</b>	<b>Hopkins County</b>
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● Hopkins County's Benchmark Assessment Results are presented in red.  
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	Stage	Networked Places	Applications & Services	Leadership
 <p style="text-align: center;"><b>Least Connected</b></p>	<b>0</b>	Not using the Internet.	No website.	There is no technology or telecom plan.
	<b>1</b>	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.
	<b>2</b>	● 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.
	<b>3</b>	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.
	<b>4</b>	■ 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.
	<b>5</b>	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.
<b>Most Connected</b>				

# Tourism, Recreation and Parks

# Hopkins County


	Stage	Networked Places	Applications & Services	Leadership
<p style="text-align: center;"><b>Least Connected</b></p>  <p style="text-align: center;"><b>Most Connected</b></p>	<b>0</b>	Not using the Internet.	No computer use. No website. Customers use phone and postal mail.	There is no technology or telecom plan.
	<b>1</b>	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.
	<b>2</b>	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.
	<b>3</b>	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.
	<b>4</b>	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.
	<b>5</b>	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

# Hopkins County

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

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

	Stage	Networked Places	Applications & Services	Leadership
<p style="text-align: center;">Least Connected</p>  <p style="text-align: center;">Most Connected</p>	0	Not using the Internet.	No 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?**

### **POTENTIAL ACTION ITEMS**

#### **Business and Industry**

- Educate small businesses about telecommunications services and the benefits of using technology in business.
- Create a high-tech center to showcase the latest technology.
- Create a technologically capable workforce through training and skills development.
- Develop a local directory of information technology services including providers for technical support, including individuals, businesses and schools.
- Identify ways to reduce the cost of connecting to the Internet and find potential funding sources for small businesses.
- Get businesses together to aggregate demand for high-speed services, create a more attractive market for infrastructure providers and ensure that the services meet local needs.
- Organize demonstrations of the new technologies and present local role-model users.
- Develop a media campaign to help consumers and businesses understand the benefits of high-speed services and the Internet.
- Teach businesses how to use e-commerce to sell to public agencies.
- Encourage Internet access from home for education, business, shopping, eBay and banking.

#### **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.
- Develop strategies for bridging the digital divide, such as after-school programs and community centers.
- Expand wide-area resources and increase bandwidth.
- Identify options for opening school computer labs to the community after hours.

- Seek technology proficiency of Level 1-3 for K-12 teachers.
- Expand student, parent and teacher access to student information such as homework assignments and attendance records.
- Strive to have 10 percent of high school students and teachers complete one distance learning course per year.
- Make it easier for low-income families to access computers and the Internet to facilitate communications with teachers and schools.
- Promote technology integration in classrooms and on teacher websites.

### **Healthcare**

- Identify funding methods for enhancing educational infrastructure.
- Educate providers on available technologies and the benefits of technology in medicine.
- Using public and private partnerships, ensure that small providers and rural areas have access to affordable, high-speed networks so they can participate in telemedicine and teleconferencing services.
- Seek grants to upgrade technology and train medical staff.
- Develop better strategies to retain technical and professional healthcare staff.
- Educate doctors about how they can use technology in their offices.
- Keep patient data on a central database shared among all medical providers to minimize the number of forms patients have to fill out on each visit, which would enable providers to avoid copying and faxing patient information.
- Provide online appointment scheduling and verification.

### **Library**

- Increase the number of public-access computers.
- Provide ports or wireless access points where patrons with laptop computers can connect to high-speed lines.
- Increase the use of mobile computer stations in bookmobiles or outfitted vans, especially in rural areas.
- Market the current capabilities and services of the library system.

- Improve the current website and expand the library's ability to interact with patrons.
- Improve technical support for public computers and the library website.
- Offer more instruction on how to take advantage of the web's resources.
- Support county applications for technology grants that will also benefit the library system.
- Explore options to increase customer-initiated transactions online, such as paying fines and accessing subscription databases.
- Identify and catalog technology training programs already in place.
- Market the training classes that are currently available.
- Digitize genealogy and historic information.

#### **Community-Based Organizations**

- Find ways to make broadband access more affordable.
- Develop a list of potential funding sources for technology acquisition.
- Provide technical training programs for non-profits and for-profits to meet their special needs.
- Develop collaborative partnerships with educational institutions and corporate partners to provide web services/design and equipment.
- Identify the community-based organizations in the county and list their websites.
- Recruit university and high school students to develop websites.
- 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.
- Help community-based organizations find locations to access the Internet.
- Provide training on webpage development, including the use of free webpages.

## **Government**

- Increase city-county collaboration.
- Develop more thorough employee technology training programs.
- Create a strategic plan to improve all automated systems, re-engineer manual procedures and restructure how departments collaborate.
- Improve the ability to conduct business with government over the Internet, such as permitting, purchasing and payments.
- Develop more e-government applications that provide value to the consumer such as enabling online license renewals, voter registration, and court record searches and voting.
- Allow the donation of appropriate surplus computers to non-governmental organizations and individuals.
- 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.
- Build a public-private consortium to identify best practices in website design and content, such as ADA compliance, multiple language support and navigation techniques.
- Create a county website and post all meeting agendas, minutes and attachments online.
- Issue emergency notifications, such as road closures, via e-mail and the website.
- Provide training and awareness to senior citizens including how to file medical claims and insurance online.

## **Tourism, Parks and Recreation**

- Improve and correct local links and identification.
- Encourage more local companies to sell their goods and services online to promote local businesses and increase sales.
- Develop affordable, high-speed services for rural parts of the county.
- Use technology to market county attractions to potential in-state and out-of-state tourists.
- Encourage local hotels to provide computers and high-speed Internet access to their occupants.
- Get all organizations and hotels online with links to the tourism website.

- Offer videoconferencing capability to all sectors from a central location.
- Make electronic brochures and information available for downloading.

### **Agriculture**

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



**E. NEXT STEPS  
(To Be Determined at  
Action Planning Meeting)**