



# MAGOFFIN COUNTY STRATEGIC TECHNOLOGY PLAN

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## **A. Executive Summary**

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### **Purpose**

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

### **Summary**

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

Pursuing the *Five A’s to technology acceleration in Kentucky* (Availability, Affordability, Awareness, Applications and Adoption) ConnectKentucky has established the Commonwealth as a national model for technology development. Over the past two years, Kentucky has achieved growth rates in technology availability and adoption that lead the nation.

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

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

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

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

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

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

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

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

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

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

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

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

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

### **Methodology**

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

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

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

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

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

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

**How Do We Get There?**

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



## **B. WHY DOES THIS MATTER?**

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### **Business and Industry**

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

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

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

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

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

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

### **K-12 Education**

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

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

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

### **Healthcare**

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

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

### **Libraries**

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

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

### **Higher Education**

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

The most common application of high-speed Internet on college and university campuses, however, is typically not actually used on-campus. Most colleges and universities offer online classes and academic programs to better equip students with the opportunity to learn. In 2004, 35,000 students participated in higher education classes through Kentucky Virtual University, [www.kyvu.org](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 is common for people to feel disengaged from the everyday actions of state and local government, technology has allowed governments to begin closing that gap. On the state level, Kentucky has developed [Kentucky.gov](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**

Magoffin County private businesses and industries employ a total of 2,397 workers, however, the majority of those living in Magoffin County work elsewhere. In many ways, Magoffin County has become a “bedroom community” wherein residents travel all across the state to cities such as Georgetown, Ashland and Pikeville for employment.

The leading industries locally (excluding government/public positions) by employment are:

1. Services with 561;
2. Trade, Transportation, and Utilities with 347; and
3. Mining and Construction tie with 120 each.

The leading employers in Magoffin County are:

1. Continental Conveyor & Equipment Co. with 300;
2. Salyersville Healthcare Center with approximately 200 employees; and
3. Influent Inc. with 68.

Given recent developments in natural resources markets and the nation’s ever-increasing demand for energy, oil and natural gas exploration, as well as coal mining, are expected to balloon in employment size in the county within the next five years.

### **The Assessment**

- **Networked Places** – In the category of networked places, Magoffin County’s business and industry sector is currently at stage 3 on a 0 to 5 scale with most office workers having always-on connections to the Internet at their desks, and some mobile workers having laptop computers and accessing the office network remotely.
- **Applications and Services** – In the area of technology applications and services, the business and industry sector is currently at stage 2 on a 0 to 5 scale with some businesses having informational websites, and some businesses transmitting or receiving some orders electronically.
- **Leadership** – In terms of technology leadership within the business community, Magoffin 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 operations.

### **The Vision**

While the Magoffin County eCommunity Leadership Team found that business and industry’s current use of technology is somewhat limited, the team has an aggressive vision for how the county’s business and industry sector will be using technology in two years. The team set goals that would move the business and industry sector from the middle stages to stage 4 in the three categories outlined above. 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**
- Some office computers have webcams for **videoconferencing**
- Some businesses **outsource** most of their **computer services**
- Some retailers and manufacturers **sell goods out of state** or internationally
- Some **employees work remotely** some out of state

## **K-12 EDUCATION**

Magoffin County Schools, <http://www.magoffin.k12.ky.us>, had a district enrollment of 2,294 students during the 2004-2005 school year. Schools in Magoffin County are meeting or exceeding their accountability goals. They have one school ranking sixth among all elementary schools in the state and two elementary schools that are in the top ten most improved schools in the state. Recently, another elementary school was recognized as a "Blue Ribbon School," an award that recognizes academic excellence.

In the continuing effort of excellence, the district has secured sites for the construction of two elementary schools. New state-of-the-art facilities will give them teaching and learning environments that will nurture proficiency for all students.

Magoffin County High School is beginning a phase of total transformation with the national and state-wide emphasis on high school reform. The school and central office administrators are in the planning stages of initiating positive changes to current instructional practices to provide students opportunities for top-quality learning. Structural renovations are also being planned and budgeted for Magoffin County High School.

The district has recently been selected as a partner school district for the University of Louisville's "Grid Computing" project. Through this partnership program with U of L, Magoffin County Schools have received 200 eMac Computers that have now been placed in computer labs across the district. The computers were free to schools for use during school hours. However, during off-peak hours, the machines are used by U of L, via the Internet, to do computational analysis on cancer research projects. This win-win value proposition has had a net effect of infusing more computer workstations in more places all for the benefit of Magoffin County Schools' students.

	<b>Attendance Rate</b>	<b>Retention Rate</b>	<b>Dropout Rate</b>	<b>Graduation Rate</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>	91.8%	4.6%	1.1%	76.3%	42.4%	3.8%	37.9%	2.3%	9.1%	4.5%
<b>State</b>	94.3%	3.3%	2.2%	81.5%	54.7%	2.6%	27.5%	4.8%	6.4%	4%

Magoffin County Schools are continuing to fund Technology Resource Teachers to serve all schools. The technology resource teachers help support all teachers with technology resources and training on a variety of topics including, lesson planning, Internet resources, curriculum resources and technical support.

The schools also have an excellent Student Technology Leadership Program (STLP) that utilizes student expertise and interests to promote student centered lessons and activities. The district has received state recognition for outstanding performance in projects that involve local businesses and community organizations. Magoffin County School district has been recognized by the Kentucky Department of Education as a Platinum District (1 of only 6 in the state) in STLP and all schools in the district now have the recognition of being designated a "Gold School" in STLP.

Magoffin County's K-12 STLP is very active and includes numerous community partners such as the Magoffin County Senior Citizens Center and the local Veterans group. In addition, Magoffin County K-12 has implemented a TRT (Tech Resource Teacher) program where participating teachers spend 1/2 day as regular classroom teachers and the remainder of the day in what they call "imbedded professional development." The TRT

instructors are in classrooms assisting other teachers with specific technology questions and projects.

The district webpage hosts numerous links to technology and instructional materials for the purpose of enhancing instruction in all areas. Technology utilization is a daily activity within Magoffin County schools and is ongoing and job embedded.

	Spending per Student	Student Teacher Ratio	Student/Computer Ratio	% of Classrooms with at Least One KETS Workstation With Internet Access
<b>District</b>	2095	14:1	1.8:1	100
<b>State</b>	8663	16:1	3.7:1	100

### **The Assessment**

In its evaluation, the Magoffin 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, Magoffin 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 four students in grades K-12. Most classrooms have computers for student use, and some teachers use computer-based presentation tools and projectors for their lessons.
- **Applications and Services** - In the category of technology applications and services, the education sector is currently at stage 3 on a 0 to 5 scale. Some schools have an interactive website that offers access to homework assignments and e-mail contact with teachers and administrators. Additionally, many teachers can incorporate Internet material into the curriculum.
- **Leadership** - In terms of technology leadership within the education sector, Magoffin 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, and teacher training on new technologies is a priority at most school districts.

### **The Vision**

The Magoffin 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 Magoffin County eCommunity Leadership Team include reaching stage 5 in all three categories above on a scale of 0 to 5. The vision includes:

- Many classrooms have **large, flat-panel displays or projectors for video-based instruction**
- Many schools have **converted their phone system to Voice over Internet Protocol (VoIP) to save money**
- Most high schools have **one-to-one computing for their students**
- Some school **computer labs have been made available to the public**
- Schools use the **network to connect students, teacher, and parents, improve learning via online resources, and manage administrative responsibilities more efficiently**
- All students **meet grade level requirement in the National Educational Technology Standards**
- **Technology training is offered** in the community

- Many high school students use **online teachers and experts to explore subjects and execute individual learning plans**
- All school 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**

Although there are no hospitals in Magoffin County, there are several progressive healthcare facilities within the county and the 72-bed primary care hospital, Paul B. Hall Regional Medical Center is located within 15 miles of the area. Among the quality healthcare facilities within Magoffin County are the federally funded primary care clinic, Hope Clinic; Mountain Comprehensive Care; and Albaree Clinic which is affiliated with Highlands Regional Hospital. Also located within Magoffin County is the Salyersville Medical Center which is affiliated with Pikeville Medical Center. Salyersville Medical is one of the progressive healthcare facilities in the area that currently uses electronic medical records as does Dr. Charles Hardin, a local physician with privileges at Paul B. Hall Medical Center. Additionally, the area is home to Magoffin County Health Department which uses MAPP technology and is one of the most progressive health departments within eastern Kentucky.

### **The Assessment**

The Magoffin 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, Magoffin County's healthcare sector is currently at stage 3 on a 0 to 5 scale with some doctors and nurses using laptop and palmtop devices connected to wireless networks to enter patient information and access databases.
- **Applications and Services** – In the category of technology applications and services, the healthcare sector is currently at stage 2 on a 0 to 5 scale. Some providers have informational websites, and some providers store patient records electronically. Furthermore, telemedicine is being evaluated, and some offices are electronically transmitting records to insurers for reimbursement.
- **Leadership** – In terms of technology leadership within the healthcare community, Magoffin County is currently at stage 1 on a 0 to 5 scale where healthcare providers are considering what advantage may come from using the Internet in the office.

### **The Vision**

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

- Most equipment have been converted to **digital**
- **Desktop videoconferencing** is routine at all hospitals and major clinics
- Telephone systems have converted to **Voice over Internet Protocol (VoIP)** to save money
- **Remote monitoring of patients** with chronic conditions is standard procedure
- Some providers allow patients to **e-mail doctors**
- Most providers **store patient records electronically**
- Some **lab results** and images are **received electronically**
- 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**

### **LIBRARIES**

Magoffin County Public Library is currently without an online web presence. However, there are tentative plans to develop a website in the near future. Even without an official website, the library is currently able to provide ten Internet-connected computers for public access. Additionally, the library works in collaboration with the public schools' Family Resource Centers to sponsor a reading program each year. They also participate in the annual career day at the local middle schools. Reading programs include special holiday reading programs and the larger summer reading programs, which takes its theme from the Kentucky Library and Archives. As a part of the summer reading program, the library arranged to have the technology equipped KHEAA bus available to the children. This tour bus is equipped with computer terminals and promotes college and career opportunities. The library also works closely with different community groups, including the extension office, whose members read to school children to promote literacy and library skills.

### **The Assessment**

The Magoffin County eCommunity Leadership Team found that the library sector has not even begun to use technology to its advantage and has identified a large opportunity for technology applications within the library sector.

- **Networked Places** – In the category of networked places, Magoffin County's Library sector is currently at stage 2 on a 0 to 5 scale with public libraries providing several computers with free access to the Internet.
- **Applications and Services** – In the category of technology applications and services, the Library sector is currently at stage 1 on a 0 to 5 scale where some employees are accessing e-mail and library-related websites.
- **Leadership** – In terms of technology leadership within the library community, Magoffin County is currently at stage 1 on a 0 to 5 scale with employees accessing the Internet in order to help the patrons of the facility.

### **The Vision**

The Magoffin County eCommunity Leadership Team sees great potential for the use of technology in the Library 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 the both the networked places and the leadership categories to a stage 4 on a 0 to 5 scale and the applications and services to a stage 5 on a 0 to 5 scale. The team's vision includes:

- Public libraries have added **network ports** or wireless networks and electric outlets to carrels
- Patrons may **review their accounts online** and pay **finest by credit card**
- Patrons can **access the library online as a portal** for other online information services
- 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, skill and innovation in the community

### **HIGHER EDUCATION**

Higher education facilities currently do not exist in Magoffin County, however there are 30 facilities within 59 miles. Morehead State University, located 16 miles away, is the nearest university and Big Sandy Community College is the closest community college located 15 miles from the area. Big Sandy Community and Technical College has a campus in Prestonsburg, along with campuses in Paintsville, Pikeville and Hager Hill.

There is also a strong Adult Education presence within Magoffin County. Services offered through this facility include adult basic education as well as GED preparation. Also offered are workplace skills training including community based services which implement the “Ready to Work” and “Work to Learn” programs in collaboration with KTCTS. The learning center boasts a large computer lab that is accessible to all adults within in the county. Adults can train on any or all Microsoft products. Also offered are workshops on Internet safety in collaboration with UK extension office and the local police department, as well as REACH (drug abuse) trainings. Additionally, students have the ability to utilize the computers at the Adult Ed Center for online college computer classes. Future plans include increasing the post- secondary transition training currently offered and the facility would like to be a part of an overall community website portal.

### **The Assessment**

The Magoffin 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, Magoffin County’s higher education sector is currently at stage 3 on a 0 to 5 scale with some classrooms having 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. 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.
- **Leadership** – In terms of technology leadership within the higher education community, Magoffin 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. Faculty training on new technology is a priority.

### **The Vision**

The Magoffin 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 the networked places and application and services categories and a stage 5 goal on a scale of 0 to 5 in the leadership category. The 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
- 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**

There are approximately 34 active and involved community-based organizations in Magoffin County. A strong example of one such organization is the MAPP program. MAPP, which stands for Mobilizing for Action through Planning Partnerships, is a strategic planning tool facilitating the Magoffin County Health Department. MAPP allows the community to prioritize concerns and identify resources to meet the identified needs.

A second example of the many community based organizations is the genealogy library which draws visitors from many areas and is a factor within the Tourism Sector as well.

More information about MAPP can be found at:  
<http://www.magoffin.k12.ky.us/mapp/default.htm>.

### **Assessment**

The Magoffin 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, Magoffin County's community-based organization sector is currently at stage 2 on a 0 to 5 scale with many organizations having e-mail, and some office employees having always-on connections to the Internet at their desks.
- **Applications and Services** – In the category of technology applications and services, the 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, Magoffin County is currently at stage 2 on a 0 to 5 scale where organizations are minimally involved in community economic development issues.

### **The Vision**

The Magoffin 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 **Voice over Internet Protocol (VoIP)** to save money
- Some office workers have converted from desktop computers to **portable wireless devices**
- Some office computers have **video cameras**
- Most organizations have an **informational website**
- A **unified portal** provides access to a broad range of community information and services
- Most local chapters are able to **share data** with the parent organization
- Some organization leaders are actively involved in **community economic development issues** and there are visible leaders taking a significant role in economic development
- Many organizations plan to use **telecommunications services** and technologies within the next year
- Most organizations provide **technology training** to their staff at least once a year

### **GOVERNMENT**

Government entities in Magoffin County are:

- Magoffin County; and
- Salyersville (County Seat)

Government entities in Magoffin County are currently without an online presence.

### **The Assessment**

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

- **Networked Places** – In the category of networked places, the government sector is currently at stage 3 on a 0 to 5 scale with many employees having e-mail accounts.
- **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 a community calendar, staff director and downloadable forms. In addition, customers rely mostly on postal mail and telephone to conduct business.
- **Leadership** – In terms of technology leadership within the government community, Magoffin County and its associated governments are currently at stage 2 on a 0 to 5

scale. Public agencies do not have a strategy for how best to sue e-government, and minimal telecommunications planning has occurred.

### **The Vision**

The Magoffin 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 on a 0-5 scale in each of the categories above. 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 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 sighting** policies are in place.
- Elected officials understand the importance of the network for **economic development** and quality of life

### **TOURISM, RECREATION AND PARKS**

Recreational and tourism points of interest in Magoffin County include the Magoffin County Historical Society Log Village. The Historical Society was organized in 1978. The second year they bought a track of land and placed four log homes on the tract. Later another parcel of land became available and an additional ten log homes were established. Still later, the old post office building became available and the Society secured that for their genealogy library. The fifteen log buildings contain period furniture, and the village is open for tours five days a week and occasionally by appointment on summer weekends. The combination period village and library dedicated to the past has been put together almost completely by volunteers, many of whom have dedicated some twenty-eight years to the project. Each year they celebrate "Founders Day" on Labor Day weekend. The group exists primarily by selling family genealogy books and utilizing voluntary employees.

The genealogy library, which is housed on the adjacent grounds of the Log village, boasts a large facility that is according to Todd Preston, the Library Director, "full and running over" with information. The library includes specific census records from 1850 and general census records prior to that date. The library also includes family history books, cemetery records, and even family cookbooks that contain bits and pieces of genealogy. Many records can also be found online by a library volunteer.

The Tourism Commission consists of two people, Mr. Todd Preston and a part-time volunteer genealogy record keeper, Connie Wireman. They currently have e-mail access; however, they are hoping to be part of a county-wide website that would bring all county entities together. Mr. Preston would also like to see more interest in increasing marketing efforts within the next year. One way they hope to accomplish this is through their newsletter which they have published four times per year for 29 years. At one time, there

were some 1,000 members in the Historical Society. That number has fallen to about 700 members who pay \$14.00 per year in dues. Members hail from all over the country and even in foreign countries. There has never been a membership drive, yet membership has grown solely through word of mouth from one kinsman to another. Approximately 40 percent of the members live west of the Mississippi river. This is due in part to the early migration to the west and the later migration during the war. The Society receives no funding from federal, state or local government entities. Future plans include adding continued GPS mapping for area cemeteries and updating burial records.

### **The Assessment**

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

- **Networked Places** - In the category of networked places, Magoffin County's tourism, recreation and parks sector is currently at stage 1 on a 0 to 5 scale where some employees can access the Internet through a dial-up connection or have connections to the Internet at their desks.
- **Applications and Services** - In the category of technology applications and services, the tourism, recreation and parks sector is currently at stage 2 on a 0 to 5 scale. Some facilities have an informational website, and some facilities transmit or receive some reservations electronically.
- **Leadership** - In terms of technology leadership within the tourism, recreation and parks sector, Magoffin County is currently at stage 2 on a 0 to 5 scale where the Internet is seen as essential to business operations, and employees are trained on basic applications.

### **The Vision**

The Magoffin County eCommunity Leadership Team sees great potential for the use of technology in the tourism, recreation and parks sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set goals to move the networked places category to a 3 on a scale of 0 to 5 and each of the remaining categories above to stage 4 on a 0 to 5 scale. The team's vision includes:

- Most office employees have **always-on connections to the Internet** at their desks
- Some mobile workers have **laptop computers and can access the office network remotely**
- **Affordable videoconferencing facilities** are available
- Some facilities **outsource most of their computing services to local service providers**
- Some facilities **market 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 are **working with educational partners to raise workforce skill levels**

### **AGRICULTURE**

In 2002, there were 345 farms in Magoffin County comprising 45,509 acres with an average of 132 per farm. The total market value of production was \$1,658,000 with an average of \$4,805 per farm. Crop sales accounted for \$1,180,000, and livestock sales accounted for

\$477,000 of the total value in 2002. Government payments totaled \$28,000, averaging \$745 per farm. Like all of Kentucky, Magoffin County is making the transition from tobacco production to livestock and hay.

Magoffin County is ranked 106<sup>th</sup> in the value of agricultural products sold in the state.

The leading agricultural products in sales in Magoffin County are:

1. Tobacco at approximately \$100,000;
2. Cattle and calves with \$205,000 but this number is expected to dramatically increase as Magoffin County's farmers continue to shift their crop away from tobacco and more toward beef production.
3. Horses, ponies, mules, burros, and donkeys with \$157,000 and this number will also increase, but at a slightly lower pace as farmers leave tobacco in favor of more profitable ventures in livestock.

Magoffin County tobacco farmers received \$9,769,198 in burley payments from the Tobacco Buyout Program in 2002, and there were no dark payments.

### **The Assessment**

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

### **The Vision**


The Magoffin County eCommunity Leadership Team sees great potential for the use of technology in the agricultural sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set goals to move to stage 4 on a 0 to 5 scale in all three categories. The team's vision includes:

- Some growers, suppliers and processors use **Voice over Internet Protocol (VoIP)** to save money
- Some workers have converted from desktop computers to **portable devices** with wireless connections
- Some office computers have **webcams for videoconferencing**
- 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

<b>Business and Industry</b>	<b>Magoffin County</b>
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● Magoffin County's Benchmark Assessment Results are presented in red.

■ Magoffin 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.	No computer use or website. Customers use phone and postal mail.	No technology or telecom plan.
	<b>1</b>	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.
	<b>2</b>	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.
	<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 in the community.	Most businesses have an informational website. Some retail websites can accept credit card transactions. Some businesses participate in the electronic supply chain.	Some businesses permit some employees periodically to telework. Some businesses encourage employees to take work-related classes offline. Employee training on new technology is a priority.
	<b>4</b>	■ Some businesses use Voice over Internet Protocol (VoIP) to save money. Some office workers have converted from desktop computers to portable device. Some office computers have webcams for videoconferencing.	■ Some businesses outsource most of their computer services. Some retailers and manufacturers sell goods out of state or internationally. Some employees work remotely, some out of state.	■ Some businesses permit some employees to telework one or two days a week. Some businesses encourage employees to take work-related courses online. Businesses are working with educational partners to raise workforce skill levels.
	<b>5</b>	Most businesses use Voice over Internet Protocol (VoIP) to save money. Most computers have video cameras. Some retailers and manufacturers use RFID (radio frequency identification) to track inventory and equipment.	Some businesses send and receive video mail. Some businesses outsource most of their computing services. Some businesses routinely use multiparty videoconferencing to coordinate operations.	Some businesses have restructured to focus on their core contribution and outsource nonessential functions. New hires are required to have experience using new technology in business applications.

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

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


	Stage	Networked Places	Applications & Services	Leadership
<p style="text-align: center;">Least Connected</p>  <p style="text-align: center;">Most Connected</p>	0	Not using the Internet.	Schools use phone and postal mail. Schools have no website.	There is no technology or telecom plan.
	1	Few middle and high schools have computer labs for students. Few classrooms/teachers have access to computer projectors.	Few schools have an informational website. The Internet is not used as a resource for instruction or homework assignments.	Few experienced teachers are trained on how to incorporate material from the Internet into their curriculum.
	2	Many middle and high schools have computer labs for students. Some classrooms and teachers have access to computer projectors.	Many schools have an informational website. The Internet is rarely used as a resource for instruction or homework assignments.	Few schools have plans for better using telecommunications services and technologies in their classrooms. Some experienced teachers are trained on how to incorporate material from the Internet into their curriculum.
	3	● Schools provide at least one computer for every four students in grades K-12. Most classrooms have computers for student use. Some teachers use computer-based presentation tools and projectors for their lessons.	● Some schools have an interactive website that offers access to homework assignments and communication with teachers and administrators. Many teachers can incorporate Internet material into the curriculum. Teachers welcome e-mail from parents and students.	● The school board sees opportunities to use the network to raise test scores and operate the school more efficiently. Teacher training on new technologies is a priority at most school districts. Schools are using consultants to take advantage of e-rate and other school discounts.
	4	Some high school students are provided their own laptop computers at school. Many classroom teachers have access to digital projection capabilities. Most middle and high schools have video programs that allow students to produce and share shows on a public network. Some schools use wireless sensors to monitor energy consumption.	Many schools have an interactive website that offers access to homework assignments and e-mail contact with teachers and administrators. All teachers meet National Educational Technology Standards. Most students meet National Educational Technology Standards. Parents and family members are encouraged to participate in student learning via e-mail and online applications. Online classes are available to high school students via Internet-based instruction, including college online classes and Kentucky Virtual High School.	Some schools have comprehensive plans for learning activities using technology in the classroom. New hires are required to have experience using new technology in the classroom. Computer labs are made available to family and community members. Schools take responsibility for continuing e-rate and other discounts.
	5	■ Many classrooms have large, flat-panel displays or projectors for video-based instruction. Most schools have converted their phone system to Voice over Internet Protocol (VoIP) to save money. Most high schools have one-to-one computing for their students. Some school computer labs have been made available to the public.	■ Schools use the network to connect students, teachers and parents, improve learning via online resources, and manage administrative responsibilities more efficiently. All students meet grade level requirements in the National Educational Technology Standards. Technology training is offered in the community. Many high school students use online teachers and experts to explore subjects and execute individual learning plans.	■ All schools have comprehensive plans for learning activities utilizing technology in the classroom. School districts actively promote information technology literacy to drive positive impacts on economic performance, skills and innovation in the classroom. The school system plays a vital role in raising the skill level and awareness of community and family members.

# Healthcare

# Magoffin County

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

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


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

# Libraries

# Magoffin County

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

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


	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.

# Higher Education

# Magoffin County

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

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


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

# Community-Based Organizations

# Magoffin County

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

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


	Stage	Networked Places	Applications & Services	Leadership
 <p>Least Connected</p> <p>Most Connected</p>	0	Not using the Internet.	No computer use. No website. Use phone and postal mail.	No technology or telecom plan.
	1	Accessing the Internet through a limited dial-up connection.	Currently using e-mail and possibly other basic Internet functions.	The Internet is seen as a possible enhancement and marketing tool.
	2	<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>

**Government**

**Magoffin County**

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

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


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

# Tourism, Recreation and Parks

# Magoffin County

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

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


<p>Least Connected</p>  <p>Most Connected</p>	Stage	Networked Places	Applications & Services	Leadership
	0	Not using the Internet.	No computer use. No website. Customers use phone and postal mail.	There is no technology or telecom plan.
	1	● Some employees can access the Internet through a dial-up connection.	Some employees currently use the Internet for e-mail.	The Internet is seen as a possible way to enhance operations.
	2	Some office employees have always-on connections to the Internet at their desks.	● Some facilities have an informational website. Some facilities transmit or receive some reservations electronically.	● The Internet is seen as essential to business operations. Employees are trained on basic applications.
	3	■ Most office employees have always-on connections to the Internet at their desks. Some mobile workers have laptop computers and can access the office network remotely. Affordable videoconferencing facilities are available.	Most facilities have an informational website. Some websites can accept credit card purchases. Some facilities participate in an electronic supply chain.	Some facilities permit some employees periodically to telework. Some facilities encourage employees to take work-related classes online. Employee training on new technology is a priority.
	4	Some facilities use Voice over Internet Protocol (VoIP) to save money. Some office workers have converted from desktop computers to portable devices with wireless connections. Some office computers have webcams for videoconferencing.	■ Some facilities outsource most of their computing services. Some facilities market themselves out of state or internationally. Some employees work remotely.	Some facilities permit some employees to telework one or two days a week. Some facilities encourage employees to take work-related classes online. Facilities work with educational partners to raise workforce skill levels.
5	Most facilities use Voice over Internet Protocol (VoIP) to save money. Most computers have video cameras.	Some facilities send and receive video mail. Some facilities outsource most of their computing services. Some facilities routinely use multiparty videoconferencing to coordinate operations.	Some facilities have restructured to focus on their core contribution and outsource nonessential functions. New hires are required to have experience using new technology in business applications.	

# Agriculture

# Magoffin County

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

■ Magoffin 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?**

### **PROJECT CONCEPT: Creation of a Local County/Community Website Portal**

#### **LONG TERM GOAL**

This project team will work to create a local County/Community Website Portal to serve as a clearinghouse of information by providing access to all pertinent links and websites for the citizens of Magoffin County.

#### **WHY IT'S IMPORTANT**

A County/Community Website Portal would provide a new and vital way of delivering required services to citizens living in Magoffin County. By harnessing the power of the Internet, an electronic "one stop shop" could eventually be realized. A growing range of services could be accessed by residents of Magoffin from either their own homes or from community facilities within the county. This would bridge the problem of rural isolation by making needed services available at a touch.

#### **SPECIFIC MEASURABLE OUTCOMES**

1. Increase community access to pertinent information and services
2. Creation and implementation of an established clearinghouse of information for Magoffin County residents
3. Increase in community comfort level of Magoffin County citizens through use of the Website Portal
4. Promote technology usage through website portal communication device

#### **STEPS TO ACHIEVE MEASURABLE OUTCOMES**

1. Engage services of Kentucky.gov to assist with technical hosting, design and implementation.
2. Identify and decide on all pertinent links to be included
3. Create webpage design
4. Launch webpage
5. Market webpage to increase usage by the community

#### **NAMES OF IMPLEMENTATION CHAMPIONS**

Magoffin County Government entities  
Magoffin County Schools  
Magoffin County Business Community

## **PROJECT CONCEPT: Use of School Lab Facilities for Community Technical Training and Awareness for Magoffin County**

### **LONG-TERM GOAL**

This project will increase the comfort level, value awareness and attitude toward the use of technology within the entire Magoffin County community.

### **WHY IT'S IMPORTANT**

It is essential in today's world that the community be comfortable and experience confidence in the use and value of technology. There are opportunities to leverage existing technology lab resources within Magoffin County Public School District to overcome barriers and improve trust through technology training programs and to create additional awareness within the community in regard to technology. Increasing the comfort level and confidence within the community is essential in our ability to expand technology within each sector of the community. These community sectors include: agriculture, business and industry, community-based organizations, government, healthcare, higher education, K-12 education, libraries, and tourism, parks and recreation.

### **SPECIFIC MEASURABLE OUTCOMES**

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

1. Inventory of all technology education/training/awareness resources in Magoffin County and development of resource tool to help facilitate collaboration between these various entities.
2. Development of additional education, training and awareness materials to focus on the use of technology and broadband applications.
3. Increase the citizen usage rates of computers and broadband in Magoffin County.

### **STEPS TO ACHIEVE OUTCOME**

1. Identify all organizations within Magoffin County performing community education, training and awareness.
2. Divide current resources offered by organizations into three categories: education, training and awareness.
3. Determine which sectors could benefit from education/training/awareness opportunities.
4. Create new ways to market and promote opportunities to appropriate groups within the community and divide up market sectors between community entities.
5. Determine gaps in education/training/awareness and ways to fill those gaps.
6. Work with the Magoffin County School District to use school labs for these training sessions.

### **NAMES OF IMPLEMENTATION CHAMPIONS**

Magoffin County Schools <http://www.Magoffin.k12.ky.us>

Local businesses and Community Based Organizations

Big Sandy Community Technical College <http://www.bigsandy.kctcs.edu>

## **PROJECT CONCEPT: Implement Internet Safety Awareness Training For Magoffin County**

### **LONG-TERM GOAL**

This project will increase the comfort level and attitude toward the use of technology by providing Internet safety training for the Magoffin County community.

### **WHY IT'S IMPORTANT**

The Internet has become a worldwide information resource open for all to use, including, unfortunately, predators. The Internet, however, cannot be held hostage by this small minority of maligned interests. One important step in achieving Internet use and raising the general technology comfort for the community will be to help those with concerns learn how to protect themselves against potential risks. Increasing the comfort level and confidence within the community is essential in our ability to expand technology throughout Magoffin County and implementation of Internet Safety Awareness Training for the community will be an important step in this progress.

### **SPECIFIC MEASURABLE OUTCOMES**

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

1. Development of Internet safety training materials and curricula
2. Hold Internet safety training seminars
3. Increase the citizen usage rates of computers and broadband in Magoffin County.

### **STEPS TO ACHIEVE OUTCOME**

1. Identify any organizations within Magoffin County currently performing any internet safety training.
2. Determine partnership opportunities and identify areas those programs could be expanded to best fit the needs of the community.
3. Develop and expand training materials and curricula to meet those needs.
4. Work with the Magoffin County School District to use school labs for these training seminars.
5. Market the program through local channel partners such as school children's parents, local financial institutions and others with an interest.
6. Launch the program and begin holding the seminars.

### **NAMES OF IMPLEMENTATION CHAMPIONS**

Magoffin County Schools <http://www.Magoffin.k12.ky.us>

Magoffin County Adult Education

Big Sandy Community Technical College <http://www.bigsandy.kctcs.edu>

Magoffin County Banks and Chamber organizations

## **PROJECT CONCEPT: Implement “Technology Recognition Programs”**

### **LONG-TERM GOAL**

This project will identify and promote those local community organizations that are successfully and innovatively incorporating technology to more efficiently serve their constituents.

### **WHY IT'S IMPORTANT**

Role models are a tremendous point of inspiration and leadership for small communities like Salyersville and Magoffin County. In recognizing those groups and individuals that are taking the initiative to innovatively incorporate technology into their operations, community leaders will place an emphasis and will build the local prestige of those who creatively use technology. This effort will in return create a host of role models which will help to inspire those in the community who may not yet realize the full potential and value that technology brings to an organization.

### **SPECIFIC MEASURABLE OUTCOMES**

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

1. Development of a community technology awards program, including selection criteria and eligibility information.
2. Hold a technology awards recognition ceremony whereby innovators in the community will be celebrated and honored for their use of technology.
3. Facilitate the involvement of these role models in marketing programs to help raise the prestige and recognition of technology innovators in the community.
4. Increase citizen usage rates of computers and broadband in Magoffin County.

### **STEPS TO ACHIEVE OUTCOME**

1. Bring community partners together to create a technology awards program for local innovators in the community.
2. Identify best practice technology programs and applications currently being used within Magoffin County to serve as initial models for criteria and eligibility information.
3. Finalize application process, criteria and eligibility information so that program can be launched.
4. Plan the formal event in which local innovators will be recognized with the awards.
5. Work through local media and other community partners to creatively promote the awards event and especially recognize winners.
6. Follow-up on the event for feedback as well as opportunities for which winners might be willing to serve as mentors and get more active in raising awareness of the value of technology in Magoffin County.

### **NAMES OF IMPLEMENTATION CHAMPIONS**

Various local organizations who are implementing technology applications and usage  
Local Magoffin County media outlets  
Magoffin County School System  
Magoffin County Government entities

## **PROJECT CONCEPT: Refurbished Computer Program**

### **LONG-TERM GOAL**

This project team will work to provide refurbished computer technology to those Magoffin County citizens who would not otherwise be able to afford the same.

### **WHY IT'S IMPORTANT**

By putting more computers into the hands of those who would be the least likely to be able to acquire such hardware, we increase the comfort level and use of technology within Magoffin County.

### **SPECIFIC MEASURABLE OUTCOMES**

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

1. Creation of a computer distribution program based upon best practices currently in existence.
2. Identify sources for local computers able to be refurbished at low cost.
3. Identify sources of funding for a potential refurbishment program.
4. Encourage the use of technology usage and innovation by providing refurbished computer equipment to those meeting criteria.
5. Increase public awareness and comfort level in the use of technology and broadband applications through use of these computers.
6. Increase the citizen usage rates of computers and broadband in Magoffin County.

### **STEPS TO ACHIEVE OUTCOME**

1. Develop a program, including selection application and criteria, to manage workflow of refurbishment as well as identification of computer recipients.
2. Create a partnership with local businesses and government entities that would allow for the donation of used computer hardware for refurbishing purposes with possible rewards/incentives for groups that donate.
3. Work with local funding agencies as well as other state and federal grant funding agencies to pursue funding for this project.
4. Provide the refurbished computer at a recognition ceremony.
5. Monitor and evaluate program for effectiveness with particular emphasis on additional resources/opportunities coming as a result of greater availability of a computer in the homes of more people in Magoffin County.

### **NAMES OF IMPLEMENTATION CHAMPIONS**

Local businesses and Community Based Organizations  
Magoffin County government entities  
Magoffin County School District

## **OTHER POTENTIAL ACTION ITEMS**

### **Business and Industry**

- Educate small businesses about telecommunications services and the benefits of using technology in business.
- Create a technologically capable workforce through targeted training and skills development.
- Identify ways to reduce the cost of connecting to the Internet and find potential funding sources for small businesses.
- Teach businesses how to use e-commerce to sell more of their products.
- Provide training for online banking to educate citizens about the benefits of online banking, including speed, safety, convenience and cost savings.
- Encourage Internet access from home for education, business, shopping, eBay and banking.
- Encourage more hotspots in locations such as bookstores, businesses and libraries.
- Develop a services directory for local IT-related services in the county.
- List local providers for technical support, including individuals, businesses and schools.

### **Education**

- Provide training in information technology resources, especially for support staff and classified personnel.
- Establish a countywide consortium (made up of public and private schools and adult education) to consolidate technology planning in the education sector.
- Build relationships between schools and broadband providers.
- Develop strategies for bridging the digital divide, such as after-school programs and community centers.
- Create web-based instructional materials.
- 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.

- Develop school websites with interactive features.
- Win the support of school boards for increased resources for technology and training.
- Make it easier for low-income families to access computers and the Internet to facilitate communications with teachers and schools.
- Create training, internships or career ladders for technical support staff.
- Promote technology integration in classrooms and on teacher websites.
- Encourage parent involvement through technology
  - Encourage parents to access and use STI and i-High sites
  - Provide laptops for students to check out for home use
- Train more students to provide technical support in schools and community groups.
- Add links to teachers' webpages for homework assignments and tests, as well as other school-related material.
- Create an interactive online calendar for school events
  - Look at using calendar for entire community
  - Run ads in local papers and radio stations to advertise availability

### **Healthcare**

- Develop a providers' survey to gather baseline information on usage of technology in healthcare. Topics should include: e-mail access, Internet access, websites, electronic records, billing and telemedicine initiatives.
- Identify funding methods for enhancing educational infrastructure.
- Educate providers on available technologies and the benefits of technology in medicine.
- Provide safe, vendor-neutral, information technology training for healthcare providers, using the state and community and technical colleges, adult education programs and libraries.
- Using public and private partnerships, ensure that small providers and rural areas have access to affordable, high-speed networks so they can participate in telemedicine and teleconferencing services.
- Seek grants to upgrade technology and train medical staff.
- Develop better strategies to retain technical and professional healthcare staff.
- Create a focus group to identify the barriers to using technology in private practice.

- 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. This would enable providers to avoid copying and faxing patient information.

### **Library**

- Increase the number of public-access computers.
- Provide ports or expand 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.
- Increased marketing of the current tech capabilities and services of the library system.
- Improve the current website and expand the library's ability to interact with patrons.
- 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.
- Make more e-books available.
- Improve and enhance the current library website and work with K-12 to engage students to assist.
- Digitize genealogy and historic information.

### **Higher Education**

- Substantially increase the number of web-enhanced and fully web-based courses.
- Provide information technology resources to the community as well as educate the end-users in the use of technology.
- Encourage citizens to take advantage of the online classes already available.
- Form a partnership among all education organizations (the Extension, Community and Technical Colleges and Adult Education).
- Increase awareness of national research information available across the country.

### **Community-Based Organizations**

- Identify the community-based organizations in the county and list their websites.
- Develop a list of potential funding sources for technology acquisition.
- Develop collaborative partnerships with educational institutions and corporate partners to provide web services/design and equipment.
- Develop a networking event to share information, ideas, and innovations in technology deployment.
- Recruit university and high school students to develop websites.
- Help community-based organizations find locations to access the Internet.
- Facilitate collaboration to share the costs of technology and expertise.
- Provide training on web page development, including the use of free web pages.

### **Government**

- Improve the ability to conduct business with government over the Internet, such as permitting, purchasing and payments.
- Increase the number of public access terminals in the county.
- Encourage inter-governmental sharing of software, information and e-commerce concepts.
- Develop more thorough employee technology training programs.
- Seek grant funding to improve infrastructure and support functions.
- Develop partnerships with businesses and grassroots organizations to improve technology usage countywide.
- Use streaming video to broadcast council or court meetings on the Internet.
- Create a partnership of public and private entities to develop a regional portal.

### **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.

- Use technology to market county attractions to potential in-state and out-of-state tourists.
- Develop programs to set up public access points in stores, public buildings and rural communities.
- 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.
- Create websites that are both informative and interactive to market local attractions to potential in-state and out-of-state tourists.
- Make electronic brochures and information available for downloading.
- Encourage more local companies to sell their goods and services online to promote local businesses and increase sales.

### **Agriculture**

- Increase broadband awareness among the agricultural community.
- Develop educational materials to help the agricultural community to understand the importance of broadband.
- Create a list of providers to help the agricultural sector understand what service is available and from whom.
- Provide high-speed Internet access for farmers at the UK Cooperative Extension office.
- 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.
- Develop educational materials to help the agricultural community understand the importance of broadband and what is available.
- Promote online sales and auctions.
- Use GPS and Radio Frequency Identification on farms.