

# ConnectKentucky

Accelerating Technology in the  
Commonwealth!



## CONNECT McCRACKEN COUNTY



[www.connectkentucky.org](http://www.connectkentucky.org)



# McCRACKEN COUNTY STRATEGIC TECHNOLOGY PLAN

## TABLE OF CONTENTS

A. Executive Summary .....	3
B. Why Does This Matter? .....	8
C. Where Are We and Where Are We Going? .....	13
D. How Do We Get There? .....	38



## **A. Executive Summary**

## A. Executive Summary

### Purpose

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

### Summary

McCracken County’s eCommunity Leadership Team is leading the way into a new economy for McCracken 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 McCracken 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
- Community-based organizations

This project has culminated in the development of initiatives to increase the competitiveness of McCracken 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 McCracken 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 percent 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 McCracken County by 2007.

ConnectKentucky recommends that McCracken 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 eCommunity Leadership Team, working together to ensure that McCracken 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?**

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

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

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

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

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

### **K-12**

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 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, a comprehensive website that provides government services and information to all citizens. On this site, residents can purchase and update hunting licenses; car dealers can access title searches on cars; and citizens can monitor the progress of legislation when the General Assembly is in session. By bringing the services of the state government to the convenience of residents' homes, the Kentucky.gov site provides participants a greater sense of relevance in the actions of state government.

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

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

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

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

### **Agriculture**

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



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

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

### **BUSINESS AND INDUSTRY**

McCracken County industries employ nearly 38,000 workers. The trade/transportation/utilities industry employs 10,500. Manufacturing employs 3,234. Construction employs 1,751 and public administration employs 1,177. The leading manufacturer is USEC - Paducah Plant, [www.usec.com](http://www.usec.com), with 1,270 workers. Lynx Services LLC, [www.lynxservices.com](http://www.lynxservices.com), employs 350 and Bluegrass Marine Inc employs 333. Since 2002, there have been four new manufacturing locations added and 16 manufacturing expansions. There have also been seven supportive/service expansions. Other manufacturing and non-manufacturing entities within McCracken County with over 500 employees include: Ingram Barge Company, [www.ingrambarge.com](http://www.ingrambarge.com), Lourdes Hospital, [www.lourdes-pad.org](http://www.lourdes-pad.org), McCracken County Public Schools, [www.mccracken.k12.ky.us](http://www.mccracken.k12.ky.us), Paducah Public Schools, [www.paducah.k12.ky.us](http://www.paducah.k12.ky.us), Wal-Mart Super Centers, [www.walmart.com](http://www.walmart.com), and Western Baptist Hospital, [www.westernbaptist.com](http://www.westernbaptist.com).

Two entities help current and prospective businesses in McCracken County: the Greater Paducah Economic Development Corporation, [www.gpedc.com](http://www.gpedc.com), and the Paducah Area Chamber of Commerce, [www.paducahchamber.org](http://www.paducahchamber.org). These entities and other members of the business sector understand that broadband and technology are vital for businesses to succeed in today's world. McCracken County businesses are competing not only against other businesses in McCracken County, but also other businesses around the nation and world. For the local businesses to be successful, they must be able to respond quickly and efficiently by electronic means including interactive presentations and video conferencing.

The Paducah Area Chamber of Commerce posts information on its website regarding its members, upcoming meeting/events and statistics on Paducah. The Greater Paducah Economic Development Corporation's Website contains information regarding labor and market access, community demographics and education, along with information to help with site selection. In addition to these websites, the Leadership Paducah Foundation, [www.leadershoppaducahfoundation.org](http://www.leadershoppaducahfoundation.org), a project of the Paducah Area Chamber of Commerce has created a website to assist with their mission of developing the leadership potential of men and women in the Paducah/McCracken County area.

Paducah is also home to the Innovation and Small Business Development Center, [www.wrcet.com](http://www.wrcet.com). The Innovation and Small Business Development Center, located in the Paducah Commerce Center, provides the region with a one-stop resource for all small business development and offers targeted business tools for technology and knowledge-based businesses. Business development services provided include but are not limited to: funding assistance, financial analysis and review, business plan coaching and assessment, business valuation review, business start-up assistance, certification and permitting assistance, and marketing assistance. The center is part of the Western Regional Center for Emerging Technology supporting applied research and development that will lead to new commercial ventures and high-tech growth for Kentucky.

### The Assessment

- **Networked Places** – In the category of networked places, McCracken County's business and industry sector is currently at stage 3 on a 0 to 5 scale, with most office employees having always-on connections to the Internet at their desks. Some mobile workers have laptop computers and can access the office network remotely. Affordable videoconferencing facilities are available in the community.
- **Applications and Services** – In the area of technology applications and services, the business and industry sector is currently at stage 3 on a 0 to 5 scale. Most businesses have an informational website. Some retail websites can accept credit card purchases. Some businesses participate in the electronic supply chain.
- **Leadership** – In terms of technology leadership within the business community, McCracken County is currently at stage 3 on a 0 to 5 scale. 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.

### The Vision

While the McCracken County eCommunity Leadership Team found that business and industry's current use of technology is a little limited, the team has an aggressive vision for how the county's business and industry sector will be using technology in two years. The team set goals that would move the business and industry sector from the middle stages to stage 5 in the three categories outlined above. The team's vision includes:

- Most businesses use **VoIP** to save money
- Most computers have **video cameras**
- Some retailers and **manufacturers use RFID** to track inventory and equipment
- Some businesses **send and receive video mail**
- Some businesses **outsource most of their computing services**
- Some businesses routinely use **multiparty videoconferencing** to coordinate operations
- Some businesses have **restructured to focus on their core contribution** and outsource nonessential functions
- New hires are **required** to have experience **using new technology** in business applications

### K-12 EDUCATION

McCracken County School District, [www.mcracken.k12.ky.us](http://www.mcracken.k12.ky.us), enrolls 6,502 students. The district consists of Concord, Farley, Heath, Hendron-Lone Oak, Lone Oak and Reidland elementary schools; Heath, Lone Oak and Reidland middle schools; and Heath, Lone Oak and Reidland high schools. All 12 schools are accredited by the Southern Association of Colleges and Schools. The percentage of McCracken County graduates who attend college exceeds the state average by 10.8 percent (65.6 percent vs. 54.8 percent).

In the McCracken County School District, all classrooms are networked with at least one student workstation and one teacher workstation with Internet access. School computer labs provide simultaneous computer access for entire class usage. This school year, the Board of Education approved the purchase of 370 new computers in their continuing effort to update hardware that will provide even better opportunities for the integration of technology into instruction. Currently, all facilities are connected with at least a T1 connection, with sites with multiple schools sharing 2 T1 lines.

Understanding the growing importance on technology, the McCracken County School District has created a techweb area on the district's website. From it, teachers can find technology professional development, users can find acceptable use forms and students can find various technology resources.

McCracken County, as the recipient of two 2005 Enhancing Education Through Technology grants, has employed a highly qualified teacher with a strong background and experience in instructional technology as a lead technology trainer. This trainer is responsible for designing, implementing, and evaluating the district's technology integration professional development. A cadre of 17 technology content leaders has been trained as part of this project. The district is also obtaining more educational resources, technology tools, and applications to enable teachers to increase student academic achievement in core curriculum areas. Schools continue to use Pearson Digital Learning Software that enables teachers to quickly and easily integrate and differentiate reading and math instruction.

Paducah Public Schools, [www.paducah.k12.ky.us](http://www.paducah.k12.ky.us), enroll 2,887 students. Paducah Tilghman High School, Paducah Middle School and four elementary schools now serve students in grades K-12, and approximately 240 students in preschool. Rates of attendance, retention, and dropout are equal to or better than state averages.

All instructional staff are required to be proficient in use of technology to enhance education. The district employs a Director of Technology and a technician. Each school has an active Student Technology Leadership Program. Three software systems - Compass Learning's Odyssey, PLATO, and NovaNet - provide opportunities for teachers to individualize instruction for students. Yamaha computerized piano labs in all four elementary schools and a Roland piano lab at the high school allow hands-on learning in music. Our award-winning district website provides links for parents, students and staff to many opportunities. Parents can access Classroom Connections on the district website to find homework assignments and links to staff e-mail.

All Paducah Public School instructional staff is required to be proficient in use of technology to enhance education. The district employs a Director of Technology and a technician. Currently, all schools have T1 connections, but current plans will move that to 10 Gb fiber connections. Paducah Public Schools envision a network where teachers and students will use handhelds and laptops. The district plans to upgrade all school networks to 10/100/1000 Mbs switched networks.

Non-public schools in McCracken County include:

- Community Christian Academy, [www.ccapaducah.org](http://www.ccapaducah.org), Enrollment: 344, Grades: K-12
- St John Elementary, [www.stjohn-theevangelist.org/SCHOOL.HTM](http://www.stjohn-theevangelist.org/SCHOOL.HTM), Enrollment: 64, Grades: PK-5
- St Mary Elementary/Middle/High School, [www.smss.org](http://www.smss.org), Enrollment: 669, Grades: PK-12
- Open Door Christian Academy, Enrollment: 12, Grades: PK-10
- Speedwell Montessori, Enrollment: 40, Grades: PK-2

### **The Assessment**

In its evaluation, the McCracken 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, McCracken County's K-12 education sector is currently at stage 3 on a 0 to 5 scale, with schools providing 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 communication with teachers and administrators. Many experienced teachers know how to incorporate Internet information into the curriculum. Many teachers welcome e-mail from parents and students.
- **Leadership** – In terms of technology leadership within the education sector, McCracken County is currently at stage 3 on a 0 to 5 scale. The school board sees opportunities to use the network to raise test scores and operate the school more efficiently. Teacher training on new technologies is a priority at most school districts. Schools are using consultants to take advantage of e-rate and other school discounts.

### **The Vision**

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

- Some high school students are **provided their own laptop computers** at school
- Many classroom teachers have access to **digital projection** capabilities
- Most middle and high schools have **video programs** that allow students to produce and share shows on a public network
- Some schools use wireless sensors to **monitor energy consumption**
- 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**

Lourdes Hospital, [www.lourdes-pad.org](http://www.lourdes-pad.org), serves as a regional referral center with 290 beds for a wide geographic region, including more than a dozen counties in western Kentucky, southern Illinois, southeast Missouri, and northwest Tennessee. Lourdes offers an extensive array of medical specialties and technologies typically found in much larger urban settings. Lourdes Hospital is a member of the Catholic Healthcare Partners.

Lourdes is one of five Kentucky hospitals and the only hospital west of Lexington to receive a Hospital Quality Improvement Excellence Award from Health Care Excel. The award recognizes hospitals that exhibit a commitment to superior care and strive to better serve their customers, their staff and their communities.

Emerging innovations and initiatives within Lourdes Hospital include expanding radiology capabilities with the newest technologies (Positron Emission Tomography, 16-slice CT, nuclear medicine) and building and renovating facilities to improve process flow and customer satisfaction. With the installation of the region's first Toshiba Aquilion 64TM in July, Lourdes Medical Pavilion joined an elite handful of diagnostic imaging facilities who are providing the world's fastest, most powerful computed tomography.

Western Baptist Hospital, [www.westernbaptist.com](http://www.westernbaptist.com), is a healthcare leader in western Kentucky with 272 beds. Western Baptist Hospital is part of the Baptist Healthcare Systems. Western Baptist utilizes a wide range of technology to service its patients. Some technologies include: a Pill Cam ESO to detect diseases in the esophagus; Aquilion 64 CFX to aid in cardiac care; HDI®4000 ultrasound system to provide superb 3D image quality, in real time; and many more.

Western Baptist Hospital has a website with a great deal of information on Baptist's various services and general health information. A patient can register online up to 24 hours before coming to the hospital for a procedure, avoiding the hassle of doing so at the hospital. Recent additions to the Western Baptist Website include the New Baptist Online Cancer Center, with information on all types of cancer.

Also new to Western Baptist Hospital is the Baptist Imaging Center with the goal to meet the needs and preferences of both the physician and the patient. Some of the new devices and services of the Imaging Center include: High-Field Open MRI, allowing physicians high field image quality for advanced applications and patients the choice of using an open technology; a CT scanner that can image parts of the body with greater precision and resolution as well as offering shorter scan times for the patient; ultrasounds of the abdomen, pelvis, thyroid, gallbladder, etc.; general x-ray services; and digital imaging allowing radiologists can access images from a computer, read them and make notations on the record for the patient's physician.

The healthcare sector realizes the value of technology, as shown in the ever expanding technology capabilities within the hospitals. According to the healthcare sector, technology will allow for better physician response, more precise diagnosis, and better patient treatment plans.

### The Assessment

The McCracken County eCommunity Leadership Team found that the healthcare sector is beginning to use technology to its advantage within the healthcare community.

- **Networked Places** – In the category of networked places, McCracken County's healthcare sector is currently at stage 3 on a 0 to 5 scale with some doctors and nurses using laptop and palmtop devices connected to wireless networks to enter patient information and access databases.
- **Applications and Services** – In the category of technology applications and services, the healthcare sector is currently at stage 3 on a 0 to 5 scale. Many providers have informational websites, and store patient records electronically. Telemedicine is being evaluated. Some offices are electronically transmitting records to insurers for reimbursement.
- **Leadership** – In terms of technology leadership within the healthcare community, McCracken County is currently at stage 3 on a 0 to 5 scale. Many providers have begun the conversion to electronic medical records, and many providers are investigating how to deploy wireless technologies for mobile workers.

### The Vision

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

- Most equipment has been converted to **digital**.
- **Desktop videoconferencing** is routine at all hospitals and major clinics.
- Telephone systems have converted to **VoIP** to save money.
- **Remote monitoring** of patients with chronic conditions is standard procedure.
- All providers allow patients to **schedule appointments, view records and get advice online**.
- All patient **records are stored electronically** and routinely sent electronically to distant providers to aid diagnosis and treatment for emergency patients.
- **Telemedicine** routinely is used to access specialists.
- **Wireless feeds** in ambulances provide real-time patient assessment to ER staff.
- Healthcare leaders see themselves as a key part of the community's overall **economic strategy**. Leaders are visible and active in strategy development and implementation.
- Executives of the region's hospitals, clinics, insurers, employers and other **healthcare providers are meeting regularly** to find ways to collaboratively reduce the cost of healthcare without compromising quality of service.

### LIBRARIES

McCracken County Public Library, [www.mclib.net](http://www.mclib.net), is committed to excellence in community service. One of these commitments is to technology. By providing access to the Internet, the library is able to expand greatly upon the information services it offers beyond the more traditional resources.

Currently, the library has 36 public computers with Internet access, five public computers without the Internet (designed for children with games), and 16 staff computers with Internet. In addition to these computers, the McCracken County Public Library has an online card catalog, as well as several subscription-based online reference materials that are available

to the public. The online card catalog will allow for a patron to search the library, view patron records, make suggestions to the library, and suggest books that the library should acquire. A new addition to the library is downloadable audio books that can be downloaded to portable mp3 devices.

In addition to the public library, a network of McCracken County libraries has been formed called the Paducah/McCracken County Information Network. The mission of the network is to provide the residents of McCracken County equal access to the highest quality of information possible. The network consists of school, public, community college, hospital and church libraries. The vision of this network is to have all catalogs online. Patrons with Internet access will be able to put books on hold and request books from other library systems.

### **The Assessment**

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

- **Networked Places** – In the category of networked places, the library sector is currently at stage 3 on a 0 to 5 scale. There is rarely more than a 10-minute wait to use the Internet-enabled computers.
- **Applications and Services** – In the category of technology applications and services, the library sector is currently at stage 3 on a 0 to 5 scale, with most libraries having 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.
- **Leadership** – In terms of technology leadership within the library system, the sector is currently at stage 3 on a 0 to 5 scale. 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.

### **The Vision**

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

- Most public libraries offer patrons a 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**

McCracken County has two institutions of higher education: West Kentucky Community and Technical College and Murray State University.

West Kentucky Community & Technical College, [www.westkentucky.kctcs.edu](http://www.westkentucky.kctcs.edu), offers not only traditional two-year Associate in Arts and Associate in Science transfer degrees, but also awards Applied Science (technical) degrees and diplomas as well as many certificates. It has 6,475 students enrolled. The Information Technology program at West Kentucky Community and Technical College is an associate of applied science degree that prepares graduates for entry-level positions in the areas of network administration, computer programming, database administration and electronic commerce. Students will learn the skills needed to problem solve and communicate effectively within the complex information technology industry.

The Training Center for Community & Economic Development which can be found at , [training.westkentucky.kctcs.edu](http://training.westkentucky.kctcs.edu), is the business and industry training component of West Kentucky Community & Technical College that exists to provide non-credit and credit, general and customized training for economic development in Western Kentucky. Some of the services offered through the training center include: Learning for Fun Begins at 55, Community Education and Personal Growth, Customized Business Training and Grant Writing for Qualified Companies.

Another service of West Kentucky Community and Technical College is the Workplace Skills Center located in Kentucky Oaks Mall, [www.westkentucky.kctcs.edu/skillscenter](http://www.westkentucky.kctcs.edu/skillscenter). The Workplace Skills Center offers individuals and businesses a host of workplace-related services. The Center offers free or low cost services and training including: assessment, GED preparation & testing, customized training for employers, employee skills certification, targeted instruction, computer basics, adult basic skills and interview preparation.

The Paducah regional campus of Murray State University, found on the web at <http://ceao.murraystate.edu/ec/Paducah/paducah.htm>, offers a full service office in Paducah for students enrolled in courses and programs at the Paducah Regional Campus. There are a variety of courses and programs available for students who do not have access to the main campus. There are eight bachelor's degrees, three specialist degrees, and eight master's degrees available through the Paducah campus. Currently all classrooms have LCD projectors, desktops and Internet connections. One class also has individual computer stations for each student. Many MSU faculty have an online component as part of the course. To increase the degrees and courses offered, MSU's Paducah campus uses online, ITV, and other methods of delivery.

In addition, West Kentucky Community & Technical College and Murray State University have joined efforts to promote technology in the community. WKCTC and MSU established a transfer agreement between the Associate in Applied Science in Information Technology offered by KCTCS and the Bachelor of Science Degree in Telecommunications Systems Management offered by Murray State University. Students completing IT programs at WKCTC can enter the MSU program without losing any credits. In addition, students can complete this four-year technology degree without leaving McCracken County.

### The Assessment

The McCracken 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, McCracken County's higher education sector is currently at stage 3 on a 0 to 5 scale. Some classrooms have projection equipment that allows the instructor to display videos from the Internet into the classroom.
- **Applications and Services** – In the category of technology applications and services, the higher education sector is currently at stage 3 on a 0 to 5 scale. Many of the faculty are trained to use the Internet for instruction. 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, McCracken County is currently at stage 4 on a 0 to 5 scale. 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.

### The Vision

The McCracken 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 on a 0 to 5 scale in the networked places and applications and services categories, and stage 5 on a 0 to 5 scale in the leadership category over the next two years. The team's vision includes:

- Some classrooms have been remodeled to **include network connections** and power outlets at every seat
- Many students bring **provided 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 380 community based organizations in McCracken County. These community-based organizations include religious, educational, charitable, scientific or literary organizations. Some include the following:

- United Way of the Paducah/McCracken County, [www.unitedwaypaducah.org](http://www.unitedwaypaducah.org)
- Paducah Red Cross, [www.paducahredcross.org](http://www.paducahredcross.org)
- Lions Club International, [www.lionsclub.org](http://www.lionsclub.org)
- Rotary Club of Paducah, <http://www.paducahrotary.org>
- Oscar Cross Boys & Girls Club, [www.bgca.org](http://www.bgca.org)
- Four Rivers Behavioral Health, [www.4rbh.org](http://www.4rbh.org)
- Heartland Cares, [www.hcares.org](http://www.hcares.org)
- Salvation Army of Paducah, [www.salvationarmypaducah.org](http://www.salvationarmypaducah.org)
- Rape Crisis Center, [www.rapecrisisky.org](http://www.rapecrisisky.org)
- Easter Seals of West Kentucky, [eswky.easterseals.com](http://eswky.easterseals.com)

Some community-based organizations see the Internet as a way of increasing giving and promotion. Since community-based organizations are charged with being the best possible stewards of the money donated, technology is viewed as a great way to save money. One way is by using video conferencing. Technology offers a new and more efficient way to receive private donations. For the 2005 Relay for Life, individuals donated more than \$27,000 ahead of time through the Relay for Life website.

### **Assessment**

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

### **The Vision**

The McCracken 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 3 on a 0 to 5 scale. The team's vision includes:

- Most organizations with at least five paid staff have at least **one computer for every three employees**
- Many organizations have **e-mail**
- Many organizations have an **informational website**

- Many local chapters are able to **share data electronically** with the national parent organization
- Some organizations **accept online donations**
- Some organizations are involved in specific **economic development initiatives**, but most do not participate
- Some organizations plan to use **telecommunications services and technologies** within the next year
- Some organizations **provide technology training** to their staff at least once a year

## **GOVERNMENT**

Government entities in McCracken County include McCracken County, Lone Oak, and Paducah (county seat). McCracken County's official website, located on the web at [www.ci.paducah.ky.us/county/index.php](http://www.ci.paducah.ky.us/county/index.php), is ranked 16<sup>th</sup> out of the 60 existing official county websites in the Commonwealth. Paducah's official website, found at [www.ci.paducah.ky.us](http://www.ci.paducah.ky.us), ranks 16<sup>th</sup> in the state out of 116 official city websites in the state of Kentucky. Lone Oak does not have an official website.

Through the City of Paducah and McCracken County websites, a person can learn about elected officials and their departments. The websites contain information about ordinances and zoning, a calendar of events and current issues, as well as City Commission and County Fiscal Court minutes. The county website includes departments such as animal control, finance, emergency management, tax and zoning. The city's website covers many city departments, such as engineering, information systems, planning and fire.

In addition to these sites, the Property Valuation Administrator has a site <http://www.pva.paducah.com> to address questions about Kentucky's Property Tax System. New policies and procedures and current statutes are also posted to keep taxpayers in McCracken County informed. Other government websites include the McCracken County Jail, [www.mcccj.com](http://www.mcccj.com), McCracken County Clerk, [www.mccrackencountyclerk.com](http://www.mccrackencountyclerk.com), and McCracken County Attorney, [www.mccrackencountyattorney.com](http://www.mccrackencountyattorney.com).

Currently, the Paducah and McCracken County governments are connected by a fiber network. Departments share data on projects via this network, which enables city-county collaboration when necessary. The next step is e-government applications. To get there, the city and county need to find ways to collect tax and bill payments online without incurring costs (i.e. fees for the use of credit card payments.) Part of this vision includes access to broadband. In addition to e-government applications, the government sector sees the need for a higher-speed wireless network with coverage throughout the entire county for both public-safety and non-public safety data communications.

## **The Assessment**

Although the government entities in McCracken County have a limited online presence, the McCracken 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. Many employees have e-mail accounts. Some field workers are collecting data on laptop computers or palmtops. Webcams are starting to be deployed.

- **Applications and Services** – In the category of technology applications and services, the government sector is currently at stage 3 on a 0 to 5 scale. Some e-government applications are available, such as simple building permit applications, e-mail listservs and some downloadable forms. E-mail from residents is manually routed to the appropriate departments. Some agencies routinely use the network to share data.
- **Leadership** – In terms of technology leadership within the government community, McCracken County and its associated governments are currently at stage 3 on a 0 to 5 scale. Government staff is actively involved in framing technology and telecommunications issues. Processes are underway for enhancing connectivity, rights-of-way management and information technology innovation. Employees are trained and knowledgeable about basic applications.

### **The Vision**

The McCracken County eCommunity Leadership Team has developed goals to provide a framework for robust e-government functions in the next two years, which will bring all three sectors to stage 5. The team's vision includes:

- The telephone system is being converted to **VoIP** to save money
- Many field workers use **wireless networks** to upload and download data in the field.
- **Critical traffic signals** are connected
- **Desktop videoconferencing** is widely available
- **Interactive applications**, such as customer relationship management, online GIS and videostreaming are in regular use
- Employees manage benefits programs on an **intranet**
- Emergency response teams can reliably **communicate across jurisdictions**
- **Council meetings** are indexed and available for searching and retrieval online
- The government has **telecommunications, e-government and information technology master plans** in place to guide its efforts
- **Innovative processes are used to collaborate** with the private sector

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

McCracken County's tourism, recreation and parks sector understands the value of technology. Most entities within this sector use the web as a resource. The Paducah McCracken County Convention & Visitors Bureau can be found at [www.paducah-tourism.org](http://www.paducah-tourism.org), Paducah Main Street at [www.paducahmainstreet.com](http://www.paducahmainstreet.com), and the Paducah Parks Services at [www.paducahky.gov/city/parks/parks.php](http://www.paducahky.gov/city/parks/parks.php).

The Luther F. Carson Four Rivers Center, [www.thecarsoncenter.org](http://www.thecarsoncenter.org), is a newly opened performing arts facility located on the Ohio River. The Market House Theatre offers new and classical theater performances. The Maiden Alley Cinema is a wonderful local outlet for foreign, independent and documentary films. May through September is the annual season for Downtown After Dinner, which is six blocks of live entertainment every Saturday evening from 7-10 p.m.

Paducah is the home of the American Quilter Society, [www.americanquilter.com](http://www.americanquilter.com), and its Annual American Quilter's Society Quilt Show & Contest, which attracted an estimated 35,000 people from many counties around the world in 2005. Tourism is a vital part of Paducah. Paducah markets itself to the entire globe. Technology and the Internet is vital to be successful. Online booking is viewed as an important component of utilizing the Internet.

Through the Paducah Parks webpage, you can learn about current programs such as after school, summer, athletics, educational, and health and wellness programs, in addition to available facilities. You can also get updates to current programs and registration forms from the website.

Attractions and events in Paducah/McCracken County with an online presence include:

- Maiden Alley Cinema, [www.maidenalleycinema.com](http://www.maidenalleycinema.com)
- River Heritage Museum, [www.riverheritagemuseum.org](http://www.riverheritagemuseum.org)
- Market House Theatre, [www.mhtplay.com](http://www.mhtplay.com)
- Paducah Symphony Orchestra, [www.paducahsymphony.com](http://www.paducahsymphony.com)
- Paducah Artist Relocation Program, [www.paducaharts.com](http://www.paducaharts.com)
- WKCTC Focus in Art Series, [focus.westkentucky.kctcs.edu](http://focus.westkentucky.kctcs.edu)
- Fisher Mansion, [www.paducah-lodging.com](http://www.paducah-lodging.com)

Additional art studios in Paducah include:

- Centered Studios, [www.centeredstudios.com](http://www.centeredstudios.com)
- Mark Palmer Gallery, [www.markpalmergallery.com](http://www.markpalmergallery.com)
- William Renzulli Art, [www.renzulliart.com](http://www.renzulliart.com)
- Angled Art Gallery, [www.angledart.com](http://www.angledart.com)
- Dancing Dog Fine Art, [www.nancycalcutt.com](http://www.nancycalcutt.com)
- Dixie Leather Works, [dlwleathers.com](http://dlwleathers.com)
- Global Nomad Gallery, [www.theglobalnomad.biz](http://www.theglobalnomad.biz)
- O Gallery, [www.connienoyes.com](http://www.connienoyes.com)
- STUDIO mars [www.paullorenz.biz](http://www.paullorenz.biz)

### **The Assessment**

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

### **The Vision**

The McCracken County eCommunity Leadership Team sees great potential for the use of technology in the tourism, recreation and parks sector but understands the industry is limited in its resources and ability to implement changes within a brief period. The team has set

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

- Some facilities use **VoIP** to save money
- Some office workers have converted from desktop computers to portable devices with **wireless connections**
- Some office computers have **webcams for videoconferencing**
- Some facilities outsource most of their computing services
- Some facilities market **themselves out of state or internationally**
- Some employees **work remotely**
- 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**

McCracken County has 531 farms. There are 85,459 acres in farmland. The average size in 2002 was 161 acres, up 18 percent from the 136-acre average in 1997. The market value of farm production in 2002 was \$15.8 million. Crop sales accounted for \$11.6 million, while livestock sales accounted for \$4.1 million (both in 2002). The market value production average per farm was down 8 percent in 2002 from 1997 levels (going from \$32,305 to \$29,777). Government payments totaled \$929,000 in 2002.

The leading agriculture products in sales in the county:

- Poultry and eggs = \$2,548,000
- Grains, oilseeds, dry beans and dry peas = \$7,916,000
- Nursery, greenhouse, floriculture and sod = \$1,884,000

In 2002, total burley payments from the Tobacco Buyout Program were \$6 million; dark payments in the same time period were \$1.36 million.

In McCracken County, the agricultural sector is served by McCracken County's office of the University of Kentucky's Cooperative Extension Service, found on the web at [ces.ca.uky.edu/McCracken](http://ces.ca.uky.edu/McCracken). The Cooperative Extension Service offers a wide variety of services and provides a great deal of information. Some information found on the Cooperative Extension Service includes a calendar of events, links to information about crop insects and diseases and various application forms.

Many changes are needed to increase technology adoption and usage among the agricultural sector. Although many individuals understand technology's value, the agricultural community is still reluctant to change. Education will allow the agricultural community to understand the benefits of technology and take the fear out of using it.

### **The Assessment**

The McCracken 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, McCracken County’s agricultural sector is currently at stage 2 on a 0 to 5 scale. Some growers, suppliers and processors have always-on connections to the Internet at their desks.
- **Applications and Services** – In the category of technology applications and services, the agriculture sector is currently at stage 1 on a 0 to 5 scale with. Some growers, suppliers and processors use e-mail and Internet.
- **Leadership** – In terms of technology leadership within the agricultural community, McCracken County is currently at stage 1 on a 0 to 5 scale. The Internet is seen as a possible enhancement to the way daily business is conducted.

### **The Vision**

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

- Most growers, suppliers and processors have **always-on connections** to the Internet
- Some mobile workers **have laptop computers** and can access the network remotely
- Affordable **videoconferencing facilities** are available in the community
- 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**

<b>Business and Industry</b>	<b>McCracken County</b>
------------------------------	-------------------------

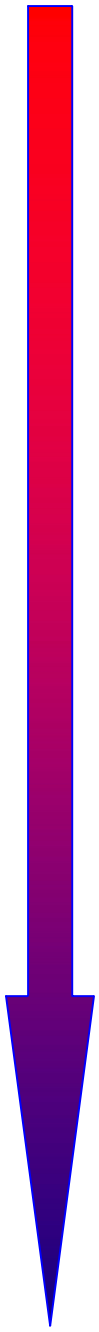
● McCracken County's Benchmark Assessment Results are presented in red.

■ McCracken 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.

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

■ McCracken 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.	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**

**McCracken County**

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

■ McCracken 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.	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

# McCracken County

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

■ McCracken 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

# McCracken County

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


■ McCracken 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

# McCracken County

● McCracken County's Benchmark Assessment Results are presented in red.  
 ■ McCracken 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**

**McCracken County**

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

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

# Tourism, Recreation and Parks

# McCracken County

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

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


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

# Agriculture

# McCracken County

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

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

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



## **D. HOW DO WE GET THERE?**

## **D. HOW DO WE GET THERE?**

### **PROJECT CONCEPT: Education, Training and Awareness for McCracken County**

#### **LONG-TERM GOAL**

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

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

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

#### **SPECIFIC MEASURABLE OUTCOMES**

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

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

#### **STEPS TO ACHIEVE OUTCOME**

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

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

##### **Educational Team**

##### **K-12 Education**

McCracken County Schools, [www.mccracken.k12.ky.us](http://www.mccracken.k12.ky.us)

Paducah Public Schools, [www.paducah.k12.ky.us](http://www.paducah.k12.ky.us)

### **Higher Education**

Murray State University, [www.murraystate.edu](http://www.murraystate.edu)

West Kentucky Community and Technical College, [www.westkentucky.kctcs.edu](http://www.westkentucky.kctcs.edu)

### **Community Education**

McCracken County Public Library, [www.mclib.net](http://www.mclib.net)

McCracken County Cooperative Extension Service, [ces.ca.uky.edu/McCracken](http://ces.ca.uky.edu/McCracken)

Paducah Area Chamber of Commerce, [www.paducahchamber.org](http://www.paducahchamber.org)

Innovation and Small Business Center, [www.wrcet.com](http://www.wrcet.com)

Purchase Area Development District, [www.purchaseadd.org](http://www.purchaseadd.org)

McCracken County Adult Education, [www.westkentucky.kctcs.edu/skillscenter/adulted](http://www.westkentucky.kctcs.edu/skillscenter/adulted)

McCracken County Community Education,  
[training.westkentucky.kctcs.edu/continueed.shtml](http://training.westkentucky.kctcs.edu/continueed.shtml)

## **PROJECT CONCEPT: Conceptual Plan for E-Government Services in McCracken County**

### **LONG TERM GOAL**

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

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

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

### **SPECIFIC MEASURABLE OUTCOMES**

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

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

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

## **E-GOVERNMENT TEAM**

City of Lone Oak

City of Paducah, [www.ci.paducah.ky.us/city](http://www.ci.paducah.ky.us/city)

McCracken County, [www.ci.paducah.ky.us/county](http://www.ci.paducah.ky.us/county)

Purchase Area Development District, [www.purchaseadd.org](http://www.purchaseadd.org)

## **PROJECT CONCEPT: A Community Portal for McCracken County – [www.DiscoverPaducah.com](http://www.DiscoverPaducah.com)**

Set up a community portal for the community on the web. This will help people find out local information about government services, tourism, businesses, organizations and news. It will help McCracken County and Paducah cooperate in many new ways, such as having a true community calendar.

## **WHY IT'S IMPORTANT**

The Internet has become a significant channel for tourism, business marketing, sales and community information. Creating a comprehensive and affordable web-based community portal for Paducah and McCracken County will improve local capability to take advantage of this global networking technology. Among other things, improved local capacity will enhance county tourism, promote local businesses, create new business opportunities and enhance government services.

## **SPECIFIC MEASURABLE OUTCOMES**

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

1. Create a local organization of stakeholders to design, develop, implement, oversee and sustain the Paducah/McCracken County web-based small business portal.
2. A designed and developed web site with appropriate domain name and web host is ready for on-line access to the community portal of Paducah/McCracken County.
3. Create a database of participating organizations and determine who will provide content for the website.
4. Implement a Paducah/McCracken County web-based portal marketing plan and develop a sustainability plan.

## **STEPS TO ACHIEVE OUTCOME**

1. Identify partners for sustaining local portal and develop Memorandum of Agreement forming the business portal advisory board and outlining roles and responsibilities.
2. Develop a process for inclusive stakeholder input for designing, developing and financing the business portal website.
3. Recruit and collect descriptive content from participating McCracken County organizations (i.e. directory of participating organizations).
4. Implement business portal marketing plan.

### **SOME KEY PROJECT ISSUES TO BE CONSIDERED**

- ❖ Coordination with existing business association directories (i.e. on Chamber websites, etc.) and tourism organizations.
- ❖ Consideration of impact on other advertising channels (i.e. local newspapers, television stations, etc.)
- ❖ Website structure, functions, graphic presentation and e-commerce capability
- ❖ Community portal network sustainability and financing
- ❖ How to keep it simple and let the technology do the work?

### **TEAM LEADERS**

Brad Housewright: [bhousewright@hcis.net](mailto:bhousewright@hcis.net)

Jim Zimmerman: [jzimmerman@hcis.net](mailto:jzimmerman@hcis.net)

### **POTENTIAL PARTNERS**

City of Paducah, [www.ci.paducah.ky.us](http://www.ci.paducah.ky.us)

Greater Paducah Economic Development Council, [www.gpedc.com](http://www.gpedc.com)

Heartland Communications, [www.hcis.net](http://www.hcis.net)

Paducah Area Chamber of Commerce, [www.paducahchamber.org](http://www.paducahchamber.org)

Paducah Board of Realtors, [www.paducahboard.com](http://www.paducahboard.com)

Paducah Main Street, [www.paducahmainstreet.com](http://www.paducahmainstreet.com)

Paducah McCracken County Convention and Visitor's Bureau, [www.paducah-tourism.org](http://www.paducah-tourism.org)

WPSD-TV, [www.wpsdtv.com](http://www.wpsdtv.com)

## **POTENTIAL ACTION ITEMS**

### **Business and Industry**

- Educate small businesses about telecommunications services and the benefits of using technology in business.
- Create a technologically capable workforce through training and skills development.
- Develop a local directory of information technology services.
- Identify ways to reduce the cost of connecting to the Internet and find potential funding sources for small businesses.
- Get businesses together to aggregate demand for high-speed services, create a more attractive market for infrastructure providers and ensure that the services meet local needs.
- Organize demonstrations of the new technologies and present local role-model users.
- Teach businesses how to use e-commerce to sell to public agencies.

- Develop a 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, community centers, etc.
- Win the support of school boards for increased resources for technology and training.
- Expand wide-area resources and increase bandwidth.
- Identify options for opening school computer labs to the community after hours.
- Seek technology proficiency of Level 1-3 for K-12 teachers.
- Expand student, parent and teacher access to student information such as homework assignments and attendance records.
- Make it easier for low-income families to access computers and the Internet to facilitate communications with teachers and schools.
- Ask businesses to donate surplus computers to low-income parents.
- Provide low-income parents with low-cost Internet connections through the school district.

### **Healthcare**

- Educate providers on available technologies and the benefits of technology in medicine.
- Identify funding methods for enhancing educational infrastructure.
- Seek grants to upgrade technology and train medical staff.
- 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.
- Provide basic technology education for healthcare providers, using state and community and technical colleges, adult education, distance learning and the library.

### **Library**

- Improve the current website and expand the library's ability to interact with patrons.
- Create a technology center with intranet access and computer application classes with fiber access.
- Continue staff training.
- Keep hardware and software up-to-date and add PCs when possible.
- Increase budget priority for technology.

### **Higher Education**

- Encourage institutions of higher education to work together to develop online courses and programs.
- Substantially increase the number of web-enhanced and fully web-based courses.
- Develop wireless networks to allow students and faculty seamless access to the campus network.
- Improve countywide access to distance learning classes.
- Identify an ongoing source of funds for technology acquisition and support.
- Provide information technology resources to the community as well as educate the end-users in the use of technology.
- Provide continuous training to all educators and staff on technology use and applications.
- Encourage citizens to take advantage of the online classes already available.
- Continue to offer opportunities for non-traditional students, but also look at new funding models to provide incentives for distance education.

### **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.
- Encourage community-based organizations to use e-mail and the web to reduce the use of paper mail.
- Introduce a community portal that expands access and utilization of a variety of applications, including smart cards.

### **Government**

- Seek grant funding for hand-held computers and applications for emergency services databases, resource lists and reports.
- Build a public-private consortium to identify best practices in website design and content, such as ADA compliance, multiple language support and navigation techniques.
- Seek grant funding to improve infrastructure and support functions.
- Improve the ability to conduct business with government over the Internet, such as permitting, purchasing and payments.
- Encourage inter-governmental sharing of software, information and e-commerce concepts.
- Develop more e-government applications that provide value to the consumer. Get input from community leaders as to what those applications should be first.
- Allow the donation of appropriate surplus computers to non-governmental organizations and individuals.
- Develop partnerships with businesses and grassroots organizations to improve technology usage countywide including use by government and emergency personnel.
- Develop more e-government applications that provide value to the consumer.
- Develop/Expand Message Display Terminal services to other emergency agencies.

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

- Communication, Communication, Communication
- Develop programs to set up public access points in malls, public buildings and farm worker communities.
- Encourage local hotels to provide computers and high-speed Internet access to their occupants.
- Develop the appropriate work force for the future by training the current one.
- Improve and correct local links and identification.
- Encourage more local companies to sell their goods and services online to promote local businesses and increase sales.
- Develop affordable, high-speed services for rural parts of the county.
- Use technology to market county attractions to potential in-state and out-of-state tourists.
- Encourage local hotels to provide always-on connections for its occupants including wireless hotspots for online access.

### **Agriculture**

- Increase broadband awareness among the agricultural community.
- Develop educational materials to help the agricultural community to understand the importance of broadband.
- Consider creating a local agricultural portal for sharing news and market information.
- 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.