

WHAT IS CONNECTKENTUCKY?



ConnectKentucky, Kentucky's technology-based economic development partnership, is an alliance of technology-minded businesses, government entities, and universities working together to accelerate technology in the Commonwealth. ConnectKentucky supports statewide technology planning, alliance building, broadband expansion, public policy, and advocacy.

As a technology-based economic development alliance, ConnectKentucky has gained national acclaim as a "best-practice" in new economy strategies, recognized most recently by the U.S. Economic Development Administration as a finalist for its "Excellence in Innovation" award.

WHAT IS THE MISSION OF CONNECTKENTUCKY?

The mission of ConnectKentucky is to the growth and economic development of technology in Kentucky. Leveraging the collective knowledge of representatives from state and local government, universities, and numerous private sector companies, ConnectKentucky is accelerating technology in the Commonwealth through: technology planning, alliance building, broadband expansion, public policy, and advocacy.

HOW DOES CONNECTKENTUCKY SUPPORT TECHNOLOGY GROWTH?

- **Technology Planning:** ConnectKentucky supports the technology planning efforts of Kentucky's Executive branch, the Legislature, and local community leaders. Additionally, ConnectKentucky provides technology consulting for Kentucky companies, communities, and government entities that are implementing technology expansion plans.
- **Alliance Building:** ConnectKentucky maintains a strategic alliance of technology-minded companies, universities, and government entities to share knowledge, ideas, and resources and to communicate with a clear voice on issues that impact Kentucky's technological competitiveness.
- **Broadband Expansion:** ConnectKentucky coordinates the planning, funding, deployment, and adoption of broadband and related technology at the local level.
- **Public Policy:** ConnectKentucky provides a centralized source for governmental affairs and policy planning related to technology-based economic development.
- **Advocacy:** Working through the ConnectKentucky alliance to proactively identify, recruit, and attract individuals and technology-based companies to Kentucky.

WHY CONNECTKENTUCKY?

Kentucky ranks 44th in its proportion of high-tech companies; 45th in household computer use; and 43rd in citizen Internet use. Improving the first point requires addressing the latter two. ConnectKentucky addresses each of these challenges by first identifying needs across the Commonwealth and then implementing community-specific plans. This initiative will expand broadband infrastructure, increase computer, and Internet adoption and ultimately increase the number of technology companies and workers in Kentucky.

HOW IS CONNECTKENTUCKY GOOD FOR THE COMMONWEALTH?

Kentucky's Legislature and Governor Ernie Fletcher understand the need for progressive policies and strategic partnerships to support Kentucky's economic goals.

Recently announcing his **Prescription for Innovation**, an aggressive three year technology expansion initiative, Governor Fletcher charged ConnectKentucky with leading this important effort that will result in:

- **increased residential use of computers,**
- **expanded e-government services at the local level, and**
- **full broadband deployment by 2007.**

ConnectKentucky staff work community by community with local leadership teams to properly plan, fund, and implement aggressive technology expansion plans.

WHY IS CONNECTKENTUCKY GOOD FOR MY BUSINESS?

ConnectKentucky partners understand the benefits of being part of a central resource for technology planning and implementation in the Commonwealth.

- Policy-makers and technology planners statewide rely upon the ConnectKentucky alliance as a trusted consulting resource.
- ConnectKentucky's private sector partners enjoy the public relations benefits that result from the multitude of media communications and other forms of positive publicity that demonstrate a company's support of projects impacting local communities.
- ConnectKentucky partners have open access to a research and governmental affairs team that provides a clear voice on relevant policy issues in Kentucky.
- ConnectKentucky partners benefit from the initiative's recruitment and retention activities that seek to increase the number and quality of technology workers in Kentucky.

In Others' Words...

Governor Ernie Fletcher:

"ConnectKentucky represents the high priority that our Commonwealth has placed on excelling in the technology economy. We must continue to identify the Commonwealth's challenges and opportunities for knowledge-based growth and to build partnerships that put Kentucky on the cutting edge."

Senator Mitch McConnell:

"I applaud the team at ConnectKentucky for their vision and hard work and congratulate them on their national recognition. ConnectKentucky has brought together businesses, government agencies and educational institutions and made a real impact on Kentucky's technology infrastructure and economy."

Michael B. McCallister, Humana's President & CEO and ConnectKentucky partner:

"Information technology enables every potential 'new economy' industry sector in Kentucky and across the nation. From a healthcare perspective, advancing information technology contributes to significant cost savings for physicians and taxpayers, and enhances services to the citizens of Kentucky."

