



CONNECT  
**OHIO** <sup>SM</sup>

## eCommunity Strategic Process

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

## eCommunity Strategy

### **Q: What is an eCommunity Leadership Team?**

**A:** One of the most important aspects of Connect Ohio's approach to technology growth is the eCommunity Leadership Teams and the members on those teams. We are working to ensure that each community in Ohio will have a local leadership team to plan for their unique technology growth. Members of the local team come from each sector within the community, including: healthcare, K-12 education, higher education, business and industry, agriculture, libraries, community-based organizations, tourism and parks, and government. Over a course of meetings, the team brainstorms for ways to improve technology deployment and adoption throughout the community by answering three questions:

1. Where are we today?
2. Where do we want to be?
3. How do we get there?

### **Q: What is the goal of an eCommunity Leadership Team?**

**A:** The meetings culminate in a Strategic Technology Report – a plan that lays the foundation for the steps that need to be taken in each county to get from where they are today to where they want to be. Lastly, the leadership team will provide important assistance in the implementation phase of the plans following the planning stage.

### **Q: What is the role of an eCommunity Leadership Team Member?**

**A:** The role of the eCommunity leadership team member is to:

- Attend occasional eCommunity leadership team meetings
- Provide input on available technology in the community
- Create a vision for applications in community sector
- Review best practices to showcase success stories in the community
- Assist Connect Ohio in the data gathering process, if needed
- Provide Guidance to the implementation of the strategic technology plan

### **Q: What is the role of Connect Ohio eCommunity Field Director?**

**A:** The role of the Connect Ohio eCommunity Field Director is to:

- Develop a County Strategic Technology Plan
- Provide an assessment of current technology available in the community
- Facilitate process of assessment and visioning
- Provide best practices for review from around the state and country
- Compile benchmarking input from various sectors of the community
- Create a map showing the broadband available throughout the community

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### Q: What is the standard process for the planning process?

A: Through a series of meetings, Connect Ohio's eCommunity Project Manager will be able to take the received data to create the County's Strategic Plan. The meetings include:

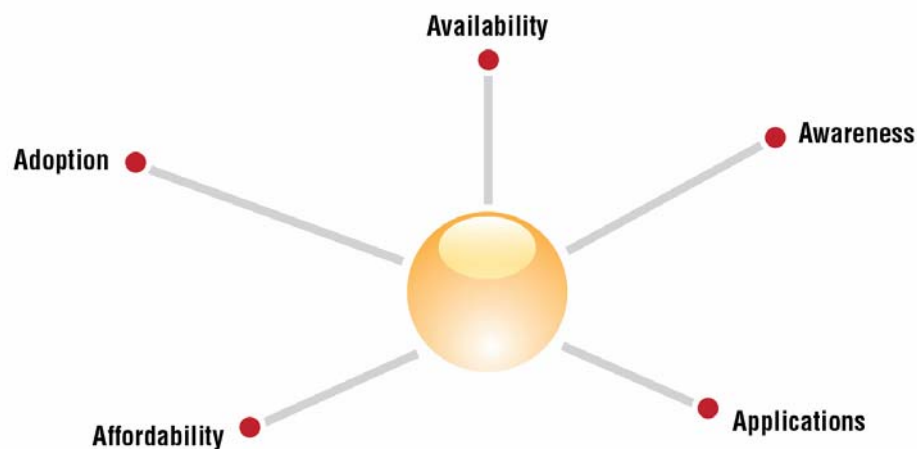
- 1. Initial Meeting** — COH will meet with key county stakeholder(s) to provide an overview of planning process, review team list and coordinate kickoff meeting details.
- 2. Kickoff Meeting** — The purpose of the meeting is to explain in detail the "Trail to Innovation" program, the work that Connect Ohio has already completed (surveys of the use of broadband, the availability, and the need).
- 3. Benchmarking Meeting** — Based on a series of metrics developed by Connect Ohio, participants will assess their sector on a scale of 0 to 5 and share their vision. Connect Ohio will also provide an initial directory of technology resources available in the community for discussion. Resources will include: technology providers, broadband providers, wireless hotspots, public computer facilities, video conference facilities, and a comprehensive listing of community websites representing all sectors of the community.
- 4. Benchmark Review Meeting** — The goal of the meeting is to develop actionable steps based on input provided at the benchmarking meeting. Discussions will consist of the sharing of best practices and other brainstorming ideas to develop the steps needed to get from the assessment to the vision provided by the leadership team.
- 5. Draft Report Meeting** — Based on the input provided in the previous three meetings, Connect Ohio will create a draft report for the leadership team's review. Any additional information or corrections will be made at this time.
- 6. Full Report Delivery** — The goal of the leadership team during its initial phase is to deliver the full report. This marks a change in focus: moving from planning phase to implementing.
- 7. Ongoing Meetings** — These will be used to assist in the implementation of the goals identified in the full report.

### Q: What will the Strategic Technology Plan contain?

A: Each county's Strategic Technology Plan will include:

1. Current assessment as determined by eCommunity leadership team
2. Vision as determined by eCommunity leadership team
3. Actionable steps needed to reach the vision including priority items with plans
4. Inventory of current community resources:
  - a. Broadband Providers
  - b. Technology Providers
  - c. Community Education Providers
  - d. Video Conference Facilities
  - e. Public Computer Facilities
  - f. Wireless Hotspots
  - g. Community Websites
5. Technology Best Practice Guide
6. Ohio Technology Trends (county-level results)
7. Broadband availability maps with gaps identified

## The 5 A's of Technology Expansion



Connected Ohio's proven methodologies enable comprehensive technology expansion efforts that effectively enhance the supply of available broadband while dramatically increasing demand through state and local grass roots awareness/adoption campaigns.

Connected Ohio specializes in increasing technology access and literacy towards greater digital inclusion for all. This technology expansion improves economic development, healthcare, education, and public safety; and provides a better way of life for Ohioans.

Charting the course for Ohio's technology-centric future, Connect Ohio creates partnerships between the public and private sectors. These partnerships encourage cooperation for mutually beneficial purposes – making the cost of technology expansion go down and the demand for technology go up. Our comprehensive approach to technology expansion works for communities and markets.

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