

# eCommunity STRATEGIES

April 2010



## Welcome to Connected Tennessee's eCommunity Strategies Newsletter

Welcome to the April edition of our eCommunity Strategies newsletter! Spring is upon us and with the rising temperatures comes increased opportunities for innovative broadband deployment and applications. Planning your summer vacation online? Tell us about it! Taking summer school courses from the comfort of home using a broadband connection? We want to hear about it. If you are utilizing broadband in your business or personal life in a creative way, send an e-mail to [broadbandstories@connectedtn.org](mailto:broadbandstories@connectedtn.org).

In this month's eCS newsletter, we will bring you up-to-speed on some exciting updates to the Connected Tennessee website, most notably the new and improved BroadbandStat and the release of our latest round of research data, *Tennessee's Technology Trends 2010*. The new data shows some very exciting developments to Tennessee's broadband landscape! Learn more on page 2.

Also in this month's newsletter, we'll bring you all the details about an innovative initiative recently launched

by the State of Tennessee to equip Tennessee's libraries with computer technology resources and training in order to strengthen rural communities and help the unemployed. We'll also reveal how Connected Nation is working to help senior citizens across the country connect to the world by connecting to the Internet. Plus, whether you're hitting the books or hitting the lake this summer, our valued partners at AT&T are going the extra mile to keeping you on the information highway. Check out our Partner Spotlight to find out where AT&T's latest round of broadband build-out recently took place.

If you would like broadband and it is not available where you live or if you'd simply like to test your Internet connection speed, we want to hear from you! Visit our website and look for the gray buttons on the left side of the page.

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## Project GOAL Aims at Getting Grandparents Online



zation is taking aim at accomplishing just that. Project Get Older Adults Online, or Project GOAL, has just been launched with its mission aimed directly at getting all senior citizens past the technology fear factor and

The fact is, high-speed Internet can greatly enrich the lives of older people, yet only 35-percent of Americans over the age of 65 have broadband at home. Project GOAL will work with seniors groups to match them with technology training in their area and help give them the resources they need to teach the elderly how to tap into the world of broadband.

In Tennessee, there are several initiatives underway that are working to open up a new world of technology to senior citizens that would benefit greatly from Project GOAL. One is the Mt. Pleasant Community Foundation, which was created for people in their 50s and 60s who want to learn how to use computers. The course begins with basic skills, such as turning on a computer, and progresses to e-mail and the Internet. The foundation offers 3-4 classes per year which last for 10 weeks. The second (pictured) is the Jefferson County Office on Aging, which is working hard to keep their senior citizens technologically savvy by offering free computer classes to their clients. The classes last about 30 minutes to an hour and cover various topics, ranging from how to e-mail to using Microsoft Word to researching things on Google.

The Federal Communications Commission (FCC) is championing the Project GOAL and the initiative is backed by a number of technology companies like AT&T, Facebook, Time Warner Cable, and The National Cable & Telecommunications Association (NCTA).

For more information, visit [www.connectednation.org](http://www.connectednation.org).

Worrying about an aging loved one seems as American as apple pie. Wishing grandpa had easier access to doctors and medical information. Wishing grandma was better able to do the grocery and other shopping that always gave her a sense of purpose. Wishing they both could talk to their distant loved ones face-to-face more often.

These are the kind of wishes that can easily come true immediately by simply hooking up a computer to the Internet and teaching senior citizens how to use it. And now, a new organi-

plugging them into the benefits of broadband. Connected Nation is serving as an advisory member for Project GOAL, along with AARP and the American Telemedicine Association. Project organizers point out how Internet can reduce social isolation for seniors, help them stay connected to family members, keep their minds sharp, assist them in research on health or other information, connect them directly with doctors and medical monitoring, and help them accomplish chores like shopping without ever leaving home.

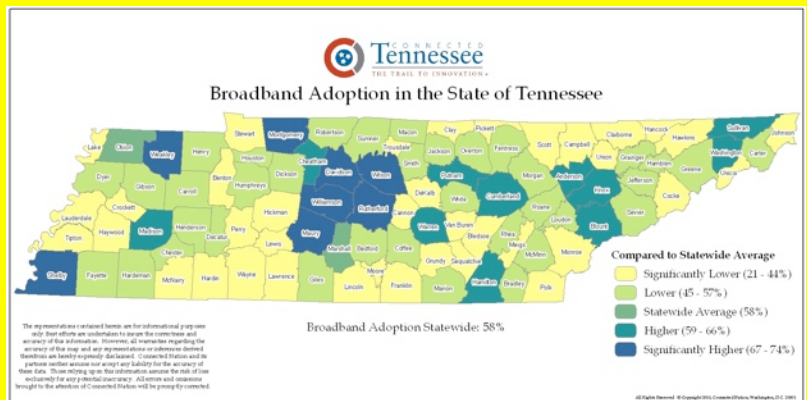
A couple of important updates have taken place on the Connected Tennessee website recently that we we excited to bring to your attention.

First, Tennessee's Technology Trends 2010 is now available for viewing. Tennessee's Technology trends 2010 is a two-part assessment highlighting the use and impact of computers, the Internet, and broadband technology among Tennessee residents and businesses. The comprehensive survey was conducted in January 2010 and involved more than 1,200 Tennessee households and more than 800 businesses representing each of Tennessee's 95 counties. This research shows that the changes to Tennessee's broadband landscape have been vast since Connected Tennessee's inception in 2007. Most notably:

- Overall, broadband adoption across Tennessee has grown by 35% since 2007. Over the past two years, broadband adoption has grown fastest among older Tennessee residents (those age 55 and older), low-income residents (those with incomes below \$25,000), minorities, and rural residents.
- Nearly two-thirds of Tennessee businesses (65%, or approximately 90,000 Tennessee businesses) now subscribe to broadband, compared to just 55% in 2007.

Keep checking the website for updates, as county-level research will be posted in the coming weeks. Also, some pretty impressive changes have taken place to our interactive map, BroadbandStat, over the past few days. Following a months-long process of data gathering, new comprehensive data on the availability, speed, location, and type of broadband services as well as the adoption and availability of broadband at community anchor institutions across the state can now be accessed.

For more, please visit our website at [www.connectedtn.org](http://www.connectedtn.org).





# Statewide Library Initiative to Strengthen Rural Communities, Help Unemployed

Thanks to a joint effort between the Office of the Secretary of State, the Tennessee Department of Economic and Community Development (ECD) and U.S. Department of Agriculture (USDA) Rural Development, computer technology resources and training will soon be coming to as many as 76 libraries in 61 rural Tennessee counties. The initiative is the culmination of more than a year's effort by ECD and the Tennessee State Library and Archives (TSLA) division of the Office of the Secretary of State. ECD and TSLA recently attracted the attention and support of USDA Rural Development, resulting in the formation of a critical state-federal initiative that will have a significant impact on citizens in rural Tennessee.

The initiative will increase the capacity of rural libraries to provide workforce training and increase educational opportunities for the communities they serve. This will be accomplished by providing libraries with funds to set up computer training centers and hire instructors to teach basic computing skills for job-seekers. Economically disadvantaged rural counties with little or no access to high-speed Internet are being targeted.

"This partnership is one of the many ways ECD and the Office of the Secretary of State are working with USDA Rural Development to strengthen our rural communities," said ECD Commissioner Matthew Kisber. "Solid community development is the foundation for economic growth and is at the center of our economic development strategy."

Approximately 76 rural public libraries across the state will be eligible to apply for a grant through their respective county to create or upgrade

## Partner Spotlight: AT&T Keeps You on the Information Highway

If you're getting ahead of the game by taking summer school this year, you'll have the opportunity to access a wealth of educational information from the comfort of your own home. More than 50,000 students, faculty, and staff across the University of Tennessee System will now have increased access to educational resources and applications over the Internet thanks to NetTN, a custom-built Virtual Private Network (VPN) solution that AT&T has built for the State of Tennessee as part of a 10-year networking agreement announced early last year. The University of Tennessee System will use NetTN to connect campuses at Knoxville, Chattanooga and Martin, the Health Science Center at Memphis, and the Space Institute at Tullahoma.

"From increasing capacity for research and scholarly achievement to providing enhanced access to undergraduate and graduate education, AT&T's networking solution is enabling the University to accelerate delivery of our strategic initiatives including educational outreach and preparedness for the global marketplace," said Scott Studham, UT's Chief Information Officer.

The State of Tennessee and AT&T have been working on NetTN since 2009, which delivers an extensive upgrade to the core of the state's Internet Protocol (IP) - based network. Under the agreement, AT&T will double the bandwidth for Internet connectivity throughout the University of Tennessee system allowing students and faculty access to more applications at the same time including Bannerweb, an online tool that allows students to register for classes in real time.

If you're planning to spend your summer in a little more of a relaxed atmosphere, AT&T's got you covered. Area boaters can now surf the web, check e-mail, or even put in a days work - all while afloat Old Hickory Lake. AT&T announced April 19th that it has expanded 3G-cell site coverage near Old Hickory Lake in Hendersonville. The new 3G-cell site is located near Sanders Ferry Road and will provide coverage to the peninsula south of Hendersonville and to those who enjoy boating and recreation on Old Hickory Lake.



broadband-enabled computer labs, which will range from an estimated \$13,000 to almost \$20,000 depending on the local need and availability of existing resources. Funding will pay for seven to 12 new computers, all necessary peripheral equipment, a high-speed Internet router for each participating library and instructors to conduct training classes for the community.

"In committing support," said USDA Rural Development State Director Bobby Goode, "the disproportionate economic hardship rural Tennesseans continue to endure as a result of the recession is no se-

cret. Unfortunately, these same people are less likely to have access to the training and other resources available with high-speed Internet at home.

"Public libraries are a natural place to bridge this gap," Goode said. "More adult workers turn to them every day; to search and apply for jobs online, access training to expand their skills, apply for assistance and seek answers to health, legal, and other issues aggravated by unemployment."

Funding for the initiative includes \$1,030,000 from ECD, \$350,000 from USDA, and \$70,000 from the Office of the Secretary of State. Additionally, Secretary Tre Hargett has directed the TSLA to provide the management support necessary to implement the program with existing staff and other resources through TSLA's extensive network of relationships the division maintains with the rural libraries in the state.