



eCommunity STRATEGIES

March 2010



Welcome to Connected Tennessee's eCommunity Strategies Newsletter

Spring is officially in the air! Welcome to the March edition of our eCommunity Strategies newsletter. With spring comes new beginnings, and this has definitely been a time of tremendous progress for the Connected Tennessee initiative. We are excited to announce that as of the end of this month, we have launched Strategic Technology Plans for all 95 counties in Tennessee! This is the realization of a goal three years in the making, and we are delighted that we have been able to help guide Tennessee's communities through the eCS process in an effort to increase the presence of broadband and technology across the state. Learn more about this exciting milestone on page 3.

Earlier this month, a huge step forward for increasing broadband technology across the country was taken when the Federal Communications Commission released its National Broadband Plan. The plan is designed to connect all corners of the nation while transforming the economy and society with the communica-

tions network of the future - robust, affordable Internet. We will break this plan down for you on page 2.

Also in this month's newsletter, we'll provide a recap of our recent quarterly Steering Committee meeting. And if you are a techie that's addicted to Twitter, we'll bring you a list of 20 of the top tech experts who tweet!

If broadband technology is impacting your life and you would like to be featured in an upcoming newsletter, 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.

Thank you for your continued support of the Connected Tennessee mission. We look forward to continuing to work together as we enter a new season of growth and opportunities for increasing the presence of technology in Tennessee.

Michael Ramage
Executive Director
mramage@connectedtn.org

Deanna Ward, State Operations Manager
West Tennessee
dward@connectedtn.org
731-699-0234

Larry Raybon, State Operations Manager
Middle Tennessee
lraybon@connectedtn.org
615-310-0888

Alyson Sumerford, State Operations Manager
East Tennessee
asumerford@connectedtn.org
865-209-0716

Contents:

National Broadband Plan	2
Top 20 Twitter Tech Experts	2
Google Broadband	3
CTN Steering Committee	3

The Federal Communications Commission Releases National Broadband Plan



homework assignment, or for the unemployed worker who can't search for a job online, continues to grow.

The Plan's call for action over the next decade includes the following goals and recommendations:

- Connect 100 million households to affordable 100-megabits-per-second service, building the world's largest market of high-speed broadband users and ensuring that new jobs and businesses are created in America.

- Ensure Affordable access in every American community to ultra-high-speed broadband of at least 1 gigabit per second at anchor institutions such as schools, hospitals, and military installations so that America is hosting the experiments that produce tomorrow's ideas and industries.

- Ensure that the United States is leading the world in mobile innovation by making 500 megahertz of spectrum newly available for licensed and unlicensed use.

Washington, D.C. – Earlier this month, the Federal Communications Commission delivered to Congress a National Broadband Plan setting an ambitious agenda for connecting all corners of the nation while transforming the economy and society with the communications network of the future - robust, affordable Internet.

"The National Broadband Plan is a 21st century roadmap to spur economic growth and investment, create jobs, educate our children, protect our citizens, and engage in our democracy," said Chairman Julius Genachowski. "It's an action plan, and action is necessary to meet the challenges of global competitiveness, and harness the power of broadband to help address so many vital national issues."

Titled "Connecting America: The National Broadband Plan," the Plan finds that while broadband access and use have increased over the past decade, the nation must do much more to connect all individuals and the economy to broadband's transformative benefits. Nearly 100 million Americans lack broadband at home today, and 14 million Americans do not have access to broadband even if they want it. Only 42 percent of people with disabilities use broadband at home, while as few as 5 percent of people living on Tribal lands have access. Meanwhile, the cost of digital exclusion for the student unable to access the Internet to complete a

- Move adoption rates in America from roughly 65 percent to more than 90 percent and make sure that every child in America is digitally literate by the time he or she leaves high school.
- Bring affordable broadband to rural communities, schools, libraries, and vulnerable populations by transitioning existing Universal Service Fund support from yesterday's analog technologies to tomorrow's digital infrastructure.
- Promote competition across the broadband ecosystem by ensuring greater transparency, removing barriers to entry, and conducting market-based analysis with quality data on price, speed, and availability.
- Enhance the safety of the American people by providing every first responder with access to a nationwide, wireless, interoperable public safety network.

The Plan was mandated by the American Recovery and Reinvestment Act in February 2009 and produced by an FCC task force that set new precedents for government openness, transparency, and rigor.

Read the National Broadband Plan: <http://download.broadband.gov/plan/national-broadband-plan.pdf>

Tech Republic recently released their list of the Top 140 tech experts that tweet, so if you're looking for a little tech knowledge in 140 characters or less, you're in luck. Here are the first 20, in alphabetical order.

1. **Chris Anderson (@chr1sa)** - Editor in Chief of Wired and author of The Long Tail
2. **Michael Arrington (@techcrunch)** - Founder of TechCrunch
3. **Matt Asay (@mjasay)** - COO of Ubuntu and Open Source columnist for CNET
4. **John Battelle (@johnbattelle)** - Author and pundit on Google and Internet search
5. **Veronica Belmont (@veronica)** - Host of Tekzilla and Qore, and former CNET TV host
6. **Randall Bennett (@randallb)** - Founder of TechVi; former CNET TV producer
7. **David Berlind (@dberlind)** - TechWeb Editor-in-Chief
8. **Tim Berners-Lee (@timberners_lee)** - Inventor of the World Wide Web
9. **Ryan Block (@ryan)** - Former Engadget editor and co-founder of GDGT
10. **Henry Blodget (@hblodget)** - Wall Street journalist who covers tech sector
11. **Danah Boyd (@zephoria)** - Academic/researcher in new media
12. **Ed Bott (@edbott)** - Microsoft Windows expert, blogger, book author
13. **Paul Boutin (@paulboutin)** - Reporter for VentureBeat, The New York Times, and Wired
14. **Tony Brandley (@tonys3kur3)** - Freelance tech writer specializing in security
15. **Rick Broida (@cheapskateblog)** - CNET blogger scours the Web looking for the best deals in tech
16. **Jason Calacanis (@jasoncalacanis)** - CEO of Mahalo, founder of Weblogs Inc.
17. **Pete Cashmore (@mashable)** - CEO of Mashable
18. **Bonnie Cha (@bonniecnet)** - CNET mobile phone pundit
19. **Jacqui Cheng (@eJacqui)** - Associate editor for Ars Technica
20. **Robert Cringley (@cringely)** - Long-time technology writer and pundit

Connected Tennessee Completes the Launch of Strategic Technology Plans in All 95 Counties

After nearly three years of hard work and with the cooperation of countless county leaders across the state, Connected Tennessee realized a major goal today with the release of the final Strategic Technology Plan for the state of Tennessee. All 95 counties have now launched plans and are in the process of working to implement action steps designed to increase the presence of technology within their communities.

These Strategic Technology Plans are designed to improve each county's economy and quality of life and make recommendations for technology-based improvements in nine sectors of the community: business and industry, healthcare, libraries, K-12 education, higher education, community-based organizations, government, agriculture and tourism, recreation and parks.

The reports identify the top priorities for the next two years, including goals such as:

- Increase Broadband Awareness & Availability of Technology Training
- Improve Government Use of Technology & the Internet
- Increase Online Presence & Use of the Internet to Promote Tourism

Teams of local volunteers completed the "road map" for technology-based growth and development during a months-long meeting process. Each eCommunity Leadership Team built the plan with guidance from Connected Tennessee.

These meetings are part of Tennessee's Trail of Innovation, a plan created to ensure that every Tennessee household has affordable access to high-speed Internet. The plan ultimately aims to increase the number of high-tech companies and jobs in Tennessee.

"In today's world, broadband technology can be used to further education, find a job or communicate with state and local government - all important functions that can serve to enhance the economic prosperity and quality of life of our citizens," remarked Connected Tennessee Executive Director, Michael Ramage.

"We are proud to be able to say that Connected Tennessee has marked a major milestone in launching eCS Leadership Teams in all 95 counties of the state that are now in the process of implementing the technology plans that they have created. Tennessee counties are now one step closer to achieving increased technology expansion within their communities."

Broadband technology can help Tennesseans take advantage of world-class opportunities without having to leave home. For example, small business owners can set up shop in a rural area while serving customers around the world, stu-



Middle Tennessee State Operations Manager Larry Raybon leads an eCS meeting in Sumner County

dents can study with experts in their fields with the click of a button and libraries can offer the latest electronic books with no waiting list.

For more information about the eCS process, please visit Connected Tennessee's website at www.connectedtn.org.

Connected Tennessee Holds Its Quarterly Steering Committee Meeting

On March 24th, leaders from all sectors of the community were in attendance as Connected Tennessee held its seventh Steering Committee Meeting at AT&T's Economic Development Center in downtown Nashville. After welcoming the group to the meeting, Executive Director Michael Ramage provided a mapping and planning update before briefing the group on Connected Tennessee's recent Broadband Technology Opportunity Programs (BTOP) grant application seeking stimulus funding to benefit its Computers 4 Kids (C4K) program. If awarded funding, Connected Tennessee will partner with various state entities to ensure that at-risk kids across Tennessee see the benefits of broadband and technology. This effort would result in Tennessee's most vulnerable children receiving updated computers as well as much needed computer literacy and educational opportunities.

Several Connected Tennessee partners also provided updates on their recent initiatives, including AT&T, ECSIS.net, Century Link, the Tennessee Valley Authority, the Tennessee Board of Regents, Verizon Wireless, Gallatin Economic Development Agency, Tennessee Tech University, Comcast, the Tennessee State Library and Archives, the Tennessee Department of Education, the Tennessee USDA Rural Development, the Tennessee Telecommunications Association, and the University of Memphis.

Michael also brought the group up to speed on the FCC's National Broadband Plan before presenting next steps for the Connected Tennessee strategy and dismissing the group to enjoy refreshments. The next Steering Committee Meeting is scheduled tentatively for June 18, 2010.