



# Program Stakeholder Report

January 1, 2008 through March 31, 2008

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



## Foreword

April 15, 2008

Dear Connect Ohio Stakeholders,

It is with great pride that I submit to you this first *Connect Ohio* Progress Report. As much as it is a significant deliverable in the spirit of communications and accountability, it serves also to represent the countless hours of foundation building that will bring forth Governor Strickland's vision of "bridging Ohio's digital divide."

It is no wonder that the U.S. Chamber of Commerce and Connected Nation, recognizing Governor Strickland as a thought leader, have chosen Ohio to launch a national effort to promote the importance and benefits of broadband and related technologies. Truly, his vision will serve as the thrust of this campaign.

Connect Ohio is also positioned to enjoy many "firsts" among its peer states. Advancements in eCommunity program management and the national elevation of the No Child Left Offline<sup>®</sup> (NCLO) program stand to benefit citizens of every demographic in ways they have yet to even contemplate.

Exciting days and extraordinary achievement lay ahead for all Ohioans, and as always I appreciate your leadership and support of this very worthwhile and life-changing program.

Respectively submitted,

A handwritten signature in black ink, appearing to read 'Brian R. Mefford'.

Brian R. Mefford  
President and Chief Executive, Connected Nation

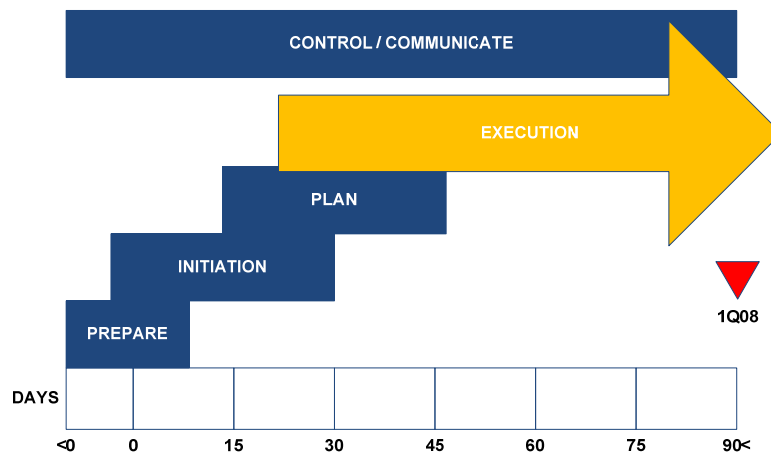
## Purpose and Overview

Connect Ohio endeavors to maintain clear communication with Governor Strickland and key members of his administration to ensure monthly updates and quarterly comprehensive reporting. Each report quantifies the degree to which Connect Ohio has been attentive to the plan's execution in delivering on the digital inclusion goals of Governor Strickland's Broadband Ohio Plan as described in the Connect Ohio charter. Periodic surveys will both inform program development and provide a measure against which to evaluate Connect Ohio's effectiveness.

Success of the Connect Ohio program is underwritten by the exceptional people, processes, and tools that make up the Connect Ohio project teams and the communities that they serve.



### PROGRAM MANAGEMENT METHODOLOGY



## Operations and Management

Quality of human assets is critical to any organization’s mission. No where is this more revered than in the Connect Ohio organization. As an early stage engagement, Connect Ohio activities are directed by an advance team of Connected Nation’s highest management levels to lay the strategic foundation of what will bear the social and economic development that has become the hallmark of a Connect state. Connected Nation CEO, Brian Mefford has personally served as acting Executive Director throughout the first quarter of Connect Ohio’s existence. Building upon the already strong and coherent vision of Governor Ted Strickland, Connect Ohio’s focus during this phase has been strategic in nature: translation of policy and program objectives, partnership formation, and marketing goals has resulted in explicit milestones within the Connect Ohio framework.

From a personnel perspective, the conclusion of this first quarter also marks the evolution to more tactical efforts and a deliberate transition to a more permanent team to carry forward the Connect Ohio program.

### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Establish Connect Ohio office and recruit appropriate staff and specialists.	June 30, 08	TBD	●	<ul style="list-style-type: none"> <li>• Deployment of advance team.</li> <li>• Assignment of interim Executive Dir.</li> <li>• Executed office lease contract.</li> <li>• Ongoing recruitment efforts.</li> </ul>
Enlist and train Connect Ohio’s eCommunity Strategists.	3Q08	TBD	●	<ul style="list-style-type: none"> <li>• Hired first of eCommunity Project Managers.</li> </ul>

*\* reported as of April 15, 2008.*

## Partnership Development


The success of Connect Ohio is expressly dependent on the strength and reach of its partnership program and stakeholder management. Governor Strickland's recognition of the benefits of improved availability and use of broadband Internet and advanced technology applications has resulted in an extraordinary expression of commitment from the private and public sectors during this first quarter of operation.

Connect Ohio's early stage focus in this area centers on coalition building in the provider community. The first quarter ending March 31, 2008 has seen a majority of broadband and wireless providers identified and engaged to complete the Non-Disclosure Agreement (NDA). This process permits the data exchange that is so crucial within the first six (6) months of a Connect program in compiling the broadband infrastructure maps. Strong support by the Ohio Office of Information Technology (OIT), the Ohio Cable Telecommunications Association (OCTA) as well as the Ohio Telecom Association (OTA) has had a dramatic effect on the grassroots efforts in the first three months. Aside from the broadband and wireless provider community, Connect Ohio has forged strong relationships with the following organizations over the last quarter:

- American Electric Power (AEP)
- Alliance for Public Technology (APT)
- The Children's Partnership
- Communications Workers of America (CWA)
- Farm Bureau
- Humana
- Intel
- One Community
- U.S. Chamber of Commerce

Partnership development across virtually all sectors has seen marked progress as resources are lined up behind the Connect Ohio program. The sentiment is consistent; make Ohio and the attainment of Governor Strickland's digital inclusion goals a model for the nation.

### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Formation of Connect Ohio Steering Committee with key private and public sector leadership.	June 30, 08	TBD		<ul style="list-style-type: none"> <li>• OTA, OCTA and OIT have been instrumental in the marked progress attained to date.</li> </ul>

\* reported as of April 15, 2008.

## Marketing and Communications

The execution of deliberate and effective communication strategies is paramount for Connect Ohio throughout the existence of the program. Early stage efforts focus heavily on provider collaboration, partner development, and state and local grassroots awareness and adoption campaigns. Virtually every activity within the first year is coordinated within a broader marketing and branding strategy.

Connect Ohio commenced execution of a custom marketing and communications strategy in December of 2007 with the successful launch of the Connect Ohio program. Components of this coordinated strategy began several months in advance of the Connect Ohio launch and continue through this reporting. They include:

- Logo and tag-line creation and registration (1Q08)
- Website creation and launch (1Q08) [www.connectohio.org](http://www.connectohio.org)
- Print media creation and distribution (*Connect Ohio Quarterly, program tri-fold*)
- Public event and press release scheduling (*5 public events in 1Q08, ongoing*)

The collective efforts of the strategy have borne no less than nine (9) explicit print media impressions for Connect Ohio in the reporting period and several other indirect impressions as a member of the larger Connected Nation. Numerous other media formats have covered the Connected Ohio launch and follow-on activities in the previous three months.

Internal stakeholder communications are equally important within the Connect Ohio program. First quarter activity can be measured by direct strategic visioning and policy translation between Governor Strickland's administration and acting Executive Director and Connected Nation CEO, Brian Mefford. In addition, strong Connect Ohio representation before the Ohio Broadband Council (OBC) and other localized/county technology forums has been effective in establishing the foundation for Connect Ohio's context.

April 24, 2008 will see Connect Ohio play host as the first stop on the U.S. Chamber of Commerce/Connected Nation national tour. This campaign is to promote the importance and benefits of broadband and related technologies as well as Connect Ohio and Governor Strickland's digital inclusion strategy as an appropriate launch pad.

A sampling of Connect Ohio's public events to date follows:

**Event:** Broadband Meeting in Hocking County

**Date:** April 17, 2008

**CN Representative:** Joe Mefford

**Overview:** Ohio Broadband Council is assisting in a three-county consortium (Hocking, Perry, and Vinton Counties) with their broadband efforts. Joe Mefford presented at the event.

**Event:** Greater Dayton IT Alliance

**Date:** April 16, 2008

**CN Representative:** Kasey McCrary

**Overview:** Attended luncheon featuring a presentation by State CIO, Steve Edmonson. Mr. Edmonson included a mention of the Connect Ohio initiative. Also featured at the event was Tom Ireland who discussed the Miami Valley Communications Center.

**Event:** Ohio Broadband Council Meeting

**Date:** March 9, 2008

**CN Representatives:** Brian Mefford, Kasey McCrary

**Overview:** Brian Mefford presented the Connect Ohio plan to the Ohio Broadband Council, a public-private partnership established by Governor Strickland by executive order.

**Event:** ReNEW Ohio – 18 Broadband Working Group Meeting, New Philadelphia, OH

**Date:** February 29, 2008

**CN Representative:** Joe Mefford

**Overview:** Congressman Zack Space presented a regional tour to develop a long-term blueprint for the economic redevelopment of southeastern Ohio. Joe Mefford presented the Connect Ohio plan to the broadband working group.

#### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Release of executive preview that introduces Connect Ohio.	Dec. 17, 08	Dec. 17, 08	●	<ul style="list-style-type: none"> <li>Connect Ohio is serving as the kick-off of the U.S. Chamber of Commerce/CN national campaign.</li> </ul>

*\* reported as of April 15, 2008.*



## Localized Planning

Connect Ohio will create eCommunity Leadership Teams in each and every county in the state of Ohio with priority based on recommendations by the state. These eCommunity Leadership Teams will consist of local leaders who assemble to develop and implement technology growth strategies for local government, business and industry, education, healthcare, agriculture, libraries, tourism, and community-based organizations. These groups are also tasked with the development and publishing of a two year plan with local goals for expansion of broadband services and increased technology adoption.

These demand side state and local grassroots awareness and adoption campaigns are among the most vital of elements to ensuring the continuity of benefit from a Connect Ohio program. While formation and maturity of these teams are generally associated with milestones in subsequent quarters, foundations have been established in the first quarter ending March 30, 2008:

- eCommunity master project planning initiated (January 2008)
- Hiring of Southeast Ohio Field Director (March 2008)
- Connect Ohio representation or presentation at five (5) regional and/or local technology events.

### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Organize/Develop Connect Ohio infrastructure & launch first eCommunity Leadership Teams.	June 30, 08	TBD		<ul style="list-style-type: none"> <li>• Hired SE Ohio Field Director.</li> </ul>
Initiate the eCommunity Leadership Team process in a minimum of 15% of Ohio's counties.	4Q08	TBD		<ul style="list-style-type: none"> <li>• Informal eCommunity community outreach ongoing.</li> </ul>

*\* reported as of April 15, 2008.*

## Mapping

Gaining a better understanding of the current supply of broadband services in the state is key in depicting an accurate picture of the technology infrastructure that exists within Ohio's communities. The first months following program launch are consumed with the identification of service providers and coalition building within that defined community. Data gathering and aggregation is underwritten through Connect Ohio's administration of Non-Disclosure Agreements (NDA) with each provider. This legally necessary component must be in place before any image rendering can be produced within the target six (6) month milestone. Broadband availability, for Connect Ohio mapping is depicted within the following guidelines per provider source:

- **Cable modem service** – Cable modem broadband service is mapped to the road line within the city or town containing the franchise agreement.
- **DSL service** – DSL broadband service is represented by drawing a circle around the DSLAM locations. Areas between 2.0 and 2.5 miles from the DSLAM are displayed in a different shade to indicate that broadband service is likely to be available instead of definitely available.
- **Wireless service** – Wireless broadband service is represented by the wireless propagation performed by Connect Ohio which was based on the tower locations, tower heights and technology used by the provider.
- **Municipal service** – Municipal broadband service is represented on the broadband map by the city or town served by the municipal.

Connect Ohio's first quarter efforts have been aided by the intervention of Connected Nation's own engineers in design and planning and even in such tactical efforts as scaling of vertical assets. Additionally, the active participation and noted support by such groups as the Ohio Telecom Association (OTA), the Ohio Cable Telecommunications Association (OCTA) and Ohio state government's Office of Information Technology (OIT) have helped expedite the aggressive run-up to the first Connect Ohio Broadband Map release, scheduled for June 30, 2008.

### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Broadband provider data gathering & statewide inventory mapping.	June 30, 08	TBD	●	<ul style="list-style-type: none"> <li>• Great support from OIT, OCTA &amp; OTA.</li> <li>• Positive response and early participation from providers.</li> </ul>
After release of first statewide map, updated quarterly.	3Q08 4Q08	TBD	●	<ul style="list-style-type: none"> <li>• Hired first of eCommunity Project Managers.</li> </ul>

## Research

Connect Ohio engages in extensive survey research to better understand the barriers to broadband technologies and applications within a given community. This research also helps identify pent-up demand for prospective services in communities that private broadband service providers may not yet recognize. All of this information is essential in developing broadband capacity build-out plans within a community.

The barriers to adoption of broadband technologies and applications vary widely and depend on income, education, geography, and cultural factors. Household level of computer ownership and literacy, awareness of broadband applications, and their impact on broadband adoption rates are important barriers to adoption, and Connect Ohio utilizes statewide surveys of business and residential consumers to examine these key questions.

The combination of local knowledge and resources with an effective broadband map allows broadband providers and communities to accurately mesh technology deployment with potential users of application development, all while increasing community awareness and adoption.

First quarter progress in this area is measured by the administration of these two (2) directed research surveys (business and residential). At the time of this reporting, both have been completed and Connect Ohio is in the process of analyzing data in conjuncture with the aforementioned first stage mapping strategy. Both the community research analysis and broadband inventory maps are set for release on June 30, 2008.

### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Statewide consumer survey to identify cultural barriers to adoption.	June 30, 08	TBD	●	<ul style="list-style-type: none"> <li>100% complete on data collection.</li> <li>Currently in analysis phase.</li> </ul>
Statewide business survey to identify needs of Ohio's business community with regard to technology planning and adoption.	June 30, 08	TBD	●	<ul style="list-style-type: none"> <li>100% complete on data collection.</li> <li>Currently in analysis phase.</li> </ul>

*\* reported as of April 15, 2008.*

## No Child Left Offline<sup>®</sup>

Connected Nation's No Child Left Offline<sup>®</sup> (NCLLO) is a digital inclusion initiative that has and continues to render national acclaim for its role in significantly accelerating broadband-enabled PC ownership among school-aged children in the United States. Success of the program is the result of a Connect state's ability to bring key industry players together with highly motivated state level stakeholders and selected local program participants.

Connect Ohio is positioned to serve as the launch pad for the revised NCLLO program that is in the process of being elevated to a true national initiative. What this means for Connect Ohio stakeholders is the realization of an unprecedented level of success. Besides the engagement of local and state program sponsors, new and potential NCLLO program sponsors now represent some of the most prominent organizations and foundations in the nation.

**National Partners who have expressed interest:**

Intel  
 Verizon/Verizon Foundation  
 ATT/ATT Foundation  
 Comcast/Comcast Foundation  
 Microsoft/Gates Foundation  
 NIC USA (state government web portal leader)  
 Connected Nation



**YEAR 1 Applicable Program Milestones\***

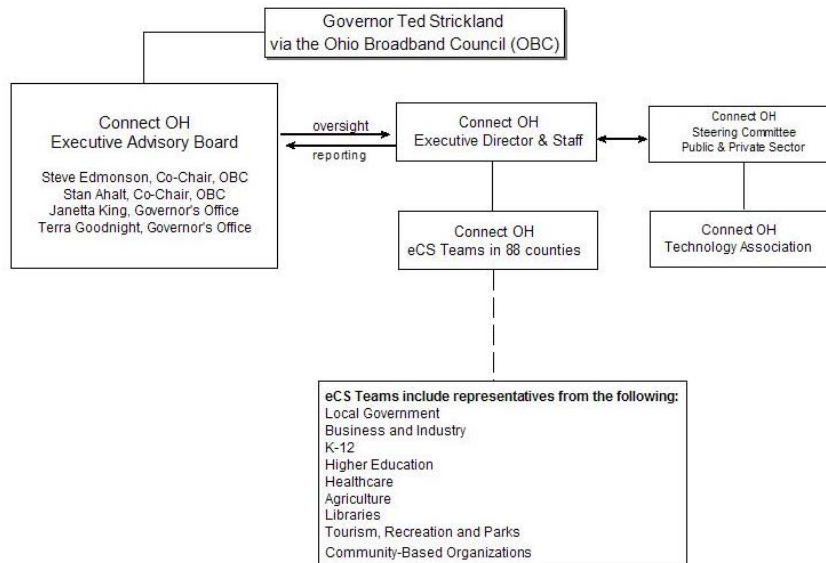
Milestone	Baseline Finish	Actual Finish	Status	Comments
Establish program and state partner support for "No Child Left Offline" (NCLLO).	June 30, 08	TBD	●	<ul style="list-style-type: none"> <li>• Program support from Intel International Leadership.</li> <li>• Increased momentum with Gates Foundation for national coordination.</li> <li>• Financial commitment from OTA.</li> </ul>

*\* reported as of April 15, 2008.*

## Reporting and Accountability

Connect Ohio is committed to providing a program organization that is best positioned for initial and continuing success. First quarter deliverables include the composition and dissemination of a Connect Ohio Quarterly Progress Report. This program stakeholder status report is charged with providing measure to Connect Ohio's progress against the state's digital inclusion goals and objectives as set forth in the program's charter. This obligation is met with the delivery of this first report, dated April 15, 2008, and quarterly thereafter.

In addition to the quarterly reporting responsibility, Connect Ohio is in efforts to organize and develop a comprehensive infrastructure for public accountability. Launch of this infrastructure is incremental and begins in 1Q08, concluding in 4Q08 with the inaugural Connect Ohio Steering Committee meeting. An overview follows:



### YEAR 1 Applicable Program Milestones\*

Milestone	Baseline Finish	Actual Finish	Status	Comments
Organize/Develop Connect Ohio infrastructure & launch first eCommunity Leadership Teams.	4Q08	TBD	●	<ul style="list-style-type: none"> <li>1<sup>ST</sup> Connect Ohio Quarterly Program report completed, Apr. 15, 2008.</li> </ul>

*\* reported as of April 15, 2008.*