

BROADBAND INITIATIVE

EDUCATION & TRAINING SUBCOMMITTEE MEETING

Thursday, September 13, 2007 4:00 – 5:00 pm
Eastern Shore Community College, Melfa, VA

ATTENDEES:

Harry Brough, Town of Onancock
Ian McLaughlan, Oracle Corp.
Dimitri Plionis, Economist
Barbara Schwenk, Accomack-Northampton PDC
Eddie Swain, ESCC Dean of Workforce Development
Todd Thornes, Town of Onley
Carol Vincent, E.S. Public Library

The purpose of the meeting was to review the four training and education gaps and nine strategies identified in the Telecommunications Study (Section 2 - www.a-npdc.org/broadband) and to decide how to create a plan to address them. (See attached agenda.)

Team members took research assignments for the strategies:

1. Computer refurbishing and redistribution
2. Computer Purchase Program – Dimitri Plionis
3. Community Intranet – Barbara Schwenk
4. e-Government – Todd Thornes
5. e-Commerce – Eddie Swain
6. Training on the Internet – Eddie Swain and Carol Vincent
7. Lead by Example – Ian McLaughlan
8. The Broadband Experience – Harry Brough
9. Encourage Local Provider Service Marketing

Reports will be presented or sent in by next meeting on Thursday, September 27 from 8:30 – 9:30 a.m. at the ESCC Conference Room.

Agenda
Broadband Education & Training Subcommittee
Thursday, September 13, 2007, 4 – 5 PM
ESCC Conference Room

What	How	Who	Time
Introductions	Self	Team	5 min.
Review gaps and strategies in 2.2 and 2.3	Handout(s)	Team	10 min.
Append needs and strategies if needed	Discuss/Agree	Team	5 min.
Pick priorities	Vote	Team	10 min.
Develop ideas and related tasks to implement priorities	Brainstorm/list	Team	20 min.
Assignments	Volunteer	Team	10 min.

NEXT MEETING:

Thursday, September 27, 2007 8:30 – 9:30 a.m. ESCC Conference Room

Gap	Research	Marketing	Capacity
1. Training Classes	<p>Catalog current offerings</p> <p>Survey libraries to find out what they need to offer more training.</p>	<p>Market offerings at ESCC</p> <p>Promote value of using advanced technology skills for securing a job or advancing</p> <p>Promote value of adopting new technologies and internet applications to employers</p>	<p>Fee-based: ESCC, others?</p> <p>Free: Libraries might be more involved if they had more resources.</p>
2. Help Desk Support			ISPs but not independent?
3. Computer Equipment	Program sponsor?		Is this done on Shore?
4. Funding	Grant opportunities exist but require extensive research and prep		Beyond capacity at current staffing levels.

Strategies	Research	Marketing	Capacity
1. Computer Refurbishing and Redistribution	Federal computer donations programs – can they be expanded to include school-age children? Dell? Microsoft? Legislation in other states	Organize a local drive for large employers to donate computers for local refurbishing and distribution.	Some capacity at ESCC. Increase capacity for refurbishing – Technical Schools?
2. Computer Purchase Program	NetQuincy example		non existent
3. Community Intranet	List logical custodians – gauge level of interest and capability	Requires a constant marketing program	Eastern Shore Portal – out of date, needs a new “home” that will keep it in top condition.
4. e-Government	Catalog existing pages for towns and counties	Market use	How to facilitate creation of new pages and improvements to existing pages
5. e-Commerce	Catalog existing pages?	Benefits and value	Portal to tie together
6. Training on Internet Use	Study states there is high interest from residents and businesses for training on selling goods and services in online auctions (e-Bay) Conduct survey to gauge interest in volunteering to teach internet use	Market opportunities for volunteerism	Any capacity now? NCES held a forum on the value of e-Bay, but did not offer training classes. For libraries or community centers to offer free or low-cost training, volunteers are necessary (shortage now)
7. Lead by Example	List local businesses that are conducting successful e-businesses and would share their experience	Market via Portal Economic development workshops	Chambers of Commerce? Businet? SBDC?

Strategies	Research	Marketing	Capacity
8. The Broadband Experience		Show value or higher-than-DSL speeds to businesses	?
9. Encourage Local Provider Service Marketing		Potential value of high-speed Internet poorly understood on the Shore	Service providers not doing a good job of selling services that will save businesses money (VOIP, Virtual Private Networks, video-conferencing, etc.)