Agenda, Network Nebraska Initiative Group

November 28, 2018, 9:00 am – 11:00 am

1. Review meeting history, notes
   a. Feb 2017:
      i. Mostly discussion of membership and operations.
      ii. Communications brainstorming around survey, "NN Town Hall," creation of document repository for member leaders to get official documentation in discussion and presentation.
   b. June 2017:
      i. Discussion of contract privity and erate implications (K-12).
      ii. Discussed creation of audience-specific marketing documents, assigned to Steve Hotovy.
      iii. Telehealth future in question
      iv. Network Nebraska staffing changes.
   c. (I think I'm missing notes for a meeting here)
   d. Apr 2018:
      i. Reviewed draft of audience-focused marketing materials
      ii. Desired infographic development by OCIO
         1. Key message #1: We are better together. Be sure that is clear, cost reduction information is a component of that.
         2. Advanced Services listing: DDoS protection, traffic shaping, and more
         3. Key message #2: Nebraska membership model is different from other state networks. Especially important for new out-of-state administrators and CIOs to understand this up front.
      iii. Network Nebraska support / transition. When should the Ed Council get involved and how much should be left up to NNAG/CAP?
      iv. Service Catalog. We had a draft. Is it worth pushing forward?
   e. Oct 2018 (before Ed Council)
      i. Security is being gradually addressed. Looking for a workshop date around spring for a DHS repeat.
      ii. Survey revival is needed; it will be 7 years since our last survey.
         1. Include cloud and security differently from before.
         2. "Homework Gap" is a national conversation around digital equity of access. While this topic belongs to the other initiative group, it should be included in the survey.
      iii. Broadband Task Force would be a good group for us to keep up with.
2. Survey
   a. History:

      i. NNAG document archive:
http://www.nitc.nebraska.gov/nnag/documents.html
      ii. 2012 Survey Report (Surveys were conducted 2008-2011):
http://www.nitc.nebraska.gov/nnag/meetings/documents/Documents/NNMarketingSurveyReport_20120805.pdf
     iii. 2016 Services and Benefits document (took the place of the survey 2012-2016)
http://www.nitc.nebraska.gov/nnag/meetings/documents/Documents/NetworkNebraskaBenefitsServices_20160701.pdf
     iv. Audience-specific materials development in 2017 has not produced formal document

b. New Survey Development
      i. 2011 Questions to keep, revise, throw out
         1. Discussion: Like general format. Should use similar or same questions but update service and function lists
      ii. Other questions, new perspectives we should gather
     iii. Digital equity of access / Digital Ed Initiative (leave room for add'l questions)
         1. This need is felt more at the higher ed level regarding student access, both for quality online attendance and for courseware access.
         2. Ask questions regarding the amount of access in student homes. Broadband mapping personnel are pushing for additional detail, such as customer addresses with and without access, plus bandwidth available (unserved, underserved, served).
         3. Affordability data is separate from access.

c. Other discussion
      i. Network Nebraska isn't necessarily cheaper than school Internet access anymore. After e-rate discount on circuit + Internet from an ISP, there is less benefit to NN than there used to be. Communicating the benefits is going to be of growing importance.
      ii. Past documents and actions that need completion. These are growing in importance because the cost savings aren't what they used to be, and because marketing will no longer focused on achieving membership, it's more about maintaining membership.
         1. Infographics from Holly West
         2. Presentation / communication of infographics by NN proponents that belong to NATA, NETA Tech Coordinators, Higher Ed CIOs, Higher Ed Administrators, NCSA Administrators, ESU representatives, etc. Do this at various group meetings. Use the documents as talking points but also get individual and group feedback outside of the survey.

3. After completing the survey, which will included audience-specific questions, revise / complete audience-specific handouts to go with the infographics.