

**COMMUNITY COUNCIL**  
**May 22, 2008**  
**1:30 PM to 3:00 PM CT**

**Lincoln-Executive:** Lincoln Executive Bldg.-Suite 103, 521 S 14<sup>th</sup> ST.  
**Columbus:** Columbus Public Library-Columbus Rm., 2<sup>nd</sup> Fl., 2504 14<sup>th</sup> St.  
**Kearney:** Public Library and Info. Center-2<sup>nd</sup> Fl., 2020 First Avenue  
**Omaha-SOB:** State Office Bldg.-Rm. 207 (2nd Fl.), 1313 Farnam St.  
**Scottsbluff:** Panhandle Research & Extension Center -High Plains Rm., 4502 Avenue I  
**Wayne:** Wayne State College, Conn Library, Rm. 15, 1111 Main ST

**Meeting Documents: Click the links in the agenda or click [here](#) for all documents**

**Tentative Agenda**

- 1:30** Roll Call--Co-Chair  
Notice of Posting of Agenda--Co-Chair  
Notice of Nebraska Open Meetings Act Posting--Co-Chair  
Approval of [Feb. 6, 2008 minutes](#)\*  
Approval of [April 18, 2008 minutes](#)
- Public Comment
- 1:40** Advancing Community Council [Action Plans](#) and Community Technology Fund
- ◆ Community Technology Fund Update
  - ◆ [Web Site Development for People Attraction Proposal](#)\*
  - ◆ Community Needs Assessment Update
- 2:55** New Business  
Next meeting
- 3:00** Adjourn

\*Action item

Meeting announcement was posted on the NITC Web site and on the Nebraska Public Meeting Calendar on May 14, 2008. The agenda was posted on May 15, 2008.

## COMMUNITY COUNCIL

February, 6, 2008, 9:15 AM to 12:00 noon CT

Videoconference Locations:

Lincoln-Executive: Lincoln Executive Bldg.-Suite 103, 521 S 14th St.

Columbus: Columbus Public Library-Columbus Rm., 2nd Fl., 2504 14th St.

Kearney: Public Library and Info. Center-2nd Fl., 2020 First Avenue

Norfolk: NECC (Northeast Community College) MaClay Bldg.-Rm. 122, 801 East Benjamin Ave.

Omaha-SOB: State Office Bldg.-Rm. 207 (2nd Fl.), 1313 Farnam St.

Wayne: Wayne State College, Conn Library, Rm. 15, 1111 Main St.

Scottsbluff: Panhandle Research & Extension Center High Plains Rm., 4502 Avenue I

## PROPOSED MINUTES

### MEMBERS PRESENT

Rod Armstrong, Alt. for Brad McPeak, AIM Institute  
Jason Barelman, Wayne State College  
Don Costello, University of Nebraska, Lincoln  
Norene Fitzgerald, Economic Development Professional  
Dean Folkers, Department of Education  
Darla Heggem, Twin Cities Development, Scottsbluff-Gering  
John Jordison, Great Plains Communications  
Lynn Manhart, Central City Public Library  
Caleb T. Pollard, Nebraska Department of Economic Development;  
Angie Ramaekers, Columbus Area Chamber of Commerce  
Dan Shundoff, Intellicom  
Ted Smith, Norfolk Public Library  
Jerry Vap, Public Service Commission

**MEMBERS ABSENT:** Chris Anderson, City of Central City; Mitch Arnold, Preferred Partners, LLC; Scott W. Bovick, City of Nebraska City; Linda Fettig, Rural Development Commission; Bethanne Kunz, Valley County Economic Development; Joan Modrell, Department of Labor; Michael Nolan, City of Norfolk; Rivkah Sass, Omaha Public Library

### ROLL CALL, NOTICE OF POSTING OF AGENDA, NOTICE OF NEBRASKA OPEN MEETINGS ACT POSTING

Meeting announcement posted on the Nebraska Public Meeting Calendar and NITC Web site on Jan. 11, 2008. The agenda was posted on January 17, 2008. A copy of the Nebraska Open Meetings Act was available on the door and at the table near the door with the meeting materials.

### APPROVAL OF JULY 16, 2007 MINUTES\*, SEPTEMBER 24, 2007\*, AND NOVEMBER 5, 2007 MINUTES\*

Mr. Jordison moved to approve the [July 16, 2007](#), [September 24, 2007](#), and the [November 5, 2007](#) minutes as presented. Mr. Vap seconded. Roll call vote: Barelman-Yes, Fitzgerald-Yes, Folkers-Yes, Heggem-Yes, Jordison-Yes, Armstrong-Yes, Smith-Yes, Pollard-Yes, Ramaekers-Yes, Shundoff-Yes, and Vap-Yes. Results: Yes-11, No-0. Motion carried.

### PUBLIC COMMENT

Roger Hahn, Nebraska Information Network, informed the council about a Web site called [Speed Matters](#), using a diagram of connection points and transport tiers. The Web site is hosted by the Communications Workers of America. Congestion along any of the connection points can impact the connection speed reported. Lynn Manhart and Don Costello joined the meeting via phone.

## [SOCIAL NETWORKING AND OTHER NEW TECHNOLOGIES FOR COMMUNITIES](#)

Caleb Pollard and Tim O'Brien, Department of Economic Development

Mr. Pollard and Mr. O'Brien highlighted information on demographics of Internet users, Web site content, design and management. (Click on presentation link for more detailed information and charts.) Their presentation emphasized the importance of technology to small and medium-sized communities. Population is the biggest challenge facing small and medium-sized communities. Technology and marketing can help communities attract talent. Of the top 30 fastest growing occupations in the U.S., 23 are technology and health care related.

Nebraska success stories include:

- ◆ [www.dorchesterimes.blogspot.com](http://www.dorchesterimes.blogspot.com)
- ◆ [www.growneb.com](http://www.growneb.com)
- ◆ [www.wehavejobs.net](http://www.wehavejobs.net)
- ◆ [www.calamusoutfitters.com](http://www.calamusoutfitters.com)
- ◆ [www.ordturfpro.com](http://www.ordturfpro.com)
- ◆ [www.nanonation.com](http://www.nanonation.com)
- ◆ [www.norfolkarea.org](http://www.norfolkarea.org)
- ◆ [www.journalstar.com/blogs](http://www.journalstar.com/blogs)
- ◆ [www.cabelas.com](http://www.cabelas.com)
- ◆ [www.polkacatalog.com](http://www.polkacatalog.com)
- ◆ [www.thegoodoldsdays.com](http://www.thegoodoldsdays.com)

## UPDATES

**Legislative Update.** The NITC Web site has information on legislation dealing with technology ([http://www.nitc.ne.gov/itc/sg/legislation.html#2008\\_Bills](http://www.nitc.ne.gov/itc/sg/legislation.html#2008_Bills)). LB 823 would strengthen the NITC's authority to monitor enterprise I.T. projects. An amendment would add two additional advisory groups under the NITC - the GIS (Geospatial Information Systems) Steering Committee and NIDCAC. Mr. Vap noted that LB 815, LB 829, and LB 755 were introduced on behalf of the Public Service Commission.

**LB 1208 Update.** Phase 1 is completed. Phase 2 bidding went out but had to be reopened. Several of the participants in Phase 2 have opted to wait until phase 3 which will begin in 2009. Dr. Costello asked if the Department of Defense standards for course compliance to share courseware has been addressed yet. If not, Dr. Costello has information that he could provide the Distance Education Council. If members had more questions about LB 1208, they were asked to contact Tom Rolfes of the OCIO.

## MEMBERSHIP

**Election of Co-Chair.** The floor opened for nominations. Mr. Jordison nominated Noreen Fitzgerald. Mr. Folkers seconded the nomination. The nominations ceased.

**Roll call vote: Barelman-Yes, Costello-Yes, Fitzgerald-Abstain, Folkers-Yes, Heggem-Yes, Jordison-Yes, Manhart-Yes, Armstrong-Yes, Smith-Yes, Pollard-Yes, Ramaekers-Yes, Shundoff-Yes, and Vap-Yes. Results: Yes-12, No-0, Abstain-1. Motion carried.**

**Brad McPeak resignation & Rod Armstrong nomination.** Mr. McPeak has resigned and nominated Rod Armstrong as his replacement. Mr. Armstrong is currently Mr. McPeak's alternate on the council. Mr. Armstrong had worked for the State of Nebraska for 20 years and is currently working with AIM.

Mr. Jordison moved to approve the nomination of Rod Armstrong as Mr. Peak's replacement. Mr. Vap seconded.

**Roll call vote: Barelman-Yes, Costello-Yes, Fitzgerald-Yes, Folkers-Yes, Heggem-Yes, Jordison-Yes, Manhart-Yes, Armstrong-Abstain, Smith-Yes, Pollard-Yes, Ramaekers-Yes, Shundoff-Yes, and Vap-Yes. Results: Yes-12, No-0, Abstain-1. Motion carried.**

Mr. Pollard will talk to Tim O'Brien about serving on the council.

Mr. Costello left the meeting due to a teaching commitment.

#### **ACTION PLAN DEVELOPMENT**

The [proposed action plans](#) were reviewed. Council members provided recommended changes. There were no major changes.

Mr. Vap moved to approve the Community Council's action plans with the recommended changes. Mr. Pollard seconded.

**Roll call vote: Fitzgerald-Yes, Folkers-Yes, Heggem-Yes, Jordison-Not Present, Manhart- Yes, Armstrong-Yes, Smith-Yes, Pollard-Yes, Ramaekers-Yes, Shundoff-Yes, Vap-Yes, Barelman-Yes, and Costello-Not Present. Results: Yes-11, No-0. Motion carried.**

#### **NEW BUSINESS**

There was no new business.

#### **NEXT MEETING DATE AND ADJOURN**

Ms. Byers will poll members regarding their availability for the next meeting.

With no further business, Mr. Smith adjourned the meeting at 11:20 a.m.

**COMMUNITY COUNCIL**  
**April 18, 2008**  
**9:30 AM to 12:00 noon**

**PROPOSED MINUTES**

**MEMBERS PRESENT**

Rod Armstrong, AIM Institute  
Scott Bovick, City of Nebraska City  
Norene Fitzgerald, Economic Development Professional  
Darla Heggem, Twin Cities Development, Scottsbluff-Gering  
John Jordison, Great Plains Communications  
Lynn Manhart, Central City Public Library  
Tim O'Brien, Nebraska Department Economic Development, on phone  
Gene Hand, Alt. for Jerry Vap,

**MEMBERS ABSENT:** Chris Anderson, City of Central City; Mitch Arnold, Preferred Partners, LLC; Jason Barelman, Wayne State College; Don Costello, University of Nebraska, Lincoln; Linda Fettig, Rural Development Commission; Dean Folkers, Department of Education; Joan Modrell, Department of Labor; Angie Ramaekers, Columbus Area Chamber of Commerce; Rivkah Sass, Omaha Public Library; Ted Smith, Norfolk Public Library; Dan Shundoff, Intellicom;

**Staff and Guests:** Anne Byers, Community Information Technology Manager; Steve Henderson, IT Administrator; Ryan McCabe, eHealth intern; Kit Keller, Nebraska Library Commission

**ROLL CALL, NOTICE OF POSTING OF AGENDA, NOTICE OF NEBRASKA OPEN MEETINGS ACT POSTING**

The meeting announcement was posted on the Nebraska Public Meeting Calendar and NITC Web site on March 26th, 2008. The agenda was posted on April 8th, 2008. A copy of the Nebraska Open Meetings Act was available with the meeting materials.

Members present at roll: Rod Armstrong, Scott Bovick, Norene Fitzgerald, Darla Heggem, John Jordison, Gene Hand, Tim O'Brien on the phone.

**APPROVAL OF February 6<sup>th</sup> [MINUTES\\*](#)**  
There were no corrections to the minutes.

Lynn Manhart arrived at 9:45.

## **PUBLIC COMMENT**

There was no public comment.

## **Advancing Community Council Action Plans and Community Technology Fund**

### **Community Technology Fund Update**

Anne Byers informed the Council that \$40,000 is available in the Community Technology Fund that must be expended by June, 2009. Proposals must be developed prior to the Technical Panel's June 10<sup>th</sup> meeting.

### **Helping Communities Develop Better Web Sites**

Mr. O'Brien discussed a [proposal](#) about community Web site development. The project would help communities create a comprehensive Web site where anyone can find news or general information about the community. The Web sites will be used to post jobs openings, provide community information, and recruitment information for residents and new businesses. Darla Heggem said that Jenny Overhue has critiqued Web sites. Her critiques are very thorough and helpful. The Council expressed an interest in opening up the project to regional efforts. They recommended that usability testing be included in the process. Council members stressed the importance of marketing the Web sites. John Jordison suggested including funds for communities to market their Web sites. Council members also stressed the importance of an organization in the community committing to maintaining the Web site. Individuals come and go, but organizations are more stable.

### **Assessing and Addressing Community Technology Needs**

Tim O'Brien said online surveys would help us to know where the communities are at in their use of technology. The Council talked about a system to develop the survey questions. Surveys could be done without additional funding.

## **ACTION ON COMMUNITY TECHNOLOGY FUND AND ACTION PLAN**

Council members expressed support for proposed project. Darla Heggem and Norene Fitzgerald volunteered to help develop a proposal.

### **Promoting WiFi Access and Other New Technologies in Libraries**

Michael Sauers, Nebraska Library Commission, gave a presentation on promoting the use of WiFi and technology in Nebraska Libraries. There are 272 libraries in Nebraska, and 170 are accredited. Mr. Sauers encourages libraries to increase the use of technology, including gaming, to improve services and attract patrons into libraries. Mr. Sauers also provided us with numerous Web sites that can be used for libraries around the state and for personal information databases.

Here are a few websites:

<http://blip.tv>

[www.bloglines.com](http://www.bloglines.com)

<http://del.icio.us> - used for social bookmarking

[www.flickr.com](http://www.flickr.com) - used for photo sharing

[www.slideshare.net](http://www.slideshare.net) – used for sharing presentations and slideshows

[www.twitter.com](http://www.twitter.com) - used for social networking and instant messaging

[www.askalibrarian.org](http://www.askalibrarian.org) – online informational chatting

<http://www.travelinlibrarian.info/> - Michael's personal website

### **MEMBERSHIP**

Bethanne Kunz and Michael Nolan have resigned. A recommendation was given by Scott Bovick for Phil Green from Blair as a replacement for Michael Nolan.

### **NEW BUSINESS**

There was no new business.

### **NEXT MEETING AND ADJOURN**

The next will be May 12<sup>th</sup> at 1:30 p.m.

With no further business, the meeting adjourned at 11:42 a.m.

# Community IT Planning and Development

## Action Items 2008

### 1. Identify and address technology-related needs in communities.

**Action:** Conduct a statewide assessment of technology-related needs in communities through a Web-based survey and by using existing sources of information (i.e., the Department of Economic Development's Business Expansion and Retention surveys).

**Action:** Compile an inventory of existing programs and resources which address technology-related needs in communities.

**Action:** Develop recommendations and lists of resources for communities to address the needs identified through the needs assessment.

**Lead:** Nebraska Department of Economic Development & Community Council

**Participating Entities:** Community Council, Nebraska Department of Economic Development, Nebraska Department of Education, and others

**Timeframe:** 2008

**Funding:** Existing funding and staff

**Status:** New

### 2. Monitor technology trends that affect Nebraska communities and play a leadership role in presenting these new technologies in a timely manner.

**Action:** Identify one or two technology-related issues on which to focus.

**Action:** Develop presentations and resources which highlight best practices and give step by step directions for addressing these issues.

**Lead:** Community Council

**Participating Entities:** Community Council and other partners

**Timeframe:** 2008



**Funding:** Existing funding and staff

**Status:** New

**3. Help Nebraska communities improve their Web sites.**

**Action:** Work with the Nebraska Department of Economic Development, University of Nebraska Extension, and NPPD to develop a plan to help communities improve their Web sites.

**Lead:** Nebraska Department of Economic Development

**Participating Entities:** Community Council, Nebraska Department of Economic Development, University of Nebraska Extension, and NPPD and other public power districts, and educational entities

**Timeframe:** Beginning in spring, 2008

**Funding:** Existing funding and staff

**Status:** New

**Project Title:** Web Site Development for People Attraction

**Submitting Entity:** University of Nebraska

**Grant Amount Requested:** \$34,483

**Project Contact Information:**

Connie Hancock  
University of NE Extension  
Extension Educator  
920 Jackson St.  
Sidney, NE 69162  
308-254-4455  
[chancock1@unl.edu](mailto:chancock1@unl.edu)

Anne Byers  
Community IT Manager  
Nebraska Information Technology Commission  
521 South 14<sup>th</sup> Street  
Lincoln, NE 68521  
402-471-3805

Tim O'Brien  
Business Consultant - Information Technology  
Nebraska Department of Economic Development  
301 Centennial Mall South  
P.O. Box 94666  
Lincoln, NE 68509-4666  
Cell: 402.326.3104  
[tim.obrien@nebraska.gov](mailto:tim.obrien@nebraska.gov)

**Executive Summary**

Faced with a tight labor pool, Nebraska communities are starting to realize that recruitment of individuals and families is in many ways as important as the recruitment of businesses. However, most Nebraska communities are not effectively marketing themselves to prospective new residents. A recent survey of economic development professionals in Nebraska and neighboring states revealed that only 22% of respondents indicated that their community Web site was effective in new resident recruitment.

The Community Web Site Development for People Attraction project will provide assistance to Nebraska communities in developing Web sites which effectively market communities to prospective new residents. The project will consist of several components including course and material development, train the trainer training, a pilot of course materials with 2 communities, an outreach program which will provide assistance to 10 communities, accessibility testing of Web sites, marketing assistance, and a recognition program for outstanding community Web sites. Project partners include the Department of Economic Development, University of Nebraska Extension, NPPD, AIM Institute, and the NITC Community Council. Grant funds requested will provide funding for a part-time intern to assist with the project, travel to communities, printing of materials, webinars, and awards for the recognition program. This project will enhance the capability of Nebraska's communities to attract workers necessary for business expansion and economic development. As identified in a Nebraska Department of Economic Development survey, the annual economic impact in terms of salaries paid to ten new workers at \$20.51 per hour would be \$393,800.

## **1. Describe the project and project goals.**

### **Project Description**

Faced with a tight labor pool, Nebraska communities are starting to realize that recruitment of individuals and families is in many ways as important as the recruitment of businesses. The Internet is increasingly used by individuals as a resource in important life decisions, including relocation decisions. First impressions of a community are often based on that community's Web site. However, most Nebraska communities are not effectively marketing themselves to prospective new residents. A recent survey of economic development professionals in Nebraska and neighboring states revealed that only 22% of respondents indicated that their community Web site was effective in new-resident recruitment. Less than forty percent of respondents felt that their community Web site was user-friendly for potential new residents.

The Community Web Site Development for People Attraction project will provide assistance to Nebraska communities in developing Web sites which effectively market communities to prospective new residents. The project will consist of several components including course and material development, train the trainer training, a pilot of course materials with 2 communities, an outreach program which will provide assistance to 10 communities, accessibility testing of Web sites, marketing assistance, and a recognition program for outstanding community Web sites. Project partners include the Department of Economic Development, University of Nebraska Extension, NPPD, AIM Institute, and the NITC Community Council. Grant funds requested will provide funding for a part-time intern to assist with the project, travel to communities, printing of materials, webinars, and awards for the recognition program.

### **Project Goals**

- To help 12 communities address the need for talent by developing Web sites which effectively market the community to prospective new residents.
- To help communities understand the importance of a Web presence and to better brand and market their community.
- To help communities create a Web presence that provides a positive first impression.
- To help communities minimize maintenance costs and time by using easily maintained, low-or-no-cost open source software.
- To enhance the delivery of community information with the use of Web 2.0 tools.

## **2. Describe the project team and project activities.**

### **Project Partners and Team**

Project partners include the Department of Economic Development, University of Nebraska Extension, NPPD, AIM Institute, and the NITC Community Council.

Members of the project team include:

- ◆ Tim O'Brien, Information Technology  
Business Consultant, Nebraska Department of Economic Development

- ◆ Connie Hancock, Extension Educator, University of Nebraska Extension—Cheyenne County
- ◆ Jenny Overhue, Economic Research Specialist, NPPD
- ◆ Anne Byers, Community IT Manager, Nebraska Information Technology Commission
- ◆ Rod Armstrong, Vice President of Strategic Partnerships, AIM Institute
- ◆ Darla Heggem, Employee Recruitment Manager, Twin Cities Development Association
- ◆ Norene Fitzgerald, Economic Developer

Additionally, an intern will be hired and housed at the Nebraska Department of Economic Development to provide assistance with this project. Responsibilities of the intern will include:

- Assisting and managing the NITC web development project
  - Assisting in creation of the manual/process
  - Managing the selected communities
  - Assisting with training
  - Performing other duties TBD
- Conducting and managing market research with regards to people attraction
  - Demographics, new residents, current residents, attitudes, trends, ect.
  - including IT community assessment, web development
- Performing Other duties TBD

## **Project Activities**

**Course and Material Development.** A training manual will be developed for participating communities. Materials will also be available to communities who choose not to participate or are not selected. Materials will be reviewed by local community development practitioners for usability. In addition, community Web site templates will be developed for use by participating communities.

**Train the Trainer Training.** DED field representatives, University of Nebraska Extension educators, NPPD staff, and other resource providers will receive training on community Web site development for people attraction. Training sessions will be held in Lincoln and North Platte. Training will be provided by Tim O'Brien, Connie Hancock, and Jenny Overhue.

**Web Site Development Pilot.** Course materials will be piloted with two communities prior to the roll out of the outreach program.

**Awareness Sessions.** Two sessions addressing the importance of effective community Web sites as an economic development tool will be held in early September prior to the application deadline. These will be presented as a webinars using the University of Nebraska's Breeze

system in order to allow participation from all areas of the state.

**Web Site Development Outreach.** The Community Web Site Development for People Attraction project will provide training and assistance in developing effective community Web sites to ten Nebraska communities chosen through a competitive application process. Members of the Community Council and project partners will be asked to serve on the selection committee. Three training sessions will be provided in each participating community, focusing on identifying and developing content for inclusion in the community Web site. Communities will receive assistance in using open-source content management software to develop and maintain their Web sites. Participants will also receive training in marketing their Web sites and in developing a multiple contact strategy for recruiting prospective new residents. Ongoing assistance will be provided via telephone and e-mail.

**Accessibility Testing.** Web sites developed through the project will be tested for accessibility by individuals who are blind or visually impaired. Testing will be done by the State of Nebraska's Office of the CIO's accessibility specialist.

**Marketing Assistance.** Two webinars on marketing communities and community Web sites will be offered using the University of Nebraska's Breeze system.

**Community Web Site Critique and Recognition.** In order to build awareness about the importance of a community Web presence, project partners will develop a program to critique community Web sites and to those Web sites which excel in providing community information to prospective new residents.

### **3. Describe the expected outcomes and benefits.**

#### **Expected Outcomes**

- Resource providers will receive training on Web site development for people recruitment.
- Resource providers will better understand the importance of Web sites as a tool to recruit new residents.
- 12 Nebraska communities will develop more effective Web sites for people attraction.
- Participating communities will better understand the importance of people attraction activities, including Web site development, to economic development opportunities.
- People attraction efforts will be enhanced.
- Materials will be developed and made available to help Nebraska communities develop more effective Web sites for people recruitment.
- Participating communities will utilize Web 2.0 technologies for delivery of community information.

#### **Benefits**

This project will enhance the capability of Nebraska's communities to attract workers necessary for business expansion and economic development. New residents often possess the high-level skills needed for business expansion. A recent survey of new residents to the Panhandle found that 44% had professional and related occupation skills and 41% had management, business and financial operations skills. The Nebraska Department of Economic Development identified 2,656 available jobs paying over \$20.51 in Nebraska that were unfilled. The fiscal impact of 2656 recruit hires working at \$20.51 per hour would be \$104,591,155 per year just in salaries.

If a community recruited ten workers at \$20.51 per hour, the economic impact to that community in terms of salaries paid would be \$393,800.

Scottsbluff and Gering have reported success with their employee recruitment Web site, [www.wehavejobs.net](http://www.wehavejobs.net). The Web site was created in partnership with the AIM Institute and is modeled after the [www.careerlink.com](http://www.careerlink.com) site.

Darla Heggem, Employee Recruitment Manager, Twin Cities Development Association states:

“Since its launch less than one year ago, over local 50 employers have posted available job opportunities. Many of these businesses have experienced success in finding employees from California, Virginia, Texas, Illinois, Missouri, Kansas, Idaho, and South Dakota to fill these vacancies. Many applicants are alumni of the area who are looking to move home to be closer to family. Other applicants are simply looking for different lifestyle offering a higher quality of life. One employer hired an Engineer from Egypt who found the job opportunity on the site!

The site also provides listings for available housing, educational opportunities, healthcare, things to do, and many of the recreational opportunities in our area. Our ‘One-Stop Shop’ package is completed with dozens of great vibrant photographs providing a strong visual image of the quality of life in western Nebraska.

Currently the site contains over 200 jobs available in the community. Dozens of applicants from outside of Nebraska have applied for many of these positions indicating a strong interest in moving to our community...7 in the past week! One applicant from Philadelphia emailed us that she was very impressed with the site, stating it was representative of a strong, progressive community. Our community website has become an invaluable recruiting tool in attracting people to the Scottsbluff/Gering area.”

New residents also bring many assets to communities, strengthening the local economy. A recent survey by University of Nebraska researchers found that new residents to the Panhandle region had the following assets: high levels of education, children, professional occupation skills, entrepreneurial backgrounds, and volunteer and community leadership experience. Nearly half of the new residents surveyed reported having household incomes of \$50,000 or more. In comparison, 28 percent of current Panhandle residents have household incomes of \$50,000 or more.

**4. List the major activities (or milestones) and a timeline for completing each activity or milestone.**

**June**

Publish guidelines and announce the program  
Develop program materials

**July**

Develop program materials  
Organize Train the Trainer sessions

**August 2008**

Conduct train the trainer training  
Pilot materials with pilot communities  
Plan awareness webinars

**September 2008**

Select communities to participate  
Community Web site nominations due  
Present awareness webinars

**October 2008**

Conduct training

**November 2008**

Conduct training  
Announce community Web site awards

**December 2008**

Conduct training

**January-April 2009**

Provide support to communities  
Plan marketing webinars  
Present marketing webinars

**May 2009**

Evaluate the program

**May 2010**

Contact participating communities to collect one-year evaluation data

**5. Describe how the project will be sustained.**

This program will build capacity by developing training materials which can be used by communities and by training other resource providers. The Department of Economic Development has agreed to fund an intern to assist with the program the following year (2009-2010). Without grant funding, the program can continue to be offered to communities. Some modifications may need to be made, including the use of distance education technologies, to reduce travel costs. A small program fee may also have to be implemented.

**6. Describe the project's evaluation plan, including measurement and assessment methods that will verify project outcomes.**

The program will be evaluated by several methods including:

- Pretest and post test by training participants on technology skills and attitudes toward technology
- Discussion with participants after the completion of the program
- Pretest and posttest evaluation of Web sites
- Number of prospective new residents contacting the community
- Web site analysis and online surveys of Web visitors



## Financial Analysis and Budget

The budget will be scored on reasonableness (up to 5 points) and mathematical accuracy (up to 5 points).

Provide the following financial information:

	<b>CTF Grant Funding</b>	<b>Cash Match (5)</b>	<b>In-Kind Match (6)</b>	<b>Other Funding Sources (7)</b>	<b>Total</b>
Personnel Costs(1)	\$15,000		\$48,750		
Contractual Services (2)	\$720				
Capital Expenditures (3) (Hardware, software, etc.)					
Supplies and Materials	printing \$600 awards \$150				
Telecommunications	\$720 \$1440	\$1560 \$3120	\$3120		
Training					
Travel	\$16,573		\$740		
Other costs (4)					
<b>TOTAL</b>	\$34,483		\$49,490		

## Financial Narrative Notes

### Personnel Costs—Grant-funded

Intern housed at the Department of Economic Development

\$12/hour X 25 hours/week X 50 weeks = \$15,000

### Personnel Costs—In-kind Personnel

This project would require one .75 FTE if performed by one person. .75 X 45,000 x 1.3 (for fringe benefits) = \$48,750

### Contractual Services

Web accessibility Testing  
12 sites X \$60/hour X 1 hour = \$720

### Supplies and Materials

#### Printing \$600

250 copies  
Cover Sheet  
bindings (spiral or something like that)  
clear acetate cover (to protect and look professional)  
40 pages, duplexed  
Color cover, b&w content

#### Awards \$150

4 @ \$37.50

### Telecommunications

Charges for toll-free phone line  
\$.06/minute X 60 minutes X 100 participants X 2 Webinars = \$720

### Travel

2 people X 12 communities X 3 sessions X 200 miles X \$.505 X 2 ways	14544
Lodging/food \$800	800
Travel to NCIP/NRI=	429
Travel to Train the Trainer	800
	16573

### **In-kind Travel**

Travel for Anne, Jenny and Rod to Train the Trainer sessions in Lincoln and North Platte

Lincoln to North Platte	226
Lincoln to North Platte	226
Columbus to Lincoln	76
Columbus to North Platte	212
	740