

D R A F T

An outline map of the state of Nebraska is shown in the background. The title text is centered within the map's outline.

**Network Nebraska
Market Survey Report,
Conclusions and
Recommendations**

Nebraska Information Technology Commission

Education Council

Prepared by: Marketing Task Group

January 23, 2009

NITC Education Council Marketing Task Group Members

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Network Nebraska Market Survey

Report and Recommendations

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Network Nebraska Market Survey

• Report, Conclusions and Recommendations •

Introduction

Network Nebraska is the term used to describe the statewide multipurpose telecommunications backbone and all of its associated service offerings and support. Network Nebraska—Education, serving public and private K-12 and higher education, offers network management, interregional transport, Internet access and Intranet routing for distance education, and provides access to the nationwide Internet2 research and education network. Network Nebraska--Education is a collaborative initiative coordinated by the State Office of the CIO, University of Nebraska, and Nebraska Educational Telecommunications, and is funded by the public and private education entities of Nebraska.

The survey, conducted via Internet among current and potential K-12 and higher education public and private users, was designed to provide quantifiable baseline data to guide the Education Council's communications and marketing strategies by providing data on the following:

- General information on strengths and weaknesses on Network Nebraska services.
- Specific perceptions about Network Nebraska services by current and potential users.
- Motivational drivers in choosing Network Nebraska services.
- Current awareness level and perceptions toward Network Nebraska.
- Differences in perceptions between current users and potential users of Network Nebraska.

See Appendix A: NITC Education Council Network Nebraska Survey Instrument

Executive Summary

The survey results indicate that users of Network Nebraska value the network services and cost savings and that there are potential opportunities to add new partnerships. As K-12 and higher education institutions become more reliant on Network Nebraska as the vehicle for delivering internet and educational courses, the reliability of the system has become critical. The low level of awareness among potential Network Nebraska partners is a major limiting factor in current network growth. Following are additional key findings:

Existing Network Nebraska Partners

- Among current partners of Network Nebraska lower cost is identified as the number one strength followed by statewide access and collaboration. This has resulted in increased distance education opportunities, greater availability of Internet 2 and sharing of other services.
- Statewide connectivity provided by Network Nebraska increases access to synchronous video courses across the state. This results in more access to classes and enrichment that smaller schools are not able to offer. It also allows for sharing of critical and non-critical services common among multiple institutions.
- Survey responders identified governance/leadership as the most limiting organizational factor in growing Network Nebraska partnerships, and it affects expansion of current services.
- Consistent communication of accurate and current information on available services and support issues (provided by Network Nebraska) is lacking. This results in some support issues not resolved in a timely manner and the lack of correct information to current and potential partners.
- Reliability is perceived as strength by some Network Nebraska partners. However, a lack of reliability is also perceived as both a weakness and a threat to expanded growth of Network Nebraska services for many existing and potential partners. When a network outage occurs, there is no alternative infrastructure or redundancy to carrying on data communications. One issue may be a lack of communication between those who do system upgrades and current partners. When network reliability is less than what partners experienced prior to subscribing to Network Nebraska, the network is perceived to be a problem.
- The single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational Service Units, public and private K -12 schools and public and private colleges to partner in Network Nebraska is lower cost followed by shared resources, and statewide access. A statewide presence encourages connectivity, programs, services, and activities. The result is enhanced educational opportunities for students, high speed access between educational sites, and significant cost savings. The perception is that there is strength and power in numbers – the more

organizations that belong to Network Nebraska, the more clout the network should have relative to pricing, technology and services. This assumes all organizations are treated equitably.

- Current partners responding to the survey identified shared resources, advanced technology/bandwidth, equity and opportunities as guiding principles or slogans that they believe Network Nebraska's services should stand for in the hearts and minds of its partners.
- Current partners responding to the survey identified help desk/support, faster internet and leadership/governance as priority areas where modifications to existing services or added services are most needed. Issues that need to be addressed under the governance/leadership structure are statewide representation, board members selected from knowledgeable shareholders, and a technical committee to advise the board on all technical issues.
- Some current partners that responded to the survey are recommending that redundancy be built into the network to insure minimal down time of the system. This expectation will become critical to the future of the network as partners use the system as a vehicle for delivering essential services and courses.
- Current users of the network want to have a better understanding of the network, infrastructure and more information related to Renovo scheduling. There is a perception that as users learn more about the possibilities of Network Nebraska, the demand for new services will expand.

Potential Network Nebraska Partners:

- Potential users responding to the survey identified learning opportunities through increased collaboration and sharing of distance education resources as the greatest strengths. This was followed by statewide access which supports greater sharing of resources. Reduced cost is also seen as a potential strength of the network with potential users.
- The perception of potential Network Nebraska users is that high cost is an issue of concern. In part, this may be caused by not having accurate information when considering membership as a network partner.
- Potential users responding to the survey said that cost and shared resources should be the most compelling competitive advantage making Network Nebraska's services distinctive and motivating educational entities to become partners with Network Nebraska. This is consistent with responses from current partners to the same survey question.
- Access was defined as the most important service that would benefit potential partners of Network Nebraska.

Conclusions

The survey highlights several areas of challenge and opportunity for Network Nebraska if it seeks to grow its partners and services.

1. The survey indicates that Network Nebraska would benefit from improved communications to current partners and that potential partners lack relevant information about Network Nebraska in order to make informed decisions about becoming members of the network.
2. The perception that the governance structure does not represent the stakeholders and that leadership and support services are inadequate to support future growth is a critical concern. Addressing these three issues is essential prior to implementation of strategies directed at adding new partners and services.
3. Building a marketing campaign to increase awareness among potential partners should center on lower costs, shared resources, statewide access, and increased educational opportunities. Marketing campaigns need to be customized for individual target audiences.
4. The prevailing perception is that the network continues to mature. Partners continue to expect additional advanced services and reliability. Further research is required to define what services should be offered and the willingness of partners to pay for these services.

Recommendations

- NITC Education Council Marketing, Governance, Funding, and Services task groups utilize the data to advance their group objectives.
- Establish a steering committee of key stakeholders representing sub-sections with vested interests to guide development of network Nebraska leadership, services, and support.
- Marketing Task Group to take findings from the Market Survey Report and develop a marketing plan to be presented at the June 2009 meeting of the Education Council.
- Annually reissue the survey (with minimal changes) to evaluate the success of the recommended Action Plan(s) and ensure the future of Network Nebraska values.

Methodology

The survey was developed using an online tool, *Survey Monkey*, and an invitation to participate in the survey distributed by key members of the Education Council Marketing group to administrative and technical members of the following public and non-public education entities around the State.

- Community Colleges
- State Colleges
- University of Nebraska
- Independent Colleges and Universities of Nebraska
- Educational Service Units
- K-12 schools

See Appendix B: Invitation to Participate

Results of the survey were evaluated in two processes. The first process categorized the data into themes by sorting the responses to each question with specific topics listed in highest to lowest significance for each question. Pie charts were created from the demographic data and bar graphs created from the categorized data to provide a graphical interpretation of the results.

The second process reviewed the questions and responses using a SWOT Analysis (Strengths, Weaknesses, Opportunities, and Threats). Each category determined in the first process was tagged as a strength, weakness, threat, or opportunity referring to the specific responses when needed to verify the validity of the tag. These tags were then sorted with the top four concentrations presented for each element. It should be noted that strengths and weaknesses are considered *internal* elements, and opportunities and threats *external* elements of a SWOT analysis from which action plans are determined.

See Appendix C: Survey Responses

Study Limitations/Biases

The reader should keep in mind the response rate when interpreting the results. The total number of survey log-ins from current and interested Network Nebraska partners was 364. Approximately 358 individuals completed the demographic questions, of which 178 (49.7%) respondents completed one or more textual responses distributed between existing and potential Network Nebraska partner elements of the survey.

While the study provides useful information in understanding motivations and perceptions of current and potential users of Network Nebraska, further research is necessary to address items listed under both opportunities and threats in the SWOT Analysis section of the survey. As with any web-based survey, each respondent was motivated enough to open the survey link which may indicate biases, either positive or negative, towards Network Nebraska—Education. The thematic categorization of textual responses for each question was the opinion of three researchers and could be categorized differently by different reviewers.

Survey Analysis and Results

SWOT Analysis from Survey Data

<p style="text-align: center;">STRENGTHS</p> <p style="text-align: center;"><i>Characteristics important to the execution and ultimate success of the project</i></p>	<p style="text-align: center;">WEAKNESSES</p> <p style="text-align: center;"><i>Internal factors that could prevent the achievement of a successful project result</i></p>
<ul style="list-style-type: none"> • Reduced/shared costs • Bandwidth / Speed / Capacity / I-2 • Statewide Connectivity • Technical experience & support 	<ul style="list-style-type: none"> • Leadership / Governance • Membership • Communication • Help Desk / Support
<p style="text-align: center;">OPPORTUNITIES</p> <p style="text-align: center;"><i>External elements helpful in achieving the goals of the project</i></p>	<p style="text-align: center;">THREATS</p> <p style="text-align: center;"><i>External factors that threaten project success</i></p>
<ul style="list-style-type: none"> • IVC / Distance Learning & Collaboration • Shared Resources • Advanced Services • Training / Professional Development 	<ul style="list-style-type: none"> • Cost / Funding • Loss of control at local level • Redundancy / Reliability • Equity

ACTION PLAN(s)

To be completed by task groups (see *Recommendations* section of this report).

Year 1:

- Strengths –
- Weaknesses-
- Opportunities-
- Threats-

Year 2:

- Strengths –
- Weaknesses-
- Opportunities-
- Threats-

Survey Results

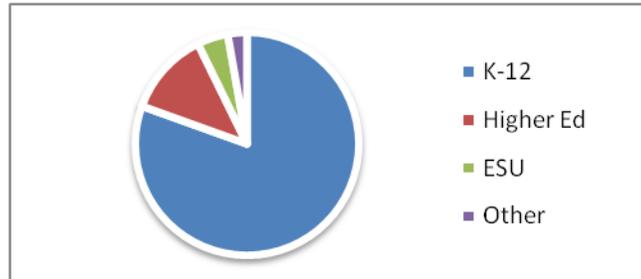
NITC Ed Council / Mktg Survey of December, 2008

Total Started Survey: 364

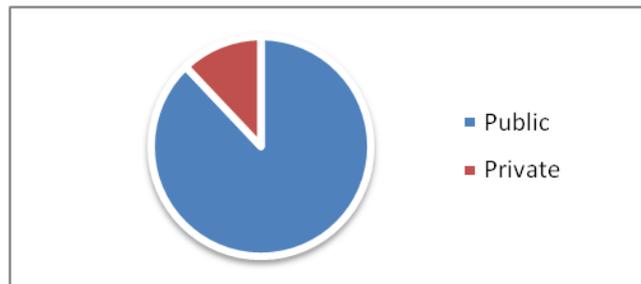
Total Completed Survey: 178 (48.9%)

DEMOGRAPHICS

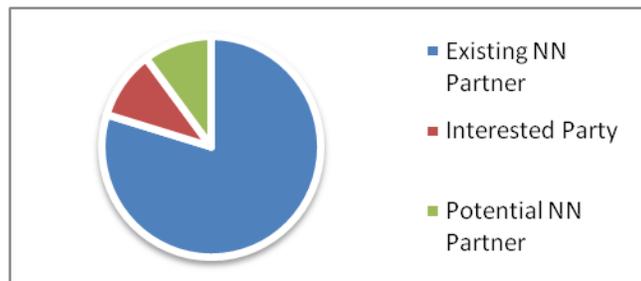
K-12	289
Higher Ed	44
ESU	16
Other	10
	359



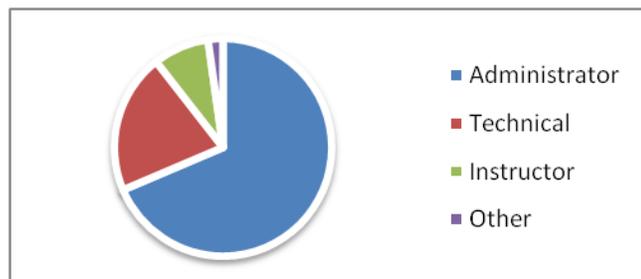
Public	314
Private	43
	357



Existing NN Partner	189
Interested Party	24
Potential NN Partner	24
	237



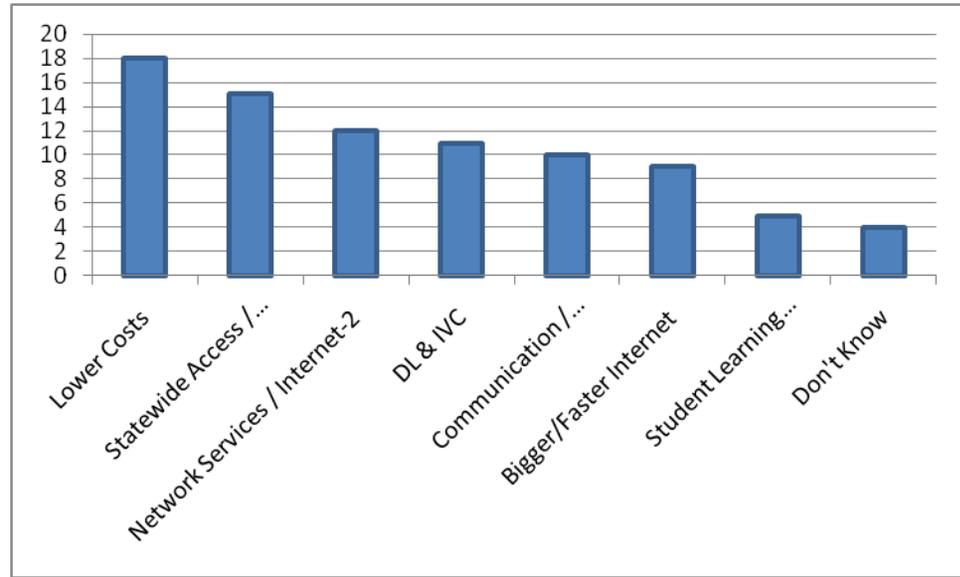
Administrator	247
Technical	75
Instructor	30
Other	8
	360



Survey Results from EXISTING users of Network Nebraska -----

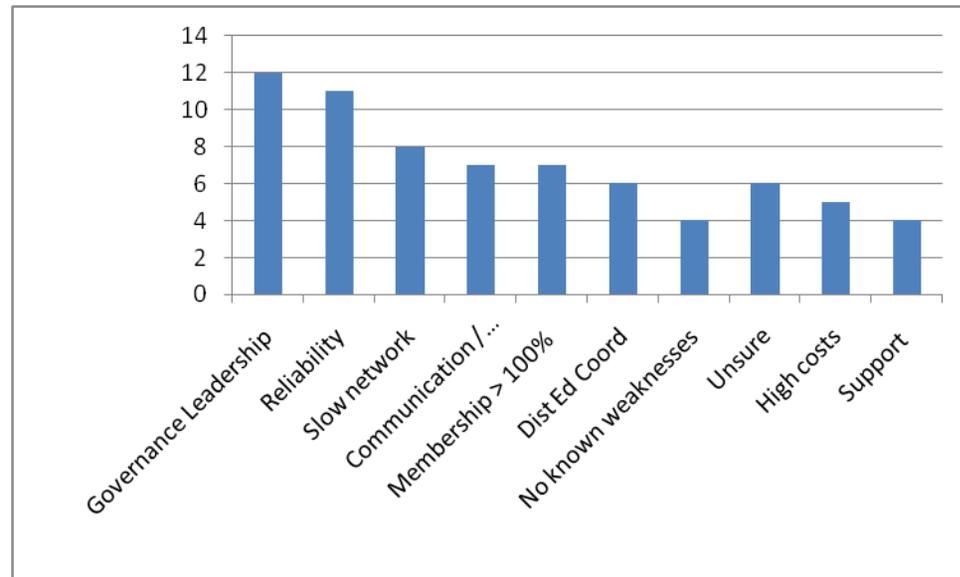
5. What are the strengths of Network Nebraska services?

Lower Costs	18
Statewide Access / Geographical	15
Network Services / Internet-2	12
DL & IVC	11
Communication / Collaboration	10
Bigger/Faster Internet	9
Student Learning Opportunities	5
Don't Know	4
	<hr/>
	84



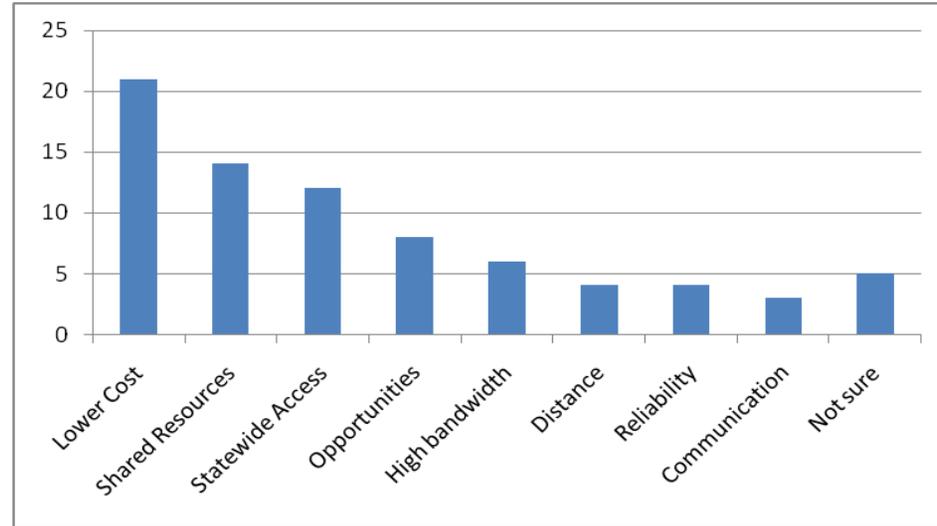
6. What are the weaknesses of Network Nebraska services?

Governance Leadership	12
Reliability	11
Slow network	8
Communication / Collaboration	7
Membership > 100%	7
Dist Ed Coord	6
No known weaknesses	4
Unsure	6
High costs	5
Support	4
	<hr/>
	70



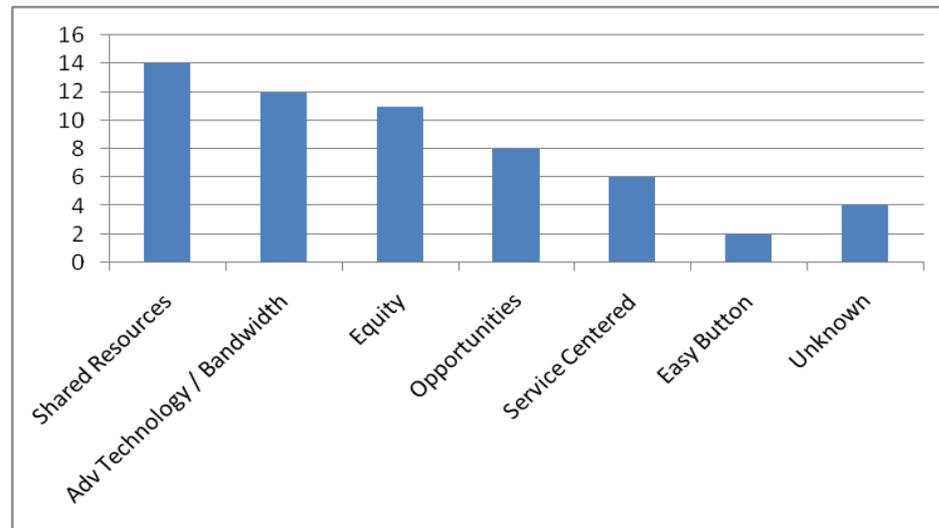
7. What is the single most compelling competitive advantage that makes Network Nebraska’s services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska?

Lower Cost	21
Shared Resources	14
Statewide Access	12
Opportunities	8
High bandwidth	6
Distance	4
Reliability	4
Communication	3
Not sure	5
	77



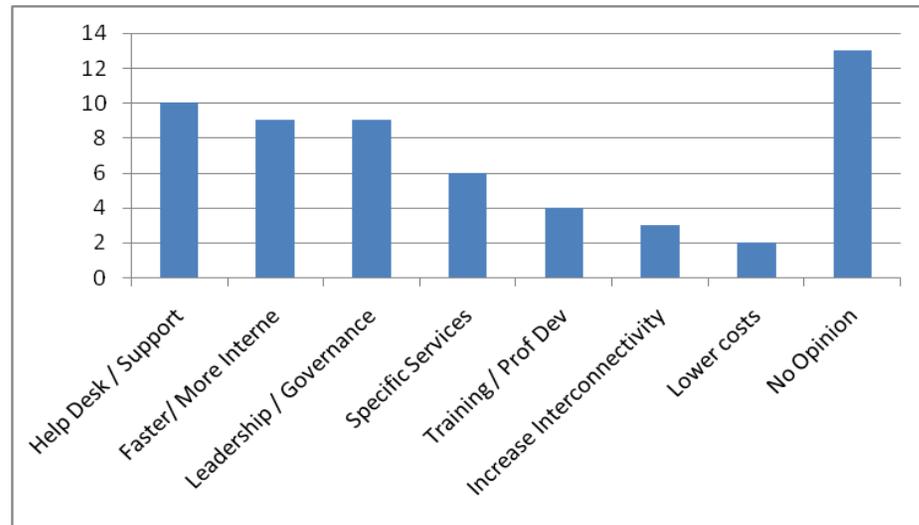
8. In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska’s services should stand for in the hearts and minds of its partners?

Shared Resources	14
Adv Technology / Bandwidth	12
Equity	11
Opportunities	8
Service Centered	6
Easy Button	2
Unknown	4
	57



9. What services or modifications to existing services would you like Network Nebraska to provide?

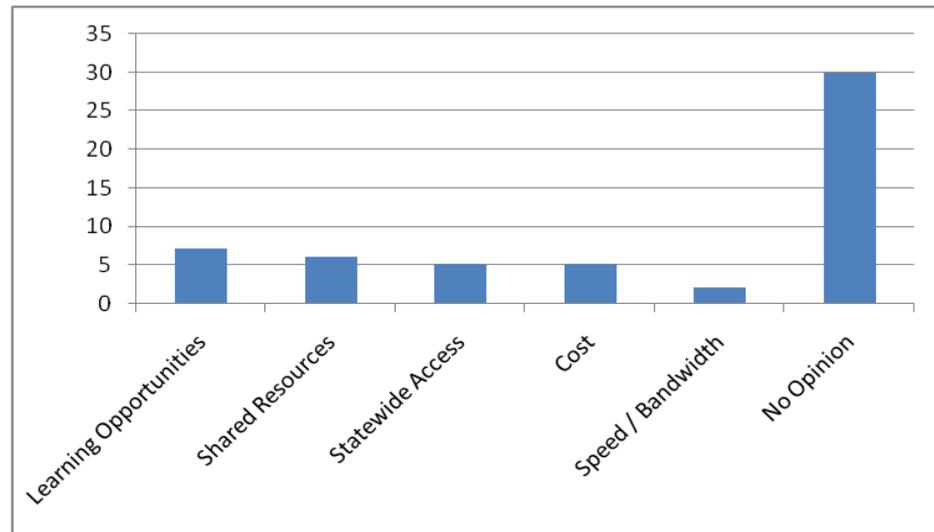
Help Desk / Support	10
Faster/ More Interne	9
Leadership / Governance	9
Specific Services	6
Training / Prof Dev	4
Increase Interconnectivity	3
Lower costs	2
No Opinion	13
	56



Survey Results from POTENTIAL users of Network Nebraska -----

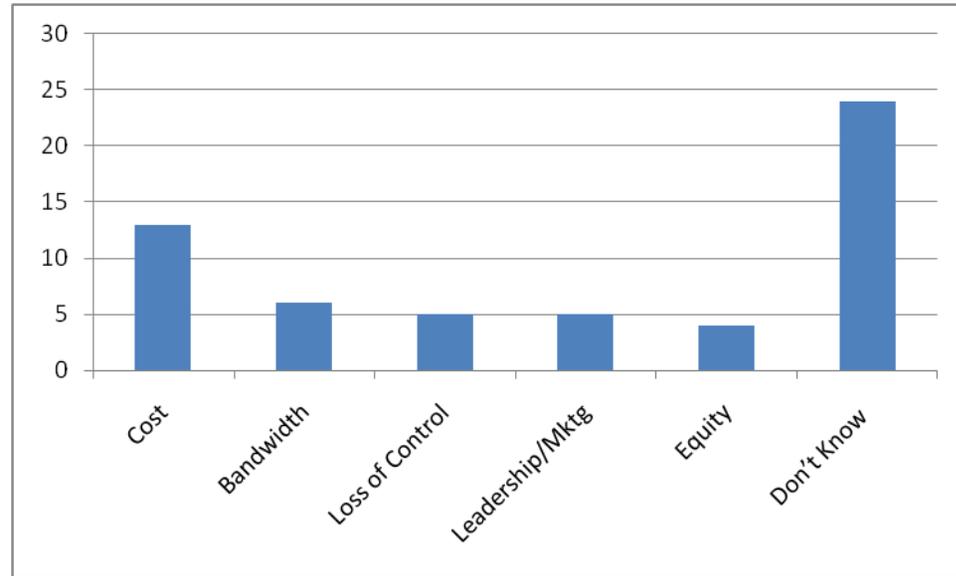
10. What are the strengths of Network Nebraska services?

Learning Opportunities	7
Shared Resources	6
Statewide Access	5
Cost	5
Speed / Bandwidth	2
No Opinion	30
	55



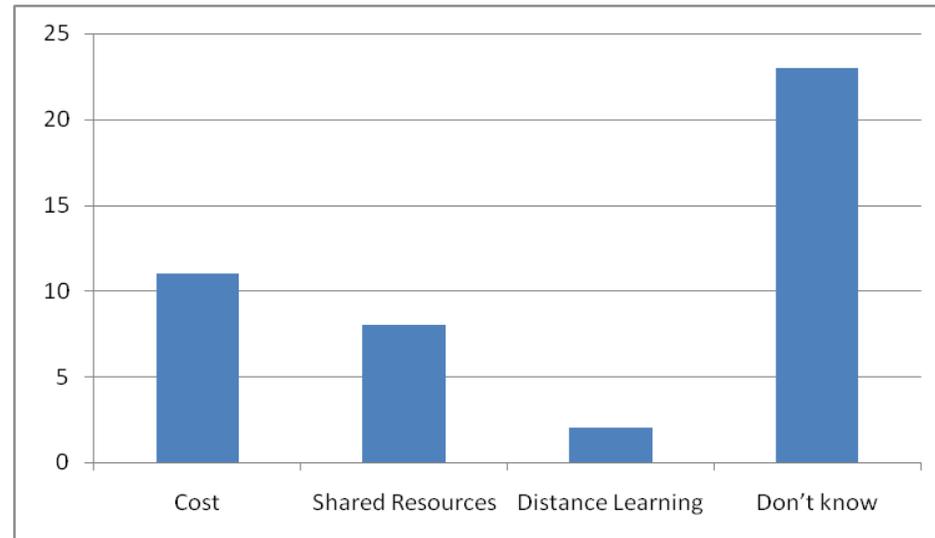
11. What are the weaknesses of Network Nebraska services?

Cost	13
Bandwidth	6
Loss of Control	5
Leadership/Mktg	5
Equity	4
Don't Know	24
	57



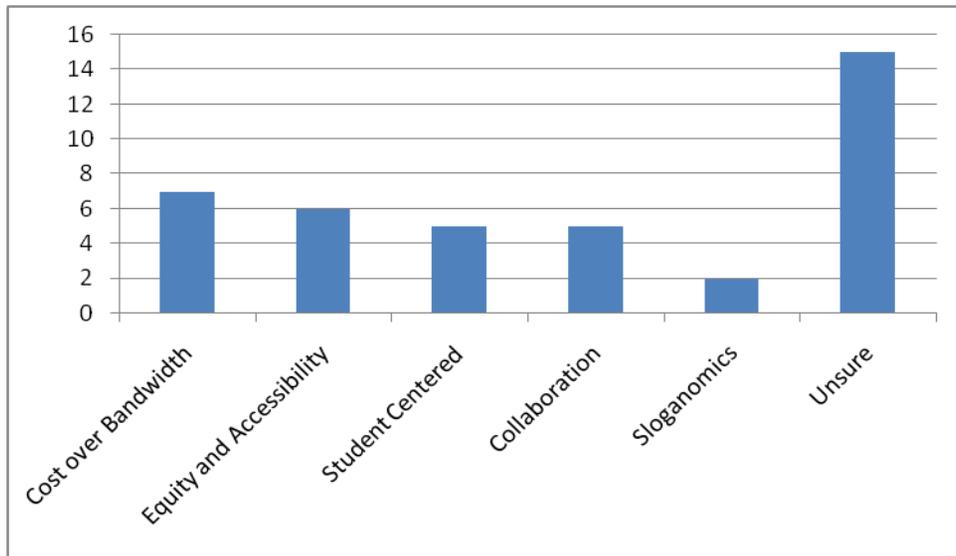
12. What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska?

Cost	11
Shared Resources	8
Distance Learning	2
Don't know	23
	44



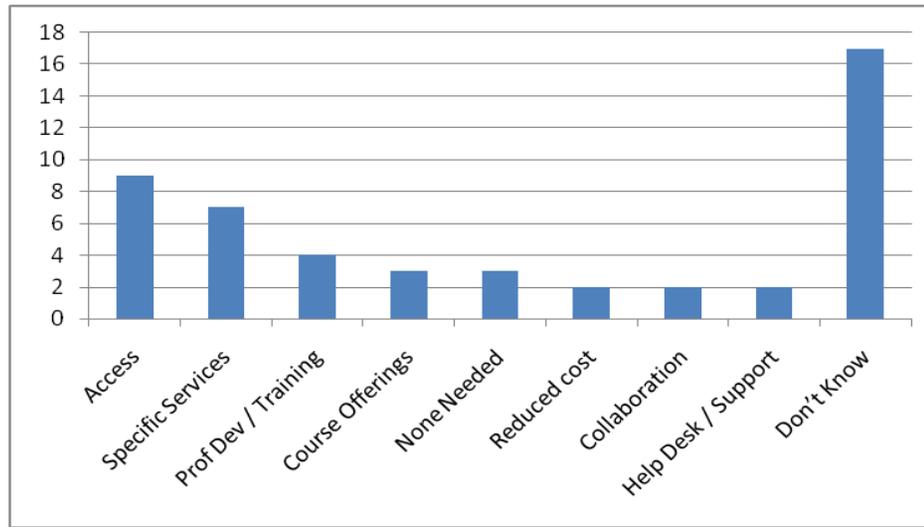
13. In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners?

Cost over Bandwidth	7
Equity and Accessibility	6
Student Centered	5
Collaboration	5
Slogonomics	2
Unsure	15
	40



14. What services would benefit your organization as a partner in Network Nebraska?

Access	9
Specific Services	7
Prof Dev / Training	4
Course Offerings	3
None Needed	3
Reduced cost	2
Collaboration	2
Help Desk / Support	2
Don't Know	17
	49



*** APPENDIX: A – Survey Instrument ***



Thank you for participating in the Network Nebraska Services Survey.

The goal of this survey is to provide the Education Council information to assist in developing a strategic plan that improves the visibility, awareness, and services associated with Network Nebraska.

Network Nebraska is the term used to describe the statewide multipurpose telecommunications backbone and all of its associated service offerings and support. Network Nebraska offers network management, interregional transport, Internet access and Intranet routing for distance education, and provides access to the nationwide Internet2 research and education network. Network Nebraska is a collaborative initiative coordinated by the State Office of the CIO, University of Nebraska, and Nebraska Educational Telecommunications, and is made possible by the public and private education entities of Nebraska.

All responses to this short survey will be kept confidential. Comments will be compiled and synthesized by members of the Education Council. The information will help improve both the quality and types of service provided by Network Nebraska. Results will be posted on the NITC website.

More information about Network Nebraska or the Education Council is available at:
Education Council (www.nitc.state.ne.us/)
Network Nebraska (www.networknebraska.org/)

Please choose one for each of the following that best describes you:

- Please choose one for each of the following that best describes you: ESU
- K-12
- Higher Education
- Other (please specify)

And choose one:

- And choose one: Administrator
- Instructor
- Technical
- Other (please specify)

And choose one:

- And choose one: Private Entity
- Public Entity

*

And choose one:

- And choose one: Existing NN Partner
- Potential NN Partner
- Interested Party

Current members directed to these questions:

What are the strengths of Network Nebraska services?

What are the weaknesses of Network Nebraska services?

What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska?

In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners?

What services or modifications to existing services would you like Network Nebraska to provide?



Potential Members / Interested parties directed to these questions

What are the strengths of Network Nebraska services?



What are the weaknesses of Network Nebraska services?



What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska?



In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners?



What services would benefit your organization as a partner in Network Nebraska?



All respondent ended at this page

Thank you. Your participation is appreciated. If you have questions or would like to know more about Network Nebraska, contact Tom Rolfes (402.471.7969; tom.rolfes@nebraska.gov)

you may share this survey link with others in your organization.

End of survey

*** APPENDIX: B – Invitation to Participate ***

From: Arnold J Bateman [mailto:abateman@unlnotes.unl.edu]

Sent: Wednesday, November 26, 2008 3:38 PM

To: Witt, SuAnn; Chuck Lenosky (clenosky@creighton.edu); Hoffman, Ed; Kozak, Mike; Golden, Rick; Steven Stortz (sstortz@clnorfok.org); Rolfes, Tom

Subject: Re: FW: DRAFT Survey and Cover Letter

Colleagues:

Thank you for meeting this morning by conference call to work out final details on the survey. If I missed something of importance in the meeting summary let me know.

To maximize completion of the survey the task force members are asking that the following people send the e-mail inviting individual to complete the online survey. It was also decided that the e-mail should not be sent to administrators who have no familiarity with Network Nebraska such as NU campus chancellors. The following individual will send out the e-mail forwarded by SuAnn today, on Monday, December 1, 2008 or within a day or two thereafter:

Rich Golden --- University of Nebraska

Ed Hoffman --- State Colleges

Tom Rolfes --- Community Colleges (Public)

Tom Rolfes will invite Tip O'Neill to send the e-mail to Independent Colleges

Mike Kozak --- Public K-12 schools and ESUs

Steve Stortz --- Lutheran Schools of Nebraska

Tom Rolfes will invite Jeremy Murphy to send the e-mail to Catholic Schools of Nebraska

Schedule:

- ◆First e-mail should be send Monday, December 1, 2008 or within a day or two there after
- ◆Follow up e-mail send on Monday, December 8, 2008 (Arnold will send a reminder to each of you)
- ◆Mike will prepare preliminary data report for December 4 EC meeting
- ◆Last day to complete the survey is December 19, 2008
- ◆Marketing group conference call the week of January 12 to discuss survey data and make assignments for data analysis
- ◆Follow up meeting late January 2009 to complete the report and prepare presentation for EC meeting the first week of February 2009

Arnold Bateman

Associate Vice Chancellor for Extended Education & Outreach

and Director Extended Education & Outreach

University of Nebraska-Lincoln

Copy of Introductory email sent by NITC members to respective constituents

Dear Education Partner,

The Nebraska Information Technology Commission--Education Council has undertaken an important survey process to help the Network Nebraska statewide network enhance its position as a service provider and to better serve the needs of its partners.

This very short survey is designed to collect input from Network Nebraska's current and future partners in order to assist its staff in improving the number, variety, and quality of services on the network. The resulting improvements should also assist prospective Network Nebraska partners in evaluating the costs and benefits of joining the Network.

The link below will take you to the short on-line survey.

We would appreciate the participation of both the administrator and technology coordinator most closely associated with Network Nebraska services. You may also forward this email and survey link to others within your organization or outside of your organization that have interest in Network Nebraska services.

If you have any questions about this survey, please contact Mike Kozak at Mike.kozak@nebraska.gov

The survey is available at:

http://www.surveymonkey.com/s.aspx?sm=SFpIYzE6B9GUC_2fP1GMM4cQ_3d_3d

Please complete no later than December 19, 2008.

Thank you for your participation.

Sincerely,

Marketing Task Group Members

NITC Education Council

<http://www.nitc.state.ne.us/ec/>

Michael Kozak

Administrator, Curriculum, Instruction and Innovation

Nebraska Department of Education

402-471-0533

* APPENDIX: C – Survey Responses *

Survey Responses Processed by Common Theme

(The “don’t know” type answers were excluded)

Responses from Existing NN members

What are the strengths of Network Nebraska services? (Q. 5)

Student Learning Opportunities

1. Expand curriculum, college credit, use of technology
2. The goal of providing opportunities to all Nebraska
3. Making opportunities available to our students
4. Network Nebraska has provided many schools across the state the opportunities for students to access many educational courses that can be dual credit courses or high school credit courses. Network Nebraska has also allowed for schools to access many new informational opportunities for staff and students
5. Just beginning the process. Hopefully, the ability to give our students more opportunities

Distance Learning and Video Conferencing

1. Allows interconnection of Nebraska higher ed for video conferencing, etc.
2. Increased access to potential receive sites, potential sending partners
3. Provides fast Internet and DL for staff and students
4. NetNeb is developing better connections among the DL networks in various parts of the state and is helping lower some of the costs for interregional transport
5. Connections which allow us to share –buy/sell classes and help students
6. Allows you to send/receive classes from or to anyone in that network using an IP system
7. The ability to offer distance classes and the support of the ESUs in helping with the technology required for this
8. There are a wide variety of offerings
9. NN units the partners of distance education services. Affordable bandwidth and access to 12 will expand the usefulness of the network
10. Wide inventory of classes that are offered
11. Internet and distance learning capabilities

Lower Costs

1. Able to purchase in such large quantities that it drives the cost down for all participating. Interconnects and creates a statewide network for better network traffic consolidation. Will allow in the future the sharing of resources without having to increase Internet bandwidth within our state.
2. The buying power of a large group
3. Equalizing costs to districts across the state which allows better interconnection and increase collaboration among districts. It has broken down some of the invisible barriers in distance learning, therefore increasing the distance learning opportunities. Provides Internet2 and other new opportunities.
4. Consolidation of networking services between educational sites in Nebraska. Lower cost for some networking services. On call 24x7 for issues reporting/testing. Provides pathway to Internet2 services
5. Lower cost networking services Inter-school connectivity

6. Low cost network transport
7. They are affordable
8. Costs
9. Reduced cost, ability for the state to bid for lowest cost, as more users (more bandwidth) is combined cost per meg should be reduced, uniformity of access across the state
10. Network Nebraska has provided more affordable bandwidth
11. Network Nebraska has provided affordable bandwidth
12. Collective bargaining power in behalf of K-12 public education in Nebraska for bandwidth
13. Cheaper rates
14. The more schools involved the better ed benefits available. Lowers the cost.
15. NN is helping bring down inter-regional transport costs.
16. Provides economical means to connect and collaborate with other locations within the state
17. Very economical Internet services
18. Lower overall cost

Statewide Access/Geographical

1. Wider area of connectivity to schools outside our local area
2. Potential link to all schools and public entities utilizing it
3. Developing better connections among all the DL networks in various parts of the state (ESU 4, 5, 6 exception noted) is important
4. Access to classes and enrichment that a smaller school is not able to offer. Variety of class offerings over distance learning. Two-way interaction
5. Interconnectivity
6. Eventual statewide connectivity
7. Connectivity capabilities throughout Nebraska
8. Connectivity across Nebraska
9. After visiting with administrator friends in other states: Nebraska's connectivity is one of the best!
10. Availability of access to telecommunications connections across the state. Support for K-12 school districts. Potential for connectivity to all locations in the state.
11. Statewide
12. Access to many areas we did not previously have
13. The breadth of coverage
14. Access for all
15. Availability

Network Services/Internet2

1. CCC is currently using this resource to provide internet access and it has been a reliable and stable service
2. The amount of uptime that NN handles and the pricing of megabit bandwidth. The services provided have been outstanding as well as communication with us when the network is experiencing issues
3. They are 99% reliable and trouble-free
4. Somewhat Internet access
5. Excellent service, fast service and cutting edge technology
6. Common language and system integration. Power of group (buys and organization) technical expertise
7. Unknown. I would think it would allow for seamless Internet connections between educational institutions and the use of Internet2
8. Robust statewide backbone connecting all public entities (hopefully all anyway!)

9. Better technology and service
10. Reliable
11. Access to I2

Bigger Faster Internet

1. The speed at which we are able to access information and services. The distance learning capabilities available to small schools in rural areas
2. Increased bandwidth
3. Coordinated services, extended bandwidth, statewide in structure
4. Speed of connections
5. Increased bandwidth; connectivity; networking standard
6. Fast connections to other schools and sites
7. Fast internet access for distant learning and online courses
8. High speed internet
9. High speed connections, educational support

Communication and Collaboration

1. Collaboration on a statewide level to send and receive classes. Really opens up the curriculum potential for all students
2. Collaboration for services and pricing
3. A provider who knows and understands public service and education
4. Facilitating communication among state government, higher education, and K-12 education
5. Collaborative efforts
6. Connected system. Power of working together
7. Network Nebraska is a good idea and created an educational Intranet for our state
8. Unified service
9. A network of services provided by and supported by its users!!
10. Potential to connect public and private educational institutions at all levels for the purpose of sharing instruction in an innovative fashion that expands educational opportunities for all concerned

What are the weaknesses of Network Nebraska services? (Q. 6)

High Costs

1. The cost
2. Significant increased cost
3. For our panhandle service region, the services are very limited and extremely costly. We attempted to participate in a consortium effort to decrease costs, but the consortium costs were higher than our existing connectivity costs
4. Cost – school district budgets are strapped already – please do what you can to “hold the line”
5. Even though Network Nebraska has been an effective way of consolidating costs for K-12 education, cost is still a major concern because of tightened budgets in K-12 education

Reliability

1. There have been more scheduled downtime events that adversely effected service than had experienced when networking directly with Qwest.

2. When this system is down (which is rarely), all of us are down. Many times we aren't notified of changes that are taking place and down times. This may be due to notification practices of our ESU.
3. Lack of redundancy
4. The reliance on local telephone company infrastructure and the differentiated rates that K-12 districts may be charged for line charges dependent upon the local service provider
5. Since we completed the changeover to Network Nebraska our Internet service has been horrible. We were much better off with our previous service
6. Concentration of services is good, but any problems are magnified
7. When the system goes down there is no alternative to complete task
8. Contracted carriers sometimes create single points of failure – that occasionally fail. A single continuous layer of redundancy would be a good idea
9. The fail points are still being assessed and discovered. They are getting fewer and fewer
10. With all the changes, the network seems to be down at unexpected times for upgrades or to fix problems.
11. There have been more scheduled downtime events that adversely effected service than had experienced when networking directly with Qwest.

Slow Network

1. Possible lack of high traffic even with increased bandwidth. Hard to say at this point as not all schools are on the network yet.
2. Always could use more bandwidth – multimedia projects continue to grow
3. Slow speed at certain times of the day
4. Traffic shaping of traffic once we reach our bandwidth peaks
5. Bandwidth available
6. Slow internet access speeds to the cloud
7. Internet could be faster for our 1:1 but I know that is a cost issue
8. More traffic on network can slow down network. More down time possible

Support

1. The various schedules of schools make it difficult to have classes every day. Some days it does not work which is not always convenient
2. Concerns regarding who to call for service
3. Technical issues that limit the ability to realize the aforementioned potential
4. Not enough web filtering help and support

Communication and Collaboration

1. Except for new site installs, dates for major updates to infrastructure are fuzzy and tend to significantly fall behind estimated dates. This makes campus project planning that has dependencies on the Net Nebr services difficult and undefined.
2. Network Nebraska should become more visible to schools throughout the state so we can become more familiar with their services, and some conflict resolutions suggestions in order for schools to determine the best methods of offering on-line courses. What are other states doing to help resolve the online course scheduling conflicts????
3. Lack of people knowing about Network Nebraska and its capabilities and how to access the technology
4. Knowing what is offered
5. Need a more accessible contact list for connected entities
6. Communication not always consistent, awareness of available resources
7. Marketing and awareness of the list of services

Distance Education Coordination

1. The distance education component is managed “controlled’ by the ESUs. All Video education providers should be on equal “playing field”
2. Reporting
3. Trying to find classes that work with the school’s schedule and are available and getting teachers to try the technology and be willing to teach distance classes
4. It is not always easy to coordinate offering times
5. Obtaining as list of classes offered
6. There is always the concern of “who” is in charge and how do we find them when there is a serious need
7. Flexibility of links

Membership < 100%

1. Not finished yet
2. Compatibility with the rest of the state
3. Not everyone on yet
4. Need the entire state on Video protocol
5. Instability to share bandwidth purchased statewide amongst all participants
6. Not everyone is connected or has made a commitment to be connected (i.e., some of the community colleges that serve our school).
7. There are still areas in Nebraska that are not connected

Governance/Leadership

1. Not everyone’s voice is heard
2. More authority is needed to oversee smaller, local phone companies that have a monopoly and charge outrageous prices for network access. An example is that some districts in NE Nebraska are paying in excess of \$60,000 per year for a DS3 line
3. There is a total lack of vision for Network Nebraska
4. From a statewide perspective, I see a need for an I2 and/or enrichment specialist. The demand for these services for all K-12 is growing but I am seeing limited use because of lack of knowledge of opportunities
5. The State CIO’s office lacks the authority to MAKE some of the smaller telephone companies provide affordable telecommunications services to all schools. One only has to look at what happened in some NE Nebraska districts to understand that
6. Governance – some vendor outages
7. It is new to a lot of school districts which means “change”
8. Overcoming all the obstacles
9. Low profile and limited resources
10. Lack of defined direction and planning
11. Superintendents who do not have the kids first on their priority list
12. Diversity of available providers across state...some providers not available in all areas, causes issues

Single Most Compelling Advantages? (Q. 7)

Communication

1. The statewide view of the potential of the system
2. Ability of people to talk to when issues arise
3. Their cooperation with ESUs

Shared Resources

1. The ability to offer effective and efficient distance education classes
2. Statewide in nature and encourages cooperation on connectivity, programs, services and activities
3. Sharing sources among the different levels of education
4. Partnering and collaborating to provide more opportunities
5. Ties everything together easy
6. Sharing of limited resources
7. Together the large group can accomplish more than a smaller group
8. The ability to share programs across the state
9. Conservation of resources – all contribute to shared resource
10. Provides educational opportunities to students that would otherwise not be possible in rural Nebraska schools
11. Share resources/staff
12. Utilization of advanced technology
13. Volume, volume, volume. Strength and power in numbers – the more organizations that belong the more clout the network should have in regard to pricing, technology, service, etc. This assumes all organizations are treated fairly and equitably
14. It makes available those things that no one school could ever do by itself
15. Sharing resources

High Bandwidth

1. The speed of service and compatibility of service
2. Speed
3. High bandwidth network
4. By combining our buying power, we are able to have greater bandwidth to the Internet and between our units and schools
5. Ability to provide large amounts of bandwidth
6. The ability to connect with others quickly

Statewide Access

1. 24/7 connectivity
2. Increased access to potential receive sites, potential sending partners...and cash incentives
3. Availability of access to telecommunications connections across the state. Support for K-12 school districts. Potential for connectivity to all locations in the state. Unlimited educational opportunities for students
4. Better access to college level online classes
5. Access to and ability to connect with schools not in our area for common classroom needs and or training. Also for connectivity for college/dual credit courses for our students
6. Increased connectivity and bandwidth while at the same time realizing significant cost savings
7. Connectivity to other educational service entities throughout the state
8. Statewide connection
9. Statewide connectivity for distance learning classes
10. Competitive internet access. High speed access between educational sites
11. Connectivity and ease of use between entities
12. The totality of the connectivity – it is pretty much seamless

Lower Cost

1. Price coupled
2. Network transmission cost is lower when contracts are negotiated with internet service providers
3. Price
4. Cost savings
5. Cost
6. Cost, availability
7. Cost
8. Affordable
9. If everybody participates, everybody saves money
10. Cost and management by the users
11. Price and capacity
12. Lower cost
13. I would think it would be the possible financial advantage of distance classes and being able to share teaching staff
14. Price
15. For a competitive rate
16. Cost affective bandwidth purchases
17. Equalization of costs and connection type which promotes better communication across the whole state
18. Simple economics – as a whole we can command better pricing than we would individually
19. Cost
20. Network transmission cost is lower when contracts are negotiated with Internet Service Providers
21. Lower prices for internet connectivity

Reliability

1. Solid uptime management
2. Predictable and reliable connection access to the network
3. They have the personnel to manage and control the network, and thus set the rules for those that need their service(s)
4. Ease of use for the end user

Distance

1. Distance learning opportunities
2. Course offerings
3. Distance
4. Availability of classes due to connectivity

Opportunity

1. The single most compelling advantage is that all entities will have an opportunity to connect
2. The plethora of opportunities for students to take advantage of the numerous class offerings
3. It should provide good opportunities for alternative education for students and staff and communication
4. Student offerings
5. Student success
6. The potential referenced above
7. If NN can surpass any other service provider for bandwidth and support services, it is a no brainer
8. The access our students have to further their education in an environment they are used to

Guiding Principle/Slogan? (Q. 8)

Technology and Bandwidth

1. Removing barriers to education with technology
2. Ability to connect
3. Best internet available to allow for the best education in the nation
4. Connection for all
5. Fast and reliable service
6. Helpful
7. Providing the latest technology in concise offerings that schools can utilize to improve K-12 education
8. To provide a high speed network for the purpose of interconnecting state and educational organizations across the state to allow the cost savings and reliability to be shared by all
9. Reliability
10. Should stand for: fast internet and internet services for all of Nebraska's schools
11. Equal bandwidth for all
12. Providing superior connectivity for all Nebraska schools

Shared Resource

1. Providing access to many resources and course offerings to all schools
2. Purchase more with less
3. Customers consider and may select and use Network Nebraska services to do great things instead of using other service providers
4. Shared resources for the betterment of all
5. Cooperation among all levels of education in regard to electronic communication and education
6. Strength and competitiveness by combining purchasing power
7. There must be affordable, adequate, reliable bandwidth for all schools and organizations in the state
8. In sharing resources we all become stronger
9. Bringing networking capabilities at an efficient, quick and affordable way
10. The Statewide Network Backbone provides low cost access to the Internet
11. Operate as if a single campus with lower interconnectivity and Internet access costs
12. Partnering of all education institutions
13. The Statewide Network Backbone provides low cost access to the Internet
14. Providing great telecommunications services to children in our schools at a price the districts can afford

Equity/Equality

1. Equal connectivity and equal opportunities for all students in Nebraska
2. To make the educational opportunities for rural and urban students equal by allowing every access to resources no matter where they live.
3. Together we can
4. Working together as partners to achieve increased benefits for the whole
5. Do it for our students
6. Bringing Technology to Nebraska
7. Enhancing Education through Effective Networking
8. Perhaps Network Nebraska slogan should be: Visionary Services Directed by its Constituents
9. Equal access
10. A network for all Nebraska

11. Linking East and West

Easy Button

1. It should be user-friendly
2. Make it easy

Service Centered

1. Just like the ESUs – We are Here to Serve
2. To provide the best possible system/service at the best possible cost
3. Where ever you want to be we can get you there instantly
4. Student services
5. Network Nebraska, more than a handshake, connections that transcend
6. Service and responsiveness

Opportunities for All

1. Helping to shape the leaders of tomorrow through technology
2. Today's technology for today's education
3. Speed and bandwidth equal expanded opportunities for all students
4. Providing Nebraska learning opportunities through network services
5. Teaching and learning opportunities for ALL!
6. Statewide Educational Opportunities for all Students
7. Open the door of opportunity to students, professionals, and community
8. Bringing technology opportunities to educators and students statewide!

New Services or Modifications to Existing? (Q. 9)

Technical Services

1. Add traffic shaping, web conferencing, audio bridging, video bridging, mass communication system
2. Technology for interactive meetings from computer desktop
3. I'm not sure if this is the entity that supplies the filter or not, but the filter has had some problems this year. Possibly look at a more effective filter
4. I would like you to control the web filtering for our Thedford Schools there is no time for me to keep track of every new nude website that might slip under the radar of our filters.
5. More information about using the network for video conferencing
6. Traffic/packet shaping at the head end of the network that allows bandwidth sharing of educational entities

Increased Internet Connectivity

1. Establish working links with all areas of the state and bring in all post-secondary institutions
2. To connect with local library services for general public education
3. Let's get these services off the ground in ALL schools, not just certain parts of the state. Better, faster connectivity must be a goal.

Lower Costs

1. Lower internet connectivity prices. Traffic shaping for Internet I connectivity to allow me to send higher speed connectivity to Network Nebraska without worrying if my Internet connectivity speeds will go higher causes me to pay more.

2. Cheaper connectivity costs!

Leadership

1. The network needs a total redesign that supports the entire state. The network needs an executive director. The network needs a board of knowledgeable shareholders. The network needs a quality technical committee advising the board on all technical issues. The network needs so many things if we are going to make it a single source for connectivity.
2. Network Nebraska was asked to provide a “bid” for internet services. Unfortunately, Network Nebraska is not in the “profit mode, or sales mode” that a Qwest or other for profit entity is and the response to this bid was not timely. Our institution sought another service provider. This practice is being reviewed and changed.
3. Right now, we are changing all of our outside IP addresses. They were good for 14 years and are supposed to be static. Stabilize plans and personnel. It seems like network support is sometimes from UNL and sometimes from the state.
4. More coordination of services
5. I represent a Unified School District in Nebraska that consists of three schools. We provide our students educational opportunities via the LDL classroom and mobile lab throughout the day, but we are not recognized as using Network Nebraska capabilities because we use it within one school district. I would like to have this concern raised so school districts that have more than one educational center can receive recognition for using the technology capabilities.
6. Site-based control for things like brief teleconferences (setting up and running meetings on short notice).
7. Distance Education providers provided equal input on management of the system.
8. Statewide director for I2 and enrichment services.

Help Desk and Support

1. Better reporting, proactive issue calls (if you know someone shoots a power pole, let us know...or if you're seeing any other issues which may affect our performance).
2. Now with more entities coming onboard with NN I think it is prudent that redundancy be built into the network to insure minimal outages.
3. Published help desk operation and trouble shooting and participants involved in governance
4. When problems do arise, an “immediate attention” feature – such as a “Help Desk” feature would be an effective service
5. Some sort of a plan to provide an alternative route when the main source is down.
6. Support for QOS
7. More support for connectivity to NDE and DOC
8. One location to get information, training, and questions answered on capabilities, services and opportunities available on the net.
9. The state should provide basic services to the door (building) as is done in the neighboring state of Kansas.
10. Right now, we are changing all of our outside IP addresses. They were good for 14 years and are supposed to be static. Stabilize plans and personnel. It seems like network support is sometimes from UNL and sometimes from the state.

Faster – More Internet

1. Faster bandwidth from endpoint to cloud, not just between hops, very misleading
2. Improve the speed
3. Faster internet. Some sort of VoIP system to help schools with phone system and phone bill costs

4. Something has to be done with the Internet service. We are currently exploring options to connect outside the Network Nebraska framework.
5. Improve bandwidth to support implementation of PeopleSoft on NU and State College campuses.
6. More bandwidth as with the technology advances it seems that this will become more important
7. More bandwidth with always be the number one need
8. Plain and simple, it comes down to more bandwidth for everyone. This will make everything better in the end.
9. Greater bandwidth to Kearney

Training/Professional Development

1. Staff Development – knowledge and understanding of the networking system, various approaches to scheduling, grants for additional personnel to supervise DL classrooms, etc.
2. Encourage expanded use; help us know the possibilities
3. Focus on ideas that work
4. More E-rate cooperation

Responses from Potential or Interested parties

Strengths of Network Nebraska? (Q. 10)

Cost

1. We currently do not use the service, but I think pricing is most important
2. I am not deeply familiar with all of the offerings, but I do feel that a key strength of NN services is the ability to offer inexpensive telecommunications services to entities
3. The strengths include: equalized cost to school districts
4. Cost
5. Potentially more affordable and better Internet service to rural NE

Speed of Access

1. Speed, capacity, and statewide connectivity
2. Speed of access among institutions

Statewide Access

1. Statewide coverage
2. Statewide
3. Being able to link up through the network to all other institutions on NN
4. Providing alternate means of communication to sparse populations, things that they would not necessarily get without the service
5. Connection between K-12, higher ed

Shared Resources

1. Allow districts in remote areas provide quality education to all students
2. Serving rural and under developed areas lacking service
3. The educational opportunities through improved internet/intranet services is very advantageous for Nebraska students
4. Abilities to share resources
5. It can connect many entities together to improve offerings for schools/to schools

6. Opportunities for students because of increased collaboration

Learning Opportunities

1. More class offerings over distance learning
2. Statewide coverage. Distance learning opportunities
3. Possible collaboration among partners and opportunities for students
4. Distance learning
5. Improved distance learning
6. Able to get classes from schools across the state, not just a local area
7. Student centered

Weaknesses of Network Nebraska? (Q. 11)

Cost

1. Cost
2. Cost to join Network
3. Costs
4. Funding
5. The cost for the service is substandard to our current service provider
6. My perception is that it is expensive for the bandwidth received
7. So limited it is hard to believe one calls it a state wide system. 450 miles wide and 40 miles deep
8. We have to look at costs to see if it's competitive
9. Cost to get access
10. Costs
11. Again, the pricing for eastern Nebraska is a hindrance at this time
12. It does cost more by the bids other schools received in the past year and the bid we received this year for our connection beginning next summer

Equity

1. It ignores western Nebraska
2. If the school size allows the majority of services to be offered, how can the larger schools gain as much access to alternate sources?
3. Western Nebraska doesn't benefit from the services
4. A huge geographical area

Leadership and Marketing

1. Lack of communication about the benefits of joining the network. Lack of cooperation with existing distance learning networks
2. At this point, simply because I am not fully aware of the offerings, I would say that marketing and guides on how organizations can take advantage of the services that are available
3. Knowing who is in charge of this project and the status
4. Dissemination of information to non-tech administrators
5. Lack of information regarding increased opportunities

Loss of Control

1. Changing technologies and current organizations and co-ops that have better service already

2. As it becomes larger there will be less input/freedom for individual schools. An example would be the freedom and voice we had in our smaller learning pod (i.e., Sandhills Distance Learning Consortium)
3. System weaknesses from distance involved and routing through multiple sources and providers
4. Reduces teacher/student interaction in a regular classroom setting and increased online interactions

Bandwidth

1. Bandwidth
2. Compatibility
3. Lack of bandwidth
4. Based on the information I have received the available bandwidth
5. Not enough bandwidth; too centralized with no oversight from local districts
6. Of course, some technology issues will always be an issue

Single Most Compelling? (Q. 12)

Cost

1. You would expect cost savings, but that has not happened as described when this idea first came forward with the premise of statewide purchase. So, I would say the benefit of connectivity with all the partners should expand the utilization and benefits for students
2. If the cost is the lowest
3. Funding and need for services at a reasonable rate
4. It should be cost but current projections of certain areas of the state may indicate higher cost and less memory going with Network Nebraska
5. Cost
6. Lower price and more bandwidth from a larger purchase group
7. Price
8. Price and connectivity to other entities
9. To maintain an affordable cost to communication services
10. Possibly money saving opportunities
11. Equality of costs

Shared Resources

1. Money/equipment
2. Statewide access
3. Potential for statewide connectivity
4. Working together
5. Promotes better communication across the state
6. Program availability
7. Accessibility
8. One system that can be shared by all results in a balanced, efficient system which improves educational possibilities

Distance Learning

1. Current reporting and future opportunities
2. Distance learning

Principle/Slogan? (Q. 13)

Collaboration

1. Education Through Partnerships
2. United in thought, bound by communication
3. Share info and knowledge
4. Collaborative
5. Working together to make all (public and private) fee united in the same cause

Sloganomics

1. Shine a light into the darkness
2. Pathway to the future

Connectivity

1. Free connections between schools and with the world
2. Connectivity
3. One connection one statewide service

Student Centered

1. Do what is best for students
2. All about kids – they learn digitally
3. Bringing better distance learning and Internet services to Nebraska students
4. We should never let the technology guide us – rather we should focus our efforts on enhancing the learning experience of our students. They are the reason we all do what we do!
5. Access for all students in Nebraska

Equity/Accessibility

1. Unity in services for all of our kids across the state of Nebraska
2. Everyone in every town
3. Equal educational opportunities for all (rural and urban)
4. Making the educational playing field level for all students
5. Accessibility for all students
6. One state, many opportunities

Cost over Bandwidth

1. Great service at a great cost with terrific support
2. Meeting future technology costs at lower prices
3. High bandwidth access for all
4. I think that Network Nebraska should be the most cost-effective way to provide network services to school districts in Nebraska
5. Cost saving opportunities
6. Statewide access and service at reasonable and affordable cost
7. Higher bandwidth for cheaper cost

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Unprocessed Survey Responses

Raw Data from the NITC Ed Council / Mktg Survey of December, 2008

5. What are the strengths of Network Nebraska services? (Existing users)

1. Facilitating communication among state government, higher education, and K-12 education.
2. Provides fast internet and DL for staff and students.
3. The speed at which we are able to access information and services. The distance learning capabilities available to small schools in rural areas.
4. CCC is currently using this resource to provide internet access and it has been a reliable and stable service.
5. Eventual statewide connectivity.
6. Making opportunities available to our students.
7. Lower cost networking services Inter-school connectivity
8. Consolidation of networking services between educational sites in Nebraska. Lower cost for some networking services. On call 24x7 for issues reporting/testing. Provides pathway to Internet 2 services.
9. Increased bandwidth, reduced cost, ability for the state to bid for lowest cost, as more users (more bandwidth) is combined cost per meg should be reduced, uniformity of access across the state
10. The amount of uptime that NN handles and the pricing of megabit bandwidth. The services provided have been outstanding as well as communication with us when the network is experiencing issues.
11. It provides the services we need.
12. Connections which allow us to share -buy/sell classes and help students
13. Access to many areas we did not previously have
14. Access for all.
15. NetNeb is developing better connections among the DL networks in various parts of the state and it is helping lower some of the costs for interregional transport.
16. Interconnectivity & lower overall cost
17. NN units the partners of distance education services. Affordable bandwidth and access to I2 will expand the usefulness of the network.
18. NN is helping bring down inter-regional transport costs. I also think the fact that Network Nebraska is developing better connections among all the DL networks in various parts of the state (ESU 4-5-6 exception noted) is important.
19. Network Nebraska has provided affordable bandwidth.
20. Network Nebraska has provided more affordable bandwidth.
21. Excellent service, fast service and cutting edge technology.
22. The breadth of coverage.
23. Equalizing costs to districts across the state which allows better interconnection and increased collaboration among districts. It has broken down some of the invisible barriers in distance learning, therefore increasing the distance learning opportunities. Provides Internet2 and other new opportunities.
24. Potential link to all schools and public entities utilizing it.
25. common language and system integration, Power of group (buys and organization), technical expertise
26. Access to classes and enrichment that a smaller school is not able to offer. Variety of class offerings over distance learning. Two-way interaction.
27. Reliable
28. The ability to offer distance classes and the support of the ESU's in helping with the technology required for this.
29. Collaboration on a state wide level to send and receive classes. Really opens up the curriculum potential for all students.
30. Better technology and service.
31. The buying power of a large group.
32. After visiting with administrator friends in other states; Nebraska's connectivity is one of the best!
33. Able to purchase in such large quantities that it drives the cost down for all participating. 2. Interconnects and creates a statewide network for better network traffic consolidation. 3. Will allow in the future the sharing of resources without having to increase Internet bandwidth within our State.
34. Allows interconnection of Nebraska higher ed for video conferencing, etc.

35. high speed connections, educational support
36. Robust statewide backbone connecting all public entities (hopefully all anyway!)
37. Collaboration for services and pricing
38. Allows you to send/receive classes from or to anyone on that network using an IP system.
39. They are 99% reliable and trouble free. They are affordable.
40. Availability
41. A provider who knows and understands public service and Education
42. Somewhat Internet access
43. Fast internet access for distant learning and online courses
44. Speed of connections
45. Limited.
46. Low cost network transport
47. There are a wide variety of offerings.
48. Coordinated services, extended bandwidth, statewide in structure
49. Connected system. Power of working together.
50. connectivity capabilities throughout Nebraska
51. Connectivity across Nebraska
52. collective bargaining power in behalf of K-12 public education in Nebraska for bandwidth
53. A network of services provided by and supported by it's users!!
54. Unified service.
55. Network Nebraska is a good idea and created an educational Intranet for our state.
56. The more schools involved the better ed. benefits available. Lowers the cost.
57. Wider area of connectivity to schools outside our local area.
58. Internet and distance learning capabilities.
59. Network Nebraska has provided many schools across the state the opportunities for students to access many educational courses that can be dual credit courses or high school credit courses. Network Nebraska has also allowed for schools to access many new informational opportunities for staff and students.
60. Availability of access to telecommunications connections across the state. Support for K-12 school districts. Potential for connectivity to all locations in the state.
61. We will be receiving services in 2009
62. Costs and collaborative efforts
63. Increased accesses to potential receive sites, potential sending partners.
64. Potential to connect public and private educational institutions at all levels for the purpose of sharing instruction in an innovative fashion that expands educational opportunities for all concerned.
65. Expanded curriculum, college credit, use of technology.
66. Unknown. I would think it would be to allow for seamless Internet connections between educational institutions and the use of Internet2. If not all schools join - I am not sure there is much advantage.
67. High speed internet
68. Increased band width; connectivity; networking standard
69. Wide inventory of classes that are offered
70. Fast connection to other schools and sites cheaper rates.
71. Just beginning the process. Hopefully, the ability to give our students more opportunities.
72. Not sure.
73. Statewide

<p>6. What are the weaknesses of Network Nebraska services? (Existing users)</p>
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1. Low profile and limited resources.
2. Internet could be faster for our 1:1 but I know that is a cost issue.
3. When this system is down (which is rarely), all of us are down. Many times we aren't notified of changes that are taking place and down times. (This may be due to notification practices of our ESU.)
4. Need the entire sate on Video protocol.
5. Since we completed the changeover to Network Nebraska our internet service has been horrible. We were much better off with our previous service.
6. Superintendents who do not have the kids first on their priority list.

7. Lack of defined direction and planning.
8. Except for new site installs, dates for major updates to infrastructure are fuzzy and tend to significantly fall behind estimated dates. This makes campus project planning that has dependencies on the Net Nebr services difficult and undefined.
9. Concerns regarding who to call for service
10. None noted.
11. Don't know
12. Flexibility of links
13. N/A
14. None that I am aware of.
15. More authority is needed to oversee smaller, local phone companies that have a monopoly and charge outrageous prices for network access. An example is that some districts in NE Nebraska are paying in excess of \$60,000 per year for a DS3 line.
16. Governance - some vendor outages
17. From a state wide perspective, I see a need for an I2 and/or enrichment specialist. The demand for these services for all of K-12 is growing but I am seeing limited use because of lack of knowledge of opportunities.
18. The State CIO's office lacks the authority to MAKE some of the smaller telephone companies provide affordable telecommunications services to all schools. One only has to look at what happened in some N.E. Nebraska districts to understand that.
19. There have been more scheduled downtime events that adversely effected service than we had experienced when networking directly with Qwest.
20. There have been more scheduled downtime events that adversely effected service than we had experienced when networking directly with Qwest.
21. Compatibility with the rest of the state.
22. Bandwidth available
23. Lack of people knowing about network Nebraska and its capabilities and how to access the technology
24. Not finished yet. Significant increased costs.
25. communication not always consistent, awareness of available resources
26. The various schedules of schools make it difficult to have classes every day. Some days it does not work which is not always convenient. Slow speed at certain times of the day.
27. Not enough web filtering help and support.
28. Trying to find classes that work with the schools schedule and are available and getting teachers to try the technology and be willing to teach distance classes
29. It is new to a lot of school districts which means "change".
30. Always could use more bandwidth--multimedia projects continue to grow!
 - a. Traffic shaping of traffic once we reach our bandwidth peaks.
 - b. Inability to share bandwidth purchased Statewide amongst all participants
31. Need a more accessible contact list for connected entities.
32. cost -- school district budgets are strapped already -- please do what you can to "hold the line"
33. Lack of redundancy
34. Not everyone's voice is heard.
35. With all the changes, the network seems to be down at unexpected times for upgrades or to fix problems.
36. There is always the concern of "who" is in charge and how do we find them when there is a serious need.
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38. The distance education component is managed "controlled" by the ESU's All Video educations providers should be on equal "playing field"
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41. For our Panhandle service region, the services are very limited and extremely costly. We attempted to participate in a consortium effort to decrease costs, but the consortium costs were higher than our existing connectivity costs.
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43. concentration of services is good, but any problems are magnified
44. Diversity of available providers across state...some providers not available in all areas, causes issues.
45. There are still areas in Nebraska that are not connected.

46. The Cost.
47. Contracted carriers sometimes create single points of failure -- that occasionally fail. A single continuous layer of redundancy would be a good idea.
48. The fail points are still be assessed and discovered. They are getting fewer and fewer.
49. None known.
50. There is a total lack of vision for Network Nebraska.
51. More traffic on network can slow down network. More down time possible.
52. Not everyone is connected or has made a commitment to be connected. I.e. some of the community colleges that serve our school.
53. Even though Network Nebraska has been an effective way of consolidating costs for K-12 education, cost is still a major concern because of tightened budgets in K-12 education.
54. Network Nebraska should become more visible to schools throughout the state so we can become more familiar with their services, and some conflict resolutions suggestions in order for schools to determine the best methods of offering on-line courses. What are other states doing to help resolve the on-line course scheduling conflicts????
55. The reliance on local telephone company infrastructure and the differentiated rates that K-12 districts may be charged for line charges dependent upon the local service provider.
56. see above
57. marketing and awareness of the list of services
58. Technical issues that limit the ability to realize the aforementioned potential.
59. Knowing what is offered.
60. Unknown
61. Possible lack of high traffic even with increased band width. Hard to say at this point as not all schools are on the network yet.
62. obtaining the list of classes offered
63. Not everyone on yet.
64. Not sure at this time. Vast size?
65. unsure
66. Not sure there are any.
67. Not easy to use

7. What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska? (Existing users)

1. Sharing resources among the different levels of education.
2. Ties everything together easy.
3. The access our students have to further their education in an environment they are used to.
4. NA
5. Statewide connectivity for distance learning classes.
6. Sharing resources.
7. Lower prices for internet connectivity and connectivity to other educational entities throughout the state.
8. Competitive Internet access. High speed access between educational sites.
9. Ability to provide large amounts of bandwidth for a competitive rate.
10. Price coupled with solid uptime management
11. Ease of use for the end user.
12. Share resources/staff
13. The ability to connect with others quickly
14. It makes available those things that no one school could ever do by itself.
15. Volume, Volume, Volume--strength and power in numbers--the more organizations that belong the more clout the network should have in regard to pricing, technology, service, etc. This assumes all organizations are treated fairly and equitably.
16. lower cost
17. If NN can surpass any other service provider for bandwidth and support services, it is a no brainer.

18. If everybody participates, everybody saves money.
19. Network transmission cost is lower when contracts are negotiated with Internet Service Providers.
20. Network transmission cost is lower when contracts are negotiated with Internet Service Providers.
21. The speed of service and compatibility of service.
22. Conservation of resources - all contribute to shared resource.
23. equalization of costs and connection type which promotes better communication across the whole state
24. the statewide view of the potential of the system
25. Course offerings
26. Ability of people to talk to when issues arise.
27. I would think it would be the possible financial advantage of distance classes and being able to share teaching staff.
28. Student Success
29. Utilization of advanced technology.
30. Together the large group can accomplish more than can a smaller group.
31. 24/7 connectivity
32. Cost affective bandwidth purchases.
33. Predictable and reliable connection access to the network.
34. Simple economics--as a whole we can command better pricing than we would individually
35. cost
36. The ability to offer effective and efficient distance education classes.
37. availability of classes due to connectivity
38. The totality of the connectivity ... it is pretty much seamless
39. Speed/Cost
40. Cost and management by the users.
41. They have the personnel to manage and control the network, and thus set the rules for those that need there service(s).
42. Distant Learning opportunities
43. cost, availability
44. There is little or no competitive advantage for our institution.
45. N/A
46. statewide in nature and encourages cooperation on connectivity, programs, services and activities
47. Connectivity and ease of use between entities
48. Provides educational opportunities to students that would otherwise not be possible in rural Nebraska schools.
49. The ability to share programs across the state.
50. By combining our buying power, we are able to have greater bandwidth to the internet and between our units and schools.
51. Price
52. Price
53. Better access to college level online classes.
54. Access to and ability to connect with schools not in our area for common classroom needs and or training. Also for connectivity for College/Dual Credit courses for our students.
55. The single most compelling advantage is that all entities will have an opportunity to connect.
56. The plethora of opportunities for students to take advantage of the numerous class offerings.
57. Availability of access to telecommunications connections across the state. Support for K-12 school districts. Potential for connectivity to all locations in the state. Unlimited educational opportunities for students.
58. Distance
59. cost
60. Increased accesses to potential receive sites, potential sending partners...and cash incentives.
61. The potential referenced above.
62. cost savings
63. Don't know
64. Sharing of limited resources
65. Affordable high band width network
66. Their cooperation with ESU's

67. Statewide connection.
68. student offerings
69. price and capacity
70. Not sure.
71. It should provide good opportunities for alternative education for students and staff and communication.

8. In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners? (Existing users)

1. Cooperation among all levels of education in regard to electronic communication and education.
2. Fast and reliable service.
3. Speed and Bandwidth equal expanded opportunities for all students.
4. Bringing Technology to Nebraska
5. Providing superior connectivity for all Nebraska schools.
6. To provide a high speed network for the purpose of interconnecting state and educational organizations across the state to allow the cost savings and reliability to be shared by all.
7. Customers consider and may select and use Network Nebraska services to do great things instead of using other service providers.
8. Strength and competitiveness by combining purchasing power
9. Enhancing Education through Effective Networking
10. Don't know
11. In sharing resources we all become stronger
12. Ability to connect
13. Do it for our students.
14. There must be affordable, adequate, reliable bandwidth for all schools and organizations in the state---
15. Operate as if a single campus with lower interconnectivity and Internet access costs
16. Just like the ESUs - We Are Here to Serve.
17. Providing great telecommunications services to children in our schools at a price the districts can afford.
18. The Statewide Network Backbone provides low cost access to the Internet.
19. The Statewide Network Backbone provides low cost access to the Internet.
20. Provide the latest technology in concise offerings that schools can utilize to improve K-12 education.
21. To make the educational opportunities for rural and urban students equal by allowing every access to resources no matter where they live.
22. Bringing networking capabilities at an efficient, quick and affordable way.
23. Open the door of opportunity to students, professionals, and community
24. Providing access to many resources and course offerings to all schools.
25. Helpful
26. Statewide Educational Opportunities for all Students
27. Best Internet available to allow for the best education in the nation.
28. ?
29. Purchase more with less.
30. no idea
31. Where ever you want to be we can get you there instantly.
32. Reliability
33. Equal access
34. Should stand for: Fast internet and internet services for all of Nebraska's schools.
35. Linking east and west
36. To provide the best possible system/service at the best possible cost.
37. ---
38. N/A
39. Working together as partners to achieve increased benefits for the whole
40. Providing Nebraska learning opportunities' through network services.
41. Network Nebraska, more than a handshake, connections that transcend.
42. Perhaps Network Nebraska slogan should be: Visionary Services Directed by its Constituents.
43. Helping to shape the leaders of tomorrow thru technology
44. Equal connectivity and equal opportunities for all students in Nebraska

45. Teaching and learning opportunities for ALL!
46. "Bringing Technology Opportunities to Educators and Students Statewide!"
47. A network for all Nebraska
48. Shared resources for the betterment of all.
49. today's technology for today's education
50. Partnering of all education institutions.
51. Together we can
52. Equal bandwidth for all.
53. Connection for all.
54. Student services
55. service and responsiveness
56. Make it easy.
57. It should be user-friendly.

9. What services or modifications to existing services would you like Network Nebraska to provide?

(Existing users)

1. Faster Internet. Some sort of VoIP system to help schools with phone system and phone bill costs.
2. I'm not sure if this is the entity that supplies the filter or not, but the filter has had some problems this year. Possibly look at a more effective filter.
3. NA
4. Something has to be done with the internet service. We are currently exploring options to connect outside the Network Nebraska framework.
5. Lower internet connectivity prices Traffic shaping for Internet 1 connectivity to allow me to send higher speed connectivity to network Nebraska without worrying if my Internet connectivity speeds will go higher causing me to pay more.
6. Support for QOS.
7. Network Nebraska was asked to provide a "bid" for internet services. Unfortunately Network Nebraska is not in the "profit mode, or sales mode" that a Qwest or other for profit entity is and the response to this bid was not timely. Our institution sought another service provider. This practice is being reviewed and changed.
8. I don't have any at this time.
9. Don't know
10. ??????
11. None at this time
12. None.
13. The state should provide basic services to the door (building) as in done in the neighboring state of Kansas
14. Published help desk operation & troubleshooting and participants involved in governance
15. Statewide director for I2 and enrichment services.
16. Let's get these services off the ground in ALL schools, not just certain parts of the state. Better, faster connectivity must be a goal.
1. Right now, we are changing all of our outside IP addresses. There were good for 14 years and are supposed to be static. 2. Stabilize plans and personnel. It seems like network support is sometimes from UNL and sometimes from the State.
1. Right now, we are changing all of our outside IP addresses. These were good for 14 years and are supposed to be static. 2. Stabilize plans and personnel. Seems like network support is sometimes from UNL and sometimes from the State.
17. Focus on ideas that work.
18. Improve bandwidth to support implementation of PeopleSoft on NU and State College campuses.
19. One location to get information, training, and questions answered on capabilities, services and opportunities available on the net.
20. encourage expanded use; help us know the possibilities
21. Improve the speed.
22. I would like you to control the web filtering for our Thedford Schools there is no time for me to keep track of every new nude web site that might slip under the radar of our filters.

23. More bandwidth as with the technology advances it seems that this will become more important.
24. NA
25. Plain it simple it comes down too more bandwidth for everyone. This will make everything better in the end.
26. Traffic/packet shaping at the head end of the network that allows bandwidth sharing of educational entities.
27. More info about using the network for video conferencing.
28. Now with more entities coming onboard with NN I think it is prudent that redundancy be built into the network to insure minimal outages.
29. Greater bandwidth to Kearney.
30. At this time services seem to be adequate.
31. no idea
32. More bandwidth will always be the number one need.
33. Better reporting, proactive issue calls (if you know someone shoots a power pole, let us know...or if you're seeing any other issues which may affect our performance).
34. Distance Education providers provided equal in put on management of the system
35. Faster bandwidth from endpoint to cloud, not just between hops, very miss-leading.
36. Some sort of a plan to provide an alternative route when the main source is down.
37. Can't think of anything at this time.
38. Cheaper connectivity costs!
39. More coordination of services.
40. Site-based control for things like brief teleconferences (setting up and running meetings on short notice)>
41. I represent a Unified School District in Nebraska that consists of three schools. We provide our students educational opportunities via the LDL Classroom and Mobile Lab throughout the school day, but we are not recognized as using Network Nebraska capabilities because we use it within one school district. I would like to have this concern raised so school districts that have more than one educational center can receive recognition for using the technology capabilities.
42. More support for connectivity to NDE and DOC
43. The network needs a total redesign that supports the entire state. The network needs an executive director. The network needs a board of knowledgeable shareholders. The network needs a quality technical committee advising the board on all technical issues. The network needs so many things if we are going to make it a single source for connectivity.
44. To connect with local library services for general public education.
45. When problems do arise, an "immediate attention" feature -- such as a "Help Desk" feature would be an effective service.
46. Staff Development---knowledge and understanding of the networking system, various approaches to scheduling, grants for additional personnel to supervise D.L. classrooms, etc.
47. add traffic shaping, web conferencing, audio bridging, video bridging, mass communication system
48. Establish working links with all areas of the state and bring in all post-secondary institutions.
49. Technology for interactive meetings from computer desktop.
50. Not sure at this point
51. more e-rate cooperation
52. unsure
53. Not sure.

<p>10. What are the strengths of Network Nebraska services? (Potential users)</p>

1. At this time I am not aware of what the Network Nebraska has so I can't answer.
2. an
3. NA
4. an
5. NA
6. Student centered
7. I am not familiar with Network Nebraska
8. NA
9. Don't know. Not familiar enough with Network Nebraska.
10. Don't know anything about this.

11. I have no idea.
12. I don't know much about Network Nebraska!
13. No opinion
14. Not Certain
15. The strengths include: Equalized cost to school districts Improved distance learning opportunities for students because of increased collaboration.
16. It is a start
17. It can connect many entities together to improve offerings for schools/to students.
18. Speed of access among institutions
19. Unsure
20. Don't know about it.
21. I am not deeply familiar with all of the offerings, but I do feel that a key strength of NN services is the ability to offer inexpensive telecommunications services to entities.
22. Not a part of Network Nebraska-not sure what it is
23. Statewide
24. Distance Learning
25. Not currently a member, don't know.
26. The educational opportunities through improved internet/intranet services are very advantageous for Nebraska students.
27. Allow districts in remote areas provide quality education to all students.
28. Speed, capacity, and state wide connectivity
29. ?
30. Able to get classes from schools across the state, not just a local area.
31. statewide coverage
32. Unknown
33. I don't know.
34. Don't know
35. Abilities to share resources.
36. connection between K-12, higher ed
37. Cost
38. Do not know.
39. Don't know what it is.
40. Being able to link up through the network to all other institutions on NN.
41. Providing alternate means of communication to sparse populations, things they would not necessarily get without the service.
42. ?
43. Not sure.
44. Couldn't answer that question as we do not utilize their services.
45. Serving rural and underdeveloped areas lacking service.
46. Potentially more affordable and better internet service to rural NE. More class offerings over distance learning.
47. Possible collaboration among partners and opportunities for students.
48. We currently do not use the service, but think pricing is most important.
49. No opinion
50. State-wide coverage. Distance Learning opportunities.
51. Part of SNDLC; don't really know much about NN other than SNDLC doesn't seem to have much to gain becoming an NN member?
52. I am unfamiliar with the Network Nebraska services, so I am unable to comment on any strengths or weaknesses.

<p>11. What are the weaknesses of Network Nebraska services? (Potential users)</p>
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1. Same as above.
2. NA
3. NA

4. NA
5. NA
6. Dissemination of information to non-tech administrators
7. NA
8. Don't know.
9. Not being aware of what this has to offer,
10. I am not familiar with this entity, so I couldn't say.
11. Not enough bandwidth too centralized with any oversight from local districts.
12. No opinion
13. Not Certain
14. Lack of information regarding increased opportunities.
15. So limited it is hard to believe one calls it a state wide system. 450 miles wide and 40 miles deep
16. Of course, some technology issues will always be an issue.
17. Cost to get access
18. Unsure
19. Don't know
20. At this point, simply because I am not fully aware of the offerings, I would say that marketing and guides on how organizations can take advantage of the services that are available.
21. Not a part of Network Nebraska-not sure what it is
22. Cost Lack of Bandwidth
23. Costs
24. cost to join Network
25. Not currently a member, don't know.
26. Funding and a huge geographical area.
27. Western Nebraska doesn't benefit from the services.
28. it ignores western Nebraska
29. It does cost more by the bids other schools received in the past year and the bid we received this year for our connection beginning next summer.
30. ?
31. I am not sure, since we are currently working with our ESU to get things lined up to participate in the program
32. costs, scheduling control, compatibility
33. Unknown
34. Lack of communication about the benefits of joining the network. Lack of cooperation with existing distance learning networks.
35. Don't know
36. Reduces teacher student interaction in a regular classroom setting and increases on-line interactions.
37. bandwidth, cost
38. Knowing who is in charge of this project and the status.
39. Do not know.
40. Don't know what it is but am interested.
41. We'd have to look at costs to see if it's competitive.
42. If the school size allows the majority of services to be offered, how can the larger schools gain as much access to alternate sources?
43. ?
44. Not sure.
45. Based on the information I have received the available bandwidth and the cost for the service is substandard to our current service provider.
46. Changing technologies and currents organizations and co-ops that have better service already.
47. As it becomes larger there will be less input / freedom for individual schools. An example would be the freedom and voice we had in our smaller learning pods (i.e. Sand hills Distance Learning Consortium)
48. System weaknesses from distance involved and routing through multiple sources and providers.
49. Again, the pricing for eastern Nebraska is a hindrance at this time.
50. No opinion
51. My perception is that it is expensive for the bandwidth received.
52. don't know enough about it

12. What is the single most compelling competitive advantage that makes Network Nebraska's services distinctive and motivates Educational entities (Educational Service Units, public and private colleges, and public and private K-12 schools) to partner in Network Nebraska? (Potential users)

1. Wish I knew more in order to answer.
2. NA
3. NA
4. NA
5. NA
6. Working together
7. I am not familiar with this entity, so I couldn't say.
8. I don't know.
9. No Opinion
10. Unknown
11. Equality of costs and connection type which promotes better communication across the state.
12. None that I can see
13. Money/Equipment
14. Price
15. Don't know
16. cost
17. Not a part of Network Nebraska-not sure what it is
18. Statewide Access
19. Distance Learning
20. Don't know.
21. One system that can be shared by all results in a balanced, efficient system which improves educational possibilities.
22. program availability
23. You would expect cost savings, but that has not happened as described when this idea first came forward with the premise of state wide purchase. So, I would say the benefit of connectivity with all the partners should expand the utilization and benefits for students.
24. ?
25. Accessibility
26. Unknown
27. I have not found one yet.
28. Don't know, possibly money saving opportunities.
29. Funding and need for services at a reasonable rate.
30. since we are not a part, I don't know - the SNDLC bandwidth is higher than Network Nebraska at a cheaper cost
31. If the cost is the lowest.
32. Do not know.
33. Don't know?
34. To maintain an affordable cost to communication services.
35. I don't know of one.
36. It should be cost but current projections of certain areas of the state may indicate higher cost and less memory going with NETWORK NE
37. Lower price and more bandwidth from a larger purchase group.
38. Current reporting and future opportunities.
39. Price and connectivity to other entities.
40. Potential for statewide connectivity
41. I don't think there is a compelling competitive advantage.
42. don't know enough about it

13. In a short phrase, what is the guiding principle or slogan that you believe Network Nebraska's services should stand for in the hearts and minds of its partners? (Potential users)

1. Working together to make all (public and private) fees united in the same cause.
2. NA
3. NA
4. NA
5. NA
6. All about kids - they learn digitally
7. Share info and knowledge
8. I am not familiar with this entity, so I couldn't say.
9. No Opinion
10. Shine a light into the darkness.
11. Equal educational opportunities for all (rural & urban).
12. every one in every town
13. Making the educational playing field level for all students
14. Collaborative and Cost Saving Opportunities
15. Don't know
16. We should never let the technology guide us - rather we should focus our efforts on enhancing the learning experience of our students. They are the reason we all do what we do!
17. Not a part of Network Nebraska-not sure what it is
18. Access for all students in Nebraska
19. High bandwidth access for all
20. Do what is best for students.
21. accessibility for all students
22. One connection one state wide service.
23. ?
24. One state, many opportunities.
25. statewide access and service at reasonable and affordable cost
26. Unknown
27. Free connections between schools and with the world.
28. Education Through Partnerships
29. higher bandwidth for cheaper cost
30. Unity in services for all of our kids across the state of Nebraska.
31. Do not know.
32. Great service at a great cost with terrific support.
33. United in thought, bound by communication.
34. ?
35. NA
36. Meeting Future Technology Costs at Lower prices.
37. Bringing better distance learning and internet services to Nebraska Students.
38. Pathway to the future.
39. Connectivity.
40. No opinion
41. I think that Network Nebraska should be the most cost-effective way to provide network services to school districts in Nebraska.
42. don't know enough about it

14. What services would benefit your organization as a partner in Network Nebraska? (Potential users)

1. Deals on finding equipment and licenses for our schools. We want to remain competitive but we have such limited funds in the parochial schools.
2. NA
3. NA
4. NA

5. NA
6. A reliable and reasonably fast internet hookup.
7. Resource network
8. working together
9. Helping teachers and reducing the amount of disparity among all the teachers in my school. Keeping abreast of technology and changes.
10. More bandwidth and a bigger role for local control
11. Unknown
12. unknown
13. State Clearing House. Centralization of information on services, capabilities, and opportunities.
14. Going to places where the backbone is not located...
15. Course offerings for students and equipment for our school
16. Potentially the cost per meg of internet access, however transport exceeds cost savings with local provider. A longer term potential may be collaborative efforts with other institutions including shared online educations efforts, data storage, SIS, Ip telephony, etc.
17. Don't know
18. Affordable Internet access
19. Not a part of Network Nebraska-not sure what it is
20. Wide access at a low cost
21. Internet Access
22. High bandwidth access
23. Potentially all of the services would benefit our school.
24. Not sure
25. Connectivity with all partners to expand the opportunities for students. The increase in capacity and speed. The opportunity of the newest technology and more than one video/audio location in each building.
26. ?
27. Ability to receive classes from across the state. Also the ability to teleconference with various school systems.
28. multiple site access across the state
29. Network Security Auditing and Remediation. Policies and Procedures.
30. open source CLE
31. I don't know.
32. Don't know
33. The ability to share our education partners and curriculum with other districts and other schools within our district.
34. none at this point because we have the higher bandwidth at less cost
35. Do not know.
36. Current information on technology in the classroom. In service technology training for faculty. Current software information. New and innovative ways to use technology as a teaching tool and facilitator of interest.
37. Don't know.
38. ?
39. NA
40. Not sure as we are satisfied with our current arrangement with the ESU.
41. Increased distance learning opportunities, funding to improve infrastructure, and another voice for education in the legislature.
42. Collaboration with area schools and reaching out to rural locations.
43. Equipment purchase support and maintenance
44. From what I've seen there really aren't any benefits above and beyond our current network services provider.
45. don't know enough about it