eCommunity Strategy Process

CONNECT OHIO℠

ISSUES → **PROJECTS**

SECTORS

Project Teams Defined Projects Prioritized Define Outcomes	Full Report
Situation Analysis Sector Projects Add Global Projects	Draft Report
Refine & Contextualize Preliminary Projects	Benchmark Review
Gather Input	Benchmark Workshop
Enlist	Kickoff Meeting
Identify	Initial Meeting

STRATEGY FORMATION

Field Director

Project Teams consisting of:

- Government
- Community Organizations
- K-12
- Higher Education
- Agriculture
- Business & Industry
- Recreation & Tourism
- Libraries
- Health Care
- Tech providers
- Media
- Subject Matter Experts
- Outside Ad Hoc Contributors

Availability
Adoption
Affordability
Applications
Awareness Advocacy

Connect Ohio Steering Committee Resources

TACTICAL DEPLOYMENT

Definition Meeting	Define specific projects w/tentative timelines & measurement criteria
Project Planning	Enlist project team & assign all tasks
Management & Review	Conduct enabling research meetings & RFPs
Review, Refine & Progress	RFP, RFQ Process grant-writing, awareness advocacy
Enable & Implement	Implementation
Measure & Report	Measurement & Assessment

ASSESSMENT

Research, Mapping & Impact Studies

Measurement Criteria (not all inclusive)

# of households/businesses served
# of new users
price
revenue
% adopters
# of new computers
# of new users
speed

© Connect Ohio. Do Not Copy or Distribute Without Written Permission