

E-Commerce Coordination Meeting Notes

April 19, 2004

Participants

Janet Tschudin, NBDC
Sherry Sivey, NBDC
Linda Fettig, DED
Phyllis Schoenholz, Extension/Nebraska Rural Initiative
Dewey Teel, Extension/Nebraska Rural Initiative
Sandy Scofield, NU
Pat Langan, DED
Jason Sokolewicz, DED
Connie Hancock, Extension/Nebraska Rural Initiative
Brenda Caine, UNL
John Jordison, Great Plains Communications
Marilyn Schlake, UNL-Nebraska Edge
Scot Blehm, Rep. Tom Osborne
Roger Hahn, Nebraska Information Network
Glennis McClure, Center for Rural Affairs
Terry Sebor, UNL Center for Entrepreneurship
Kent Grisham, Great Plains Communications
Janell Anderson Ehrke, GROW Nebraska
Deb Cottier, Sen. Ben Nelson
Anne Byers, NITC

Resources (in addition to existing e-commerce programs)

- Information on broadband deployment from NTA website (www.ntaonline.net)
- NUSkills
- Center for Entrepreneurship (at capacity)
- Youth
- DED's Web site
- Rep. Osborne's handbook
- Technologies Across Nebraska's newsletter, TANgents
- Additional programs available through University of Nebraska Extension:
 - New advanced e-commerce curriculum to be developed by June
 - Broadband 101
 - Ag
 - Tourism
 - Fine Arts
- Community Colleges

Challenges/Gaps

- Finding 6 people ready to take course at similar levels of readiness
- Finding instructors with expertise in technology, business, and communications/teaching especially west of Grand Island
- Access/affordability of broadband—Most communities now have broadband at prices comparable to Lincoln. For some individuals and businesses, the price is still not considered affordable. There are some businesses and residences—especially in rural areas outside the limits of cities and towns—without broadband.
- Marketing to businesses (chambers, ec development organizations)
- Tie to play (Terry Sebor commented that as a business owner he often attended events that tied learning to play – i.e. golf outings as part of a conference)
- Quality assurance
- Hands-on Training (REAP and Nebraska Electronic Main Street offer hands-on training. One-day workshops usually do not.)
- Better information on program impact
- We don't have current information on community college offerings (which can change with each term).

Follow-Up Ideas

Easy follow-up recommendations we should pursue

- Work with Scot Blehm on new version of Rep. Osborne's handbook.
- Send info on Web designers and businesses with Web sites to Steve Williams.

Ideas to consider/prioritize

- ___ Work with Terry Sebor on using students (possibly to develop case studies or research return on investment information).
- ___ Use TANgents (Technologies Across Nebraska's newsletter) to publicize e-commerce success stories.
- ___ Create and distribute list of do's and don'ts for selecting an Internet Presence Provider/Web designer.
- ___ Create a short quiz to assess local business e-commerce readiness and to direct them to the appropriate class.
- ___ Create materials for economic developers and local chambers
 - Return on investment information
 - E-commerce resources
 - Tips and strategies for promoting e-commerce in a community
- ___ Examine ways to provide ongoing support to participants.
- ___ Survey past participants to determine impact and support needs.
- ___ Develop a pre-class assessment tool to better assess needs.
- ___ Cultivate contacts with community colleges.
- ___ Develop partners to deliver e-commerce programs in a greater number of communities.
- ___ Form a steering committee to keep this initiative moving.
- ___ Other _____

Please vote for three of the ideas listed under "Ideas to consider/prioritize" by e-mailing Anne Byers (abyers@notes.state.ne.us) by April 30, 2004.