

STRATEGIC PLANNING SUBCOMMITTEE

Meeting Minutes

October 8, 2008

10:00 AM - 12:00 PM

Riffe Center, Room 1932, Columbus, Ohio

Attendees

Sen. Joy Padgett, Chair
Norm Chagnon
Allen Francis
Marianne Townsend
Sarah Saccany

Jamie Abel
Katrina Flory
Brady Oxender
Pankaj Shah

Welcome & Opening Remarks

Senator Padgett called the meeting to order. Senator Padgett informed the group that she had conducted a survey of 4 and 2 year colleges to get some insight into access issues. She read a number of emails that site the needs of students and faculty on and off campus.

Katrina Flory reviewed the meeting materials which included the meeting agenda, draft plan framework, and a vision and theme document.

Plan Framework

Katrina Flory led a review of the draft plan framework to ensure that we were encompassing the various aspects that the subcommittee wanted to see in the strategic plan. Based on subcommittee member feedback, Jamie Abel was going to begin populating the plan based on prior meeting discussion and research so we would have a working draft to review at our next meeting.

Overall, members were comfortable with the plan. It was suggested that an executive summary be included. Senator Padgett advocated for a concise plan so that it would be read and referenced. There was also discussion regarding the strategy actions. How did members interpret "attract and retain next generation?" We discussed recruitment programs, DOD's business development coalition, and expectations of the "Y" generation.

It was also determined that for the “Future” section the plan should reflect a mechanism for update and revision as technology is rapidly changing.

Vision Discussion

Katrina Flory had put together a number of vision statements based on previous discussions. The subcommittee decided that a combination of elements from each would be appropriate. Themes that were to be incorporated included: all encompassing to communication, national leader status, well-connected economy, equal access for citizens, etc.

Norm Chagnon felt that Ohio as the broadband state should be a medium or long term goal not a vision. He cited Internet 2 activity as a specific example of where broadband allows us to lead the way.

Jamie Abel and Katrina Flory were going to draft something based on that direction and include it in the draft plan for review and comment.

Theme Review

Using notes from our previous meeting, Katrina Flory compiled themes for inclusion in the strategic plan.

- **Affordability:** access is nothing without affordability
- **Accessibility:** focus our efforts on the unserved areas where the private sector has not invested – applaud the 92% availability in Ohio, ensure infrastructure is scalable & adaptable for changing demand
- **Education:** create a sense of urgency by educating non-subscribers of the value of broadband, enlist local government leaders and legislators as champions of broadband availability,
- **National Broadband Strategy:** other countries have jumped ahead of US due to their national strategies, government has to push broadband like it did with telecom, avoid competition with private sector – will inhibit their investment
- **Providers:** open lines of communication, providers should be considered in site selection, government can work with providers to aggregate demand, treat competitors equally, support market driven approach
- **Public/Private Partnerships:** community involvement, supports economic development
- **Economic Development:** focus on jobs, jobs of the future, capacity, resources, small business development/home businesses

Comments on the themes include:

- Affordability: we should tie affordability to a value statement, include reference to rural parity with urban and suburban broadband subscribers.
- Education: This should be changed to “Increase Subscribership”, reference increase adoption rate, providers could work with libraries to market broadband services giving possible customers an opportunity to learn and try it.
- Education: Include elements of distance learning, increased college enrollment, research, resources
- Healthcare: relationship of connectivity and services provided

Goals Discussion

Many of our goals were captured in the theme discussion. Other comments included:

- Wireless access available at all ODOT rest stops
- Wireless access in government buildings
- Data centers and energy efficiency
- Access to affordable broadband to all Ohioans

Next Steps

Next steps were defined as drafting a working version of the plan for subcommittee review and input and vetting the plan.

We discussed a November meeting where we could gather broadband subject matter experts to review and discuss our plan. This would provide outside validation. Subcommittee members will come with suggestions for participants and location at the next meeting.

Senator Padgett adjourned the meeting.

Next meeting

October 27, 10am-12pm at the Riffe Center