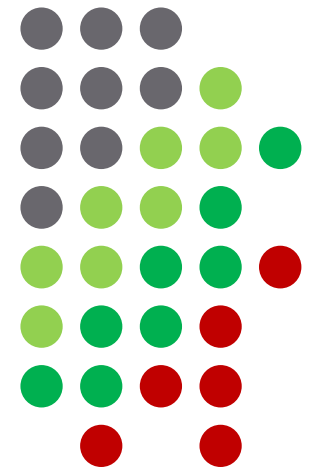


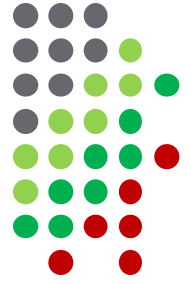


**A Community & Economic Development
Strategic Planning Project for
Desha County, Arkansas**

Steering Committee Meeting

April 30, 2009





Agenda

- 5:30 - 5:45pm: Welcome & Introduction – John Heard & Ken Shea
Draft - Desha County Vision – Jennifer
Remarks by Denisa Pennington, AEDC
Sam Walls, III - Senior Vice President of Arkansas
Capital Corporation and President of the Arkansas
Economic Acceleration Foundation (AEAF) and
Commerce Capital Development Company
- 5:45 - 6:15pm: Highlights of e-Community SWOT Analysis
- 6:15 - 6:25pm: Sub-Committee Work Session – “Cross-Pollination”
- 6:25 - 6:55pm: Wrap-Up and Next Steps
Next Meeting – May 28th at Dumas Community
Center



Vision for Desha County - **DRAFT**



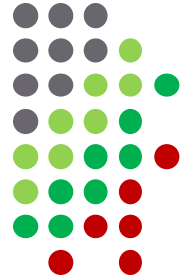
Title of Plan: “DeshaForward 2020 – Talent, Technology & Transformation”

Vision Statement

Desha County is energized and focused on education, technology-based opportunities, and transformation into a competitive, development-ready 21st Century community.

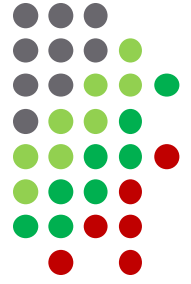


Vision Elements - DRAFT



- Desha County's communities have vigorous, diversified, and technology-enhanced economies attracting people to earn a living, create neighborhoods and homes, and enjoy a wide variety of recreation choices.
- Desha County is a shining example of the "good-life" in the Delta for those that live here and those that visit.
- Every child or adult has the opportunity to be fully prepared for the next step in their personal and career development.
- Every person lives with dignity in housing that improves their standard of living.
- The history, heritage, gifts of talent, culture and race bring pride and continual dedication to moving Desha Forward into the 21st Century.



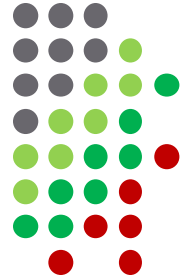


Today's Economy is . . .

- Knowledge-dependent
- Global
- Entrepreneurial
- Rooted in Information Technologies
- Driven by Innovation

*Source: Information Technology & Innovation Foundation (ITIF)
and the Kauffman Foundation*

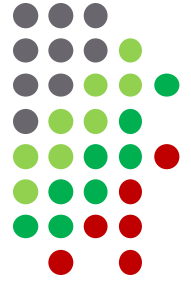




New Economy Index Metrics

- **Knowledge Jobs** Skilled & Educated Workers are key
- **Innovation Capacity** 90% of Per Capita Income growth, not about amount of capital, but the effectiveness of its use
- **Globalization** Global orientation
- **Economic Dynamism** Economically Vibrant and Competitive
- **Digital Economy** Digital Technology (Use & Access)





Discovery Methods

Previous

- Town Halls
- Interviews
- Business Survey
- Focus Groups

More Recently

- Countywide Phone Survey
- PreK-12 Home Survey (33.3% response rate)
- UAM Home Survey (49.7% response rate)



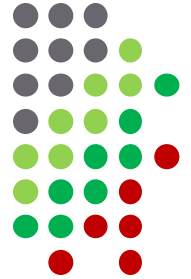


The New Economy

>> Digital Economy (7 factors)

- Online Population
- Internet Domain Names
- Technology in Schools
- E-Government
- Online Agriculture
- Broadband Telecommunications
- Health IT





Facilitating Connectivity

Demand-Side Factors

- Broadband Mapping & Assessment (includes Demand)
- Leadership & Planning for IT
- Plan implementation

Supply-Side Factors

- Broadband Policy Development
- Infrastructure Deployment



What Drives Usage

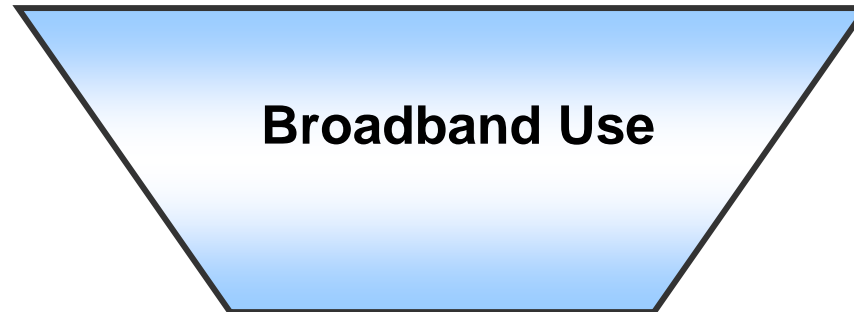


Perception of
Internet as a Value



Internet Access
& Equipment

Education
& Training

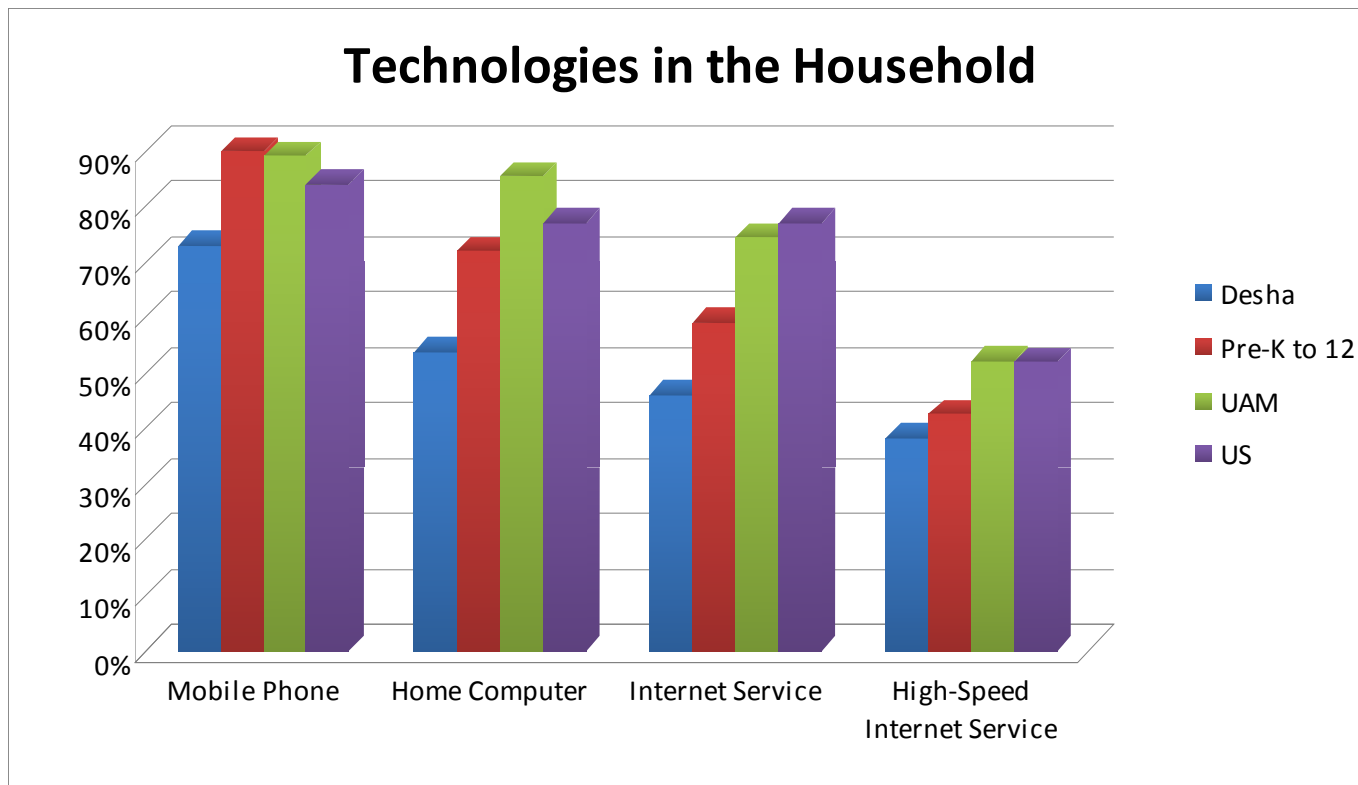
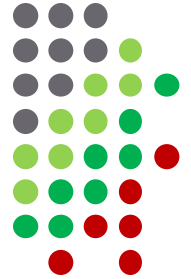


Broadband Use

Computer Ownership
Subscription Rates



In Desha



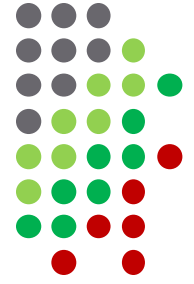
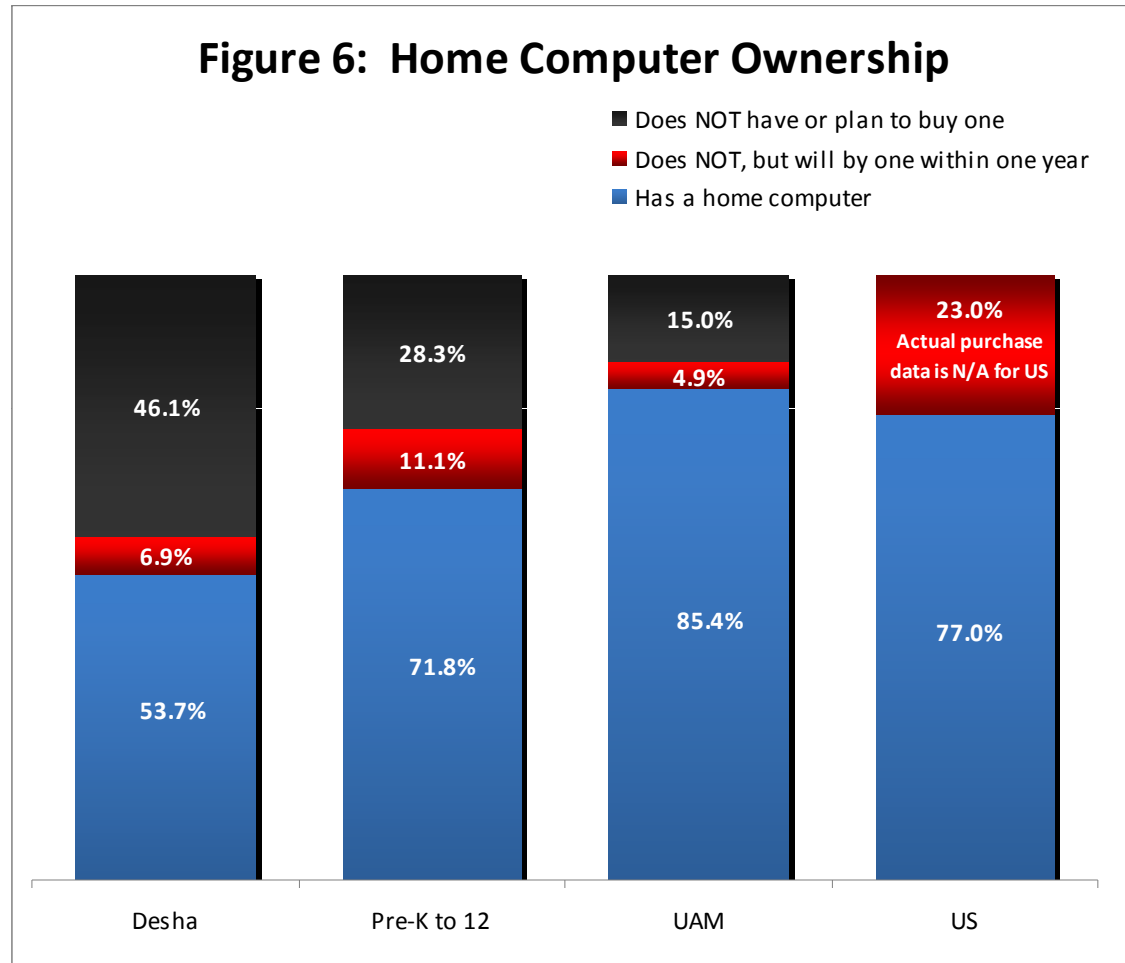
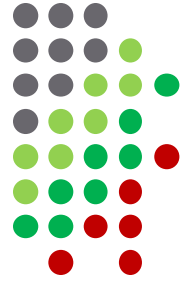
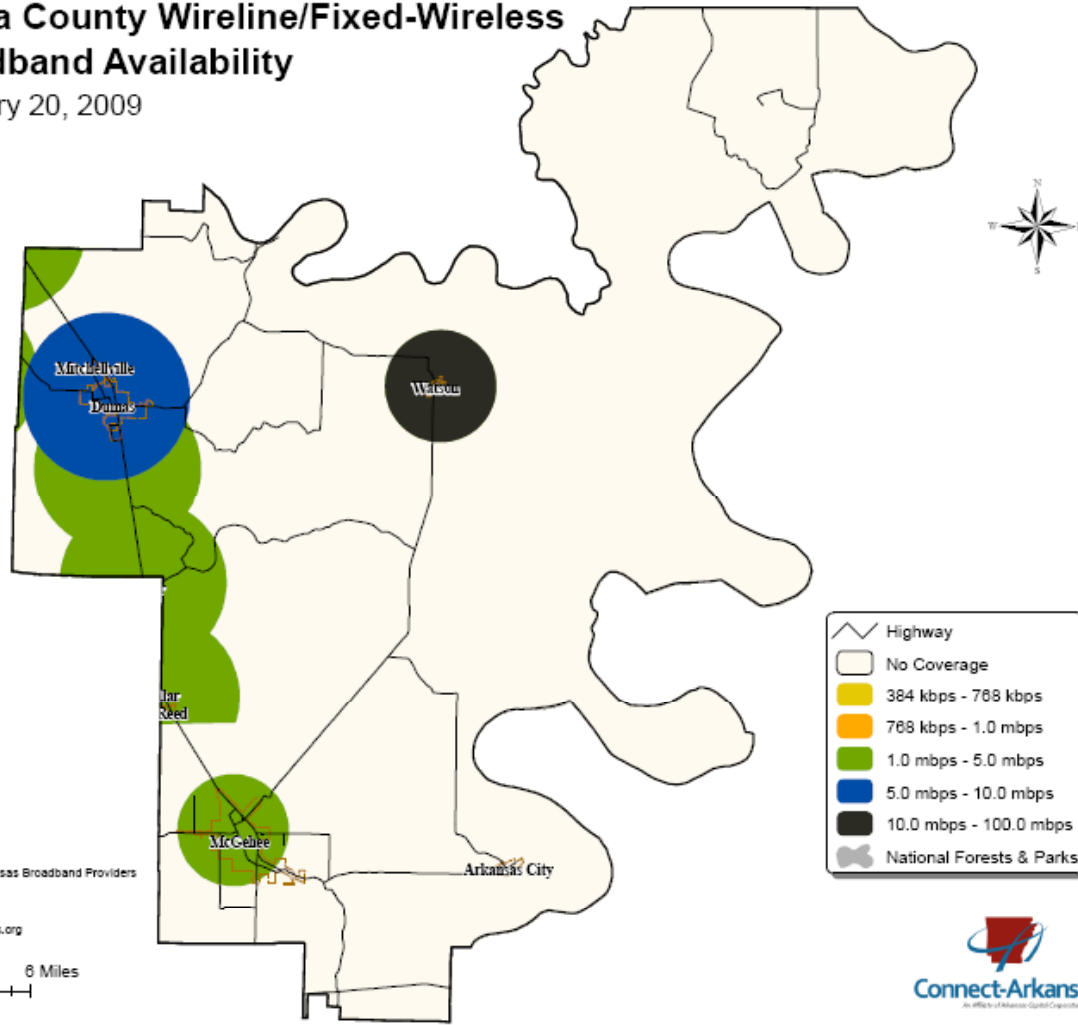


Figure 6: Home Computer Ownership



Desha County Wireline/Fixed-Wireless Broadband Availability

February 20, 2009



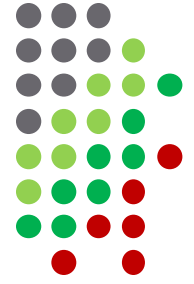
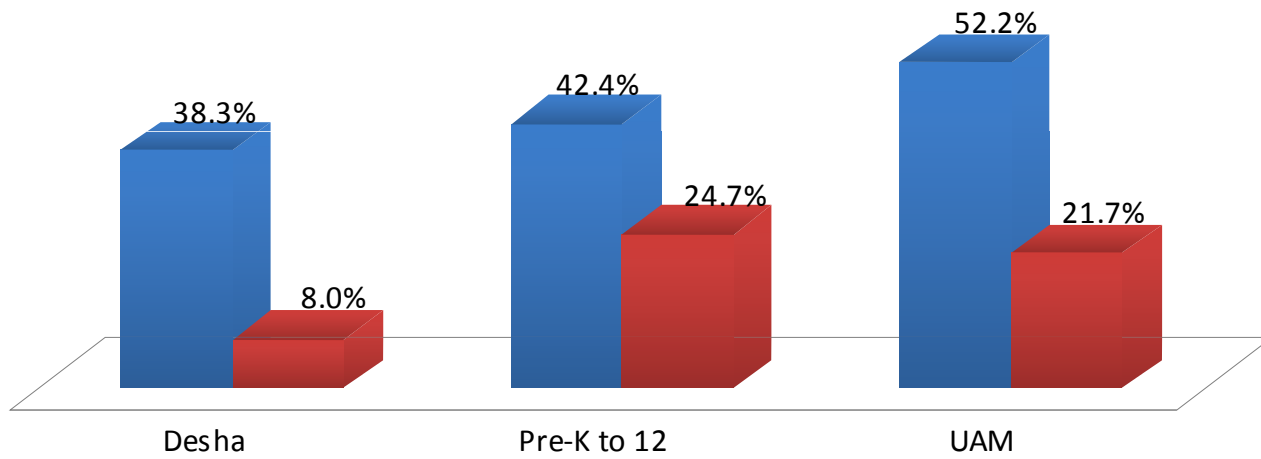


Figure 7: Subscribes to High-Speed Internet

■ YES, it is high-speed. ■ NO, it is not high-speed.



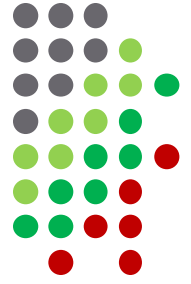
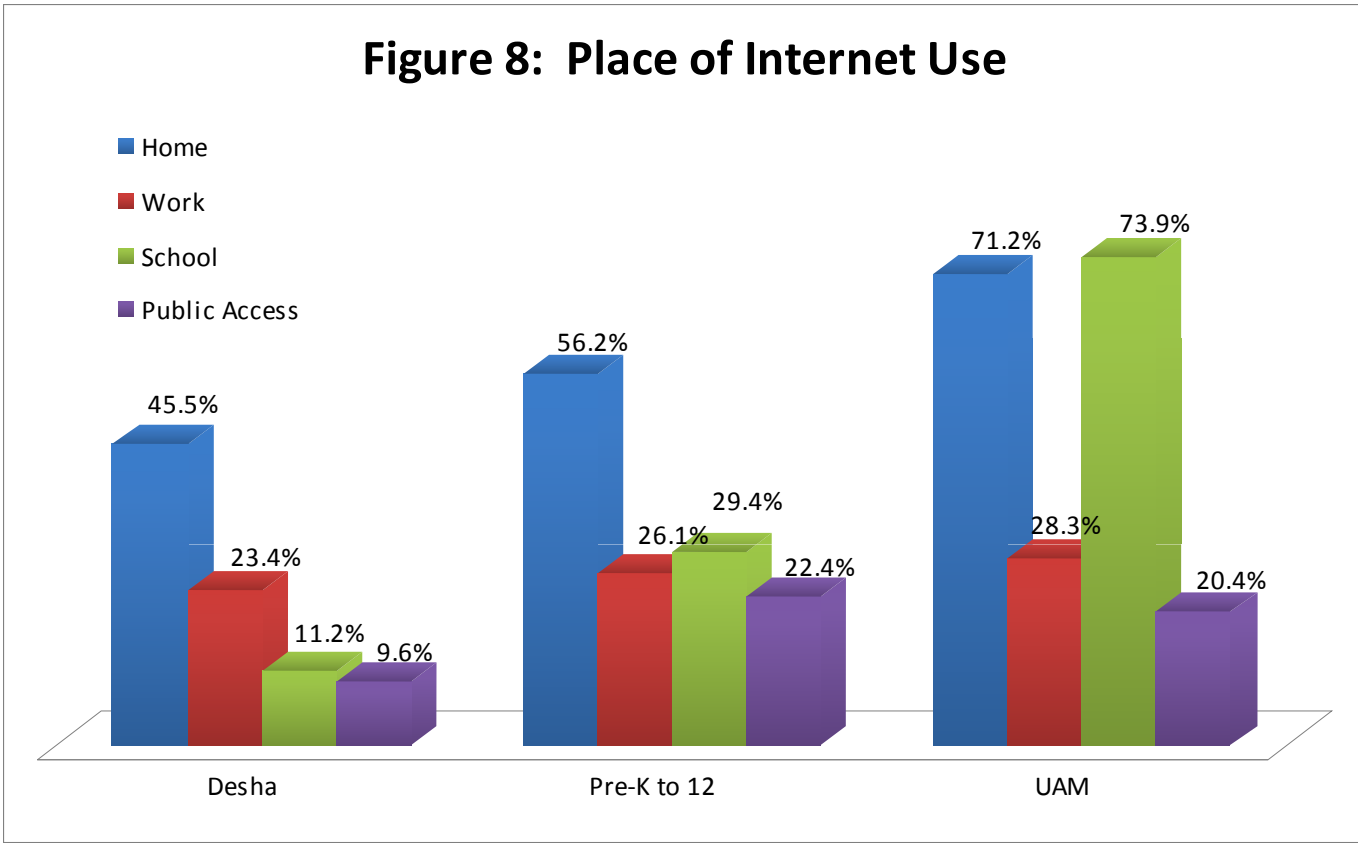


Figure 8: Place of Internet Use

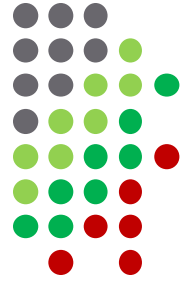




Strengths

- Communities/Institutions
- Healthcare
- Education
- Libraries

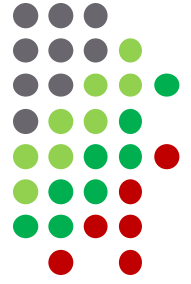




Weaknesses

- Communities Relationship with Technology
- Digital Literacy Training & Web Application
- Community-Based Organizations
- Housing





Opportunities

- Telecommunications & Technology
- Economic Development*
- Healthcare
- Government



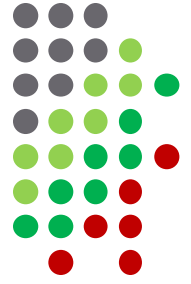


E-Community Goals

- Illustrate Government Support
- Generate Local Awareness & Communicate
- Drive Internet Usage
- Facilitate Access
- Generate Regional Awareness and Communicate



Sub Committee Work Session



- Each group should have someone from each subcommittee represented
- Together, please review the strategic plan at your table and give them as much feedback and ideas as you can –
- Remember this is a 5 year plan – so think about goals/ideas that might take a little longer to accomplish but will move the county forward towards its vision.
- Please write your notes on the copies of the plan you have and I'll collect them at the end of our work session.





Thanks for coming out tonight!

- Next Steering Committee meeting is May 26th at the Dumas Community Center
 - Complete Committee Strategic Plans are due May 15th

