Broadband USA Applications Database

Applicant Name: COUNTY EXECUTIVES TELECOMMUNICATIONS INITIATIVE

Project Title: County Executives Telecommunications Network (CETN), formerly County Executives Television Network.

Project Type: Sustainable Broadband Adoption

_______________________ Executive Summary _____________________

The County Executives Telecommunications Network project seeks funding to share and develop on-line training courses to meet the growing training needs of county employees. Counties serve virtually every need, vulnerable population and community anchor institutions identified by the Congress and the National Telecommunications Administration (NTIA). This project seeks to make engaging and highly-desired training content available to virtually all counties in the United States. This content will help drive county governments to adopt and use broadband technologies. That adoption will allow counties to save tax dollars, improve workforce skills and better serve their citizens. Just as compelling content led to the development of the Internet, compelling content will improve broadband adoption among county, public safety, health care, education and public works employees. This project seeks to use needed, desired and newly created content to allow county employees around the nation to use broadband technologies to meet their workforce training and education needs. Training is among the most critical needs for those working in county government and those delivering county services. Tight budgets have squeezed the ability of thousands county employees of to gain access to training which will help them better perform their jobs, to maintain their jobs and to advance. The increasing costs of in-person training and the accompanying travel costs limit the ability of counties to fully train their personnel. The use of broadband infrastructure to provide online training will meet the needs of counties, save funding and drive adoption of broadband technology to address this critical need. Accessing content through broadband is cost-effective, eliminates costly travel and time away. It is also efficient and immediately available and can be accessed upon need as well as on a regular basis. This application using compelling content made easily available to counties will drive broader broadband adoption among county governments and introduce new ways to use broadband technology to achieve government efficiency. Counties must drive as much efficiency as possible to allow for the citizen services while retaining their human capital. Past methods of providing instructor-led training and the readiness to first responders must adapt to more recent learning methods used by colleges and university systems, namely online training. The delivery of training content via broadband improves the cost benefit ratio for the existing and ongoing IP infrastructure investments made by counties. This will increase adoption of broadband while building online training into the operational fabric of the county institutions. By making existing training courses available to a broad audience and by using collaborative efforts among counties to develop new content, new economies of scale will be achieved which have not been available before. This application is based on a proven model of introducing on-line training on very affordable favorable terms during the grant period to give government entities an opportunity to
experience and understand the cost savings and learning opportunities available. In smaller pilots the subsidized introduction of tele-training was followed by sustainable levels of adoption following the introductory period. This grant is necessary to create the necessary economy of scale to create affordable content that meets the unique public service needs of anchor institutions. The availability of the content will drive counties to employ broadband as the most efficient means to address the training needs of the services they offer to their citizens. The wide range of services that are covered under the content and training services created under this grant meets virtually every purpose of the recovery act. It will be a catalyst for increased adoption and use of broadband connections for county based services from public safety, to health care, education, and workforce development. County Executive Telecommunications Network (CETN) is a broadband Internet Protocol (IP) network that will deliver multimedia streaming content to all counties for use in workforce improvement, training and information sharing. CETN is designed to deliver continued professional education and skills based training to local government personnel to include: police, fire, EMS, healthcare, public works and related professions. This training would be scalable and continuous for workforce improvement and to supplement traditional instructor-led training. Our partner, Critical Information Network (CiNet), provides eLearning and workplace training solutions with one of the world’s largest libraries of educational multimedia materials delivered through a customizable array of platforms, including a robust Web-based learning management system. CiNet offers continuing education solutions, accredited programs, and tools designed to augment instructor-led content. The functional components of CETN will include a learning portal, creation of multi-media content using proven instructional designs, a learning content delivery platform, centralized learning management system (LMS) and an accreditation platform for the tracking and reporting of professional continued education. CETN will not only provide access to existing multimedia content but will create new content to be delivered through the CETN learning portal. The online learning structure can be replicated across the country in different settings and serve to improve future projects. The project is scalable and accessible to any entity with access to broadband service. By meeting the core need of delivering mandatory training via an online portal, CETN will drive the adoption of broadband.