WELCOME

Scott Surber and Amber Decker

The Center for Rural Development

Broadband as a Service (BaaS)

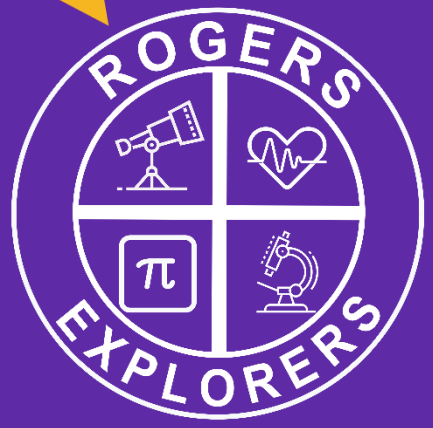
Current Funding Model

BaaS

- BaaS Removes The Equipment Ownership Hurdle
- ISPs Should Find This Model More Appealing
- The Center Intends To Assist Local and Regional Government Leaders, ISPs, Etc., In Understanding How This Concept Can Remove The Ownership Hurdle
- The Ultimate Goal Is To Improve Access For The Unserved And Underserved, Especially In Hard-To-Reach Areas

The Center
for Rural Development

Rogers Scholars



- Creating opportunities for local students in 45 counties
- Fostering community engagement and area improvement
- Enhancing opportunities through scholarships
- Growing next generation Civic and Entrepreneurial Leaders
- Cultivating local leaders and national competitors

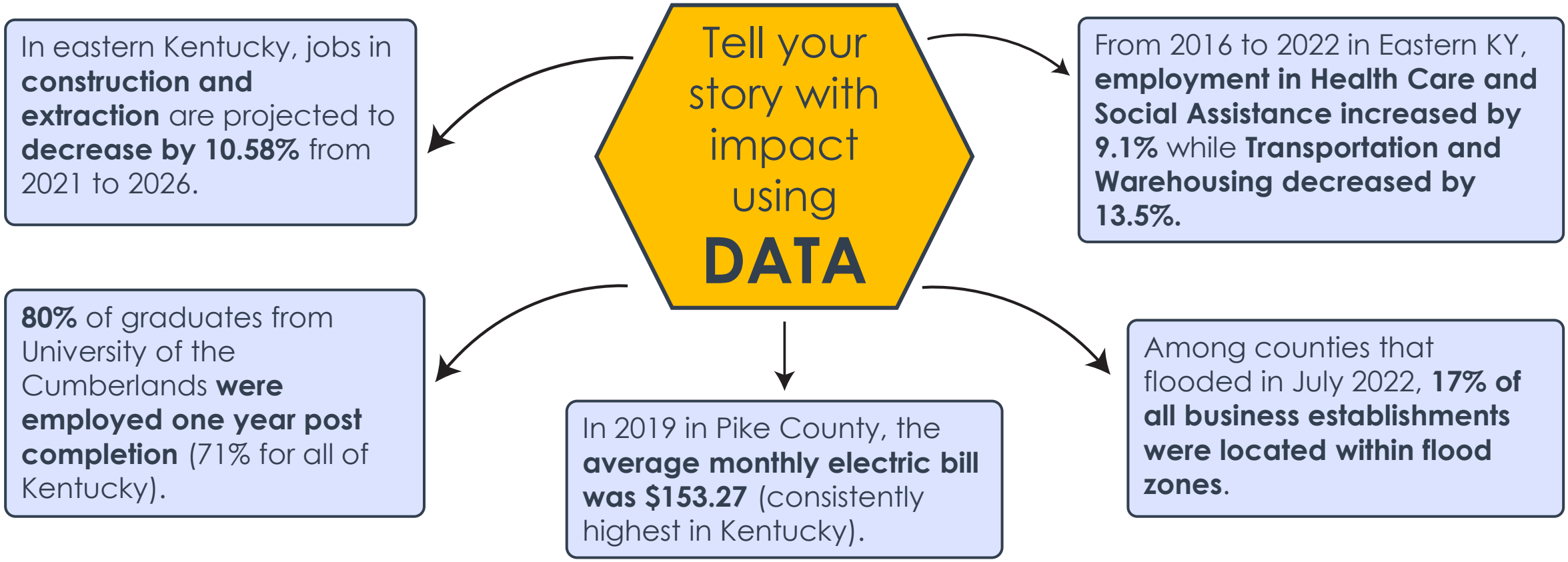
WELCOME

Dr. Beth Kelly

Kentucky Center for Statistics

Who Needs Data? Eastern Kentucky

Beth Kelly, Kentucky Center for Statistics



What else is there?

Education
- K-12
- Postsecondary
- Early Childhood

Workforce
- Unemployment Rate
- Occupation Projections and Wages
- Unemployment insurance wages and payments

Other Sources
- SNAP benefits
- Birth and Death statistics
- Corrections data

kystats@ky.gov

jessica.fletcher@ky.gov
sam.keathley@ky.gov
beth.kelly@ky.gov
barrettM.ross@ky.gov

WELCOME

Erik Hubbard and Nathan Nevels

Backroads of Appalachia and McCreary County Fiscal Court

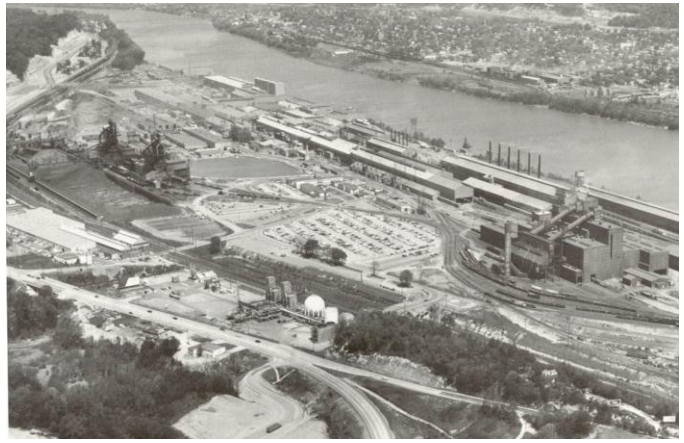
From Surviving to Thriving

Changing the Mindset in Eastern Kentucky

Josh Blanton, MBA
Plant Manager, Vesuvius
City Commissioner, City of Ashland

Creating Our Own Destiny

- Growing up in Ashland
- Culture of Survival
- Ending Brings New Beginning
- An Educated Leap of Faith
- The Steel didn't Make the People



WELCOME

Terry Gray

1 Clay County and Eastern Kentucky University

C1C

CLAY COUNTY

Building our Future... NOW!

Founded in January 2022, 1 Clay County (1CC) is a diverse group of community leaders who are passionate about volunteering their time to revitalize Clay County / Manchester through **Community Development**, **Education**, **Entrepreneurship**, **Healthcare**, **Tourism** and **Changing our Narrative**.

VISION

Transform the county, including our downtown area, into a bustling hub of commerce, tourism and entertainment. Several buildings in the area are vacant and dilapidated, making the area both unsafe and unappealing. Through 1 Clay County, work is underway to transform this area, attracting businesses, overnight visitors and local residents back to the region.

With funding from federal and state government as well as private investors, 1 Clay County is making strategic decisions to position the community for tremendous growth and new development over the next 2-5 years not just downtown, but at the Y Hollow too.

C1C CLAY COUNTY PROJECT EXAMPLES

DOWNTOWN DEVELOPMENT

- *Demo for New Development*
- *Historic District Designation*
- *Experience Economy*

FLOOD RELIEF

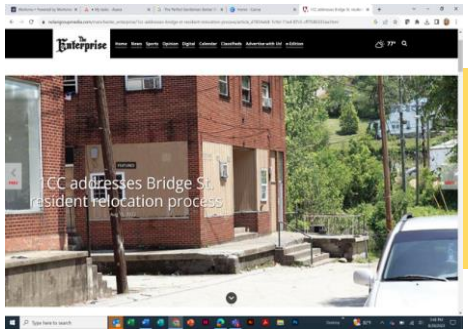
- *$400K Raised*
- *260 Served*
- *11,000+ Volunteer Hours*

REGIONAL PARTNERSHIPS

- *Corbin Scholar House Project*
- *Expungement*
- *Attracting Remote Workers*

ADVENT/VOA BUILDING

- *Transitional Housing*
- *Retail, Restaurant and Office Space*



CHANGING THE NARRATIVE

- *Beautification*
- *Taking Ownership*
- *Community Pride*

LOOKING FORWARD

- *Big announcements coming soon!*
- *Urban/Rural Divide*

WELCOME

Hilda Legg

Legg Strategies

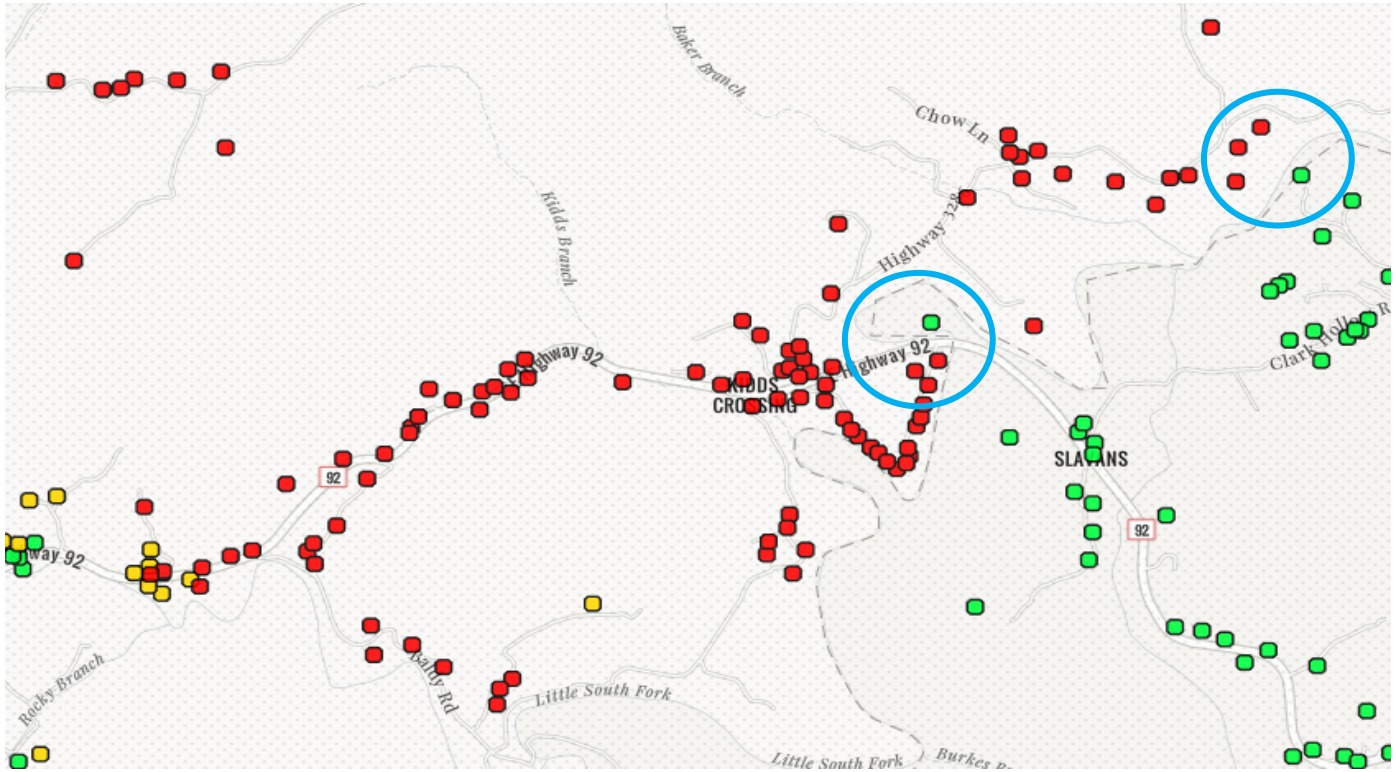
The Digital Divide is **REAL** in East KY

East Kentucky
recent broadband funding:

- 7 projects out of 56 total
- $29.76M Awarded Funds ($196.2M all projects)
- 7,282 Homes and Businesses served (42,631 statewide)

https://www.kentucky.gov/Pages/Activity-stream.aspx?n=GovernorBeshear&prId=1925

Good start, but we need <u>much</u> more in our region



Kentucky Broadband Map data as of December 2022

Legg Strategies in consultation with Connected Nation

Yes, that's $1 billion with a "B"

How do we best compete for broadband dollars?

- **GET TO WORK - Assertive Leadership**
  Be proactive & interested, get involved in challenge process, understand ISP needs/issues
- **Collaborate and Aggregate**
  Work with your neighbors, aggregate demand and opportunity, make it easy to invest
- **Innovate and Invest**
  Assist with rights of way, land access, investment, address ordinances or barriers now
- **Build Partnerships**
  Help connect the dots, literally, in our region by working together, leveraging assets

WELCOME

Mark W. Ryles

KEDC

Archived research from the United States Department of Education:

1. Students learning in better building conditions earn **5-17 percent higher** test scores.
2. Standardized achievement scores rose **10.9 percent** when building conditions were improved from poor to excellent.
3. Students experience a significant reduction in analytical ability, reading speed, and reading comprehension when classroom temperatures exceed **73.4 degrees**.
5. Students in classrooms with the most exposure to daylight progressed **20 percent faster** on math tests and **26 percent faster** on reading tests.
6. As building age increases, the achievement scores of students tend to decrease.
7. Facility conditions may have a stronger impact on a student's academic performance than the combined influences of family background, socioeconomic status, school attendance and behavior.
8.When class sizes are reduced below 20 students, student achievement of the average student rose from the 50th percentile to above the **60th percentile**, with even greater achievement results for disadvantaged and minority students.
8. Schools with better building conditions experience up to **14 percent lower** suspension rates
9. Quality of learning environment has a **66 percent greater impact** on teacher retention than salary.

GESC Price Contract Best Practices

Guaranteed Energy Savings Contracts provide for an integrated design process.

a. Open book pricing (hard and soft costs) facilitates owner input regarding energy goals, and selection of prime contractors, systems, and materials.

b. Design completion before contracts are signed at vendors risk, ensures accountability for system choice and quality.

c. Training for staff and student programs are provided

d. Third party consultant can provide support for owner regarding project methodology.

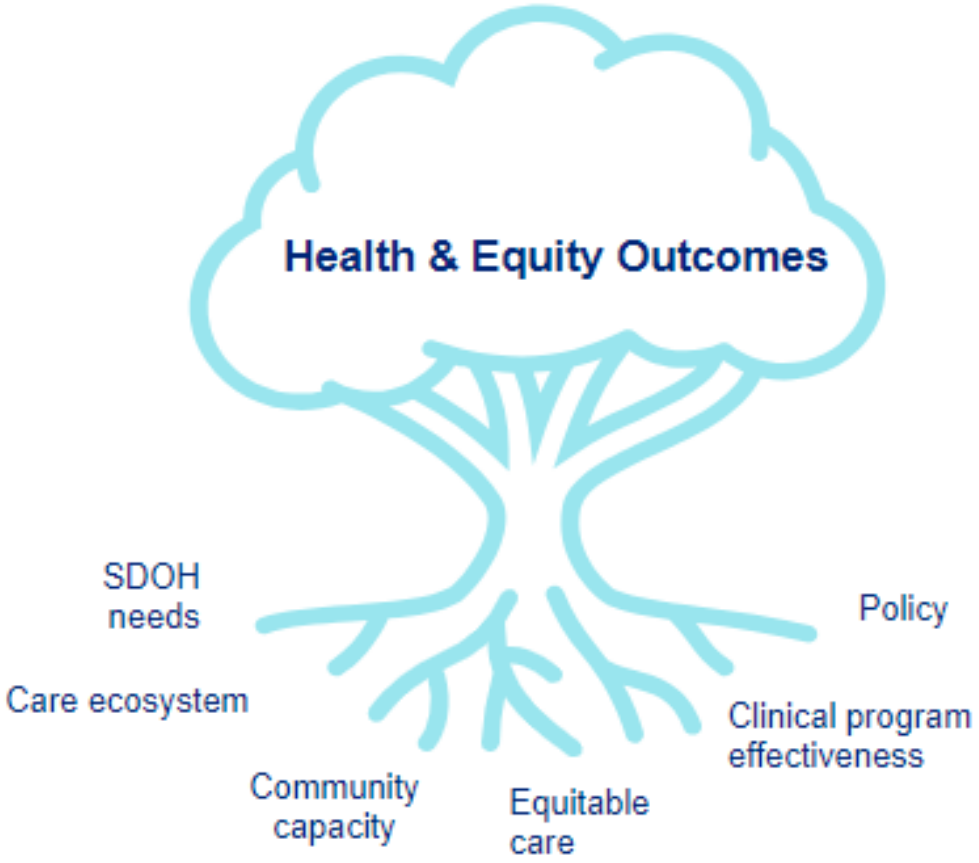
e. Design Build process ensures materials and systems meet energy goals.

f. Vendors provide ongoing support and commissioning for project outcomes regarding maintenance and operations.

WELCOME

Whitney Allen

United HealthCare



80% of what drives health outcomes doesn't come from what happens in the doctor's office, it's the conditions in which we grow, live & work

Invest Appalachia

United Healthcare Community Plan

Whitney Allen, MPH
whitney.allen@uhc.com

- $10 million investment from UHG
- Addressing social needs & advancing economic equity
- Primary Areas of Investment:
  1. Clean Energy
  2. Community Development
  3. Community Health
  4. Food & Agriculture

- Call to Action: There's capital available in Appalachia

WELCOME

David York

Code Kentucky

Unemployment 3% Higher in EKY

1,622,200 Open Software Dev Jobs

25% Increase Year by Year

Many Dev Jobs are Remote

David York, Tech Employer Specialist for EKY
Connect with Me on LinkedIn!
codekentucky.org

CODE: YOU

CODE: LOUISVILLE

CODE: KENTUCKY

David York, Tech Employer Specialist for EKY
Connect with Me on LinkedIn!
codekentucky.org

Understanding the BEAD Challenge Process

By: Meghan Sandfoss

Executive Director, Office of Broadband Development

The BEAD Challenge process will determine the universe of locations eligible for BEAD funding

Determining Eligibility

1. All eligible locations must be contained in the FCC Fabric
2. Locations will be categorized as served, unserved, or underserved
3. "Deduplication" - A location will be considered served / ineligible if an enforceable commitment exists to extend broadband service there.
4. Challenge Phase – The unserved, underserved, and served locations and community anchor institutions (CAIs) will be published in an online portal
    - Nonprofit organizations, units of local government, and internet service providers may submit evidence to challenge a location or locations
    - Availability, speed, latency, data caps, technology, business service only, enforceable commitments (yes/no), planned service, community anchor institution (yes/no)
5. Rebuttal Phase – Service providers may rebut or sustain challenges submitted
6. Determination Phase – Office of Broadband Development will uphold or reject challenges and rebuttals
7. Competitive Grant Process

People-First Economic Development

By: Ben Ledo

VP of Business Development, MakeMyMove

People-First Economic Development

Directly recruiting workers and their families to your community.

Benefits of people-focused economic development:

- Fast and measurable return on investment
- Targeted talent
- Can be done with small investment

Kentucky's $1.1B BEAD Funding

By: Chuck Hogg

Senior Vice President, All Points Broadband

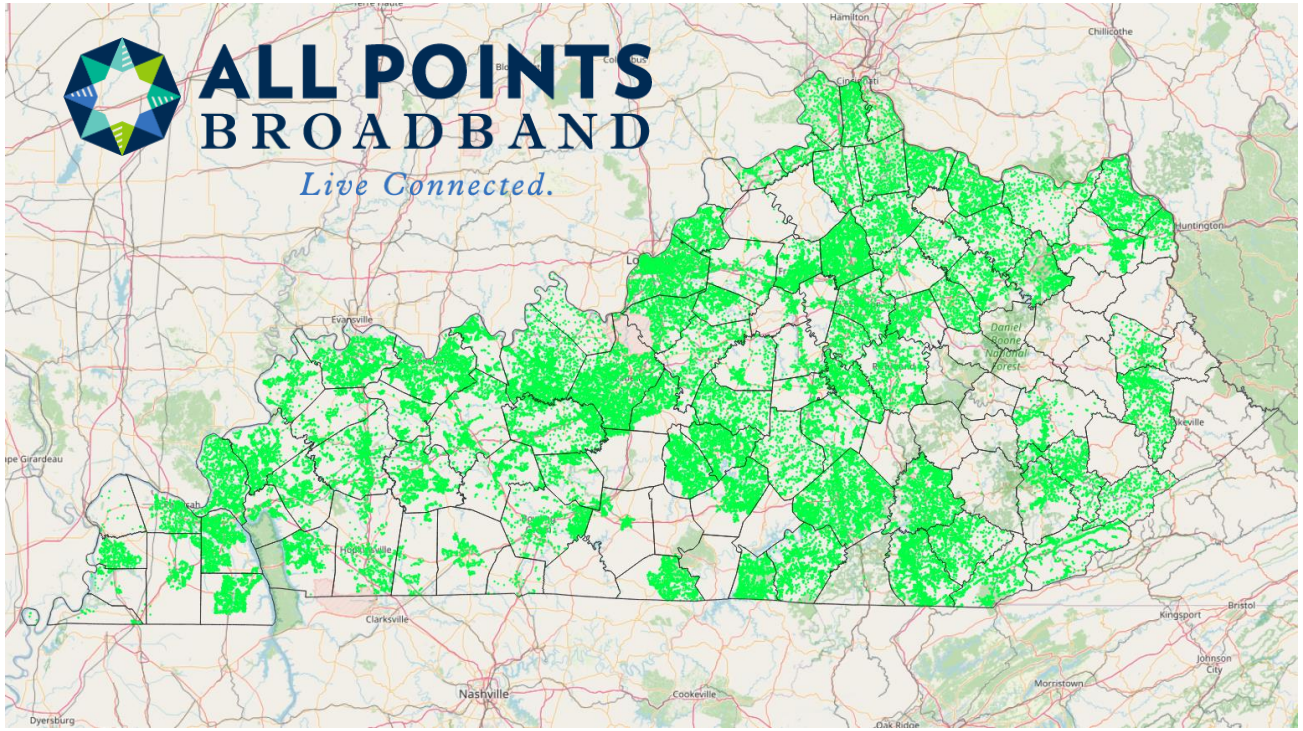
ALL POINTS BROADBAND

Live Connected.

Kentucky's **$1.1B** BEAD Fund

- Broadband, Equity, Access, and Deployment Program – Federal Program administered by the states, allocated $42.5 billion to broadband deployment
- Program requires 25% match from state or subgrantee and may be sourced from local and state funding from the American Rescue Plan Act (ARPA)
- BEAD funding priorities are for service to unserved areas (those below 25/3 Mbps), followed by underserved areas (those below 100/20 Mbps), and then community anchor institutions (1/1 Gbps)
- KY is required to achieve universal service for unserved and underserved areas before using BEAD for any other use
- Along with state resources from the KBDF/KBIP, this funding represents a once-in-a-generation opportunity to achieve universal broadband

Kentucky's **$1.1B** BEAD Fund



- KY has already invested $450m in broadband but pockets remain
- ~125k+ BEAD Eligible Locations
- These represent some of the most expensive, hardest to serve locations

WELCOME

Scott Stuckey

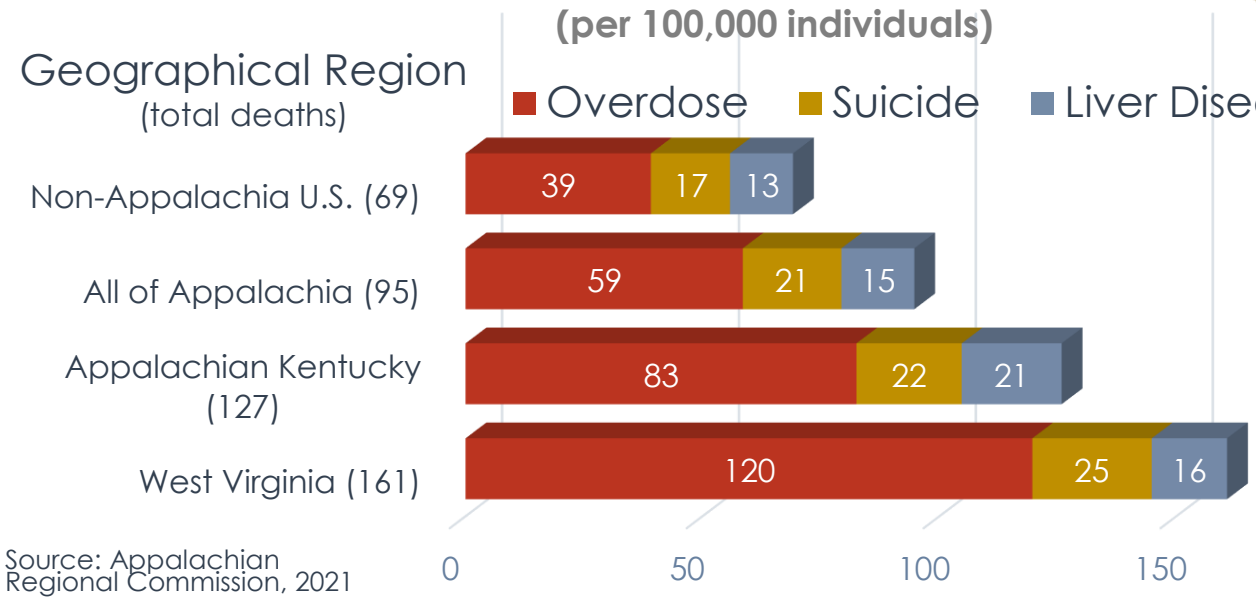
Fair Chance Works

Fair Chance Employment

Becoming a Life Saver

Deaths of Despair

(per 100,000 individuals)



Source: Appalachian Regional Commission, 2021

Fair Chance Works

Reforging America's Workforce

Introducing:

AssistBridge

by Fair Chance Works PBC

A highly secure and accessible employment platform **designed to include ALL PARTIES** engaged in the successful reentry of justice involved individuals and/or others recovering from substance use disorder.

www.fairchanceworks.com
scott@fairchanceworks.com

Research & Development Partners:

KEYHORSE CAPITAL · EASTERN KENTUCKY CONCENTRATED EMPLOYMENT PROGRAM, INC. (EKCEP) · SITE · Fletcher Group · KENTUCKY SCIENCE & ENGINEERING FOUNDATION · KENTUCKY COMEBACK · Launch Blue · UK · KSTC KENTUCKY SCIENCE & TECHNOLOGY CORPORATION

SOARSUMMIT23 · SOAR TEN talk · PRESENTED BY UNIVERSITY OF THE CUMBERLANDS · www.soar-ky.org

WELCOME

Amanda Clark

Kentucky Power

Site Development in Industrial Recruitment

Ready Sites Win

Components of Industrial Recruitment

What are you going after?

Stay in Your Lane!

Each of us plays a distinct role in recruitment

Know Your Dirt

Site development

Site development

Site development

How Kevin Bacon and a parking meter brought me home.

Leigh Latherow

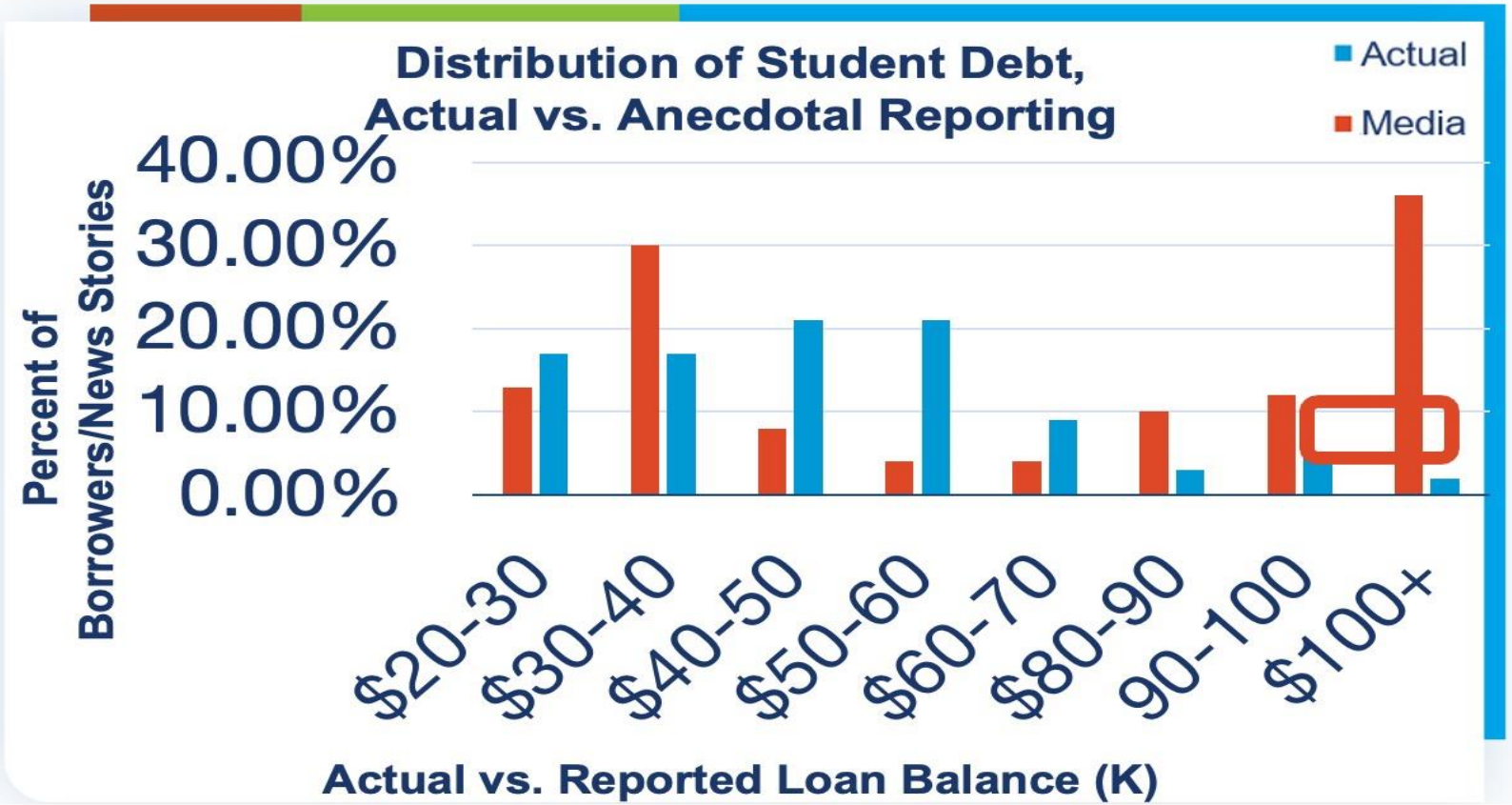
- "Where do I start . . . first why live anywhere else?"
- "Opportunity - low cost of investment."
- "Do you want my response in APA format? Because I could write a book."
- "Safety" • "Low crime" • "Mountains" • "Affordability" • "Incredible school systems"
- "The Appalachia region (quietly) raises strong individuals. It instills in them the values of hard work, perseverance, family, God, & kindness. It is the BEST village."
- "The feeling of community where friends and neighbors feel like family is priceless."
- "No one is a stranger here and we take care of each other."
- "Traffic stops for funeral processions."

"ALL. OF. THIS!!!"

WELCOME

Dr. Jonathan Shores
University of the Cumberlands

News Stories Report Extreme Student Debt Cases



Average Balance in News Stories:

$94,393

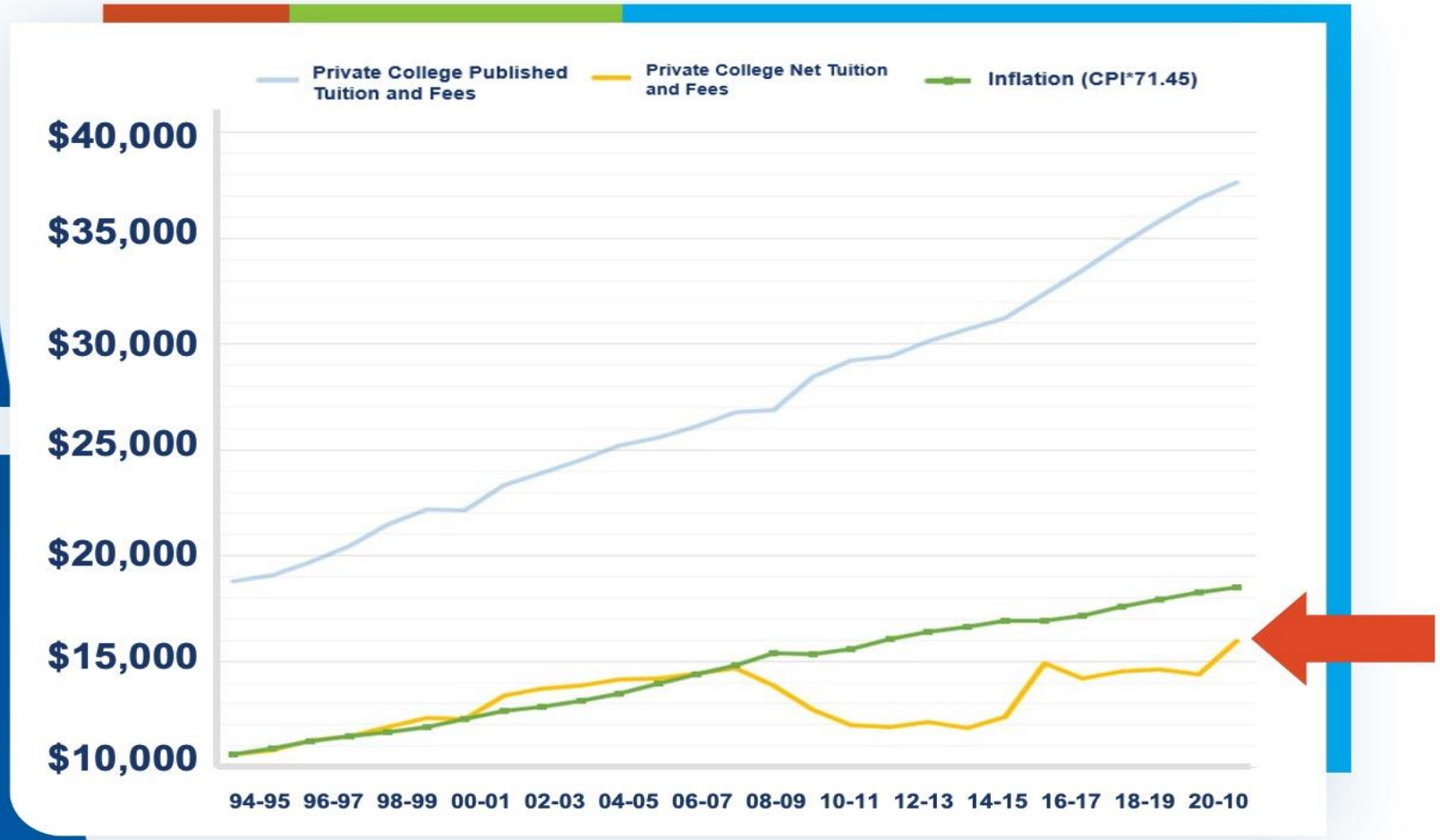
Actual Average Student Debt:

$33,900 (2021)

The data is collected from the top 15 U.S. news sources (Aug 2020-Aug 2021) and consists of each time an article mentions the "student loan debt" of an individual student.
Updating prior work from: Hamilton Place Strategies The Plural of Anecdote is Data (Except for Student Debt) 2014 https://www.consumerfinancemonitor.com/wp-content/uploads/sites/14/2014/08/Media-coverage-of-student-debt_1.pdf. College Board Trends in Student Aid (2020).

BUT, increases have been less than inflation.

Average published tuition and fees and net costs in 2020 dollars by sector, Consumer Price Index*71.45, 1994-95.



The College Board, (2020). *Trends in College Pricing*. Inflation curve calculated by author using CPI.

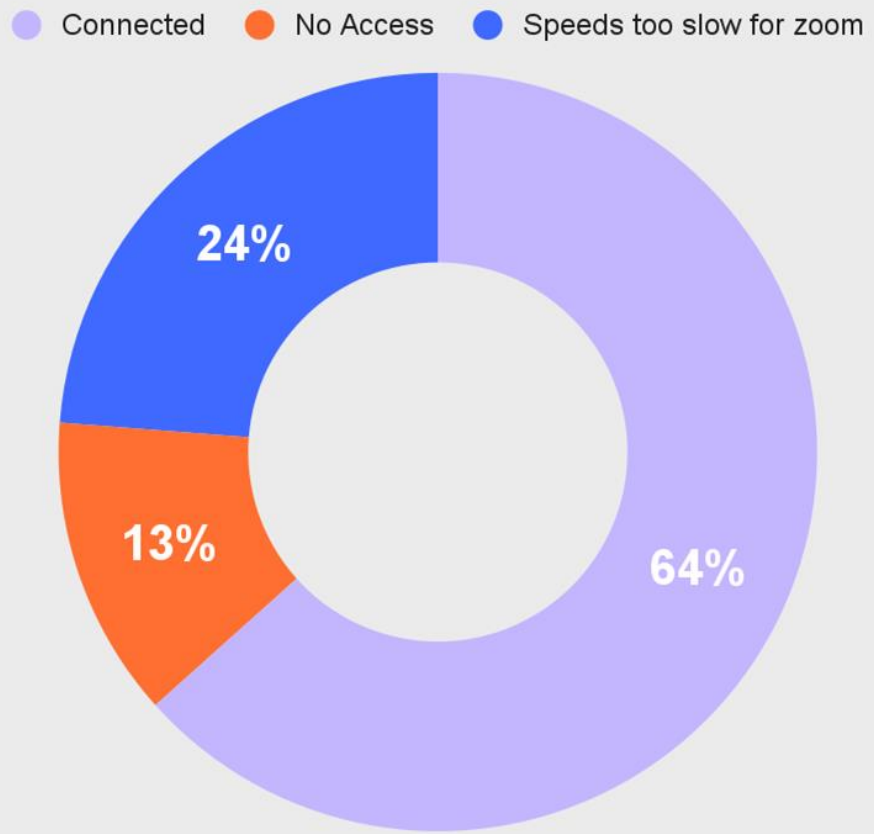
WELCOME

Jochai Ben-Avie

Connect Humanity

Problem: 1 in 3 Americans don't have the internet or speeds fast enough to use Zoom

Connect Humanity



- 42 million Americans with no internet
- 1 in 3 kids unable to do homework
- 4 out of 5 jobs posted online only
- Millions of low income families unable to talk to a doctor or access gov. services
- **Appalachian communities are 2X as likely to be unconnected**

Investing to end the digital divide

Connect Humanity

OUR IMPACT TO DATE:

- 100,000 low income people connected
- Catalyzed 15X additional public and private funding for every $1 we invest
- 100% of investments are in Opportunity Zones
- 75% of investments are in minority or women-owned businesses

PARTNERING TO CONNECT EVERYONE:

ARC

Partnering with Appalachian Regional Commission to develop **comprehensive connectivity plans in 50 communities**.

APPALACHIAN COMMUNITY CAPITAL

Partnering with Appalachian Community Capital to raise **$25-45M IDEA Fund to invest in broadband in the region**.

NTIA

$14B of federal funding (BEAD) for broadband in Appalachia & $1.1B for KY, but **$5-7B private capital still needed**.

WELCOME

Kyle Robinson

Print My Threads

Never Underestimate the **Power of a T-Shirt**

How t-shirts can engage your audience, empower your workforce & grow your cause

The Power of Belonging

Humans have an emotional need to be an accepted **member of a group.**

Whether it's family, friends, co-workers, a team, or cause - people have an **inherent desire to belong.**

T-Shirts Connect People

- Shared Sense of Identity
- Member of a Group/Team
- Social Purpose (Your "Why")
- Occupation (What You Do)
- Emotional Connection
- Glows in the Dark!

Where Challenges, **Technology** & Opportunities Collide

By: Brad H. Kilbey

Chief Executive Officer, Accelecom

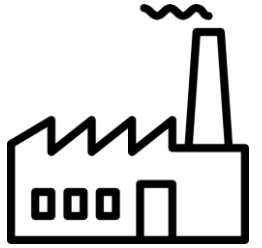
SOARSUMMIT23

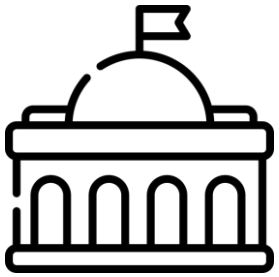
SOAR TEN talk Straight to the point

PRESENTED BY UNIVERSITY OF THE CUMBERLANDS

www.soar-ky.org

EV





$
BANK

ISP

Unleashing the Potential of **Data**

By: Allison Adams, MPA, RN

Chief Operating Officer, Foundation for a Healthy Kentucky

Why Data and How?

Data plays a pivotal role in improving healthcare delivery.

It can:

- Enhance patient care
- Make care more cost efficient
- Inform research and policy decisions

Unfortunately, Kentucky has many gaps in its available healthcare data.

What do we need?

An **All-Payer Claims Database** would fill the gaps and make it easier to analyze our data... allowing us to identify ways to improve health outcomes in Kentucky.

The value of trademarks

James Wilson, Assistant Regional Director

Elijah J. McCoy Midwest Regional Office of the United States Patent and Trademark Office (USPTO)

$880 billion

$31 billion

Microsoft

$611 billion

The value of trademarks

Coca-Cola

$97 billion

Google

$577 billion

$197 billion

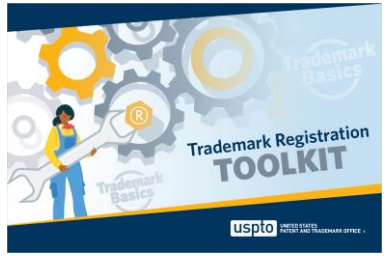
Valuations per Statistia: www.statistia.com

USPTO resources

- IP Identifier
  - https://ipidentifier.uspto.gov

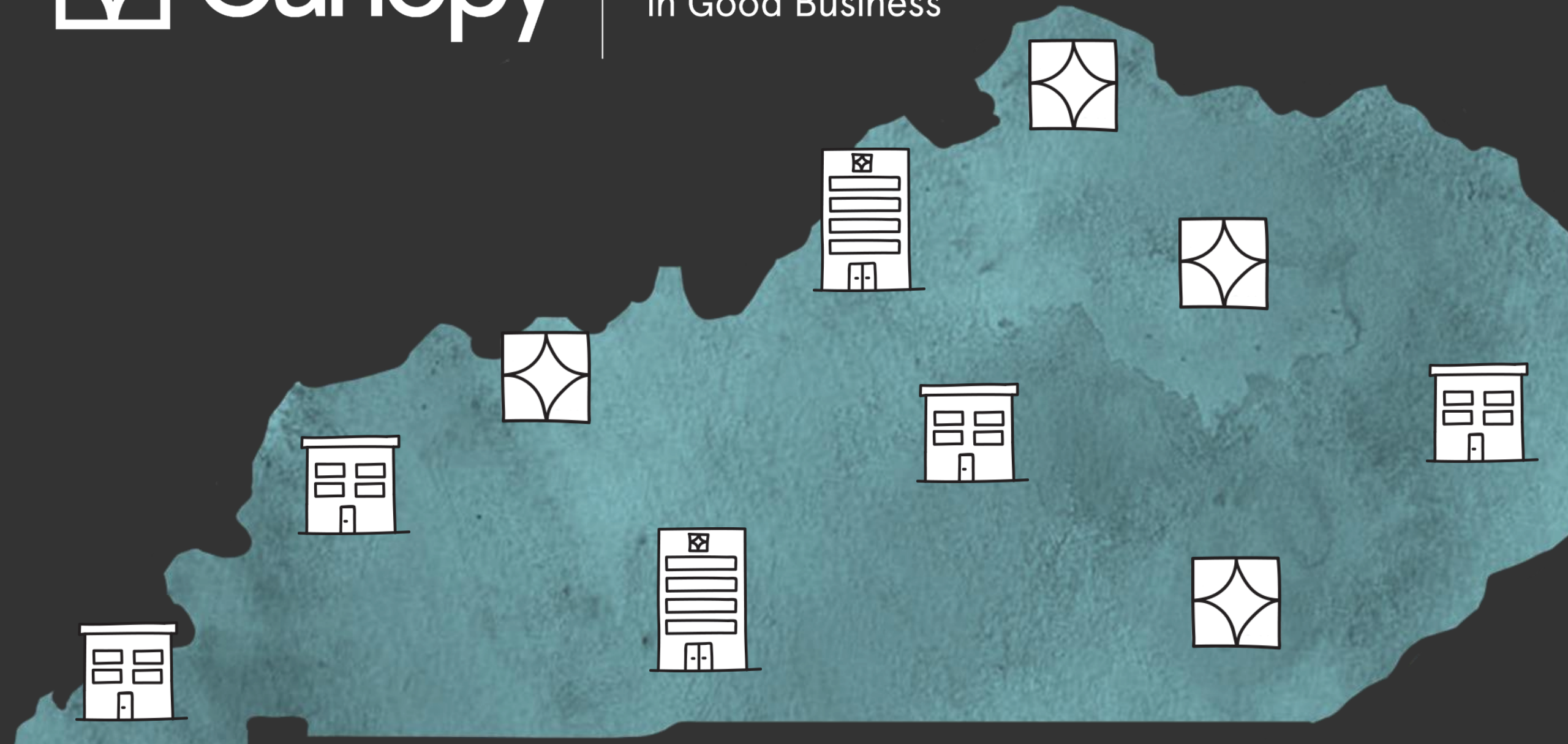
- Trademark Basics Boot Camp
  - www.uspto.gov/about-us/events/trademark-basics-boot-camp

- Trademark Basics registration toolkit
  - www.uspto.gov/TrademarkBasicsToolkit



Canopy

Making Kentucky First
in Good Business



Canopy

Making Kentucky First
in Good Business

Ben Smock
Director of Development

OUR WORK

Educate

Certify

Connect

Contact

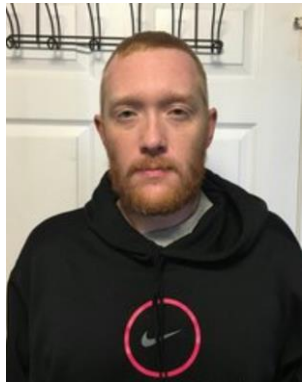
canopyky.org

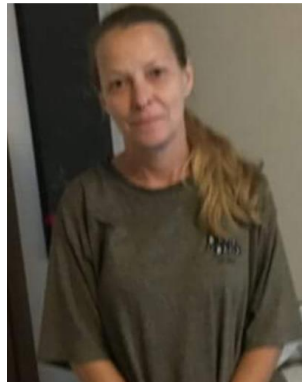
@canopyky

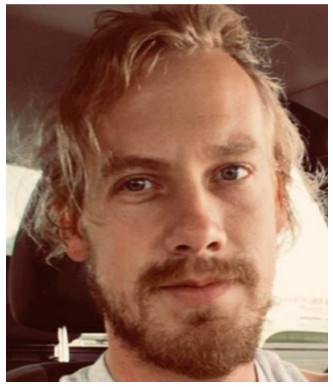
bensmock@canopyky.org

Not “Those People,” but “Our People”

Matt Brown, President of ARC Healthcare
matt.brown@arccenters.com







WELCOME

Dr. George F. Koob

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Health Risk at All Levels

Alcohol Misuse is Associated with More Than 200 Diseases and Injury-Related Conditions

Alcohol	
Past-year use	**174,339,000**
% of population	62.3%
DSM-5 AUD	**29,544,000**
% of population	10.6%
ED visits	**1,714,757** *Primary reason*
	4,936,690 *All alcohol-related*
Deaths	**140,557** *Annual deaths*
	58,277 *Acute (e.g., injury)*
	82,279 *Chronic (e.g., liver disease)*

2021 National Survey on Drug Use and Health (SAMHSA), Nationwide Emergency Department Sample (AHRQ), National Center for Vital Statistics and 2015-2019 C Alcohol-Related Disease Impact (ARDI) (CDC), White et al. 2022 , NHTSA

Cancers
Oral cavity, breast, liver, colon, rectum

Metabolic
Diabetes

Other Mental Health and Neurologic Effects

- Pain
- Suicide
- Sleep

Injuries, Falls, Overdoses, Deaths

- Alcohol contributes to ~22% of opioid overdose deaths and ~19% of ED visits

Resources Available for Public and Healthcare Professional Use

Rethinking Drinking

A website and print publication for a general audience to help individuals assess their drinking habits and find ways to make a change.

CollegeAIM

Comprehensive information on prevention approaches found to be effective in college environments.

Alcohol Treatment Navigator

Helps individuals understand treatment options, including medications, behavioral therapy, and mutual support groups, and search for nearby treatment and telehealth services. It also includes a portal to assist health care providers in making referrals for their patients.

Healthcare Professional Core Resource

Online educational resource covers the basics of what every healthcare professional needs to know about alcohol, including the many ways that alcohol can impact a patient's health, and provides strategies for alcohol screening and interventions.

niaaa.nih.gov

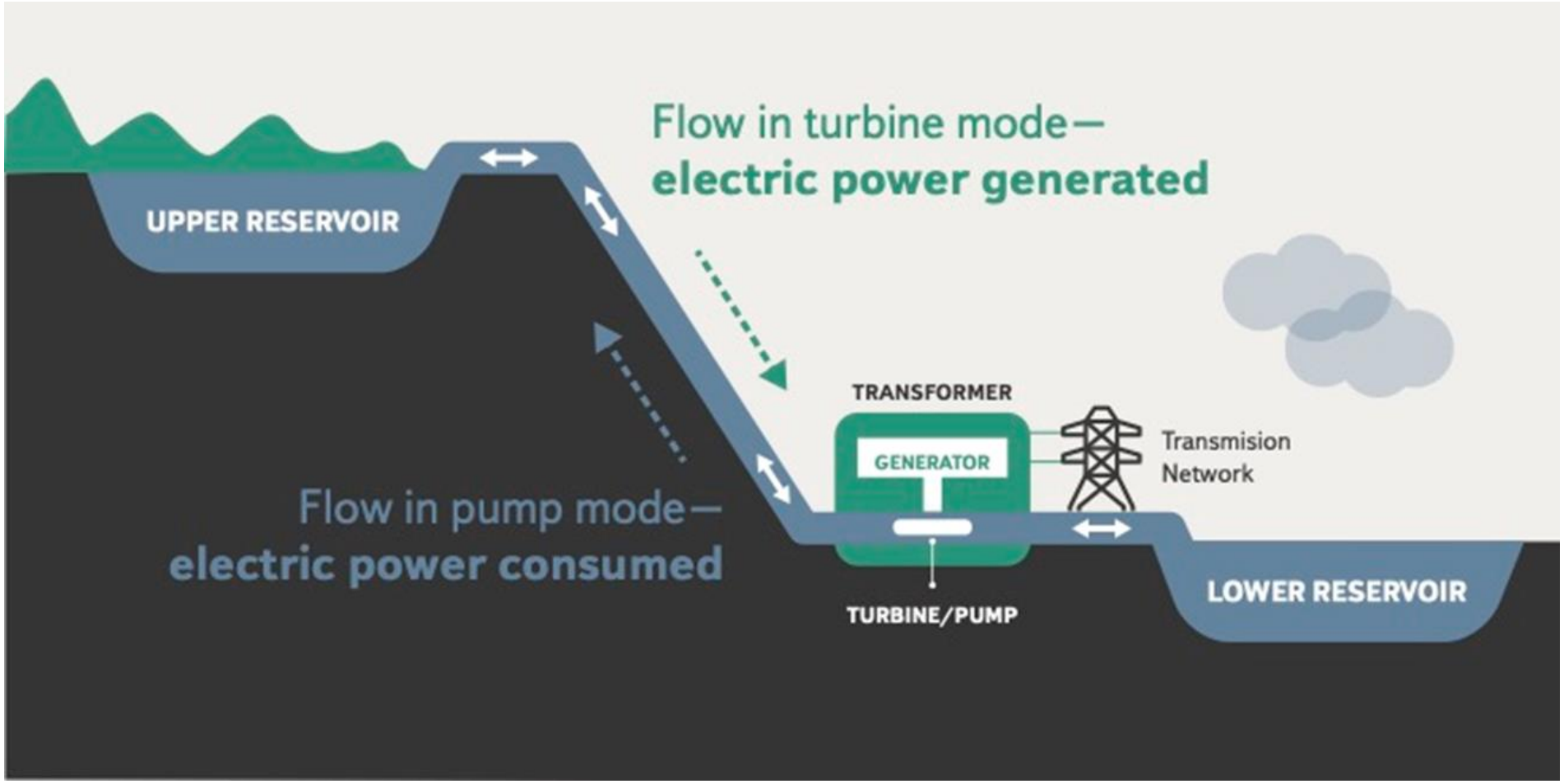
WELCOME

Sandy Slayton

Vice President | Rye Development

LEWIS RIDGE
Pumped Storage Project

Rye Development



Transforms a former coal mine into an **energy asset**

$1.5 billion investment in Southeastern Kentucky

Creates **1,500** construction jobs

Provides enough electricity to power **67,000 homes**

Offers **8 hours** of energy storage daily

LEWIS RIDGE
Pumped Storage Project

Rye Development

WHAT DOES PUMPED STORAGE MEAN FOR THE REGION?

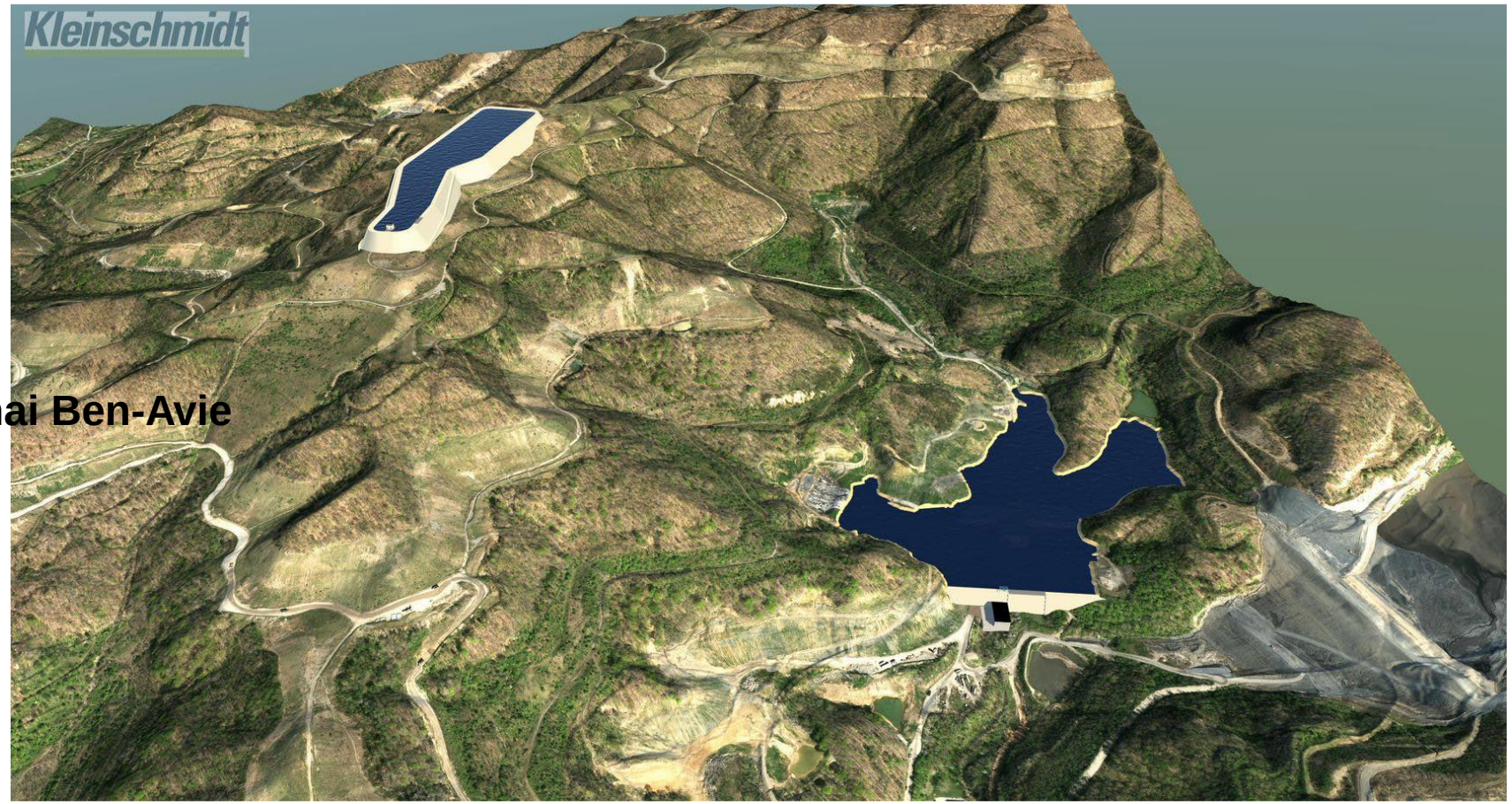
Proven
40+ pumped storage projects operating in the U.S.

Long-Lasting
Facilities run for 100+ years

Affordable
Costs 20-30% less than installed lithium-ion batteries*

Dependable
Generates power even during extreme weather events

Certainty
Provides 24/7 on-demand energy, helping ensure affordable energy prices



Jochai Ben-Avie

WELCOME

Steve Lee

Chief Executive Officer | SkillUp

“BE LIKE MIKE” NARRATIVE: SKILLS+DEGREES

Employers

[LinkedIn](#) says the next 'holy grail of the labor market' will be ‘proven skills’ in addition to college degrees

(n) the invisible barrier that comes at every turn for workers without a bachelor’s degree.

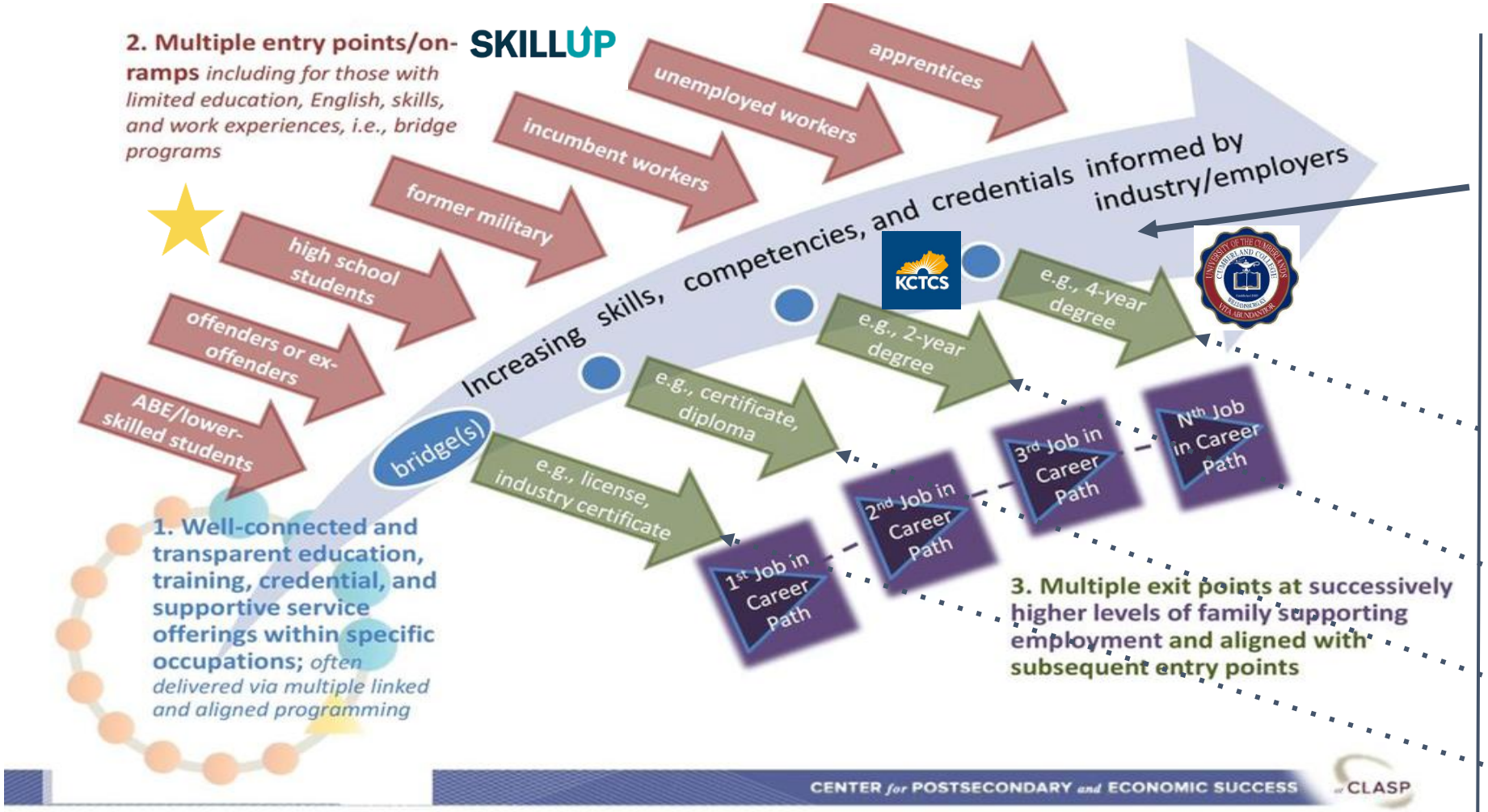
SKILLUP

TEAR THE PAPER CEILING.ORG

Workers

Policymakers

WHERE'S THE PUCK GOING?
STACKABLE CREDENTIALS, LERs, GEN AI



The Learning & Employment Record (LER)

- A comprehensive digital record of a worker's skills and competencies.
- LERs can be grouped together with other individual LERs for use in describing their abilities when pursuing education and employment opportunities

ChatGPT

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