

Technology Applications and Telework

21st Century Vision Working Session

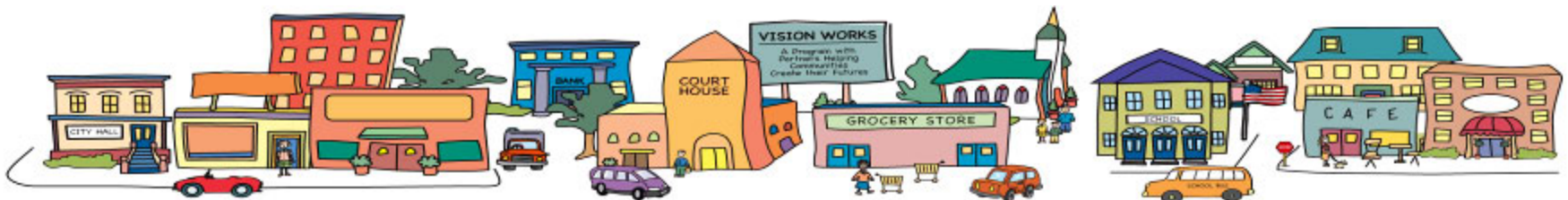
February 8, 2007

Mountain Home, AR

UofA

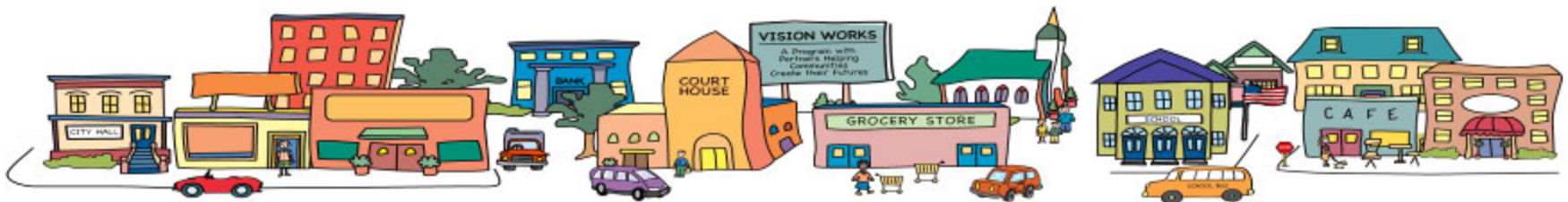
**UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE**

Cooperative Extension Service



Community Broadband Applications

- Business & Industry (e-commerce)
- Telemedicine, incl. home health care
- Distance education & workforce preparation
- Non-profit organizations
- Services for persons w disabilities
- Business & technology telecenters
- K-12 Education
- Libraries
- E-tourism
- E-government
- E-agriculture
- Public Safety
- Telework



Personal & Organizational Applications

- Web pages, e-mail
- Geographic Information Systems (GIS)
- Global Positioning Systems (GPS)
- Surveymonkey.com, Zoomerang.com
- Wiki, Wikipedia.com, Google.com, Amazon.com
- Podcasting, Blogs, Chat Rooms
- Streaming video, e-Bay
- On-line community of interest – strategic planning



Telework

- Tele-work = working from a distance
- Telework includes:
 - call centers,
 - data processing (back office operations),
 - telecommuting from the main office, and
 - entrepreneurs who have created technology-based businesses.

Any teleworkers here?



Telework

- Help desk and customer service
- Language translation/interpretation
- Medical transcription & medical coding
- Website development & maintenance
- Financial services
- Back office operations
- Telecommuting



Telework, continued

- Research/evaluation
- Software development
- Insurance claims processing
- Project management
- Distance education
- Writing/editing



Inspired University

www.inspiredu.com

- On-line Training
- Oroville, WA
- Established in 2003
- 7 employees
- Educators nation-wide teaching students nation-wide
- Introducing a new web-video product



Washington Dental Service

www.deltadentalwa.com

- Dental Claims Processing
- Colville, WA
- Established in 2002
- 90 employees by the end of 2005
- \$1 million savings in 3 years of operations



Virtual Frontier

www.shopthefrontier.com

- E-commerce
- Access to rural services and products on-line
- Republic, WA
- Launching Nov '05
- Expanding to rural U.S.



HomeMovie.Com

www.homemovie.com

- Video Preservation to DVD
- Winthrop, WA
- Moved from Everett, WA in 2003
- 12 employees and growing
- Received Senator Murray Golden Tennis Shoe Award



Bear Creek Lumber

www.bearcreeklumber.com

- Specialty Lumber
- Winthrop, WA
- Established in 1977
- 14 employees
- Family owned and operated
- Embraced I C T to expand customer base throughout the world



Language Line Services

www.language.com

- Language translation/interpretation
- Teleworker in Forks, WA
- Established in 1982
- Serves customers worldwide
- Highly qualified staff telework from all over the country



Business Value

- Savings on facilities as high as 50%
- Up to 20% lower labor costs
- Loyal productive employees
- Business Continuity Hedge



Community Value

- Living wage jobs
- Clean, scalable development opportunities
- Tax base
- New home town opportunities



Recruiting/Developing Teleworkers

- Target groups:
 - People who live in your community
 - People who used to live in your community
 - People who have some connection with your community (children of retirees who would like to move close to their parents, etc.)
 - Tourists who would like to move here but still need to work
 - Large firms seeking teleworkers



Business and Technology Telecenters

- Telecenters – centers that provide:
 - computer training,
 - videoconferencing,
 - meeting rooms,
 - technical support,
 - Internet access, and
 - work stations for teleworkers and companies.



Four Telecenters in NC

- Partnered with local organizations
- Designed to meet local needs
- Became a real focal point of the community
- Created 488 jobs, assisted 17K clients, trained 11.5K clients, and had 56 tenant companies



A consistent pattern in our response to new technologies is we simultaneously overestimate the short-term impact and underestimate the long-term impact.

Roy Amara – The First Law of Technology

