



## **cTechnology Introduction**

*A Creative Catalyst for Change*

**Mission** - cTechnology Inc. is a non-profit corporation that helps communities equip their citizens to compete in the 21<sup>st</sup> century technology and services economy. We do this by developing and executing synergistic technology initiatives centered on the K-16 community that provide direct and lasting benefit to education, economic development, government services, and healthcare - the key factors of the quality of life in any community.

**Outcomes** - The outcomes we strive for are goals such as the enablement of a technologically-prepared workforce, stimulation of technological entrepreneurship, a reduction in the K-16 dropout rate, and greater regional attractiveness to high tech and other industries, an increased quality of eGovernment services, and the availability of digital products and services in the commercial sector. **All of these outcomes can be realized by a new approach of linking the local K-12 community, local industry, local non-profits, and higher education into a *holistic* and *synergistic* economic and workforce development model.**

**Overview** - Over the past *fifteen years*, the global economy has become increasingly tied to a rising dependency on sophisticated technology services. Even rural communities now require an advanced digital networking infrastructure and sophisticated web services to attract and maintain commercial businesses and K-16 educational momentum. Both urban and rural communities now have a greater demand for a technically skilled work force and tech-friendly business environment.

In just the last *seven years*, the basis for individual advancement within our own economy and educational system is being directly impacted by the ability of our *individual citizens* to own and operate a personal computer and comfortably live in the online world. Online skills are now part of participating in politics and personal life. Each new generation of our children that enters higher education or the workforce requires these critical digital citizenship skills to not only compete but to fit into the new society that is being birthed around us. **The absence of these skills is at a critical level in most of our rural communities and many of our inner city communities. These issues must be addressed holistically and synergistically.**

These combined factors directly impact every community's ability to compete for new business, every child's chance for higher paying jobs, and the equal chance of our children to participate in society at large.

National, state, and community stakeholders must be educated in these requirements and tailored programs must be initiated at the K-12 level to change the product of our schools to better fit the digital demand of the new work force and society. We must pull together and create digital citizenship and work force development initiatives tailored to our communities. **This will enhance our children's economic opportunity for higher-paying knowledge worker jobs and also maintain & attract new local industry.**



## Key cTechnology Initiatives

1. Inform local education, industry, and community stakeholders on digital economy trends
2. Research local industry workforce development and digital infrastructure requirements
3. Research K-12 home computer ownership, broadband habits, and digital skill levels
4. Create a Digital Citizenship Roadmap / Regional Technology & Knowledge Worker Plan
5. Launch and manage Regional Technology K-16/Economic Development Initiatives

**Synergistic Approach** - By bringing all the local stakeholders to the table with a common understanding of the technology demands of the 21<sup>st</sup> century economy, we are able to help communities create synergistic approaches with direct and measurable outcomes such as:

- K-12 schools taking on a more direct role in the economic future of the community
- local and online industry becoming a key partner in community growth
- higher education becoming better linked with local entrepreneurial technology initiatives
- local officials becoming more aware of the technology changes of the 21<sup>st</sup> century economy

Fostering an environment for entrepreneurial technology jumpstarts is a key part of our strategy. Communities can see the growth of homegrown intellectual property development and the birthing of new companies that will grow well in the right technology-friendly environment.

Our goal is to help all community stakeholders work *together in new ways*, shift from a reactive to proactive economic development posture, and see real opportunity windows opened for our children's future.

**The future starts now.**

### Development Team

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cTechnology Inc. is a non-profit corporation sustained by local community funding and catalyst grants.

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