

GETTING RURAL VIRGINIA CONNECTED:  
A VISION FOR THE FUTURE

Technology Opportunities Program  
United States Department of Commerce  
Project Dates: October 1, 2001 – June 30, 2004

DICKENSON COUNTY

FINAL REPORT

Submitted to the

Board of Supervisors  
Dickenson County

and the

Program Officer  
United States Department of Commerce

September 30, 2004



[Home](#)

[About Dickenson](#)

[Dickenson Culture](#)

[People](#)

[Village Mall](#)

[Community Groups](#)

[Calendar](#)

[Government](#)

[Community Projects](#)

[Tourism](#)

[Education](#)

[Health](#)

[Resources & Services](#)

[Discussion](#)

[Search](#)

[Help](#)

### The Dickenson County Electronic Village

The Dickenson County Electronic Village is a community "electronic village," a part of the [Technology Opportunities Program \(TOP\)](#), [Getting Rural Virginia Connected](#). Funded by the US Department of Commerce, it is a project of [Virginia Tech](#), the [Blacksburg Electronic Village](#) and [Virginia Cooperative Extension](#) with the endorsement of local government.

You can track Dickenson County's involvement in the TOP project on the [Getting Rural Virginia Connected](#) web site.

If you are interested in being a part of this project, [please let us know!](#)

### What do you think?

Please send us your [questions](#), [comments](#), and [concerns](#) about the Dickenson County Electronic Village!

### Quick Links

- ◆ [Community Organizations](#)
- ◆ [Churches](#)
- ◆ [Calendar](#)
- ◆ [Local business](#)
- ◆ [County Weather](#)
- ◆ [DCWIN](#)

◆ [Post your event!](#)

### Free Services

- ◆ [Get free web hosting](#)
- ◆ [Get a free starter website](#)

[Home](#) | [About Dickenson](#) | [Dickenson Culture](#) | [People](#) | [Village Mall](#) | [Community Groups](#) | [Calendar](#) | [Government](#) | [Community Projects](#) | [Tourism](#) | [Education](#) | [Health](#) | [Discussion](#) | [Search](#) | [Help](#)

This site was developed as part of a [TOP grant](#) awarded to the [Blacksburg Electronic Village](#) and the [Virginia Cooperative Extension](#). Comments or questions about this site should be sent to [Dickenson Comments](#). Comments or questions about BEV in a Box should be sent to [BEV Comments](#).



**BLACKSBURG** Virginia Cooperative Extension  
electronic village *Knowledge for the Commonwealth*

Getting Rural Virginia Connected: A Vision for the Future  
A Technology Opportunities Program funded in part through a grant from the  
U.S. Department of Commerce  
to  
The Blacksburg Electronic Village  
Virginia Cooperative Extension  
Virginia Polytechnic Institute and State University  
Blacksburg, Virginia

Project Management Group

Mathew Mathai, Project Director, Blacksburg Electronic Village  
Eleanor Schlenker, Virginia Cooperative Extension  
Pamela Gibson, Virginia Cooperative Extension  
Jaime Shetrone, Blacksburg Electronic Village  
John Nichols, Network Infrastructure and Services

Project Evaluation

Lex Bruce, Virginia Cooperative Extension  
Michael Lambur, Virginia Cooperative Extension

This Report was prepared by  
Eleanor Schlenker and Jaime Shetrone  
in cooperation with  
Phyllis Deel, Extension Agent, Dickenson County, Virginia

## ACKNOWLEDGEMENTS

The Project Management Team would like to recognize:

Ms. Phyllis Deel, Virginia Cooperative Extension Family and Community Sciences Agent  
in Dickenson County for her efforts in bringing  
this project to completion

The Board of Supervisors of Dickenson County for their financial contribution of \$6,000  
which enabled the program to go forward

The members of the Dickenson County Technology Leadership Team  
who contributed their time to provide on-going direction for this program

Dr. John Dooley, Vice-Provost for Outreach and International Affairs  
and  
Dr. Andrew Cohill, Former Director, Blacksburg Electronic Village  
whose vision and initiative brought this project into being

## Table of Contents

<b>FOREWORD .....</b>	<b>1</b>
<b>INTRODUCTION .....</b>	<b>2</b>
<b>GETTING STARTED .....</b>	<b>5</b>
<b>IDENTIFYING COUNTY ISSUES AND SETTING GOALS.....</b>	<b>8</b>
<b>DEVELOPMENT AND PROMOTION OF THE WEB SITE .....</b>	<b>12</b>
<b>COMMUNITY READINESS WORKSHOPS AND TRAINING.....</b>	<b>16</b>
<b>MARKETING AND PUBLICITY EFFORTS .....</b>	<b>18</b>
<b>PROGRAM EVALUATION.....</b>	<b>19</b>
<b>PROGRAM ACCOMPLISHMENTS.....</b>	<b>25</b>
<b>PLANS FOR THE FUTURE.....</b>	<b>27</b>
<b>LESSONS LEARNED .....</b>	<b>28</b>
<b>Appendix A-Project Implementation Materials .....</b>	<b>33</b>
<b>Appendix B-Recruitment and Composition of the Technology Leadership Team .....</b>	<b>46</b>
<b>Appendix C-Dickenson County Discussion Guide.....</b>	<b>50</b>
<b>Appendix D-Marketing and Publicity Materials .....</b>	<b>63</b>
<b>Appendix E-Benchmark Report.....</b>	<b>69</b>