



1 BASEMENT PLAN  
Scale: 1/8" = 1'-0"  
1st Floor 13'-0" x 13'-0"

# Business BLUEPRINT 2024





# Annual Meeting

April 17, 2024

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# INTRODUCTION



Dear KanREN Members,

As we gather for our annual meeting, I am filled with gratitude for each of you. Your unwavering support and encouragement have been the driving force behind KanREN's success over the past several months. It is a privilege to serve alongside such dedicated members, and I am truly honored to be part of this dynamic community.

Reflecting on the journey of the past year, I am proud of the strides we have made together. Since assuming the role of Executive Director in July, I have worked closely with our exceptional team to lay a robust foundation for KanREN's future. Together, we have crafted a strategic blueprint that charts our course for the next five years.

Central to our vision is a clear understanding of our value proposition and a commitment to delivering exceptional service to our members. We have identified key service areas where we can make a meaningful impact and have outlined three strategic priorities that will guide our efforts in the years ahead.

As we embark on this journey of growth and innovation, I am excited about the opportunities that lie ahead. Our success hinges on the strength of our partnerships and the relationships we cultivate within our community. Together, we will shape the future of connectivity and drive positive change for our members and beyond.

Thank you for your continued dedication to KanREN. I am confident that, together, we will achieve great things.

Warm regards,

A handwritten signature in blue ink, appearing to read 'C. Crook'.

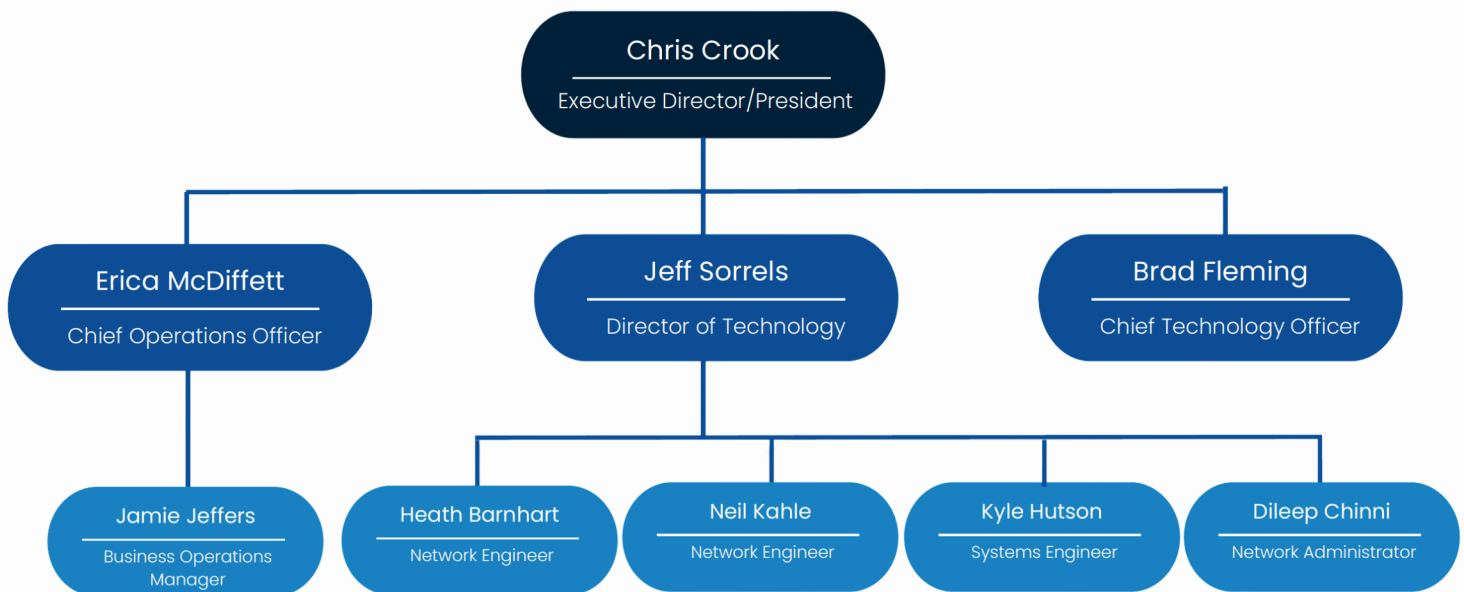
Christopher G. Crook  
Executive Director/President



# STAFF CHANGES

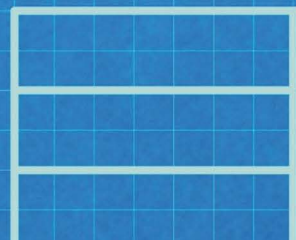
In 2023, KanREN underwent a series of strategic changes to our team, aimed at optimizing our ability to meet the evolving needs of our valued members. The addition of new staff will help support KanREN’s growth while the promotions of existing staff are an acknowledgement of their dedication and loyalty to our members.

## ORGANIZATIONAL CHART



# VALUE PROPOSITION

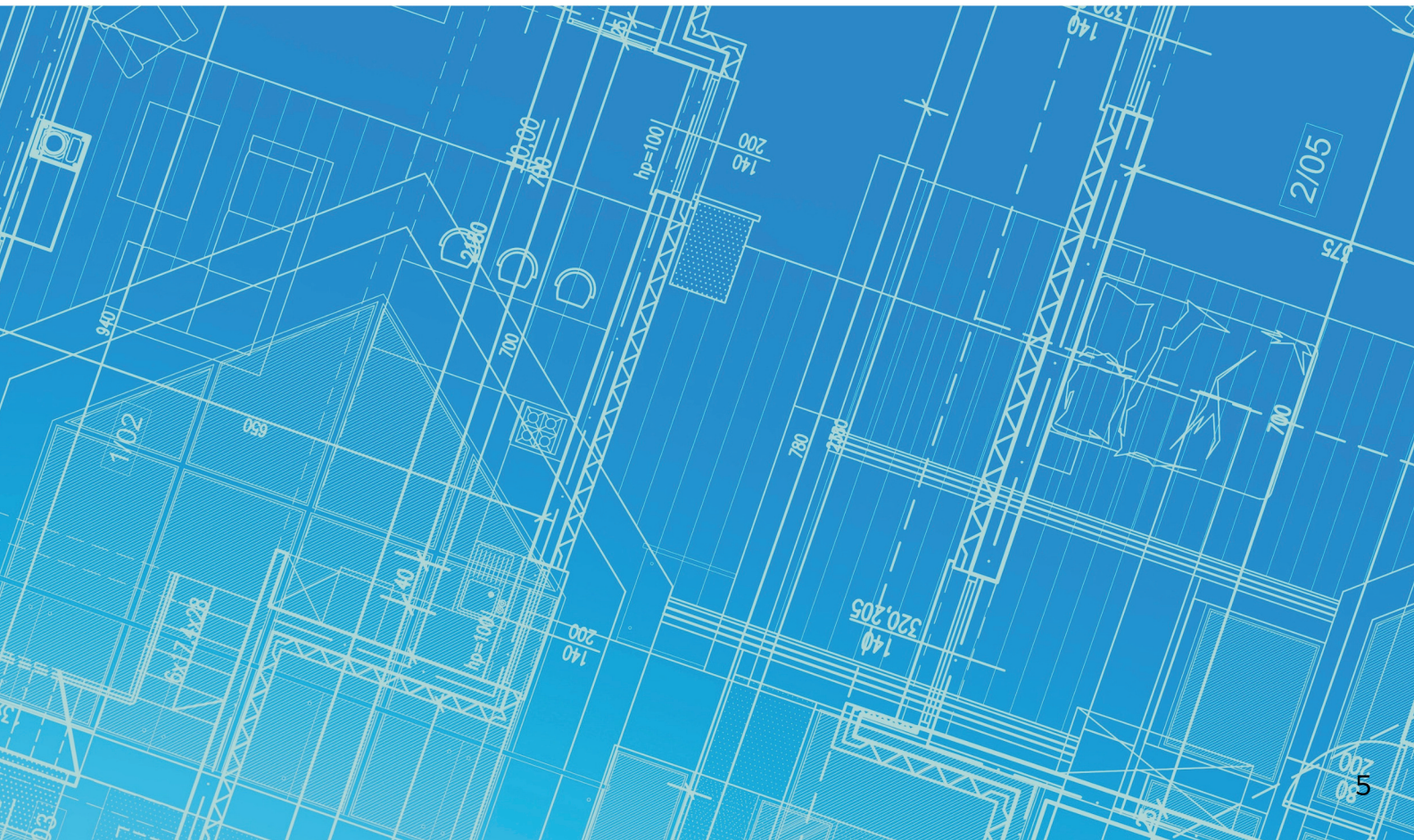
KanREN is the gateway to high-speed network connectivity, collaboration, and expert support for Kansas accelerator institutions. We provide access to exclusive research networks and communities, customized technology, security solutions, and personalized support to ensure organizational success.





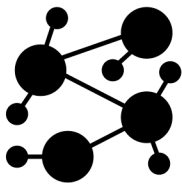
# VISION

KanREN will be the premier Managed Service Provider (MSP) for accelerator institutions across Kansas within the next five years, setting the standard for excellence in connectivity solutions and empowering our members to thrive in an ever-evolving digital landscape.





# SERVICES



## Connectivity

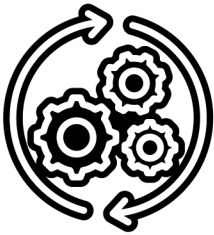
Connect to the exclusive high-speed network that connects Research, Education and Community Accelerators throughout Kansas. KanREN brings speed, reliability, responsiveness that is second to none.



## Security

KanREN takes security seriously. So seriously, that extra security is integrated into our services at no extra cost. Rest easy knowing your data is safeguarded against threats. Contact us to learn how to make your organization's network and data secure.

# SERVICES



## Information Management

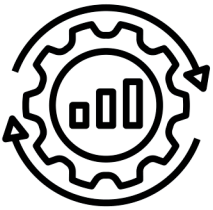
Let's talk about the best way to manage your organization's data, systems and platforms. As a member consortium, KanREN can help you find solutions that are driven by your needs rather than corporate profits.



## Monitoring

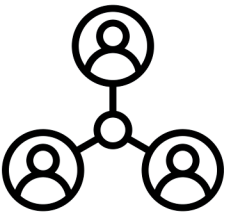
From watching over the network that you count on to move your data to providing network operation services to your technical team, KanREN is your partner. Together, we can ensure you have a reliable and secure network infrastructure.

# SERVICES



## Optimization

What is the best way to approach your exact needs in your existing environment? How much do you need? What is enough? KanREN is here to help you make the best decisions whether they are our services or not.



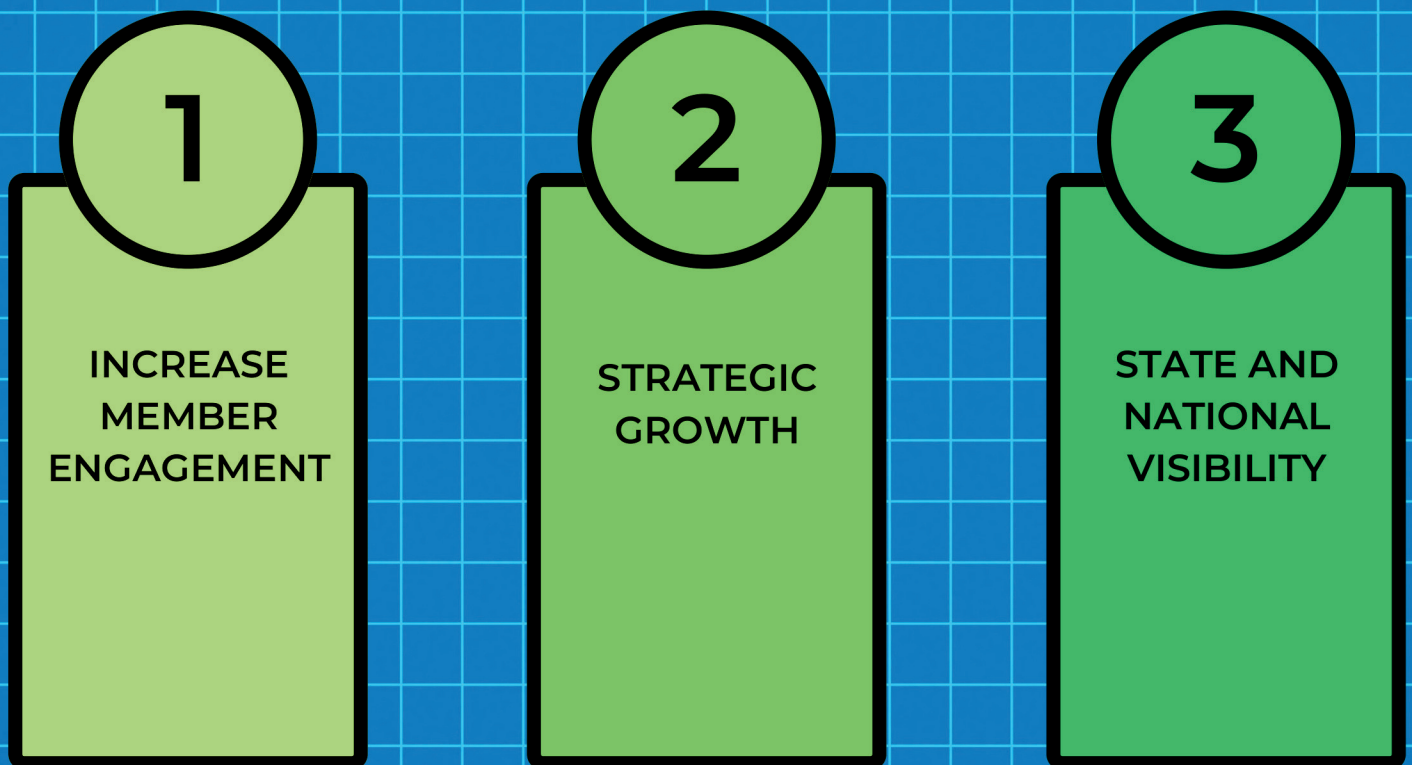
## Collaboration

As the only network connection Internet 2, the Great Plains Network, ES Net, and other international resources, KanREN provides exclusive access to consortium pricing on cutting edge technology solutions.



# STRATEGIES

KanREN will be focused on three strategies over the next five years to achieve our vision



# INCREASE MEMBER ENGAGEMENT

1

INCREASE  
MEMBER  
ENGAGEMENT

## Tactics include:

- Clarify and refine organization governance
- Website redesign with real-time updates for members
- Increase member training opportunities and workshops
- Deliver consistent marketing communication
- Create a community platform for interaction
- Increase on-site member visits
- Align service offerings with the needs and initiatives of members

# STRATEGIC GROWTH

2

STRATEGIC  
GROWTH

## Tactics:

- Invest in innovation/technology
- Create operational efficiencies – processes/tools
- Grow staff and invest in professional development
- Expand service offerings
- Incentivize cooperation with fiber providers to forge partnerships – focus on collaboration
- Increase ROI on existing assets
- Expand fiber assets
- Pursue incremental (non-member) funding



# STATE AND NATIONAL VISIBILITY

3

STATE AND  
NATIONAL  
VISIBILITY

## Tactics:

- Increase grant submissions
- Expand engagement with:
  - Kansas State Legislators
  - Kansas Office of Broadband Development
  - Kansas Department of Commerce
  - Kansas Office of Procurement and Contracts
  - KDOT
  - CHECK Conference
  - The Quilt
  - SHLB Coalition
  - Internet2
  - GPN
  - USAC Funds
  - E-Rate Program
  - Healthcare Connect
  - Fiber Broadband Association
  - ES Net







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BASEMENT PLAN  
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