

Teleliteracy Assistance for Businesses and Communities

E-asy Does It!

Welcome to the
Electronic Age



www.nmtabcs.org

Helping Rural New Mexicans Learn the ABCs of
Achieving Prosperity in the Internet Age

E-as-y Does It!

Every day, 52,000 Americans log on to the Internet for the first time.

The public is clearly becoming more comfortable with information technology. This trend is not unique to North America. It is a worldwide phenomenon. According to an August 2000 Roper Starch Worldwide survey, 50% of North Americans own personal computers, compared to 55% of those in developed Asia. Overall, 30% of global consumers now own PCs.

The logical next step for most computer owners is using the Internet or World Wide Web (WWW). Internet use is estimated to be 27% worldwide. In the United States, 41% to 57% of consumers use the Internet. In developed Asia and Latin America, 32% and 11% of consumers, respectively, report that they access the WWW.

Everyday, the e-connection has more to offer, including more ways to save time and money, more ways to make money and more ways to make your life better! Here are some observations made by New Mexico Internet users:

// *There are a tremendous number of ways to use the Internet as a consumer. There are things going on with the Internet that people really need to take a look at and take advantage of. It's very exciting! Extremely exciting!"*

**- Tony Atkinson
County Manager
San Jaun County**



// *Personally, I use the Internet to make plane reservations and hotel reservations. You can order books online, find recipes and do research. My teenage daughter uses it constantly to do research for school."*

**- Ellen Bristow
Information Technology Director
San Jaun County**

The Internet allows Debbie Hughes to juggle a professional career with a rural lifestyle on the family ranch some 70 miles southwest of Carlsbad, near the Texas-New Mexico border.

“ *Being able to use the Internet and work from my home has allowed us extra income. Plus, the Internet enables me to have the lifestyle that I so much enjoy -- being able to raise my family here. To participate in helping actually work on the ranch with my husband and carry out the lifestyle we so much enjoy out here as a family”*



- Debbie Hughes

“ *I have found outlets where I can actually e-mail them a list of things. They can confirm back to me not only with the supply they have on hand, but also the price. And sometimes, I can actually negotiate over the Internet a price to better meet my needs.”*



- Lori Scholes



“ *I'm not getting rich, but I get to live where I want to, live the way I want to and do what I enjoy doing. So it offers a level of freedom that really nothing else as far as a medium out there could possibly offer. I've never really been motivated by money, but it's making us comfortable now. It's making us secure, and it's making us happy. ”*

- John Wyckoff

“ *I guess quality of life is really what it's all about. Getting connected can really make life better.”*

- “E-asy Does It” video

Is the Internet for You?

Take a few minutes to answer the following questions and think about the ways you currently communicate with others, obtain information, and make business transactions:

- | | Circle One: | |
|--|--------------------|-----------|
| | YES | NO |
| • Do you plan to take a vacation this year? | YES | NO |
| • Will you be filing state or federal taxes this year? | YES | NO |
| • Will your children be doing research for school projects? | YES | NO |
| • Do you need to renew your auto registration this year? | YES | NO |
| • Do you want to find out the range of property tax values in your neighborhood? | YES | NO |
| • Do you want to find out what happened to a long-ago friend? | YES | NO |
| • Do you want to find out about local dog licensing, garbage disposal, or marriage licenses? | YES | NO |
| • Would you like to know the weekend weather forecast? | YES | NO |
| • Missed the 6 a.m. news? Would you like to know the breaking news stories? | YES | NO |
| • Is today someone's birthday and you forgot to send a card? | YES | NO |
| • Would you like to check your bank balance or transfer money from one account to another? | YES | NO |

If you answered yes to any of these questions, you could benefit from using the Internet. At your fingertips, you'll find a great deal of information about almost any topic, you'll have ever-increasing access to business and government information and services. And you'll have access to free services, such as electronic greeting cards, investment calculators, and free long distance telephone service.

For more information about Internet access in your community, check with your local library, Cooperative Extension Service office, telephone company or local Internet providers (in the Yellow Pages of your phone book) or on the Web at <http://www.nmusa.com/nmisps/nmcounty.htm>

Activities

If time is available following the video, you may want to try one or more of the following activities:

Answer the brief questionnaire on page 2. Use the answers to generate discussion about traditional ways of communicating and new ways made possible by electronic tools. New technologies often foster social changes. But they can also help to preserve traditional lifestyles and bolster the health of traditional rural communities. Share your opinions and experiences.

Invite several local Internet users to the program to talk about where there are community Internet connections available for public use (the local library, community college, or Extension office, for example). Ask them how you can obtain an Internet connection at home, how to search for information on the Internet; or to give examples of sites they have found particularly interesting. Possible panel participants may include your local librarian, a school teacher, Internet service provider, or a representative from a senior citizen group.

If you have Internet access, plan a Web tour. Choose from the sites on the following pages, or feel free to add any sites that are of particular interest to you.

Tour the Internet

The following sites were chosen on the basis of:

- **Accessibility** – easy enough for just about anyone to navigate.
- **Information** – offers lots of information about the selected topic and gives suggestions for additional sites to access even more information.
- **Legitimacy** – believed to have reliable answers and references.
- **Fun and attractive** – not boring with good graphics and interactivity.

Learning More About the Internet

POSSIBLE STARTING POINTS

<http://www.virtualfreesites.com/internet.tours.html>

A cool place to start. Helpful stops include travel, jobs, health and weather. You can do a search for people, e-mail addresses, phone numbers or businesses. Useful tools include calculators, calendars, dictionaries, encyclopedias and maps.

www.colapublib.org/explore/begin.html

Charlotte's Guide to the Web, organized by Mary Rice, Head of Children's Services, Waterford Township Public Library. Covers all the beginners' bases.

www.fingetek.com/newbies.htm

Newbies are just people who are new to the Internet. This site was designed to help you learn some basics and get some experience, so you will no longer be a newbie. Has a glossary of terms and other good beginners' resources.

www.luc.edu/libraries/Webguides.html

Start here to find tutorials on using e-mail and the World Wide Web, creating your own Web sites and more, including electronic journals and the history of the Internet.

www.co.fairfax.va.us/library/internet/using.htm

This site features a Web tour designed by the Fairfax County, VA libraries. Starts with basic instruction on using a mouse and a browser to view Web pages. Follow the easy step-by-step guide by just following the arrows.

www.learnthenet.com

Multilingual guide and tutorial explores the basics of the Web, such as e-mail or newsgroups, as well as advanced topics like conferencing.

<http://vlib.org/Overview.html>

The VL is the oldest catalog of the Web. Although it isn't the biggest index, the VL pages are widely recognized as being among the highest-quality guides to particular sections of the Web. Overall this is a great site. You can find anything in any category: agriculture, education, law, science, health, etc. If it is not on the immediate list, scroll to the bottom and search the www.VL.

Internet Sites, cont.

HEALTH SITES

www.cdc.gov

Centers for Disease Control and Prevention. In addition to offering general information, this page has links to health topics from A to Z.

www.ama-assn.org

This site is offered by the American Medical Association. Find information about doctors.

www.healthgrades.com

This site grades hospitals on a one- to five-star basis.

www.hospicefoundation.org/

National Hospice Foundation. Provides answers and resources related to bereavement.

www.modimes.org/

March of Dimes Birth Defects Foundation.

<http://tricare.osd.mil/>

US Department of Defense, Military Health System (of interest to active duty and retired military). This site provides the latest information on TRICARE. What it is, who is eligible, how to make claims, etc.

www.healthfinder.gov

Service provided by the US Department of Health and Human Services with links to numerous health sites. The Medical Library Association selected Healthfinder as a "Top 10" site.

www.NewsRx.com

Tracks global health news. "World's largest producer of weekly health information," according to the New York Times News Service, and based on quantity of content produced and distributed in weekly health periodicals.

www.skali.com.my/health

You can ask the consultant. There is a complete health section. Health news, complimentary medicine, eat to heal. Skali works as a home page and you can make the health search section a portal.

www.all-natural.com

This site by the Natural Health and Longevity Resource Center covers the latest in natural health and alternative medicine.

www.health.state.nm.us

This site has been created to provide you with the most accurate, complete and recent information from the New Mexico Department of Health.

www.nmsu.edu/~bho/

The Border Health Office (BHO) is a component office of District III, Public Health Division, and the New Mexico Department of Health. It began operations in 1993 and is located in Las Cruces. The Border Health Office has an established affiliation with the Department of Health Sciences, College of Health and Social Services through a contract between the Public Health Division and New Mexico State University.

COOKING SITES

www.creativecomputing1.com/cooking/kitchen.htm

More than 800 recipes. Cooking Tips and Tricks, Kid's Cooking, Cooking Forums, Shopping, Cook Book Nook and more.

www.outlawcook.com/

If you love to read about cooking and eating and would like to learn of some unusual and unusually good cook books and food letters, or just want a few choice recipes to add to your file box, linger here awhile.

www.goodcooking.com/index.htm

This site will point you to recipes, cooking and nutrition information, consumer information, culinary schools, and information about wine, travel and more.

Internet Sites, cont.

www.unclebens.com

Hundreds of recipes that include rice. Many are quick and easy. You can select the type of meal, how long it will take to make it, and the type of food.

www.bettycrocker.com/

Betty Crocker offers a broad selection of meal planning and recipe ideas with menu suggestions and special occasion tips.

www.topsecretrecipes.com

This site presents recipes from some of your favorite dining establishments and companies. For example, The Hard Rock Café's Tupelo Style Chicken or Mrs. Field's Chocolate Chip Cookies. Fun site!

CATTLE AUCTION SITES

www.winterlivestock.com/

Winter Livestock is one of the largest independent livestock auctions in the United States.

www.cattletoday.com/

Great site for your own portal. Keeps up to date on new. Has e-mail, etc.

www.wvmcattle.com/

A commercial source offering several different cattle marketing options, including video marketing, Internet marketing and live sales.

www.ftpierrelivestock.com

Fort Pierre Livestock Auction Inc. – South Dakota's #1 Cattle Livestock Auction! Has a link to other Ag sites. Complete yearly calendar of all upcoming auctions and a description of what type of cattle will be for sale.

www.showline.net/nmcattle/htm

NM Cattle Growers' Message Board, Beef Chat, Sheep Chat, Swine Chat, Market News, Weather, Classified, Cartoon, 4-H Pages, FFA Pages, and Contests.

NEWS SITES

www.cnn.com/

This site offers current international and national news from the Cable News Network with links to financial and sports news.

www.usatoday.com/

USA Today offers current international and national news.

www.cbs.com

This is the entertainment portion of CBS's Web site. It offers links to news, sports and other network programming. To link directly to CBS news, try <http://cbsnews.com>

www.msnbc.com

National and international news. You can personalize this site with your zip code to get local news. Get stock quotes and company news. Find links to other NBC news magazines as well as sites that cover business, sports, health, travel, and weather.

www.abc.com

This is the entertainment portion of ABC's Web site. It offers links to news, sports and other network programming. To link directly to ABC news, try <http://abcnews.go.com>

TRAVEL SITES

www.travelpage.com/

This site offers travel information about destinations, hotels, resorts, cruises, airlines, online reservations, late-breaking news and weather, and links to thousands of travel sites.

www.mapquest.com/

View detailed interactive maps of major cities with special focus on North America. Zoom in on streets, icons or broader regions.

www.travelocity.com/

Be your own travel agent. Book your own vacation, from the airlines to the rental cars and cruise ships.

Internet Sites, cont.

NEW MEXICO GOVERNMENT SITES

The best way to find a particular New Mexico government Web site is to go to:

www.state.nm.gov

This page provides links to many of the state government Web pages as well as a New Mexico state search engine.

FEDERAL GOVERNMENT SITES

www.lib.lsu.edu/gov/fedgov.html

This site is a directory of all federal government agencies (with links) offered by Louisiana State University. Viewed a particular branch of government or look at the directory in its entirety.

www.fedworld.gov/

This site is a portal to US Government Web sites and takes a little more time to find what you want. But it is also a good site.

SENIOR CITIZENS

www.hhs.gov/topcis/aging.html

The US Department of Health and Human Services Web page on aging. This site also has links to sites concerning health.

www.aarp.org

AARP's official Web site. Provides links to topics ranging from computers to legislative issues and volunteering. Great site for seniors to get started finding information on the Web.

www.seniornet.com

You can register free and participate in discussions of your choice from more than 350 topic areas. Seniornet is a nonprofit group that teaches computer skills to older Americans. Also included are links to information about the latest technology, how to defer your taxes legally and how to invest online. Seniornet does not currently have any learning centers available in New Mexico, but that doesn't preclude you from participating on their Web site.

www.senior.com

You can sign up for free e-mail service and build your own Web page. Includes chat rooms, forums, e-mail and clubs. Information pertaining to faith, health, insurance, money and news.

www.badsoftware.com

Learn more about getting your money's worth when buying computer software.

www.consumerreports.org

Check on e-commerce sites.

www.safeshopping.org

To help you shop online. Created by the American Bar Association.

www.ftc.gov

Federal Trade Commission's Web site. Report violations of privacy policy, fraud or other problems here.

For information on financial planning, try the following Web sites

www.aarp.scudder.com

www.quicken.com

www.onmoney.com

www.financialengines.com

www.adviceamerica.com

www.financenter.com

For more Web sites from Alan Murray's book, *The Wealth of Choices: How the New Economy Puts Power in Your Hands and Money in Your Pocket*, visit his Web site at www.wealthofchoices.wsj.com

Internet Sites, cont.

YOUTH

www.ajkids.com

From the Web page "Ask Jeeves for Kids" (tm), this is a fast and easy way to find answers to questions. Ask Jeeves for Kids allows you to ask a question in plain English and, after interacting with you to confirm the question, "Ask Jeeves for Kids" takes you to one and only one Web site that answers your question.

www.yahooligans.com

Good site for kids and parents. Has links to recommendations for Internet safety for kids. Links to science, nature, language arts, math, sports, travel, and arts and entertainment. Provides chat rooms for kids.

www.searchopolis.com

Divided into elementary, middle school and high school levels. Lets kids search/explore the Web based on academic subject. Provides links to reference materials.

<http://www.learnthenet.com/english/html/10kids.htm>

This page gives parents some tips for ensuring the safety of children who use the Internet.

OTHER INTERESTING SITES

<http://www.time.gov/>

Get the official time — and stroll through some interesting exhibits on calendars, watches, and time-keeping.

<http://www.westegg.com/inflation/>

The Inflation Calculator — type in a dollar amount and a year and find out how much that same amount of money is worth today.

<http://www1.bluemountains.com>

Send free electronic greeting cards for any occasion.

About This Program

E-asy Does It! is one of four educational packages featured in New Mexico State University's Teleliteracy Assistance for Businesses and Communities (T-ABCs) program:

E-asy Does It! - Welcome to the Electronic Age - This brief program highlights the many ways that rural New Mexicans can benefit by traveling the Information Highway. Designed for general audiences, this educational package includes a short video (approx. 10 min.) in which New Mexicans from Gallup to Jal tell about their Internet ventures and how this amazing technology is enriching their lives.

Embracing the e-Revolution: A Call for Rural Internet Activists - This short program will convince rural leaders that they must act together and act immediately to bring the benefits of the "e-revolution" to their businesses and communities. The centerpiece of this educational package is a video that highlights several of New Mexico's rural businesses and small governments that embraced the e-revolution, some of the battles they waged and won, and why it is so important to be involved.

The ABCs of e-Business - In this eight-lesson workshop series, business owners and entrepreneurs will learn how the Internet and related technologies can add speed, efficiency, and profitability to every step of the traditional business process – from product and market research through sales and customer support. A variety of New Mexico businesses are featured.

The ABCs of e-Government - This five-lesson workshop series shows community leaders the many ways that electronic telecommunication technologies can increase interactions between local governments and citizens, make local government more efficient and effective, and improve the climate for community economic development. This educational package highlights the efforts of innovative leaders in several rural New Mexico communities.

T-ABCs curricula were developed by faculty members from NMSU's Cooperative Extension Service, College of Business Administration and Economics, and College of Arts and Sciences. Extension's media and Internet production unit developed multimedia tools for the programs.

Extension's Rural Economic Development Program has won numerous awards, including the Arthur Little Award for Overall Excellence in Economic Development. Extension's media and Internet production unit has produced an award-winning PBS documentary, *The Seamless Society*, on the impact of the Internet on the American workplace. The studio has developed multimedia educational programs for the Smithsonian Institution, National Food Stamp programs, National 4-H Council, US WEST, Welfare-to-Work Program, and Foreign Agricultural Service and National Science Foundation-funded programs.

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- NMSU College of Agriculture and Home Economics
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- NMSU College of Business Administration and Economics
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