



2009 PUBLIC POLICY AGENDA

I) Encourage Job Creation through the State Tax Structure and Appropriations

North Carolina's tax structure and budget should be "knowledge based" and encourage job creation. NCTA recommends these actions.

- * Support a State tax structure that incents North Carolina job creation through effective and fair modernization of the State tax code and oppose State taxes that discourage technology job creation
- * Create more jobs in the State by encouraging founders to start and grow companies in North Carolina through ideas such as a founder's stock tax incentives
- * Support small businesses through continuation of matching funds for SBIR grants
- * Support tax credits to grow the digital interactive media industry (video game producers)
- * Support job creation through appropriations to the One North Carolina Fund
- * Support additional investment in or incentives for high-speed Internet build-out in underserved areas by private sector providers and efforts to identify accurately the need for such build out
- * Support transportation investments needed to maintain the quality of life necessary to attract and retain highly skilled knowledge workers

II) Support the Knowledge Economy through Various State Education Strategies

NCTA supports the use of technology as a life-long learning tool in education, beginning in preschool. The technology industry's success is dependent on an educated workforce ready to compete in the 21st century economy. NCTA recommends these actions:

- * Support continued funding for the NCREN network in order to increase statewide broadband Internet access in education to take the zip code out of school connectivity
- * Support expansion of the One-to-One Learning Initiative
- * Support innovative education paths such as Learn and Earn and virtual classrooms
- * Support increased emphasis on Science, Technology, Engineering and Math (STEM), including support for the STEM Community Collaborative, to maximize the effectiveness of STEM efforts statewide

- * Support efforts by the University of North Carolina to educate and train a 21st century workforce through initiatives such as the NC Research Campus and the NC Research Competitiveness and Commercialization Gap Funding
- * Support efforts by the Community College System to educate and train a 21st century workforce through initiatives such as raising salaries to attract qualified faculty and using technology in instruction

III) Build a Defense & Security Cluster in North Carolina

NCTA supports investments to build a statewide cluster in defense, security and intelligence e-businesses. NCTA recommends these actions:

- * Support continued funding for the Defense & Security Technology Accelerator (DSTA), a statewide asset that attracts emerging technology companies and creates high-paying new jobs

IV) Encourage e-Citizenry and Maximizing Use of State Information Technology Funds

NCTA supports efficient and effective use of the State's information technology funds. In addition, its members believe that technology is necessary to connect citizens to government and must be used responsibly and safely. NCTA recommends these actions:

- * Support funding for up-to-date technology in State government to enable agencies to serve citizens efficiently and effectively
- * Support policies that seek a safe and secure Internet experience for citizens, especially children and seniors, which encourage ethical and responsible Internet use, that are both technologically feasible and constitutional, and that recognize the appropriate role for private sector technology companies that provide relevant services and products

V) Make North Carolina a Leader in the Green Economy

NCTA supports North Carolina becoming a national leader in the creation of "green" companies and creating a "green" workforce. Technology companies can help lead this effort and NCTA recommends these actions:

- * Support best practices and incentives for research and development of "green" technologies
- * Support policies and incentives to technology companies for the reuse and recycling of technology products that recognize the appropriate roles of technology companies, consumers and State government. This includes focusing on the recycling of household computer equipment and on provisions related to reporting, recycling plans and fees required from manufacturers.

About NCTA: *The North Carolina Technology Association (NCTA) is a not-for-profit, membership-driven trade association that is the primary voice of the State's technology industry. With over 400 members, it is the intersection of leadership and technology, fueling the growth of North Carolina through Executive Engagement, Public Policy and a Knowledge Workforce. For more information, please visit www.nctechnology.org or contact President & CEO Brooks Raiford at 919.856.0393 x224.*