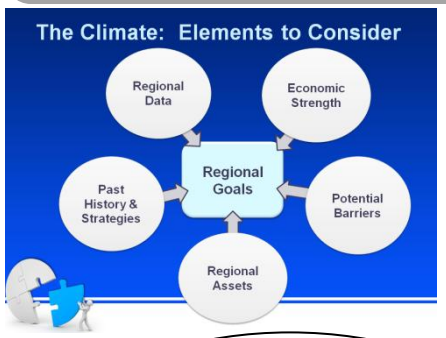
The Climate: Elements to Consider
Regional Data
Economic Strength
Regional Goals
Past History & Strategies
Potential Barriers
Regional Assets

Your Regional Team Goal:	
SMART Elements	***Comments:***
Specific	
Measurable	
Attainable	
Realistic	
Time-Framed	
Revision of Your Goal:	

Stronger Economies Together Participants' Guide
Module Eight: *Planning for Success*
Worksheet 3: Regional Economic Development Planning Chart (page 1) Slides 16-31

Assets (Who and what will contribute to the strategy)	Strategy (What we are going to do)	Participants (The ones participating in the strategy)	Attitude, Knowledge or Skill we want to change (Short-Term)	Behavior we want to change (Intermediate)	Condition we want to change (Long-Term)

Assets (Who and what will contribute to the strategy)	Strategy (What we are going to do)	Participants (The ones participating in the strategy)	Attitude, Knowledge or Skill we want to change (Short-Term)	Behavior we want to change (Intermediate)	Condition we want to change (Long-Term)
Library – computer lab Community College – instructor, tech students Chamber of Commerce - advertisement	Conduct a five-week Web design course Provide follow-up technical assistance	Small business owners in the region	Attitude: A Web site would be an important tool for my business Knowledge: What information is needed to build a Web site Skill: How to build a Web site OR How to develop a plan to work with a Web designer to build a site	Participants launch a Web site for their small businesses	Small businesses with new Web sites: • Increase revenue • Increase jobs

Strategy:

Step to Accomplish	Responsibility (Who is taking responsibility for completing step?)	Key Contact (If team responsibility)	Goal Date (Anticipated completion date)	Completion Date (fill in when completed)

Strategy: *Implement a six session e-commerce workshop for small businesses and entrepreneurs by December 2011.*

Step to Accomplish	Responsibility (Who is taking responsibility for completing step?)	Key Contact (If team responsibility)	Goal Date (Anticipated completion date)	Completion Date (fill in when completed)
Work with the Chamber of Commerce and Small Business Development Center to identify small businesses in the region	Jim, Shirley, & Bob	Bob	Nov. 2010	
Develop a survey for use with existing small businesses to identify current Web use status and access	Ann, Sue, & Albert	Sue	Dec. 2010	
Identify potential curricula and trainers	Robert, Alice, Sam	Alice	Dec. 2010	
Conduct survey – Each partner will conduct at least 10 one-on-one surveys with identified businesses.	All	Jim	Jan. 2011	
Analyze surveys	Jim, Albert, Sue	Jim	Feb. 2011	
Explore matches between identified needs (from surveys) and existing e-commerce curricula available through Extension Service, Community College Resource Center & Small Business Center	Robert, Alice, Sam	Alice	March 2011	
Finalize training series content	Robert, Alice, Sam	Alice	April 2011	
Recruit instructors	Robert	Robert	April 2011	
Develop brochure outlining training content and dates	Shirley, Alice, Robert	Shirley	May 2011	
Host kick-off breakfast to showcase series	All	Albert	June 2011	
Conduct training series	Trainers	Robert	Aug. 2011	
Conduct site visits to gauge adoption and provide technical assistance	Bob, Jim, Trainers	Jim	Oct. 2011	