

Handout 1: Regional Economic Development Planning Chart (page 1)

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)

Handout 1: Regional Economic Development Planning Chart Example (page 2)

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)
<p>Library – computer lab</p> <p>Community College – instructor, tech students</p> <p>Chamber of Commerce - advertisement</p>	<p>Conduct a five-week Web design course</p> <p>Provide follow-up technical assistance</p>	<p>Small business owners in the region</p>	<p>Attitude: A Web site would be an important tool for my business</p> <p>Knowledge: What information is needed to build a Web site</p> <p>Skill: How to build a Web site OR How to develop a plan to work with a Web designer to build a site</p>	<p>Participants launch a Web site for their small businesses</p>	<p>Small businesses with new Web sites:</p> <ul style="list-style-type: none"> • Increase revenue • Increase jobs

Handout 2: Plan of Action (page 1)

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)

Handout 2: Plan of Action Example (page 2)

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	