

# *Stronger Economies Together*

Strategies for Building New Economic Opportunities

## Indiana Communication Plan

Indiana has been selected for participation in the newest phase of “Stronger Economies Together” (SET) initiated by the USDA Rural Development National Office Community & Economic Development team. The SET Program will accept applications from multi-county regions in Indiana or overlapping in neighboring states and will select 4 applicants for final consideration by National Office. Two applicants will be chosen to receive training and technical assistance to help establish strategic planning for their multi-county regions.

The main challenge is disseminating the program and application information in an efficient and effective manner to yield the most high-quality applicants possible within a short deadline time frame.

The following organization can assist with helping publicize the program:

Association of Indiana Counties  
Indiana Association of Cities and Towns  
Indiana Association of Regional Councils  
Indiana Economic Development Association  
Indiana Office of Community & Rural Affairs  
Indiana Planning Association  
Purdue Extension Educators  
USDA RD Indiana Area Offices

An initial press release was issued the week of March 28, 2011, utilizing USDA Rural Development and partner’s databases to reach media and potential applicants.