



Stronger Economies Together

Strategies for Building New Economic Opportunities

Communication Plan for ‘Stronger Economies Together’ Regional Program

TEXAS

- Develop a news article promoting the SET initiative to be released by USDA-Rural Development.
- Also, USDA-Rural Development will distribute the press release to their e-mail contact list of county and city officials and other government/private collaborators along the Texas Gulf Coast.
- AgriLife Extension will develop a news release announcing the SET opportunity. The news article will go to media outlets in urban and rural areas and also will be accessible from county Extension websites.
- The Texas State Partner Team members will disseminate applications upon request.
- A direct mailing of SET information will be made to the county Extension agents and the county Marine agents in the three Extension districts that have coastal counties.
- The SET application instructions and forms will be posted to the AgriLife Extension Community Development web site as well as the SRDC website.
- A webinar to be conducted by an Extension specialist is planned for May 13 in order to respond to questions that potential applicants may have and also to promote the program.
- State Partner Team members make personal contacts with groups and individuals who have participated in past conferences and educational events on economic development.
- Work with potential applicants in identifying areas that meet the rural requirements.
- Actively communicate to potential applicants the benefits of participating in the SET Program.