

PLANNING PROCESS: 6 TO 7 MONTHS

Launching SET through Civic Engagement

(Time: 4 hours)

- Explore in-depth demographic and workforce features of the region
- Identify opportunities to guide the regional efforts
- *Products:* List of opportunities to explore; substantial region-wide engagement in the planning and implementing process

Examining Economic Data for the Region

(Time: 4 hours)

- Define the evidence base for working together as a region
- Identify economic clusters to explore further
- Exploring regional economic data
- *Products:* Draft evidence description for how the economic data led to industry cluster identification

Exploring the Region's Unique Economic Opportunities

(Time: 4 hours)

- Examine in-depth industry analysis
- Identify appropriate strategies to build on regional strengths
- *Products:* Selection of 3-5 key opportunities to pursue

Identifying the Region's Assets and Challenges

(Time: 4 hours)

- Examine the region's key assets and challenges related to the opportunities identified
- *Products:* Review of available assets for action; potential new connections among assets to strengthen relevant work

Developing Goals, Actions, and Measures Based on Consideration of Region's Unique Advantages

(Time: 5 hours)

- Identify appropriate goals, strategies and action to strengthen the region's advantages
- *Products:* Draft initial goals, strategies and work plan.

Tailored Modules (Time: varies by module)

- Tourism
- Food Systems
- Entrepreneurship
- Land Use Planning
- Networking

IMPLEMENTATION: 6 TO 7 MONTHS

- Develop a model for action and accountability
- Design leadership structure appropriate for regional plan implementation
- Identify technical assistance needs for success
- Secure resources needed for success

CONTACTS

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