Connecting Capitals
Identifying and Using Local Assets to Support Your SET Plan

Session Three

Connecting Opportunities to Assets: A Crucial Step in Selecting Your Goals

What You’ve Done So Far:
Four Important Activities

- Public input
- Key strengths and challenges outlined by residents

Forum

- Snapshot of the region
- Further fine tuning of the region's strengths and challenges
- Initial draft of opportunities

Data

- Deeper dive into the economy
- Assessment of regional clusters
- Listing of possible opportunities

Economy

Final List of 3-5 Opportunities

Outline of Session Three Topics

1. Community Capitals Framework
2. Your Team’s Assets
3. Regional Opportunities: What Assets Are Available?
4. Recognizing Potential Barriers
5. Building Regional Goals: A Start

The Seven Community Capitals

Community Capitals: Your Team’s Assets

Source: Chart developed by the Purdue Center for Regional Development
Regional Opportunities: What Assets Are Available?

Recognizing Possible Barriers

Thinking of Your Destination: Be SMART

A Goal Is. . .

SMART Goal Example: an Ideal Example

Increase the survival rate of new business start-ups (less than 5-years-old) from 50% to 75% in the region by December 2018

*NOTE: A goal focuses on what changes or results you want to have happen as a result of the programs and strategies you are proposing to carry out.

Adapted from: Heathfield, S. M. (2011)

Specific:
- What do you want to achieve?
- Where will you focus your efforts?

Measurable:
- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

Attainable:
- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

Relevant:
- Is this important for your region?
- Does this matter or bring benefit to the region?

Time Framed:
- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?
SMART Goal: An Ideal Example

SMART Goal:
- Increase the survival rate of new business start-ups (less than 5-years-old) from 50% to 75% in Plains County by Dec. 2018

Relevant & Specific

Attainable

Time-Framed

Measurable

Your Goals

Opportunity

Adequate Assets

Manageable Barriers

Next Steps

- Writing
  - Refine SMART goals based on feedback from today’s session
  - Finalize the plan’s evidence base for the goals selected
- View video ABCs of Planning
- Other items?