

STRONGER ECONOMIES TOGETHER (SET) COMMUNICATIONS PLAN

LOUISIANA

- **Louisiana State Partner Team meets to review Communications Plan and collaborate on efforts to market Initiative and to generate applications.**
- **Disseminate applications.**
- **Develop news release to promote SET Initiative.**
- **Target the Louisiana Association of Planning and Development Districts, an organization composed of eight sub-state regional planning and development districts serving all 64 parishes in Louisiana.**
- **Assist potential regions to determine what parishes should be covered in their regions.**
- **Work closely with potential applicants in identifying areas that meet the rural requirements of the SET Program.**
- **Actively communicate to potential applicants benefits of SET Program to include:**
 - **20 hours of training on the SET Initiative to include guidance on ways to strengthen and enhance regional economic development activities. Sessions to include collaborative regional economic development; building blocks of a strong economy; leading the planning effort; uncovering assets and establishing goals; and measuring for success.**
 - **Data analysis, on a regional basis, to assist each regional leadership team in examining the critical drivers of their economy.**
 - **Tools in identifying existing assets and resources in the region.**
 - **Technical assistance and support from State Partner Teams, including Extension Educators and Rural Development Staff.**
 - **Webinars with other selected regions, to enable the sharing of information and ideas.**
- **Conduct site visits as needed with potential applicants.**
- **Assist potential regions in identifying transportation linkages, business hubs, or industry clusters in an effort to identify connections.**