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Pennsylvania Stronger Economies Together (SET) Communications Plan

DRAFT – 3/9/2010

I. Background

Pennsylvania has been selected for participation in the “Stronger Economies Together” (SET) Pilot Program initiated by Rural Development National Office Community & Economic Development team. The SET Program will accept applications from multi-county regions in Pennsylvania 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.

II. Situation Analysis

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.

III. Communications Plan

Objective	Strategy	Tactics	Measurement	Budget
<p>Distribute the SET program guidelines and application information to as many potential applicants as possible within the state of Pennsylvania</p>	<p>Use email distribution to distribute SET program guidelines and application information to the PA Rural Development contact list, the PSU Extension contact list, other partner contact lists (LDD's, PSAT's), and media outlets to deliver the information quickly to give applicants as much time as possible to apply within the short time frame deadline of May 3.</p> <p>Develop a SET Fact Sheet to be posted on all Partner websites.</p> <p>Schedule a Webinar to educate potential applicants about the SET program.</p>	<p>Develop and distribute by email a press release with SET program information and application information by March 15, 2010 to the relevant email contact lists of PA RD and all partners. See attached Draft Press Release & Fact Sheet.</p> <p>We propose that National Office develop an official press release (with info on webinar-see below) with a quote from Secretary Vilsack for distribution as a follow up email by April 13, 2010 to the relevant email contact lists of PA RD and all partners.</p> <p>The Northeast Regional Rural Development Center will present a webinar for potential applicants about the SET program on April 19, 2010.</p>	<p>Goal is to receive at least 8 high quality applicants by the deadline of May 3, 2010.</p>	<p>\$0</p>

