

Stronger Economies Together Participants' Guide
Module Seven: *Exploring Regional Assets and Barriers*

Handout 6: Regional Cluster Strategy: Assets, Community Capitals, and Barriers

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Regional Cluster Strategy:


Types of Regional Assets ↓	Regional assets that can help support this goal	Type(s) of capital each asset represents	Barriers that might prevent goal from being met?
People			
Voluntary Associations			
Formal Institutions			
Physical Resources			

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Handout 5: Linking Assets, Community Capitals, and Barriers

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Regional Cluster Strategy: Business Incubator Center			
Establish a public/private funded business incubator center in the region and house 15 business start-up firms in the facility (by December 2014) that provide goods/services to the region's cluster.			
Types of Regional Assets 	Regional assets that can help support this goal	Type(s) of capital each asset represents	Barriers that might prevent goal from being met?
People	<ol style="list-style-type: none"> 1. John Smith, Chamber of Commerce 2. Dr. Jones, Community College President 3. Community college faculty 4. Elected government leaders (city/county) 5. Industry leaders 	<ol style="list-style-type: none"> 1. Human, Social 2. Human 3. Human 4. Financial, Natural, Built 5. Social financial, Human 	<ul style="list-style-type: none"> • Citizens opposed to local governments investing tax monies in this initiative • Lack of coordination among local government leaders
Voluntary Associations	<ol style="list-style-type: none"> 1. SCORE Chapter 2. Entrepreneur Network 3. Entrepreneurs Foundation 4. Junior Achievement 5. School PTAs 	<ol style="list-style-type: none"> 1. Human, Social, Cultural 2. Human, Social 3. Financial 4. Human 5. Human, Social 	<ul style="list-style-type: none"> • Chambers of Commerce fighting to have the incubator facility in their community • Lack of coordination among volunteer organizations to support entrepreneurs
Formal Institutions	<ol style="list-style-type: none"> 1. Community College Business Center 2. Community Bank and Trust 3. Community Foundation 4. City/county governments 5. State Econ. Dev. Regional Office 	<ol style="list-style-type: none"> 1. Human, Financial 2. Financial 3. Financial 4. Financial, Natural, Built 5. Built, Human, Natural 	<ul style="list-style-type: none"> • Banks reluctant to lend money for the facility • Decline in state support for regional economic development activities
Physical Resources	<ol style="list-style-type: none"> 1. Empty Wal-Mart Building 2. Community College Incubator Center 3. Public Library Computer Lab 4. School meeting rooms/labs 	<ol style="list-style-type: none"> 1. Built 2. Built, Human, Social 3. Built, Human 4. Built 	<ul style="list-style-type: none"> • Cost to retrofit the building • Demand on library lab makes availability difficult • School leaders reluctant to allow buildings to be used for adult training activities

Stronger Economies Together Participants' Guide
Module Eight: *Planning for Success*

Handout 2: Regional Economic Development Planning Chart (page 1)

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Assets (Who and what will contribute to the strategy)	Strategy (What we are going to do)	Participants (The ones participating in the strategy)	Attitude, Knowledge or Skill we want to change (Short-Term)	Behavior we want to change (Intermediate)	Condition we want to change (Long-Term)

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Module Eight: *Planning for Success*

Handout 2: Regional Economic Development Planning Chart Example (page 2)

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Assets (Who and what will contribute to the strategy)	Strategy (What we are going to do)	Participants (The ones participating in the strategy)	Attitude, Knowledge or Skill we want to change (Short-Term)	Behavior we want to change (Intermediate)	Condition we want to change (Long-Term)
<p>Library – computer lab</p> <p>Community College – instructor, tech students</p> <p>Chamber of Commerce - advertisement</p>	<p>Conduct a five-week Web design course</p> <p>Provide follow-up technical assistance</p>	<p>Small business owners in the region</p>	<p>Attitude: A Web site would be an important tool for my business</p> <p>Knowledge: What information is needed to build a Web site</p> <p>Skill: How to build a Web site OR How to develop a plan to work with a Web designer to build a site</p>	<p>Participants launch a Web site for their small businesses</p>	<p>Small businesses with new Web sites:</p> <ul style="list-style-type: none"> • Increase revenue • Increase jobs

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Module Eight: Planning for Success

Handout 3: Plan of Action Example (page 2)

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Strategy: *Implement a six session e-commerce workshop for small businesses and entrepreneurs by December 2011.*

Step to Accomplish	Responsibility (Who is taking responsibility for completing step?)	Key Contact (If team responsibility)	Goal Date (Anticipated completion date)	Completion Date (fill in when completed)
Work with the Chamber of Commerce and Small Business Development Center to identify small businesses in the region	Jim, Shirley, & Bob	Bob	Nov. 2010	
Develop a survey for use with existing small businesses to identify current Web use status and access	Ann, Sue, & Albert	Sue	Dec. 2010	
Identify potential curricula and trainers	Robert, Alice, Sam	Alice	Dec. 2010	
Conduct survey – Each partner will conduct at least 10 one-on-one surveys with identified businesses.	All	Jim	Jan. 2011	
Analyze surveys	Jim, Albert, Sue	Jim	Feb. 2011	
Explore matches between identified needs (from surveys) and existing e-commerce curricula available through Extension Service, Community College Resource Center & Small Business Center	Robert, Alice, Sam	Alice	March 2011	
Finalize training series content	Robert, Alice, Sam	Alice	April 2011	
Recruit instructors	Robert	Robert	April 2011	
Develop brochure outlining training content and dates	Shirley, Alice, Robert	Shirley	May 2011	
Host kick-off breakfast to showcase series	All	Albert	June 2011	
Conduct training series	Trainers	Robert	Aug. 2011	
Conduct site visits to gauge adoption and provide technical assistance	Bob, Jim, Trainers	Jim	Oct. 2011	

Stronger Economies Together Participants' Guide
Module Nine: *Measuring for Success*

Handout 2: Measurement Plan Template

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What you want to measure	What information you need	Who has the information	How you will get the information	How often/when you will get the information
<i>Your Strategy:</i>				
<i>The Participants:</i>				
<i>Attitudes/Knowledge/Skills</i>				
<i>Behavior</i>				
<i>Condition</i>				