Session Overview

• Continue work on SMART Goals
• Design Strategies and Actions to Meet Goals
• Identify Appropriate Measures

• Deliverable: Craft strategies, actions & measures to support Regional Plan
Industry Cluster & Foundational Opportunities

- Agribusiness, Food Processing & Technology
- Arts, Entertainment, Recreation & Visitor Industries
- Forest & Wood Products
- Social Capital
- Transportation Infrastructure
Checking In: SMART Goals

- Specific
- Measurable
- Attainable
- Relevant
- Time Framed

SMART
SMART Goals

• Workforce development
• Increase signage related to tourism/recreation
• Import substitution (capturing dollars now leaving the region)
• Collaboration to increase social capital
Identifying the ABCs of Successful Planning
Start with the End in Mind

- What do you hope is different because of SET?
- What conditions do you hope to change?
Changes in Behaviors Change Conditions

Behavior → Conditions → Success

What behaviors need in your region to reach conditions you identified?
To change the behaviors you identified, what changes in attitudes, skills or knowledge are needed?
Strategies: What We Do

We use Assets to Do Things To, for, or with People

Assets
• Materials
• Equipment
• People skills
• Buildings

Strategies
• Workshops
• Counseling
• Technical Assist.
• Materials

Participants
• Clients
• Stakeholders
• Partners
• Businesses

ABCs
Strategies: Key Questions

Which ones will:
• Come closest to producing the desired outcomes (ABCs)?
• Appeal most to your target audience?
• Make the best uses of resources & assets?
• Help overcome key challenges?
• Be likely to spur the growth of the identified clusters?
Connecting the Pieces

Strategy
- Attitudes, Knowledge, and Skills
- Participants learn the value of website
- Participants build website
- Participants see increased revenue
- Participants build Stronger Small Businesses

Web training

Behavior

Conditions

Success

Should Tell a Logical Story
Tracking Success

Measuring Success

What

When

How

How often

Who
Three Elements of a Plan of Action

WHAT • Needs to get done?

WHO • Will take responsibility?

WHEN • Will the task be finished
Producing a High Quality Plan: The Essential Components

- Evidence-Based
- Practical
- Aligned with Goals
- Broadly Supported
- Focused on Regional Economic Development

Team’s Regional Plan
Next Steps

• Finalize regional plan
• Check against High Quality Plan Guidelines
• Present to State Resource Team for feedback and guidance
• Submit for National Review
• Other thoughts
What needs to happen to complete our HQP by April 1?

What?  When?

Who?
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