THE OHIO BUSINESS RETENTION & EXPANSION INITIATIVE

TASK FORCE WORKSHOP

MODULE 3 - Joe Lucente, Ohio Sea Grant/OSU Extension
The Task Force and the Coordinator are ultimately responsible for using the information collected through the BR&E process to develop and communicate the story of the local economy to the public.
IDENTIFYING A BR&E TASK FORCE

• Broad community representation ensures the best way to address the myriad of issues that are often raised when reviewing completed questionnaires

• Time Commitment — usually for a period of one year

• To ensure effective implementation of action items and program assessment; two to three year commitment is highly desirable
Committee Makeup:

- Should consist of 8–15 leaders from throughout the community
- Need broad representation from CED, educational institutions, local government, and private enterprise
SUGGESTED TASK FORCE

Business Leaders:

• Chamber of Commerce Officers
• Local Utility Managers
• Financial Institution Personnel
• Business Owners or Operators
SUGGESTED TASK FORCE

Development Officials:

• Chamber of Commerce Staff
• Regional Utility Development Professionals
• Regional Development Commission Staff
SUGGESTED TASK FORCE

Local Government Officials:

• City Government Officials
• County Commissioners
• Township Trustees
• Village Managers
SUGGESTED TASK FORCE

Education Officials:

• Superintendents of Schools
• Vocational School Superintendents
• Extension Professionals
• Principals or Teachers
• School Board Members
SUGGESTED TASK FORCE

Religious and Civic Leaders:

• Religious Leaders

• Officers of Service Clubs (Kiwanis, Rotary, etc.)

• Retired Executives and Professionals
Local Leaders with USEFUL SKILLS:

- Media Relations
- Data Analysis Experience
- Report Writing
- Computer Skills
- Organizational Skills
Task Force members should also be considered for the various skills, knowledge, and experience they possess, as well as being able to process information in a timely manner to address any and all situations that could arise.
TASK FORCE RESPONSIBILITIES

• Set clear, attainable, and manageable objectives for the program

• Assist in securing endorsements from local supporting organizations

• Serve on committees; media relations; data entry, analysis, and reporting, etc.
TASK FORCE RESPONSIBILITIES

• Participate in the development of the business questionnaire

• Conduct business visits as appropriate

• Address local concerns and problems cited in the business surveys

• Participate in action planning and program assessment
• Participate in publicly announcing the results of the program (may include a reception or town hall meeting)

• Participate in the preparation of the BR&E New Year Kick-Off Committee/Task Force Meeting (this will provide for a smooth transition from departing task force members to new task force members)
TASK FORCE WORKSHOP CONTENT

• Overview of the BR&E process

• Review and finalization of program objectives

• Distribution of Task Force packets

• Introductions of Task Force members

• Presentation of BR&E process and local program

• Review and discussion of program objectives

• Review of survey instrument and draft letters
ANNUAL TASK FORCE PROGRAM ASSESSMENT REVIEW

• Task Force should conduct an assessment of the project at least once per year

• Purpose of assessment review is to:
  – Evaluate the effectiveness of the program
  – Review data in order to detect trends and issues that may have been missed
TOOLS FOR PROGRAM ASSESSMENT

- BR&E Program Assessment Worksheet to record and track issues and actions

- End-of-Year Summary Report for an overview of the cumulative responses from the surveys and a summary of all the open and closed action items for the year
Retain, expand, and attract businesses; improve infrastructure; develop partnerships; and strategically lead for your community’s future. Call the Ohio Business Retention & Expansion Initiative today.

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