

BR&E Coordinator

AKA the Head Coach



THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
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BR&E

- In Ohio today, the catch phrase is economic development
 - Whether it's alternative fuels (Governor Strickland 25% renewable energy by the year 2025, half of the 25% must be produced within our state), or re-developing brownfields, economic development is on everyone's mind



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BR&E

- At the local level, competition exists today for businesses. It is not unheard of business to relocate within 50 miles of its current location
- Local communities, now more than ever, must be in touch with their tax base
- A good BR&E program will do just that



BR&E Coordinator

- The most important person in the process
- The conduit between the local community and Ohio State University
- Responsible for the overall organization and management of the local program
- At times, the duties will be shared among co-coordinators



BR&E Coordinator

- Besides OSUE, other (co) coordinators:
 - Chamber of Commerce officials
 - Local Economic Development Officer
 - Utility Company officials
 - Local government official
 - City planner
 - Community development officer
 - The local do it all



BR&E Coordinator

- Why do local officials want to serve in this capacity?
 - Educate the public
 - Its the economy...jobs and investments
 - Mining for information...how can we help
 - Develop relationships
 - Put 2 and 2 together
 - Fix the red flags
 - Put a face to a name



BR&E

- Importance of a sponsoring agency
 - Defray the cost
 - Available resources
 - Legitimizes the project
 - Community connections
 - Agency receives benefits
 - Cooperative arrangement with OSUE



BR&E Coordinator

- A strong coordinator results in a quality process with positive results; a weak coordinator will not get the desired effect of the program. In fact it may actually damage community relationships
- In the eyes of everyone involved, the coordinator is viewed as a full time position while others are viewed as volunteers



BR&E Coordinator – The Process

- OSU and the BR&E Coordinator will meet to discuss program benefits and hopefully enter into a contract/mou
- OSU discusses the program responsibilities with the coordinator and together prepare a proposed timeline
- OSU also provides a checklist for the coordinator



Checklist

Major Milestones	Target Date
Constitute BR&E Taskforce	
Orient Task Force Members, discuss objectives, and methodology	
Identify targeted economic sectors and areas of focus to study	
Draft Questionnaire	
Provide draft questionnaire to Task Force for input	
Finalize Questionnaire	
Draft Communication Plan	

Checklist Continued

Major Milestones	Target Date
Publish Survey	
Launch Program	
Begin Data Collection	
Finalize Data Collection	
Analyze and Interpret Data collected	
Address Red Flag Issues	
Communicate Results to appropriate agencies, committees	
Coordinate comprehensive Action Plan	

Other Responsibilities

- Prepare the list for selection of businesses
 - Guidance from OSU
- Coordinate data collection
- Collect the contact information for the targeted businesses, print the questionnaires and cover letters, and mail or fax the materials
- Coordinate activities associated with business visits
- Collect and review questionnaires - The Coordinator is responsible for reviewing the completed questionnaires, sending thank you responses to businesses that complete a questionnaire, assessing the need for immediate action, and maintaining the business confidentiality



Other Responsibilities (continued)

- Coordinate responses to immediate business concerns -
The Coordinator organizes a response to immediate business needs or “red flag” issues
- Manage the data entry and analysis process
- Coordinate action planning, program assessment and reporting



Role of the Coordinator

- Coordinate the BR&E (The Head Coach)
 - Can't do it alone
 - Must recruit volunteers that want to participate on the task force
 - Task force members main role will be to develop/choose interview questions (maybe) and to conduct on site interviews (definitely)
 - Participate in follow up red flag issues



Coordinator

- Work with Ohio State University/Sponsoring Agency to compile a list of potential task force members:
 - Chamber of commerce, local government, utilities, interested businesses, leadership groups, others



BR&E

- After developing a list of potential task force members, they should be contacted to ascertain interest in participating
- If interested, an invitation to become a task force member should be mailed inviting them to the kickoff meeting



The Invitation

- Dear XXX,

Thanks for agreeing to be a task force member for the BR&E program. We have scheduled a first kick off meeting for April 29 at the XXX office. The meeting will last for no more than 2 hours

Thanks again,

XXXXX

BR&E Coordinator



The First Meeting

- Coordinator introduces OSU and then explains the purpose of BR&E survey
- Discusses roles and responsibilities
- Discusses options to distribute survey and decides on most appropriate* (Maybe)
- Develops timeline
- Addresses confidentiality issues
- Hands out sign up form



Announce the BR&E Program

- Press release
- Importance of local sponsoring agency
- Web sites



Distributing the surveys

- Finalize business list
- Install software, develop questionnaire
- Send notice to business participants

Mr. Allen,

Thank you for taking the time to participate in the xxx County Business Retention and Expansion Survey. This is just a reminder that XXX Manufacturing's business visit is scheduled for 9:45 a.m., Thursday, May XX. Your visitation team includes XXX, title of person and David Civittolo, Ohio State University Extension, Medina County. Please allow 1 hour for the visit.

Again, thank you for your time and participation.



Distributing the surveys

- Send notice to volunteers

Hi Greg!

Thanks for your participation in the XXX County BR&E!

This is a friendly reminder that you are scheduled to conduct a BR&E interview on XXX at XXX

If you are listed as the first volunteer on the company background form, you will be asking the questions to the business.

If you have any questions or conflicts, please notify me as soon as possible.

- Distribute questionnaires
 - E-mail, face to face, faxed etc
- Send reminder messages
 - Gentle e-mail to all parties within 2 business days of interview



Conducting business visits

- Select businesses to visit
- Assign businesses to task force/ business visitors.
Two man teams
 - Role playing exercise
- Complete questionnaire
 - The emergency cancellation
- Appreciation certificates
- Complete post visit worksheets



Enter and tabulate data

- Enter response data
- Analyze and report response data
 - Review responses with task force
 - Identify and track action items
 - Plan for action worksheet



Communicate results

- Identify audiences
- Develop key messages
- Communications plan worksheet
- Press release worksheets



BR&E

- Although every community does BR&E programs a little bit differently, the key to all the programs is a strong community coordinator; one that is flexible but committed to the program
- When the survey is complete, the real work is just beginning
- Real life experiences as a coordinator



BR&E

- What's next?
- How do you keep the momentum?
- Can you become a player in economic development in your county/region
- Do you understand the importance of providing leadership to the BR&E program?
- How can we help you?



BR&E Handbook

- Good news, the handbook is available for you
- Great news, you all will receive a copy of the handbook at the conclusion of this session
- The *Handbook* (Edition 8) is designed to be a “hands-on” ready reference guide designed to assist you and your community in meeting its economic development goals



BR&E Handbook

- The *Handbook* is organized in sequential order, describing the major parts of a local BR&E program. It references many of the ready-made worksheets, cover letters, meeting agendas and other materials to help you conduct a local BR&E program that are located at our website (<http://comdev.osu.edu/programs/economic-development/business-retention-expansion>)



Program background and features

- A BR&E program will typically consist of business visits, surveys, action planning, and public relations and communications, for example
- Such activities can be conducted in an on-going or continuous format as well as a one-time approach typically consisting of a much shorter campaign
- Of course there are advantages and disadvantages to each approach. A continuous approach can enable BR&E to become a part of the community's everyday economic development work. Ideally, your involvement in this program will lead to such an outcome



The process

- The 9-Step BR&E Process is useful regardless of the approach you intend to take. Many communities lean toward the one-time approach to get started. If you go this route, you should expect the nine steps below to involve at least 4-6 months from start to finish



Nine Steps to the BR&E Process

1. Form BR&E Task Force
2. Schedule & Hold Task Force Meetings
3. Announce Local BR&E Program
4. Distribute Questionnaires
5. Conduct Business Visits
6. Enter & Tabulate Response Data
7. Identify & Address Red Flags
8. Analyze & Report Response Data
9. Communicate Results



Trainings, resources, boilerplates, questions

- Education and training are essential components of the BR&E Initiative
- One of the primary objectives of the Initiative is to build capacity among local leadership within the context of community and economic development
- This is accomplished through the development and implementation of workshops designed specifically to help community members conduct successful BR&E programs



The workshops

1. The Coordinator's Workshop
2. The Task Force Workshop
3. Data Analysis and Reporting Strategies Workshop
4. Other workshops tailored to meet local needs- Entrepreneurial



Remember...

