

Business Retention and Expansion Task Force Workshop

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THE OHIO STATE UNIVERSITY

COLLEGE OF FOOD, AGRICULTURAL,
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BRE Committee/Task Force

- Extremely important to overall success of the program
- Contributes by providing solutions to local business issues
- Participates in critical economic development policy and decision making



BRE Task Force

- 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.



BRE Task Force

- 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.



BRE Task Force

- It is critical for those who cannot participate for more than a year, a smooth transition to new members can be made with little lost time and effort.



BRE Task Force

- Committee Makeup:
- Should consist of 8-15 leaders from throughout the community.
- Need broad representation from: CED, educational institutions, local government and private enterprise.



BRE Task Force

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



BRE Task Force

- 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.



BRE Task Force

- The more the Coordinator is able to enhance the efficiency of the administration of the program, the easier it will be to bring about the effective results for the respective community.



Suggested BRE Task Force

- Business Leaders:
 - Chamber of Commerce Officers
 - Local Utility Managers
 - Financial Institution personnel
 - Business Owners or Operators



Suggested BRE Task Force

- Development Officials:
 - Chamber of Commerce Staff
 - Regional Utility Development Professionals
 - Regional Development Commission Staff



Suggested BRE Task Force

- Local Government Officials:
 - City Government Officials
 - County Commissioners
 - Township Trustees
 - Village Managers



Suggested BRE Task Force

- Education Officials:
 - Superintendents of Schools
 - Vocational School Superintendent
 - Community College Presidents
 - Extension Service Educators
 - Principals or teachers
 - School Board members



Suggested BRE Task Force

- Local Leaders with USEFUL SKILLS:
 - Media Relations
 - Data analysis experience
 - Report Writing
 - Computer Skills
 - Organizational Skills



Task Force Responsibilities

- Set clear, attainable and manageable objectives for the program
- Assist in securing endorsements from 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



Task Force Responsibilities

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



Task Force Responsibilities

- Participate in the preparation of the BRE New Year Kickoff Committee/Task Force Meeting- (this will provide for a smooth transition from departing Task Force members to new Task Force members)



Task Force Workshop

- Purpose is to present the BR&E Plan Proposal to the Task Force
- Topics covered:
 - Overview of the BR&E Process and,
 - Review and Finalization of Program Objectives



Task Force Workshop

- The BR&E Coordinator is responsible for making the arrangements for the Task Force Workshop
- The BR&E Coordinator is to provide the following:



Task Force Workshop

- Meeting Agenda
- Task Force roster with names and contact information for all members
- Proposal presentation: usually a power point giving an overview of BR&E plus a proposed BR&E Program Plan for the community



Task Force Workshop

- The Coordinator will:
- Provide drafts of advance notice letter and cover letters for review by Task Force members
- Provide a draft questionnaire for review by BR&E Task Force
- List of businesses to be surveyed (sample by sector)



Typical Task Force Workshop Agenda

- Distribution of Task Force packets
- Introductions
- Presentation of BR&E Process and Local Program
- Review and discussion of program objectives



Typical Task Force Workshop Agenda

- Review of survey instrument and draft letters
- Additional questions from the BR&E Task Force (i.e., roles, duties, responsibilities and lines of communication).



Task Force Review of Surveys

- Task Force should be informed of progress and interim results of the survey administration phase of the BR&E program.
- To do this, the Coordinator should hold periodic Task Force meetings during the survey administration phase.



Task Force Review of Surveys

- The extent to which the Coordinator involves the BR&E Task Force is solely left to the discretion of the Coordinator.



Examining Survey Results

Two methods:

1. Summary Review Method
2. Survey Review Method



Summary Review Method

- Puts the primary responsibility of reviewing and summarizing the surveys on the Coordinator.



Survey Review Method

- Calls for the BR&E Task Force to come together at regular meetings to review, as a group, the returned surveys.



Survey Reviews

- Regardless of which method is used, the Coordinator should have a plan ready to immediately address red flag issues.
- It is of vital importance to keep the lines of communication open and responsive!



Annual Task Force Action Plan Development

- Developing the annual action plan is the traditional approach to BR&E action and assessment.
- Task Force and Coordinator develop action items for analysis of the survey data and secondary data.



Action Plan Development

- Purpose of the Action Plan is to develop short and long-term recommendations and actions to support BR&E and overall community and economic development efforts in the community.



Action Plan Development

- Each objective of the plan includes an action strategy the specifies tasks needed to meet the objective, who will implement the action, when the actions will be undertaken and what resources are available to assist in the implementation.



Goals of the BR&E Action Plan

- Motivate commitment to the BR&E Program by local participants
- Develop an implementation plan for carrying out the action strategies



Goals of the BR&E Action Plan

- Create action strategies based on information in the BR&E Report
- Develop a narration of the local economy



Annual Task Force Program Assessment and Review

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

Purpose is to:

1. Evaluate the effectiveness of the program and,
2. 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 and,
- The End-of-Year Summary Report for an overview of the cumulative responses from the business surveys and a summary of all the open and closed action items for the year.



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