**Targeted BR&E**

OHIO STATE UNIVERSITY EXTENSION

***A Strategy for Business Growth***

**Curriculum Plan**

This curriculum is a one-day, 6 ½ hour program (with lunch and break) with the target audience being Extension Educators and economic development practitioners. Five modules focus on discussion and hands-on learning activities, including use of the new mobile application, to build on the traditional BR&E program.

***Module One: What is the New Approach and Why? - 60 minutes***

**Curriculum elements:**

* Review the role and importance of BR&E as an economic development strategy, including existing tools and approach
* Describe the current OSU BR&E program and how it addresses business retention and expansion within a local or regional economy
* Discover how to refine the traditional BR&E program by focusing on a single targeted cluster
* Training materials:
  + Powerpoint presentation
  + Facilitator guide/lesson plan
  + Worksheet – What are your industry clusters
  + Handout – illustration of a agribusiness cluster-

***Module Two: Why a Focus on the Agribusiness Cluster? – 45 minutes***

**Curriculum elements:**

* Examine why there should be a focus on agribusiness as a key growth cluster within the Midwest region
* Review benefits of a regional, multistate approach to addressing a targeted BR&E strategy – what might be different using a targeted cluster approach?
* Review and discussion of case study example
* Training materials:
  + Powerpoint presentation
  + Facilitator guide/lesson plan
  + Worksheet: Identifying growth companies within a cluster
  + Handout - Using location quotients in cluster analysis
  + Handout - Targeted case study example



***Module Three: Application of the Cluster-Based Approach to BR&E – 90 minutes***

**Curriculum elements:**

* Understand the definition of the Agribusiness cluster
* Does a cluster-based BR&E approach make sense for your community or region
* Find data on your community or region’s Agribusiness cluster
* Identify specific firms in the Agribusiness cluster
* Training materials:
  + Powerpoint presentation
  + Facilitator guide/lesson plan
  + Worksheet: Identifying growth companies within a cluster

***Module Four: Using the New Agri-business Survey Instrument and Mobile Application – 90 minutes***

**Curriculum elements:**

* Review the survey and survey question bank
* Identify specific survey questions related to your community or region’s cluster strategy
* Hands-on application of question(s) and use of new mobile application
* Discussion of how mobile application and survey can be used in your community or region
* Training materials:
  + Facilitator guide/lesson plan
  + Handout – Survey question bank and guide
  + Mobile application

***Module Five: Description of Curriculum Services – 15 minutes***

**Curriculum elements:**

* Review the curriculum package, services and cost
* Training materials:
  + Program brochure
  + Sample curriculum delivery proposal

***Example curriculum delivery scenario:***

* Program begins at 9:00 a.m., concluding at 3:30 p.m. with one hour lunch at 12:30 and 15 minute break after modules one and two. Q&A after module 5.
  + 9:00-10:45 Modules 1&2
  + 10:45-11:00 Break
  + 11:00-12:30 Module 3
  + 12:30-1:30 Lunch
  + 1:30-3:00 Module 4
  + 3:00-3:15 Module 5
  + 3:15-3:30 Discussion/questions
  + 3:30 Adjourn