

# Stronger Economies Together

## Session Seven

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A: Attitudes, Knowledge, Skills...

B: Behaviors...

C: Conditions...

= Success

- ◆ Example: The community has a littering problem. How will you promote change?

A: Effect the *Attitudes*, by teaching the problems about litter—it's unhealthy, it's an eyesore, it attracts rodents, etc.

B: The effected attitudes influence a change in *Behaviors*—the community should not litter and should pick up litter.

C: The changed behaviors improves the *Condition* of the community—there is less litter, the community looks more attractive.

### GROUP DISCUSSION ABOUT ACTION PLAN OBJECTIVES

- ◆ The four committees (Tourism, Industry, Workforce, Entrepreneurship) met to discuss how to achieve their objectives.

Martha Walker:

- ◆ Example: How do you measure the success of the plan?

Organize trash pick up days. Count the number of trash bags collected on the first day. Count the number of bags collected on the second pick up day. Continue to count the number of bags collected to see if the amount of trash is decreasing.

### CREATING A PLAN TO MEASURE FOR SUCCESS

Led by Martha Walker of VCE

Key Questions in Developing a Plan

- ◆ **What** information do we need? Does it already exist? OR will you need to gather it?
- ◆ **Who** has access to the information?
- ◆ **When** should we gather? How often?
- ◆ **How** can we gather the information?



- ◆ Don't redo what others are doing in the region. That is why VGA exists—to support one another.

### WORK GROUP SESSION

Again participants discussed in their groups the measurability of their objectives.

### WORK GROUP REPORTS

Led by Doug Jackson of DHCD

- ◆ ENTREPRENEURSHIP TRAINING & DEVELOPMENT—VGA Chair: Jan Harrell

#### GROUP FEEDBACK:

The SET group was impressed with the Entrepreneurship Committee's work; particularly, that Longwood will provide an intern for the SET plan. The committee is using good networking, focusing on the entire region and included specific dates and activities that work well for measurability.

- ◆ INDUSTRY—VGA Chair: Natalie Slate

#### GROUP FEEDBACK:

The presentation was comprehensive in both an internal and external look at itself. They included plans to plug the leaks they identified, for communication and marketing. The SET group loved their incentive pool idea and the utilization of financial angels.

- ◆ TOURISM—VGA Chair: Beverley Hawthorne

#### GROUP FEEDBACK:

The committee presented an amazing collaboration between towns, a major database and asset inventory.

- ◆ WORKFORCE: VGA Chair—Angie Kellett

#### GROUP FEEDBACK:

There may be a crossover between the Industry Committee and the Workforce Committee, but the overlap with Industry creates a prime opportunity for collaboration.

### THE FUTURE OF SET

Led by Anne Herring of USDA

As we proceed, what kind of support will we have from:

- ◆ DHCD: Michelle Jones

Partnering with local governments, nonprofit groups, state and federal agencies, and others, DHCD is working to improve the quality of life for Virginians.

<http://www.dhcd.virginia.gov>

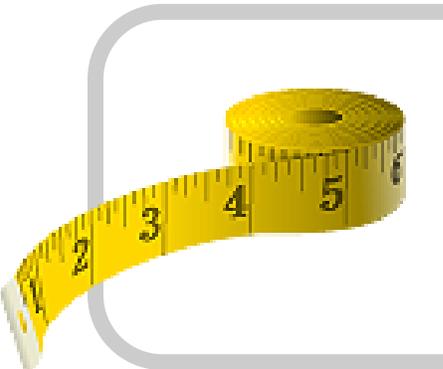
- commits to provide resources for the SET plan
- can provide funds for housing, infrastructure and town revitalization

- ◆ VCE: Martha Walker

Virginia Cooperative Extension is an educational outreach program of Virginia's land-grant universities: Virginia Tech and Virginia State University, and a part of the National Institute for Food and Agriculture, an agency of the United States Department of Agriculture.

<http://www.ext.vt.edu/about/index.html>

- can bring research information from VA Tech and VA State



**MEASURE FOR SUCCESS!**

**Attendance:**

Barber, Neal
Callis, Kim
Clarke, Christopher
Coleman, Beverley
Crowder, Debra
De Stefano, Frank
Dodd-Slippy, Martha
Foster, Megan
Fowler, Robyn
Hackney, Melody
Harrell, Jan
Hasbrouck, Christine
Hawthorne, Beverly
Herring, Anne
Jackson, Doug
Jones, Michelle
Kellett, Angie
Kerns, Justin
McGuire, Sheri
Moody, Gail
Pack, Catherine
Papierniak, Almira
Rutledge, Braxton
Slate, Natalie
Smith, Cassandra
Smith, Dennis
Smith, Sherri
Susee, Heather
Swinson, Sherry
Tanner, Sandra
Thornton, Dr. Jim
Walker, Martha

- ◆ VEDP: Catherine Pack

The Virginia Economic Development Partnership consists of several divisions whose combined expertise confidentially provides the resources you need to make the most informed location decision for businesses with the least amount of your time and effort.

<http://www.yesvirginia.org>

- will partner with higher education

- ◆ VTC: Sandra Tanner

Virginia Tourism Corporation's goal is "more people, staying longer, spending more money."

<http://www.vatc.org>

- will help identify how to capitalize on VGA's resources and assets

- Can provide: funds for marketing, technical assistance, develop the hub and spokes model, help keep businesses sustainable and provide workshops

- ◆ Other Partners: Tobacco Commission, Planning District, etc.

## UPDATE ON UNITED VIRGINIA'S GRADUATES

Led by Cassandra Smith of United Virginia

- ◆ GREENTREE TONER/INK

Robert Lewis was having financial difficulty and couldn't get a loan. He received an anonymous donation from a "financial angel" covering half the money he needed to start his business. That gift was all the encouragement he needed to get going. His business "has exploded".

- ◆ CEW PUBLISHING

Carol Wilson's book will soon be available for purchase on Amazon.com and is going to be published in paperback format as well.

- ◆ DIANE & JA'KAYLA HANDBAGS/BLUEBIRD COFFEE SHOP

Diane Gibbs and Vittoria Williams are considering becoming partners.

## NEXT STEPS

- ◆ Finalize regional plan
- ◆ Check against High Quality Plan Guidelines
- ◆ Present to VGA staff & State Partner Team for feedback and guidance
- ◆ Approval by VGA board
- ◆ Work teams help with implementation
- ◆ Opportunity for implementation mini-grants (USDA/SRDC)
- ◆ Related activities in region (RCDI, etc.)

## HOMEWORK

Stay involved! Get others involved!

- ◆ **If you missed the last SET meeting, please contact the committee you are a part of to learn specific details about your group and when your next committee meeting will be.**

Committee Leaders:

**Entrepreneurship**—Jan Harrell [jharrell@ci.emporia.va.us](mailto:jharrell@ci.emporia.va.us)

**Industry**—Natalie Slate [nslate@greensvillecountyva.gov](mailto:nslate@greensvillecountyva.gov)

**Tourism**—Beverley Hawthorne [bphawthorne@lunenburgva.net](mailto:bphawthorne@lunenburgva.net)

**Workforce**—Angie Kellett [angie.kellett@mecklenburgva.com](mailto:angie.kellett@mecklenburgva.com)

Contact Heather Susee for follow up questions: [hsusee@southsidepdc.org](mailto:hsusee@southsidepdc.org).