

# Stronger Economies Together (SET)

*Strategies for Building  
New Economic Opportunities*



# Sponsors & Partners

- SET is sponsored by USDA Rural Development and the Regional Rural Development Centers.



- Key partners involved in the development of SET educational materials include:
  - **Extension and research faculty from a variety of land-grant universities in the U.S.**
  - **The National Institute of Food and Agriculture, USDA**
  - **The Economic Development Administration, U.S. Department of Commerce**



# The Training Resources Development Team

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# Now ... Let's Take a Look at SET



# A Snapshot of SET



# Outline of Module One

- What is SET?
- What it Offers to a Regional Team
- Who's Who? State Partners and Trainers
- Preview of the Training Program
- What's Ahead in the Next Module



# What is SET?

- An exciting new initiative that encourages communities and counties – primarily in rural areas – to work together as a regional team to develop and implement an economic development plan that make sense for their region.
- A program that helps regions discover and build on their comparative economic advantages.



# What SET Offers to a Regional Team

- Training and guidance
- Data tailored to your region
- Valuable planning tools
- Technical assistance from project partners
- Peer-to-peer connections with other regional groups involved in the SET pilot program across the U.S.



# SET Pilot States



# Who's Who? State Partners and Trainers

- State Partner Team: Representatives from key agencies who are coordinating the SET program in the state
- State Training Team: Group responsible for delivering the SET training program to your regional team



# Preview of the Training Program

- Nine modules are included in the SET training program.
- Regional team members are provided the following resources:
  - The SET workbook
  - Copies of PowerPoint slides accompanying each module
  - Copies of regional data for use by your team



# The Nine Modules



# Module One

## A Snapshot of the SET Program

- What is SET?
- What it Offers to a Regional Team
- Who's Who? State Partners and Trainers
- Preview of Training Modules



# Module Two

## Regional Development 101

- It's a Changing World: Some Major Trends
- Implications of These Trends
- Local and Regional Economic Development
  - Defining key terms
  - Three waves of economic development
  - Economic development approaches
- A Look at Regional Development
- What Should Your Region Do?



# Module Three

## Building a Strong Regional Team

- Determine Elements of a Sound Team
- Develop a Call to Action
- Invite Broad Participation
- Create a Succession Plan
- Explore Habits of Highly Effective Regional Leadership Teams



# Module Four



## Your Regional Vision & Goals

- What's This Thing Called "Vision"?
- Features of a Strong Regional Vision Statement
- Developing a Vision Statement for Your Region
- Now . . . Focusing on Regional Goals



# Module Five

## Exploring Regional Assets & Barriers

- Examining Asset-based Regional Development
- Discovering Assets that Exist Locally
- Pinpointing Barriers to Achieving Regional Goals
- Reviewing and Adjusting Regional Goals as Needed



# Module Six

## Examining Current Demographic Features of Your Region

- Local and Regional Demographic Data
- Key National and Global Trends
- Features of the Regional Labor Force
- What Features/Trends Mean for Your Regional Goals



# Module Seven

## The Region's Economic Foundation and Development Opportunities

- The Economic Base of the Region – Current Economic Drivers
- Understanding Regional Comparative Advantages
- Determining your Regional Advantages
- Exploring Value-Added Strategies



# Module Eight

## Planning for Success

- Refining the Goal
- Identifying the ABC's of Success
- Selecting Strategies
- Planning for Action



# Module Nine



## Measuring for Success

- Exploring the Value of Measuring
- Deciding What to Measure
- Using Measures to Promote Success
- Tracking Appropriate Measures
- Creating a Regional Plan for Measuring Success



# Final Reflections

- What are the takeaways from this module?
- What needs to be done to prepare for the next SET meeting?
- Other issues to clarify or discuss at this point?

