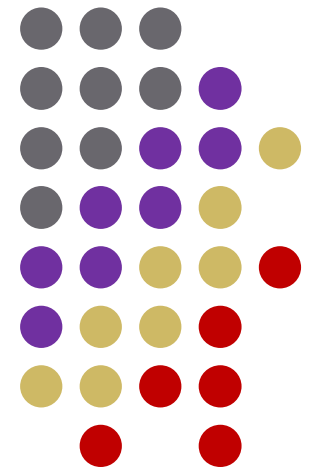
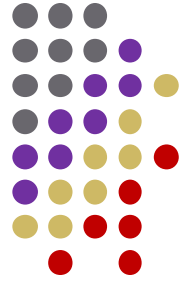


Community & Economic Development Strategic Planning Project for Desha County, Arkansas

**Project Kick-off Meeting
July 10, 2008**





Agenda

- Introductions – 30 min
- Consulting Team Presentation – 20 min
- Project Organization – 10 min
- Development of Draft Project Mission Statement – 30 min
- Organization of Town Hall Meetings – 20 min
- Next Steps – 5 min



Strategic Growth Institute

- § University of Central Arkansas CED Programs: CDI Central, MSCED & SGI
- § SGI's mission is to help communities, regions and states develop and implement creative, sustainable community and economic development programs
- § SGI Principals have extensive experience in economic & community development consulting and corporate site selection
- § Project Manager: Jennifer Tanner (501.269.8950)
jtanner@strategicgrowthinstitute.org





Connect-Arkansas

- ***A New type of Infrastructure: Virtual***
- ***Governor Beebe: “Super highway”***
- Act 604
- 501(c)(3), Private Non-Profit
- **Goal:** To facilitate high speed internet access to every citizen and business in Arkansas.



Connect-Arkansas

- Connect Arkansas Programs (3)
Focus: Education
- We are “Platform Delivery Neutral”
- All inclusive
 - § No agenda except what is stated
 - § Focus is collaboration & communication

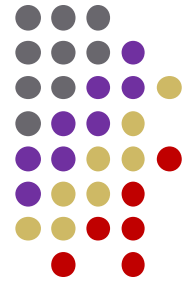
For Desha

Our Understanding of the Coalition's Project Goals

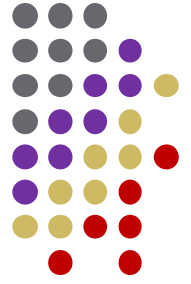


- Achievement of a leadership-driven vision related to the knowledge-based economy
- Grassroots citizen engagement from all parts of Desha County
- Focus on identification and leverage Desha County assets
- Develop realistic solutions and implementation strategies based on best practices and use of technology

Project Approach

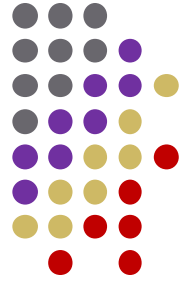


- Facilitate the community development process
 - § Method readily adaptable according to needs of the project
 - § Build communication and social networks to identify all of the county's assets
- Make connections to technology by utilizing the e-Community Framework
- Develop understanding of community and economic development processes and outcomes, best practices, and innovation through education and training



Phases of Planning Process

- Project Initiation
- Expansion of Steering Committee
- Discovery
- Strategic Planning
- Endorsement & Celebration
- Implementation
- Evaluation

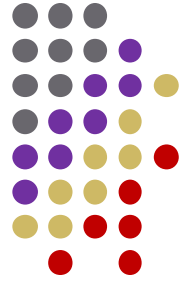


Project Initiation

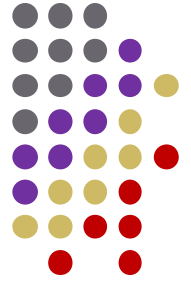
- § Project Kick-off Meeting
 - § Draft of Mission Statement
- § Town Hall Meetings
 - § Initial Discovery of Issues/Needs & Support
- § Feedback to Steering Committee
- § Public Announcement

Deliverables: Facilitation, Feedback & Recommendations Brief, Logistics & Communications Plan (including website recommendations)

Expansion of Steering Committee



- Continue to invite and recruit
- Launch of Marketing & Communications Plan
 - § Website
 - § Project Newsletter
 - § Other

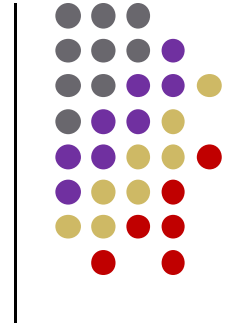


Discovery Methods

- SWOT Analysis of Community Factors
 - § Research and Data Collection
 - § Interviewing
 - § Regional Touring
 - § Town Hall Meetings
 - § Surveys
 - § Best Practices
 - § Benchmarking where possible

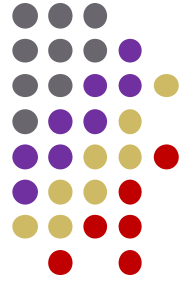
Deliverables: Subcommittee Work Product, Consultant
Discovery Report

Strategic Planning

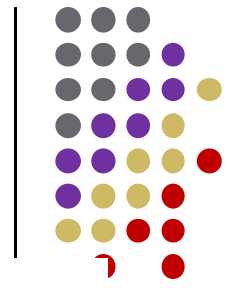


- Vision for Desha County
- Develop Priorities and Solutions
- Actions, Roles/Responsibilities, Timeframes, Funding, Metrics, & Coordination

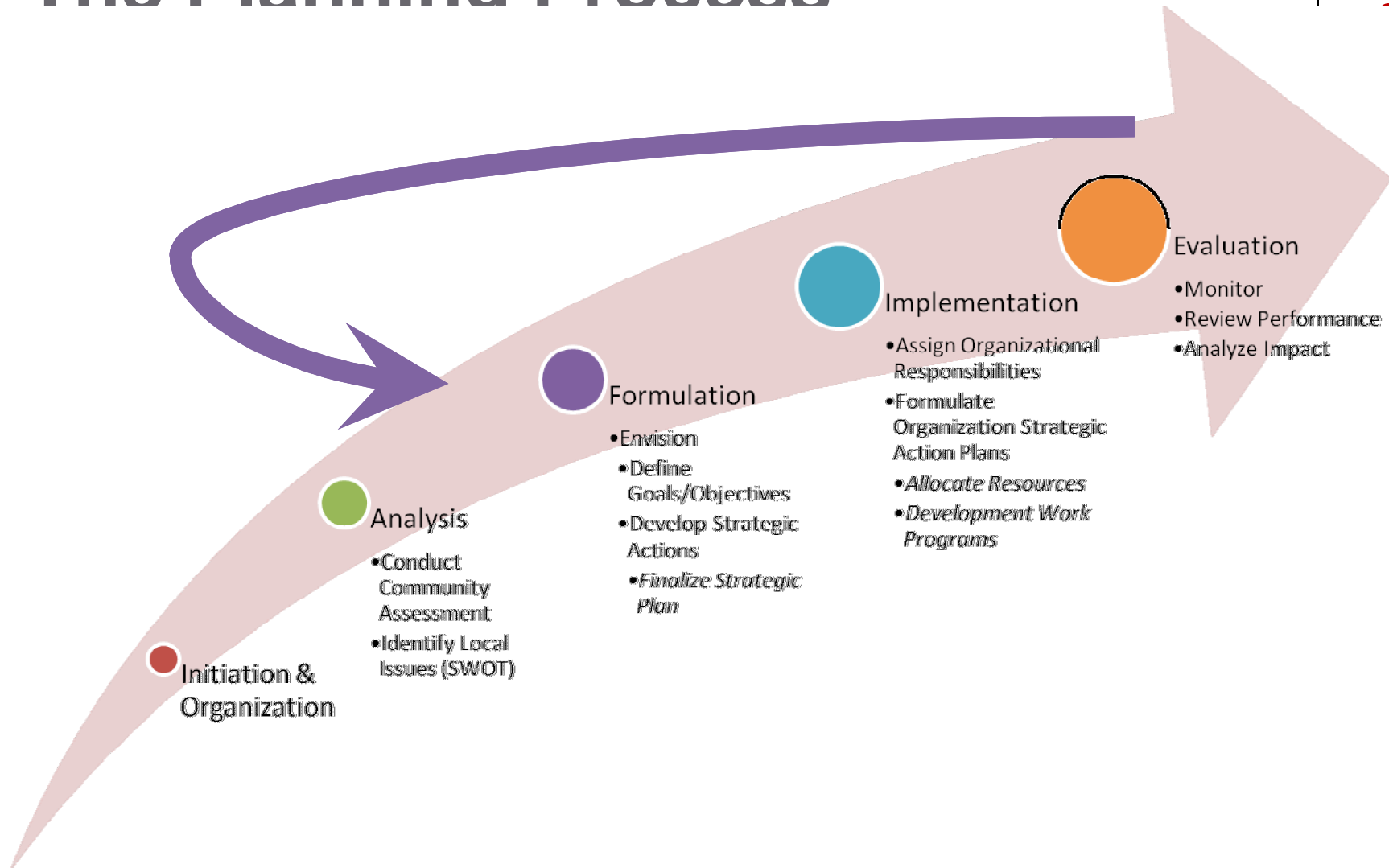
Implementation & Evaluation

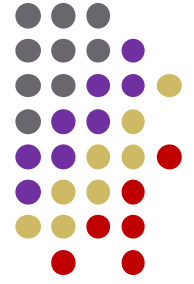


- Ongoing part of planning
 - § Publish Final Strategic Plan for Desha County
 - | Community
 - | County
 - | Regional
 - | State
 - § Endorsement & Celebration
 - § Implementation
 - § Measurement & Evaluation of Impact



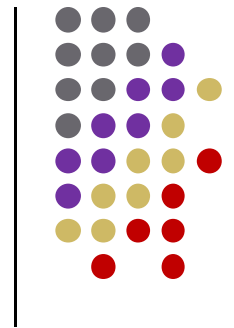
The Planning Process





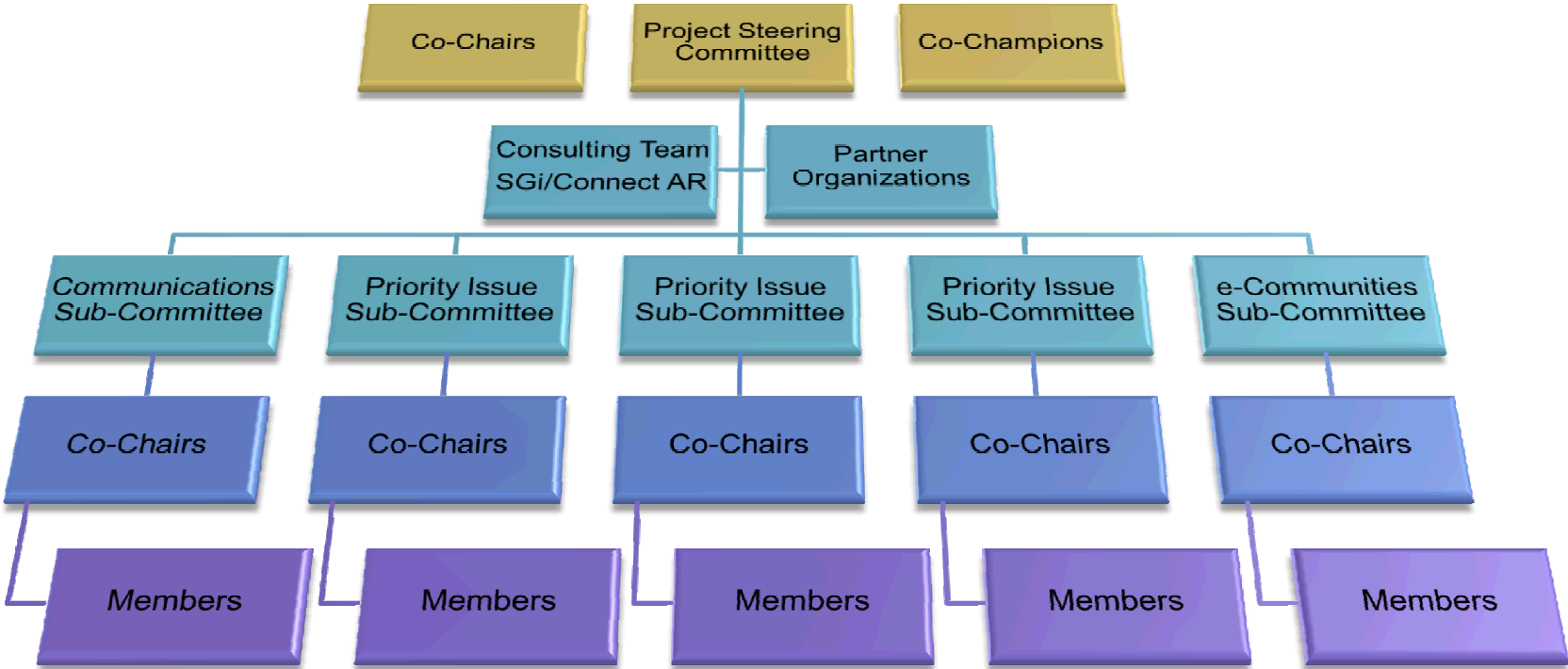
Scheduling

- Finalize Initiation Phase by _____ & Develop Detailed Project Schedule
 - § Discovery – 2-3 months
 - § Strategic Planning – 3-4 months
 - § Final Strategic Plan Review – 2 months
 - § Endorsement & Implementation -
- Have monthly Steering Committee meetings with specific agenda for training & development of stakeholders
- Sub-committees provide detailed planning for prioritized issues

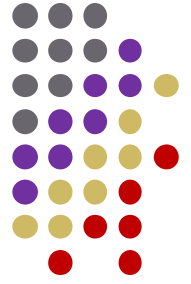


Discussion

Proposed Project Organization

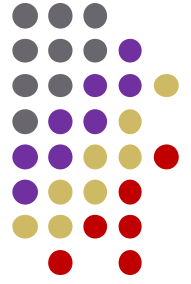


Parked Issues to be Added to Plan as the Process Continues



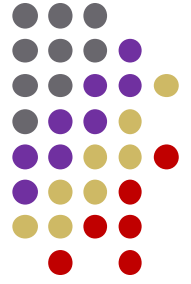
Project Mission Statement

- Naming of Project
 - § Possible Domain Names
 - | DeshaForward
 - | DeshaCountyConnection
 - | AdvancingDesha
 - | ConnectingDesha
- (2) Writers to Draft
- In small groups
 - § 10 minutes – Identify Core Values, Goals, & Strategies for Success
 - § 10 minutes – Writers prepare draft
 - § 10 minutes (or more) to discuss and agree



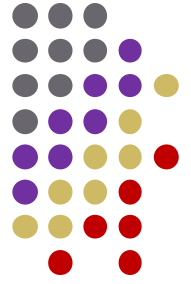
Draft Mission Statement

- Desha Forward will create and implement a strategic planning process for the county that is inclusive of all its citizens incorporating these core values: honesty, cooperation, trust, and focus on the future



Town Hall Meetings

- Need the Communications Sub-Committee to form
 - Initial identification of Co-Chairs
 - § Logistics for Town Hall & Other Meetings
 - § Communication Plan for Project
- Agenda for a 90 minute meeting
 - § Briefly frame the issues facing Desha County
 - § Present vision of a county strategic plan and mission of the Coalition's Steering Committee
 - § Seek input through discussion (issues/needs/assets/liabilities & keys for success)
 - § Present next steps



Next Steps

1. Set dates for Town Hall Meetings (2-3 clustered together)
2. Communications SubC to arrange location – refreshments & develop/implement communication plan
3. Executive Committee & Consultant Team Prepare Town Hall Presentation
4. Steering Committee Receives Feedback Briefing
5. StC Formalizes Project Charter w/Schedule & Finalizes Initiation with “Announcement”