

Business Retention & Expansion (BR&E) Team -- Design Document Template 8-16-12 (reviewed 10-14 by JB & MD)

Goals --

1. To add a BR&E program offering from Extension that enables Minnesotans to do BR&E projects programming in their communities, with or without Extension educator assistance.
2. To spur increased interest in BR&E program offerings, that are currently fairly underutilized.
3. To give allied institutions (electric utilities, regional foundations, etc.) an opportunity to partner with Extension on BR&E by advertising the course, sponsoring students and/or assisting communities with BR&E after a community person participates in the course.
4. To provide a platform to promote and integrate online content into teaching and usage by BR&E community of practice.
5. To re-establish U.M. Extension's presence as a go-to source for BR&E learning and contribute to its reputation inside and outside Minnesota.

--Goals for the Course Itself

1. Challenge the learner
2. Create social networking opportunities
3. Engage the learner actively
4. Meet the needs of multiple level of BR&E learners
5. Enable practical application back home

Course Learning Objectives

1. Plan a BR&E initiative that fits their communities
2. Organize a community to implement a BR&E
3. Understand and explain the three steps and elements of BR&E
4. Access BR&E resources and networks as needed

Assignments:

Module/Assignee

- | | |
|----------|----------------|
| 0 | Mary |
| 1 | Michael |
| 2 | Mary |
| 3 | Michael |
| 4 | Michael |
| 5 | Michael |
| 6 | Brigid |
| 7 | Brigid |
| 8 | Michael |

- 9 **Brigid**
- 10 **Brigid**
- 11 **Brigid**
- 12 **Mary**
- 13 **Mary**
- 14 **Michael**
- 15 **Brigid**

Participants –

1. Minnesota economic development and community development pros, planners, city/county officials, utility/college/school officials, and others interested in a community economic development approach to the retention and expansion of business.
2. NonMinnesotans of the same ilk. Minnesotans get first priority if seats are limited.

Learning Objectives – (before the 8-16 F2F course)

1. Learn both the big picture and the intricacies of the three BR&E steps: Research, Prioritize, Implement
2. Research:
 - Build a team
 - Train volunteer visitors
 - Complete business visits and collect quality data

Prioritize:

 - Review warning flags in surveys to respond to business needs
 - Analyze and understand systemic issues in the data
 - Help the community develop and report priority projects;

Implement:

 - Roll into action on priority projects
 - Sustain the momentum
 - Evaluate results

“Big picture” learning objective: Participants to be able to apply the BR&E concepts and tools. Although they won’t necessarily initiate a BR&E starting with the class, that would be nice. At a minimum we hope they’ll do a plan of work for a community BR&E.

Course Overview –

Overview of Course Content: There are both in-person educational sessions and asynchronous online elements contemplated to be integrated into the blended course. There also is the opportunity to re-develop existing curriculum materials and develop new materials through this course development. We have curriculum materials that suffice yet there are other things that we have learned since those materials were developed. Thus it would be nice to develop/re-develop materials. Balancing the need to get the course developed in time

for launching next winter with the opportunity to build curriculum will be the tightrope we walk along the Learning (Mostly) Online Cohort pathway.

Initial face-to-face session on campus. Start at ten on first day to noon second day. ~1 day total.

- Getting Started with BR&E - Course Overview and Participant Introductions .5 hours
- How would the BR&E Strategies method fit your community? Focus on the 3-Step Big Picture of the program:

1. Research,
2. Prioritize
3. Implement (video, presentation, discussion) 1.0 hour

Lunch

- BR&E Research Step
 - Organizing the Leadership Team, Task Force and Visitors.
 - Planning the BR&E. 2.0 hours
- Research continued:
 - Volunteer Visitor training 2.0

2nd Day -- Breakfast

- practice BR&E visit with real businesses 1.25 hours
- Prioritize: Warning Flag Analysis of survey results and respond to individual business concerns. .75 hour
- Research: Survey Instruments, Research Methods and BR&E Benchmark data
 - Guest presenters: Scott Chazdon 1.0
- Assign homework and schedule group online synchronous discussion sessions
- Final discussion and parking lot issues

Send them home before lunch

Discussion units online: (weekly or bi-weekly depending on span between in-person sessions).

- BR&E Prioritize Step: Continued discussion of responding to Individual Business issues, aka Warning Flags/Red Flags
 - Guest presenters: Grow Minnesota - Kathi Schaff, ED professionals with proven success in this area.
- Prioritize continued: Analyzing data, conceiving appropriate potential projects and preparing a Research Report that Moves a Community from Ideas to Action
 - Guest presenter: DEED labor analyst who contributes to BR&E reports
- Prioritize continued: Task Force retreat simulation.

- Designing the priority projects and sharing with the community
- BR&E Implement Step: Gearing up action teams and sustaining the leadership team
- Implement continued: Task Force gatherings to sustain momentum
 - Guest presenters from Marshall or Forest Lake?
- Implement continued: Evaluating your BR&E efforts

Final face-to-face session on campus, or at an event facility. Maybe .5 days.

- Recap Discussion of the BR&E Strategies method (aka Community Leaders approach)
 - Is there any step you can leave out?
- Sustaining your BR&E: Research, Prioritize, Implement
 - Guest presentation from successful BR&E leaders: Hugo, Monticello, Faribault?
- Other Community Economics issues ??? (not sure about this)
- Reception and certificate conferral (see below)

Learning Assessment –

Must demonstrate mastery of individual components and elements of BR&E. Maybe an assessment overview document like a BR&E plan of work and individual components.

Prerequisites –

Required:

- English proficiency.
- Some course work in post secondary institution of higher education.

Preferred:

- Some exposure to economic development thru job, volunteer work or course work or other.

Evaluation Plan

We want to evaluate the course design and the course delivery. Use Extension Community Vitality’s eval. protocol. Evaluate both the modules and overall quality of the course as a whole. Use post course evaluation survey but also a post-post evaluation interview with students at an interval of 6 months after end of course. We will foreshadow this post-post interview in the course itself by having the participants create 6-month goals for themselves at the end of the course that they will submit to the instructors.

Course Delivery Schedule – Course Delivery Schedule

Module	Format (Online, F2F)	Schedule
1 Welcome & Orientation	F2F	Jan., 2013 – synched with

F2F module L.O. ____		EDAM winter mtg. TBD
2 Fundamentals of BR&E F2F module	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD
3 Research-Part 1 F2F module	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD
4 Planning the BR&E F2F	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD
5 Research-Part 2 F2F module	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD
6. Practice B&E Visit with a real company F2F module	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD
7 Warning Flag Analysis- Part 1 (Prioritize) F2F module	F2F	Jan., 2013 – synched with EDAM winter mtg. TBD

8 Survey Instruments, etc. F2F module	Online sessions	Jan., 2013 – synched with EDAM winter mtg. TBD
9 Tech & Resource Review & Warning Flag Analysis-Part 2 (Prioritize Online module	Online sessions	Jan. 20 - Feb. 8, 2013
10 Moving the Community from Ideas to Action (Prioritize) Online module	Online or F2F LET'S DISCUSS	Feb. 11-22, 2013
11 Organizing a Task Force to Choose and Design Priority Projects (Prioritize) Online Let's discuss	Online	Feb. 25-March 8, 2013
12 Gearing Up Action Teams, etc. Online	Online	March 11-22, 2013
13 Maintaining Momentum Online	Online	March 25-April 5, 2013
14	Online	April 8-19, 2013

Evaluating Your BR&E Efforts F2F		
15 Summing It All Up & Final Feedback F2F	F2F	April 24-25, 2013

