

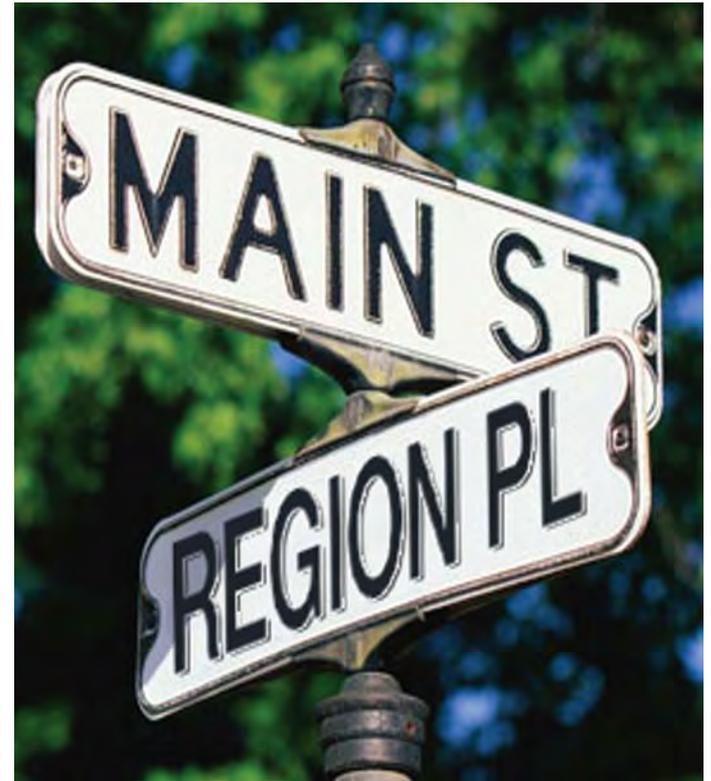


EXECUTIVE DIRECTORS PEER LEARNING LAB

*2011 NADO ANNUAL TRAINING CONFERENCE | MIAMI, FLORIDA
PART II - SUNDAY, OCTOBER 9*

About NADO

- Strengthen local governments, communities and economies through the regional strategies, partnerships and solutions of the nation's regional development organizations



Advocacy | Education | Networking | Research

Workshop Overview

- ▶ Fundamentals of RDOs: *Becoming a Go-To Player*
- ▶ Lessons Learned: Policymakers and Practitioners
- ▶ Case Studies, Peer Learning and Group Therapy



Regional Council Self-Assessment Guide

Home Role in Region 7 Significant Issues Policy Board Executive Management Login

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Welcome

The Regional Council Self-Assessment and Resource Toolkit is intended to assist executive directors, policy board members and senior professional staff of the nation's regional planning and development organizations in improving and evaluating their overall performance, management and leadership skills and performance.

Developed by the National Association of Development Organizations (NADO) and the Development District Association of Appalachia (DDAA), the online toolkit is set up with individual modules that cover a variety of professional and organizational development topics, including:

- positioning your regional council in a new era of regionalism
- addressing seven significant issues facing regional councils
- managing an effective regional council policy board
- becoming an effective regional council executive director
- building an effective statewide network and state association
- general concepts of leadership and regional council innovations

NADO and DDAA want to recognize the SouthEast Regional Directors Institute, Missouri Association of Councils of Government, Appalachian Regional Commission, U.S. Economic Development Administration and other partners for their contributions in making this project a reality. Our goal was to develop a comprehensive framework for voluntary peer reviews and exchanges that would empower regional council policy boards and executive management to evaluate and improve their overall governance structures, management capacity, programs and operations.

Any opinions, findings, conclusions or recommendations expressed on this Web site or in this toolkit are those of the authors and do not necessarily reflect the views of the National Association of Development Organizations (NADO) or the Development District Association of Appalachia (DDAA), as well as the Appalachian Regional Commission (ARC) or the U.S. Economic Development Administration (EDA).

How to Use this Site

Across the top of this web site is a series of tabs that correspond with the sections of the toolkit (Role in Region, 7 Significant Issues, etc.). Within each section is a series of surveys aimed at asking inward-looking questions about the role and effectiveness of your organization. Once each survey has been completed, you can elect to either move on to the 'next' section or 'submit' the survey. There is also an option to print or email sections of the survey using the icons in the top right-hand corner of each page.

Once a survey has been submitted, a series of pie-charts will appear displaying the answers you've selected for that individual section of the survey.

Main Menu

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Training Modules

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Download the Toolkit

You can download the full assessment tool kit by clicking on the PDF icon link below



To download the pdf right click on the image above and choose "Save Link As"

Regionalcouncilguide.org

RDO Self-Assessment Toolkit

1. **Defining Today's Era of Regionalism**
2. **Evaluating Your Role in Modern Era of Regionalism**
3. **Seven Significant Issues Facing Regional Councils**
4. **Managing an Effective Regional Council Policy Board**
5. **Regional Council Executive Director Checklists**
6. **State Associations of Regional Councils**
7. **Regional Council Snapshots: Innovations and Practices**
8. **Peer Resource Exchange: Food for Thought**
9. **Concepts of Leadership**

Special Thanks

- ▶ Development District Association of Appalachia
- ▶ Appalachian Regional Commission
- ▶ Missouri Association of Councils of Government
- ▶ SouthEast Regional Directors Institute
- ▶ U.S. Economic Development Administration
- ▶ NADO Board of Directors and Membership

VAPDA

Vermont Association of Planning and Development Agencies

2011 Statewide Strategic Assessment



Prepared by the
National Association of Development Organizations
June 2011

WEDDA

Washington Economic Development Districts Association: 2011 Statewide Strategic Assessment

Prepared by the National Association of Development Organizations
August 2011





7 Significant Issues for RDOs

Resources, Leadership and Capacity to Drive

Region's Forward in New Global Race



7 Significant Issues for RDOs

1. **Relevance**
2. **Convener** of the Region
3. **Ownership** and Governance
4. Relationship with **Local Governments**
5. Relationship with **Federal & State Officials**
6. **Statewide Uniformity** / Capacity
7. **Public Relations** / Image

Fundamentals of RDOs

- ▶ “There are really very few roadblocks to creating stronger RPCs (i.e. RDOs). It is simple. They just can’t act like lone wolves. And, they need to focus on statewide consistency, have a positive attitude and focus on adding value.”

POP QUIZ #1:

How often do you meet, in person, with the following:

- ★ Governor and Top Aides
- ★ State Legislators
- ★ Members of Congress / Key Staff
- ★ Chamber Business Leaders
- ★ Board Members and Local Officials

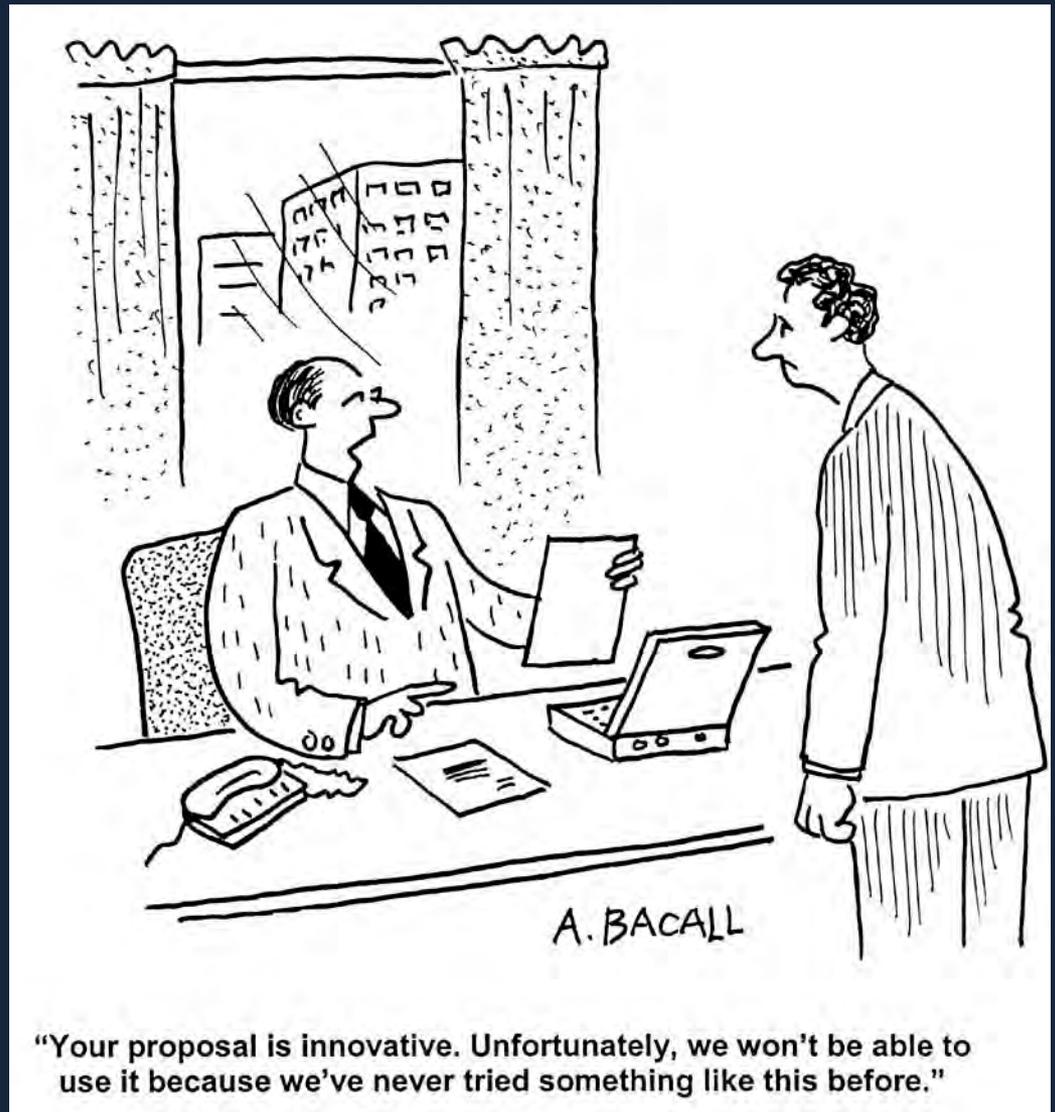


"I used to lead by example, but it was too much work."

POP QUIZ #2:

Would you describe
yourself as:

- A. Problem solver
- B. Public entrepreneur
- C. Statesman
- D. All of the Above





Statewide Associations

Case Studies

- ▶ **Kentucky** Governance, Committees & Accountability
- ▶ **Missouri** Statewide Templates and Branding
- ▶ **New Mexico** Statewide Retreat w State Leaders
- ▶ **North Carolina** Statewide Sustainable ED Initiative
- ▶ **Tennessee** Response to Governor's Budget Cuts
- ▶ **Texas** Statewide CEDS Website
- ▶ **Vermont** Statewide Strategic Assessment After Governor's Plan
- ▶ **West Virginia** Statewide Branding as One Company

Statewide Associations

- **Face common** needs, challenges and issues
- **Improve** consistency, quality and delivery of services
- **Develop new partnerships**, programs and funding
- **Share best** practices, peer exchanges and test ideas
- **Practice what we preach** about working across jurisdictional boundaries and overcoming turf wars

Statewide Associations

■ Requirements:

- ▶ **Significant time** and energy commitments
- ▶ **Substantial investment** of financial resources
- ▶ **Significant willingness** to compromise with peers
- ▶ **Readiness to pursue new opportunities**, hold peers accountable and share resources with peers
- ▶ **Setting realistic expectations** and goals

Roles of Statewide Associations

- **Outreach and relationship building**
with external partners, policy makers and funders
- **Program development** of new ideas and programs
- **Quality controls** and performance accountability
- **Peer networking** and professional development
- **Marketing** and branding of common statewide mission, services, impact and potential

Statewide Associations

- **Monthly meetings** of executive directors, along with working groups of senior staff and policy officials
- **Pro-active agendas** with federal and state officials
 - ▶ *Specific tasks for local policy officials, ex dirs and staff*
 - ▶ *Good positive attitude plus follow up on deliverables*
- **Program and peer accountability**, including quality controls, training and financial monitoring

PANELISTS: BECOMING A “GO TO” PLAYER

- ◆ **KY State Rep. Rocky Adkins, Majority Floor Leader**
- ◆ **Tom Higginbotham, Northeast Nebraska EDD**
- ◆ **Susan Reid, First Tennessee Dev. District**

NADO CASE STUDY 1.0

It is election season and the Governor's race is a run-away contest for a popular former White House official. He's been influenced by national think tanks who tout regional economic development strategies and innovation as the next best thing! The Governor-elect is now planning to form new Regional Councils to develop CEDS, bring together public and private sector leaders, and foster regional economic innovation and competitiveness. How do you respond?

NADO CASE STUDY 2.0

The state is broke and laying off workers. Your local officials are struggling financially, yet are facing mandates, job losses and plant closures. You're facing a hostile, divided state legislature and the Governor has never heard of you or your organization. And, you have almost a totally new policy board. Yet, you still have friends within state agencies and your organization could be a major asset for state and local officials, regardless of their political party.

How you do approach this situation?

NADO CASE STUDY 3.0

Your organization serves as the EDA Economic Development District. However, your local EDCs and the state don't really see your organization as part of their economic development team. You have a modest sized RLF. Your group crafts a professional CEDS and you have support from your local elected officials. How do you earn a spot on the larger team?

Sage Advice for an RDO Director

- Seek niches that can serve member interests
- Stay true to your mission
- Focus on educating (and re-educating) your partners and funders
- Achieve ***excellence*** in programs and services
- Create and maintain relationships
- Become the sounding board for exploration of local / regional government operational & administrative efficiencies
- Take calculated risks and be willing to accept failure
- Embrace your ambiguity
- Focus on building a unified board

THANK YOU
FOR YOUR TIME, INTEREST
AND PARTICIPATION!

VISIT REGIONALCOUNCILGUIDE.ORG

FOR MORE INFORMATION AND TO CONDUCT
THE REGIONAL COUNCIL SELF-ASSESSMENT

NATIONAL ASSOCIATION OF DEVELOPMENT ORGANIZATIONS
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