The Stronger Economies Together (SET) Program

Thinking Differently About Your Economic Assets

Bo Beaulieu -- Purdue Center for Regional Development
The Delta: A Challenging Environment

- Population Decline
- Poverty & Income Inequality
- Limited Leadership Pipeline
- Job Losses
- Public Education
- Race Issues

Leslie Issues

Limited Leadership Pipeline

Poverty & Income Inequality

Job Losses

Public Education

Race Issues

Leslie Issues
The Response by Local Leaders?

Don’t go to the next county. They won’t take care of you as well as we will.

We have the best football team in the area.

Big Auto Company: PLEASE come to our city/county!!

We want jobs. . .
Any job will do.
An Important Decision

“Let’s work together to make things better.”

“Get out of my sandbox. I’m not playing with YOU.”
SET: Working to Add Value to Local Activities
What is SET Trying to Do?

Help rural communities/counties work together as a regional team in developing and implementing

A High Quality Regional Economic Development Plan

that builds on the current and emerging economic strengths of their region.
Several Components to SET

- Data
- Vision & Goals
- The Team
- Assets
- A Regional Plan
The SET Support System

- USDA Rural Development
  - Federal
  - State

- Southern Rural Development Center & its sister Regional RD Centers

- Purdue Center for Regional Development

- Extension Service – State Land-Grant Universities
Studying Data on Your Population

OKLAHOMA Strategic Research Data Center (SRDC)

PROFILE

Total Population 3,498,494 3,731,351 3,908,453

2000 POPULATION PYRAMID

2010 POPULATION PYRAMID

Components of Population Change 2000-2010

MORTALITY

PREDOMINANT CAUSES

Households

HOUSEHOLD TYPE

Proposed Housing Units

Households with Children Under 18 Years

Geographical Mobility (outward movement)

Educational Attainment

You can now access the latest SRDC data and analytics on Oklahoma's population. This resource is designed to help researchers, policymakers, and educators understand the demographic trends and needs of the state.

The graph shows trends in population change, mortality rates, and select demographic characteristics from 2000 to 2010. The data highlights significant shifts in population size and composition, as well as changes in health outcomes and education levels.

By analyzing these insights, stakeholders can make informed decisions that address the evolving needs of Oklahomans.
Why?
Helps Determine Whose Voices Need to be at the Table
Building an Inclusive Regional Team

Regional Team Members

- Business & Industry
- Local Residents
- Nonprofit, Voluntary & Faith-Based Groups
- Education
- Health
- Local & Regional Government
SET . . . Expanding Engagement

464 Initial Participants (+362%)

Beginning of SET

1,679 Participants (+362%)

By the End of SET
More Data: Exploring the Region’s Comparative Economic Advantages
Studying Current Local Economic Development Plans
Exploring the Region’s Industry Clusters

Groups of similar and related firms in a defined geographic area that share common markets, technologies, worker skill needs, and that are often linked by buyer-seller relationships
State-Level Clusters: 2001-2012

An Example
Plugging the Leaks

Regional Supplier -> Regional Demand -> Outside Supplier
Looking at Regional Expenditures

**NCET – North Carolina**

2011 Expenditures & Leakage*

*Only top 20 industries used to calculate the leakage
Sorted in descending order based on total expenditures
Source: EMSI Complete Employment – 2011.4
C.A.R.E for the Cluster

Attraction

Retention

Creation

Expansion

Strengthening Your Cluster(s)

What Comes Next?

- Developing Vision and Goal Statements
- Discovering Your Assets
- Building a plan
- Selecting measures to track progress and determine success/impacts
The Ultimate GOAL of SET: Develop and Implement a High Quality Plan

- Evidence-Based
- Practical
- Aligned with Vision & Goals
- Broadly Supported
- Focused on Regional Economic Development

Team’s Regional Plan
Good Things are Happening

- 28 states are now part of the SET program
- 60+ regions being reached
- About $6.2 million captured by SET regions to date (3:1 ratio)
- New and lasting relationships being built
“It was interesting to list the places where we have commonalities and the places we have vast differences. I think coming together on things that benefit not just communities but the entire region is going to be a great part of the process.”

Christina Oxley, Executive Director
Craig, CO Chamber of Commerce
Comment about May 1, 2013 SET meeting
Economic group lands federal monies; Grant to fund creation of regional development strategy

By Todd Wildermuth, Editor • Tue, Jun 04, 2013

The regional economic development organization that includes Colfax County has been awarded a federal grant to develop an economic development strategy for the entity’s seven-county region.

The North Central New Mexico Economic Development District will receive $180,000 through the federal Economic Development Administration to “assist with efforts to increase private capital investments and job creation in the region,” according to information from northern New Mexico U.S. Rep. Ben Ray Luján.

The district’s executive director, Tim Armer, told The Range Friday that the primary purpose of the money is to develop the region’s economic development strategy plan. He indicated the work would be done during the three-year cycle of the disbursement of the grant funds.

The district is made up of Colfax, Los Alamos, Mora, Rio Arriba, San Miguel, Santa Fe and Taos counties.
“Each of those groups was formed under the Stronger Economies Together program funded by the U.S. Department of Agriculture. The federal government has been encouraging regional economic development in hopes that federal dollars awarded for economic development efforts will be used more efficiently.”
For More Information

Introductory Overview of SET:
Contact Information

Bo Beaulieu, PhD
Director
Purdue Center for Regional Development
ljb@purdue.edu
765-494-7273
States Currently Part of SET

- SET Phase I
- SET Phase II
- SET Phase III
What SET Provides Regional Teams

<table>
<thead>
<tr>
<th>Coaching</th>
<th>Data &amp; Analysis</th>
<th>Technical Assistance</th>
<th>Peer-to-Peer Networking</th>
</tr>
</thead>
<tbody>
<tr>
<td>35-40 hours of on-site coaching</td>
<td>Detailed demographic &amp; socio-economic information</td>
<td>Guidance in implementing the plan</td>
<td>Monthly calls with State Partner and/or Coaching Team Members</td>
</tr>
<tr>
<td>Hands on step-by-step process for building or enhancing regional plans</td>
<td>Data and analysis on current and emerging clusters</td>
<td>Access to individuals with special expertise</td>
<td>Webinars on key topics of relevance to multiple regions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>More-in-depth cluster analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>