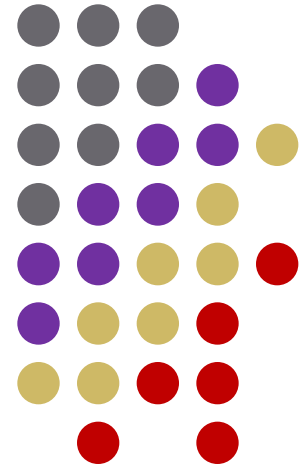


# **Community & Economic Development Strategic Planning Project for White County, Arkansas**

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**Project Kick-off Meeting  
May 1, 2009**

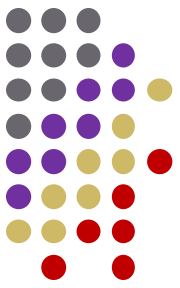




# Agenda

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

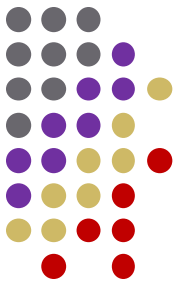
*Let's go green...use less paper & ink*



# UCA CED Efforts

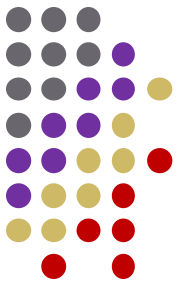
- Center for Community and Economic Development (CCED) = consulting services for communities
- CDI Central = training for community developers
- MSCED = academic program
- Our mission is to help communities, regions and states develop and implement creative, sustainable community and economic development programs

# Project Team



- Project Manager: Kelly Hunt Lyon  
501-269-8951 or [klyon@uca.edu](mailto:klyon@uca.edu)
  - 19 years public service, higher ed, and private sector
  - Strategic planning, collaborative projects, leveraging limited resources
- Project Coordinator: Amy Bynum Whitehead  
501-852-2930 or [abynum@uca.edu](mailto:abynum@uca.edu)
  - MSCED graduate/PCED candidate
  - Data collection, management, and distribution
- Project Liaison: Ancil Lea 501-450-5273  
[alea@uca.edu](mailto:alea@uca.edu)
  - Marketing background, working with quorum courts

# Our Understanding of the Coalition's Project Goals

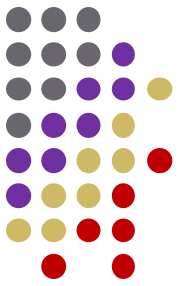


- Achievement of a leadership-driven vision related to the 21<sup>st</sup>-Century economy
- Grassroots citizen engagement from all parts of White County
- Focus on identification and leverage White County assets
- Develop realistic solutions and implementation strategies based on best practices and use of technology



# Project Approach

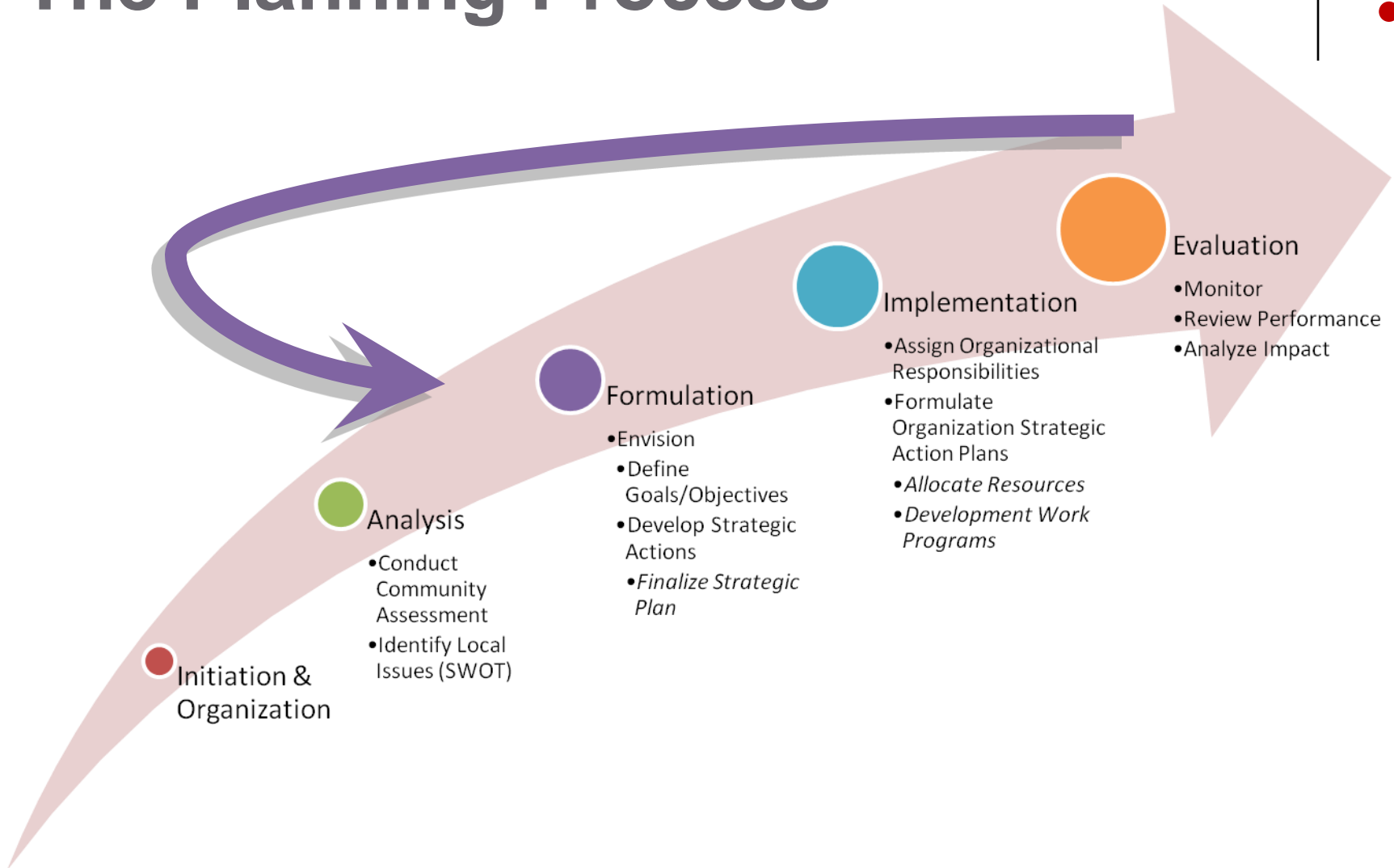
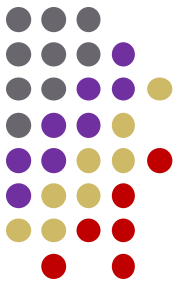
- Facilitate the community development process
  - Method readily adaptable according to needs of the project
  - Build communication and social networks to identify all of the county's assets
- Make connections to technology to maximize resources and create efficient process
- Develop understanding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

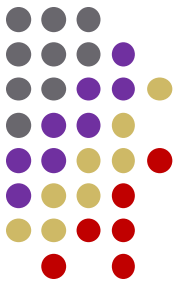


# Phases of Planning Process

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

# The Planning Process



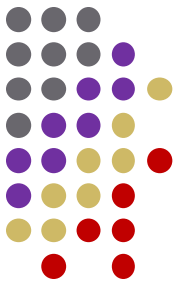


# Project Initiation

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

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
  - Other

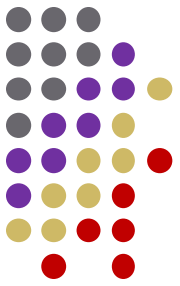


# Discovery Methods

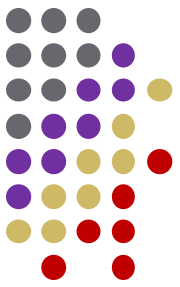
- SWOT Analysis of Community Factors
  - Research and Data Collection
  - Town Hall Meetings
  - Surveys
  - Best Practices (CDI/LeadAR/Other Counties)

Deliverables: Subcommittee Work Product, Consultant  
Discovery Report

# Strategic Planning

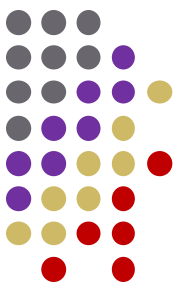


- Vision for White County
- Develop Priorities and Solutions
- Actions, Roles/Responsibilities, Timeframes, Funding, Metrics, & Coordination



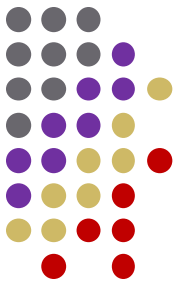
# Implementation & Evaluation

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

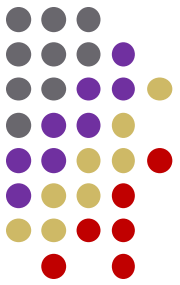


# Scheduling

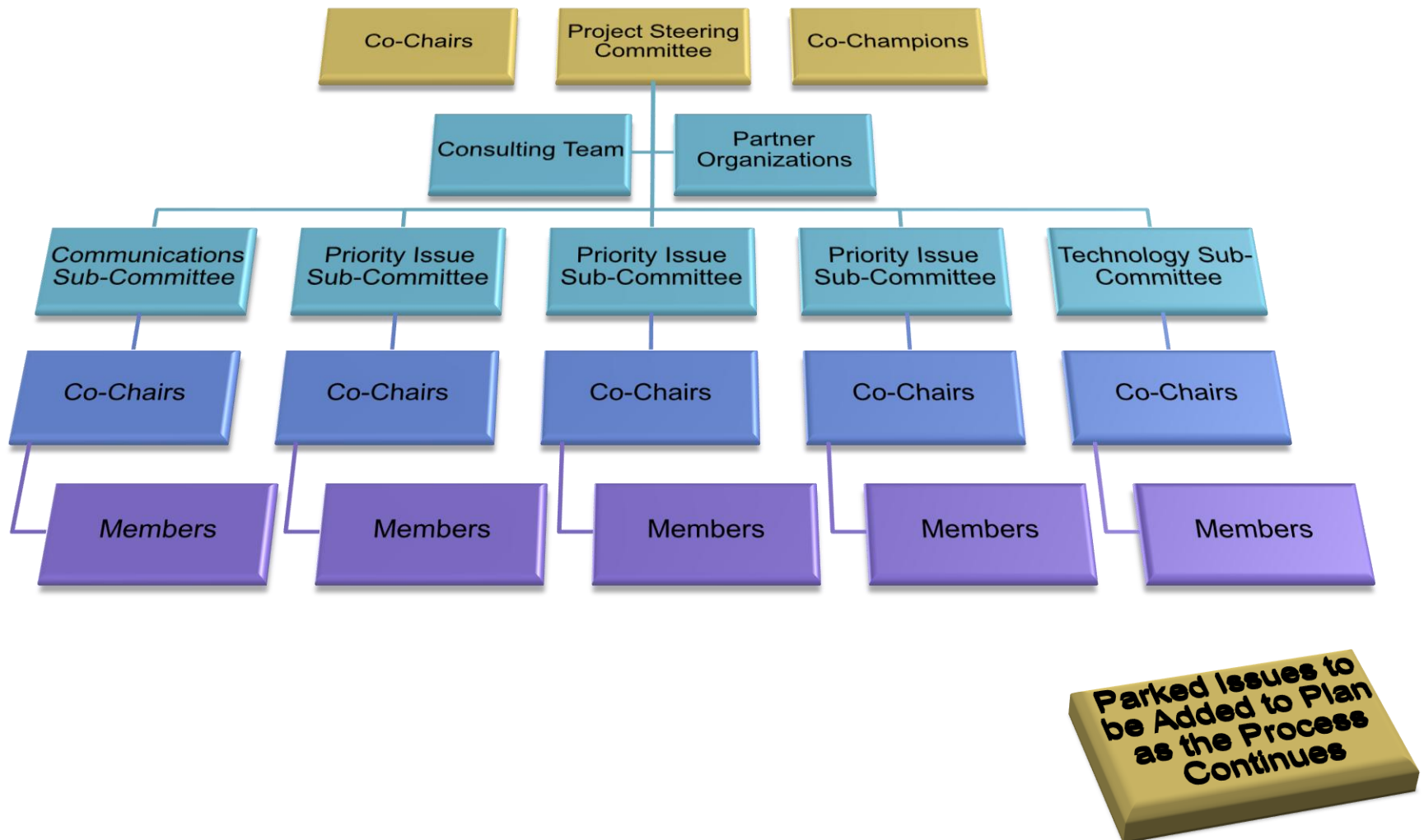
- Finalize Initiation Phase by \_\_\_\_\_ & Develop Detailed Project Schedule
  - Discovery – 2-3 months
  - Strategic Planning – 3-4 months
  - Final Strategic Plan Review – 2 months
  - Endorsement & Implementation - ongoing
- Have monthly Steering Committee meetings with specific agenda for training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



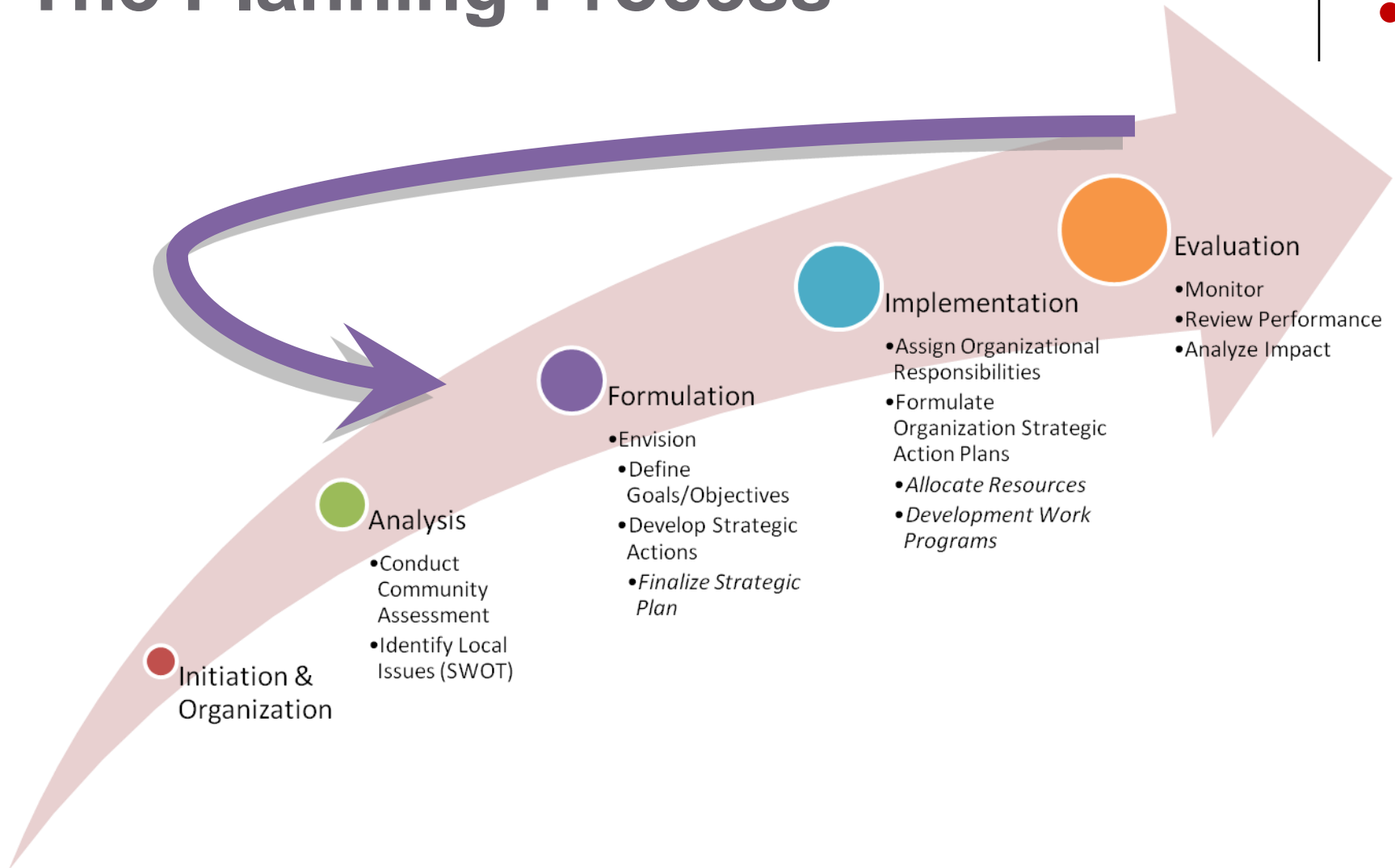
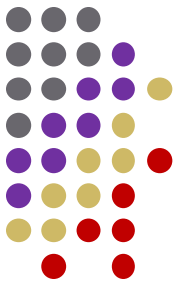
# Discussion

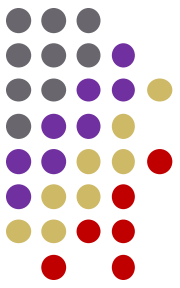


# Proposed Project Organization



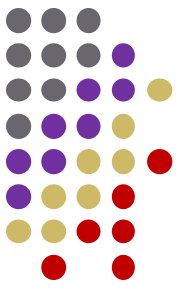
# The Planning Process





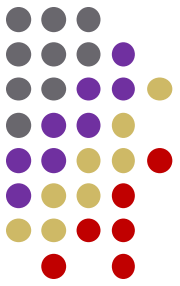
# Questions to Answer

- 1. What core values should this process embody?
- 2. What strategies should be used to make this project successful?
- 3. Who should participate in this project in order for it to be successful?
- 4. Who will benefit from this process?



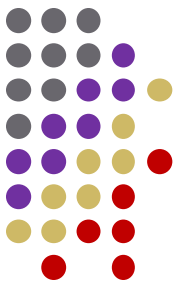
# Project Mission Statement

- Naming of Project
  - Possible Domain Names
- (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



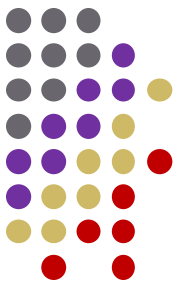
# Draft Mission Statement

- White County Strategic Planning Commission: Preserving the past while strategically planning for a promising future for all citizens through mutual trust, respect and cooperation.



# 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 White 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)



# Next Steps

1. Set dates for Town Hall Meetings (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”

# We're on our way!

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Thank you  
for your dedication  
to this process.

