



# The Center for Governmental Studies

at Northern Illinois University

## STRATEGIES WORKSHEET

### DEFINITIONS

**Issues:** An issue is a statement of need for a particular area. (Described with words, e.g. Strengthen the area' capital base)

**Objectives:** An objective is what we are trying to achieve. (Described with words, e.g. Nurture the state's venture capital industry and expand access to the regional, national and the international investment community.)

**Goals:** A goal is how we will measure the objective. (Described with numbers, e.g. Increase the amount of venture capital available in the area by \$1,000,000 per year with public/ private partnership sponsorship.)

**Strategy:** A strategy is how objectives and goals will be accomplished. (Described with words, e.g. Create a regional venture capital enhancement coalition with private and public members for the purpose of raising amount of capital available for area businesses. The effort will need support of DCCA in formation of group, and providing seed money.)

**Benchmarks/ Methodologies:** A benchmark or methodology is how the success of a strategy will be measured. (Described in numbers, e.g. success will be measured by how many public and private organizations participate in the effort, and how much capital is raised and or matched.)

### RULES FOR DEVELOPING THE MATRIX.

1. Must prioritize five issues for each component area and complete matrix for those issues.
2. Must develop goals (numbers) and strategies (words) that are measurable.
3. All goals and strategies must include who will complete the task, what role the state/ local government should play, and potential funding sources.
4. Must base at least three priorities on regional priorities identified in the first year planning efforts.

### STARTING POINT: LAST YEAR'S PRIORITIES & COMMON AREA-WIDE PRIORITIES

The first year planning effort for this area identified the following strategic priorities:

- How can education/business partnerships be formed to improve the quality of education and training programs that meet the workforce development needs of the region?
- How can a regional planning entity be created to facilitate coordination and cooperation within the region and attract the necessary resources to make a difference?
- How can transportation and zoning decisions be linked to assure managed growth in the region?

## ***MARKET FOUNDATIONS***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>INVEST IN THE SKILLS OF THE WORKFORCE</b></p> <p><i>Build basic workforce skills through the primary and secondary education system.</i></p> <p><i>Promote life-long learning opportunities so workers can maintain specific technical or administrative support skills.</i></p> <p><i>Enhance workforce development to help workers adapt and prosper in the workplace.</i></p> <p><i>Increase opportunities for participation in higher education.</i></p>			
<p><b>INVEST IN THE MATERIAL RESOURCES OF THE NEW ECONOMY</b></p> <p><i>Create a research and development presence.</i></p> <p><i>Promote an environment for technology transfer and commercialization efforts.</i></p>			

***MARKET FOUNDATIONS Cont.***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>STRENGTHEN THE STATE'S CAPITAL BASE</b></p> <p><i>Nurture the areas' venture capital industry and expand access to the regional, national and international investment community.</i></p> <p><i>Support emerging industries, in health sciences and information technologies and add value to the state's agricultural clusters and biotechnology industries.</i></p>			

## ***BUSINESS DEVELOPMENT FUNCTIONS***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>ENCOURAGING NEW VENTURE FORMATION</b></p> <p><i>Assist the entrepreneurs and innovators to secure venture capital.</i></p> <p><i>Nurture new ventures and startups by providing business services.</i></p> <p><i>Support the incubation of high technology firms and the products they introduce.</i></p> <p><i>Develop entrepreneurial and mentor programs.</i></p>			
<p><b>ATTRACT/ RETAIN BASIC EMPLOYMENT</b></p> <p><i>Market the advantages of the state to high tech entrepreneurs and companies.</i></p> <p><i>Support retention of a diverse base of small, medium and large firms.</i></p> <p><i>Add value to existing resources to build the export base of manufacturers, business services, component suppliers,</i></p>			

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***BUSINESS DEVELOPMENT FUNCTIONS Cont.***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>ENCOURAGING DEMAND THROUGH EXPORT TRADE PROMOTION</b></p> <p><i>Expand the availability of services and market information to small and mid-sized firms to meet their international trade strategies.</i></p> <p><i>Build on area destination sites for both leisure and business travelers.</i></p> <p><i>Position the area to serve as a location for global companies.</i></p>			
<p><b>IMPROVING EFFICIENCY OF EXISTING SMALL BUSINESS</b></p> <p><i>Expand manufacturing modernization services.</i></p> <p><i>Increase assistance and counseling for small business.</i></p> <p><i>Provide relevant and comprehensive market data to small and mid-sized firms.</i></p>			

## ***PUBLIC SECTOR FOUNDATIONS***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>CREATE A BUSINESS CLIMATE FOR THE NEW ECONOMY</b></p> <p><i>Promote one-stop permitting for small business.</i></p> <p><i>Expand the regulatory review framework that assists small business.</i></p> <p><i>Adopt a presumption of compliance in regulatory matters as appropriate.</i></p>			
<p><b>RE-ENGINEER GOVERNMENT</b></p> <p><i>Adopt modern business practices in government.</i></p> <p><i>Use public/ private partnerships to deliver innovative public services.</i></p> <p><i>Use digital technology to improve and transform service delivery.</i></p>			

***PUBLIC SECTOR FOUNDATIONS Cont.***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<b>INVEST IN THE PHYSICAL INFRASTRUCTURE</b>  <i>Fund advanced broadband and wireless infrastructure.</i>  <i>Maintain Illinois' transportation infrastructure such as highways.</i>			
<b>BASIC PUBLIC SERVICES</b>  <i>Public safety and health services.</i>  <i>Recreational and cultural amenities.</i>			

## ***COMMUNITY BETTERMENT FUNCTIONS***

<b>STRATEGIC GOALS &amp;</b> <i>Strategic Objectives</i>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>CIVIC ORGANIZATIONAL CAPACITY</b></p> <p><i>Support regional coordination and cooperation among development organizations with a new regional financial and technical assistance program.</i></p> <p><i>Empower leadership and increase the capacity of organizations to understand, plan and implement economic development best practices in the New Economy.</i></p>			
<p><b>AREA REDEVELOPMENT</b></p> <p><i>Target assistance, such as brownfield redevelopment, to communities.</i></p> <p><i>Facilitate community positioning initiatives.</i></p>			

***COMMUNITY BETTERMENT FUNCTIONS Cont.***

<b>STRATEGIC GOALS &amp; <i>Strategic Objectives</i></b>	<b>Administrative or Program Strategy</b>	<b>Responsible Party</b>	<b>Measurements/ Benchmarks</b>
<p><b>ECONOMIC OPPORTUNITY</b></p> <p><i>Provide affordable housing and strengthen the housing-to-jobs link.</i></p> <p><i>Support working families, for example, through day/ care early childhood education for the children of working parents.</i></p>			
<p><b>PROMOTING SUSTAINABLE DEVELOPMENT</b></p> <p><i>Manage and recycle resources efficiently.</i></p> <p><i>Coordinate regional land uses and balanced growth.</i></p> <p><i>Provide training and technical assistance on regional land use planning.</i></p>			