



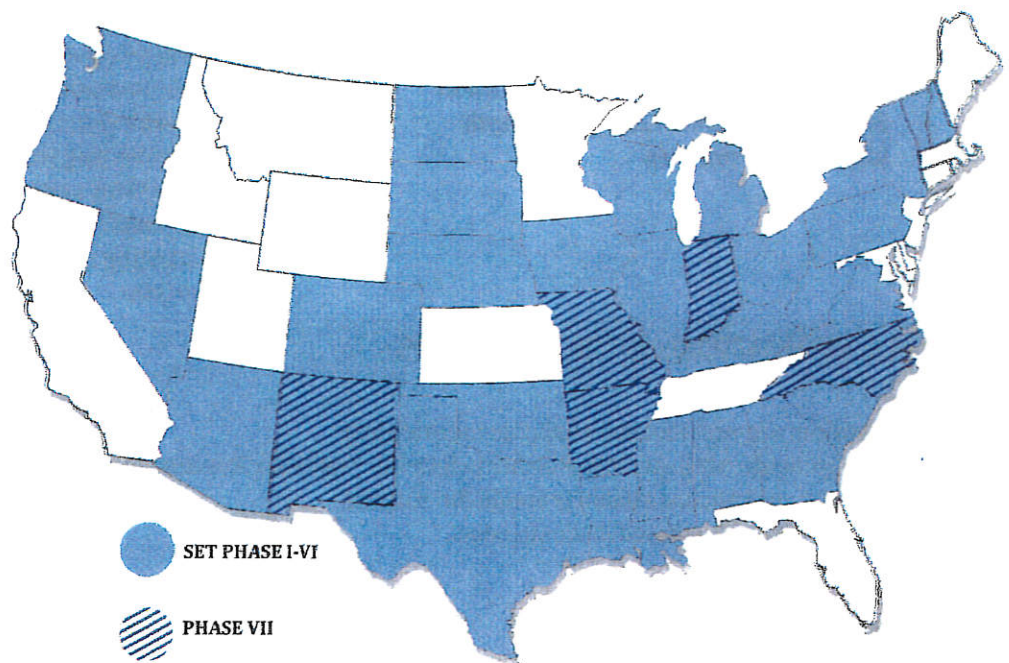
## Stronger Economies Together

### PURPOSE OF SET

Stronger Economies Together (SET) enables communities and counties in rural America to work together in developing and implementing an economic development blueprint for their multi-county region that strategically builds on the current and emerging economic strengths of that region.

Creating, attracting and retaining jobs as a single rural county in isolation from other nearby counties is becoming increasingly ineffective. In today's global marketplace, economic development progress is more likely to be realized when rural and metro counties work together as a region to assess their resources and then design and implement plans that build on their assets and comparative economic strengths.

Launched in 2010 by USDA Rural Development and the nation's four Regional Rural Development Centers and their land-grant university partners, this exciting initiative is now in place in 94 regions in 32 states.



### BENEFITS OF SET:

- Step-by-step coaching to guide the design and implementation of a practical and viable regional economic development plan
- In-depth data tailored to the region, describing its current and emerging clusters, comparative economic advantages, and detailed demographic and socio-economic information
- Tools to uncover local assets and resources that can advance the region's economic strategies **Technical** assistance from Extension educators, USDA RD state staff, the Regional Rural Development Centers, and the Purdue Center for Regional Development to guide the initial stages of implementation of regional goals and strategies



## PLANNING PROCESS: 6 TO 7 MONTHS

### Civic Forum

*(Time: 4 hours)*

- Examining the Region's Positive Features
- Exploring the Region's Challenges
- Considering Key Data on Your Region
- Identifying the Region's Opportunities

### SET Overview and Exploration of Regional Data

*(Time: 4 hours)*

- Lay the Foundation for SET Work Together
- Review the Regional SET Forum
- Explore the Regional Economic Data:
  - Regional Industry Clusters
  - Employment and Occupation

### Evidence-Based Planning

*(Time: 4 hours)*

- People You Invited and/or Interviewed
- Exploring Regional Clusters in Depth
- Identifying Priorities

### Connecting Capitals

*(Time: 4 hours)*

- Community Capitals Framework
- Your Team's Assets
- Regional Opportunities: What Assets Are Available?
- Recognizing Potential Barriers
- Building Regional Goals: A Start

### Finalizing the Plan

*(Time: 5 hours)*

- Finalizing SMART Goals
- Designing Strategies and Actions to Meet Goals
- Identifying Appropriate Measures
- Deliverable: Crafting Strategies, Actions, and Measures to Support the Regional Plan

### Tailored Sessions

*(Time: varies by module)*

- Communication
- Entrepreneurship
- Grant Writing Basics
- Leadership and Sustainability
- Local and Regional Food Systems
- Sustaining Existing Businesses
- Tourism

## IMPLEMENTATION: 6 TO 7 MONTHS

- Develop a model for action and accountability
- Design leadership structure appropriate for regional plan implementation
- Identify technical assistance needs for success
- Secure resources needed for success

## CONTACTS

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# SET: Participating States

Stronger Economies Together

