Looking Back . . .
Looking Ahead

Bo Beaulieu, Purdue University
Suzette Agans, USDA RD
Rachel Welborn, Miss. State University
“I have reached the conclusion that we must overhaul our approach to economic development in rural America. The framework of the new effort recognizes that the rural economy of tomorrow will be a regional economy. No one community will prosper in isolation.”
A Reminder About SET

• An initiative launched in 2010 by USDA RD in partnership with the nation’s four Regional Rural Development Centers and their land-grant university partners.

• Purdue Center for Regional Development joined as a new partner in 2013
The Support Structure for SET

1. SET National Team
   - USDA
   - SRDC
   - PURDUE

2. State Resource Team

3. SET Regions
What SET Seeks to Accomplish?

SET’s Goal

Develop and implement a High Quality Regional Economic Development Plan

• Strengthen the capacity of communities and counties in rural America to work together in developing and implementing a regional economic development plan.

• The plan builds on the collective assets and comparative economic strengths of a region.
Elements of a High Quality SET Plan

- Evidence-Based
- Aligned with its Major Goals
- Focused on Regional Economic Development
- Practical
- Broadly Supported

A Team’s Regional Plan
The SET States, Phases 1-4 & Phase V

30 States – 54 Regions So Far and Counting
Benefits of Being Part of SET

**Training/Coaching**
20+ hours of valuable, step-by-step help in guiding the preparation of a viable regional economic development plan.

**Data**
In-depth data analysis tailored to your region – such as current and emerging industry and occupational clusters.

**Tools**
To uncover local assets & resources that can advance your region’s economic strategies.

**Assistance**
Up to 40 hours of technical assistance from Extension educators, PCRD staff, USDA RD state staff & others.

**Networking**
Peer-to-peer networking opportunities with other SET regions nationwide.
## Looking Back: Outcomes to Date

<table>
<thead>
<tr>
<th>Regional SET Impact Indicators</th>
<th>Total</th>
<th>States Reporting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of newly formed regional planning teams</td>
<td>30</td>
<td>28</td>
</tr>
<tr>
<td>Number of people serving as members of a regional team</td>
<td>1,543</td>
<td>28</td>
</tr>
<tr>
<td>Number of regional economic development plans developed</td>
<td>16</td>
<td>11</td>
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<tr>
<td>Dollar value of grants and resources leveraged/generated by regions</td>
<td>$111,944,222</td>
<td>18</td>
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</tbody>
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**NOTE:** USDA RD Investment to Date: $2M
SET: Gaining Federal Attention

Obama Announces ‘Promise Zones’ in 5 Poor Areas

By MICHAEL D. SHEAR JAN. 9, 2014

USDA StrikeForce for Rural Growth and Opportunity

There's a whole series of success stories in the StrikeForce States - that's why we're trying to expand this opportunity in other states, so we can send the message that USDA is focused not just on places where there has been prosperity recently in rural areas, but also focusing on trying to address the challenge of persistent poverty. - USDA Secretary Tom Vilsack
SET 5.0 !!

NEW & IMPROVED
Major Changes Introduced in SET V

- Readiness Assessment
- Expanded Data Products
- Introduction of the Civic Forum
- Better Use of Supplemental Modules
- Streamlining of Training Materials
- Development of New Materials
Readiness Assessment

• Readiness survey completed by SET regional applicants

• Site visit by the State Resource Team members (drawing on readiness assessment guide)

• Completion of report to national SET team
Civic Forum: Getting Buy-in from Residents

• Developed a detailed guide on hosting a civic forum

• Designed to invite a diversity of people from the region

• Employs a World Café format
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m.</td>
<td>Welcome &amp; Introductions</td>
</tr>
<tr>
<td>9:15 a.m.</td>
<td>Round 1: Examining the Region’s Positive Features</td>
</tr>
<tr>
<td>10:15 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>10:30 a.m.</td>
<td>Round 2: Exploring the Region’s Challenges</td>
</tr>
<tr>
<td>11:15 a.m.</td>
<td>Round 3: Considering Key Data on Your Region</td>
</tr>
<tr>
<td>12:00 a.m.</td>
<td>Round 4: Identifying the Region’s Opportunities</td>
</tr>
<tr>
<td>11:45 a.m.</td>
<td>Debrief</td>
</tr>
<tr>
<td>1:00 p.m.</td>
<td>Closing Comments</td>
</tr>
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</table>
Streamlining Training Materials
Major Topics Examined as Part of the SET Training/Coaching

- Doing Better Together: Civic Engagement Forum
- Examining Regional Data
- Exploring In-Depth Regional Economic Strengths & Opportunities
- Connecting Capitals: Identifying Local Assets
- Finalizing the Plan
- Implementing & Tracking the Success of the Regional Plan
Data Topics Covered

About the Region

Demography

Human Capital

Establishments by Stages

Labor Force

Income & Poverty

Industry Clusters

Occupational Clusters

About 30 pages in length
Supplemental Modules: Improving Some, Goodbye to Others

- Entrepreneurship
- Community Business Matching Model
- Sustainable Communities
- Business Retention & Expansion
Addition of New Materials

- Local Foods
- Tourism
- Communication
- Implementation
- Grant Writing
- Sustainability
Your Turn . . . Questions?
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