

2013 STRATEGIC PLAN

BUSINESS DEVELOPMENT

ADVANCED MANUFACTURING

- Promote an increase in exporting by providing training opportunities to the regional Manufacturing Alliance utilizing the ExporTech Road Map.
- Host a Manufacturing Alliance Event in the region. 1) Engage businesses & K-12 leadership to discuss incorporating technical training in the K-12 curriculum. 2) Discuss supply chain strategies. 3) Promote exporting.
- Promote & support the concept of a regional "Heavy Metal Bus Tour Week" for students to visit & meet with area manufacturers to understand the Gold Collar career opportunities available.

HEALTHCARE

- In collaboration with regional healthcare leadership, determine the feasibility of establishing a regional Health Care Alliance.
- Establish a Healthcare Consortium consisting of regional healthcare leadership to discuss relevant issues.
- Support the efforts of the regional Workforce Development Board in the deployment of the \$4,000,000 H1B healthcare training grant.
- Support the Medical College of WI as they work to create a Community-Based Education program in the region.

PAPER & FORESTRY

- In collaboration w/the WI Paper Council & the Workforce Development Board, identify strategies to address the anticipated vacancies.

BIO-TECHNOLOGY

- AGRICULTURE, FOOD PROCESSING, DAIRY, FIBER, SOIL, WATER: In collaboration with WIST, bring together business leaders to identify issues impacting their business & to understand & support the synergies between producers & processors.
- ALTERNATIVE ENERGY: Continue to advocate & pursue funding for businesses interested in converting fleets to compressed natural gas.

ENTREPRENEURSHIP & INNOVATION

- Create an Entrepreneur & Innovation Committee to identify issues & outcomes that will promote opportunities & provide resources for potential new businesses.
- Inventory existing sources of working capital to determine if there is value in creating a consolidated regional entity i.e., Centergy Investment Partners.
- Update & promote the use of the regional Business Resource Guide for potential new businesses.

WORKFORCE DEVELOPMENT

PRE K THROUGH 12

- Convene regional K-12 leadership with the goal of identifying ways to promote career opportunities & to encourage business engagement.
- In conjunction with the Healthcare sector, identify efficiencies to improve the student job shadow collaborations with regional healthcare institutions.
- Reference Advanced Manufacturing Goals.

HIGHER EDUCATION

- Support the Higher Education Alliance efforts to seek approval from the UW System for a BSN completion degree to be established at UWSP.
- Market & support the efforts of educators to develop a navigational strategy for incorporating "STEM" talents (Science, Technology, Engineering, Math).
- Collaborate with the Higher Education Alliance to identify & support issues that will improve their ability to respond to the on-going business needs for workforce improvements.
- Support the efforts of the Higher Education Alliance to bring a Bachelor of Applied Studies Degree program to UWSP to support students from the Technical Colleges to complete their degree at a 4-year college.

INCUMBENT WORKERS

- In collaboration with Work Force Development, Higher Education & Business Leaders in the region, promote the utilization of Career Pathways.

JOB SEEKERS

- Promote & support deployment of the state proposed Business, Retention & Expansion platform to the five county economic development organizations.

ADMINISTRATION

FINANCIAL

- Facilitate fund deployment to local economic development agencies for state supported initiatives.
- Pursue grant opportunities that can be used for regional initiatives.
- Assist local economic development agencies to implement state developed tools i.e., LocateWI, Salesforce.com & a BRE customer retention software.

COMMUNITY DEVELOPMENT

QUALITY OF PLACE

- Facilitate regional community engagement workshops.
- Establish a regional Creative Industries Council to bring together leaders in the arts/culture arena.
- Support the marketing campaigns & events of local economic development agencies.

INFRASTRUCTURE

- BROADBAND: 1) Survey the region to identify gaps in service & potential service improvements that need to be made. 2) Convene a meeting with regional providers to establish buy-in & to identify potential service improvements.
- CWA: In collaboration with Portage & Marathon counties, develop sustainable strategies to assure CWA remains a thriving regional airport.
- RAIL: In conjunction with the Advanced Manufacturing sector & state leadership, support on-going discussions for improvement to rail service in central Wisconsin.

TOURISM

- Convene a networking event for all regional Convention & Visitor Bureau's for sharing information & identifying opportunities to promote events from a regional perspective.

GOVERNMENT RELATIONS

- Coordinate Central Wisconsin Days in Madison where business & education leaders meet with state government leaders to advocate issues impacting our region.

MARKETING

- Support & implement strategic economic development branding improvements by integrating the states "In Wisconsin" brand in region.
- Using Facebook & in collaboration with local news outlets, integrating Centergy's regional business news, economic development events, etc.
- Pursue the development of a web portal with access to Centergy's Strategic Plan updates.