



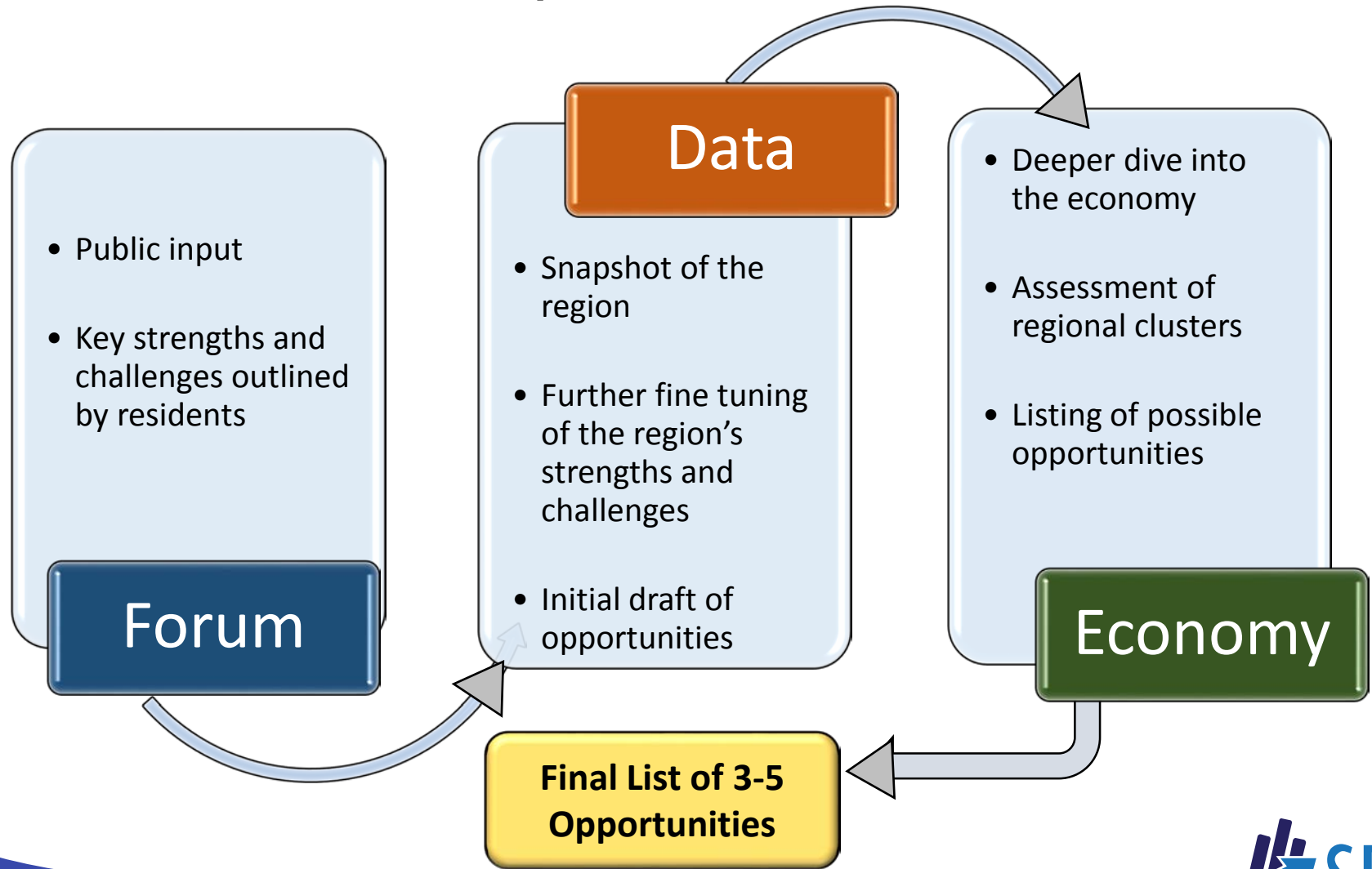
# Connecting Capitals

Identifying and Using Local Assets  
to Support Your SET Plan

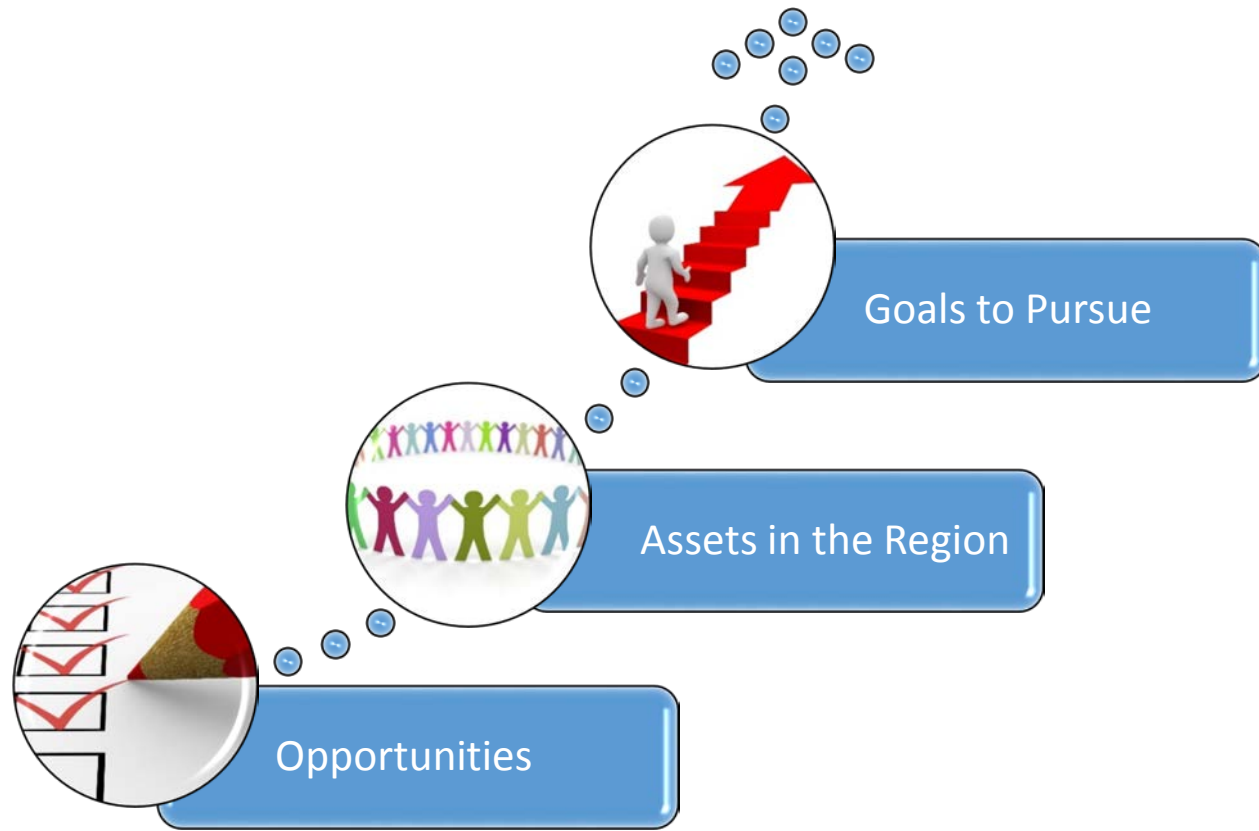
## Session Three



# What You've Done So Far: Four Important Activities



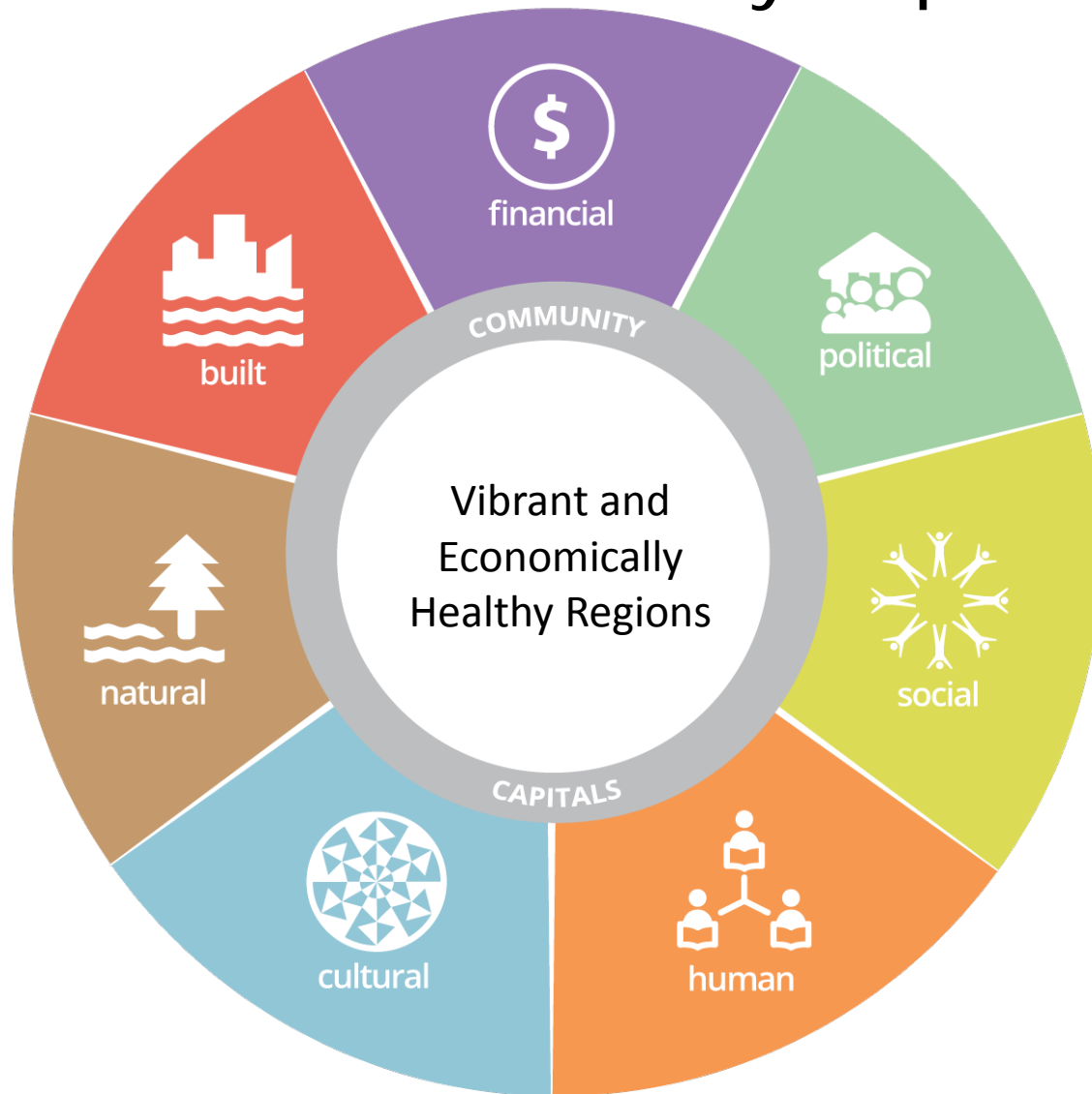
# Connecting Opportunities to Assets: A Crucial Step in Selecting Your Goals



# Outline of Session Three Topics

- 1** Community Capitals Framework
- 2** Your Team's Assets
- 3** Regional Opportunities: What Assets Are Available?
- 4** Recognizing Potential Barriers
- 5** Building Regional Goals: A Start

# The Seven Community Capitals



Source: Chart developed by the Purdue Center for Regional Development

# Community Capitals: Your Team's Assets



# Regional Opportunities: What Assets Are Available?



# Recognizing Possible Barriers



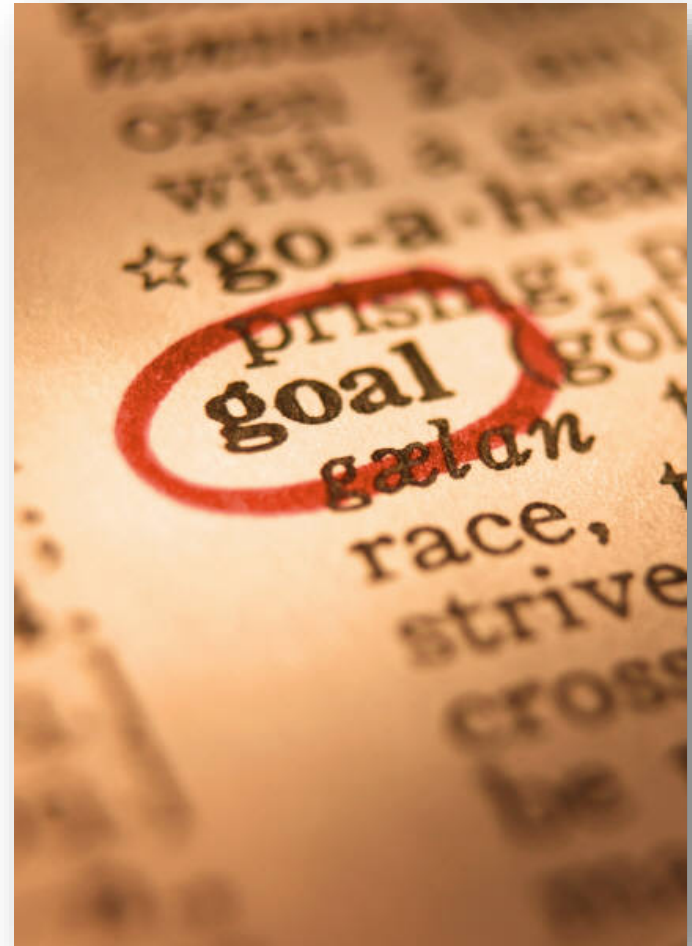


Thinking of Your  
Destination: Be SMART



## A Goal Is. . .

An observable and measurable outcome that you want to achieve within a specific period of time. Goals are focused on outcomes and/or impacts.



## Specific

- What do you want to achieve?
- Where will you focus your efforts?

## Measurable

- How do you plan to measure progress toward the goal?
- What is the end result and milestones along the way?

## Attainable

- Do you have the resources to achieve the goal?
- What factors might prevent achieving these goals?

## Relevant

- Is this important for your region?
- Does this matter or bring benefit to the region?

## Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?

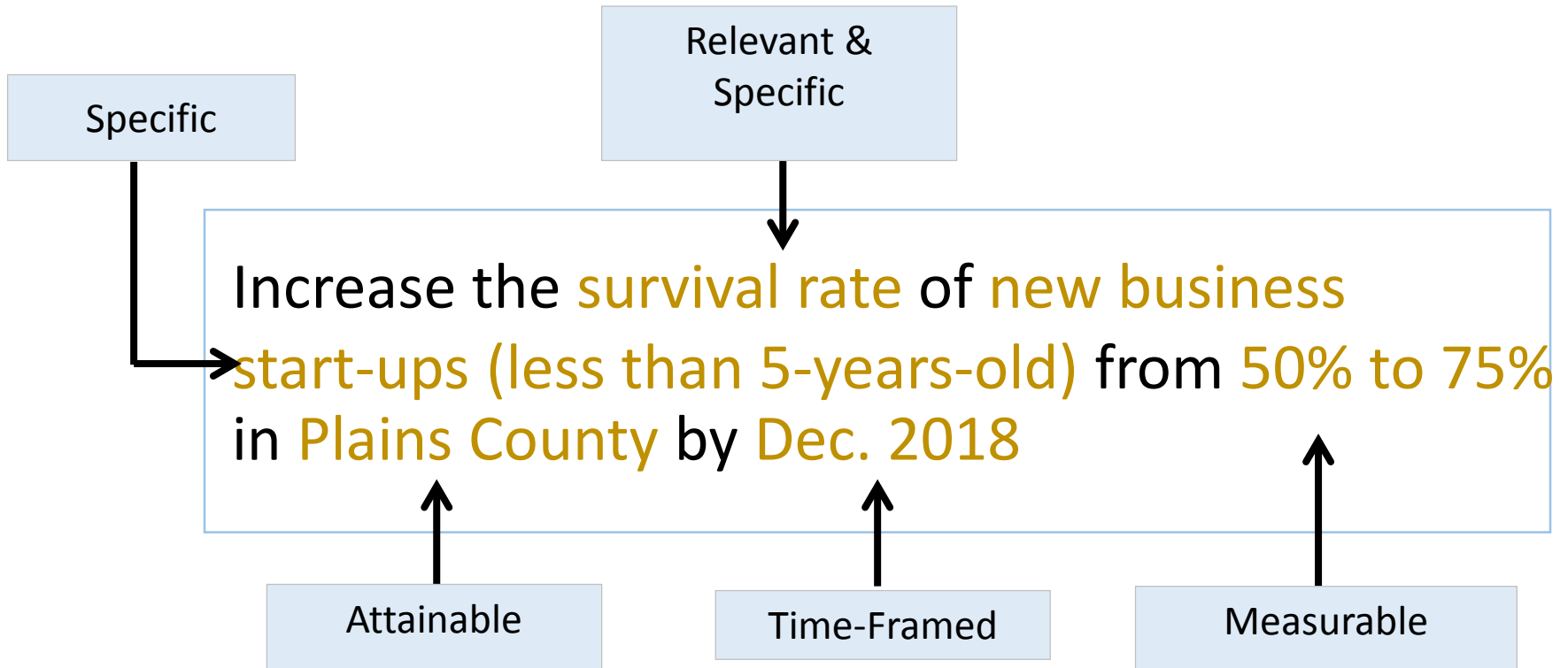


# SMART Goal Example: an Ideal Example

Increase the survival rate of new business start-ups (less than 5-years-old) from 50% to 75% in the region by December 2018

\*NOTE: A goal focuses on what changes or results you want to have happen as a result of the programs and strategies you are proposing to carry out.

# SMART Goal : An Ideal Example

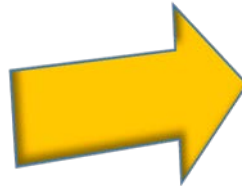


# Your Goals

Opportunity

Adequate  
Assets

Manageable  
Barriers



SMART  
Goal

# Taken Together...



Do these goals:

- Build on existing assets in the region
- Take into account challenges that could limit progress
- Strengthen the region's competitive advantage
- Focus on a few relevant high priority areas
- Have buy-in from key stakeholders
- Honor public input
- Hold promise of building the region's economy
- Benefit the entire region

# Next Steps

- Writing
  - Refine SMART goals based on feedback from today's session
  - Finalize the plan's evidence base for the goals selected
- View video ABCs of Planning
- Other items?





