

Action Item	Partner Responsible	Due Date	Related Activities/ Existing Resources	Resources Needed	Outcome Measurement	Progress
<b>Pillar 1: Targeted Industries</b>		<b>Goal: To strengthen and attract businesses within targeted industries that drive the regional economy, including Plastics &amp; Polymers, Oil &amp; Gas, Construction, Healthcare, and Government</b>				
<i>Strategy 1.1: Identify potential supply chain opportunities and facilitate business-to-business "matchmaking"</i>						
1.1.1 Choose initial target industry; consider Polymers & Plastics, Oil & Gas and Construction		✓	Discuss effort with Karen Facemyer, Polymer Alliance Zone	External resources to help coordinate ie WIB, PAZ, EDAs, Chambers	Agreement re: initial target industry	Agreed to target Oil & Gas, Plastics & Polymers and Construction
1.1.2 Identify any existing efforts to catalogue and connect suppliers in the region			Check out SE Ohio Port Authority website Check out ShaleNet		Existing efforts are identified and gaps recognized	Consulted with and briefed state officials re: need to better understand supply chains and support related opportunities
1.1.3 Research other consortium efforts across the country to identify best practices (i.e. Great Lakes Wind Network)	WIB, TPMA	✓			Best practices identified, summarized and shared with partners	Best practices included in Strategic Plan; other best practices list LA and ShaleNET explored. Presenter from SBDC event identified and invited to Action Team
1.1.4 Inventory and catalogue supply chain companies in the region that provide or could provide products and services to the initial targeted industry	Is there a way to utilize interns from local colleges to gather information?		Gather supply chain info from PAZ and EDAs Is there a way to utilize interns from local colleges to gather information?	Funding for costs to develop catalogue – grant resources?  Grant writing?	Existing supply chains companies are catalogued by industry Template developed that can then be applied to each sector	Scope of work created for ethane cracker supply chain study
1.1.5 Create a "yellow pages" resource of suppliers in the region	ZWIZB Staff			Partner participation PAZ member participation	A "yellow pages" type of resource is created and available throughout the region	
1.1.6 Identify feedback system to keep entries current		Medium			A reference or evaluation system like Angie's list is part of the tool	

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1.1.7 Explore business-to-business matchmaking and networking events to raise awareness of the resources and provide value to participating businesses			Use Chamber of Commerce Expo in WV and Ohio as a mechanism to share info			
1.1.8 Explore professional development needed by businesses in the supply chain in order to capitalize on supply chain opportunities (i.e. how to submit a professional bid)						
<i>Strategy 1.2: Review for new/emerging industries</i>						
1.2.1 Review plan on an annual basis to identify any new and/or emerging industries						
<b>Pillar 3: Retention &amp; Expansion of Existing Businesses</b>	<b>Goal: To Strengthen the retention &amp; expansion of existing businesses by increasing awareness of business services, coordination among partners, and support for business owners</b>					
<i>Strategy 3.1: Garner high-level leadership buy-in for a stronger business services collaboration model</i>						
3.1.1 Articulate the benefits of increased collaboration among leaders or partner organizations	Dave Lieving, WV Dept of Commerce, agreed to coordinate this effort		Invite Buckeye Hills and Southeastern Ohio Port Authority to participate		<ul style="list-style-type: none"> <li>• A regional list of who is currently in the “network” of those serving business (including those beyond workforce) is developed and gaps identified</li> <li>• Network includes WV, OH, and PA organizations as well</li> <li>• Benefits of collaboration document created</li> </ul>	Drafted “Benefits of Collaboration” document for use in garnering partner buy in to new way of doing business; researched best practices further to capture lessons learned, keys to success and tools for replication

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<b>Pillar 3: Retention &amp; Expansion of Existing Businesses, continued</b>						
<i>Strategy 3.1: Garner high-level leadership buy-in for a stronger business services collaboration model, continued</i>						
3.1.2 Articulate partners' roles in achieving unified goals and outcomes, particularly to enhance and capitalize on areas of alignment			Review Business Resource Network model in NE Ohio for potential replication, rather than re-inventing the wheel		Influence expanded and overall product offering to employers improved	Account Executives identified and formal roles articulated; Graphic created to demonstrate roles and responsibilities
3.1.3 Formalize partner commitment at the leadership level and communicate throughout partner organizations			Built upon BESTeam model		<ul style="list-style-type: none"> <li>• Regular conversations among partners; information being shared</li> <li>• Informal collaboration progresses to more formal commitment by partner leaders</li> </ul>	
<i>Strategy 3.2: Increase coordination of business visits</i>						
3.2.1 Identify the partner with the strongest relationships with the businesses when determining who should visit the company					Agreed upon process developed that would improve service to customers and effectiveness of partners	Identified process to target businesses for consultation and assistance
3.2.2 Establish a single point of contact to identify and communicate the company's needs to the regional workforce and economic development agencies					Single point of contact established for businesses and agreed upon by partners	

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<b>Pillar 3: Retention &amp; Expansion of Existing Businesses, continued</b>						
<i>Strategy 3.2: Increase coordination of business visits, continued</i>						
3.2.3 Ensure community leaders and, most importantly, businesses receive consistent information and a sense of coordination from all partners within the system						Identified process to target businesses for consultation and assistance
3.2.4 Organize joint visits with partners, expanding on the "Governor's Guaranteed Workforce" model						
3.2.5 Supplement state effort by focusing on small businesses in the region						
<i>Strategy 3.3: Increase communication of information from business visits</i>						
3.3.1 Pull all partners together to discuss critical information gathered and determine action items and next steps						Weekly calls scheduled among Account Executives to review targeted businesses
3.3.2 Consider utilizing technology to increase transparency and facilitate information sharing among partners					IT solution in place to connect partners and facilitate information sharing	

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<b>Pillar 3: Retention &amp; Expansion of Existing Businesses, continued</b>						
<i>Strategy 3.3: Increase communication of information from business visits, continued</i>						
3.3.3 Analyze information from business visits to determine common trends and communicate those to partners through the sector partnerships						
<i>Strategy 3.4: Catalogue services and resources for businesses in the region</i>						
3.4.1 Identify all services and resources available to businesses within the region						Created template to catalogue existing business-serving partners and their services and resources; Began collection of partner information
3.4.2 Catalogue business services offered by partners in a single repository to serve as a resource to the business services team						Begun to populate a spreadsheet of information
3.4.3 Develop a system to refine and update the catalogue as new services and resources become available						
<i>Strategy 3.5: Identify need for additional business services</i>						
3.5.1 Utilize information gleaned from business visits and sector partnerships to identify the need for additional business services						
3.5.2 Identify the most appropriate partner to develop that service						

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<b>Pillar 3: Retention &amp; Expansion of Existing Businesses, continued</b>						
<i>Strategy 3.6: Work with companies to increase workforce retention</i>						
3.6.1 Organize poverty simulations and trainings for business owners and managers to help them to understand the culture of poverty and barriers to employment low-income workers face						
3.6.2 Help businesses to develop internal career pathways and increase awareness of advancement opportunities for existing employees						
3.6.3 Organize trainings for business owners and managers to increase awareness of generational differences in the workplace						
3.6.4 Identify the role of employers can/should play in developing the skill sets of their existing workforce (OJT, apprenticeships, etc.)						
3.6.5 Target businesses with hard-to-fill positions and encourage them to create additional work-based learning opportunities (internships, OJT, apprenticeships, etc.)						