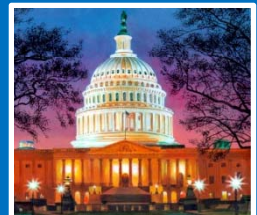




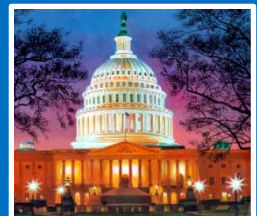
Know Your Region:
Pursuing Regional Innovation and Competitiveness

Webinar | May 13, 2010



Recap

- Webinar 1 (April 29): overview of KYR and regional econ dev
- Webinar 2 (May 6): innovative approach to doing CEDS
- Webinar 3 (May 13): data-driven partnerships





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- Training Content
- Resources
- Multi-Media Content
- Innovation Blog
- Contact

Home

Tuesday, 27 April 2010

Featured Resources

A new 2008 report from Britain's National Endowment for Science, Technology and the Arts or "NESTA" assesses the distinctive contributions to innovation made by arts and humanities research. The link between the humanities and entrepreneurship is one often overlooked by policymakers. [Click here](#) to download the document.



[Click here to see the current featured resources](#)

Statsamerica.org



StatsAmerica.org, an EDA-funded service of the Indiana Business Research Center at Indiana University's Kelley School of Business, helps provide regional and local leaders with quality and timely data so they can make better use of scarce resources. This Web tool enables regional and local leaders to focus on two sets of core assets that create prosperity: brainpower and innovation.

Social Networks

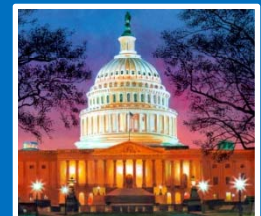
[Join Us on our Other Networks](#)



Latest Tweet



Hudson Valley, NY making a play for Bio-T regional cluster: <http://bit.ly/bRvtCx>
by NADO Wednesday, 21 April 2010 16:35



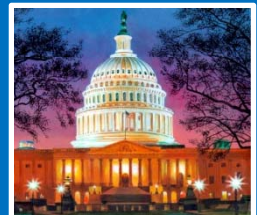
<http://www.knowyourregion.org>

Economic Development Districts (EDD)



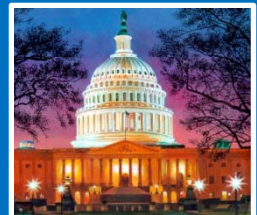
How does an EDD add value?

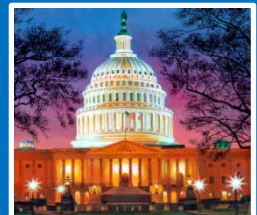
- Neutral ground where regional leaders can collaborate
- CEDS—establishing regional goals and priorities
- Provides capacity to regional and local partners



EDD: Capacity Building

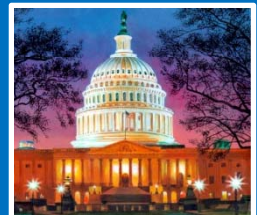
- Grant applications to EDA and other funding sources
- Clearinghouse for information on regional services
- Connective organization to other stakeholders





Why Data Services?

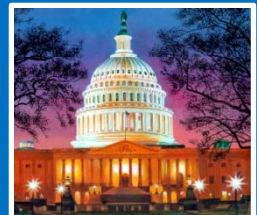
- Knowledge Economy requires knowledge about economy
- *Data* is easy, but people need help creating *information*
- Existing staff can do it and no purchase necessary



Data Tools & Strategies

- Workforce development
- Economic development
- Asset mapping

Goal: use data to add value, strengthen partnerships, and position EDDs as KE leaders





Data Tools

09 APRIL 2010

- [STATS America](#)
- [Census OnTheMap](#)
- [YourEconomy.org](#)
- [ESRI Mapping For Everyone](#)
- [County Business Patterns](#)
- [Bureau of Economic Analysis](#)
- [BLS Location Quotient Calculator](#)
- [Georgia Statistics System Shift-Share Employment Analysis](#)
- [IRS Migration Data](#)
- [US Small Business Administration TECH-Net](#)
- [Brookings MetroMonitor](#)
- [USA Today/Moody's Economy.com](#)
- [Census Quarterly Workforce Indicators](#)

EDA RESEARCH BRIEFS



[Policy Brief](#)
Innovating the Green Economy in California Regions



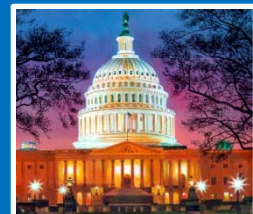
[Policy Brief](#)
Crossing the Next Regional Frontier



[Policy Brief](#)
Regionalism and Clusters for Local Economic Development Needs

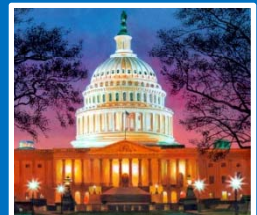


[Policy Brief](#)
Unlocking Rural Competitiveness: The Role of Regional Clusters



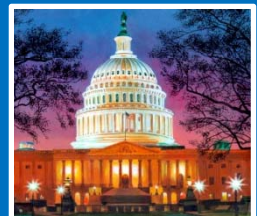
Workforce Development

- Innovation demands lifelong learning and skill upgrades
- Economic/workforce strategy alignment still not happening in many U.S. regions
- K-16 should be integrated in a systematic way

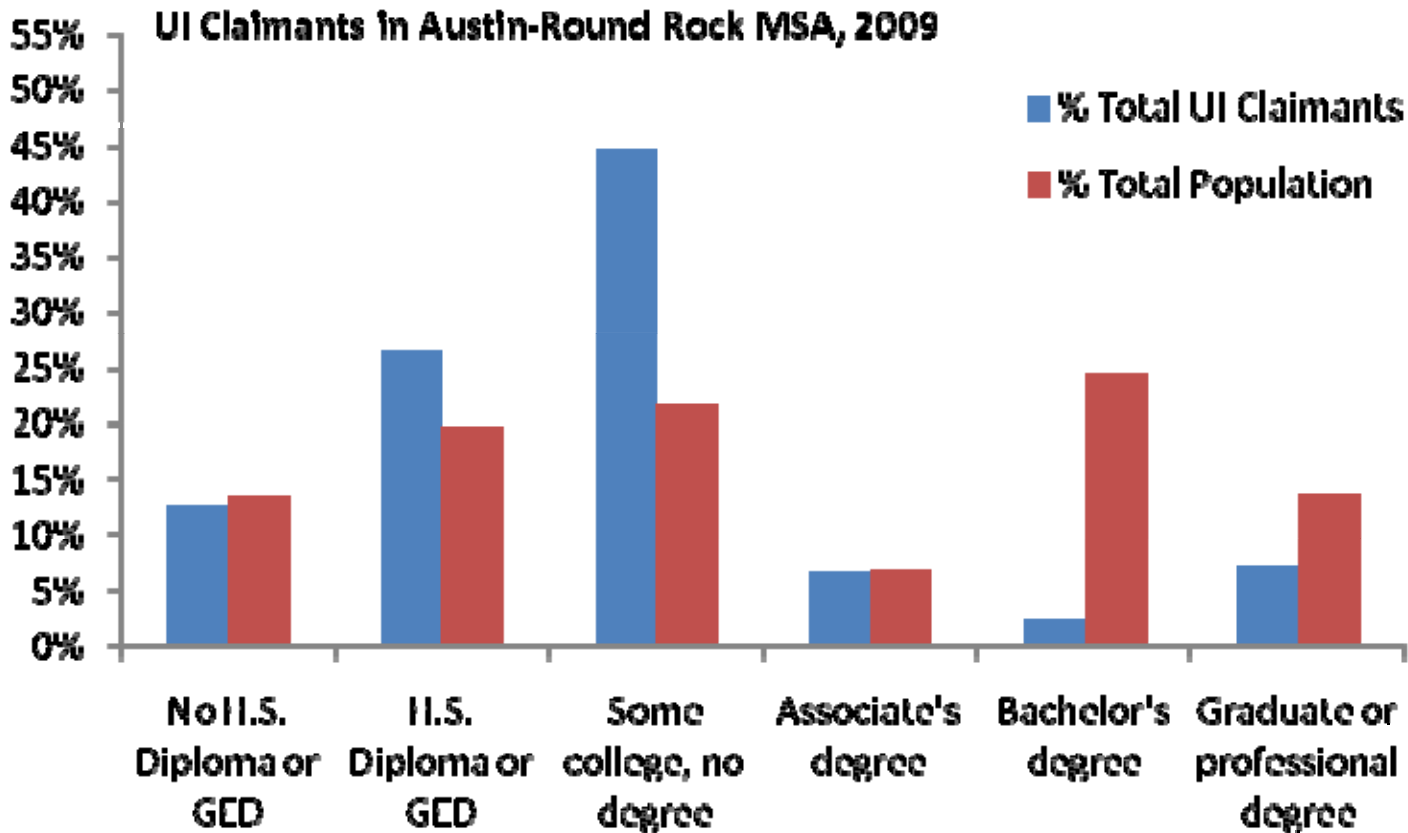
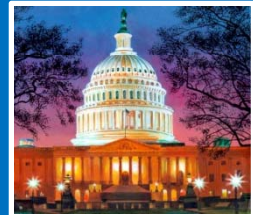


What can EDDs do?

- Facilitate dialogue between ED, WD, and K-16 (e.g., collaborate on target industry/occ lists)
- Create information that speaks to regional linkages in KE
- Identify emerging issues that will shape service needs



Tell the Education Story

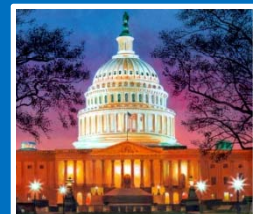


Source: U.S. Census Bureau, Workforce Solutions Capital Area, Workforce Solutions Rural Capital Area. Calculations by CAPCOG. UI is an abbreviation for unemployment insurance and may not represent the true unemployed population.

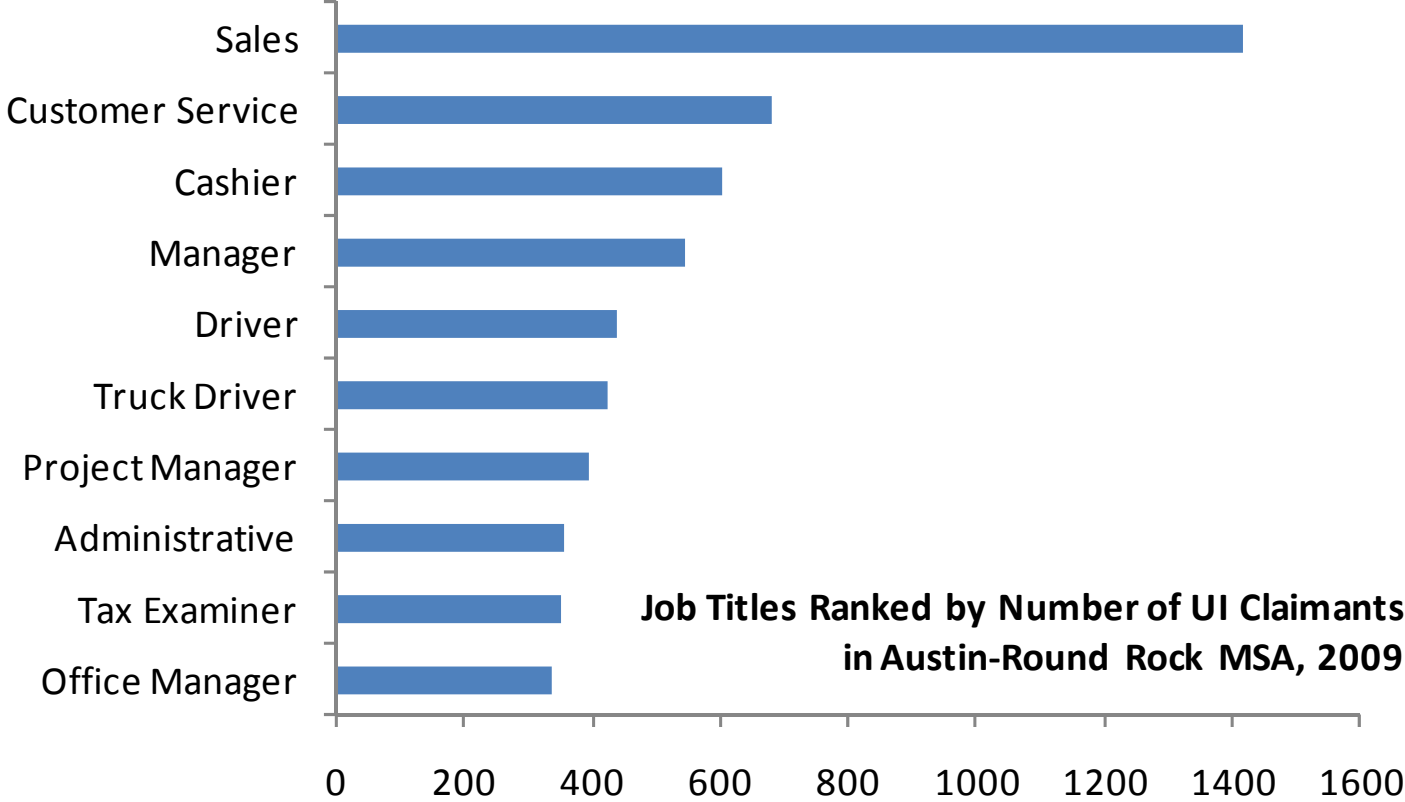
Create “Real-Time” Data (NAICS)

| Industry | UI Claimants 2009 | % Total Claimants | % Total Jobs |
|-------------------------------|-------------------|-------------------|--------------|
| Temp Help Services | 4,429 | 8.64% | 1.26% |
| Computer/Software Wholesalers | 1,937 | 3.78% | 1.84% |
| Semiconductor Manufacturing | 1,834 | 3.58% | 1.05% |
| Engineering Services | 1,280 | 2.50% | 1.03% |
| Full-Service Restaurants | 936 | 1.83% | 3.19% |
| Custom Computer Programming | 889 | 1.74% | 1.03% |
| Limited-Service Restaurants | 866 | 1.69% | 2.33% |
| Computer Systems Design | 608 | 1.19% | 0.86% |

Source: Workforce Solutions Capital Area, Workforce Solutions Rural Capital Area. Calculations by CAPCOG. UI is an abbreviation for unemployment insurance and may not represent the true unemployed population.

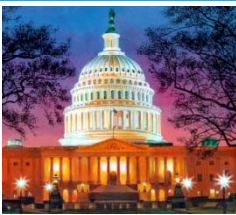


Create “Real-Time” Data (SOC)



Job Titles Ranked by Number of UI Claimants in Austin-Round Rock MSA, 2009

Source: Workforce Solutions Capital Area, Workforce Solutions Rural Capital Area. Calculations by CAPCOG. UI is an abbreviation for unemployment insurance and may not represent the true unemployed population.









Education Link: Career Clusters



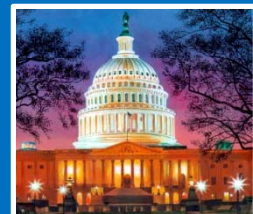
Home 16 Career Clusters Resources Products Career Clusters Institute About Us FAQs

The 16 Career Clusters

 [Printer Friendly Version](#)

| | |
|---|--|
|  | <p>The production, processing, marketing, distribution, financing, and development of agricultural commodities and resources including food, fiber, wood products, natural resources, horticulture, and other plant and animal products/resources.</p> |
|  | <p>Careers in designing, planning, managing, building and maintaining the built environment.</p> |
|  | <p>Designing, producing, exhibiting, performing, writing, and publishing multimedia content including visual and performing arts and design, journalism, and entertainment services.</p> |
|  | <p>Business Management and Administration careers encompass planning, organizing, directing and evaluating business functions essential to efficient and productive business operations. Business Management and Administration career opportunities are available in every sector of the economy.</p> |
|  | <p>Planning, managing and providing education and training services, and related learning support services.</p> |

<http://www.careerclusters.org>

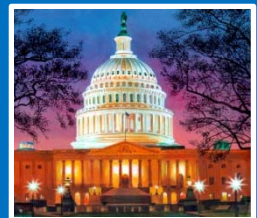


Constructing the Talent Pipeline

| Occupations and Instructional Programs by Clusters/Pathways | | | | | | (Master Mapping Table) | | | |
|--|--|-----------------|---------------------------------------|---|--|--|---|---|---|
| Table 6: Cluster-Pathway-CIP-SOC-ONET | | | | | | | | | |
| Multiple Assignments of Occupations and CIPs to Pathways | | | | Sorted by Pathway, then ONET, then CIP | | | | | |
| September 2007 Version / Subject to Revision after Initial Use | | | | | | | | | |
| Career Clusters | | Career Pathways | | U.S. Department of Education Classification of Instructional Programs | | Bureau of Labor Statistics - Occupational Employment Statistics Classification | | Employment & Training Administration - O*NET Classification | |
| Code | Cluster Title | Code | Pathway Title | Code | Program Title | Code | Occupation Title | Code | Occupation Title |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 140805 | Water Resources Engineering | 17-2051 | Civil Engineers | 17-2051.00 | Civil Engineers |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 140899 | Civil Engineering, Other | 17-2051 | Civil Engineers | 17-2051.00 | Civil Engineers |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 140902 | Computer Hardware Engineering | 17-2061 | Computer Hardware Engineers | 17-2061.00 | Computer Hardware Engineers |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 141001 | Electrical, Electronics and Communications Engineering | 17-2071 | Electrical Engineers | 17-2071.00 | Electrical Engineers |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 141001 | Electrical, Electronics and Communications Engineering | 17-2072 | Electronics Engineers, Except Computer | 17-2072.00 | Electronics Engineers, Except Computer |
| 15.0000 | Science, Technology, Engineering and Mathematics Cluster | 15.1000 | Engineering and Technology Pathway | 141401 | Environmental/Enviro nmental Health Engineering | 17-2081 | Environmental Engineers | 17-2081.00 | Environmental Engineers |

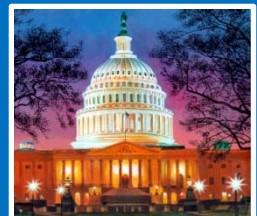
Why will school districts care?

- Planning—prioritizing career & tech course offerings according to labor markets trends
- Outreach—communicating with parents and students about career choices
- Partners—finding internship & mentor opportunities



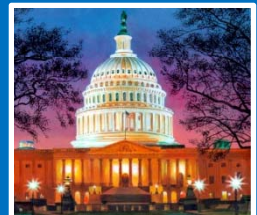
Economic Development

- Economies may be regional but old habits die hard
- Smokestack chasing is gone but recruiting is not
- Rural communities are at a data disadvantage



What can EDDs do?

- Help rural communities identify & respond to opportunities
- Tell good stories about impacts of innovation & entrepreneurs
- Take business retention and expansion to new level



OnTheMap Demo

U.S. Census Bureau *LED OnTheMap*

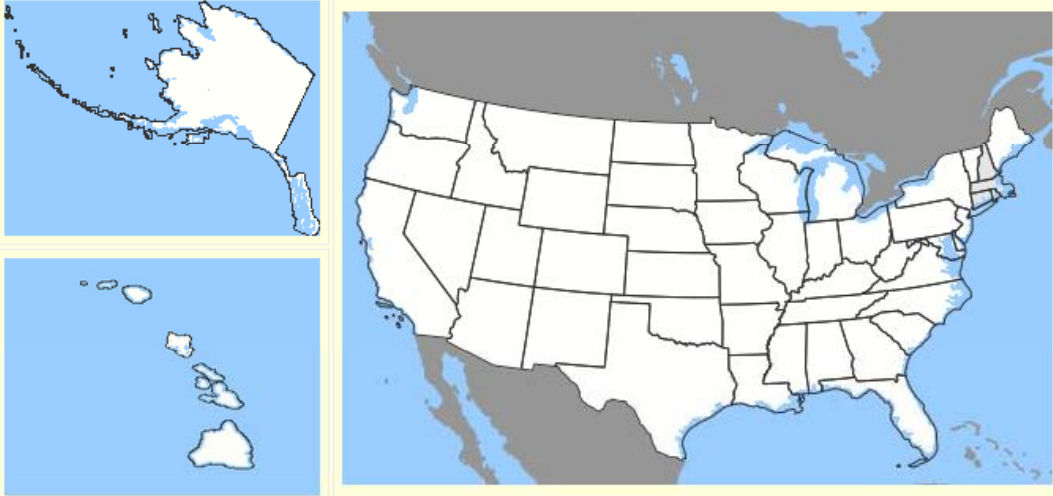
OnTheMap Version 4 provides detailed maps showing where workers are employed and where they live with companion reports on age, earnings, industry distribution, and local work data for seven years (2002 through 2008). Click on one of the "Information/Help" links to the right of the map for more information on using the application.

Getting Started - Select a Geographic Area - Enter a geographic area (state, county, zip code, congressional district, metro area, city name, etc.) into the place name lookup box below.

Search Name:

Map or Text-Only:

Getting Started - Click in the Map - Start by clicking at the center of the geographical area for your analysis. The application will open a regional map centered on the selected point.



OnTheMap is produced by the U.S. Census Bureau in cooperation with states under the Local Employment Dynamics (LED) partnership. *OnTheMap Version 4* is made possible through Employment and Training Administration at the U.S. Department of Labor.

<http://lehmap3.did.census.gov>



YourEconomy.org Demo

YourEconomy.org

Home Composition Growth Industry Rankings About Support & Feedback YE Plus

YE help center: [FAQ/Glossary](#) Search

Your Community

Explore economic activity in your own community - and across the country.

YourEconomy.org (YE) is a **business census** containing more than **19.4 million active establishments** providing detailed information about the performance of businesses from a local to a national perspective.

YE Spotlight

1. Expanding companies
2. New YE Features
3. Subscription YE Plus
4. IEDC award

Unique lens...

YourEconomy.org has created three unique employment sectors:

- noncommercial, nonresident and resident establishments.

Resident establishments are subdivided into **employment stages and growth factors**:

- that reflect different issues companies face as they develop.

Edward Lowe
EDWARD LOWE FOUNDATION

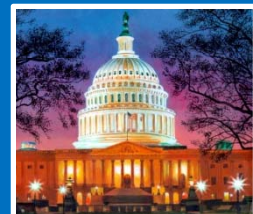
<http://www.youreconomy.org>

Composition
Composition organizes a picture of establishments, jobs, and industries existing in a region.

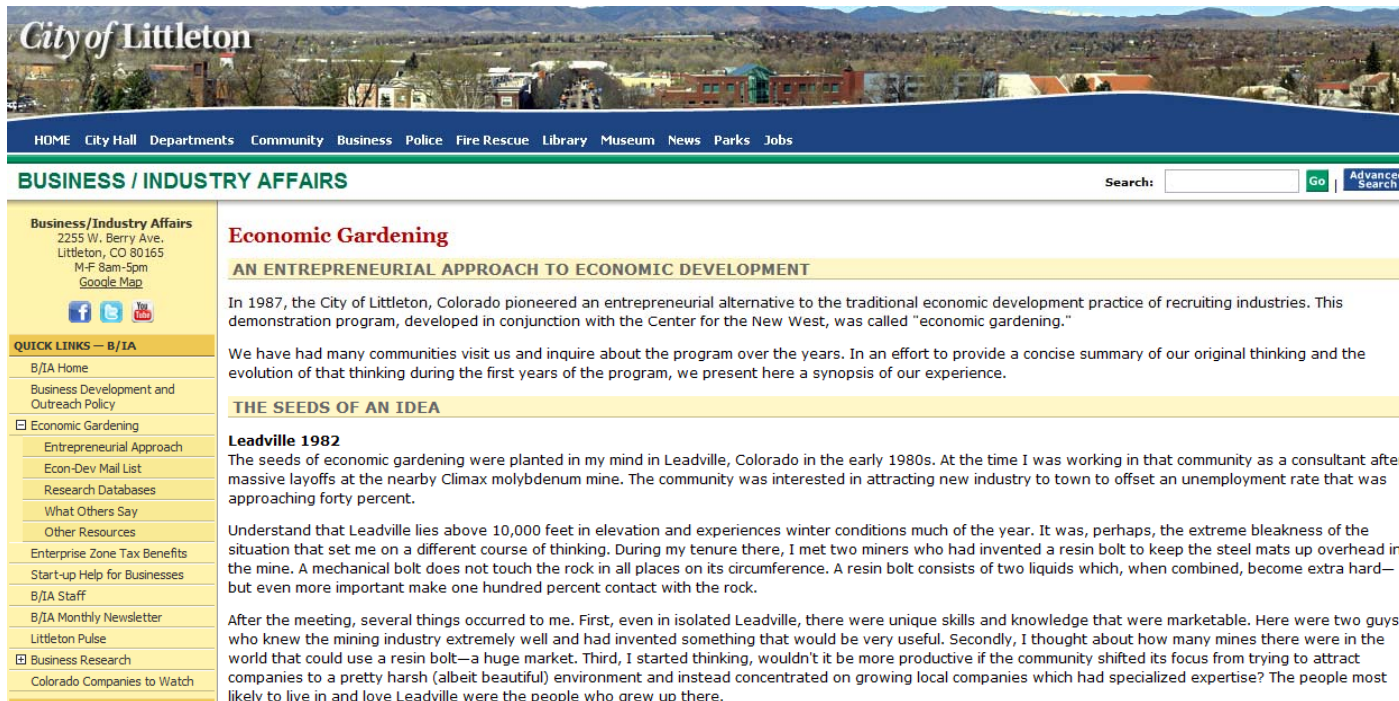
Growth
Growth follows through time openings, closings, expansions, contractions, move-ins and move-outs of establishments and jobs.

Industry
Industry ranks the 2-digit NAICS by states, MSA, and U.S. totals.

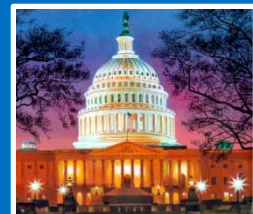
Rankings
Rankings compare states and MSAs based on composition and growth numbers.



Economic Gardening



The screenshot shows the City of Littleton website. At the top, there's a navigation bar with links for HOME, City Hall, Departments, Community, Business, Police, Fire Rescue, Library, Museum, News, Parks, and Jobs. Below this is a search bar with a 'Go' button and an 'Advanced Search' link. The main content area is titled 'BUSINESS / INDUSTRY AFFAIRS' and features a sidebar on the left with contact information for Business/Industry Affairs (2255 W. Berry Ave., Littleton, CO 80165, M-F 8am-5pm) and social media icons. The main text is titled 'Economic Gardening' and includes a sub-header 'AN ENTREPRENEURIAL APPROACH TO ECONOMIC DEVELOPMENT'. The text describes the program's origin in 1987 and its goal of providing a concise summary of the original thinking. A section titled 'THE SEEDS OF AN IDEA' is followed by 'Leadville 1982', which details the author's experience in Leadville, Colorado, and the challenges of attracting new industry to offset a high unemployment rate. The text concludes with reflections on the unique skills and knowledge of the local community in Leadville.



Economic Gardening



 [Home](#)

[About FEGI GrowFL](#)

[About Economic Gardening](#)

[Services Offered](#)

[News](#)

[Partners](#)

[Executive Roundtable](#)

Welcome to GrowFL

Taking Florida Companies to the Next Level

Cultivating growth companies across the state is the mission of the Florida Economic Gardening Institute, funded by the Florida Legislature at the University of Central Florida and involving a host of partners committed to local delivery of statewide services to help second-stage companies achieve their potential.

At no charge, GrowFL will provide a suite of high-end, high-speed technical assistance and business resources to companies that have grown beyond the startup phase and need access to information and decision-making tools typically only available to larger companies.

A team of highly trained and experienced analysts will be deployed to function not as consultants but as an extension of your business ...



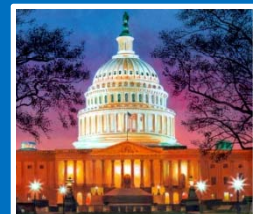
[GrowFL Blog](#)

[Upcoming Events](#)

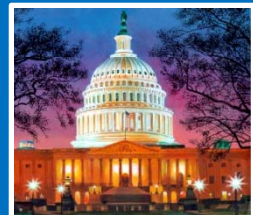
GrowFL Second-Stage CEO Summit

Wednesday, April 28th 8 to 11:30 a.m. Embassy Suites Downtown...

<http://www.growfl.com>



TECH-Net



U.S. Small Business Administration

SBA
Your Small Business Resource

TECH-Net

TECH-Net Home
What is TECH-Net?
How To Use TECH-Net
Resources
Search Database
Technology Opportunities
Government Login
DSBS
Send Comments

TECH-Net TECHNOLOGY RESOURCES NETWORK

Welcome to TECH-Net

TECH-Net is an electronic gateway of technology information and resources for and about small high tech businesses. It is a search engine for researchers, scientists, state, federal and local government officials, a marketing tool for small firms and a potential "link" to investment opportunities for investors and other sources of capital.

[A Search Engine](#)

TECH-Net is an Internet-based database of information containing Small Business Innovation Research ([SBIR](#)) awards, Small Business Technology Transfer ([STTR](#)) awards. It is a free service for those seeking small business partners, small business contractors and subcontractors, leading edge technology research, research partners (small businesses, universities, federal labs and non-profit organizations), manufacturing centers and investment opportunities.

Businesses profiled on the TECH-Net system can be searched by a variety of data elements such as: location; company name, phase, agency, branch, award year, etc.

[A Link to Procurement Opportunities](#)

As an electronic gateway, TECH-Net provides access and is linked to federal agency SBIR/STTR solicitations. The system is also linked to technology sources of information, assistance and training. The TECH-Net project is a cooperative effort among SBA's Offices of Technology and the Chief Information Officer.

[Text Only](#)

Last modified: 10/05/2007 12:00:00 AM

> [FirstGov](#) > [E-Gov](#) > [Regulations.gov](#) > [White House](#)
* [Privacy & Security](#) * [Information Quality](#) * [FOIA](#) * [No Fear Act](#) * [ADA](#)

SBA Processing: 0.102 seconds Version: TECH-Net 3.3
Session timeout in 36 minutes

TECH-Net

U.S. Small Business Administration

SBA
Your Small Business Resource

TECH-Net

TECH-Net Home
What is TECH-Net?

How To Use TECH-Net
Resources
Search Database
Technology Opportunities
Government Login

DSBS
Send Comments

State(s):
[\(How to make multiple selections.\)](#)

(any state) ▲
AL - Alabama
AK - Alaska
AZ - Arizona
AR - Arkansas
CA - California
CO - Colorado
CT - Connecticut
DE - Delaware
DC - District of Columbia ▼

Where, When and What Kind

Zip Code or Zip Code Initial Fragment:
(1 to 5 numeric digits)

4-Digit Phase Year Range: Start Year - End Year

Phase 1 Only Phase 2 Only Either Phase

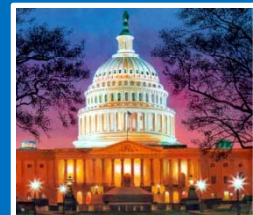
SBIR Only STTR Only Either Program

Solicitation Topic Code:

Agency: Any Agency ▲
DHS
DOC
DOD
DOE
DOI
DOT
ED
EPA
HHS ▼

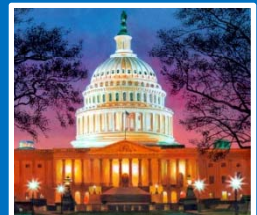
Branch, if DOD: Any Branch ▲
AF
Army
CBD
DARP
DLA
DMEA
DTRA
MDA
Navy ▼

Ownership Data:
 Minority Owned Woman Owned



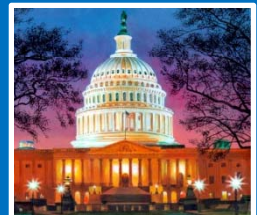
Asset Mapping

- Inventory of regional assets that make you competitive
- Focuses on traditional and new KE indicators
- You're already doing it—just need to formalize

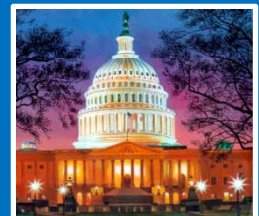


What can EDDs do?

- Create an asset map for your CEDS data analysis
- Make data accessible to keep partners engaged
- Leverage findings to promote your region (and EDD)




Asset Mapping User Guides



<http://www.compete.org>

Example: Data Accessibility



UTPA
THE UNIVERSITY OF TEXAS-PAN-AMERICAN

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- [Home](#)
- [Asset Map](#)
- [Asset Locator](#)
- [Background](#)
- [Meetings](#)
- [Schedule](#)
- [Project Team](#)
- [Contacts](#)
- [Links](#)

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ABOUT THIS WIKI

This wiki was created for the Ignite Hidalgo County Project. The wiki will be used by project team members and the Strategy Committee to share files, documents, studies, website links, research, and information related to the project. The wiki will also be used to provide information and encourage discussion and public participation in the project.

HISTORY

Hidalgo County [applied for and received a grant](#) from the U.S. Department of Commerce's [Economic Development Administration](#) to develop an asset map and Comprehensive Economic Development Strategy in the summer of 2007. The County put out a Request for Proposals/Qualifications in October 2008. [The University of Texas-Pan American](#) was awarded the contract in February 2009. The contract was negotiated and finalized in March 2009, and work began on the project in April 2009.

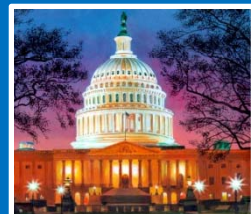
WHAT IS ASSET MAPPING?

Every region has its own unique set of assets -- both tangible and intangible -- that can be leveraged for workforce and economic development to enhance its competitive position and support innovation-based growth. [Asset mapping](#) identifies the assets a region has (human, intellectual, financial, physical, institutional capital), provides a comparison to other regions, identify gaps, provides an understanding of networks and cultural attitudes, gives a baseline to judge future progress, and provides a base for strategic planning.

WHAT IS A CEDS?

A [comprehensive economic development strategy \(CEDS\)](#) is designed to bring together the public and private sectors in the creation of an economic roadmap to diversify and strengthen the regional economy. The CEDS analyzes the regional economy and serves as a guide for establishing regional

<http://hidalgocountyceds.wikispaces.com>



Hidalgo County Asset Map



Actions

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Navigation

- Home
- Asset Map
- Asset Locator
- Background
- Meetings
- Schedule
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☆ Asset Map

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history

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[Human Capital](#)

[Research and Development](#)

[Financial Capital](#)

[Industry and Economy](#)

[Connective Organizations](#)

[Legal and Regulatory Environment](#)

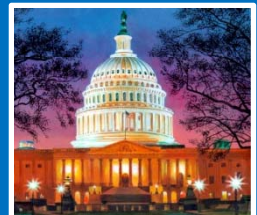
[Physical Infrastructure](#)

[Quality of Life](#)

[Health Care](#)

[Mexico Data](#)

Sections correspond to data categories in *Illuminate* guidebook



Example: Data Presentation



Florida's Great Northwest

Home Sitemap Resource Map

Search

Who We Are

What We Do

Regional Overview



Menu

Located in Northwest Florida, the National High Magnetic Field Laboratory is the only facility of its kind in the United States.

NWFL Interactive Map

16 Counties

Business Environment

Regional Network

Data & Asset Maps

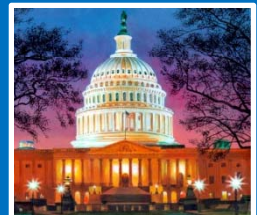
WIRED NWFL Initiatives

Entrepreneurial Support

Buildings & Sites

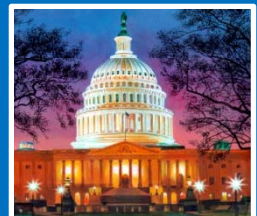
Press & Events

<http://www.floridasgreatnorthwest.com>



Summary

- EDDs are uniquely positioned to be leaders in the KE
- Transition from *ED 1.0* to *2.0* will take time so we need to tailor strategies accordingly
- Redefine planning



Contact Information

Brian Kelsey

Economic Development Director

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