



*Scott County – A place where residents are Stable, Connected, Educated and Contributing*

## Live, Learn, Earn - 2018 Strategic Initiatives

### A. Strengthen and Broaden Partnerships

Goal	Strategy	Measure	Action/Outcomes
Increase civic engagement in LLE to provide local context to work groups	<ul style="list-style-type: none"> <li>Use the IZI process to identify &amp; learn from a spectrum of voices, collect stories of impact and outcomes, and identify community needs</li> <li>Utilize data already collected through community engagement efforts of partner organizations, including city and county comprehensive planning, community surveys, etc.</li> </ul>	<ul style="list-style-type: none"> <li>Engage up to 425 people across race, class, culture using the IZI process</li> <li>Number of partner organizations providing data from their community engagement efforts</li> </ul>	Analyze data gathered at each IZI and through other community engagement efforts to identify community needs and map community assets
Increase the racial, ethnic and socio-economic diversity of work group members to provide for a broad range of community perspectives	<ul style="list-style-type: none"> <li>Invite and welcome community members with valuable lived experience to become members of a LLE workgroup or other advisory committee</li> </ul>	Increase the number of residents with “lived experience” participating in work groups and/or advisory groups	Use the input and perspective of community members to develop community-based solutions
Build connections with grass roots civic leaders to identify opportunities to collaborate and align efforts	<ul style="list-style-type: none"> <li>Use the IZI process to build a network of community members interested in affecting change in their community</li> </ul>	Each LLE team member identifies at least one community member, unlike themselves, with whom they will collaborate or stay in touch	Mobilize community partners to use their networks for affecting positive change

Goal	Strategy	Measure	Action/Outcomes
Build partnerships with the business community to identify and address their economic development needs	<ul style="list-style-type: none"> <li>• Meet with local EDA's, EDAC's, Chambers and other civic organizations to educate members on the inter-related impacts of housing, workforce and transportation on economic development</li> <li>• Conduct business roundtables to deepen understanding of business needs, identify solutions, and implement actions</li> <li>• Recruit additional business leaders to serve on LLE work groups</li> </ul>	<ul style="list-style-type: none"> <li>• Meetings are held with each city's EDA or EDAC</li> <li>• Business partnerships are formed to take action on community and/or business needs</li> <li>• Increase business participation on LLE work groups</li> </ul>	Use the input and perspective of business leaders to develop community-based solutions
Expand and strengthen partnerships with non-profits and faith communities to align efforts and assets	<ul style="list-style-type: none"> <li>• Conduct outreach to faith communities to map current areas of ministry and identify and develop opportunities for partnership</li> <li>• Identify and build relationship with non-profits whose missions support the goals of LLE</li> </ul>	<ul style="list-style-type: none"> <li>• Number of faith communities contacted</li> <li>• Number of relationships built with non-profits</li> </ul>	Faith community and non-profits assets are mapped and aligned to achieve shared outcomes
Foster cross-sector collaboration between the county, cities townships, business, school districts, post-secondary institutions, non-profits, civic and faith communities	<ul style="list-style-type: none"> <li>• Identify the full range of partners needed to develop and implement solutions</li> <li>• Take action to bring these partners to the table</li> </ul>	New cross-sector collaborations are developed and working towards, or implementing, solutions	New cross-sector partners are aligning assets and actions to address community and/or business needs

## B. Develop a Communication Plan

Goal	Strategy	Measure	Action/Outcomes
Provide greater clarity of the broader vision of Live, Learn, Earn - Scott County is a place where residents are Stable, Connected, Educated and Contributing	<ul style="list-style-type: none"> <li>• Retain 50 by 30 as a key shared measure for the Initiative</li> <li>• Emphasize the goal of the Live, Learn, Earn Initiative to ensure the sustained economic vitality of Scott County residents</li> </ul>	Confusion regarding the scope and goal of this collective impact initiative has been eliminated	Update all internal and external communication to the new name

Goal	Strategy	Measure	Action
Ensure all project participants have a consistent and full understanding of the goals, strategies and actions of the Initiative through a regular system of communication	<ul style="list-style-type: none"> <li>• Provide timely and consistent communication to project team members and all Initiative participants</li> <li>• Hold an initiative-wide retreat in April to share the results of the IZI effort and the employer survey</li> </ul>	Project team members report greater understanding of the Initiative's goals, strategies and actions across pillars	<ul style="list-style-type: none"> <li>• Provide timely and consistent communication to all project participants</li> <li>• Work group action plans are responsive to the data presented at the April retreat</li> </ul>
Have a shared understanding of the Initiative's key measures	<ul style="list-style-type: none"> <li>• Update the Indicators Dashboard for 2018</li> </ul>	2018 Indicators Dashboard is updated and distributed	Elected officials and the public have a consistent shared understanding of the key indicators of economic vitality in Scott County
Expand the visibility and understanding of the goals, strategies and actions of LLE throughout Scott County	<ul style="list-style-type: none"> <li>• Develop an external communications plan to provide a consistent and compelling narrative of the work of LLE</li> <li>• Improve the LLE website to make it a more useful tool for external communication</li> </ul>	The elements of the external communications plan have been implemented and the website has been revised	Elected officials and the public have a consistent shared understanding of the goals, strategies and actions of the LLE Initiative