Fundamentals Course Homework

Session 3

Part A

In this session, we've touched on the idea of the necessity of reports and presentations for a BR&E program using a volunteer visitor methodology with a "blitz" approach.

For this session, I'd like for you to think about the benefits (and perhaps challenges) in preparing reports and presentations for the BR&E visitation program that you are envisioning in your REN. Please think about the following questions:

- To whom or what groups would the reports/presentations be delivered?
- How would this benefit the strength of the REN BR&E program?
- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
- How would you turn data into information for the audience(s)?

Part B

The following Excel file (Open Ended Survey Homework.xlsx) contains a number of responses from a COVID-19 business retention and expansion survey conducted in Mississippi. What topics would you use to categorize these responses?

Due by the beginning of the August 27, 2020 session.

Response 1

Part A

1) *Tribal Council/Leadership

   * Small Business Owners

   *Chamber of Commerce in all the counties

   * Schools

2) Having reports/presentations show that you have put work into the program. Businesses will be able to take that information to help them learn and grow. Schools and universities in the area can gain knowledge as to know if their population will become higher or lower.

3) It would be focused on working with the businesses that we already have, and a data report would be done. You could perhaps send out a survey to collect data. Continuous time views variables have a particular value for only a microscopic amount of time.

4) You could form charts, graphs and tables to show the data that was collected. You could also show the survey methods and procedures you used to come to the conclusions.

Part B

Is your business open on the inside? Is it just carry out, delivery or drive thru?

Are your employees showing up to work?

Did you receive any of the PPP or EIDL monies?

When do you plan to open back up?

How is your business doing on a daily basis?

What problems has risen since the pandemic?

How is the $600 unemployment affecting your employees showing up to work?

Response 2

Part A

- **To whom or what groups would the reports/presentations be delivered?**
  - o Reports/Presentations are many times delivered to people in leadership roles in communities seeking the help of the BR&E program. Those would include mayors, city managers, Chamber of Commerce leaders, businesses looking to invest in a community, stockholders in a company, financial backers of community projects.

- **How would this benefit the strength of the REN BR&E program?**
  - o The visitation program brings legitimacy to a BR&E program by showing the community the program cares about them and how much they succeed. It also brings together like-minded people that may not otherwise have met to collaborate to create an all view approach to the problems a community is facing and how the BR&E program can help. New ideas would come from this collaboration.

- **What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?**
  - o Included in a report on the data collected from the visitation program would consist of things like the demographics of the employees, what if any concerns the employer may have for their business, employees, the market trends, innovation idea, financial circumstances to name just a few. These topics would take time for the employer/business to get comfortable in divulging the details. Still, once that conversation starts, the person doing the visitation can start delving into what the heart of the matter is, and the value of the visitation comes full circle.

- **How would you turn data into information for the audience(s)?**
  - Creating data for an audience would take into consideration what the purpose the audience is needing that information. The different data points that are collected could be compounded and collated into topics of like items. Collecting the data and then establishing patterns and themes. And depending on the audience will determine what the report will include. Once the information is collected, patterns will emerge that will lead to the common problems a community is facing and help with the drill down in the visitation conversation.

Part B

What topics would you use to categorize these responses?

Taking a look at the responses, they can be placed into several different categories.

1. More funding
2. Better communication with City, State, and Federal agencies.
3. Easier/better internet services
4. PPE support and supplies
5. No closure mandates. Open the economy up for all businesses
6. Better education for
   a. Employees
   b. Better guidelines for being open during a pandemic
   c. Better business practices for opening during a pandemic
   d. How to use PPE in the business.
   e. A better understanding of a business's internet presence.
7. No answer or unsure of how to answer the question.

Response 3

Part A

We have a great support system through our sister departments that could help our BRE response team with compiling reports. Some of the challenges that ive seen internally was the questioning of the data out of EMSI. We have department that do not think that type of information can be gathered and compiled like EMSI has it. I think the challenges in our communities would look at reports in two different ways. First, I think they would look at them negative because it could paint their community/county in a bad light, which could be perceived as that person is not doing a good job. We do have some communities that I think would love anything we can provide and would work with Choctaw Nation to address some of the concerns.

The reports/presentations/surveys would initially be presented to local chamber offices, main street programs, and to the county commissioners. After that, I would take them into a town hall format to show the communities what the reports found and explain the data we pulled.

I think this strengthens our BRE response team by being able to provide accurate data in a timely manner while also having the ability to facilitate discussions on what it would take to accomplish the goals set forth by each community.

Part B

The topics I would use to categorize the survey would be:

- Economic impact
- Technology capabilities
- COVID assistance programs (PPP, EIDL, SBA, USDA, etc..)
- Healthcare access
- Communication issues
- Unemployment
- Buy local vs traditional stores (Wal-Mart, Target, etc.)
- Small business support

Response 4

Part A

Reports and presentations during a BR&E Program are a valuable tool you can use to help include other community leaders, community organizations, and governmental entities in the overall project. Each report/presentation would be slightly different and adjusted to appeal to that specific organization or group. In my area, I would recommend delivering this report/presentation to:

- Area Chambers of Commerce
- Area city and county government officials
- Area civic organizations
- Area Main Street or Historic Downtown Boards
- Local Political Groups
- Local Educational Institutions
- Tribal governments
- Business Stakeholder Groups

Many of these reports and presentations would overlap bringing different people to the table at different organization meetings. During these presentations I would find it important to explain to the group what you are trying to accomplish, present the objectives, key findings, and any difficulties that you experienced collecting the data. The size of the project would lead me in deciding if I should write this report myself or If I should contract a report writer to do so. If I were covering a small geographic

area with limited responses, I think I could handle it myself. But if I was to cover my 4-county area, I would recommend and seek a report writer to assist in completing this task.

Part B

  I would categorize the responses by these 7 categories:

- Communication/Media
- Innovations
- Business continuity models
- Funding
- Connectivity issues/remote work issues
- Government Involvement/Government Mandates
- Educational/Training Needs

Response 5

Part A

I actually do something similar in my day-to-day job. Honestly, the continuum that I find my reports on is "anonymous -> relevant" one. On one hand, we have a responsibility to the privacy of the people who gave us data, but sometimes it is hard to relate its relevancy because the audience may think the data is disconnected from what they do. I have found that my audience is usually the "second in command" of our client-departments. These are the people who are tasked with implementing the strategies and ideas of leadership. I basically split my presentations into "your overall strategic recommendations (what)" that I present to the highest level and an "implementation" piece that becomes several project plans that I present to the operational level.

Also, you touched on one of my favorite differences in "data vs information." I think data is beautiful personally, but I have found in my travels that super-busy people don't want to hear about 2-sample T tests, they just want to know how to "win" more. The business of turning data into information, and what that information is saying, is one of my key activities in CNO Strategy. We use Porter's Five Forces as well as STEEPLE to frame this information in a context that directly relates to the business of our client-departments.

Strategy in any form is, by its nature, slow going. We typically outline a 3-5-year process for achieving a department's strategic plan, and we have found difficulty in keeping the revival fire hot 16 months after what I call the "commoditization of strategy." What we try to do is point to the overall plan, but the projects and day to day activities begin to feel less like you're changing the world and more like "here's some more stuff we have to do." I am very interested to hear your recommendations on keeping long-term goals "fresh." My department would benefit greatly from some ideas in this regard.

Part B

As I look at the Excel Data, I start to see the responses gather around five areas:

1: Apathy or non-response

2: Federal Government Intervention in the form of reducing unemployment

3: State Government Intervention in the form of reopening plans

4: Health/Corporate Intervention in the form of a COVID cure/vaccine

5: Federal Government Intervention in the form of direct-to-business financial relief

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Response 6

Part A

When developing and implementing a BR&E program using visitor volunteer visitor mythology it will be important to develop some type of presentation for those involved. In our BR&E program we will need to present information collected to Choctaw Nation, Local Businesses, City officials and other volunteers within the communities. This would help strengthen the REN BR&E program by supplying information that was gathered from local businesses. It would help bridge the gap between business and community which is vital to economic growth. I believe most of our small communities are unaware of what's going on around them. I grew up in McCurtain County and most people don't understand how businesses effect their local economy until they are laid off. It's very imperative to educate these communities and form bounds with these industries so that people can sustain their way of life.

It would be imperative to include information about number of jobs that will become available over the years due to retirement or turnover. Education requirements would be another vital piece of information so that communities could get educated. It would also be important to see numbers that show the effect of how a business effects their local economies. I would also include how the businesses are doing as far as sales and prioritization numbers. Gathering this information through surveys will be important so that information can be gathered and turned into data in order to deliver to the audience. We will need to be careful how we categorize our findings so that we are able to convey the data. We need to make sure that the data we are gathering is helpful in interpreting the situation that our communities are in.

Part B

After looking at the survey, it appears that these responses need to be categorized so that the information can be evaluated properly. I will list some categories below in order to evaluate these answers:

1. Drive-thru Problems

2. Covid Communications
3. Covid Supplies
4. Funding
5. Training for Covid
6. Government Regulations
7. Supply Chain issues
8. Healthcare
9. Online Operations

Response 7

Part A

1) *Tribal Governments
   *Chamber of Commerce
   *Small Business Owners
   *Main Street Organization
   *Schools/Colleges
   *City Government

2) The community would see that we are vested in them. Businesses can take the information presented and learn more about the community in which they are located. The reports will help businesses grow.

3) It would focus on current businesses and their needs which will likely not be met in a short time.

4) I would categorize responses under topics. I would explain the reasoning for the report, what our goals are, and how we can accomplish those goals.

Response 8

Part A:

- To whom or what groups would the reports/presentations be delivered?
    - The reports and presentations should be delivered to a combination of community partners that will assist with the BR&E program within the given communities as well as to existing businesses.
- How would this benefit the strength of the REN BR&E program?

- o This could strengthen the program because the reports and data can put everyone on the same page for the current condition of the local economy / community. Then it will be easier to establish goals, objectives and timelines. It can even allow for the existing businesses to get on board with some of the local projects.
- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
  - o A lot of the information can be very high level such as population, average earnings, median age, education, workforce / unemployment and breakdown of know industry sectors. Using this data to create local SWAT analysis could also be put in the data/presentation. This could include workforce development and input from the existing businesses. It could also include potential community projects that are identified to improve the city amenities and environment as a place to live and do business. Just laying it all out and explaining in the narrative that this is a long-term project and the benefits will be seen gradually over time.
- How would you turn data into information for the audience(s)?
  - o For the big data, it could be put on a community profile worksheet that would give a snapshot of the area demographics. Everything else that is more specific should be put into a presentation that could be delivered that shows the direction of the organization, groups and community overall. This information could go onto the community website, so that it could be accessed by anyone interested in learning more about your community.

Part B:

- Categorize Responses
  - o Lending
  - o Government Assistance Guidance
  - o Technical Assistance
  - o Employment
  - o Supply Chain

Government / Political Topics – Taxes, mask mandate

Response 9

Part A:
McCurtain County would greatly benefit from a BR&E program and reports. The reports would help identify timely needs for economic development and bring clarity and focus to action teams. As our county is exponentially growing in the tourism industry, it has been stagnant in other areas of economic growth.

The challenge that our county presents is participation in surveys and programs. Many feel a need to maintain privacy as online platforms are increasing in their reach. Some locals with social and political

capital are resistant to change because it challenges them and they do not see the value or profit to change.

Part B:

Undecided
Reopen
Unemployment
Training/support
Supply
Funding
Health
Internet
No impact
Miscellaneous

Response 10