

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 area. 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 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 March 31, 2022 session.

Part A

Response 1

Reports will be presented to the business community, local government offices, and the general public. This ensures that everyone has access to the information, and everyone has the opportunity to be involved in their community to keep local businesses supplying their current stock and create the opportunity for new services and products to be available in the area.

Reports and presentations are useful tools in raising awareness of the program and garnering a higher level of participation. People need to know something is happening, and they often want to know why it's happening and how it affects them. Without this information, they may not be willing to participate.

It will be important to note the number of responses received compared to the number of businesses so people seeing the report understand how much more data might need to be obtained for more accurate information before moving too far forward in plans to resolve concerns. If there has been a slow response or hesitancy to participate, sharing this information can be a motivator for businesses as they see what you're going to do with the information. Citizens and government officials can also encourage businesses to take part in the survey as they learn how these results may affect future activities to

resolve concerns businesses are facing, and ultimately affecting the general public's ability to access products and services.

People learn in different ways, so it is important to represent the data in various forms to be easily explained to people of varying learning strengths. For example, graphs can be helpful for visual learners to see what the data is telling us. Responses need to be analyzed for trends such as what products & services are high-sellers and what gets most requested from businesses that isn't in the area. Once the trends have been discovered, then practical applications can be drawn up depending on the resources of the BR&E program (ie. If there is a trend of high business turnover and also a trend of out-of-town shopping, then you could put together a shop local campaign that encourages people to shop the local businesses which in turn should reduce some of the turnover).

Response 2

- To whom or what groups would the reports/presentations be delivered?
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 - CEO / REN team
 - Action Team
 - Board of directors
 - Municipal / provincial stakeholders
 - Business community themselves
 - Community groups showing interest
 - How would this benefit the strength of the BR&E program?
 - Like businesses with common issues could benefit from good data / information to make future decisions. Local data they would not necessarily have access to without the BRE program. Stakeholders see return for their investment
 - What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
 - Trends
 - Common issues / concerns / complaints
 - Stakeholder report summary that is updated quarterly with public access
 - How would you turn data into information for the audience(s)?
 - Trends / simple graphs in presentations
 - verbal presentation to accompany
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Response 3

Benefits in preparing reports and presentations for BR&E visitation program:

Your audience/visitor will have a better view of your objective to ultimately improve their business and the community. The reports and presentations will show your dedication to this program and that we intend to be as thorough as possible to address each need/concern. Long term growth and retention is the ultimate goal.

To whom or what groups would the reports/presentations be delivered?

Board of Directors, City Council, Investors, Media, Main Street Association, Workshops and seminars that will be scheduled for our Chamber members, centered around what group you will be reporting data to.

What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?

The goals and objectives

BR&E Program description, steps in the process and ultimate goals/objectives. This will help each visitor to better understand and be prepared for the program.

How would you turn data into information for the audience(s)?

Using tables and or graphs

Compiling a straight forward and data driven report to present to your local city council, main street association and others will bring a better understanding and appreciation for what the program can bring to your community

Challenges in preparing reports and presentations for BR&E visitation program:

- In some regions/communities, extensive reports and/or questionnaires may intimidate certain participants.
 - Data collected may not always be the ultimate answers that businesses like to hear
 - Keeping all team members for the visitation program to use the same approach and presentation/report method with EACH business they visit.
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Response 4

- To whom or what groups would the reports/presentations be delivered?
 - I would target all businesses within a specific Annual Revenue. Targeting the businesses with sales or service receipts for the year between \$5-\$10 million. I would exclude government funded agencies as their answers would skew the results
- How would this benefit the strength of the BR&E program?

- By targeting a pool of businesses roughly the same size then the occurrence of outliers would be minimal.
 - What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
 - I would try to visit all the businesses within the same quarter. By expanding the time frame beyond a 3 month completion it could make the information obtained obsolete. I would have the dates of the information collection clearly noted in the instructions to the data trackers.
 - How would you turn data into information for the audience(s)?
 - I would summarize key points of interest for each business sector. For example, if there were a lot of restaurants being surveyed, I would highlight the shrink factors in both dollars and as a percent of revenue (if data was available).
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Response 5

- To whom or what groups would the reports/presentations be delivered?
 - Stakeholders including board of directors, investors, internal staff, education partners, workforce partners, local government, state program, community partners
- How would this benefit the strength of the BR&E program?
 - If information gathered is consistent and can tell a story, it can give insight into what is happening at the business level
 - It can create connections and the end result could be that more businesses are retained and expand within the footprint, especially if the program can catch concerns at an early stage
 - It establishes trust for the organization
- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
 - Workforce numbers
 - Emerging trends
 - Red flags
 - High priority action items
 - Visit numbers and hours spend on visits to tell the story of correlation
 - Action team programs that are a direct result of data gathered
- How would you turn data into information for the audience(s)?
 - Data should benefit the audience and will need to change based on the role of the stakeholder. For instance, board members may want to see the number of visits per month and the corresponding hours spent to obtain those visits but education partners may only want to see what types of skills employees need to succeed in the workforce. Additionally, industry specific leaders may need more in-depth data that pertains to their particular industry and the emerging trends, while government leaders may only be interested in the direct impact of such visits on the local community an economy.
 - This information should be done with graphics and charts where possible

Response 6

A& B - BR&E Reports would be sent to the following groups in our community to make them aware of how local businesses are performing and what issues that they are seeing that could be mitigated by these groups.

- a) Board of Directors
- b) City Council
- c) Partners
- d) Web-stie

To have the reports on the website will increase visibility of how the local economy is performing and shows potential Site Selectors or Businesses that there is a infrastructure in place to assist businesses through out their time in the City.

C & D - Data that would be collected and turned into reports and dashboards is listed below

- a) Average wages
- b) Infrastcture needs
- c) GDP
- d) Expansions
- e) Capital investment for expansion
- f) Retained jobs
- g) New jobs
- h) Tenure of companies

This data would be entered into Salesforce and then utilizing Tableau to have reports and dashboards created.

Response 7

To whom or what groups would the reports/presentations be delivered?

- Valley Regional Enterprise Network (CEO & Board of Directors)
- Municipality of the County of Kings (Deputy CAO, EDO, Mayor & Council)
- Municipality of West Hants (CAO, EDO, Mayor & Council)
- Town of Kentville (CAO, EDO, Mayor & Council)
- Town of Berwick (CAO, EDO, Mayor & Council)
- Town of Middleton (CAO, EDO, Mayor & Council)

- Glooscap First Nation (EDO, Chief & Council)
- Annapolis Valley Chamber of Commerce (ED & Board)
- Avon Chamber of Commerce (ED & Board)
- Kentville Business Community Association
- Windsor Township
- Local businesses who participated
- Acadia University (School of Business)
- Nova Scotia Community College (Business Administration)

How would this benefit the strength of the BR&E program?

Having help and participation from all EDO representing the participating municipal units and First Nation communities that support the Valley Regional Enterprise Network and partner organizations (Chambers of Commerce, BIDAs etc.) would help give all participants an understanding of the business climate in their respective communities as well the entire outlook for our region. This would build strong relationships with our business community and inner municipal partners to help conduct and analyze future outreach activities

What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?

The report would include who participated, contributed funding and resources, the diagnostics used, addressing the red, and yellow flag issues.

How would you turn data into information for the audience(s)?

Data would be presented to our audiences(s) through a final detailed report that would include a series of graphs and tables illustrating the data from the diagnostics used during the outreach. A PowerPoint presentation would also be created to present high level data from the outreach highlighting the process and findings to keep it simple for those who may not wish to read a long report.

Response 8

- **To whom or what groups would the reports/presentations be delivered?**
 - Yarmouth Town Council
 - Yarmouth Economic Development Advisory Board
 - Yarmouth Chamber of Commerce
 - Business Roundtable Events
 - Greater Portland Council of Governments (GPCOG)

- **How would this benefit the strength of the BR&E program?**
 - Increased, and consistent, transparency and awareness
 - Identifying opportunities to invest in the business community (financially or through policy).
 - It provides opportunities to brainstorm ways to address consistent “red flag” conditions and promote “green flag” successes.
 - Feedback from the business community helps to craft future market analysis focus areas and updates annual keep performance indicators.
 - **What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?**
 - An initial report with provide the community with a general sense of the business climate.
 - Presenting early findings helps to develop baseline statistics. It helps to develop metrics for future BR&E work.
 - Initial survey work and reporting present immediate areas of concern and/or opportunity.
 - Presenting early findings helps to manage expectations for future efforts and provides context for continued reporting.
 - **How would you turn data into information for the audience(s)?**
 - Categorize responses so that they are digestible for the audience.
 - Include graphs and other illustrations to share data.
 - Outline consistent themes from answers to open-ended survey questions.
 - Be sure to describe how the community plans to use the data received from survey/diagnostic work.
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Response 9

- To whom or what groups would the reports/presentations be delivered?
I will report the BR&E Presentation to the Board of North Edge Business Association, may be city council and other stakeholders
- How would this benefit the strength of the BR&E program?
Increase the awareness of the project among stakeholders and establish social capital which can help the project team collaborate ideas and better address the highlighted issues.
- What would be included in the report given that the collection of data in a continuous model is likely to be relatively slow?
 1. The background information, objectives of the BR&E project and team member
 2. Methodology of data collection
 3. Size of the data we collected
 4. Finding from the data (Data Analysis)
 5. Roadmap and milestones
 6. Opportunities and challenges
- How would you turn data into information for the audience(s)?

I would like to use data analysis tools to generate infographic. Numbers, maps are way powerful than words when it comes to big sample size. I will also add my interpretation of the data finding for some people who may not very sensitive to the numbers. I use a tool called Power BI now, but happy to try the R and Executive Plus this class introduced.

Response 10

Part B

Response 1

Financial

Supplies & Service

Communication

Business as Usual or N/A

Response 2

1 – Immediate actionable

2 – No action needed

3 – Longer term / systematic actionable

4 – Follow up for more information

Response 3

1. Educational Services

2. Supply Resources

3. Small Business/Shop Local

4. Grants/Funding

5. Government Regulations/Guidelines

Response 4

Shut Down: business to close during pandemic

Stay open: business to continue status quo

Hybrid: a combination of shutting down some services and keeping others operating, staff working from home, using grants to ease costs

Expand: Covid has been a silver lining to some businesses able to expand to aid the pandemic recovery

Cutback: reduce hours or services offered, staff layoffs possible

Funding: additional gov't funding to businesses or employees

Information: requires more information to succeed, more data needed or even available grants

Response 5

Education
Employee Assistance
Financial Support
Broadband/Internet
Local Support
Policy
PPE
Self-Employment Assistance
Supply Chain Assistance
Visibility
Workforce
Unknown
NA

Response 6

Funding
Government regulations
Infrastructure funding
Lost
Workforce
Supply chain
Government regulations/regulations
Government
Information
No Issue
Infrastructure
Information
Government Regulations

Response 7

Impact of COVID on businesses
Government and Other Organizations Support
Supply chain support
Response from elected representatives and government officials
Communication from government and public health
Business expansion support
Economic support
Workforce support
Social support
Challenges with facility, utilities and equipment upgrades

Response 8

Assistance in adapting operations to promote social distancing and protect staff/consumers
Clear and consistent communication from public officials regarding COVID guidelines
Direct technical assistance to businesses navigating federal programing and financial assistance
Creative financial tools and/or programming that promote and assist local small businesses
I'm not sure

Response 9

Government support
Measures of support
Safety measures
Funding choice
Pandemic economic and social impact

Response 10

COVID health
COVID policies, local
Shop small
Government Funding
Grants
Infastruture

Supply Chain
Urgent, follow up
COVID policies
Workforce
Non-profit
Local funding
COVID policies
COVID policies, state
Marketing
Grants, shop small
COVID policies, local, follow up
immediety
Minority help
COVID funding
Government Funding, local
Regulations local

Response 11