

Asset Based Planning: Leveraging Assets for Economic Growth

I. Introduction

- a. Overview of economic development challenges of distressed and at-risk rural communities
- b. Asset-based economic development as a strategy for growing jobs and investment
- c. Comparison of asset-based economic development to needs-based economic development
- d. Brief introduction and definition of *Asset Based Planning*

II. Background

- a. Governor's challenge to ECD
- b. Governor's Rural Task Force
- c. Long-term objective and recommendations from the Governor's Rural Task Force
- d. UT's role in establishing a program to address the long-term objective and recommendations of the Rural Task Force

III. Project Description

- a. The Asset-Based Planning process
 - i. Desired outcomes of the process
 - ii. Approach and methods
 - iii. Partners involved and roles in the process
 - iv. Reporting

IV. Launching the Program

- a. Asset-Based Planning – Phases 1 – 3
 - i. Timeline and participating counties
 - ii. Challenges
 1. Community participation
 2. Facilitating forums and reporting
 - iii. Modifications and improved results
 - iv. Community benefits
 1. Feedback provided by the communities

V. Outcomes

- i. Plans completed to date
- ii. Grants awarded to date
- iii. Examples of community success stories

VI. Conclusion

- a. Overall efficacy of the program – Did the needle move?
 - i. Change in number of Distressed and At-Risk communities
 - ii. ECD's perspective of the program
- b. Is the process replicable and sustainable?
 - i. Project status going forward