

# Marketing Your Improved State-EDD Alignment



**LED**

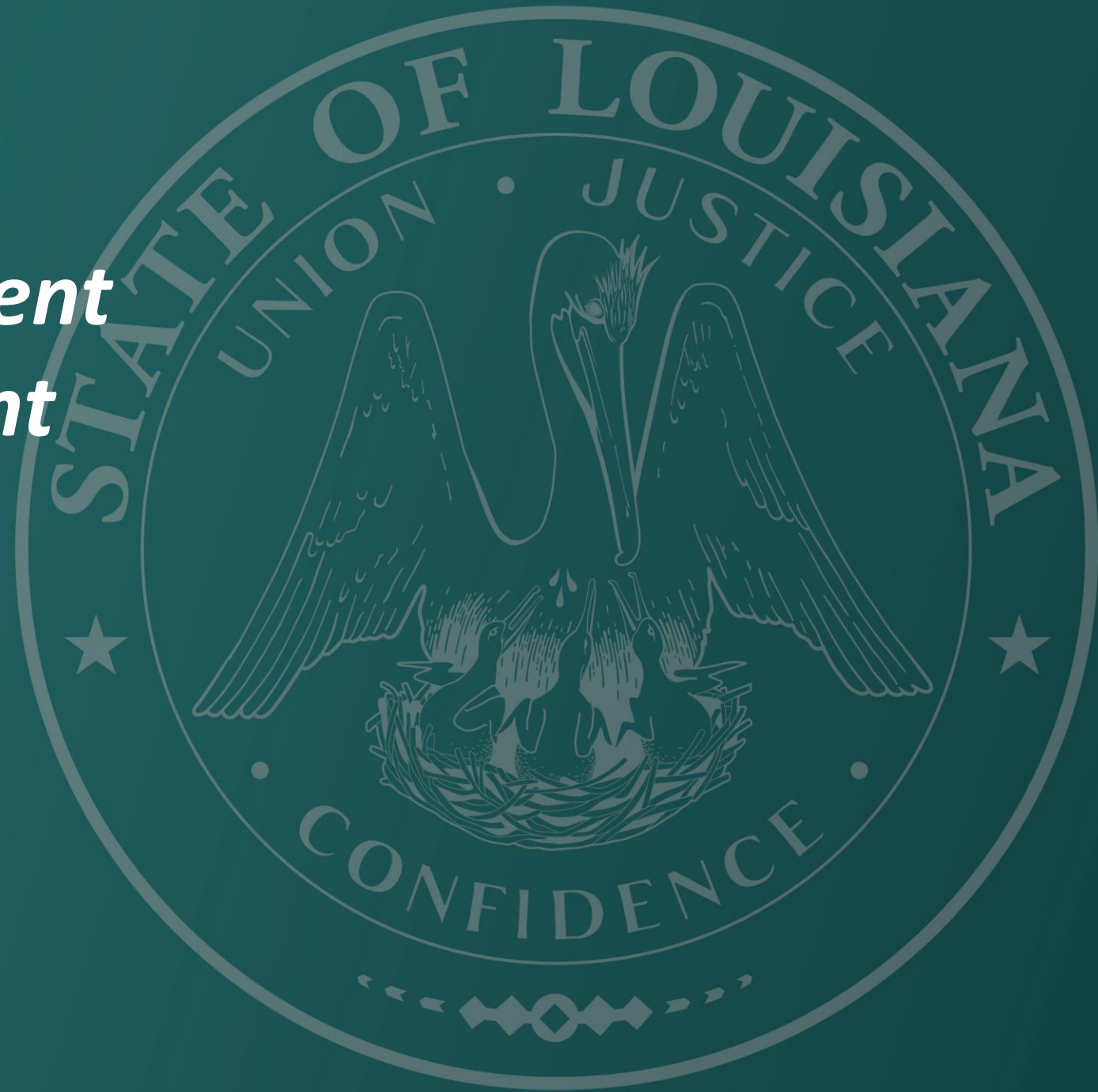
Undersecretary

Anne Villa



***The Future of  
Economic Development  
is Planning Alignment***

October 6, 2023

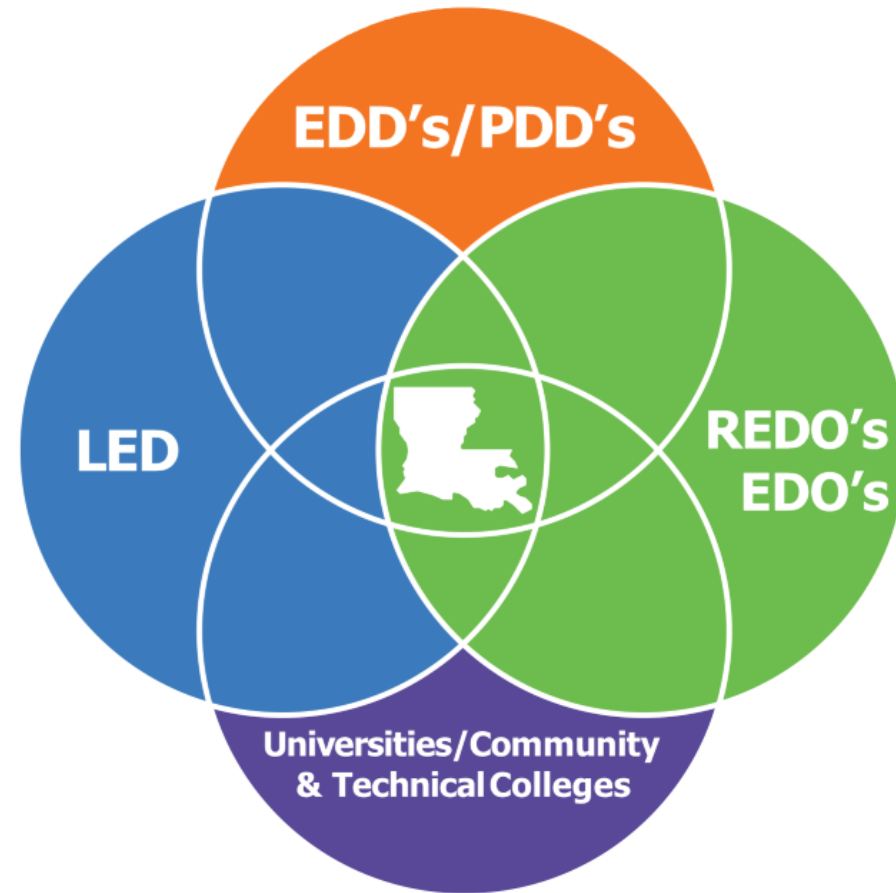




8 Core Team Members

20 Home Team Members

*“We are Better Together”*



# Team Louisiana's Approach

- Be intentional – from the beginning
- Engage – Survey your allies, partners & stakeholders
- Communicate – Often; Formal & Informal
- Celebrate – Tell Your Story





# First Solar to Invest Up to \$1.1 Billion to Build Solar Panel Manufacturing Facility in Acadiana, Create Over 700 New Direct Jobs

This project is believed to be the largest single capital investment in the area's history.



# Louisiana Hydrogen Project Wins 'Milestone' \$50 Million Federal Grant



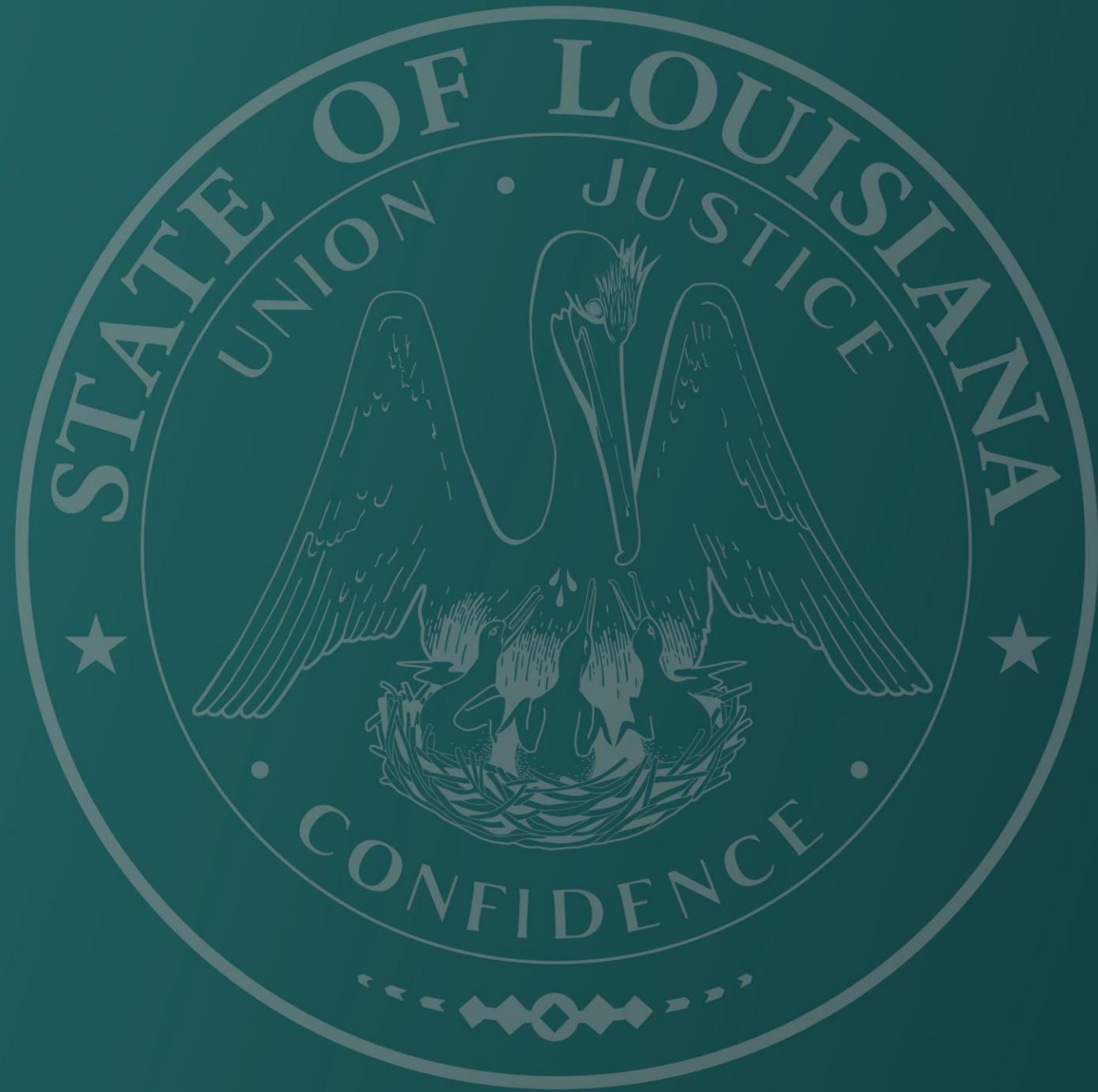
H2theFuture, which will create a wind-powered hydrogen industry cluster in south Louisiana, wins EDA Build Back Better Challenge award

*“By participating in the Policy Academy, economic development practitioners can more effectively work together to secure federal funding which supports basic public infrastructure needs and workforce development efforts to increase Louisiana’s marketability for future job recruitment.”*

*Louisiana 2023 Policy Academy Application*



Thanks!





**Policy Academy: Marketing the Change**

# What are we trying to do? Why now?

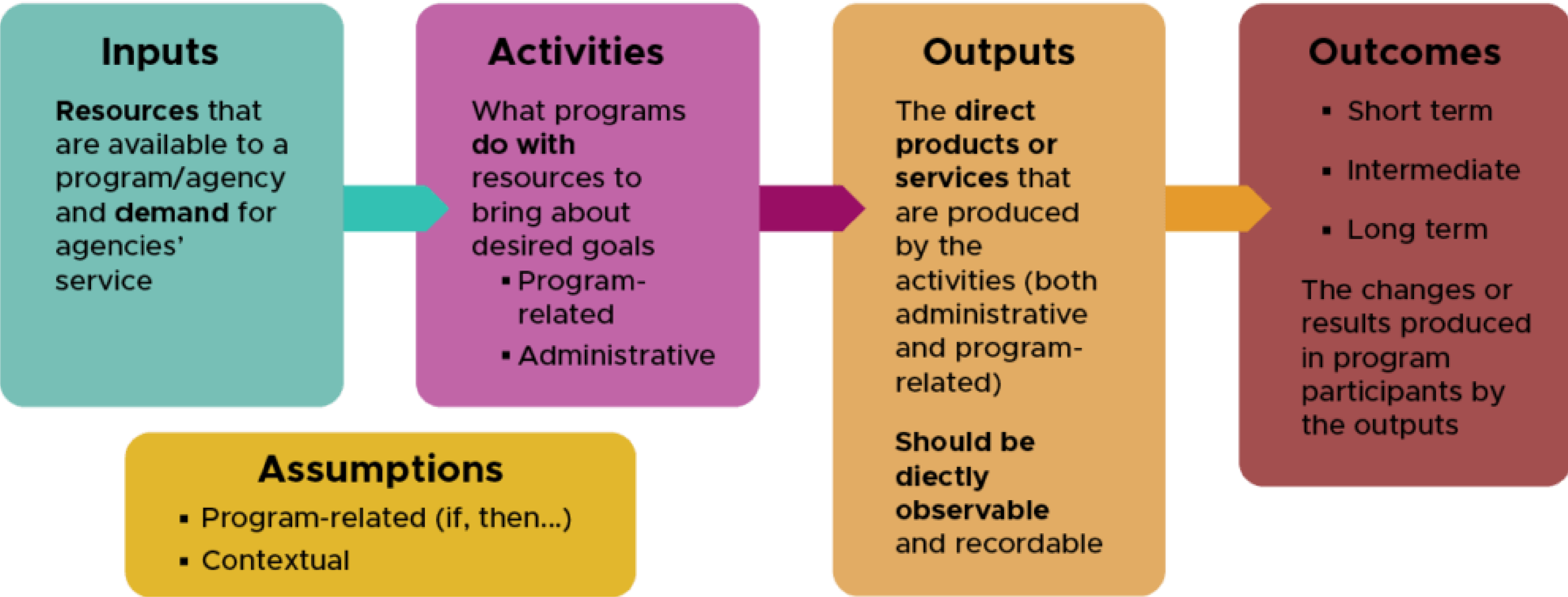
## Our vision:

The Policy Academy is a collaborative planning process between the state, tribes, regional partners and universities that results in economic well-being for rural and tribal communities in Wisconsin.

- Establishment of the Office of Rural Prosperity
- Need to build relationships and trust
- WEDC Strategic Planning



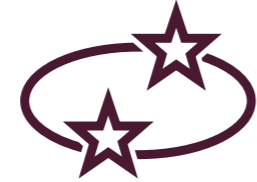
# Developing a Logic Model





# Where are we going? Intended outcomes.

Identify opportunities to inform WEDC KSP Process

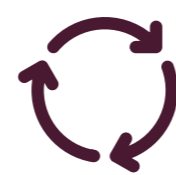
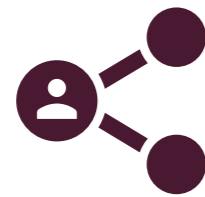


Prioritize investment in CEDS projects at WEDC



Creation of a matrix to pair CEDS priorities and public/private funding opportunities

Identify & create opportunities to incentivize collaboration between REDOs and RPCs



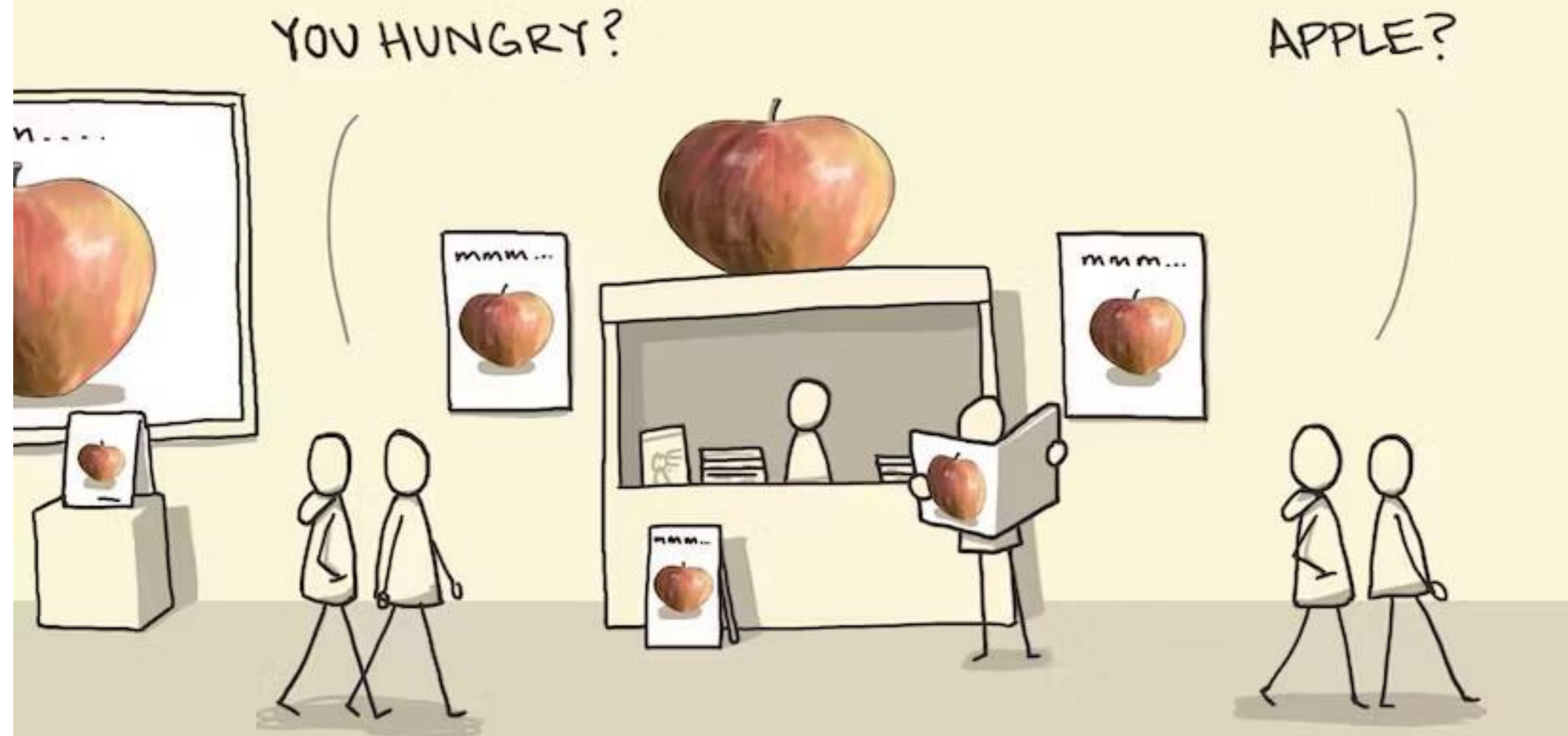
Formalize a feedback loop process to continue alignment work throughout the state



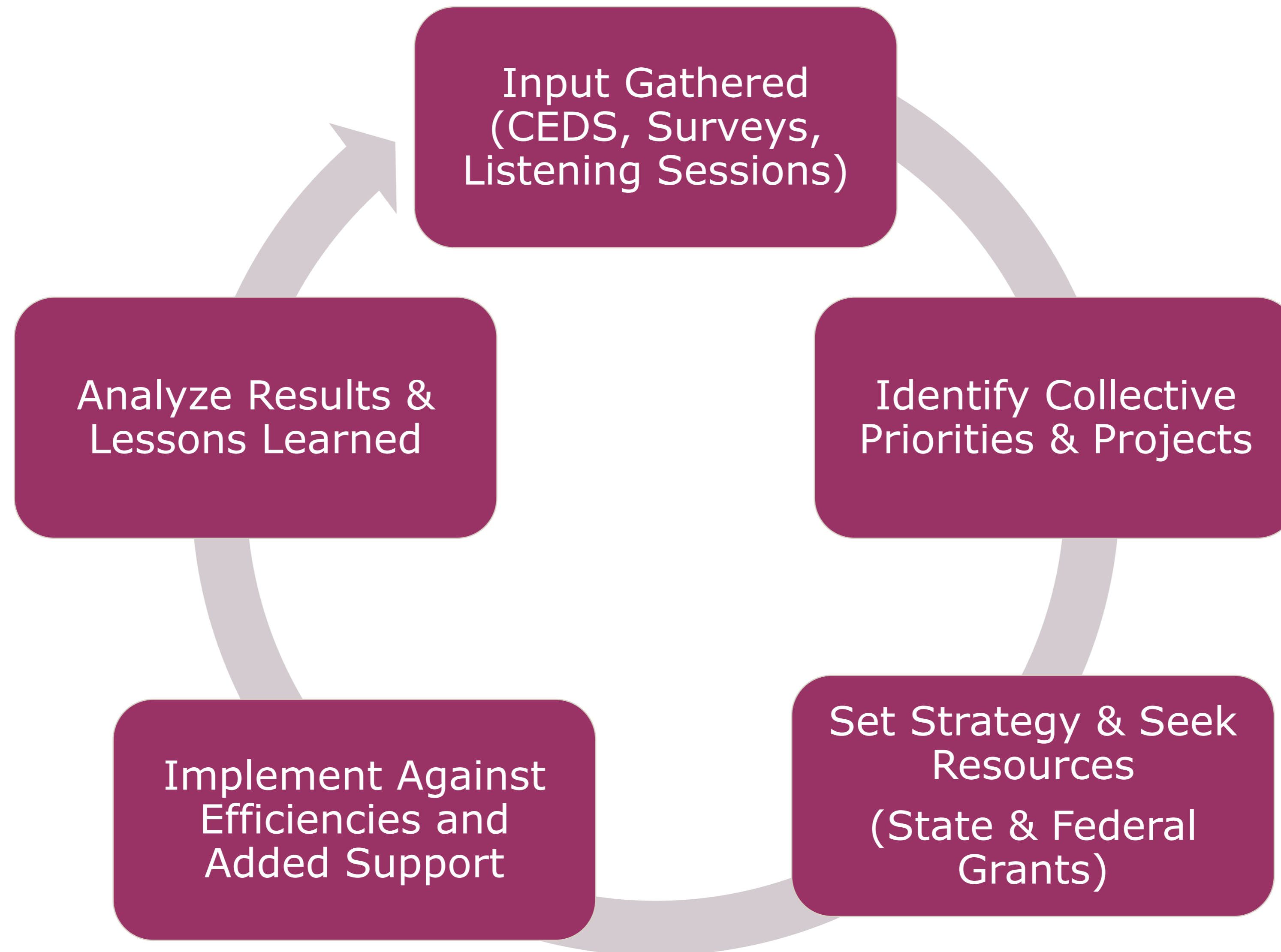
Bring investment dollars to 3-5 community projects

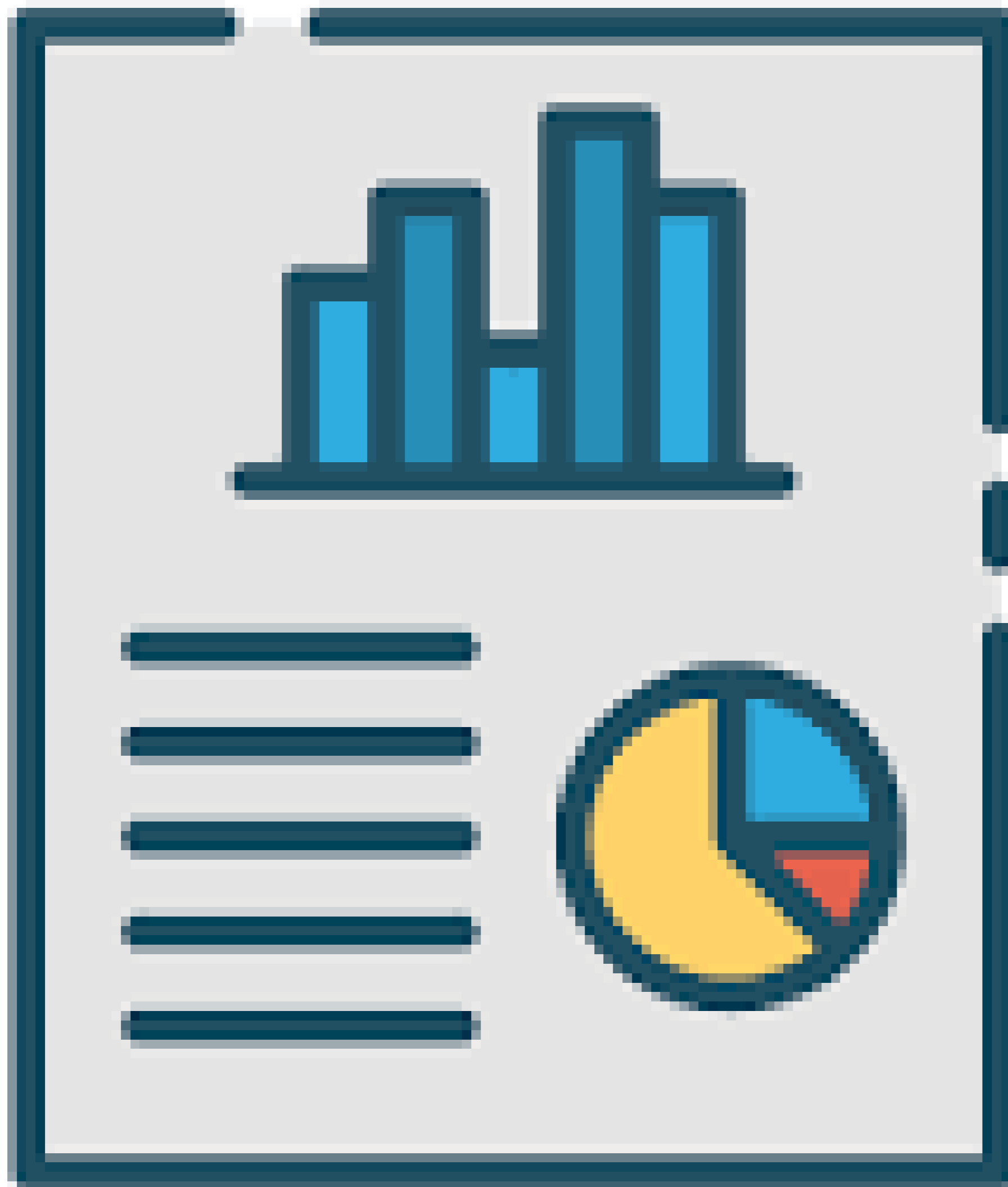
# THE RULE OF 7

HEARING A MESSAGE 7 TIMES BEFORE WE TAKE ACTION



# Feedback Loop

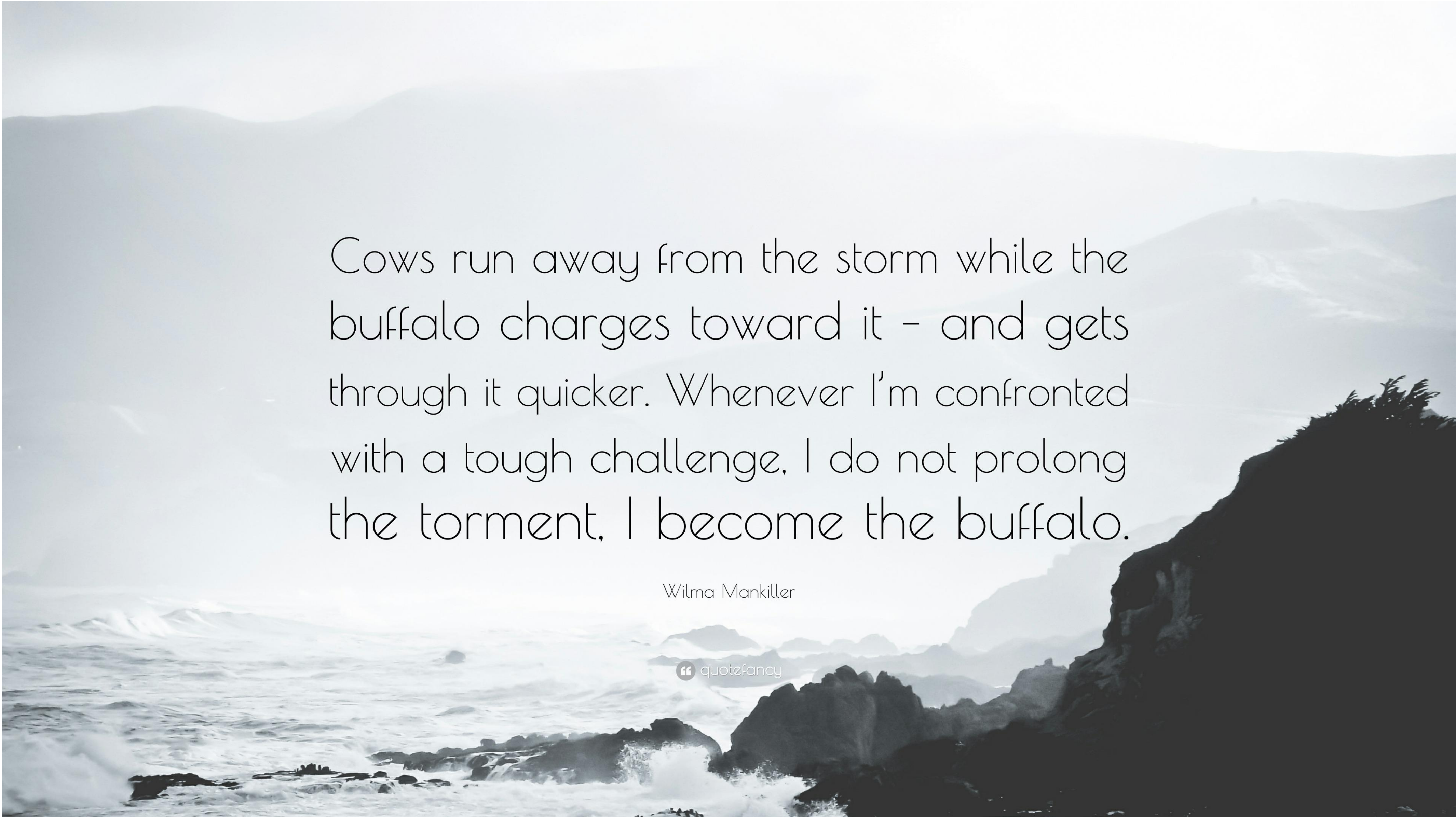




# Compiling A Policy Academy Report

- Highlight Feedback Gathered from Partners
- Outline Collective Priorities
- Communicate Feedback Loop Process
  - Annual Strategy & Debrief Meetings
  - Annual Report Out of CEDS to State Agencies
  - Process for identifying collective grant opportunities
  - Matrix for Evaluating Success of Collaborative Efforts
- Identify Roles and Action Steps for Each Partner to Create Progress Toward Collective Impact





Cows run away from the storm while the buffalo charges toward it – and gets through it quicker. Whenever I'm confronted with a tough challenge, I do not prolong the torment, I become the buffalo.

Wilma Mankiller

quote fancy

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