

South Plains Economic Development Task Force 2005 Strategic Plan

The mission of the SPEDTF is to create a competitive environment to promote growth and economic development for the South Plains Region.

Goal 1

To create a regional safety net of information and resources that will promote economic development in the South Plains.

OBJECTIVE 1

Increase the accessibility of workforce and economic development resources and information for the South Plains.

STRATEGY 1

Facilitate the provision of fast and dependable Internet access for all businesses and individuals in the South Plains and address other issues pertaining to high speed Internet infrastructure and distance learning delivery methods.

Action Steps

- Conduct a needs assessment of individual and business technology challenges, needs, and wishes
- Identify all infrastructure and connectivity currently available
- Identify all South Plains connectivity initiatives currently underway
- Identify all necessary partners
- Fill in the gaps

STRATEGY 2

Enhance communication and coordination between rural and urban workforce and economic development program and service providers.

Action Steps

- Facilitate the exchange of information about available services and resource
- Identify all workforce and economic development programs and services that are available to individuals and businesses in the rural areas (that are not currently there)
- Communicate information about these programs and services to regional economic development representatives who will disseminate the information to individuals and businesses
- Assist with the replication of useful workforce and economic development programs in the rural areas
- Share innovative practices at task force meetings and through the regional website

STRATEGY 3

Provide economic development information and resources for all areas of the South Plains.

Action Steps

- Create website with links for regional information

OBJECTIVE 2

Increase the knowledge of economic development professionals in the region.

STRATEGY

Provide economic development training to regional partners.

Action Steps

- Conduct regional training seminars on economic development related topics.

Goal 2

To diversify business and industry and promote growth in the South Plains economy.

OBJECTIVE 1

Facilitate the diversification and growth of the South Plains economy. Possible projects include bioscience, dairies, bedroom communities, tourism, retail, education, medical, skills development fund, and (Ports-to-Plains) corridor development.

STRATEGY 1

Initiate a regional dialogue to identify the challenges, needs and ideas of individuals in terms of diversifying the regional economy (including agriculture).

Action Steps

- Conduct a survey of individuals and businesses to gather feedback on challenges, needs, and ideas for stimulating and improving the regional economy

STRATEGY 2

Initiate and facilitate community strategic planning to develop goals, objectives, and strategies for improving the regional economy.

Action Steps

- Regional economic development representatives will spearhead effort by bringing together all necessary and important community representatives for the planning process.
- Lubbock Economic Development Alliance, Inc will serve as a support system for helping to facilitate this process and assist with the exchange of information not readily available to those in the rural areas.
- Complete analysis of industry clusters to better understand the linkages with businesses.

STRATEGY 3

Work collaboratively as a region to bring strategic plans to life.

Goal 3

To encourage/enhance our competitive advantage.

OBJECTIVE 1

To globally promote and market the South Plains region.

STRATEGY

Develop brand and marketing tools for use by task force members.

Action Steps

- Create and maintain regional website which highlights strengths, resources, and information on the South Plains.
- Develop letterhead for use by the task force.

OBJECTIVE 2

To continue to be responsive to the workforce needs of business and industry.

STRATEGY

Continue to focus on and develop a K-16 seamless education model between business, industry and education.

Action Steps

- Expand Automotive Technician Pilot Project (ATPP) within the region.
- Replicate the ATPP model to other demand occupations.

Goal 4

To create a voice to address legislation as it pertains to regional economic development issues.

OBJECTIVE 1

Identify and address regional economic development concerns

STRATEGY 1

Involve regional legislators in task force activities

Action Steps

- Send agendas of task force meetings to legislators
- Send copies of minutes of task force meetings to legislators
- Personal follow-up from someone in their region

STRATEGY 2

Identify legislative issues to champion

Action Steps

- Monitor proposed legislation including topics such as CATE funding and changes to the Development Corporation Act
- Develop process to communicate concerns to legislators
- Write position statements on topics chosen by task force

OBJECTIVE 2

Increase membership of task force to provide better representation of region

STRATEGY

Regularly invite regional economic developers to attend task force meeting

Action Steps

- Develop standardized invitation letter to send to possible members
- Maintain up-to-date list of members to send to possible members