

## Assignment 2: Strategic Plan

**STRATEGIC GOAL:** *Increase the average weekly wage in Valdosta & Lowndes County*

**TIME FRAME:** *Long-term (greater than one year)*

<b><u>Strategy:</u></b> <i>Retain technical college and university graduates in Valdosta &amp; Lowndes County after they graduate.</i>				
<b>Tactic</b>	<b>Action</b>	<b>Resources Needed</b>	<b>Responsible Party</b>	<b>Deadline / Progress</b>
1. Business Incubator	Develop a business & technology incubator	Time, capital, property, staff	VSU, VLCCoC, VLCIA	12-18 months
2. Develop a “cool” community	Reassess Valdosta’s branding efforts	Time	Valdosta-Lowndes County Conference Center & Tourism, MetroOne	12 months
3. Midtown enhancement	Complete strategic planning for area	Capital to do study	City, Valdosta-Lowndes County Conference Center & Tourism	12 months
4. Enhanced communication between workforce & education (VSU, WGTC, City & County Schools)	Bring companies & organizations into the classrooms	Time	Private companies & organizations, colleges	Quarterly assessment
5. Market local graduates	Wiregrass & VSU provide graduation data to City, County, Chamber, & Industrial Authority so they know what is being produced	Time	Wiregrass & VSU	Each semester
6. Market local graduates	Wiregrass & VSU should have a staff member in each college dedicated to helping students find employment – preferably locally	Time, money, staff	Wiregrass, VSU, VLCCoC, private companies & organizations, The Valdosta Talent Connection	Ongoing
7. Market Valdosta-Lowndes county as an attractive place for VSU & WGTC graduates to live	Faculty at VSU and Wiregrass should actively market Valdosta-Lowndes county to students, with a singular message about the benefits & opportunities available here	Time, marketing collateral material, institutional support	Wiregrass, VSU, VLCIA, VLCCoC	Ongoing
8. Attract more knowledge-based industry	Greater authority and bargaining with those industries meeting their needs	Programs at VSU to meet the needs of these industries, money	VLCIA, VSU, city, county, & state	Ongoing
9. Actively recruit high-tech employers	Target specific companies	Tax (and other) incentives for the businesses	VLCIA	Ongoing

10. Increase and enhance internship & scholarship opportunities	Develop cooperative agreements with local firms to provide scholarship, internship, and/or co-op opportunities with specific opportunities & requirements after graduation	Time, staff	VSU, WGTC, VLCCoC, VLCIA, private businesses	Ongoing
11. Community beautification	Enhance the physical appearance of Valdosta & Lowndes County, particularly the interstate exits, city “gateways,” & Ashley Street Corridor	Time, money, staff	City, county	Ongoing
12. Retain highly-regarded & highly-ranked faculty	Enhance compensation, benefits, and intangibles for VSU & WGTC faculty & staff	Time, money	VSU, WGTC	Ongoing
13. Encourage and support home-grown knowledge-based entrepreneurial businesses	Develop specific support programs to bridge the gaps between education (training) and practice	Time, money, staff	VSU, WGTC, VLCCoC	Ongoing
14. Deepen the connection between higher education and the community	Require service learning in more degree programs	Time	VSU, WGTC, Community organizations (providers of the opportunities)	Ongoing
15. Increase pedestrian-friendliness	Complete (or repair) sidewalks	Time, money	City, county	Ongoing
16. Link education to industry	Identify specific types of industries which are linked to existing (or attainable) education credentials, then recruit those industries – alternately, facilitate & support entrepreneurs to engage in that industry	Time, money	VSU, WGTC, VLCIA, VLCCoC	Ongoing
17. Consider something completely different, such as the “Serenbe” community concept (Google it)	Develop a new city / residential development centering on sustainability, quality of life, and greenspace	Time, money	Commercial real estate developer	Long-term
18. Advanced, professional degree programs	Actively seek and develop new advanced-degree programs to meet the specific needs of the business community	Time, money	VSU, Legislative delegation	Long-term
19. Better match the product (graduates) to the needs (business community)	Hold a listening session (or series of sessions) to assess how well institutions of higher learning are meeting the needs of the business community by producing qualified and willing graduates	Time, money, facilitator	VLCCoC, VLCIA	Ongoing