

2018-19 Fall Forum Committee Action Plan

FALL FORUM COMMITTEE LEADERSHIP

Ben Hooper, Chair

Kristen Stephenson, Vice Chair

Bennett Bratley, Board Liaison

COMMITTEE MISSION: To plan and host an informative and educational Fall Forum that will result in attendees taking away new practical, implementable ideas that can enhance the economic development efforts of communities, foster new relationships between practitioners, workforce educators and service providers, and enhance the reputation of AAED throughout the state.

GOAL #1: Target AAED members and non-members to organize specific functions at the Fall Forum

ACTIONS:

- Identify AAED members and non-members to be engaged directly by Fall Forum committee members regarding a targeted function at the Fall Forum
- Specifically seek out AAED members who are not heavily involved with AAED or are new members that could be directly engaged regarding a targeted function at the Fall Forum
- Approach identified members and non-members to ask for their help with a specific function as discussed by the Fall Forum Committee

TIMELINE FOR COMPLETION: July 6, 2018

BUDGET IMPACT: None

MEASURABLE RESULTS: The number of non-committee AAED members and non-members that fully or partially organize breakout sessions, general sessions and other Fall Forum content

GOAL #2: Maintain sponsorship amount at or near the amounts from the 2017 Fall Forum

ACTIONS:

- Retain 85% of sponsors from the 2017 Fall Forum
- Identify at least one new community sponsor and one new provider sponsor that have not sponsored/are not sponsoring another AAED event
- Promote the benefits of sponsorship to Flagstaff's community partners (i.e., Chamber of Commerce, Tourism Board, local businesses), that have not sponsored/are not sponsoring other AAED events
- Provide an opportunity for sponsors to have an informational booth in an exhibitor hall
- Create a matchmaking framework to be executed before the Forum for practitioners and service providers to establish a time to meet at the forum – Speed dating event?

TIMELINE FOR COMPLETION: October 19, 2017

BUDGET IMPACT: None

MEASURABLE RESULTS: Maintaining the same monetary amount of sponsorships as the 2017 Fall Forum

GOAL #3: Establish a framework for transitioning the current Fall Forum committee to the committee for the 2019 Fall Forum

ACTIONS:

- Designate 2019 Fall Forum job responsibilities for current Fall Forum Committee members
- Appoint the 2019 Fall Forum leadership positions at this year's Fall Forum
- Recruit 2019 committee members at the 2018 Fall Forum

TIMELINE FOR COMPLETION: October 27, 2017

BUDGET IMPACT: None

MEASUABLE RESULTS: Feedback from current and former Fall Forum Committee members regarding the ease of transition compared to the past Fall Forum Committee transitions

GOAL #4: Maintain or increase (approx.. 5% or 6 registrants) paid registrations**ACTIONS:**

- Promote Forum at every AAED event beginning with the Spring Conference
- Have committee members extend personal invitations to elected officials and staff of those communities that attended last year, and ask them to encourage additional elected officials/staff to attend this year's Fall Forum
 - Create a value statement for elected officials –“why it is important for them to attend, i.e., benefits to their constituents”?
- Offer an Economic Development 101 session customized for elected officials
 - Educate them on economic efforts throughout state –
 - Best practices – recruitment, BRE, workforce development, partnerships
 - Successful projects and what it took for them to become a reality
 - Limitations and challenges – not only what our recommendations might be, but let's offer them the opportunity to offer up their thoughts on this.
- Request assistance from AAED members and non-members to promote the event to individuals and entities that might be interested in attending
- Create content that is directly applicable to practitioners and service providers in rural Arizona while still maintaining wide applicability to all regions of the State
- Promote events through AZ City/County Manager's Association & AZ League of Cities
- Invite other interest groups such AZ Taxpayers Association, Goldwater Institute, AZ Homebuilders Association, Trade Associations?
- Should have representation from every Economic Development Organization in the state – go back and check to see if we do, if we don't we need to reach out to them and find out why?

TIMELINE FOR COMPLETION: September 24, 2018

BUDGET IMPACT: None

MEASUABLE RESULTS: Increase of paid attendees over the 2017 Fall Forum

GOAL #5: Identify opportunities to enhance the Fall Forum by working together with other AAED Committees**ACTIONS:**

- Work closely with PR committee to promote the Fall Forum on social media, print and broadcast media, the AAED website, and in the AAED newsletter
- Work with PR committee and local practitioners to develop a customized outreach plan to engage local businesses, groups and individuals who would want to attend
- Work with the PR Committee to discuss the potential for taping each session and making the recordings available to Forum registrants only
- Identify members who might have a promotional/sales background to provide insight as to how we can enhance our efforts to better promote the event and bring those ideas to the PR committee
- Work with the Rural and Tribal Committees to set up a joint roundtable
- Work for the Professional Education Committee to identify a topic and framework for the AZ ED Pro Module I

TIMELINE FOR COMPLETION: October 19, 2018

BUDGET IMPACT: None

MEASUABLE RESULTS: The number of Fall Forum activities that involved the Fall Forum Committee and one or more additional AAED committees