



**Texoma Regional Consortium
Regional Planning Process
April 26, 2007 Regional Summit Follow-Up Plan
and Addendum to**

***Bridging the Red River: A Regional Economic Strategy for
the Texoma Regional Consortium***

Issued September, 2007

Background:

In December, 2006, Corporation for a Skilled Workforce (CSW) and Center for Regional Economic Competitiveness (CREC) issued a Draft Final Report of the work of the Texoma Regional Consortium, (TRC) titled *Bridging the Red River: A Regional Economic Strategy for the Texoma Regional Consortium*.

This Draft Final Report was distributed to the members of the Consortium for review, and several changes were requested. Those changes were communicated to CSW and CREC and a dialogue ensued about interpretation of data and data sources.

The baseline data for the report issued was originally collected when the project began in April, 2006.

As progress has been made since the initial plan was developed, it is necessary to issue an addendum to the plan developed by CSW and CREC.

This Addendum is designed to represent the current adopted goals and work being done by the Consortium.

Coordination With “*Bridging the Red River*”:

Beginning on page 70 of *Bridging the Red River* is a Regional Vision and Action Plan. This is the result of the several meetings and summits held by the Consortium.

This Regional Vision and Action Plan was the starting point for the Regional Economic Summit held on April 26, and included information on a regional vision and a set of nine strategic action items.

The original document indicated the group’s previously adopted regional vision of Texoma as a “Hometown Hotspot”. During the April Summit, the group again explored a regional identity, and decided “Hometown Hotspot” did not really capture a shared vision for the region. The TRC agreed on a shared vision of becoming an economically diverse entrepreneurial region, supporting innovation and appealing to families, with:

- A distinct regional identity
- Vibrant downtowns

- More highly educated citizens
- Growing companies in emerging industries
- Supportive, connected environment
- More collaborative governance

At that time it was also agreed more work will be done on the development of a regional vision and brand as the project progresses.

The nine previously adopted strategic actions were:

Strategic Action #1: Develop industry-driven “just-in-time” career and technical education for the region’s targeted clusters

Strategic Action #2: Develop an integrated entrepreneurial development initiative

Strategic Action #3: Develop a “business” recruitment plan tied to DFW and OKC as key regional assets

Strategic Action #4: Develop a coordinated regional “people” attraction plan for the Texoma Region

Strategic Action #5: Develop and deliver affordable workforce housing

Strategic Action #6: Assess and address workforce transportation needs

Strategic Action #7: Develop “cross-border” Texoma multi-modal transportation for freight and passengers

Strategic Action #8: Increase the region’s broadband capacity

Strategic Action #9: Implement a sustainability plan that engages the region’s leaders and citizens in the plan’s success

During the April 26 Summit, the group was asked to rank these in order of importance and choose three which they believed the Consortium could have the most impact on. The group identified Strategic Actions Number 1, 2, and 4. The full consortium was then divided in to sub-regions and asked to choose a Champion and develop 3 Tasks to begin working on the three strategic actions.

The Sub-Regions worked on the following Strategic Actions identified by the whole group:

Sub Region Chair/Champion: Tommy Kramer

- Strategic Action: #4 – Develop a coordinated regional “people” attraction plan for the Texoma Region

Sub Region Chair/Champion: Tony Kaai

- Strategic Action: #2 – Develop an integrated entrepreneurial development initiative

Sub Region Chair/Champion: Kent Sharp

- Strategic Action: #1 – Develop industry-driven “just-in-time” career and technical education for the region’s targeted clusters

Sub Region Chair/Champion: Steve Davis

- Strategic Action: #1 – Develop industry-driven “just-in-time” career and technical education for the region’s targeted clusters

Sub Region Chair/Champion: Danny Hale

- Strategic Action: #4 – Develop a coordinated regional “people” attraction plan for the Texoma Region

Procedure for Support of Task Forces:

After the April 26 Summit, the TRC adopted a procedure to support the work of the Task Forces. This began with a process of combining the work into more manageable pieces and included three specific steps.

1) Collapse the committees who took on the same Strategic Action Steps in order to prevent duplication and/or competition of efforts. This will in effect create 3 task forces from the 5 groups who worked together at the summit. The chart on page 2 shows how this will be accomplished.

2) Assign a Project Coordinator to each of the three Task Forces. The job of the Project Coordinators is to help ensure the success of the Task Forces by helping facilitate the work. Project Coordinators will work with the Task Force Chair/Champion to help the Task Force achieve its tasks by:

- Serving as a primary point of contact to the TRC for Task Force work
- Helping set meeting dates, places, etc.
- Serving as event coordinator at all meetings
- Taking and distributing notes

The chart on page 2 identifies the Project Coordinators.

3) Have a meeting of the full Consortium on Thursday, December 6, 2007 at the Choctaw Coliseum in Durant. In order to do that, the Task Forces may need to meet by Mid-October if necessary in order to prepare a progress report for the full Consortium.

Next Steps:

The TRC Project Coordinators will contact the Co-Chair/Champions of the Task Forces to begin coordinating the first meeting of each Task Force. Each Task Force should plan to meet if necessary in order to have a progress report for the December meeting of the full Consortium.

Each TRC Member who is listed on a Task Force should determine if they want to serve on that Task Force, or another Task Force and contact the Co-Chair/Champions to indicate their willingness to serve.

TRC Members who were unable to attend the April 26 Summit, and are not assigned to a Task Force should determine which Task Force they want to serve on and contact the Co-Chair/Champions to indicate their willingness to serve.

Task Force # 1 – Promoting Regionalism	
Selected Strategic Action	#4 – Develop a coordinated regional “people” attraction plan for the Texoma Region
Co-Chair/Champions	Tommy Kramer / Danny Hale
Participants	Dean Pollock, Jason Winborn, Blake Moore, Alan Scheibmeir, Jennifer Cantu, Ross Pruitt, Ron Bennett, Tony VanSchuyver, Ramona Clark-Judd, Glenn Glass, Ed Phillips, Bill Pennington, Pam Bridwell, Lorrie Wright
TRC Project Coordinator	Bob Rhoden
Task # 1	Develop a comprehensive list of assets and attributes
Task # 2	Develop a website for marketing (regional in scope – Texas & Oklahoma) <i>(Note: Task Force 3 also identified this – one Task Force needs to take the lead and coordinate with the other)</i>
Task # 3	Measure Results

Task Force # 2 – Building and Retaining Talent	
Selected Strategic Action	#1 – Develop industry-driven “just-in-time” career and technical education for the region’s targeted clusters
Co-Chair/Champions	Kent Sharp / Steve Davis
Participants	Eddie Hadlock, Kent Sharp, Frances Pelley, Cecil Carter, Deborah Hendley, Debbie Sharp, Ann Kirch, Joe Strong, Joni Horn, Candy VanSant, Leonora Hatch, Steve Davis
TRC Project Coordinator	Kathy Hendrick
Task # 1	Establish a skill alliance for each targeted cluster
Task # 2	Determine the most important skill gaps for that cluster (based on industry input)
Task # 3	Identify providers to deliver needed education & training <i>(Note: Task Force 3 also identified this – one Task Force needs to take the lead and coordinate with the other)</i>
Task # 4	Recruit individuals to participate in targeted education and training

Task Force # 3 – Networking and Entrepreneurship	
Selected Strategic Action	#2 – Develop an integrated entrepreneurial development initiative
Co-Chair/Champions	Tony Kaai /
Participants	Scott Smathers, Obie Greenleaf, Traci Norton, Terrence Steele, Karen Bray, Anissa Isom, April Vaughn, Frank Gadek
TRC Project Coordinator	Darla Thomas
Task # 1	Expand already existing Texoma Technical Enterprise Council (TTEC) group to be more regional
Task # 2	Identify/select emerging technology target (IT, Nanotech, Bio). Research cities our size that are wireless
Task # 3	Expand partnerships with local educational institutions <i>(Note: Task Force 2 also identified this – one Task Force needs to take the lead and coordinate with the other)</i>
Task # 4	Website <i>(Note: Task Force 1 also identified this – one Task Force needs to take the lead and coordinate with the other)</i>
Task # 5	Advertise Entrepreneurial Forum