

Targeted BR&E

A Strategy for Business Growth

Curriculum Plan

This curriculum is a one-day, 6 ½ hour program (with lunch and break) with the target audience being Extension Educators and economic development practitioners. Five modules focus on discussion and hands-on learning activities, including use of the new mobile application, to build on the traditional BR&E program.

Module One: What is the New Approach and Why? - 60 minutes

Curriculum elements:

- Review the role and importance of BR&E as an economic development strategy, including existing tools and approach
- Describe the current OSU BR&E program and how it addresses business retention and expansion within a local or regional economy
- Discover how to refine the traditional BR&E program by focusing on a single targeted cluster
- Training materials:
 - Powerpoint presentation
 - Facilitator guide/lesson plan
 - Worksheet – What are your industry clusters
 - Handout – illustration of a agribusiness cluster

Module Two: Why a Focus on the Agribusiness Cluster? – 45 minutes

Curriculum elements:

- Examine why there should be a focus on agribusiness as a key growth cluster within the Midwest region
- Review benefits of a regional, multistate approach to addressing a targeted BR&E strategy – what might be different using a targeted cluster approach?
- Review and discussion of case study example
- Training materials:
 - Powerpoint presentation
 - Facilitator guide/lesson plan
 - Worksheet: Identifying growth companies within a cluster
 - Handout - Using location quotients in cluster analysis
 - Handout - Targeted case study example



Module Three: Application of the Cluster-Based Approach to BR&E – 90 minutes

Curriculum elements:

- Understand the definition of the Agribusiness cluster
- Does a cluster-based BR&E approach make sense for your community or region
- Find data on your community or region's Agribusiness cluster
- Identify specific firms in the Agribusiness cluster
- Training materials:
 - Powerpoint presentation
 - Facilitator guide/lesson plan
 - Worksheet: Identifying growth companies within a cluster

Module Four: Using the New Agri-business Survey Instrument and Mobile Application – 90 minutes

Curriculum elements:

- Review the survey and survey question bank
- Identify specific survey questions related to your community or region's cluster strategy
- Hands-on application of question(s) and use of new mobile application
- Discussion of how mobile application and survey can be used in your community or region
- Training materials:
 - Facilitator guide/lesson plan
 - Handout – Survey question bank and guide
 - Mobile application

Module Five: Description of Curriculum Services – 15 minutes

Curriculum elements:

- Review the curriculum package, services and cost
- Training materials:
 - Program brochure
 - Sample curriculum delivery proposal

Example curriculum delivery scenario:

- Program begins at 9:00 a.m., concluding at 3:30 p.m. with one hour lunch at 12:30 and 15 minute break after modules one and two. Q&A after module 5.
 - 9:00-10:45 Modules 1&2
 - 10:45-11:00 Break
 - 11:00-12:30 Module 3
 - 12:30-1:30 Lunch
 - 1:30-3:00 Module 4
 - 3:00-3:15 Module 5
 - 3:15-3:30 Discussion/questions
 - 3:30 Adjourn