



Ohio's Knowledge Economy Awareness Initiative

A Planning Guide for Conducting Knowledge
Economy Awareness Community Leaders' Forums



Executive Summary

The purpose of this guide is to provide Knowledge Economy Awareness (KEA) speakers and spokespersons with the information needed to organize and conduct KEA presentations and community leaders' forums. To provide some history regarding Ohio's Knowledge Economy Awareness initiative, in recent years, the Chancellor and Regents have spoken to legislators, editorial boards, and other state opinion leaders about the challenges facing Ohio in a Knowledge Economy. They realized that few people outside of these statewide audiences had had the opportunity to learn about this increasingly important issue to Ohio. Understanding of Knowledge Economy issues had to reach into communities across Ohio and had to be initiated and carried by local leaders throughout the state. As a result, Ohio's Knowledge Economy Awareness initiative was launched in September 2002. Since that time, over 250 presentations have been made reaching over 6,000 Ohioans. Community leaders' forums have also been held in over 12 communities. During the community leaders' forums, community leaders meet to discuss and assess their communities' readiness for the Knowledge Economy according to three community success factors:

- A. Citizens with Continuously Improving Knowledge and Skills
- B. An Entrepreneurial, Innovative Business Climate
- C. An Improving Quality of Life

We hope that this guide will answer the questions you may have regarding the logistics of organizing community leaders' forums, however, if we did not cover an area of concern to you, please feel free to contact Jocelyn Frasier at 614-644-9602 or Maureen Nedved at 614-466-5810 at the Ohio Board of Regents Office. You may also access this publication online at www.ohioknowledgeeconomy.org/guide. Thank you for your support of Ohio's Knowledge Economy Awareness initiative.



Community Leaders Forum Purpose and Value

The Community Leaders Forum provides the opportunity for community higher education leaders to meet with a broad range of community leaders to discuss how well their community is doing addressing three key factors for community success in the Knowledge Economy.

1. **Citizens with Continuously Improving Knowledge and Skills**

The ability of local employers to grow and provide good jobs requires continuous innovation by employees with increasing levels of knowledge and skills. The ability of a community to attract and retain employers requires a supply of skilled workers who are continuously learning.

2. **An Entrepreneurial, Innovative Business Climate**

Innovation drives growth and success in the Knowledge Economy. In the Knowledge Economy, a good business climate is one in which the community makes it easier for a business to be innovative and successful.

3. **An Improving Quality of Life**

Increasingly companies are seeking to locate where knowledge workers live. Highly paid knowledge workers seek to live in communities that offer a great quality of life. Communities must strive continually to be an attractive place to live and work.

The Forum is designed to promote face-to-face deliberation among local leaders to

- Build a shared understanding of three key factors for community success in the knowledge economy
- Identify current community strategies, programs, and services that support those factors as well as barriers to fully realizing those success factors
- Provide the host campus with valuable feedback to better align their programs and services with community needs and priorities

Forum participants will

- Learn how the Knowledge Economy is impacting their community
- Contribute their ideas about factors supporting and impeding community success in the Knowledge Economy
- Identify possible action priorities to increase prospects for community success in the Knowledge Economy

If Ohio citizens, businesses, and communities are to prosper in the Knowledge Economy, they need to embrace the reality that citizens who are continuously learning and innovative companies that create highly valued, cutting edge products and services will find success in the Knowledge Economy. States and communities that effectively support both will achieve their greatest successes.

Ohio's Knowledge Economy Awareness Initiative

The purpose of the Forum is to encourage communities across Ohio to develop a shared understanding of that message and act on it in new ways.

The Value of Community Leaders Forums across Ohio

Through structured discussions among community leaders across Ohio, it is possible to reach a point in public consciousness at which the weight of evidence, shared values, common concerns and community-wide attention spur new levels of creative action and positive change. That change may take the form of new strategies, increased public support for existing or new strategies, or new coalitions to support new directions.

An Opportunity for Campus Engagement with the Community

Hosting or co-hosting a Community Leaders Forum provides the opportunity for an area campus to:

- play a role promoting new levels of community dialogue and action to support local efforts to address the Knowledge Economy success factors, and
- further demonstrate its value as a source of learning and community leadership.

The Purpose of this Guide

This guide has been prepared as a resource for all individuals volunteering their participation in Ohio's Knowledge Economy Awareness Initiative. In designing the Community Leaders Forum Planning component, we sought to anticipate questions that may arise. This *Planning Component* includes:

- ✓ Roles and responsibilities for individuals involved in key planning and implementation
- ✓ Checklists for the local forum planners to track assignments/activities
- ✓ A suggested format for structuring the forum (as advised by pilot participants)

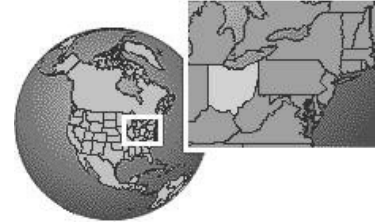
Preview of Your Community Leaders Forum

Who should participate in your Community Leaders Forum?

Please plan to conduct one *Community Leaders Forum* in your community. The Forums are valuable follow-through events to the KEA presentations conducted by KEA spokespersons. They provide the opportunity for discussion of key community success factors. For more information about holding KEA presentations in your area or being a KEA spokesperson, call Jocelyn Frasier at 614-644-9602.

Forum participants should include community leaders who participated in the awareness presentations which you and/or your organization sponsored as well as other informed leaders or individuals who are interested in taking a community leadership role.

In general, the most effective Forum participants will be persons well informed about the needs, issues, and challenges that face your community and Ohio at large.



What impact can come from the deliberation of the Community Leaders Forum participants?

The Forum should elicit from participants their insights and suggestions for improving the readiness of communities to achieve lasting success in the Knowledge Economy. **Key messages and crucial action recommendations generated and recorded during your Forum should be publicized in your community.** You will want to get your organizations/institutions' media/press people involved from the beginning because they can help spread the word and inform your community. The Forum findings should also be presented to government and citizen groups as an important resource for community planning.

What are some pivotal outcomes to be produced by a well-planned, effectively-conducted Community Leaders Forum?

- ✓ A new awareness of (a) **factors facilitating** the community's progress and success in the Knowledge Economy, (b) **factors impeding** the community's progress and success in the Knowledge Economy, (c) **the needs of the community** for reducing impediments, strengthening and developing facilitating resource, **and the value that higher education institutions bring to the community as it strives for Knowledge Economy success.**
- ✓ Increase local involvement and participation in the process of planning toward greater community and state success in the Knowledge Economy.
- ✓ Useful feedback both to local communities and state policymakers.
- ✓ Community action to increase community capacity to address the challenges of the Knowledge Economy.
- ✓ Increased community attention focused on what is being done at the local level to achieve the strategic priorities.
- ✓ Community support for building pertinent, responsive community coalitions.
- ✓ Enhanced participant recognition of higher education institutions as vital resources as communities respond to Knowledge Economy challenges.

Community Leaders Forum Roles and Responsibilities

Generally, most KEA representatives and forum facilitators have considerable and successful experience planning, organizing and conducting meetings of all kinds. Nevertheless, some forum organizers will appreciate practical advice, checklists, and recommended roles and responsibilities for planning and conducting the Forums.

The checklists were developed to capture specific details and logistics that the participating campuses, organizations, and local planning partners will want to address. The checklists can also be used as a planning tool for setting target completion dates and assigning tasks.

Identifying and Inviting Forum Participants

A cross-section of community leaders (and aspiring leaders) should be invited considering a broad range of organizations, positions and affiliations. Key participants at your prior Knowledge Economy Awareness Presentations should be invited. Special consideration should be given also to those stakeholders in your community who have the most direct involvement with or are impacted by the Knowledge Economy issues and may be interested in representing the community later at regional conferences on the Knowledge Economy.

Participants can be drawn from:

- Business/Chamber of Commerce members
- Professional organizations
- Non-profit/for-profit service providers
- Education community
- Charity and Philanthropic groups
- Judicial officials (probate, domestic, family court)
- Local government, including county and/or city health officials
- Elected officials
- County extension agencies
- All (public and private) higher education institutions
- Faith communities
- Others according to your preferences and opportunities

Forum Agenda at a Glance

This is the suggested basic structure of the agenda detailed later in this Guide and adaptable for local needs and preferences.

TIME	ACTIVITY
7:30 – 8:30	Registration & Continental Breakfast
8:30 – 9:00	Welcome Remarks and Orientation to the Forum
9:00 – 10:00	Achieving Success in the Knowledge Economy
10:00 – 10:15	Break
10:15 - 11:45	Work Groups Focus on Community Success Factors in the Knowledge Economy
11:45 – 1:15	A Working Lunch: Continuing work group focus on success factors
1:15 -- 2:15	Groups report back to larger group and discussion

HOW PARTICIPANTS WILL CONTRIBUTE THEIR BEST THINKING

Forum participants at each table will consider these three *Knowledge Economy Success Factors*

Citizens with Continually Improving Knowledge and Skills

The ability of local employers to grow and provide good jobs requires continuous innovation by employees with increasing levels of knowledge and skills. The ability of a community to attract and retain employers requires a supply of skilled workers who are continuously learning.

Knowledge Economy Success Factor #2:

An Entrepreneurial Business Climate

Innovation drives growth and success in the Knowledge Economy where a good business climate is one in which the community makes it easier for a business to be innovative and successful

Knowledge Economy Success Factor #3:

An Improving Quality of Life

Increasingly companies are seeking to locate where knowledge workers live. Highly paid knowledge workers seek to live in communities that offer a great quality of life. Communities must strive continually to be an attractive place to live and work.



At each table, forum participants will explore two questions about each of these Success Factors:

What IMPEDES this success factor?

- Identify and describe the barrier.
- Identify ways to reduce or eliminate it.
- List solutions including those that require no or little money to implement.
- Prioritize your solutions.

What FACILITATES this success factor?

- Identify strategies, programs or services that are working.
- Identify ways to maximize the success of those strategies, programs, or services including no cost options.



Forum participants will report to the Forum group at large.

Participant observations and recommendations will be compiled.

A Detailed Forum Agenda

The following suggested, adaptable forum program assumes that the Community Leaders Forum will take place starting at 7:30am to 8:30am with Registration and Continental Breakfast gathering period to a mid-afternoon conclusion. While your time factors may be different, you will want to prepare and confirm an agenda that best suits your specific needs and choices. This suggested program below *speaks* to you as the organizer and/or moderator of the forum. Time periods should be adjusted as needed. The agenda presentation format used here may work for you.

TIME	ACTIVITY
7:30 – 8:30	<p><i>Registration & Continental Breakfast</i></p> <p>Objective: Participants will receive key forum information and get acquainted. As guests gather and receive materials for the forum, it might be useful to have in view a poster size version of the Community Success Factors sheet to prompt informal discussion and focus on the core theme of the forum.</p>
8:30 – 9:00	<p><i>Welcoming Remarks</i></p> <p>Objective: Participants will be introduced to 1) the Community Success Factors, 2) area campuses commitment to be community partners in addressing those factors, and 3) the outcomes expected from the forum. Points that could be considered during this segment include:</p> <ol style="list-style-type: none"> 1. A review of the general agenda for the forum, its purposes, and desired outcomes.. 2. Informing the participants that campuses across the state have been conducting Knowledge Economy Awareness presentations carrying the message that: <p style="margin-left: 40px;">Citizens who are continuously learning and innovative companies that create highly valued, cutting edge products and services will find success in the Knowledge Economy. States and communities that effectively support both will achieve their greatest successes.</p> 3. You might want to pose the question: Why is the Knowledge Economy such an important issue for community leaders? <ul style="list-style-type: none"> ✓ The Knowledge Economy creates new realities for all Ohio communities. How well Ohioans live will be determined greatly by how well they continuously learn and by employer success introducing product and service innovations. State and community resources must support continuous learning and business innovation. ✓ Community leaders face the challenges of building community capacity for Knowledge Economy successes. These challenges provide opportunities to connect various community programs, services, and resources in new ways to achieve larger purposes everyone understands and shares. ✓ In our Knowledge Economy, continuous learning is the key to increased earning at all economic levels. The common need for continuous learning opportunities can be a unifying factor in the community. Everyone becomes a stakeholder as community leaders challenge all citizens to expand their knowledge and skills. Individuals and organizations find new ways to support each other. ✓ How well Ohio communities attract and retain companies and skilled workers will be determined considerably by how well community resources and services support business innovation and continuous learning for all citizens. ✓ Decision-makers who understand and embrace the realities of the

	<p>Knowledge Economy can make better, more far-reaching decisions.</p> <p>Higher education wants to be as great a resource as possible as the community strives for success in the Knowledge Economy.</p> <p>Quickly call attention to the materials in the forum folder, particularly the two-sided information/worksheet, "Meeting Knowledge Economy Challenges...Community Success Factors."</p> <p>Explain that the three Community Success Factors are the focus of the discussions during today's forum. Take a few minutes to do a conversational "walk through" of the information provided on that information/worksheet.</p>
<p>9:00 – 10:00</p>	<p>Achieving Success in the Knowledge Economy</p> <p>Objective: Through a presenter or a panel, participants will learn about the importance of one or more of the Community Success Factors.</p> <ul style="list-style-type: none"> ■ A guest speaker is one option for achieving the objective of this segment. Another option could be a panel. In either case, time could be reserved in this segment for interaction with the audience. ■ You will have ensured in advance with informational materials and direct one-on-one discussion that the "keynote" presentation will be evocative, stimulating and sharply focused on the (a) challenges of the Knowledge Economy, and (b) the three community success factors needed to meet those challenges, and (c) the consequences for states and communities that are not prepared to compete in this new, growing Knowledge Economy environment. ■ Another choice might be to have a KEA spokesperson present the KEA presentation. Challenge the participants to identify information presented in the presentation and the three community success factors worksheet Ohio communities in the knowledge economy. ■ The forum participants could then be invited to share their questions and observations.
<p>10:00 – 10:15</p>	<p>BREAK</p>
<p>10:15 - 11:45</p>	<p>Community Success Factors in the Knowledge Economy</p> <p>Objective: Engage the participants in consideration of the Community Success Factors.</p> <ul style="list-style-type: none"> ■ Announce to the participants that for the remainder of the forum they will be working in table groups. Ask each table to select a recorder. Ask them to take copies of the Community Success Factors and Community Profile Worksheet documents as well as the "Are You and Your Community in Step with the Knowledge Economy?" questionnaire. ■ Ask each participant to record their answers to each of the 10 questions on the questionnaire. After they have recorded their answers, ask them to total up the number of yes answers at their table. ■ Then ask each table to take out their copy of Community Success Factors and begin considering the follow questions for each of the success factors. Let them know that they will be able to consider these through their working lunch. Distribute copies of the Forum Worksheets to be used for recording these tasks.

	<ul style="list-style-type: none"> ■ At each table forum participants will explore two questions regarding each Success Factor. Be sure that someone in each work group records the findings of that work group on the <i>Forum Results Information form</i> you included in the resource folder or will provide them. How you arrange the logistics, of course, will depend on the number of Forum participants and work groups and their preferences. ■ <u>These are the questions to be considered for each success factor.</u> <p style="text-align: center;"><u>In your community, what IMPEDES this success factor?</u></p> <ul style="list-style-type: none"> ▪ Identify and describe the barrier. ▪ Identify ways to reduce or eliminate it. ▪ List solutions including those that require no or little money to implement. ▪ Prioritize your solutions. <p style="text-align: center;"><u>In your community, what FACILITATES this success factor?</u></p> <ul style="list-style-type: none"> ▪ Identify strategies, programs or services that are working. ▪ Identify ways to maximize the success of those strategies, programs, or services including no cost options
<p>11:45 – 1:15</p>	<p>A Working Lunch... continue Work Group Focus on Success Factors</p>

<p>1:15 – 2:15</p>	<p>Groups report back to larger group and discussion</p> <p><u>Objective:</u> Inform the forum participants of the outcomes of the individual work groups.</p> <ul style="list-style-type: none"> ■ During this report-out session, participants will report on their deliberation of strategies, programs and services that impede or facilitate the three community success factors ■ Each work group will identify a priority barrier and related solution for each of the three community success factors. ■ Forum participants may want a copy of the findings from the forum. Be sure to inform your participants about how they can get that information.
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Checklists for Forum Organizers

You may want to adapt this checklist to suit your specific local needs and preferences.

- Invite other appropriate community organizations to participate on planning team.
- Identify other appropriate community organizations to participate on the planning team. These may include: United Way, local governmental city/county HHS departments, hospital districts, community coalitions, other colleges and universities, non-profit organizations, school districts, faith organizations, county extension offices, other HHS agency contractors, and more. Decide how much of your area will be targeted for participation in the forum. For example, do you plan to include the specified city and surrounding counties, the entire region, etc.?
- Designate lead responsibility for coordinating the planning for the *Community Leaders Forum*.
- As appropriate, involve your campus or organizations' marketing/outreach people.
- Determine and track tasks associated with conducting the forum.
- Determine assignments and identify resources for conducting the forum.
- Identify potential sites and dates for the forums. Reserve and schedule meeting spaces on campus or elsewhere for the forum. (See the *Facility and Equipment Checklist*.)
- Notify Maureen Nedved at the Ohio Board of Regents about the date, time, place, organization and agenda for the forum.
- Identify local community leaders to participate in the forum.
- Develop master list of names/addresses of invitees. Identify appropriate media sources in the region to publicize the forums (e.g., newspapers, agency or organization newsletters, television/radio stations, flyers in strategic locations). Distribute press releases and publicize the forum to the public through appropriate media sources. Guide post-forum processes to evaluate information gathered at the Community Leaders Forum.
- Personally invite presenters and participants
- Maintain an RSVP list of participants for the forum.
- Identify, arrange for, and prepare the primary forum facilitator.
- Identify other agency, community or campus events that may conflict with the scheduling of the forum.
- Determine facility requirements and equipment needs for the forum.



Preparing Forum Resource Packets

If possible, compile a packet for forum participants. Suggested items to include in the forum resource folder include:

- Information about your local higher education institutions and their offerings
- Community Profile Worksheet* for your specific area
- The two sided information/worksheet, "*Meeting Knowledge Economy Challenges...Community Success Factors*"
- The information/worksheet, "*Are You and Your Community in Step with the Knowledge Economy?*"
- The information/worksheet, "*Meeting the Challenges of the Knowledge Economy: GETTING COMMUNITIES INVOLVED*"
- Printed copies of PowerPoint slides that you use
- The full color KEA brochure
- Forum Results Information Form
- Other material featuring your organization and area campuses

Facility Selection and Forum Support Needs

The following activities/tasks checklist has been developed to assist KEA Forum planners as they identify potential sites and plan the logistics for the forums. Planners will use and/or modify the checklist according to local needs. **You might consider:**

- Forum site is easily located, close to main thoroughfares and public transportation routes.
- Ample parking is available and parking passes or stickers will provided.
- Parking lot is well lit (especially if forum is held in the evening).
- Meeting room is large enough to accommodate the number of participants. Attendance estimate can be based on similar events previously conducted in the region.
- Meeting room is spacious enough to comfortably accommodate the required tables and chairs.
- Adjoining rooms are available for breakout sessions (if needed).
- Parking area has adequate van-accessible spaces for persons with handicaps.
- Meeting room is located on the first floor or accessible via elevator.
- Meeting room is spacious enough for wheelchair maneuverability (with extra space between rows and on sides of room to accommodate wheelchairs).
- Qualified interpreters are provided for people who are deaf. A location where interpreters can easily be seen is designated in meeting room.
- Determine if meeting materials and/or handouts need to be provided in alternative formats (Braille, large print, languages other than English).

Meeting Arrangements

- Determine seating arrangements for breakout sessions.
- Arrange for overhead projector and screen for projecting the videocassette or CD and any overheads/PowerPoint presentations.
- Arrange for TV/VCR/DVD set up for video as needed
- Arrange for flip charts and markers.
- Arrange for microphone equipment/set up.
- Prepare sign-in sheets and name tags for guests.
- Prepare name tags for staff conducting the forum.
- Test TV/VCR/DVD and microphone equipment.
- Audio tape reporting and comment sessions.
- Designate and area for your campus resource table set up.
- Identify and engage registration workers.

APPENDIX



Meeting Knowledge Economy Challenges Community Success Factors

Is your community ready for continuing success in the Knowledge Economy? See for yourself. Consider the community success factors and related issues listed below. Find and talk with people who are working to address the three success factors. Ask, "How is our community doing? What more needs to be done? What are the issues that most need to be addressed to ensure the highest level of success in the Knowledge Economy?"

COMMUNITY SUCCESS FACTOR:

Citizens with Continuously Improving Knowledge and Skills

The ability of local employers to grow and provide good jobs requires continuous innovation by employees with increasing levels of knowledge and skills. The ability of a community to attract and retain employers requires a supply of skilled workers who are continuously learning.

How are we doing addressing these and related issues?

- High school achievement is the foundation for higher education and career success. *Is our high school graduation rate improving?*
- Ohioans who have a college degree can earn more than those who do not. *Is our college and university degree attainment rate improving so that more students will be prepared for career opportunities?*
- Success in today's workplaces requires continual reeducation and retraining. *Are more adults participating in education and training to support career success?*
- College and university trained adults are increasingly indispensable to the success of their employers. *Are the numbers of managers, professionals, and technicians increasing as a share of the total workforce?*
- More businesses and industries need workers highly trained in scientific and technical fields. *Are the numbers of college and university degrees granted in scientific and technical fields increasing?*

COMMUNITY SUCCESS FACTOR:

An Entrepreneurial, Innovative Business Climate

Innovation drives growth and success in the Knowledge Economy where a good business climate is one in which the community makes it easier for a business to be innovative and successful.

How are we doing addressing these and related issues?

- Capacity for technological innovation is a key to success in the Knowledge Economy. *Are the numbers of patents issued in our community to companies or individual workers increasing?*
- New technology drives new products and job opportunities. *Is industry investment in research and development at academic institutions and total academic research and development growing?*
- Businesses, like their employees, expect high quality service from government. *Is the level of business satisfaction with government services high and increasing?*
- Community progress requires positive working relationships between the public and private sectors. *Are there strong public-private partnerships in our community? Is our community known for a shared "we're in this together" mindset?*
- Access to high-speed broadband telecommunications is critical to the success of many companies. *Is the broadband access to the Internet in our community satisfactory?*

COMMUNITY SUCCESS FACTOR:

An Improving Quality of Life

Increasingly companies are seeking to locate where knowledge workers live. Highly paid knowledge workers seek to live in communities that offer a great quality of life. Communities must strive continually to be an attractive place to live and work.

How are we doing addressing these and related issues?

- Successful communities are responsive to the needs of their citizens. *Does our community survey residents to gain their input on how to make the community an even better place to live?*
- Community and economic development success is grounded in solid planning. *Does our community have a plan to improve its attractiveness as a place to live, work, and raise a family?*
- Residents seeking training and education opportunities want more "time and place" options. *Do residents have access to a variety of anytime, any place learning opportunities? Are the numbers of adults with Internet access at work or home increasing?*
- High quality community services require a solid tax base that high incomes help provide. *Are the incomes of our residents increasing?*



Are You and Your Community in Step With the Knowledge Economy?

1. If you had to reapply for the job you have now, is it likely that someone else might be hired because they have the skills you need to acquire? **Yes** **No**
2. Have you or anyone you know been limited in their ability to earn more or advance in their job or career because they lacked key skills or skills certification? **Yes** **No**
3. Have you or anyone you know been limited in their ability to acquire needed skills because they could not find an education or training option that meets their needs and schedule? **Yes** **No**
4. Do you know of any instances of companies choosing not to locate in your community or unable to expand in your community because of the lack of skilled workers? **Yes** **No**
5. Do neighboring communities seem to be working more effectively than yours to promote access to learning opportunities and the value of continuous learning? **Yes** **No**
6. Is there work yet to be done in your community to improve its appeal to high-skill, high-income workers and the companies that seek to employ them? **Yes** **No**
7. Does your workplace have policies that hinder employees wanting to upgrade their skills? **Yes** **No**
8. Do other companies seem to be ahead of yours in the use of technology? **Yes** **No**
9. Do your competitors seem to be better at tapping the knowledge and creativity of their employees to produce needed innovations? **Yes** **No**
10. Has your company or one you know been hindered in their growth because it has yet to engage in electronic commerce? **Yes** **No**

NOTE: "YES" answers suggest that you, your workplace or your community already face the challenges of the Knowledge Economy: making continuous learning commonplace, creating an entrepreneurial, innovation focused business climate, and continuing efforts that make your community an even more attractive place to live and work. Find and talk with people in your community already working on these challenges.

Who will find success in our Knowledge Economy?

- ✓ Individuals who continuously expand their knowledge and skills and manage their own careers
- ✓ Employers who produce goods and services marked by innovation, knowledge, and quality
- ✓ Communities that provide the services and amenities that meet the needs of individuals and employers



Meeting the Challenges of the Knowledge Economy: Getting Communities Involved

Questions & Answers

- 1. What can I do to raise awareness that our community's future requires doing all we can to promote continuous learning by all citizens and continuous innovation by all businesses?**
 - Encourage community leaders to meet and discuss what success in the Knowledge Economy requires. Use the *"How is Your Community Doing?"* pamphlet as a tool to promote discussion and planning.
 - Encourage other citizens to participate in community and statewide activities aimed at building solid success in the Knowledge Economy.

- 2. What's an effective way for me to explain the Knowledge Economy?**
 - You will need to shape your own personal message. The basic message is this: the knowledge that people have, create and use is the new source of business, career and community success.
 - Knowledge Economy* is the term that reminds us that how well we live now and in the future will be determined by knowledge. The success of workers and their employers will be determined in large part by their ability to produce and use knowledge. Communities that effectively support their success will have the greatest potential for success.

- 3. How can I help others understand that the challenges of the Knowledge Economy are already affecting our community?**
 - The best way is to use your own personal experience. Share the Knowledge Economy *questionnaire*, *"Are You and Your Community in Step with the Knowledge Economy?"* Reading these brief questions can help people discover how the Knowledge Economy already influences them, their families, friends, employers, and their community at large.

- 4. Why does an understanding of the Knowledge Economy matter so much to individuals, organizations, businesses and communities looking for a bright, prosperous future?**
 - Citizens who learn more earn more. Continuous learning is essential.
 - Communities will come out ahead if they make it easy for employers and employees to adopt and use new technologies knowledgeably and skillfully.
 - Communities that offer employers access to a growing supply of knowledgeable, skilled workers will be more successful than those who offer merely low business costs.

- Organizations and businesses that can create and apply knowledge to produce innovative products and services will find new levels of success.
- More employers will choose to locate their operations in Ohio communities that assure availability of highly skilled employees.
- Ohio and its communities prosper when locally companies meet the demand for innovative products and services.
- Employers and employees value communities that pay attention to continually improving the quality of life. The skilled, educated workers that employers need also are attracted to those communities.

5. Why is the Knowledge Economy such an important issue for community leaders?

- The Knowledge Economy creates new realities for all Ohio communities. How well Ohioans live will be determined greatly by how well they continuously learn and by employer success introducing product and service innovations. State and community resources must support continuous learning and innovation.
- Community leaders face the challenges of building community capacity for Knowledge Economy successes. These challenges provide opportunities to connect various community programs, services, and resources in new ways to achieve larger purposes everyone understands and shares.
- In our Knowledge Economy, continuous learning is the key to increased earning at all economic levels. The common need for continuous learning opportunities can be a unifying factor in the community. Everyone becomes a stakeholder as community leaders challenge all citizens to expand their knowledge and skills. Individuals and organizations find new ways to support each other.
- How well Ohio communities attract and retain companies and skilled workers will be determined considerably by how well community resources and services support business innovation and continuous learning for all citizens.
- Decision-makers who understand and embrace the realities of the Knowledge Economy can make better, more far-reaching decisions.

6. How can the “Community Success Factors” information be used?

- Focusing attention on what a community should know about itself...the factors that contribute to its successes in knowledge economy.
- Sparking pertinent discussions in the community. Identifying “actions needed” for success.
- Identifying community resource and activities that might be supported and expanded to meet Knowledge Economy challenges.
- Tracking successful progress.

7. What resources does our community have to take on this challenge?

- Every community has people and organizations already working in areas important to success in the Knowledge Economy. Organizations include chambers of commerce,

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colleges, universities, business assistance centers, Workforce Development Boards and many others. Each works to improve learning opportunities and business success and to

make their community great place to live. Leaders have a worthy opportunity to mobilize support for these efforts. Community organizations welcome greater levels of interest and support for their work.

- 8. How can I learn more and keep updated on state and community efforts to support greater levels of success in the economy of the future?**

VISIT

www.ohioknowledgeeconomy.org

KEA Community Leaders Forum

Forum Summary Report

You can download an electronic version of this guide at www.ohioknowledgeconomy.org.

Organization _____

Date of Forum _____

Location of Forum _____

Start Time _____ End Time _____

Number of Persons Invited _____ Number of Participants _____

Please attach a list of participants including titles, organization, mailing address, phone number, fax number and Email address

Person(s) Conducting the Forum (Name(s)/Title(s)/Campus):

Impediments

1. A Workforce with Continuously Improving Knowledge and Skills

As identified by the participants, enumerate the **impediments** to achieving a workforce with continuously improving knowledge and skills and their ideas of what is needed to reduce or eliminate each impediment. *Attach additional sheets as needed.*

Impediment: → Need:

Impediment: → Need:

Impediment: → Need:

Impediment: → Need:

Facilitators

A Workforce with Continuously Improving Knowledge and Skills

As identified by participants, enumerate the community's strengths that help build a workforce with continuously improving knowledge and skills. What did they say was needed to maximize those strengths? *Attach additional sheets as needed.*

Facilitator: → Need:

Facilitator: → Need:

Facilitator:	→	Need:
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Facilitator:	→	Need:
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Impediments

2. An Entrepreneurial, Innovative business Climate

As identified by participants, enumerate the impediments to creating and maintaining an entrepreneurial business climate. Also list their ideas of what is needed to reduce or eliminate each impediment. *Attach additional sheets as needed.*

Impediment:	→	Need:
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Impediment:	→	Need:
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Impediment:	→	Need:
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Impediment:	→	Need:
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Facilitators

2. An Entrepreneurial, Innovative Business Climate

As identified by participants, enumerate what is currently working well in your community to create and maintain an entrepreneurial, innovative business climate. Also list ideas of what is needed to maximize those strengths. *Attach additional sheets as needed.*

Facilitator: → Need:

Facilitator: → Need:

Facilitator: → Need:

Facilitator: → Need:

Impediments

3. An Improving Quality of Life

As identified by participants, enumerate the impediments to improving the community quality of life and ideas of what is needed to reducing or eliminate each impediment. *Attach additional sheets as needed.*

Impediment: → Need:

Impediment: → Need:

Impediment: → Need:

Facilitators

An Improving Quality of Life

As identified by participants, enumerate the facilitating factors that help improve quality of life in the community. What's needed for maximizing those advantages. Attach additional sheets as needed.

Facilitator: _____ → Need: _____

Facilitator: _____ → Need: _____

Facilitator: _____ → Need: _____

Facilitator: _____ → Need: _____

Please describe any topics of particular interest/concern to the group

Any unexpected or difficult questions from the participants?

Name/Title of Person Submitting Summary Report _____

Please return this summary to:
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