Accelerating E Communities in Kansas

Communicating Effectively with Communities

Background & Introduction

The commitment has been made to integrate E-Accelerator into NetWork Kansas' E-Community Program. The challenge now is operationalize this decision and provide partner communities with clear information on the "why," "what" and "when" of the E-Accelerator value-added to being an E-Community. This piece addresses this critical issue.

Questions & Additional Information

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Why & What of E-Accelerator

Accelerator Defined. An accelerator is something that (1) increases the pace of activities and outcomes and (2) spreads the footprint of desired outcomes.

What are We Trying to Accelerate?
NetWork Kansas' E-Community initiative has a well-defined set of desired outcomes and an engagement process where NetWork Kansas and each E-Community commit to undertaking certain actions that will empower increased business development.

E-Accelerator is designed to increase the rate of progress and expand impacts in the following ways:

More & Better Business Deals	Increased Community-Based Economic Development	A More Prosperous Community
We want to grow more and better local entrepreneurs who in turn are able to start, grow and expand more businesses and business activity in the community.	*More Businesses* *More Business Sales* *Increased Private Investment* *Local Jobs & Careers* *Expanded Local Tax Bases*	*Increased Local Economic Opportunity* *Economic Diversification* *Increased Economic Resilience* *Expanded & Sustained Prosperity* *Community-Wide Wealth Creation*

So how does E-Accelerator help communities achieve greater impact from being a NetWork Kansas E-Community? The following five *accelerators* enable greater economic development outcomes for participating E-Communities.

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The Accelerators

The following table provides a short description of each of the five accelerators:

Community Coaching	E-Accelerator provides your community with a coach. This coach is dedicated to working with your community to get the most economic development possible from your affiliation with E-Community. The coach can help guide and facilitate your local E team. Additionally, the coach can help you put to work each of the four other accelerators to increase the pace of progress and the impact footprint of your E-Community game plan.
Opportunity Analysis	Successful economic and business development must be rooted in genuine opportunities. E-Accelerator provides you with independent analysis by the national Center for Rural Entrepreneurship of your community's unique development opportunities. Additionally, your community coach can help you ground truth this analysis and craft a refined set of development opportunities providing strategic focus for your E-Community efforts.
Focusing on the Right Entrepreneurs	Every successful business knows that it must match its products and services with the customers who really want to buy them. The same is true for communities working with area entrepreneurs. E-Accelerator and your community coach can help you map your entrepreneurial talent and target development efforts based on strategic economic development goals.
Entrepreneur Coaching	It requires investment, but communities that provide entrepreneurial coaching to their targeted businesses can dramatically increase development activity and ensure better matches for financing and other assistance. An entrepreneur coach can help your community increase outreach, visitation, intake and screening and referral to assistance for targeted businesses.
Entrepreneurial Infrastructure	E-Accelerator can also help your community develop a robust infrastructure for entrepreneurs, connect to resources outside of your community and eventually grow an entrepreneurial eco-system that stimulates and supports increased entrepreneurial activity throughout your community.

The community's business coach is trained in the art and science of business coaching with a particular emphasis on growing a robust and well-functioning resource network for entrepreneurs:

Coaching Process	Resource Network Elements
Identification or Mapping Targeting Outreach and Visitation Intake and Screening Development Assistance Tracking – Portfolio Development Repeat Assistance	Go to Resources Area Resource Network External Resource Network (SourceLink Resource) Tools for Business Success Virtual Resource BAM or Business Assessment Matrix Economic Gardening Market Intelligence Financing Options

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Key E-Accelerator Activities in Year 1 of Engagement

Push	Month	Month Meetings	Support	Actions
New Year Push	**January**	Action Roadmap Stakeholder Mapping Resource Mapping	Center Opportunity Analysis Completed and Shared with Coaches	Community E Team Identified Local Coordinator Identified Technology Helpers
	February	Review Opportunities Entrepreneur Mapping Entrepreneur Targeting	Use of Webinar Clips by Coaches to Ensure Consistent Messaging.	
	March	E Coach Identified Visitation Planning	Local E Coach Options: 1 – Volunteer Team 2 – Staff Person(s) 3 – Circuit Rider	Outreach Visitation Intake Screening Referral Assistance Tracking Repeat Assistance Impact

Process begins in March and continues throughout the year. |
| | **April** | Visitation Reporting Portfolio Development | | |
| **Mid-Year Push** | **May** | Metrics & Story System Capture & Communication | | |
| | **June** | Monthly Review of E Clients & Assist Coach or Coaching Team | Entrepreneurial Infrastructure Development

Go To Resources Area Resource Network External Resource Network Tools for Business Success Business Assessment Matrix Economic Gardening Other… | |
	July			
	August			
Fall Push	**September**			
	October			
	November	Progress Assessment		
	December	Next Year Planning & Commitments		

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energizing entrepreneurial communities

Questions & More Information

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The Center for Rural Entrepreneurship's mission is to help community leaders build a prosperous future by supporting and empowering business, social and civic entrepreneurs. With our roots and hearts in rural America, we help communities of all sizes and interests by bringing empowering research, community engagement and strategy development to you through our many Solution Areas. Our **Solution Area Teams** empower communities to discover their own answers to the challenges and opportunities they face:

- **Community Development Philanthropy:** Providing research and community engagement strategies that help communities build philanthropic capacity and create development resources now and in the future.

- **Youth Engagement:** Providing tools and a framework for communities to engage young people now and to bring them home in the future.

- **Measurement Research Policy:** Providing the tools to help communities define development goals, measure success and improve outcomes.

- **Entrepreneurial Communities:** Providing a roadmap for communities to design and deliver entrepreneur-focused economic development strategies that work.

To learn more about us, go to www.energizingentrepreneurs.org.

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