

BOC Working Session

June 4, 2009

Ann Arbor Region Success Strategy

Progress Update

Agenda

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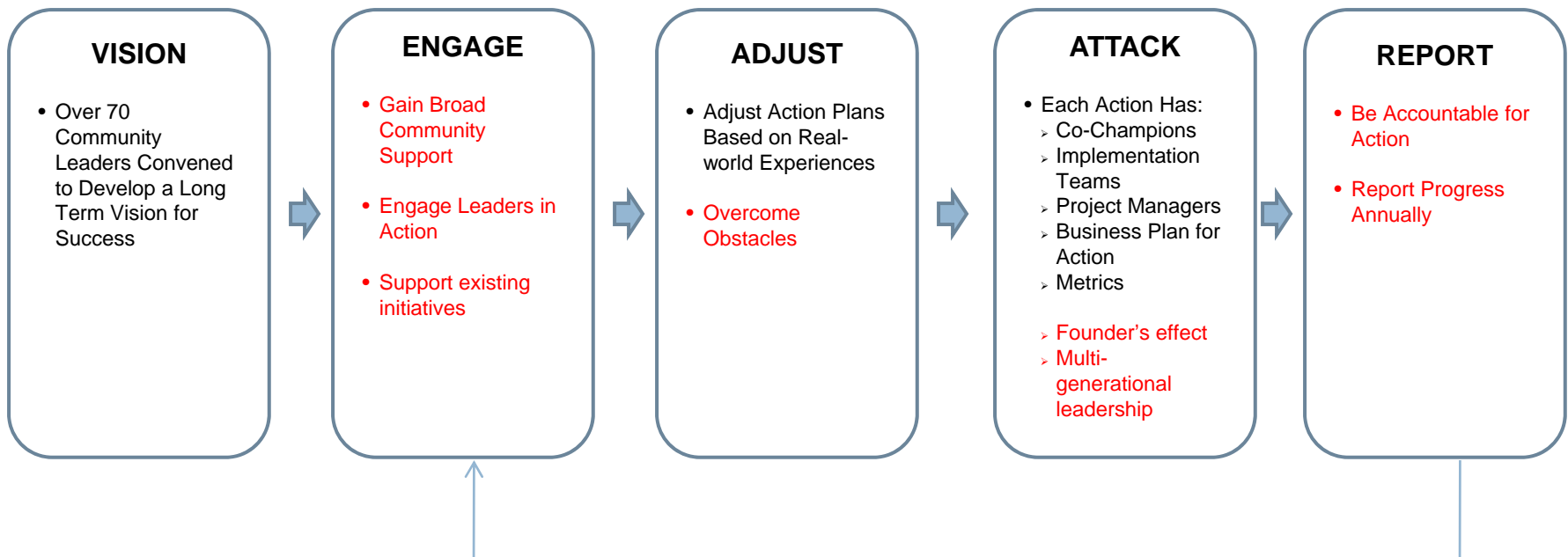
- Leadership Team and Roles
- 2009 Workplan
- Presentations to Date
- Website
- Fall Impact Event
- Action Team Updates
- Questions and Discussion

Regional Success Leadership Team

- Jesse Bernstein, Ann Arbor Chamber of Commerce
- David Behen, Washtenaw County
- Martha Bloom, Ann Arbor Area Community Foundation
- Bob Chapman, United Bank and Trust
- Laurel Champion, Ann Arbor News
- Gretchen Driskell, City of Saline
- Ken Fisher, University of Musical Society
- Steve Forrest, University of Michigan
- Mandy Grewal, Pittsfield Township
- Bob Guenzel, Washtenaw County
- Freman Hendrix, Eastern Michigan University
- John Hieftje, City of Ann Arbor
- Jeff Irwin, Washtenaw County
- Sue Lackey, Washtenaw Land Trust
- Ken Nisbet, University of Michigan Tech Transfer
- Verna McDaniel, Washtenaw County
- Michael Nisson, Hole In One, LLC
- Mark Ouimet, Washtenaw County
- Deb Polich, ArTrain
- Doug Rothwell, Detroit Renaissance
- Paul Schutt, Issue Media Group
- Matt Sharp, Ann Arbor Business Review
- Rich Sheridan, Menlo Innovations Group
- Rick Snyder, Ardesta
- Larry Voight, Catholic Social Services

From Vision to Action

Leadership Team Role



Red – Leader Team Responsibilities

2009 High Level Work Plan

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Activity	1 st Quarter	2 nd Quarter	3 rd Quarter	4 th Quarter
Community Presentations and Strategy Validation	<ul style="list-style-type: none"> Final Draft Strategy 	<ul style="list-style-type: none"> Present Strategy to other critical organizations 	<ul style="list-style-type: none"> Present strategy to other critical organizations 	<ul style="list-style-type: none"> Updated Strategy
Project Management Resources	<ul style="list-style-type: none"> Grant Application UM resources 	<ul style="list-style-type: none"> Project Management resources and staff office location 		<ul style="list-style-type: none"> 2nd year resources
Communication (press releases, website, foundation pitch)	<ul style="list-style-type: none"> Pitch Brochure Website 	<ul style="list-style-type: none"> Press strategy 	<ul style="list-style-type: none"> Press releases Foundation pitches 	<ul style="list-style-type: none"> Press releases Foundation pitches
Engagement, Metrics and Public Accountability	<ul style="list-style-type: none"> Finalize Metrics Outlook Event) 	<ul style="list-style-type: none"> Finalize metrics Coordinate with Chamber on Annual Impact Event 	<ul style="list-style-type: none"> Interim progress report at Impact Event and solicit additional leadership 3rd party report card 	<ul style="list-style-type: none"> Present Annual Report Card
Sustained and Multi-generational Leadership	<ul style="list-style-type: none"> 2009 Work plan 	<ul style="list-style-type: none"> May 28 – Action Update Multi-generational leadership and Founders Effect action plan 	<ul style="list-style-type: none"> September 10 – Progress Report for Impact Event 	<ul style="list-style-type: none"> January 14- Year End Get Together

Presentations To Date

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1. Washtenaw County Board of Commissioners
2. Ann Arbor Area Chamber of Commerce
3. Community Funders Forum
4. Community Collaborative
5. Interview with Ann Arbor Business Review
6. Ann Arbor City Council
7. Ypsilanti Chamber of Commerce Board
8. Washtenaw Superintendents
9. Ypsilanti Chamber's 1st Tuesday Breakfast
10. CEO Group
11. SPARK Board
12. Ypsilanti Convention & Visitors Bureau
13. DDA Transportation Committee
14. Washtenaw Metro Alliance
15. Outlook Event
16. Coalition for a Quality Community
17. Saline Sustainability Circle
18. Ann Arbor Area Community Foundation

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- Participants
- Action Teams
- Frequently Asked Questions

A Community Strategy for Success

Change is here. Let's make the most of it!



Mark Ouimet Martha Bloom Jeff Irwin Paul Schutt Rich Sheridan Larry Voight

More than 70 community leaders, and [six individual co-chairs](#) have launched this region's most comprehensive initiative to ensure the smart and successful growth of the Ann Arbor region well into the 21st century. At the very time when the economic climate sees private and public sector organizations pulling back, these leaders in local business, education, government and non-profit enterprise are pulling together to launch **Ann Arbor Region Success**.

Over the past year, these leaders have worked together to give **Ann Arbor Region Success** a rich foundation. Through competitive research, local surveys and interviews, and a regional assessment identifying unique strengths, as well as current challenges, Ann Arbor Region Success moves now to engage the community.

From finding and networking with the next generation of leaders, to capital for start-up companies, to working with government and education sectors to create world class K-12 education, to marketing this Region's distinctively cool culture, Ann Arbor Region Success has identified the most critical actions needed to achieve long term success.

Challenging economic times will not rob us of our vision, nor our capacity to care enough to engage in building that vision. To find out how you can become involved, contact [Tony VanDerworp](#).

— Send this — Print this —

News

Current Magazine Story About A2 Region Success
Apr 06, 2009

Success Strategy Update February 2009
Feb 20, 2009

Ann Arbor Business Review Article, January 1 - 7, 2009
Jan 07, 2009

[More news...](#)

Twitter / a2regionsuccess

a2regionsuccess: Young professionals get together today - looking to find leaders to help out *and* looking to map YP networks in the area.
Jan 07, 2009

a2regionsuccess: Great article on Ann Arbor Region Success project on MLive: <http://bit.ly/xqkT>
Dec 23, 2008

[More...](#)

Fall Impact Event

September 30 (8 am – 12:30 pm)

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Agenda

- Impact 2008 Update (the Data)
- Chamber Focus
- Success Overview
- Breakout Groups for Action Items
 - Present more detail
 - Group feedback on action plan, outcomes etc.
 - Discussion of how to get engaged
- Report Out

Action Team Updates

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- Expand the Regions Transit System
- Coordinated Marketing Efforts
- Government and Education Efficiency and Effectiveness
- Young Professionals Network
- Washtenaw Avenue Talent Center
- Wireless Washtenaw
- Improve K-12 Performance and Early College Program Expansion
- C-level Talent Pool

Expand the Regions Transit System

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- **Project Outcome:**
Development of a transit system that ensures all County residents and workers can get to jobs, lifeline, and leisure activities via transit service.
- **Project Champions:** Jeff Irwin, Washtenaw County Board of Commissioner
Richard Sheridan, Menlo Innovations, LLC
- **Project Manager:** Terri Blackmore, WATS
- **Action Team:**
Michael Behnam, Citizen
Eli Cooper, City of Ann Arbor
Anya Dale, Washtenaw County
Gretchen Driskell, City of Saline
John Hieftje, Mayor Ann Arbor City
Carsten Hohnke, Ann Arbor Council
Brett Lenart, Washtenaw County
Susan Pollay, Ann Arbor DDA
Nick Sapkiewicz, WATS
Frank Schwende, WBWC
Nancy Shore, GetDowntown Program
Mary Stasiak, AATA
Conan Smith, Washtenaw County
Chuck Warpohoski, Interfaith Peace & Justice
Chris White, AATA

Expand the Regions Transit System

continued

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■ **Status:**

- More than 30 Interviews completed with community leaders – on going
- Initiated process to develop Partners for Transit – a transit supportive/advocate organization
- Constituted two subcommittees – Governance/administration and Communications.
- Website in design
- Collecting transit testimonials

■ **Assistance Needed:**

- Ypsilanti is not likely to fund transit at current level beyond 9/30/09
- Cut backs in Ypsilanti City service will impact Superior, Ypsilanti and Pittsfield service
- Need transit advocates and supporters in the business community
- Could use a facilitator

Coordinated Marketing Efforts

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- **Project Outcome:**
A collaborative and coordinated marketing and public relations of the Ann Arbor region that achieves optimum results in retaining and attracting talent, businesses, CEOs, site selectors, and tourists to the region while enhancing our public image on a global scale.
- **Project Champions:** Debra Power, Power Marketing
Daryl Weinart, UM Business Engagement Center
- **Project Manager:** Mike Haynes, Ypsilanti Area CVB
- **Action Team:**
Jesse Bernstein, City of Ann Arbor
Ted Coutilish, EMU
Gretchen Driskell, City of Saline
Diane Keller, Ypsilanti Area C of C
Mary Kerr, Ann Arbor CVB
David Lampey, UM Communications
Debbie Locke-Daniels Ypsilanti CVB
Scott Meir, Cumulus
Elizabeth Parkinson, SPARK
Ed Petykiweicz, Ann Arbor News
Bob Pierce, Chelsea C of C
Mary Stasiak, AATA

Coordinated Marketing Efforts

continued

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- **Status:**
Proposal for regional website with links and shared tools under development. Researching host and funding opportunities
- **Assistance Needed:**

Government and Education and Effectiveness

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- **Project Outcome:**
Achieve efficiencies in governments and school systems through shared services, regionalized services and structural change. Redeploy the savings to important community assets needed to retain and attract companies and talent to the region.
- **Project Champions:** David Behen, Washtenaw County
Peter Fletcher, Ypsilanti Credit Union
- **Project Manager:** Scott Rasmussen, Washtenaw County
- **Action Team (Potential Members):**
Pat Kelly, Dexter Township
Jeff Wallace, Village of Manchester
Bob Chapman, United Bank & Trust
Ned Staebler, MEDC
Ed Shaffran, Shaffran Properties
Bob Guenzel, Washtenaw County
Jesse Bernstein, AA COC
Mark Ouimet, Washtenaw County
Jeff Irwin, Washtenaw County
Andy Palms, University of Michigan
Doug Van Houweling, Internet2
John Petz, Domino's Farm
Tom Manchester, Manchester & Assoc.
Paul Schutt, Issues Media Group
Sharon McRill, BettyBrigade
Bhushan Kulkarni, GDI Infotech
Rebecca Lopez Kriss, Community Activist
Angela Taber, Michigan AFSCME Council
Phil Power, Center for Michigan
Ed Koryzno, City of Ypsilanti
Brenda Stumb, Ypsilanti Township
Bill Miller, WISD

Young Professionals Network

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- **Project Outcome:**
Attract and retain young professionals by providing a convenient way for them to get connected in the region. A network will encourage professional development as well as integration and service opportunities in our community. When completed, the network (in the online form of a web portal) will allow for young professionals to easily to connect to the things in this community that they feel are important to them, and ultimately will make the decision to stay here easier.
- **Project Champion:** Michael Nisson, Hole In One, LLC
- **Project Manager:** Michael Nisson, Hole In One, LLC
- **Action Team:** Nicole Burgess, Manning Selvage & Lee

Young Professionals Network

continued

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- **Status:**

A potential name for the branded online network has been created and a URL has been purchased to host the website. Efforts are being made to put together a second YP focus group to test out a working document (already created) that will serve as a guide in the creation of the network. The next step, once this focus group has been held, is to create an RFP and identify a web design firm to be build the website.

- **Assistance Needed:**

- Identify motivated and energetic YP's who are already in Ann Arbor to serve as a member of a focus group to be held in the next month.
(Contact Michael Nisson with possible names)
- Identify all young professionals who work in the Ann Arbor area.
(Eventually we hope to create a database function on the web portal.)
- Create a running list of potential established mentors, preferably by economic sector, to connect YP's to through the network.

Washtenaw Avenue Talent Center

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- **Project Outcome:**
Redevelopment of Washtenaw Avenue as a Talent Center with an array of housing types for talent to live, fixed transit service and sustainable economic growth.
- **Project Champions:** Mandy Grewal, Pittsfield Township Supervisor
Dick Carlisle, Carlisle-Wortman Associates, Inc.
- **Project Manager:** Anya Dale, Planner, Washtenaw County
- **Action Team:**
Brenda Stumbo, Ypsilanti Township
Terri Blackmore, WATS
Chris White, AATA
Jesse Bernstein, AA COC
Richard Murphy, Ypsilanti Planning
Diane Keller, Ypsilanti Chamber
Nancy Shore, GetDowntown
Megan Masson-Minock, UM
Paul Montagno, Pittsfield Township
Peter Pollack, Pollack-Design
Newcombe Clark, Bluestone Realty
Benjamin R. Smith, Plante Moran
Jeff Kahan, City of Ann Arbor Planning
Karen Maurer, Maurer Management
Bill Kinley, Phoenix Contracting
Amy Cell, SPARK
Paul Lott, MDOT
Jennifer Hall, Community Development
Rhonda McGill, Community Housing Alternatives
Churck Warpehoski, Interfaith Council for Peace
Joe Lawson, Ypsilanti Township Planning
Lawrence Krieg, Ypsilanti Township
Mel Zimmerman, McKinley

Washtenaw Avenue Talent Center

continued

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- **Status:**
 - 12 month project
 - Charter to commit members underway
 - Implementation Steps and barriers identified
 - Next steps:
 - Planning and zoning recommendations for corridor
 - Prioritizing Redevelopment Opportunities (marketing, financing, incentives, etc.)
 - Multi-modal Transportation Improvements needed
 - Final plan by December

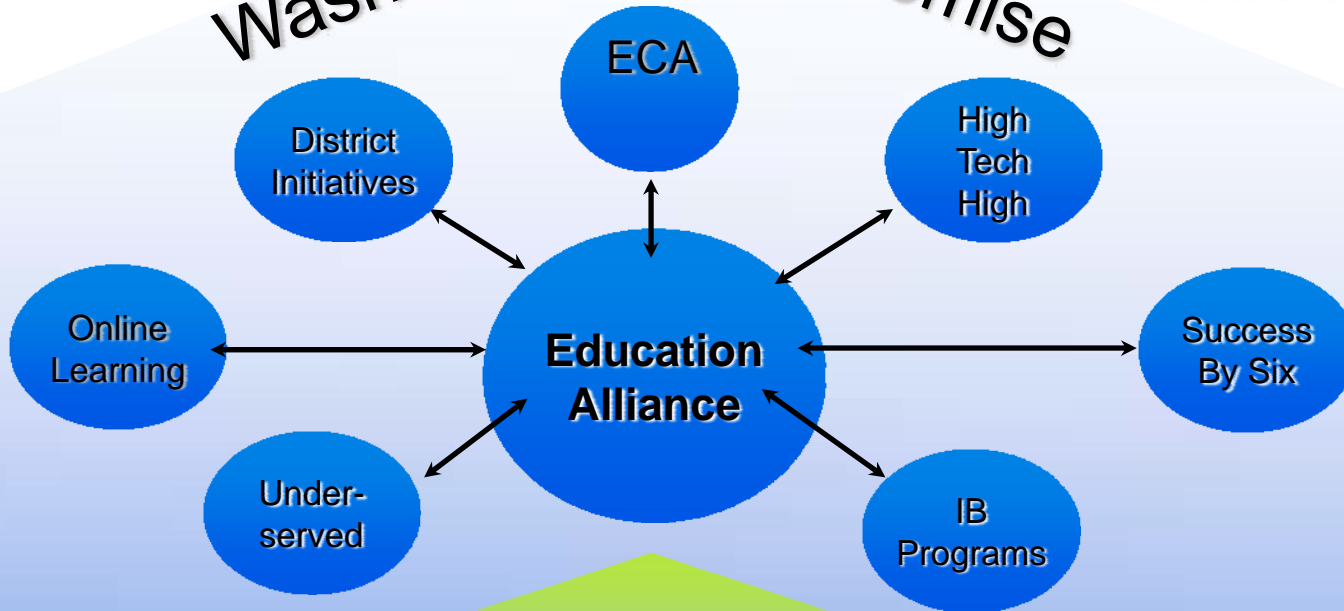
- **Assistance Needed:**
 - Support transit expansion
 - Support zoning and density changes
 - Help get developers

Learner
Centered

Equity &
Inclusion

Washtenaw

Promise



Educating the whole child

Research

WISD Supporting Work

Communication

Marketing

Pedagogy

Quality
Teaching &
Leadership

Business Services

Technical

Human Resources

Clerical / Admin Support

Transitions

Early College Program Expansion

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- **Project Outcome:**

Increase the number of high school students that earn college credits during high school, increase attainment and skill development of our youth and develop skilled workers in key growth areas like science, technology, mathematics and medicine.

- **Project Champions:**

Ann Arbor Area Community Foundation, Eastern Michigan University, Washtenaw Intermediate School District, University of Michigan College of Engineering, St. Joseph Mercy Health System, University of Michigan Health System, Ypsilanti Chamber of Commerce, Michigan Works!, Ypsilanti, Milan, Lincoln Consolidated and Whitmore Lake School Districts.

Early College Program Expansion continued

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- **Status:**

- Currently 150 students participating in the program with an incoming cohort of approximately 140 students, bringing the total enrollment to about 290 in the Fall of 2009.
- Goal is to enroll 150 new students each fall in the ECA program (beginning in the fall of 2011) to reach a maximum of 400-500 students per year enrolled in the program.
- Grant funding from the Ann Arbor Area Community Foundation was awarded and there is a detailed action plan with milestones.

- **Assistance Needed:**

Improve K-12 Performance

Ypsilanti District

22

- **Project Outcome:**

Highest quality education systems (from early childhood through post-secondary) in all areas of our region and create a well-educated, creative workforce.

- 6th grade – college success pipeline
- Mentoring experience for all students
- Pre-engineering program (focus on science, technology, engineering and math)
- Bring in engineering projects
- Double math options at middle-school
- Redesign class schedules

- **Project Champions:** Ypsilanti Public Schools staff and faculty , WISD

- **Project Manager:** Richard Weigel, Director of Educational Services

Improve K-12 Performance

Ypsilanti District

continued

- **Status:**

- Developed a restructuring plan for Ypsilanti Middle and High School.
- Grant funding from the Ann Arbor Area Community Foundation awarded and there is a detailed action plan with milestones

- **Assistance Needed:**

Improve K-12 Performance

Willow Run District

24

- **Project Outcome:**

Highest quality education systems (from early childhood through post-secondary) in all areas of our region and create a well-educated, creative workforce.

- Create a learner-centered education with multiple pathways
- Each student has opportunities for internships, project-based learning and mentoring experiences
- Comprehensive staff development
- Teacher mentoring program
- Extended learning at summer academies
- Algebra Project

- **Project Champions:** Willow Run Public Schools, board, staff and faculty

- **Project Manager:** Dr. Doris Hope Jackson, Superintendent

Improve K-12 Performance

Willow Run District

continued

- **Status:**
 - Held series of public forums
 - Strategic planning session 4/18/09
 - Follow up meeting to finalize the plan

- **Assistance Needed :**

Improve K-12 Performance

Lincoln District

26

- **Project Outcome:**

Highest quality education systems (from early childhood through post-secondary) in all areas of our region and create a well-educated, creative workforce.

- Create a learner-centered education with multiple pathways
- Each student has opportunities for internships, project-based learning and mentoring experiences
- K-12 summer enrichment program
- Engineering summer program
- Institute for aviation technology

- **Project Champions:** Lincoln Consolidated Schools, board, staff and faculty

- **Project Manager:** Lynn Cleary, Superintendent

Improve K-12 Performance

Lincoln District

continued

- **Status:**

- for Aviation started at Willow Run Airport
- Presenting a 5-year strategic plan in May
- participating in the Early College Alliance.
- Presenting a 5-year strategic plan in May
- Participating in the Early College Alliance
- Institute

- **Assistance Needed:**

C – Level Talent

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- **Project Outcome:**

Develop a pool of c-level talent in the region to assist companies and secure funding needed to pay for their services.

- **Project Champions:**

To Be determined.

- **Project Managers:**

To be hired from federal grant funds.

- **Action Team:**

LeAnn Bauer, Michigan Venture
Capital Assoc.

Amy Cell, SPARK

Dr. Aaron Crumm, Adaptive
Materials

Michael Finney, SPARK

Cindy Harrison, Chelsea Hospital

Anna Hornyak, Adaptive
Materials

Dave Mielke, EMU Business School

Ken Nisbet, UM Tech Transfer

Trenda Rusher, WC ETCS

Diana Wong, EMU Management

C – Level Talent

continued

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- **Status:**
Assessment of current c-level programs underway
- **Assistance Needed:**
Project management staff – UM Center for Entrepreneurship

Other Actions Underway

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- SPARK East long-term funding
- Cultural Ambassadors Program expansion
- Arts
- Success by Six
- Wireless Washtenaw

Ann Arbor Region Success

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Board Questions and Discussion