



Springfield Area Council for Excellence  
Revisioning Meeting  
May 23, 2002

**Successes of Which We are Proud:**

Baypath College Women's Professional Development Conference  
23 Great colleges and universities in the Knowledge Corridor  
Birthplace of basketball  
Basketball Hall of Fame, Volleyball Hall of Fame, Peter Pan, Dr. Seuss  
Regional Economic Development  
Baystate Medical Center  
State Legislators  
Good philanthropists  
American Saw  
Bright Nights  
Immigration to US  
STCC Enterprise Center  
Good neighbors  
Regional thinkers  
Downtown revitalization  
Telitcom  
Knowledge Corridor  
Pioneer Valley Business Excellence Award

**Strengths of the Knowledge Corridor**

23 Colleges and universities in the region  
"Yankee" work ethic  
Great quality of life  
Great leaders  
Recreation  
Transportation  
Sense of community  
Fertile soils  
Abundant resources  
A huge group of economic resources  
Local manufacturing companies growing

Health care  
Diversity of people and styles  
Natural beauty of area  
A lot of community services  
Great people  
WFCR  
Diversity of Faith Communities

### **Pioneer Valley Discriminators in a Global Market:**

Topography/geography  
Close proximity of 3 cities  
5 colleges  
23 colleges in the Knowledge Corridor  
Transportation hub on New England  
Diversity  
Economic Collaboration on Regional Development  
Climate  
Growing Biotech industries  
Northampton and Berkshires  
Quality of life  
Proximity to the largest casino  
Productive and educated work force

### **New Opportunities for SPACE:**

SPACE has the ability to train individuals from the very top of the corporate ladder down to the bottom rung. Bringing all local resources together and getting them on the same page is essential. REBA, REB, Chamber of Commerce, EDC are the local resources and the best part is they are all in the same building area.

SPACE needs to set up a measurement system for regional goals and then plan for progress. Stimulation of progress toward regional goals is essential.

SPACE can determine the metrics and set the baseline for the region. SPACE can keep the score card, SPACE can intervene when necessary.

Work with other organizations to bring new industries in, while expanding products and services.

## Stake Holder Groups

### Public Sector:

Educators  
Legislators  
Law Enforcement

### Private Sector:

Business  
Support Groups  
Chamber

### Civic:

Non-profit  
Higher Education  
Hospitals  
United Way/ Charities  
Cultural

### Media

### Children

### Tax payers

### Homeowners

## Public Sector

<b>Success looks like:</b> <ul style="list-style-type: none"><li>Population growth</li><li>Lower unemployment rate</li><li>More efficient use of tax dollars</li><li>Good plans that get implemented</li><li>Low infant mortality</li><li>Safer communities</li><li>Highly satisfied employers</li></ul>	<b>Key metrics used:</b> <ul style="list-style-type: none"><li>High test scores</li><li>Increased college enrollment</li><li>National recognition of K-12</li><li>Number of completed projects</li><li>Mortality rate</li><li>Increased State and Federal funding</li><li>Lower crime rate</li><li>Lower employment turnover</li></ul>
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## Private Sector

<b>Success looks like:</b> <ul style="list-style-type: none"><li>Less regulations</li><li>High growth</li><li>More local ownership of business</li><li>Global market participation</li><li>Well trained workforce</li><li>Better infrastructure</li><li>Business friendly climate</li><li>More jobs</li></ul>	<b>Key metrics used:</b> <ul style="list-style-type: none"><li>Profitability</li><li>Low unemployment</li><li>Growing wages and benefits</li><li>Higher personal income</li><li>Higher productivity</li><li>Media and political support</li></ul>
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## Civic

<b>Success looks like:</b> <ul style="list-style-type: none"><li>Better/lower health care</li><li>Increased contributions</li><li>Full seats</li><li>Medical expertise</li><li>More students</li><li>High visibility</li></ul>	<b>Key Metrics used:</b> <ul style="list-style-type: none"><li>Crime rate down</li><li>Homelessness down</li><li>Affordable day care</li><li>Welfare rate down</li><li>Lower costs to operate/ higher productivity</li><li>Increased medical research</li><li>Tuition income</li></ul>
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## Media

**Success looks like:**

Paper in higher circulation  
Higher advertising  
Less competition  
More building  
Tv and radio included  
Publicizing successes of the region

**Key metrics used:**

Ad dollars and circulation count  
More stories to tell  
More stories picked up naturally  
Increased number of homes with internet access

## Children

**Success looks like:**

Feeling safe  
Public schools/college prepare for future  
Healthier children

**Key metrics used:**

Higher grades  
Higher percentage of college graduates  
Higher percentage of college graduates staying in area after graduation  
Higher percentage of high school graduates  
Fewer children living in poverty  
Reduced drug use and school violence