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Mr. Eric Fowle, AICP
Executive Director
East Central Wisconsin Regional Planning Commission
400 Ahnaip Street, Suite 100
Menasha, WI 54952

Dear Mr. Fowle,

On behalf of David Beurle, CEO and myself, I would first like to thank the ECWRPC for all of the support and valuable feedback that was provided throughout our engagement in the Oshkosh Regional Defense Industry Diversification Initiative (ORDIDI). We feel that the participation of your staff and many of the other key stakeholders in the regions greatly enhanced the vision and value of our work. This memo serves as the culmination of that work and the summarization of the work priorities identified in the regional collaboration charrette process.

The final stakeholder update to include direct participation from Future iQ Partners was held on January 13, 2015 at the Oshkosh Convention Center. While there, David and I provided a summation of the work that we have performed in the region over the last six months in conjunction with the presentation of updates from the other project leaders. Our presentation included an overview of the regional collaboration charrette process, a review of the preferences identified in the December regional collaboration think tank workshop, and summaries of the key work products generated as final deliverables on the project. Particular attention was given to the twenty recommendations produced by the four working groups in the December session (industry diversification, supply chain and market development, economic development ecosystem collaboration, and workforce development ecosystem collaboration) and furthermore highlighted in the Regional Collaboration Action Plan. (Each of the recommendations and a related Layoff Aversion Strategy is detailed on pages 36-58 of the plan.) An additional series of recommendations is also included in the Industry Diversification Strategy and ORDIDI Survey Report presented for your review.

Following presentation of each of the key recommendations, the 30-35 attendees at the session were invited to briefly discuss the findings in each of the four functional areas. Attendees were then asked to vote for their highest priority among each of the recommendations presented in order to generate a brief task list for immediate consideration. This created a high-level review of the recommendations and the beginning of some consensus building around a work plan.

The recommendations receiving the highest number of votes in each functional area are as follows:

Industry Diversification

- Support and expand the recommended development of an Aviation-Based Additive Manufacturing Industry cluster. (16 votes)

Supply Chain and Market Development

- Create a regional playbook that outlines the key actions and resources needed to execute a successful supply chain strategy. (21 votes)

Economic Development Ecosystem Collaboration

- Develop a regional economic development marketing strategy. (16 votes)

Workforce Development Ecosystem Collaboration

- Begin exploration options to create training curriculum to support aviation cluster. (13 votes)

No clear pattern or preference emerges through these results. One priority mirrors work already underway in the region whereas others, including the final three recommendations are contingent on the completion of other work in the region. As such, these first-blush perspectives can be viewed as a sort of plausibility or impact test as respondents likely selected those recommendations they believe have the greatest likelihood of success. However, it is less clear that this series of four recommendations represents a true prioritization.

There are a number of other limitations inherent in this process, many of which were recognized by session attendees. Many of the key stakeholders and decision makers in the region were not present. Similarly, the attendees did not have the opportunity to review any of the delivered reports prior to the session and therefore had little prior context upon which to base their votes. As such, we recommend that ECWRPC and the regional collaboration charrette committee consider administering an online survey of all interested stakeholders at some point following both the release of the three reports as well as the February 23, 2015 public session to supplement and validate the priorities identified here.

Future iQ strongly believes that the ECWRPC should continue to serve as the convening body in the implementation of any of these recommendations. It may not have access to all of the resources needed for implementation, but it does represent an objective and unbiased entity that can effectively facilitate dialogue between the multiple stakeholders in the region. Having the presence of a strong champion of this sort is essential to the success of any regional initiative.

We also suggest that the recommendations presented in the Regional Collaboration Action Plan and supporting documents be viewed as a source of ideas for future action rather than a specific prescription. Many of the recommendations in each of the functional areas are laid out in a sequential or contingent fashion and build upon either prior or ongoing work. Capitalizing on many of these recommendations may lead to the generation of needed strategic inertia.

Finally, David has also given thought to the ways that our work in the region and related insights could best be incorporated into the planned event on February 23. I agree that many of the findings of both

the regional collaboration think tank and network mapping exercises can be used to leverage greater connectivity in the region. Our full recommendations are included as an attachment to this memo.

Future iQ Partners again thanks you and your staff for your vital work in this effort and in the region. We hope that we have exceeded your expectations in this project and look forward to engaging in further work in the future.

Sincerely,

Jeffrey Sachse, Ph.D.
Senior Economist

Cc: Katherine Ahlquist, ECWERPC
David Beurle, Future iQ Partners
Naletta Burr, WEDC

Attachments (1)