

# TECHNICAL ASSISTANCE FOR REGIONAL GROWTH IN ECONOMIC DEVELOPMENT (TARGET)

Texas Engineering Extension Service  
Technology & Economic Development





## TECHNICAL ASSISTANCE FOR REGIONAL GROWTH IN ECONOMIC DEVELOPMENT

The Texas Engineering Extension Service (TEEX) helps communities better understand themselves and their businesses through TARGET, or Technical Assistance for Regional Growth in Economic Development. TARGET taps into a wealth of resources found within TEEX and The Texas A&M University System to help your community reach its economic development potential.

### TEEX OFFERS THE FOLLOWING SERVICES TO COMMUNITIES ON A COST-RECOVERY BASIS:

**BASELINE CONDITIONS REPORT** – The baseline is a community snapshot. The report shows a community where it stands economically through four distinct components, including demographics, income statistics, industrial profile and an audit of infrastructure, financial vitality and other characteristics. The baseline, which takes four to six weeks to complete, also gives a foundation from which to build an economic development plan and industrial recruitment strategy for the future.

**EMERGENCY PLANNING** - Technical assistance is available to communities and is focused on planning for jurisdictions, agencies, companies and other organizations. Emergency planning includes four phases of emergency management: prevention, preparedness, response and recovery. TEEX employs a model that provides a structured 'rapid prototyping' approach to designing, developing and deploying customized technical assistance. Technical assistance is provided in facilitated, hands-on workshop format tailored to the needs of the customer.

**COMMUNITY ASSESSMENT** - The assessment provides the opportunity to examine the resources already available in the community. The process identifies assets, barriers, challenges and desires of the community and prepares it for moving forward in the strategic planning process. The cost and duration of TEEX's community assessment is determined on a project-by-project basis.

**STRATEGIC PLANNING** - Strategic planning systematically adjusts a community's organizational strategies in response to rapid changes in the marketplace. It determines how to best deploy resources to reach goals and provides a basis for economic strategy development. The in-depth strategic planning process requires up to a year for completion.

**WORKFORCE ANALYSIS** - A workforce analysis documents the local labor market and occupational skills pool in a community. It compares local data with regional and statewide statistics, studies a community's employment trends, analyzes local skills and wages, and profiles the strengths and weaknesses of the local labor market. The cost and duration for a workforce analysis is determined on a project-by-project basis.

**MANUFACTURING ASSISTANCE** - A manufacturing assessment identifies areas in manufacturing operations that can be improved through the implementation of Lean manufacturing concepts that reduce typical waste in production operations. Assistance in the development of Quality Management Systems in support of ISO 9001-2000 certification initiatives is available.

The Texas Engineering Extension Service (TEEX) develops a skilled and trained workforce that enhances public safety, security and economic growth of Texas and the nation through training, technical assistance and technology transfer.

To find out more about how TEEX can partner with your local community to provide economic development assistance, contact Deborah Webb at 800-541-7149 or 979-862-4716.



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