



IMCP Core Group

Visioning Workshop Notes

5/29/2014

10:00am – 12:00pm

Dalton College and Career Academy

Meeting convened by: NWGRC and the Georgia Tech Enterprise Innovation Institute

Attendees: Brian Anderson, David Apple, Carl Campbell, Andrew Carnes, Brian Cooksey, Mike D'Itri, Louis Fordham, Sarah Harrison, Brittney Hickom, Leigh Hopkins, David Howerin, Kathy Johnson, Larry Johnson, Beth Jones, Rick Layne, Ginger Mathis, Alfie Meek, Pete McDonald, Julie Meadows, Dave Moeller, Amy Parker, Don Pital, Jim Powell, Ty Ross, Leamon Scott, Peter Sigmon, Christina Span, Delmos Stone, Patrick Vickers, Barbara Ward, Stephanie Watkins, Brittney Wilson, and Ken Wright

Meeting Summary

- **Overview of the IMCP project:** A new Administration-wide initiative that will accelerate the resurgence of manufacturing and help cultivate an environment for businesses to create well-paying manufacturing jobs in regions across the country.
- **Goal of the IMCP project:** The Northwest Georgia IMCP project will develop a plan to for an Advanced Manufacturing Strategic Plan for Northwest Georgia, targeting the needs of the floorcovering industry.
- **Summary of IMCP Ideation Session (held January 8, 2014):** Participants brought 54 unique ideas to the planning process, based on EDA's six key investment elements. The top responses fell into the following idea categories: 1) Workforce, 2) Partnership Opportunities, 3) Technology/R+D, and 4) Industry Support.
- **"Rules" for Visioning Workshop:** Groups participated in two visioning exercises, ending with a read-out of the final products developed by the three groups.
 - **What's Your Cover Story?** If the NWGA region was featured on the cover of Georgia Trend 15 years from now, what would the story look like? Teams were asked to generate a headline, cover images, and sidebar stories based on

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regional success factors. Obstacles to achieving success factors and strategies for overcoming them were discussed and used to aid in the following exercise.

- **SMART Goal Development:** Using the three success factors identified in the previous exercise, groups developed three priority “SMART” (Specific, Measurable, Attainable, Realistic, and Timely) goals to achieve them.
- **Facilitated Visioning Session:** Don Pital (Georgia Tech) led a group visioning exercise, drawing on ideas presented by the five groups, in an attempt to arrive at a consensus-based vision statement for the NWGA Advanced Manufacturing Strategy. Key concepts were outlined, and a rough draft of the vision statement was crafted:

"Develop a culture of economic opportunity through education, innovation and strategic partnerships supporting the advanced manufacturing sector."

- **Key Points:**
 - The group recognizes and wants to maintain the industrial heritage and global success of not just the floorcovering industry, but advanced manufacturing as a whole.
 - Education is a common theme, including increasing access to, enrollment in, and completion of certified training and academic programs.
 - Marketing of the industry is needed to change cultural perceptions of what a career in advanced manufacturing looks like – this includes education of the community, parents, teachers, and students alike, about the diverse opportunities available in the industry.
 - Improvements in the standard of living/quality of life desired, not only will these improvements help the region thrive, they will help to attract and retain talent.
 - To keep the region attractive to industry, a need for regional transportation and infrastructure partnerships, plans, and improvements was identified.
 - There is a strong call for regional cooperation and partnership, beginning with the development of a shared vision for the region.
 - It is important to build on the momentum being generated in the region, to increase the speed at which the region can move from plan to implementation.
- **Key Questions:**
 - What does the future of the Northwest Georgia region look like and how do we get there?

- What are the unique “success factors” of advanced manufacturing in the region?
 - What are the obstacles to achieving success and how do you overcome them?
 - What are some realistic (“SMART”) goals that can be set to achieve success?
 - What can this group accomplish together that cannot be accomplished individually?
- **Next Steps:**
 - Development of a finalized vision statement
 - Goal/Action item development
 - Begin draft of the strategic plan
 - **The next meeting (July 2014) will be focused on the draft strategic plan presentation.**

Task Summary for Next Meeting

Task	Owner	Accountable To	Due Date
Vision and Goal/Action item development	All	Implementation Committee	June 2014
Draft Strategic Plan Presentation	Leigh Hopkins	All	July 2014
Final Strategic Plan	Leigh Hopkins	All	August 2014

Please feel free to contact Leigh Hopkins with any questions:

Leigh Hopkins, AICP

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