

ARC Goals and Objectives and NC Strategies

ARC Goal #1: Increase Job Opportunities and Per Capita Income in Appalachia to Reach Parity with the Nation

Strategic Objective 1.1: Foster Civic Entrepreneurship

NC Strategies:

- 1.1.1 Assist Appalachian communities with the tools they need to strategically chart their future.
- 1.1.2 Assist multijurisdictional efforts that will provide more effective delivery of programs and/or services (especially in projects combining public with private and/or non-profit sectors).
- 1.1.3 Assist communities in implementing strategic planning efforts.
- 1.1.4 Encourage development and implementation of integrated planning efforts needed to secure additional investments in Appalachian communities.
- 1.1.5 Support innovative efforts to deliver entrepreneurial skills training to small and medium-sized firms.
- 1.1.6 Support programs that will ensure the availability of a workforce with the skills and abilities required to promote economic retention and growth.

Strategic Objective 1.2: Diversify the Economic Base

NC Strategies:

- 1.2.1 Focus attention on building industries to create markets, identifying and aiding supplier chains, supporting base industries, and increasing and making more effective use of electronic commerce to enhance continued growth in targeted sectors
- 1.2.2 Encourage public-private sector partnerships and regional approaches to economic development, marketing, regional competitiveness, and business assistance

Strategic Objective 1.3: Enhance Entrepreneurial Activity in the Region

NC Strategies:

- 1.3.1 Create an economic climate conducive to the birth, attraction, and retention of innovative, entrepreneurial firms which create new products and expand into new markets.
- 1.3.2 Attract service delivery programs into a seamless system that is responsive to Appalachian North Carolina's businesses' and entrepreneurs' needs.
- 1.3.3 Aid Appalachian communities in supporting a generation of new enterprises and nurturing their early development.

Strategic Objective 1.4: Develop and Market Strategic Assets for Local Economies

NC Strategies:

- 1.4.1 Encourage development that maximizes economic potential while promoting a high quality of life and responsible management of natural resources.

- 1.4.2 Aid communities and organizations in targeting development activities that permit individuals and markets to grow while celebrating the region's natural resources and other assets.
- 1.4.3 Provide new opportunities to demonstrate cooperation with the private sector which have the potential to directly create new jobs and are replicable in other areas of the region or the state.
- 1.4.4 Encourage efforts which diversify the economic base, including asset-based development and energy – related projects.

Strategic Objective 1.5: Increase the Domestic and Global Competitiveness of the Existing Economic Base

NC Strategies:

- 1.5.1 Aid Appalachian communities in developing and sustaining a favorable business climate supporting domestically and globally competitive enterprises.
- 1.5.2 Work through the ARC's Export Trade Advisory Council and with other agencies to develop additional information resources and strategies to assist Appalachian firms

Strategic Objective 1.6: Foster the Development and Use of Innovative Technologies

NC Strategies:

- 1.6.1 Encourage the use of telecommunications technology to improve the participation of Appalachian businesses in the marketplace.
- 1.6.2 Support energy-related projects.

Strategic Objective 1.7: Capitalize on the Economic Potential of the Appalachian Development Highway System

NC Strategies:

- 1.7.1 Aid Appalachian communities in providing the physical infrastructure necessary for the creation or retention of jobs, especially those improvements linked with transportation corridors.
- 1.7.2 Encourage and support opportunities for innovative use of multimodal transportation services and networks to facilitate economic expansion.

ARC Goal #2: Strengthen the Capacity of the People of Appalachia to Compete in the Global Economy

Strategic Objective 2.1: Foster Civic Entrepreneurship

NC Strategies:

- 2.1.1 Ensure Appalachian communities will have the tools they need to strategically chart their future.
- 2.1.2 Assist multijurisdictional efforts that provide more effective delivery of programs and/or services (especially in projects combining public with private and/or non-profit sectors).
- 2.1.3 Assist communities in implementing strategic planning efforts.
- 2.1.4 Encourage the development and implementation of integrated planning efforts needed to secure additional investments in Appalachian communities.

Strategic Objective 2.2: Enhance Workforce Skills through Training

NC Strategies:

- 2.2.1 Enhance Western North Carolina's workforce through focused training and lifelong learning so education and training programs prepare Appalachia's residents for future employment—not just jobs currently available.
- 2.2.2 Assist in bridging gaps between other funding sources to provide training for a specific industrial skills area that would secure major private investments in new plants, operations, and jobs.
- 2.2.3 Assist in skill training operations that include a substantial commitment of private and local resources and have a regional application (regional significance and service area).
- 2.2.4 Provide increased access for students to technology applications that meet the needs of the state's businesses.
- 2.2.5 Implement workforce readiness programs such as technologically literate workforce training and technological training in math and science that will ensure students are given the necessary skills to enable them to find and hold jobs.
- 2.2.6 Support local and regional efforts to better prepare students, out-of-school youths and adults for post-secondary level training.
- 2.2.7 Strengthen the delivery training programs in order to improve business retention, expansion and formation efforts.

Strategic Objective 2.3: Increase Access to Quality Child Care and Early Childhood Education

NC Strategies:

- 2.3.1 Aid efforts to ensure all Appalachian students will arrive at school healthy and ready to learn.
- 2.3.2 Assist Appalachian communities in activities promoting early childhood education for all children, especially those at risk.
- 2.3.3 Work with the agencies throughout Western North Carolina to aid in filling service gaps for the children of Appalachia.
- 2.3.4 Increase access to preventive health care for children.

Strategic Objective 2.4: Increase Educational Attainment and Achievement

NC Strategies:

- 2.4.1 Assist Appalachian communities in achieving high education standards and eliciting parent and community involvement.
- 2.4.2 Assist Appalachian communities in activities promoting higher education standards that will aid in retaining students through graduation, in increasing post-secondary educational attainment, and/or involving citizens in their education systems.
- 2.4.3 Continue to support initiatives that will reduce school dropout rates.

Strategic Objective 2.5: Provide Access to Health-Care Professionals

NC Strategies:

- 2.5.1 Increase the availability of primary care and/or obstetric services, especially in Western North Carolina's Health Professionals Shortage Areas (HPSAs).

- 2.5.2 Promote the testing of new concepts and the replication of models that increase access to affordable, quality health care.
- 2.5.3 Work with the Office of Rural Health and Resource Development in locating health care professionals, with an emphasis on aiding primary care HPSAs, in Western North Carolina (using the J-1 program and other resources).
- 2.5.4 Work with the agencies throughout Western North Carolina to aid in filling service gaps for the children of Appalachia.
- 2.5.5 Work with the Office of Rural Health and Appalachian communities in filling provider gaps that limit access to quality care.
- 2.5.6 Encourage the establishment of partnerships and innovative arrangements among health care providers in order to assure quality health care resources.

Strategic Objective 2.6: Promote Health through Wellness and Prevention

NC Strategies:

- 2.6.1 Increase access to preventive health care for Western North Carolina's residents, especially children
- 2.6.2 Promote the testing of new concepts and the replication of models that increase access to wellness and preventative health care.
- 2.6.3 Support projects which include wellness and preventive healthcare.
- 2.6.4 Encourage local leaders to develop innovative, cost-effective arrangements for delivery of healthcare services including regional approaches, privatization and servicer consolidation.

ARC Goal 3: Develop and Improve Appalachia's Infrastructure to Make the Region Economically Competitive

Strategic Objective 3.1: Foster Civic Entrepreneurship

NC Strategies:

- 3.1.1 Encourage local governments to demonstrate multi-jurisdictional economies of scale in current and future infrastructure investments.
- 3.1.2 Ensure Appalachian communities will have the tools they need to strategically chart their future.
- 3.1.3 Assist communities in implementing strategic planning efforts (especially in projects combining public with private and/or non-profit sectors and/or multijurisdictional efforts that will provide more effective delivery of programs and/or services).
- 3.1.4 Encourage development and implementation of integrated planning efforts needed to secure additional investments in Appalachian communities.
- 3.1.5 Assist in local efforts that will increase the physical and economic revitalization of communities, neighborhoods and downtowns.

Strategic Objective 3.2: Build and Enhance Basic Infrastructure

NC Strategies:

- 3.2.1 Assist communities in water and sewer improvements that create and/or retain jobs.
- 3.2.2 Aid efforts to leverage additional funds that support development of needed infrastructure.
- 3.2.3 Assist communities in water and sewer improvements that alleviate health or environmental hazards (emphasizing those involving moratoria or special orders by consent), especially where these hazards constitute a barrier to continued economic development.
- 3.2.4 Assist communities in meeting federal and state pollution control requirements.

Strategic Objective 3.3: Increase the Accessibility and Use of Telecommunications Technology

NC Strategies:

- 3.3.1 Assist North Carolina's 29 Appalachian counties in charting a direction for telecommunications and securing assistance in implementing short- and longer-term strategies in community and economic development efforts.
- 3.3.2 Encourage communities and community leaders in developing the skills and tools necessary to employ existing and innovative telecommunications technology for assisting in community and economic development efforts.
- 3.3.3 Make strategic investments enhancing the availability and use of telecommunications technology.
- 3.3.4 Support telehealth as a means of universal access to comprehensive health care and as a tool for health education and training.

Strategic Objective 3.4: Build and Enhance Environmental Assets

NC Strategies:

- 3.4.1 Encourage development that maximizes economic potential while promoting a high quality of life and responsible management of natural resources.
- 3.4.2 Aid communities and organizations in targeting development activities that permit individuals and markets to thrive while celebrating Western North Carolina's natural resources.

Strategic Objective 3.5: Promote the Development of an Intermodal Transportation Network

NC Strategies:

- 3.5.1 Aid Appalachian communities in filling financing gaps to provide the physical infrastructure necessary for creation or retention of jobs, especially those improvements linked with transportation corridors.
- 3.5.2 Support local access road projects which would result in job creation or retention opportunities.
- 3.5.2 Encourage and support opportunities for innovative use of multimodal transportation services and networks to facilitate economic expansion.

ARC Goal 4: Build the Appalachian Development Highway System to Reduce Appalachia's Isolation

Strategic Objective 4.1: Foster Civic Entrepreneurship

NC Strategies:

- 4.1.1 Encourage opportunities for innovative use of multimodal transportation services and networks to facilitate economic expansion.

4.1.2 Encourage Appalachian individuals and communities to pursue community capacity building in conjunction with developing the ADHS.

4.1.3 Ensure Appalachian communities will have the tools they need to strategically chart their future.

Strategic Objective 4.2: Promote On-Schedule Completion of the ADHS

NC Strategies:

4.2.1 Work with the NC Department of Transportation to identify and overcome barriers to the development of the ADHS.