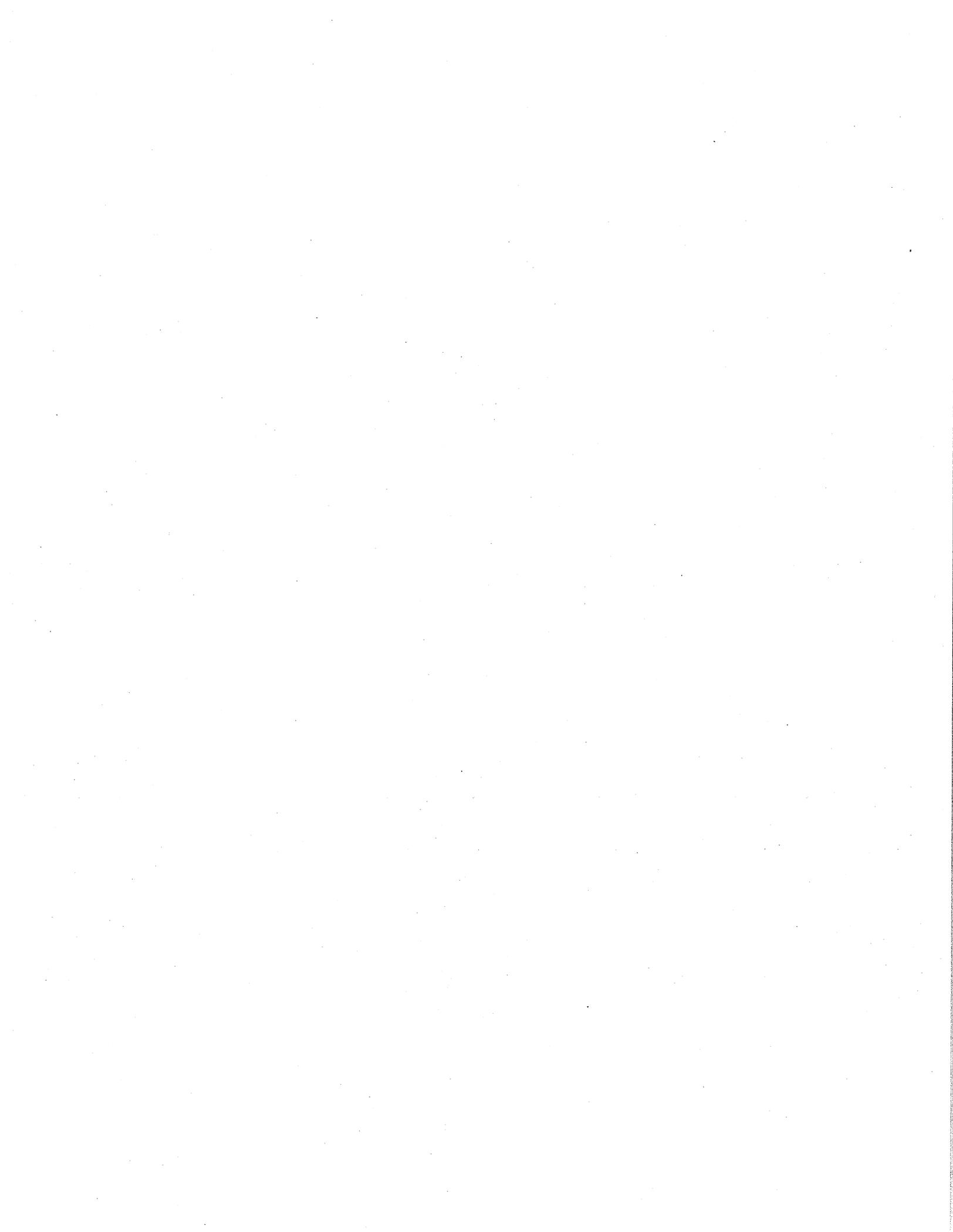


## **ACT 125 STRATEGY**



# MEMO



**To:** Reed Hall, Secretary & CEO  
Ryan Murray, Deputy Secretary & COO

**From:** Emily Clavette  
Kelly Lietz  
Hannah Renfro  
Amy Young

**Date:** March 11, 2013

**Re:** Act 125 Strategy

Act 125 is a data intensive report covering an assessment of Wisconsin's economic development programs, including WEDC's, other state agencies', and WEDC's partners. It is an integral piece of WEDC's commitment to transparency and accountability and, used appropriately, it can be an essential tool for reporting that we can use for a myriad of purposes.

We have not optimized our use of the Act 125 report. This memo outlines a method for doing so. We want to help:

- prepare a report that tells WEDC's story (and possibly the story of our extended enterprise partners as well);
- create a format with user friendly capabilities that satisfy the interests of our myriad stakeholders and assuages any concerns about transparency;
- prepare a report from which other reports can be easily created;
- develop a system that allows for real-time reporting;
- create a streamlined process for collecting, entering, and verifying the data; and
- create a streamlined process for drafting the narrative pieces of the report.

To this end, we propose the following for your approval.

**First** is renaming the report. It will be called the *Impact Report*. The preface written in the report will make reference to the report fulfilling WEDC's reporting obligation under Wis. Stat. § 238.07(2).

**Second**, we will make clear the ownership of the report. The entire organization has a stake in the report and each of us is accountable for making it the best and as accurate as possible. But someone or a group of staff must own the process of completing the report.

We propose that Hannah (Chief Legal Counsel and Compliance Officer), Emily (Regulatory and Risk Management Specialist), Amy (Director of the Office of Public

Policy), Kelly (Vice President of Marketing and Communications), and the Business Analyst comprise the steering committee for the Impact Report.

With oversight by Hannah, Emily will be the reporting specialist for Act 125 and other similar reports, e.g. the joint finance quarterly reports. Emily will own the compilation of the report including preparing a work plan and calendar for completing the report; communicating with staff about the expectations, both substantive and timing; working with staff, partners, other agencies, and customers for an efficient and effective process for completing the reports; and handling producing the data into the appropriate format. Emily will be responsible for optimizing the data collection process internally, with other agencies, and our partners.

Amy will be charged with outlining the strategic vision for the report, drafting the narrative portions of the report, managing the communications about the report to federal and state governmental officials, and delivering it to the legislature.

Kelly will be responsible for providing a plan for marketing the report to reach all of WEDC's stakeholders.

Finally, the Business Analyst will be charged with ensuring that the database is fully searchable, allowing greater access for stakeholders looking for different types of information. In addition, the Business Analyst will ensure the data is clean and accurate.

**Third**, we will display the data using a map, the *Impact Map*. The report will include a link to the full searchable database. But the cumbersome database will not drive the report. Instead, the Impact Map will display pinpoints on businesses to which WEDC has provided an award. When the user rolls over the pinpoint, the basics of the award will be shown - the company, amount and type of award, the project, and deliverables. We can also display an Impact Map based on natural resources, utility, wages, or transit; categorize awards shown by industry or division; or rural development. We will begin exploring the map feature and develop a timeline. It is not clear whether it can be ready for the 2013 report.