

FORGING NEBRASKA'S FUTURE

**Governor's Conference
on Rural Development**

April 18, 2012

THE NEBRASKA CHAMBER'S
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*Mission: Using a business-like model,
develop strategies to stimulate long-
term economic opportunity and increase
good jobs and population in Nebraska.*

*Together, let's build a better Nebraska
for the NEXt Generation!*

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SIMILAR MODEL INITIATIVES

Nebraska Planning Efforts

- New Seeds for Nebraska (1987)
- SRI Report
- Milken Institute "Nebraska's Position in Technology and Science"
- Various Targeted Industry Reports
- Nebraska Renaissance "Action Plan for Growing Nebraska"
- Battelle Report
- Legislative Long-Term Planning Committee (2011)
- Lots of National Rankings

New Models: Florida and Kentucky State Chambers
Similar Planning Activities in VA, UT and AR

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SIMILAR MODEL INITIATIVES

Florida Chamber of Commerce

- Vastly Changing State Economic Climate
- Lots of Emotional and Confrontational Discussion
- Driven by Florida Chamber
- "TheFloridaScorecard.com"
 - Updated Annually
 - More than 100 Individual Benchmarks
- 6 Key Pillars/Performance Metrics
 - Talent Supply and Education
 - Innovation and Economic Development
 - Infrastructure and Growth Leadership
 - Business Climate and Competitiveness
 - Civics & Governance Systems
 - Quality of Life & Quality Places
- Very Business and Association Driven
- Basis for Florida Chamber Annual Policy Agenda
- Mark Wilson Presented to Nebraska Chamber Board in late 2010



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SIMILAR MODEL INITIATIVES

Kentucky Chamber of Commerce

- "New Agenda for Kentucky" ('08)
- Driven by Kentucky Chamber
- 5 Transformational Goals
 - Improving Educational Attainment
 - Modernizing Government
 - Promoting Wellness and Healthy Kentuckians
 - Preparing Kentucky to Successfully Compete in the Global Marketplace
 - Expanding Kentucky's Role as a Energy Leader
- Very Public Process Facilitated by Chamber
- Solicited Ideas from Public
- Basis for State Chamber Policy Agenda -- Annual Progress Report



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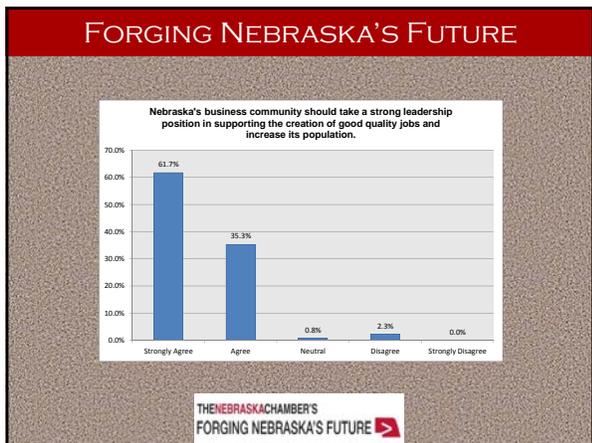
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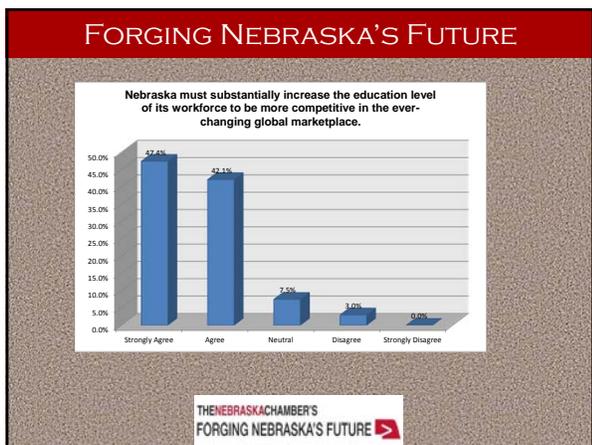
Expectations of the Nebraska Process

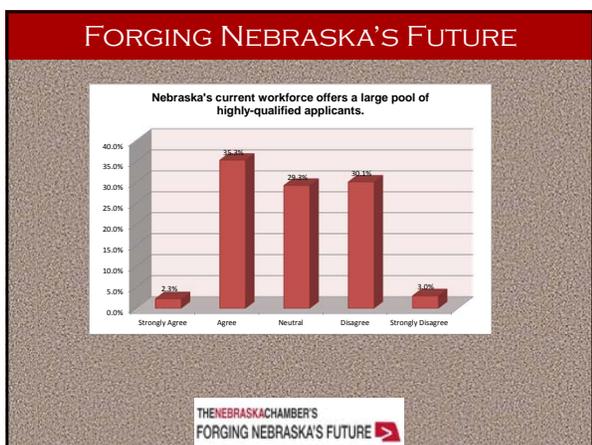
- Positive statewide dialogue
- Open to new and creative ideas
- Input from numerous stakeholders
- Identifiable weaknesses (data driven)
- Solutions focus
- Emphasis on macro issues (no issue creep)
- Focus final recommendations on 4-6 realistic strategies
- Provide open and realistic feedback to interested parties
- Have an implementation strategy

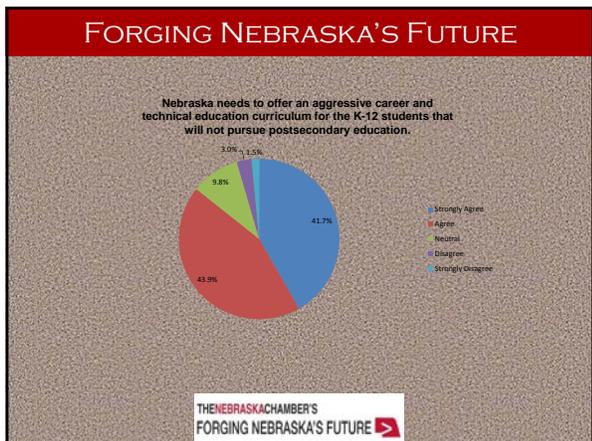


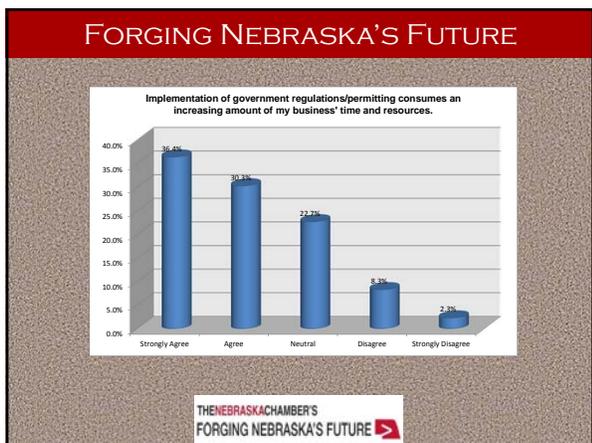
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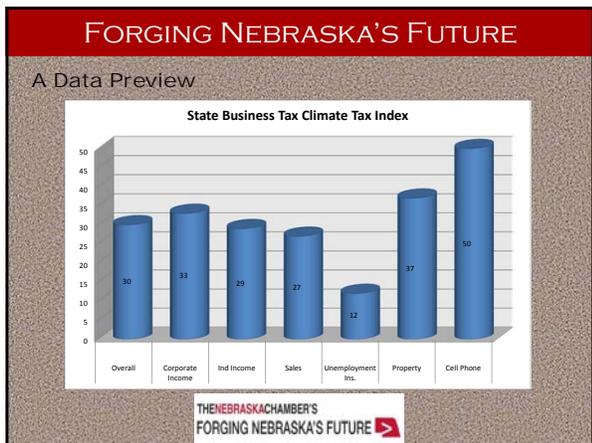








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| <p>Activities To Date:</p> <ul style="list-style-type: none"> • Review of Other State Efforts • 75+ Personal Interviews • Stakeholder Groups • Baseline Metric Research • Basic Surveying • Funding Research and Solicitation • Meetings with Select Elected Officials • Announcement of Advisory Committee <ul style="list-style-type: none"> • 2/3 Board/ Stakeholders • 1/3 Reps Under 35 • Bob Harris, Chair | <p>General Ideas/Concerns:</p> <ul style="list-style-type: none"> • NE Needs World-Class Workforce • Increase Focus and Relevance of Nebraska Educational Systems (how to serve technical and skills needs) • Create Communities That Are Attractive to New Residents and Young Families • Improve Linkages Between Higher Ed and Business • Assure Consistent and Efficient Government Regulation • Modernize Government and Increase Efficiency to Foster a Total Tax Burden Below the National Median • Find Creative Solutions for Stimulating Value-Added Ag and Rural Development • Assure Adequate Technology Access and Utilization in Public and Private Sector • Create National Marketing Campaign Showcasing Nebraska's Benefits |
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A Data Preview

STATISTIC	US AVG	NE AVG	NE RANK
Student Loan Debt Per Higher Ed Graduate (2010)	\$25,250	\$21,277	18
% of High School ACT Takers Meeting or Exceeding College Readiness Scores	25%	29%	
Per Capita Income (2010)	\$40,584	\$39,557	23
Academic Research and Development Per \$1,000 of State GDP (2007)	\$3.55	\$4.54	13
Industry Research and Development Per \$1,000 of State GDP (2010)	\$19.50	\$6.09	36
Total Expenditure Per Pupil in Fall Enrollment in Public Elem and Sec Education (2007-08)	\$11,950	\$12,287	17
Percentage of Persons 25 & Over Completing High School/GED (2010)	85.6%	90.4%	9
Number of Local Government Units Per 100,000 Population	29.7	150.27	

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Questions?

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