

## **ARC GOALS AND OBJECTIVES**

**Goal 1- Economic Opportunities**

**Goal 2- Ready Workforce**

**Goal 3- Critical Infrastructure**

**Goal 4- Natural and Cultural Assets**

**Goal 5- Leadership and Community Capacity**

**Goal 1—Economic Opportunities: Invest in entrepreneurial and business development strategies that strengthen Appalachia’s economy.**

**Objectives**

- a. Strengthen entrepreneurial ecosystems and support for existing business.
- b. Support the startup and growth of businesses, particularly in targeted sectors.
- c. Enhance the competitiveness of the Region’s manufacturers.
- d. Promote export strategies to connect startup and established businesses with external and global markets.

**Investment Goal 1: Outcome Measurement**

*Goal 1 primarily addresses ARC’s performance targets to create and strengthen businesses, create and retain jobs, and leverage private investment.*

**Goal 2—Ready Workforce: Increase the education, knowledge, skills, and health of residents to work and succeed in Appalachia.**

**Objectives**

- a. Develop and support educational programs and institutions to prepare students for postsecondary education and the workforce.
- b. Support programs that provide basic and soft-skills training to prepare workers for employment.
- c. Develop and support career-specific education and skills training for students and workers, especially in sectors that are experiencing growth locally and regionally and that provide opportunities for advancement.

- d. Increase local residents' access to STEAM and other skills training on state-of-the-art technology and processes across all educational levels.
- e. Improve access to affordable, high-quality health care for workers and their families.
- f. Use proven public health practices and establish sustainable clinical services to address health conditions that affect the Region's economic competitiveness.
- g. Develop and support sustainable programs that remove barriers to participating in the workforce.

**Investment Goal 2: Outcome Measurement**

*Goal 2 primarily addresses ARC's performance target to educate and prepare students and workers to participate in the Region's economic opportunities.*

**Goal 3— Critical Infrastructure: Invest in critical infrastructure—especially broadband; transportation, including the Appalachian Development Highway System; and water/wastewater systems.**

**Objectives**

- a. Promote the productive and strategic use of broadband and other telecommunications infrastructure to increase connectivity and strengthen economic competitiveness.
- b. Ensure that communities have adequate basic infrastructure to implement their community and economic development objectives.
- c. Support the construction and adaptive reuse of business-development sites and public facilities to generate economic growth and revitalize local economies.
- d. Complete the Appalachian Development Highway System and construct local access roads to strengthen links between transportation networks and economic development.
- e. Invest in intermodal transportation planning and infrastructure that builds on the ADHS and maximizes the Region's access to domestic and international markets.

**Investment Goal 3: Outcome Measurement**

*Goal 3 primarily addresses ARC's performance target to increase access to improved infrastructure for businesses and households.*

**Goal 4—Natural and Cultural Assets: Strengthen Appalachia's community and economic development potential by leveraging the Region's natural and cultural heritage assets.**

**Objectives**

- a. Preserve and strengthen existing natural assets in support of economic opportunities that generate local and regional benefits.
- b. Preserve and strengthen existing cultural assets through strategic investments that advance local and regional economic opportunities.
- c. Support strategic investments in natural and cultural heritage resources to advance local economic growth.
- d. Support preservation and stewardship of community character to advance local economic growth.

**Investment Goal 4: Outcome Measurement**

*Goal 4 primarily addresses ARC's performance target to create and strengthen businesses through initiatives tied to asset development. Goal 4 also addresses ARC's performance target to enhance community capacity.*

**Goal 5—Leadership and Community Capacity: Build the capacity and skills of current and next-generation leaders and organizations to innovate, collaborate, and advance community and economic development.**

**Objectives**

- a. Develop and support robust inclusive leadership that can champion and mobilize forward-thinking community improvement.
- b. Empower and support next-generation leaders and encourage authentic engagement in local and regional economic and community development.
- c. Strengthen the capacity of community organizations to articulate and implement a vision for sustainable, transformative community change.
- d. Support visioning, strategic planning and implementation, and resident-engagement approaches to foster increased community resilience and generate positive economic impacts.
- e. Develop and support networks, partnerships, and other models of collaboration that catalyze public, private, and nonprofit action for community impact.

**Investment Goal 5: Outcome Measurement**

*Goal 5 primarily addresses ARC's performance target to strengthen leaders and enhance community capacity.*