Business Retention and Expansion in Your Community
Course Syllabus 2014

Week of Jan. 14  Introduction - Online

Jan. 21-22*  Introducing the BR&E Process - Face-to-Face at U.M. Humphrey School of Public Affairs*

- Welcome and Orientation
- Fundamentals of Business Retention and Expansion
- Team Development and Planning
- Volunteer Visitor Training
- Business Visit
- Warning Flag Review
- Research Methods and Survey Instruments
- Task Force Retreat

Jan. 23-24  EDAM Winter Conference in Edina (not connected to the course but conveniently scheduled the same week)

Jan. 27-Feb. 5  Responding to Warning Flags - Online

Feb. 4, 2-4 p.m.  Live -- Warning Flags discussion – Online

Feb. 6 – Feb. 16  Reviewing Data, Identifying Projects - Online

Feb. 13, 10-noon  Live -- Research Review discussion – Online

Feb. 17 – Feb. 26  Interpreting Data, Selecting Project Ideas - Online

Feb. 27 – March 9  Sharing News and Inspiring Action – Online

March 10 – March 20  Sustaining the Momentum – Online

March 19, 10-11:30  Live -- Discussion about the sequencing and big picture of BR&E works -- Online
Explain Extension BR&E services & BR&E Tools

March 24  Course papers due by noon, central time

March 25, 10:30-2:30  Live -- Bringing It All Together – Online
Evaluation
Presentations of Community Plans

Note: For Minnesotans, you will have the opportunity to connect with Extension Educators from our BR&E team. The Extension Educator in your region of the state will check on your progress or answer any questions about BR&E principles or techniques. You may also contact your Extension Educator at any time during the course.

*January 21-22 Face-to-Face: University of Minnesota Humphrey School (room 215), 301 19th Avenue S, Minneapolis, MN 55455. Starts 10 a.m. on 21st. Ends 2 p.m. on 22nd.