



# Expanding on BRE Fundamentals

Explore these six supplemental courses to broaden your skill set in the Business Retention and Expansion curriculum. These courses, in conjunction with other requirements, qualify you for the next level of BREI certification, Business Retention Expansion Professional.

## **Building Effective Teams**

Develop an understanding of the elements that comprise a successful BRE program including groups, organizations and individuals. The potential and limitations of each provide insight for establishing and sustaining a strong BRE program.

In this course you will learn:

- Recruitment
- Orientation
- To Make Meetings Effective and Efficient
- Strategic Relationship Building, Partnerships, Coalitions and Collaborations.

## **Establishing and Operating a BR&E Program**

Identify the steps necessary to create a BRE program within various frameworks.

In this course you will learn:

- Benefits of different programs
- Planning and Goal Setting
- Budgeting
- Adapting to Meet Your Community's Needs
- Identifying and Working With Partners and Organizations
- Visitation Team Training and Management
- Contact Management
- Data Collection, Analysis and Application
- Sustainability Through Integration of Economic Development Plans
- Response Tactics to Identified Business Issues
- Long-term BRE Planning

## **Sources and Uses of Secondary Data**

Become acclimated to secondary economic data resources in this comprehensive introduction to the topic.

In this course you will learn:

- Data Resources: Federal, Regional, State and Local
- Resource Usage and Limitations

## **Survey Design and Analysis**

Acquire a working knowledge of the survey process including what data needs to be collected and how to obtain it.

In this course you will learn:

- Articulating the Need for Surveys
- Types of Surveys and Their Applications
- Obtaining Outcome Information
- Survey Method Selection
- Sample Design and Size
- Question Development
- Implementation Tactics
- Collection and Storage of Data
- Analysis Techniques
- Reporting

## **Community Economic Analysis**

Gain and develop the basic tools for understanding your local economy and learn where to find the necessary data.

In this course you will learn:

- Local Demand Assessment: Trade Area, Potential Sales, Pull Factor, Demand Threshold
- Retail Seepage: Location Quotient, Census-to-Employment Ratios
- Community Competition: Regional Evaluation Tools, Shift Sharing, Gross County Product

## **Evaluation “Showing the Worth of Your BR&E Program” Planning and Implementing Evaluation Strategies**

In this course you will learn how to:

- Demystify the jargon!
- Determine where you’re at before you can determine where you’re going
- Know what your goals are and when you’ve reached them
- Effectively track and share your story and success