



# Fort Dodge & Webster County

Synchronist Data Utilization

# Fundamentals

- ▶ City of Fort Dodge - BR & E Program - Gathers Data from Businesses
- ▶ Greater Fort Dodge Growth Alliance Prepares Annual Report

Ask for Specifics on responses

Set up a procedure for follow-up items to ensure assistance tasks are completed, and actions are recorded.

Reports to take a deeper dive into the data;

- ❖ Communities Strengths and Weaknesses
- ❖ Company Rankings by Peer Group - Value, Growth, Risk & Satisfaction
- ❖ Expansion Opportunities Report - Investment Forecast Report
- ❖ Expansion: Growth & Warning - Companies growth, needs & barriers
- ❖ Workforce Skills Gap Report - Positions available or challenging to fill

# There is a built-in story to be told

- ▶ Appeal to your audience with a relatable narrative, it helps them understand what you are trying to communicate.
- ▶ While conducting your data analysis, identify & include;
  - ❖ A problem that has arisen
  - ❖ A need that has been identified
  - ❖ A project or initiative that has been devised
- ▶ Two prong approach to reporting
  - ❖ Sketch out your framework. Use structural elements to build a foundation for organizing, categorizing and narrating results
  - ❖ Then, provide content around your story to get your reader invested in the outcome.

# Essential Structural Elements

- ▶ Executive Summary - Year in Review - How did we get here?
- ▶ Economic Development Summary - Community Projects
- ▶ What we Do - Our Impact - GFDGA impact on the Community
- ▶ Webster County Economy
- ▶ Interpreting Results - What did we discovered
- ▶ Looking into the future
- ▶ Note Methodology - How did we do this?

STATS & STORIES...Over-reliance on one will diminish the value of the report

# Presenting your story

- ▶ Set up an annual schedule for reporting to internal and external leadership  
Regular reporting encourages a regular review of data.
  - ❖ Example: Run the Workforce Skill Gap Report quarterly
- ▶ **Audience /Stakeholders**
  - City Council - Departments providing Community Services
  - Chamber Board or Committee's (EX: Workforce)
  - County Supervisors
  - State Decision makers
  - Partner Organizations or Community Service Providers
  - Businesses Interviewed
  - Schools
  - Service Clubs

# Additional Data Utilization

- ▶ Data can also be used to;
  - Tie into your City or Chambers Strategic Planning
  - Develop Public Policy and Programs
  - Marketing your County/Community



Dawn Larson  
Economic Development Specialist  
City of Fort Dodge  
(515)576-4551  
[dlarson@fortdodgeiowa.org](mailto:dlarson@fortdodgeiowa.org)