

# Bonding Community with Industry

## Case Overview

### Background

One rural Indiana region is highlighted as the international leader of a specific medical industry. The community benefits of such an honor can be momentous but trepidation exists about the monopolistic effect of total reliance on one industry.

A non-profit organization whose mission includes promoting and developing this region as the world industry leader asked for SMARI's help gauging awareness of the group and its mission among key stakeholders.

#### Innovative tools used for this area of Applied Research:

- ✓ Brand Interpretation
- ✓ Segmentation
- ✓ Predictive Analytics
- ✓ Text Analytics
- ✓ Recall Measurement

#### Presented by:



## Research Methodology

Qualitative research in the form of ten in-depth interviews aligned the basis for a quantitative study among stakeholders in the industry and community. A quantitative survey allowed for deeper and more statistically significant exploration of qualitative findings.

Key indicators of familiarity, favorability and likely to financially support the non-profit organization unearthed clear differences in stakeholders highlighting the best group to look toward for some means of partnership to enhance the community and further the industries entrenchment in the region and beyond.

## Research Outcome

Results also showed a lack of involvement with the community and the non-profit organization by industry executives. One group targeted as a prime source for promoting the medical industry and the regional community are suppliers to the industry. Suppliers not only rely on the medical industry for their livelihood, they also live in the community, have strong ties with other local businesses and have an invested interest in the same mission as the non-profit organization: building the industry and its ties with the region.

#### Specific findings Uncovered:

- U Providing local, skilled workers for all levels of job categories includes initiating educational opportunities in continuing education as well as at the K-12 level.
- Community development and building a regional reputation as an innovation hub are keys to raising attractiveness of the region to entice a wider range of potential employees; namely, young single workers as well as families.
- By promoting the non-profit organization's advocacy for the region and the industry plus the implementation of beneficial attractions like early education, partnership with local stakeholders and industry innovation will help build the regional medical industry and strengthen the region's reputation as a world leader.