

Attachment A

Overview of *Invented Here: Transforming the Southern Economy*

Invented Here is SGPB's strategic plan for the SGPB region achieving an exemplary quality of life and raising the level of economic involvement of its citizens and communities by understanding and using the power of innovation. *Invented Here* is SGPB's 2001 Report on the Future of the South.

Invented Here is the first SBPB report developed with full involvement of one of SGPB's standing advisory councils – the Southern Technology Council (STC) which you will chair this upcoming year as Chair-Elect of SGPB. The STC started this process in 2000 with the publishing of *Measures of Southern Growth*, which collected information on all aspects of Southern states' technology-and-innovation performance. The STC then held a strategic planning retreat and conducted focus groups in each state. The STC developed the following vision statement, which underlies and informs all the work that led to *Invented Here*:

All citizens of the South will experience an exemplary quality of life made possible by a dynamic, diversified, growing, sustainable, and competitive Southern economy.

Following World War II, Southern states converted their economies from that of agrarian economies to manufacturing-intensive economies by offering cheap land, low taxes and inexpensive labor. Recognizing the relative shortage of headquarters operations and research and development facilities in the South, southern states began in the 1980's to turn their attention to building economies from within with their innovation investments (discussed in SGPB's *Turning to Technology* in 1989). *Invented Here* is designed to help complete the transformation to the next economy where Southern states will create their own futures based on the innovative capacity of their citizens and businesses.

Invented Here bases the transformation of the South's economy on the above vision, and the following three goals, with their 13 objectives and 74 benchmarks. One goal seeks to raise the perceived value of education in the South, a second sets a course for harnessing the full potential of innovation and the third places quality of life in its heightened position in the knowledge economy:

Goal 1: “Create a culture of learning throughout the South, in which the acquisition, creation and application of knowledge is viewed as central to our health, happiness and prosperity.”

It is supported by 6 objectives and 33 benchmarks. See pp. 22-29 for discussion.

Goal 2: “Encourage and support innovation and entrepreneurship.”

It is supported by 4 objectives and 23 benchmarks. See pp. 30-35 for discussion.

Goal 3: “Create and sustain a quality of life that is attractive to globally competitive businesses and employees.”

It is supported by 3 objectives and 18 benchmarks. See pp. 36-43 for discussion.

Mississippi’s baseline measures for these benchmarks are provided on pp. 56-57 of the report.

The benchmarks established for this process are comprised of 2 sets of data: direct performance indication (e.g., R&D investments, new company starts) and measures of the perception of the Southern quality of life (e.g. what Southerners believe about the quality of the environment or the status of health care). SGPB staff will now work with the ten states to set 10-year targets for success at the state level for each of the plan’s benchmarks and annual reports will be published detailing the progress of the states toward these targets.

Pages 12-21 of *Invented Here* gives a status report/assessment of the STC’s 1989 *Turning to Technology* report. These pages present several indicators of progress, including education. The comments that you made in Atlanta last week at the SREB meeting regarding accountability and assessment could be very relevant here – the critical assessment is not are we teaching students that $2+2=4$. Rather, it is the question of if we are teaching our students and preparing our workforce with the knowledge and skills that they need to succeed in today’s economy.

Invented Here provides SGPB and policymakers within the region the information necessary to analyze and assess our ability to continue to strive towards improving the quality of life for our citizens and enhancing the South’s ability to compete and advance in the New Economy.