



# Grow Nebraska: 2023 Goals and Priorities

## NEBRASKA DEPARTMENT OF ECONOMIC DEVELOPMENT

### Mission:

- Create opportunities through more effective, efficient, customer-focused State Government.

### Priorities:

- Efficiency and Effectiveness
- Customer Service
- Growth
- Public Safety
- Reduced Regulatory Burden

### Values:

- The Taxpayer
- Our Team
- Simplicity, Transparency, Accountability, Integrity
- Respect

### Our Governor's Strategic Pillars:

- Developing Our People
- Cutting Red Tape
- Managing the Budget/Tax Relief
- Promoting Nebraska Domestically and Internationally

## ➔Goal 1:

### **Economic Growth and Expansion**

Recruit high-wage, high-tech job creators to Nebraska while encouraging the expansion of existing firms. Strengthen the entrepreneurial ecosystem and promote investment in high-growth startups and small businesses. Develop first-rate sites, including a mega-site, to attract major projects. Prioritize continued action to address the workforce housing shortage. Foster community development and a better quality of life. Grow Nebraska exports and international investment opportunities.

## ➔Goal 2:

### **Talent Retention and Recruitment**

Address the skilled workforce shortage in communities urban and rural. Increase internships and apprenticeships while promoting direct pathways between students and employers. Engage with the private sector to launch successful out-of-state recruitment initiatives and attract diverse talent. Support the training and upskilling of employees to meet industry demands. Establish a robust pipeline between Nebraska employers and separating military personnel from Offutt AFB and other states.

## ➔Goal 3:

### **Brand Recognition**

Promote and grow The Good Life Is Calling campaign to increase Nebraska's presence on the national stage. Creatively tell our story to attract opportunity seekers and roots returners to the state. Engage with employers, policymakers, nonprofits and the educational system to encourage statewide campaign buy-in and participation. Make Nebraska synonymous with The Good Life Is Calling slogan. Celebrate and communicate our successes growing Nebraska.

## ➔Goal 4:

### **ARPA Execution**

Successfully execute the State's ARPA plan by making transformative investments in Nebraska's communities. Optimize every dollar entrusted to DED's oversight. Deliver first-class customer service to grant applicants and awardees. Ensure rigorous compliance with state and federal statutes.

## ➔Goal 5:

### **Airtight, Scalable Infrastructure**

Scale up operational capacity to support DED's tenfold growth from a \$100 million to \$1 billion agency. Redesign organizational structures to better manage increased workloads. Upgrade risk management systems and controls across the enterprise. Develop change management processes to become more agile as an agency. Strategically partner with vendors and contractors to enhance efficiency. Leverage new technologies and automation to maximize productivity. Adjust policies and procedures to streamline workflows.

**#WeAllWearTheSameJersey**