



Navajo Nation Comprehensive Economic Development Strategy (CEDS)



Community Work Session 01 – Part 1
2023 Navajo Nation Economic Summit



Agenda



Welcome + Intro (5 min)



Project Overview (10 min)



Polling Questions (5 min)



2 Community Exercises (35 min each)



Wrap Up - Q&A + Next Steps + Giveaway (15 min)





Team Intro



KIM KANUHO
President/ Planner,
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Group



ALISHA L. MURPHY
Economist,
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Development





Joe McClure
Economist,
McClure Consulting



Brian Skeet
Creative Designer,
Brian Skeet Design



Mariah Kerrihard
Intern Planner,
Fourth World
Design Group



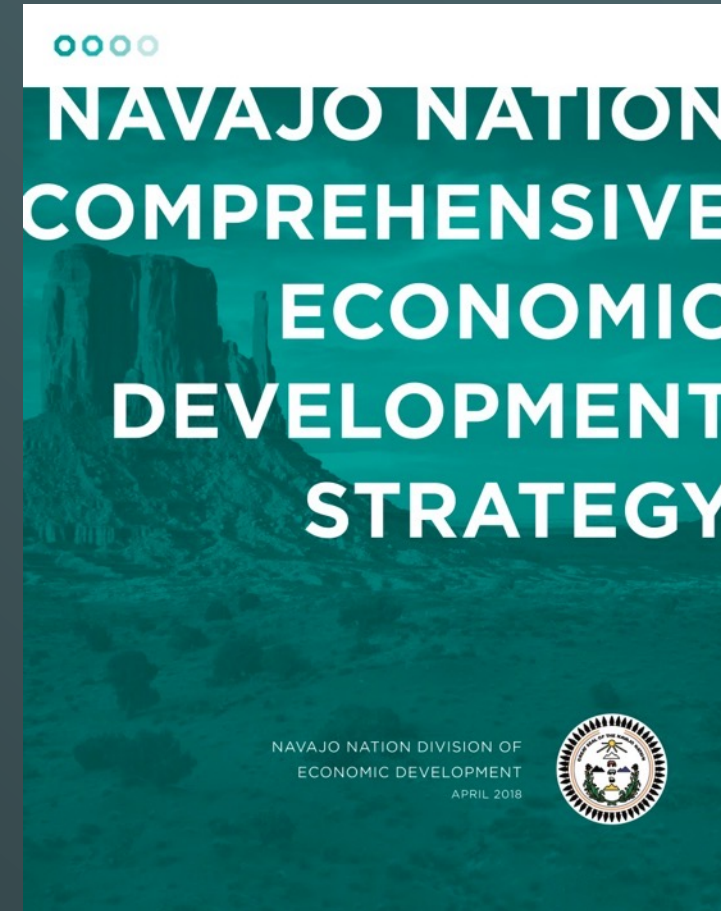


Project Overview



Project Objective

- To develop an updated Comprehensive Economic Development Strategy (CEDS) with the Navajo Nation Division of Economic Development.



What is a CEDS?

- **“A CEDS is a strategy-driven plan for regional economic development.** A CEDS is the result of a regionally-owned planning process designed to build capacity and guide the economic prosperity and resiliency of an area or region.” **U.S. Economic Development Administration**
- **The CEDS Serves as a guiding document that promotes collaboration, align resources, supports resilience, and facilitates strategic economic development planning.** It helps create a sustainable and prosperous future by leveraging their unique strengths and addressing their specific economic challenges.
- The CEDS will **serves as an economic roadmap to help guide the economic initiatives of the Navajo Nation.** Basically, an Economic Strategic Plan. Updated every few years.



CEDS Requirements

1. **Summary Background:** A summary background of the economic conditions of the region;
2. **SWOT Analysis:** An in-depth analysis of regional strengths, weaknesses, opportunities and threats;
3. **Strategic Direction/Action Plan:** Strategic direction and an action plan (flowing from the SWOT analysis), which should be consistent with other relevant state/regional/local plans
 1. Strategic Direction – Vision, Goals and Objectives
 2. Action Plan: Implementation
4. **Evaluation Framework:** Performance measures used to evaluate the organizations implementation of the CEDS and impact on the regional economy.
5. **Economic Resilience: (New)** Planning for and Implementing Resilience



NNCEDS Economic Planning Process

1

- Navajo Nation Summary Background, Economic Overview and Demographics

2

- Defining Economic Development on the Navajo Nation
- Economic Strengths, Weakness, Opportunities and Threat (SWOT) Analysis

3

- Strategic Direction/Action Plan
 - Economic Vision and Priorities
 - Goals, Objectives and Action Plans

4

- Evaluation Framework

5

- Economic Resilience (New)



Project Background + Timeframe

- **Background**
 - Data Priority - CEDS
 - Contract/NN Priority 1
 - ARPA Funding
- **Timeframe**
 - 12 month project
 - Began Feb 2023
 - Ends Feb 2024



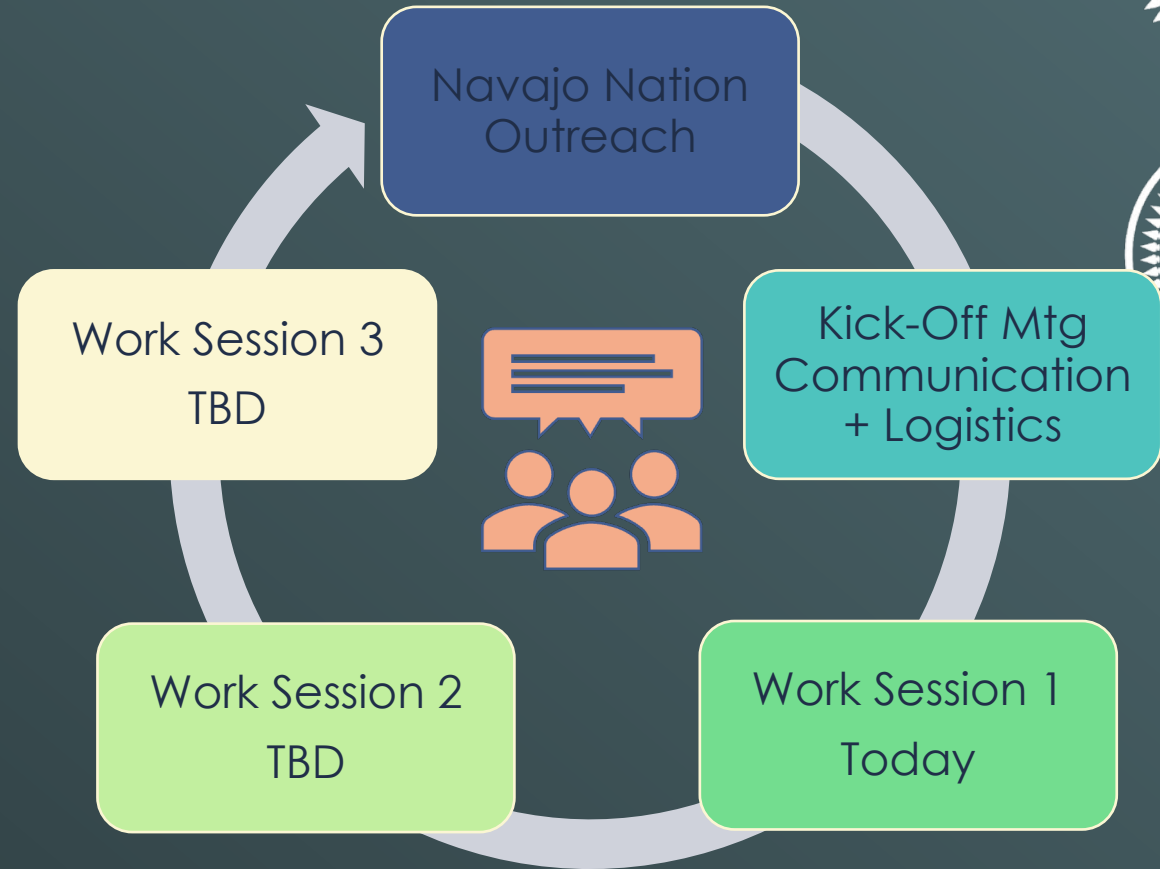
Approach

- Navajo Nation Economic Data
 - Data Sovereignty
 - Paradigm Shift – How we look at data
- Assess how we define economic development from a Navajo perspective
- Assess Navajo economic and socio-economic data to best reflect the Navajo Economy
 - Primary Data – Internal Existing
 - Baseline Data – External Existing
- Goal - Establish quality and accessible economic data with the Navajo Nation for the future
- Other Tribes/ Examples



Community Outreach

- Provide Project Updates
- Communicate, Collaborate + Engage
- Gain Valuable Feedback from Community
- COVID-19
- Importance of Community Input



Materials Reviewed & Assessed

- Navajo Nation CEDS – 2007 to 2008 and 2018
- Navajo Nation Tribal Enrollment Count
- Navajo Nation Boundary (GIS)
- Currently still gathering information from Navajo Nation entities.





Polling Questions



Poll Everywhere: Online Instructions

- **QR Code (Recommended)**

- Agree/Accept Cookie Policy and Enter Name



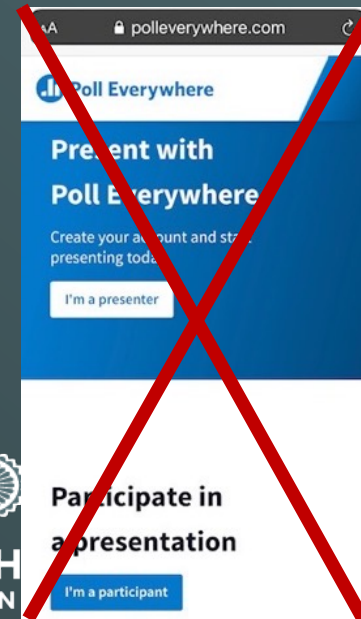
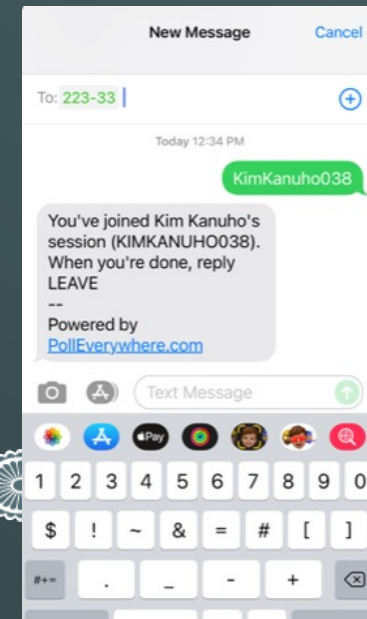
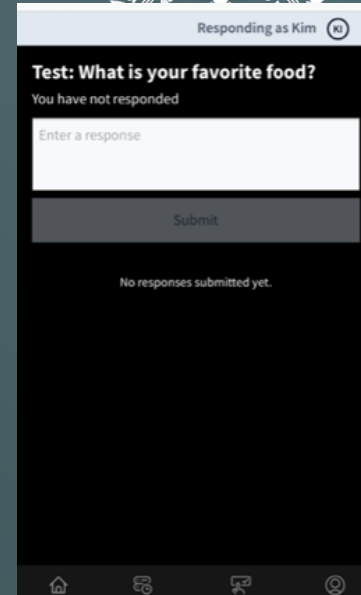
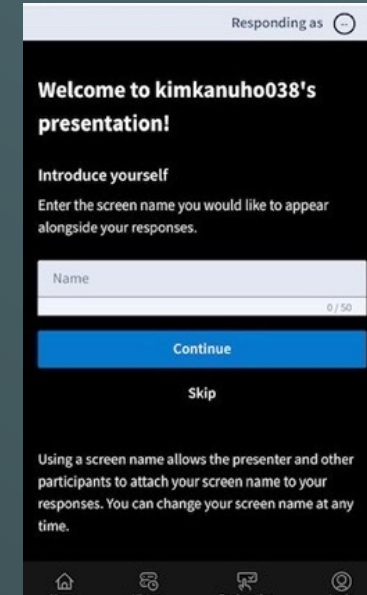
- **Web**

- Visit PollEv.com/kimkanuho038
- Agree/Accept Cookie Policy and Enter Name

- **Text**

- Text [kimkanuho038](https://www.poll-everywhere.com/) to [22333](https://www.poll-everywhere.com/)
- Auto join and text responses
- Do not click on Web Link
- See live responses in real time

Do not Click



Test Q: What is your favorite Navajo traditional food?

tortillas
blue mush
corn achii

When poll is active, respond at pollev.com/kimkanuho038

Text **KIMKANUHO038** to **22333** once to join

Which Agency are you affiliated with?



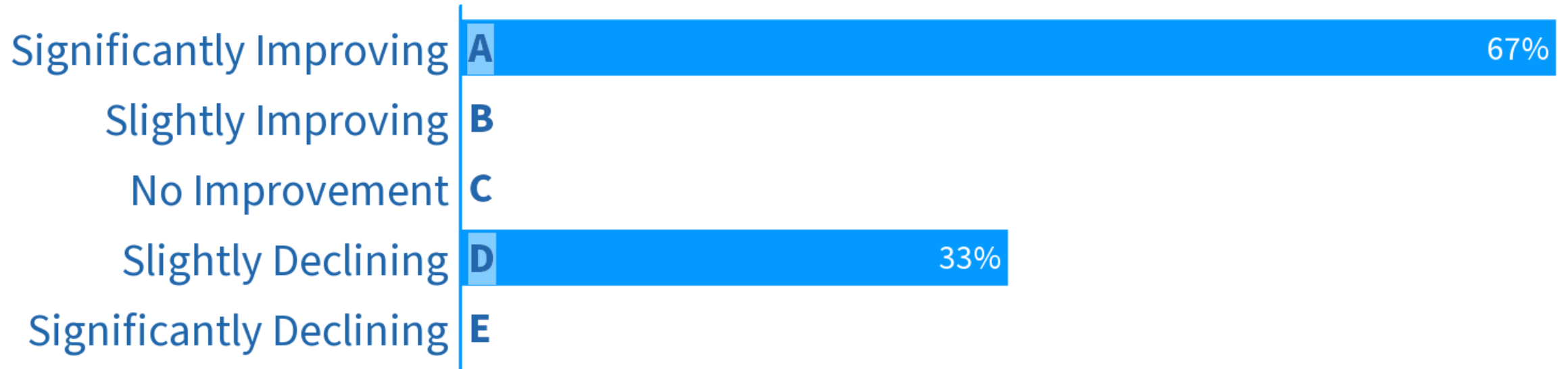
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I am a...



Where do you see the Navajo Economy in 10-20 years?





Community Exercises



Exercise 1: Defining Economic Development on the Navajo Nation



- What is Economic Development?
 - “Creating the conditions of economic growth and improved quality of life by expanding the capacity of individuals, businesses, and communities to maximize the use of their talents and skills to support innovation, job creation, and private investment.” U.S. EDA



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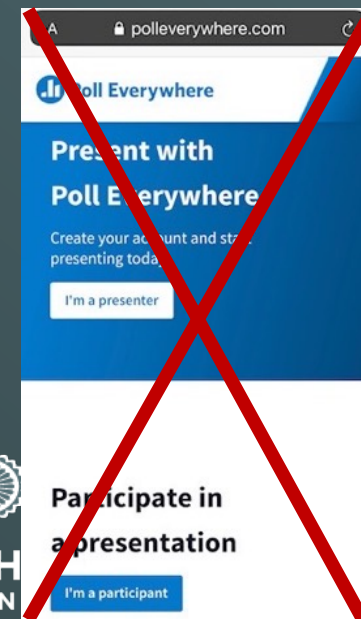
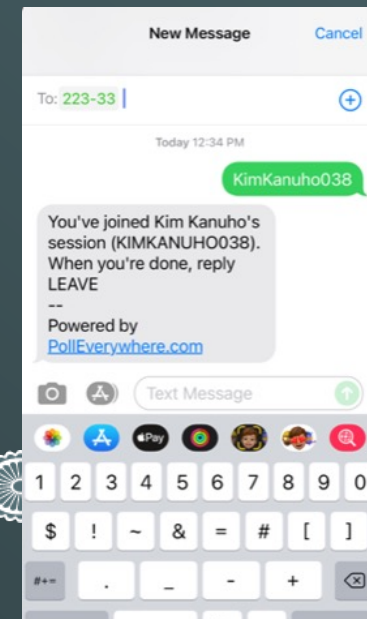
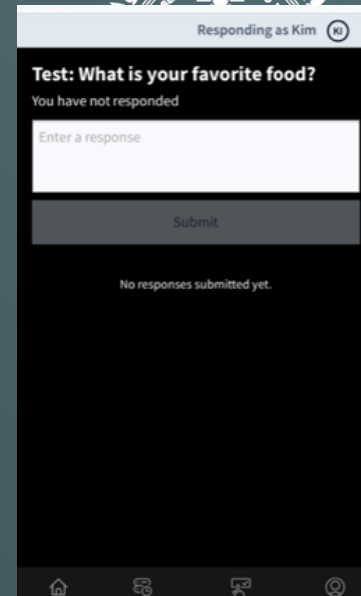
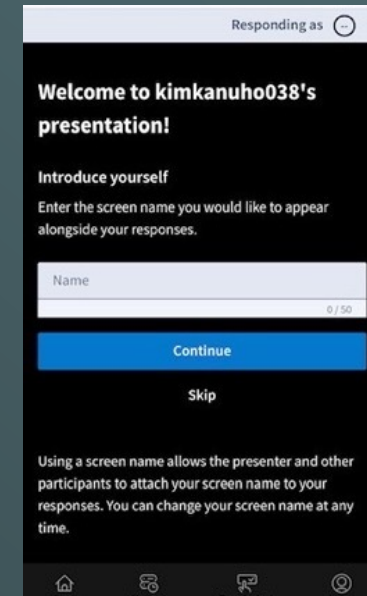
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How do you define Economic Development on the Navajo Nation?

“

Smallbusinessowners

community growth



Wrap Up



Next Steps

- **Future Work Sessions**
 - Date, Time, Location TBD
 - Economic Vision + Priorities
- **More Info Visit**
 - Project Page, Work Session Info, Flyer, Agenda, PPT
 - <http://www.fourthworldgdg.com/nnceds>



The flyer features the Navajo Nation logo at the top left and right. The main title is "NAVAJO NATION Comprehensive Economic Development Strategy (CEDS)". Below this, it states "NAVAGO NATION Comprehensive Economic Development Strategy (CEDS)" and "To develop an updated, Comprehensive Economic Development Strategy with the Navajo Nation Division of Economic Development." It includes a section for "Community Work Session 01" with details: "WHEN: WEDNESDAY, JUNE 21, 2023", "TIME: 2:40-3:40 P.M. MST, 3:50-4:50 P.M. MST", and "NNE23 LINK" with a QR code. It also lists "Work Session 01" details: "When: Wednesday, June 21, 2023", "Session 01: 2:40-3:40 P.M. MST", "Session 02: 3:50-4:50 P.M. MST", and "Location: Navajo Nation Economic Summit". The footer includes "#NNEconomicSummit" and the "FOURTH WORLD DESIGN GROUP" logo.



Q&A + Contact + Door Prize

- Q&A
- Contact:
 - Alisha L. Murphy, Economist, DED
 - E: alishamurphy@navajo-nsn.gov
 - T: (928) 871- 6544
- Come back to WS1 Part 2 for last exercise and door prize drawing!



Ahéhee'!



Navajo Nation Comprehensive Economic Development Strategy (CEDS)



Community Work Session 01 – Part 2
2023 Navajo Nation Economic Summit



Exercise 2: Economic SWOT Analysis

- A planning tool used to evaluate the **strengths**, **weaknesses**, **opportunities**, and **threats** in a business, organization, community and/or region.

Strengths
Internal Positive



Weaknesses
Internal Negative

Opportunities
External Positive



Threats
External Negative



Economic SWOT: Navajo Nation



STRENGTHS

Culture



Infrastructure



WEAKNESSES

OPPORTUNITIES

Tourism



Pandemic



THREATS

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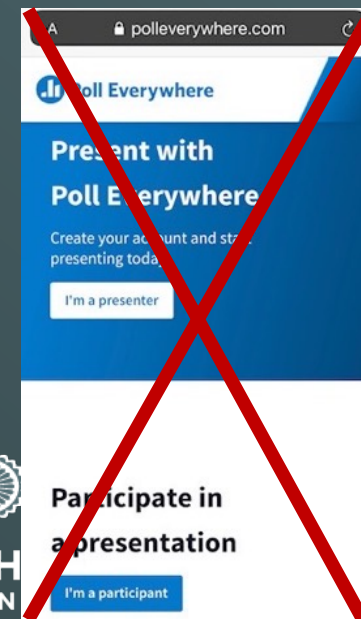
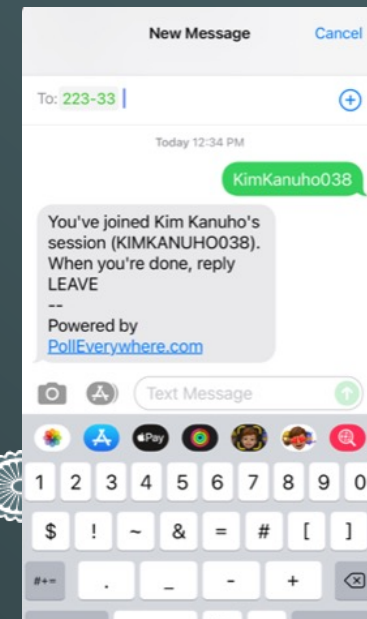
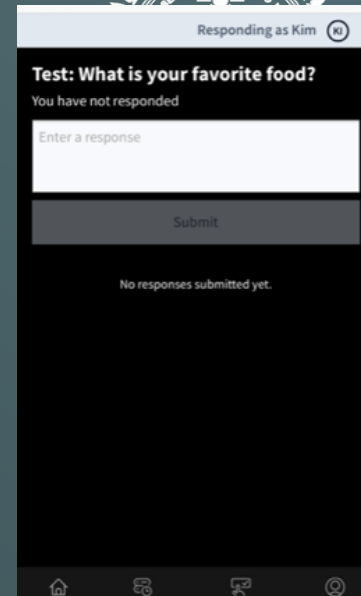
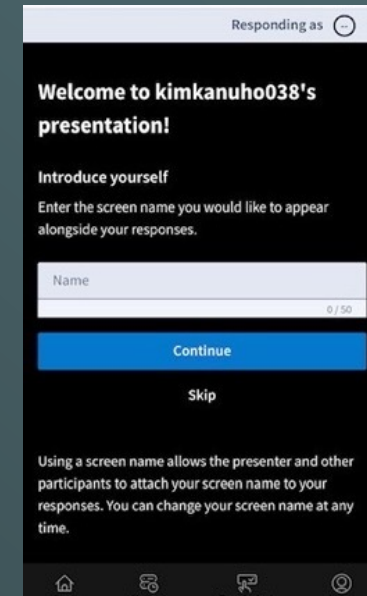
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Navajo Nation Economic Strengths

Navajo Nation Economic Weaknesses

Navajo Nation Economic Opportunities

Navajo Nation Economic Threats

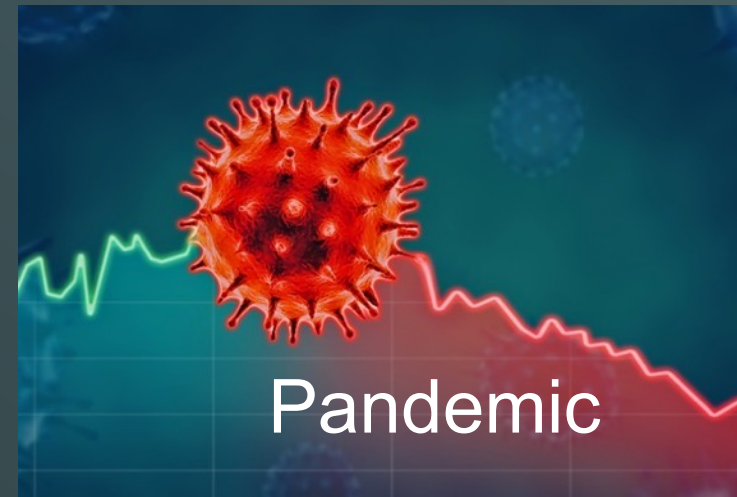
Economic SWOT: Agencies

STRENGTHS



WEAKNESSES

OPPORTUNITIES

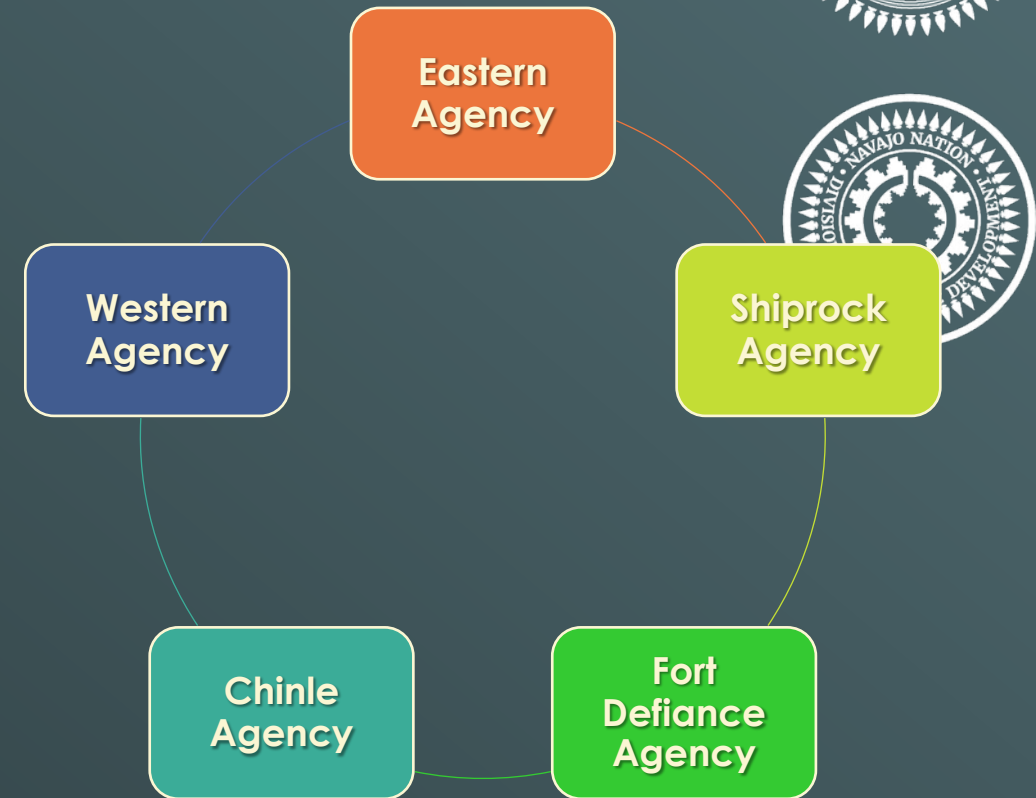


THREATS



Breakout Groups

- We will break out into (5) groups one for each agency
- A volunteer will write responses
- You will discuss and write your SWOT analysis for your region
- You will have 5 minutes to discuss each SWOT
- The exercise should take 20 minutes total
- Once you are done we will report out top 3 responses





Wrap Up



Next Steps

- **Work Session 2**
 - Date, Time, Location TBD
 - Economic Vision + Priorities
- **More Info Visit**
 - Project Page, Work Session Info, Flyer, Agenda, PPT
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