New Orleans Regional Biosciences Initiative and Medical District

New Orleans Regional Planning Commission and Many Academic, Business, and Community Partners

New Orleans Regional Planning Commission was contracting agency representing diverse stakeholder that included LSU Health Sciences Center, Tulane University Health Sciences Center, University of New Orleans, Xavier University, Delgado Community College, City of New Orleans, State of Louisiana, Louisiana Recovery Authority, Greater New Orleans, Inc., and Baptist Community Foundation.

This was a comprehensive strategic planning engagement to create a regional biosciences strategy, centered on the academic and health care institutions in the New Orleans Medical District. The focus included every aspect of strategy—vision, goals, leadership/management, research and innovation program strategies, physical development, financial resources, etc. The extremely complex process involved bringing together many, many organizational stakeholders via written issue papers, interviews, small group meetings, and large planning workshop sessions. Also included was planning and conducting a tour to St. Louis and a program of speakers for 45 New Orleans high-level leaders (all sectors).

This Strategic Plan was completed in April 2007. EKA was successful in bringing the stakeholders to common buy-in.

Location:
New Orleans, Louisiana

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Relevance:
A chief challenge was engaging collaborative dialogue and commitment among many stakeholder organizations. Another was integrating elements of the regional program vision with the Medical District as a revitalized urban “place.”

US EDA Award
We are proud that this Strategic Plan won a 2007 award from the US Economic Development Administration, in the category of Economic Adjustment Strategies.