CommunityDevelopment

TVA ECONOMIC DEVELOPMENT

Teleworking Resource Guide

In times of uncertainty, people struggle to make sense of a new situation; particularly in a profession like ours that is dependent on relationships. To assist you in staying connected, TVA ED has compiled a list of resources to help you foster new and preserve existing relationships. We hope this guide serves as a platform to keep you informed on innovative ways to reach your audience virtually.

Tips for conducting virtual meetings – Global pandemic or not, technology is constantly changing how we work. Take this time to learn new ways of conducting meetings, especially when face-to-face is not an option.

- Test the technology before the scheduled meeting.

- Set an agenda and share it ahead of time. This can help prevent attendees from talking over one another.

- Prevent unnecessary background noise by enabling the 'mute' function when you're not speaking.

- Ensure there is always an audio dial-in option for those who prefer not to utilize or do not have video capabilities.

- Be aware of your surroundings. If you're using the video function, take note of your background and the sounds around you.

- Have a back-up plan! On the off chance something goes awry, revert to plan B.

Staying connected –   Most of us would prefer in-person meetings, but given the current economic situation (and a general push towards technology), that's not always an option. It's important we put the same amount of effort into connecting with our industries digitally, as we normally do.

- Schedule brief weekly outreach calls with your local industries. Be cognizant of over-communicating and approach each check-in with intentionality and purpose.

- Identify a single point of contact within your organization for local industries and businesses to contact.

- Conduct a survey to assess business needs and challenges.

- Monitor trends across industries and local business so you can assist in problem solving or providing creative solutions.

- Build digital "support local" campaigns to ensure your residents are helping local businesses during hard times.

Digital Front Door – Your online presence is now more important than ever. Consultants and companies are relying even more heavily on desktop analysis. It's critical your digital brand indicates an 'open for business' mentality. Here's a few tips to get started:

- Update your data with the most recent numbers available.

- Update site and building marketing materials including, maps, photographs, utility infrastructure, etc.

- Practice a virtual site visit.

- Promote your community assets through photographs via your website and social media accounts.

Recommended Sites and Best Practices – Staying informed with the latest information, from reputable sources, can help you build an effective economic strategy during times of crisis. Listed below are recommended sites for best practices and resources around the U.S.

U.S. Chamber of Commerce: Coronavirus Resources
American Chambers of Commerce Executives: Coronavirus Resources
Center for Disease Control: Business Resources

Video Conferencing and Chat Software – There are several services that provide video conferencing and chat software, but they're not all equal. On the next page, you'll find a comparison matrix for each service provider that should help you navigate which tool is best for your needs.

Tool	Description	Video/Chat	File Storage, Share and Edit	Survey & Scheduling	Project Management	Free Trial	Fee
Basecamp	An all-in-one project management and internal communication tool	Internal Chat	Internal Storage, Share	Scheduling	Yes	Yes	$$
GSuite	Google Suite of cloud computing, productivity and collaboration tools, software and products	Google Hangout	GoogleDrive,Google Docs, Google Forms, Google Sheets, Google Slides	Google Forms Google Calendar	Yes	Yes	$
monday.com	Project, workflow and everyday work management	No	No	No	Yes	Yes	$$
Cisco WebEx	Stay connected with your team from anywhere face to face	Yes	Share	No	No	Yes	$
Microsoft Teams	Chat, meet, call and collaborate all in one place	Yes	Share/Edit	No	No	Yes	$
Slack	Communication and project management	Yes	Share	No	Yes	Yes	$
Uberconference	web conferencing and online meetings	Video	No	No	No	Yes	$$
Zoom	video conferencing platform	Yes	No	No	No	Yes	$
Dropbox	File storage and sharing	No	Yes	No	No	Yes	$
Hightail	File storage and sharing	No	Yes	No	No	Yes	$