

ICIC's Strategic Anchor Framework



Cluster Anchor	<p>Stimulate growth of related businesses and institutions in the community Organizations can have a profound impact on industry clusters, spearheading their growth throughout the region, thus creating a healthier business community, improved productivity, and a stronger brand. The community benefits from jobs, a stronger tax base, and more research and development funding</p>	<p><i>Business incubators, providing grants, offering low-cost space for new businesses</i></p>
Community Infrastructure Builder	<p>Providing resource and expertise to build local community capacity Organizations can use traditional levers of community engagement to both advance work in other roles and to use the organizations' particular competencies to address high-need areas of the community</p>	<p><i>Improvements to educational systems, public infrastructure</i></p>
Core Product or Service	<p>Tailor core products/services to serve the community Community-centric approaches, such as addressing issues of access and affordability or developing new approaches and products tailored specifically to the community, will have direct relevance to the organization's core market</p>	<p><i>Leveraging expertise and resources to improve the health of community</i></p>
Employer	<p>Offering employment opportunities to local residents Organizations can capitalize on local talent, which leads to more success in hiring, better employee retention and more engaged employees. The community benefits from local, accessible jobs with opportunities for advancement, increased demand for local goods and services, and increased dollars spent in the community</p>	<p><i>Local hiring programs</i></p>
Purchaser	<p>Directing institutional purchasing toward local businesses Organizations can extend minority- and women-owned business purchasing programs to include locally based suppliers, creating a more competitive pool of vendors and suppliers that are better able to meet the organizations' needs, thus creating local jobs and a healthier business environment, as well as improved neighborhood amenities</p>	<p><i>Local procurement programs, local supplier support programs</i></p>
Real Estate Developer	<p>Use real estate development to anchor local economic growth As real estate developers, organizations can be catalysts for economic development in their communities. In doing so, the organization increases its access to desirable real estate and the ability to leverage private development money, and the community benefits from real estate development in distressed areas and enhanced safety</p>	<p><i>Developing retail space, art galleries, or performance space in community</i></p>
Workforce Developer	<p>Addressing workforce needs of the cluster Organizations can create education and training initiatives targeted to preparing residents for jobs with the organizations, which creates a stronger applicant pool, committed employees, and improved employee retention. The community benefits from access to appropriate local jobs, job training, and opportunities for advancement</p>	<p><i>Job training programs, partnerships with local schools and universities</i></p>