Anchoring Community Vitality:
Linking Campus Community Engagement and Economic Development
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2014 Civic Engagement Institute

8:00 a.m. – 9:00 a.m.  Registration, Burney Ballroom Lobby

9:00 a.m. – 10:30 a.m.  Opening session, Burney Ballroom

Welcome
Gary Miller, Chancellor, UNC Wilmington; member, NC Campus Compact Executive Board

Setting the Theme
Sam Miglarese, Director of the Duke-Durham Neighborhood Partnership, Duke University; member, 2014 Civic Engagement Institute Planning Team

Growing an Economy that Works for All
Allan Freyer, Policy Analyst, Budget and Tax Center, NC Justice Center

Business perspectives: The UNC Listening Sessions
Leslie Boney, VP for International, Community, and Economic Engagement, UNC General Administration

Williamston North Carolina: A Strong, Healthy, Sustainable Community
Brent Kanipe, Director of Planning and Development and
Thomas Ward, Sustainability Coordinator

10:40 a.m. – 11:40 a.m.  Workshop Session One

11:45 a.m. – 12:30 p.m.  Team Lunch, Burney Ballroom

12:30 p.m. – 1:30 p.m.  Campus showcase: UNC Wilmington
Gary Miller, Chancellor
Jenni Harris, Assistant to the Chancellor for Community Partnerships
Jim Roberts, Director, Center for Innovation and Entrepreneurship
Bill Saffo, Mayor, Wilmington, NC

Showcase Response: Impact and Challenges
Richard Guarnasi, President, Wagner College
Barbara Holland, Researcher and Consultant

1:40 p.m. – 2:40 p.m.  Workshop Session Two

2:50 p.m. – 3:50 p.m.  Workshop Session Three

4:00 p.m. – 5:00 p.m.  Closing session, Burney Ballroom
A Comprehensive Approach to Economic Development: A Case Study of a Local Neighborhood Partnership
Richard Guarnasi, President, Wagner College

Introduction
Maureen Curley, President, Campus Compact

Professional Resource Giveaway

6:30 p.m. – 8:00 p.m.  UNCW Reception hosted by The Chancellor’s Office of Community Partnerships
Center for Innovation and Entrepreneurship
Welcome, Goals

Anchoring Community Vitality

Welcome to North Carolina Campus Compact’s 2014 Civic Engagement Institute. For seven years member campuses have gathered at the Institute to explore specific strategies that can help realize the vision of becoming an “engaged campus.”

Many campuses are currently working on applications for a community engagement classification offered by the Carnegie Foundation for the Advancement of Teaching. This national recognition is a way for campuses to describe their identity and commitments to community. Carnegie defines community engagement as “the collaboration between institutions of higher education and their larger communities (local, regional/state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity.”

We define economic development as the concerted effort to attract capital investment and job creation that yields tax base expansion and employment growth. Ideally these efforts produce increased per capita income and a higher standard of living for a locality, region, state or nation. Higher education institutions contribute to economic development by providing jobs, purchasing, sharing their resources, developing human capital, and applying scholarship to promote external innovation.

This year’s Institute invites conversation about how and where to align campus-based community engagement and economic development. Why? Because, ultimately, the goals are the same – to grow communities that are healthy and sustainable, in which each citizen is empowered to contribute, and the economy ensures jobs, housing, and security. If efforts are in silos, we may minimize opportunities for great impact.

Today you will have opportunity to learn more about partnerships in which the resources of campus are offered in and with the community for learning, to prepare a skilled and civically-engaged workforce, to build the community, and to ensure long-term growth and success. The post-luncheon showcase will feature two UNCW examples. During the opening plenary the Town of Williamston will share how collaborations with the local community college, universities and other partners contributed to their recognition as a Sustainable Community. During a workshop session East Carolina University will share about work which was recognized with the prestigious C. Peter Magrath University/Community Engagement Award which honors the work and programs of the Lucille W. Gorham Intergenerational Community Center in the underserved West Greenville community. A partnership with West Greenville residents, ECU, the city of Greenville and Pitt Community College, the Center provides a comprehensive community-based system of service and care to residents.

Today’s Institute presents research, other models and strategies that help us consider how to:

Align campus-community efforts toward common impact goals encompassing civic engagement and economic development.

Facilitate conversations between campuses and communities about needs and assets.

Increase success in community impact, student learning, higher education community investment, and partnerships.

Contribute fully to strengthening our communities while helping students grow as democratically-engaged citizens.

We look forward to hearing your stories.

- The 2014 CEI planning committee

Brett Altman, NC Rural Economic Development Center
Morris Autry, Elizabeth City State University
Steve Friedland, Elon School of Law
Leslie Garvin, NC Campus Compact
Mark Gibson, Wake Technical Community College
Penny Godfrey, Central Piedmont Community College
Jenni Harris, UNC Wilmington
Randall Johnson, NC Biotechnology Center

Lisa Keyne, NC Campus Compact
Clark Maddux, Appalachian State University
Sam Miglarese, Duke University
Lane Perry, Western Carolina University
Bryan Toney, UNC Greensboro
Steve Virgil, Wake Forest University
James Zuiches, NC State University
Acknowledgements

Many thanks to UNC Wilmington for hosting the 2014 Civic Engagement Institute. We particularly want to acknowledge Chancellor Gary Miller, member of the NC Campus Compact Executive Board, and his staff who ensured all details of the Institute were in place: Jenni Harris, Assistant to the Chancellor for Community Partnerships; and Laura Brogdon, Administrative Assistant, Chancellor’s Office. Thanks also to Amelie Brogden, Campus Life Director of Conferences, Events and Reservations, Elizabeth Overton, University Advancement, and Kristin Shelton, Catering Sales Manager.

We are pleased that in addition to campus attendees a number of representatives from North Carolina communities and economic development offices join us for today’s discussions. Special welcome to Leslie Boney, UNC General Administration; Dan Broun, MDC, Inc.; Allan Freyer and Amber Moodie-Dyer, NC Justice Center; Donna Gallagher, The NC IDA Collaboration; Tom Ward and Brent Kanipe from the Town of Williamston; and Steve Yost, President, North Carolina Southeast Regional Economic Development Partnership.

We value the models and work shared by our workshop presenters – truly inspiring. Barbara Holland and Richard Guarasci, thank you for leading us in this work. Welcome and thanks to those who came from out of state – Jody Kretzman, Joanna Nadeau, Josh Dickson, and Elizabeth Hudson.

Thank you to our sponsors NobleHour and the Institute on Philanthropy and Voluntary Service. IPVS provided several scholarships for attendance at the Institute.

Feedback

Within one week of the Institute you will receive an e-mail with a link to a brief online evaluation inviting your feedback on the overall conference. We thank you in advance for your participation.

Professional Resource Giveaway

Visit the resource tables to review over 50 publications. We thank our contributors. Submit your name to receive a resource during the final session. Must be present to win.

Save the Date

Join us next year to discuss

[Title TBD]

February 2015, Elon University
Special Guests

**Dr. Richard Guarasci** (pronounced Ga-rah-see) has served as President of Wagner College since June 2002 after serving as Provost and Vice President for Academic Affairs for five years. Guarasci authored the Wagner Plan for the Practical Liberal Arts, a comprehensive, four-year undergraduate program required of all Wagner students that links interdisciplinary course clusters with experiential learning and civic engagement. The Plan was initiated in 1998, realizing the vision of a practice-centered liberal arts college, and has since been acclaimed by Time Magazine, US News & World Report, Newsweek, The Chronicle of Higher Education and numerous national higher education commissions and organizations.

At Wagner, classroom teaching is linked with the school’s dynamic New York City location through the extensive use of field based experiential learning. As part of the Plan, a majority of students engage in over a combined 80,000 hours in professional and public service for Staten Island and Manhattan in all areas of the curriculum. Guarasci helps lead a major Wagner College initiative on Staten Island, the Port Richmond Partnership. Through the Partnership, the College and its students work with over 20 neighborhood organizations and institutions addressing local challenges in the areas of health care, K-12 education and economic development.

Guarasci serves on three national civic engagement initiatives: Bringing Theory to Practice Initiative of the Association of American Colleges and Universities, The Anchor Institution Steering Committee, and The National Task Force for Civic Engagement, which authored *A Crucible Moment: College Learning and Democracy’s Future*. He also serves on the boards of NY Campus Compact and the Coalition of Urban and Metropolitan Universities and chairs the board of the New American Colleges and Universities. He received a B.S. from Fordham University and an M.A. in economics and Ph.D. in political science from Indiana University.

**Barbara Holland, Researcher and Consultant**, is recognized internationally for her scholarship and expertise on organizational change in higher education with a focus on the institutionalization of community engagement. She has been a senior executive at universities in the United States and Australia, held an appointed role in the U.S. Department of Housing and Urban Development, and was Executive Director of the National Service-Learning Clearinghouse for seven years. Holland has been a founding board member of many higher education associations and journals, and she has served as an adviser to more than 100 academic institutions in five nations. Her current work includes designing systems to monitor and measure the impact of engagement and developing effective and strategic leaders for higher education. She earned her bachelor’s and master’s of journalism from the University of Missouri and a Ph.D. in higher education policy from the University of Maryland. She lives in Portland, Oregon.
Plenary Presenters

Gary L. Miller, Chancellor, The University of North Carolina Wilmington. With extensive academic and administrative expertise, Dr. Miller incorporates his own learning experiences as a student at the College of William and Mary (VA) with his decades of service in higher education as a faculty member at Mississippi State University, Weber State University (UT) and the University of Mississippi; a dean at the University of the Pacific (CA); and the provost and vice president of academic affairs and research at Wichita State University (KS).

Dr. Miller holds bachelor’s and master’s degrees in biology from the College of William and Mary and a Ph.D. in biological sciences from Mississippi State University. He is an ecologist who has written more than 40 articles and essays about research and higher education, edited a scientific journal, and co-authored the fourth edition of Ecology, one of the most widely used scientific textbooks on the subject.

Dr. Miller serves on the American Association of State Colleges and Universities (AASCU) Committee for Economic and Workforce Development. He also participated as a member of the task force that developed the student learning outcomes component of the Voluntary System of Accountability, a joint project of the Association of Public and Land-grant Universities and AASCU. He is a member of the National College and University Advisory Council of the Educational Testing Service, and member of the NC Campus Compact Executive Board.

Allan Freyer, Policy Analyst, Budget & Tax Center, NC Justice Center, focuses on economic and workforce development issues and analysis. He has over a decade of experience in federal, state, and local economic development policy, including service as a policy advisor to three members of the U.S. Congress and as an independent consultant to nonprofits, universities, and state and local government agencies. He has a bachelor’s degree in political science from Duke University and a master’s in city and regional planning from UNC Chapel Hill where he is pursuing his Ph.D. in economic development.

Leslie Boney, VP for International, Community and Economic Engagement, UNC General Administration, works with the state’s public universities to encourage, measure and promote a greater focus on addressing community needs. In that role he leads an annual engagement summit, a social entrepreneurship conference and a new effort to quantify community engagement activities. A former teacher, reporter, press secretary, volunteer coordinator, Commerce bureaucrat and hands-on community program manager, Leslie has spent his career walking between government, universities and the private sector. He moved to the UNC System in 2006 because of his belief that universities are the greatest underexploited force for good North Carolina has. He still believes that.

Brent Kanipe, Director of Planning and Development, Town of Williamston, has led the Town through their first comprehensive planning process and neighborhood housing analysis; conducted several feasibility and master plan studies for riverfront redevelopment and bicycle and pedestrian corridors; assisted with downtown redevelopment plans and implementation; and secured many grants to assist with implementation of the plans developed. Prior to entering the planning profession, Kanipe was involved in residential and commercial construction and land development in the private sector. The many years of business experience have provided him with insight from the practicing side of the private sector that gives a special understanding of the need for long range planning and implementation. Brent has a B.S. in urban and regional planning from Appalachian State University and is a member of AICP (American Institute of Certified Planners).

Sam Miglarese, Director, Duke-Durham Neighborhood Partnership and Director of Community Engagement, Office of Durham and Regional Affairs, Duke University, oversees a partnership collaborative designed in 1996 to improve quality of life in 12 neighborhoods surrounding campus and boost student achievement in 8 public schools. He works closely with Duke professional schools, departments and student engagement initiatives as they support the partnership. Prior to coming to Duke in 1999, Sam earned a doctorate in theological studies from the University of St. Thomas Aquinas in Rome and served for 28 years in full-time church ministry. He is an adjunct member of Duke’s Religion Department and the Program in Education. During the summer of 2013, Sam was co-director of a DukeEngage program in which Durham University, Durham, UK, hosted 15 students for immersive service after they completed six weeks of service in Durham, NC, promoting economic/community development.
Thomas H. Ward, Jr., Sustainability Coordinator, Town of Williamston, has lived and worked in Martin County, the county of his birth, for practically all of his adult life actively participating in the civic, recreational, and religious life of the area. He worked as an instructor, Dean of Continuing Education, Dean of Curriculum and Assistant to the President for Business and Industry at Martin Community College for 30 years. He is helping this rural community, heavily dependent on agriculture (particularly tobacco) and textile manufacturing to become a gateway community prepared to compete in a global economy and a technology driven world while at the same time preserving their natural resources for subsequent generations. Ward received his B.S. in industrial relations, and his M.A. and Ph.D., in physical education from UNC Chapel Hill.

Jenni Harris, UNC Wilmington, serves as Assistant to the Chancellor for Community Partnerships. As the university’s primary liaison to the local, regional and global community, Harris and her team are strengthening UNCW’s position as a national model of community partnership excellence in higher education through the creation of best practices, strategies and protocol for working with communities and businesses. Harris also provides university-wide senior leadership to support and develop UNCW’s various partnerships with community groups, businesses, and agencies. Harris received her B.A. in English professional and technical writing, with a minor in communication studies media and public relations from UNCW.

Jim Roberts, UNC Wilmington, has, since 2013, served as Director of UNCW’s Center for Innovation and Entrepreneurship (CIE). After starting an entrepreneur council in Charlotte called FirstRound during the technology boom of 2000, he was recruited to the Asheville region to start the Blue Ridge Entrepreneurial Council (BREC) and Blue Ridge Angel Investor Network (BRAIN) where he hosted the annual Carolina Connect Entrepreneur and Venture Capital Conference. Roberts also served as the Director of Business Development at the Center of Innovation for NanoBiotechnology (COIN), a program of the N.C. Biotechnology Center; and as a Business Development Manager for the International Trade Division of the N.C. Department of Commerce. Roberts graduated from the University of Florida with a B.S. in advertising.

Bill Saffo, Mayor, Wilmington, NC, served on the City Council before becoming mayor in 2007. His civic involvement includes the Community Boys and Girls Club and the Rotary West Club in Wilmington as well as serving on a variety of boards & commissions including the Regional Film Commission, the UNCW Advisory Board and a 10 Year Plan to End Chronic Homelessness. He is a real estate agent with Seacoast Realty in Wilmington. A native of Wilmington, Saffo received his B.A. from UNC Wilmington, and finds it very satisfying to serve as Mayor of his hometown.

Campus Showcase

The University of North Carolina Wilmington is dedicated to learning through the integration of teaching and mentoring with research and service. The campus is committed to diversity and inclusion, affordable access, global perspectives, and enriching the quality of life through scholarly community engagement in such areas as health, education, the economy, the environment, marine and coastal issues, and the arts. UNCW emphasizes students’ journeys to inquire and discover and, through those processes, better themselves and their communities. Chancellor Miller has integrated his research and background to help develop a strong sense of place, recognizing the importance of the coastal location, and utilizing it to explore modern questions related to commerce, human health, nutrition, the environment and social and cultural dynamics.

CEI participants will learn from UNCW as the Chancellor, faculty, staff and community partners discuss how the campus engages with and impacts the community. Highlights of two key initiatives will be introduced, as well as the vision for building an engaged campus that encourages all to contribute their own unique interests, gifts and skills in partnership. The Chancellor will share his vision that has been built on the university’s deepest values: a commitment to the journey of learning; a love of place and; an unshakable conviction in the power of ideas and innovation.
**Workshops**

**Session One: 10:40 a.m. - 11:40 a.m.**

**A Pioneering, Rural Collaborative: Williamston, NC**
*Location: FSC Bald Head Island Room 1023*

*Brent Kanipe and Thomas Ward, Town of Williamston*

Learn how collaborations with universities and other partners have played a role in cultural development, environmental awareness, and economic growth in Williamston, NC (pop. 5522). An overview of obtaining Audubon International’s Sustainable Community certification will identify agencies and community partners involved and the ongoing role partners play in implementation.

**Integrating Engagement Around Campus Strategic Goals**
*Location: FSC Masonboro Island Room 2011*

*Barbara Holland, Researcher and Consultant*

Have you recently reviewed the goals and objectives of your institution’s current or draft strategic plan? There are many ways that community engagement activities can contribute to specific institutional strategic goals and strategies, even when the connection may not be immediately obvious. Explore the strategic importance of and discuss what actions and measures might promote a more integrated institutional view of the role of community engagement.

**A Tranformational Civic Engagement Partnership: IUPUI and George Washington Community HS**
*Location: FUU Azalea Coast Room A*

*Robert Bringle, Appalachian State University*

Rather than being merely a transactional relationship, the IUPUI-GWCHS partnership has been transformational. It provides an alternative model to Bryk et al.’s (2010) analysis of turnaround schools, which identified five factors that are both necessary and sufficient for improvement of public schools. Evidence will be presented for how the IUPUI-GWCHS transformational partnership contributed to the growth of the school, the community, and the university.

**Leveraging Campus Partnerships to Build Community Engagement and Services**
*Location: FUU Azalea Coast Room B*

*Donna Gallagher, NC IDA Collaborative*

Students, administrators, and faculty engage in projects that build community services focused on financial education and savings—both for members of the campus family and for low-to-moderate income neighbors. Learn about partnerships of the NC Assets Alliance that engage students as community volunteers, administrators for on-campus events, and faculty to provide their expertise at conferences and events to highlight the importance of assets to family economic security.

**Campus-based Advocacy for an Economy that Works for All**
*Location: FUU Longleaf Pine Room 1041*

*Amber Moodie-Dyer, Budget and Tax Center, NC Justice Center*

Participants will explore how advocacy can be included in the campus community engagement “toolbox” specifically as it relates to building an economy that works for all. Participants will be able to identify challenges and fixes to incorporating advocacy into community engagement work and discuss a variety of issues and activities related to advocating for an economy that works for everyone.

**Exploring Mutual Benefit and Reciprocity: A Case Study of the Lucille W. Gorham Intergenerational Community Center**
*Location: FSC Wrightsville Beach Room 2017*

*Beth Velde and Dennis McCunney, East Carolina University*

Examine the challenges of achieving true reciprocity when universities partner with communities. Analyze a case study about the Gorham Inter-generational Community Center to explore the “real” and “ideal” concepts of mutual benefits, equalization of power, and collaboration. At the end of the session participants will be able to 1) articulate university resources available to the community, 2) hypothesize about what the center provides to the university, 3) identify potential ways a university can have an impact on the local community through partnership, 4) analyze opportunities and challenges, and 5) propose opportunities for improvement.

FSC = Fisher Student Center*

FUU = Fisher University Union*

*These buildings are connected by a glass-enclosed walkway.*
The Better Alamance Project: Technology Connections to Build Strong Communities
Location: FUU Cape Fear Room 2019
Derek Lackaff, Elon University
The Better Alamance Project implements civic technologies to enrich local public discourse via multimodal student engagement. The multi-year project has involved collaborations among community members and undergraduate students, graduate students, and faculty spanning programs and departments. Understand the technologies used, opportunities for engaging students in digital community storytelling, producing content for diverse and multiliterate audiences on the web, and challenges and opportunities of cross-course and interdisciplinary projects for community engagement.

Higher Education Responses to Natural/Man-made Disasters
Location: Burney Ballroom A
Lane Perry, Western Carolina University
Kate Johnson, Appalachian State University
Elaine Madison, Duke University
Andy Sneed, NC State University
Michael Twiddy, Elizabeth City State University
This panel will share campus experiences in disaster response and higher education institutions’ roles as a potential resource. Cases will address the connection between disaster response and student engagement, economic recovery, and community development. Dialogue will explore effective means for organizing initiatives proactively.

When is Economic Development also Economic Engagement: Why does it Matter?
Location: FSC Topsail Island Room 2019
Emily Janke and Kristin Medlin, UNC Greensboro
Community engagement (CE) and economic development (ED) are perceived to belong to different “ecosystems” with (seemingly) different languages, strategies, and ambitions. While CE and ED each have their own niches, each offers complementary and congruent strategies to foster and sustain healthy, safe and vibrant communities. Learn about CE definitions and practices through the exploration of case examples - and explore how CE may align with your work to advance economic development aims.

Session Two: 1:40 p.m. – 2:40 p.m.

Educating for Change: Models for Comprehensive Community Initiatives
Location: FSC Wrightsville Beach Room 2017
Elizabeth Hudson, Kettering Foundation
Increasingly, efforts across the country aim to create systemic change in communities, and higher education and other anchor institutions can play a significant role in these change efforts. Explore models for collaboration that consider higher education’s mission in relation to building neighborhood capacity, maintaining a partnership, and providing programs and services. Evaluate your institution’s strengths in relation to these pillars of partnership and identify collaborators.

Sustaining Collaboration to Deepen Impact: The Raleigh Collaborative
Location: Burney Ballroom A
Jose Picart, NC State University
Key community partners share their experiences and lessons-learned in the Raleigh Colleges and Community Collaborative (RCCC), a cross-sector Partnership for Postsecondary Success that is seeking to double, by 2025, the number of low income youth in Wake County who earn a postsecondary credential and living wage employment. After a brief overview of the RCCC, panelists will share how the collaboration has “deepened the impact” of their work with low-income youth in Raleigh and Wake County.

Audubon International’s Sustainable Communities
Location: FSC Topsail Island Room 2019
Joanna Nadeau, Audubon International
Audubon International provides comprehensive technical resources for community sustainability initiatives engaging the whole community in achieving a more sustainable way of life and resulting in certification as a Sustainable Community. Real world examples of changes made through this program and the myriad benefits of such activities will be provided. Opportunities for campus partnerships will also be discussed.

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Economic Development Leaders Partnering with NC Campuses: An Invitation to be Engaged

Location: FUU Cape Fear Room 2019

Steve Yost, NC Southeast Regional Economic Development Partnership

Partnerships that engage economic development organizations and universities are important in implementing initiatives that lead to new jobs, business growth, new infrastructure, a skilled workforce, and creative marketing strategies. A collaborative model in which organizations understand their roles form the most effective partnerships that achieve results. This workshop will provide examples of partnerships that added true value to community or regional economies and a discussion of the ingredients that made them successful.

Rural Postsecondary Institutions: Partners for Community Change

Location: FSC Bald Head Island Room 1023

Dan Broun, MDC, Inc.

Learn about MDC’s nearly 50 years of experience working with community colleges and universities and gain insight on how postsecondary institutions can be engines of economic development in rural regions. Examples will include MDC’s work to expand community colleges’ roles in local economic change and how postsecondary institutions are helping to create a new generation of community leaders in the middle border region of North Carolina and Virginia.

Capturing Socio-Economic Impact by Deepening Our Dialogue with Community

Location: FSC Masonboro Island Room 2011

Barbara Holland, Researcher and Consultant
Emily Janke, UNC Greensboro

“How will we convince the residents of North Carolina to fall back in love with its system of higher education?” (Tom Ross, 2012). Participants will discuss strategies that strengthen and deepen the capacity and reputation of universities and colleges to engage in reciprocal partnerships and public service. The case example of UNCG’s efforts will be shared, including the development of a socioeconomic report using community-university partnership data and ongoing efforts to improve collection of community input and feedback.

Duke-Durham Partnership: Contributions to Public Education

Location: FUU Azalea Coast Room B

Jenny Carolina and Sam Miglarese, Duke University

Explore how Duke’s Office of Durham and Regional Affairs (DARA) collaborates with Durham Public Schools (DPS) and community partners to develop new initiatives and partnership opportunities that support DPS’s strategic plan. This session will highlight the scaleable programs DARA pilots, focusing on kindergarten readiness, end-of-third-grade reading level, middle school transitions, and outreach to the Latino student population, and strategies to build relationships on the school and district levels.

Humanities and Economic Development: Engaging the Entire Curriculum

Location: FUU Azalea Coast Room A

Clark Maddux and Pia Albinsson, Appalachian State University
Tammy Gordon, UNC Wilmington

Explore ways to develop civic engagement courses that feature the intersection of economic development and the humanities from two radically different disciplinary perspectives. Hear about projects in marketing and rhetoric, and preservation of historic local businesses. Participants will be invited to pose questions and offer suggestions on twitter using #2014CEI. Understand lessons learned and leave with ideas for ways to align the humanities and economic development in your own institutions and organizations.

Asset-Based Community Development: Definitions

Location: FUU Longleaf Pine Room 1041

Jody Kretzmann, ABCD Institute

Asset-Based Community Development (ABCD) focuses a community's energies and strategies not only on the problems and needs it faces, but on the nature and power of local and locally controlled resources, or assets. Where did these approaches originate, and how are they being used in hundreds of communities to lead to healthier, more vital residents and more successful policies?
Session Three: 2:50 p.m. – 3:50 p.m.

Partnerships Between Public Research Universities and Independent Colleges for the Purpose of Community Economic Development: The ACCEDP
Location: FSC Bald Head Island Room 1023
Jesse White, UNC Chapel Hill

How well have we helped small colleges deploy their assets for the benefit of the often distressed communities in which they live and operate? As our economy has moved from one based on brawn to one based on brains, the human capital base of our communities is critical to success. Those towns and counties with major universities show clearly the benefits of intellectual capital; however, an untapped resource in this matrix are the smaller colleges, especially private ones. This ACCEDP evaluated how well a major research university could work with four small private Appalachian colleges to help deploy their resources for the economic development benefit of their communities. Learn the lessons of this multi-year project.

Community Engagement, Tree Falls and Impacts
Location: FUU Azalea Coast Room A
Leslie Boney, UNC General Administration

Forestry Science: When a tree falls in the community engagement forest, it should be a cause for celebration. People are helped, students are energized, staff is proud. But if nobody hears about it, does it make a sound? And how can you tell the story of the tree fall in such a way that you get permission and support to knock down another one? This interactive workshop will focus on how you can more effectively plan your story, target your audience, tell the story and plan the sequel.

Jobs for the Future: A Business and Community Collaboration to Identify Learning Goals
Location: FUU Azalea Coast Room B
Joshua Dickson, Center for Faith-based and Neighborhood Partnerships, US Dept. of Commerce

As society becomes increasingly integrated, cross-sector collaboration between private, public and nonprofit actors that focuses on solutions is proving the way of the future. This workshop will explore the ways in which businesses and community organizations are forming innovative partnerships to solve social problems and bring their best assets to the table for the common good.

Rethinking Success: Liberal Arts to Careers in the 21st Century
Location: FSC Masonboro Island Room 2011
Andy Chan, Wake Forest University

As colleges are increasingly pressured to justify their value and demonstrate positive outcomes, much of the pressure is being placed on career offices and career development staff. Wake Forest University has created a unique, cutting-edge approach for addressing these issues with tips for you and your institution. This workshop will address making career development an institutional priority, building faculty support and collaboration, securing resources, and managing innovation and change.

Asset-Based Community Development: Practice
Location: FUU Longleaf Pine Room 1041
Jody Kretzmann, ABCD Institute

A founder of the ABCD model will address how to build community by locating and mobilizing six categories of local assets: the skills and gifts of residents; the power of local voluntary associations; the resources of local public, private and non-profit institutions; the natural and human-made physical resources; local economic activities; and a community’s values and culture, often reflected in stories.

Interactions to Promote Equitable Neighborhood Change
Location: FSC Wrightsville Beach Room 2017
Elizabeth Hudson, Kettering Foundation

This workshop explores the efficacy of deliberation in real-world contexts. It highlights the promises and pitfalls of higher education in the process of fostering deliberative community problem solving. Collaboration based in deliberative democratic approaches is inclusive and establishes commitment from participants, but it also is slower and potentially open ended. Despite these tradeoffs, deliberative problem solving has potential to better define and meet community need resulting in more sustainable multi-sector change efforts.

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Building a Sustained Higher Education and Business Collaboration: Opportunity Greensboro
Location: Burney Ballroom A
Linda Brady, UNC Greensboro
Harold Martin, Jr., N.C. A & T State University

The complicated institutional and individual dynamics associated with community collaborations can often lead to mixed results. Opportunity Greensboro is a national model of collaboration that brings together the chancellors and presidents of Greensboro’s seven colleges and universities with leaders from the business community. Since it began in 2009, Opportunity Greensboro has marketed Greensboro as a best place to “Learn, Earn, and Live;” catalyzed and raised $1 Million in private funds for the creation of a STEM High School; and announced the construction of a collaborative downtown university campus. Come learn more from two leaders deeply invested in building this community-wide collaborative effort.

How Communities are Unleashing the Potential of Social Entrepreneurs: Lessons Learned
Location: Topsail Island Room 2019
Christopher Gergen, Forward Impact

As we look to harness the potential of our next generation of leaders, what are the ideal conditions for a vibrant entrepreneurial community? This hands-on talk will draw from multiple real world experiences and case studies to address the following questions:

What are the key ingredients for an entrepreneurial ecosystem? How can a university and/or city help map out its entrepreneurial assets and determine areas for improvement? What can be learned from similar efforts nationally and globally? What does success look like and how is it measured?
Workshop Presenters

Pia A. Albinsson, Ph.D., Assistant Professor of Marketing, Walker College of Business, Appalachian State University.

Leslie Boney, Vice President for International, Community and Economic Engagement, UNC General Administration

Linda P. Brady, Ph.D., Chancellor, UNC Greensboro

Robert G. Bringle, Ph.D., Kulynych-Cline Visiting Distinguished Professor of Psychology, Appalachian State University

Dan Broun, Program Director, MDC, Inc.

Jenny Carolina, M.P.P., Senior Program Coordinator, Office of Durham and Regional Affairs, Duke University

Andy Chan, M.B.A., Vice President for Personal and Career Development, Wake Forest University

Josh Dickson, Director, Center for Faith-based and Neighborhood Partnerships, US Department of Commerce

Donna Gallagher, Executive Director, The NC IDA Collaborative

Christopher Gergen, CEO, Forward Impact; Social Entrepreneurship Fellow, Innovation & Entrepreneurship Initiative, Duke University

Tammy S. Gordon, Ph.D., Associate Professor of History and Director of the Public History Program, UNC Wilmington

Barbara A. Holland, Ph.D., Researcher and Consultant

Elizabeth Hudson, Ph.D., Community Engaged Researcher, Charles F. Kettering Foundation

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