## Innovations Matrix

### Traditional Approaches

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<th>Industrial Recruitment</th>
<th>Strengthen Existing Businesses</th>
<th>Business Creation</th>
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<tbody>
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<td>Strategic Visioning</td>
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<td>Regional Approaches</td>
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<td>Cluster Development</td>
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### Innovative Strategies

- Entrepreneurship Programs
- Global Strategies
- POST-SECONDARY EDUCATION

Office of Economic and Business Development
University of North Carolina at Chapel Hill
Appalachian Colleges Community Economic Development Partnership (ACCEDP)

Jesse L. White, Jr. Ph.D.  Joshua W. Levy, Ph.D.
Mission and Goals

Mission

– To leverage higher education resources and expertise to strengthen local and regional economies in Central Appalachia

Goals

– Identify the community economic development assets of higher education institutions and their communities
– Build value-added and sustainable campus-community partnerships
– Create and institutionalize engagement capacity
– Refine a model of engaged scholarship for community economic development
Research Questions

• How can small private colleges create partnerships with their respective communities to promote economic development?

• How can a major research university help facilitate this process?
Training and Planning

• Spring 2007: Created *Small Private Colleges Community Economic Development Toolkit*
• April 2007: Hosted *Small Private Colleges Community Economic Development Seminar*
• Summer 2007 to Fall 2008: Schools execute planning process (asset mapping, needs assessments, partnership building, etc.)
• Fall 2007 to Fall 2009: ACCEDP consulting teams visit campuses to evaluate activities, advise on planning efforts
Evolution of Projects

- Mars Hill: Technical assistance to arts, local foods, (and construction) business clusters
- Ferrum: From convention hotel to Community Development Alliance for broadband deployment
- King: From business incubator to business resource center (run through local Chamber of Commerce)
- KCU: From “insourcing” business creation to convening groups for economic development efforts in Carter County
Lessons Learned

• How Small Colleges Can Create Economic Development Partnerships
• Building Economic Development Capacity at Small Private Colleges
• The Role of the University
Creating Partnerships

• The first step is the greatest, if it takes you off “the island.”
• The college needs to understand the community’s economic development history in order to build on what is already in place.
• The colleges’ partnerships should be open and transparent.
• The college-community partnerships should be a two-way street.
Creating Partnerships

• The college team should be aware of any potential sources of conflict in the economic development community.

• The partnership’s first undertaking should set the stage for success.

• At the end of the day, the process and the partnership need to be backed by results.
Building Capacity

• Community economic development engagement must be shown to be relevant to the college’s educational mission.

• Relevance to educational goals means relevance to curriculum, academic rewards, achievement, and advancement.

• Creating a new organization can help solidify the college-community partnership.

• Broader campus involvement gives a better footing to capacity gains.
The Role of the University

• The first year of a university’s work with a small college should be considered the college’s learning year, or the period of project development.

• The college and university should work together to define and develop their partnership.

• Technical assistance is the most important resource, and should be the most intensive during the college’s first year.
The Role of the University

• *When it comes to training and materials, less is more.*

• *There’s more than one right way of doing almost everything.*
Thank you!

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http://research.unc.edu/Offices/economic-business-development/