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CNV Spring 2016

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The 2016 Innovate Michigan! Summit

[The Fifth Annual Innovate Michigan! Summit](#) will be held on Wednesday, September 7, 2016. Speakers will talk about innovative economic development tools, models, policies, programs, and practices. Learn how REI and its partners are achieving small wins with big impacts. Gain a more complete view of the economic climate in Michigan and the driving forces behind it. [Read more](#)



Recap of last year's Summit.

Past Successful REI Projects

By: Jennifer Bruen, MSU REI, Project Coordinator, bruenjen@msu.edu

[Community Based Investing: Crowdfunding and the Michigan Invests Locally Exemption](#)

[Expanding Economic Literacy by using the Money Smart for Small Business Curriculum](#)

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[Cody-Rouge: Going Green for Growth](#)

Save the Date!

By: Jennifer Bruen, MSU REI, Project Coordinator, bruenjen@msu.edu

The 2016 EDA University Center Showcase
Michigan State University
Kellogg Conference Center, East Lansing, Michigan
September 8, 2016 from 7am- 5:30pm

Join the Chicago Regional Office of the US Economic Development Administration at its annual University Center Showcase. At this event, EDA University Centers from the six- state region of Illinois, Indiana, Michigan, Minnesota, Ohio and Wisconsin will highlight the university center economic development initiatives in their states. The event will feature presentations from representatives of seven university centers including: 1) Bowling Green State University/Ohio University, 2) Cleveland State University, 3) Michigan State University, 4) Purdue University, 5) University of Illinois -Champaign/Parkland College, 6) University of Minnesota, and 7) University of Wisconsin-Milwaukee/Milwaukee School of Engineering, Marquette University, UW- Parkside, UW- Whitewater. These University Centers are leading an initiative to build a robust American infrastructure for entrepreneurship, innovation and economic development. Each university addresses specific challenges to their region, while also implementing practices that have worked well around the country. **Registration will be open later this year!**



2016 EDA University Center Showcase

Michigan State University
 Kellogg Hotel & Conference Center
 East Lansing, MI
Thursday, September 8, 2016
 7:00am - 5:30pm



The CCED Faculty Board of Advisors: Linking Faculty, Students and Community for Academic Success

By: Rex LaMore, Director, MSU CCED, lamore@msu.edu

CCED creates, applies, and disseminates valued knowledge through responsive engagement, strategic partnerships, and collaborative learning. We are dedicated to empowering communities to create sustainable prosperity and an equitable global knowledge economy. Students from across the university support the work of the CCED and its many partners in numerous ways including; research, technical assistance, capacity building, training, information dissemination, and networking. The CCED provides a real world professional learning opportunity for MSU graduate and undergraduate students whose interest and expertise are relevant to the community and the economic development challenges our communities face.

To ensure that students engaged in the work of the CCED have a successful academic experience, the CCED created a Faculty Board of Advisors (FBA) in 2005. Composed of faculty from across campus, the primary functions of the CCED Faculty Advisory Board are to:

- **facilitate networking and shared learning among faculty members, students, and others;**
- **advocate for outreach scholarship within the university and communities;**
- **facilitate a scholarship of engagement in Community and Economic Development; and**
- **recruit and support the engagement of students in CCED outreach scholarship activities.**

The Faculty Board of Advisors fulfills these functions in a variety of ways, including:

- **linking faculty to research opportunities made available through CCED's partnerships in Michigan communities;**
- **advocating for students within academic departments to facilitate progress toward graduation and address other concerns; and**
- **advancing scholarly outreach at Michigan State University.**

The MSU CCED is grateful for the advice and guidance that our Faculty Board of Advisors provides throughout the year.

For more information on the CCED Faculty Board of Advisors contact Rex L. LaMore, CCED Director at lamore@msu.edu

MSU REI University Center Invited to Present at the 2016 EDA National Conference

By: Jennifer Bruen, MSU REI, Project Coordinator, bruenjen@msu.edu

In mid-April REI had the honor and privilege to present at the EDA National Conference in Washington DC. Selected from over 60 EDA University Centers, REI shared the stage with five other universities from across the nation. The discussion focused on why partnerships matter and how a university can be an economic driver. The conference offered a wide range of topics and several fantastic plenary discussions with mayors, federal agency directors, and new and upcoming entrepreneurs. Overall, the event was extremely successful and very well attended, with an audience of over 850 participants. Let's hope it's not another 10 years until the next one!



Detroit Mayor Duggan, 2016 EDA National Conference

The Dance of the Rare Isotope Beams

By: John Schweitzer, MSU CCED, profjohnschweitzer@gmail.com

The Center for Community and Economic Development (CCED) is coordinating a unique collaboration between various units at MSU to demonstrate that art can be used to facilitate scientific understanding. Both art and science involve research, discovery, imagination, observation, and interpretation. We feel there is untapped potential in art/science collaboration with particular benefits in terms of public understanding of the true nature of science as a discipline of process, inquiry, and discovery rather than a collection of facts and principles. In addition to CCED, this project involves MSU's National Superconducting Cyclotron Laboratory (NSCL) and its Facility for Rare Isotope Beams (FRIB), the Wharton Center for Performing Arts, and the Office of Vice President Research and Graduate Studies. The NSCL and FRIB are scientific resources at MSU where innovative knowledge of nuclear physics is being produced that has great potential for transforming lives and benefiting society, but efforts have to be made to translate this science into concepts that the public can easily understand.

To assist with this effort the MSU partners will be collaborating with [Dance Exchange](#), a nationally known dance organization that has been at the cutting edge of translating scientific concepts and bringing them to public audiences through dance. Their previous performances involving dance and science include *Ferocious Beauty: Genome*, a dance performance created in collaboration with geneticists and educators that explored how knowledge of the genome is changing the way we think about aging, perfection, ancestry and evolution. Another dance production, *The Matter of Origins*, combined choreography, media, and conversation to addresses the physics and philosophy of beginnings, and to probe into the mind's capacity to discover and comprehend the workings of matter at vast extremes of scale, from the quantum to the cosmic. Research conducted at CCED and funded by the National Science Foundation indicated that attendance at the dance performance followed by a discussion with audience members significantly increased scientific knowledge, interest, attitudes and behavior.

The *Dance of the Rare Isotope Beams* will be used to translate the research that is producing rare isotopes at MSU into concepts of nuclear physics understandable by the general public. In creating the dance, local school districts, teachers, students and dance clubs will be involved. Science likely to be produced at FRIB will be made available to the local community and the people of the State of Michigan. It is hoped that by using FRIB as a community resource to teach

concepts of nuclear physics to general audiences through the medium of dance, this project will stimulate creative ideas for using the rare isotopes and the processes used to make them as possible engines for stimulating local economic development.

Preliminary funding for this effort is provided by *Science and Society at State (S3)*, an interdisciplinary research institution that financially supports scholarship across disciplines at Michigan State University. The mission of S3 is to promote interdisciplinary research and education that utilizes methods, approaches, and scholarship from STEM, the health sciences, and science studies (studies of science using methods and scholarship from the humanities and/or social sciences).

Domicology: New Initiative Explores Material Reuse

By: Lauren Ross, Research Assistant, MSU CCED, rosslau1@msu.edu



In September 2015, CCED and the [West Michigan Shoreline Regional Development Commission](#) were awarded a \$223,000 U.S. EDA grant to conduct a study to determine the feasibility of creating an economic sector in Muskegon, Michigan focused around the recycling and repurposing of materials obtained through the process of deconstructing abandoned structures in the Great Lakes region. The feasibility study stems from years of research on structural abandonment and its consequences, not only on surrounding property values, but also more broadly on the environment and economy. Project coordinator Adrianna Jordan is currently in the process of identifying material sources, new uses for the salvaged materials, the logistics of transporting them to the Port of Muskegon, and their economic value. This

project is part of an emerging field called "Domicology" defined by CCED Director Dr. Rex LaMore as "the study of abandoned structures, policies, and practices that result in abandonment, and ways that we can mitigate the negative social, environmental and economic implications of that." In this capacity, Domicology will seek to identify a model for future development that will take blight into consideration - designing for deconstruction.

The team meets every other month with its advisory committee in Muskegon, to discuss updates as well as gain insight and seek feedback on the unique challenges involved in the project. The advisory committee consists of nearly 30 professionals in areas such as city planning, architectural salvage, construction management, environmental quality, and area land banks. The Domicology team is very fortunate to have the expertise of the individuals on the advisory committee on this very timely issue.

On April 22, 2016, the Domicology team presented their project to other faculty members at the MSU Office of the Vice President for Research and Graduate Studies' Interdisciplinary Faculty Research Forum at the Kellogg Center. The purpose of the forum was to engage interdisciplinary experts on the topic of blight and deconstruction, as well as to pursue possible expertise in the effects of structural abandonment in the areas of employment, health, and sociology. More information on the forum can be found [at the VPRGS website](#).

Be sure to check out the new [Domicology website](#).

Traversing the Thin Blue Line

By: Madison Sorsen, MSU CCED, Research Assistant, sorsenma@msu.edu

As part of the its Thinkers and Doers initiative, CCED held an open dialog between community members, the Lansing Police Department (LPD), the East Lansing Police Department (ELPD) and the MSU School of Criminal Justice (SCJ) on April 12, 2016. Thinkers and Doers focuses on bringing together the innovative minds of the Greater Lansing, East Lansing and MSU areas in efforts to create creative solutions to community problems.

Due to national controversy concerning police and community relations, CCED wanted to address potential problems in our communities, allowing representatives from the surrounding departments and neighborhoods to talk about their concerns. Chief Mike Yankowski of the LPD emphasized that the communities themselves--by and large--determine what role their officers play in their communities. He also mentioned new measures the LPD was taking to assure transparency of the officers' actions, including the posting of critical incidents to the department's website. LPD is currently in the process of getting body cameras as well. Chief Yankowski also discussed the implementation of implicit bias training within the department and reduce the potential for bias of officers.

Chief Yankowski and Dr. David Carter of the MSU's School of Criminal Justice have a working relationship. The LPD gathers data about what police officers are doing in Lansing communities and sends it to the SCJ where Dr. Carter and his colleagues analyze the data, looking for any patterns that may be of interest.

A reoccurring theme in the discussion was the decreasing budget of local departments. Because police departments no longer have the funds to hire a significant number of officers, their ability to dedicate time to community outreach has been severely limited. ELPD Officer Sarah Campbell reported that the ELPD connects with MSU students by speaking at sorority and fraternity houses, where students can ask questions about living off campus and the expectations of police regarding their behavior. Officer Campbell also discussed her membership in a special unit that works with select community members struggling with mental illness, proactively instead of reactively, to aide in their recovery process.

The discussion between the police and the communities covered topics involving implicit bias training, community mental health, the handling of sexual assault cases and police community outreach. Conversations between the police and community are essential, especially in our current national climate, and it remains extremely important that the police and community have the ability to communicate with each other in order to improve the quality of life in the greater Lansing, East Lansing, and MSU areas.

Food Process Innovation Center

By: Jennifer Bruen, MSU REI, Project Coordinator, bruenjen@msu.edu

Since 2013, the REI University Center has been providing technical assistance to the [MSU Product Center](#) in order to develop a MSU Food Processing Innovation Center for the Great Lakes region. A center designed to be a USDA/FDA certified state-of-the-art food product accelerator to serve as an important resource for high-potential, growth-oriented companies, helping them to innovate, scale-up and commercialize new food products and processes. The product Center partners were successfully awarded funding from the State of Michigan (\$1,000,000) and EDA (\$2,669,000) to renovate an existing 10,700 sq. ft. MSU building. The project cost is estimated at \$6,338,000 including \$2,669,000 from MSU. **It is expected to be operational in January of 2017.** To learn more about REI supported projects or to see how you can get involved, join the REI Network at www.reicenter.org.

Is Economic Development Working for Michigan?

By: Jennifer Bruen, MSU REI, Project Coordinator, bruenjen@msu.edu

Michigan has not recovered from the Great Recession, regardless of what's in the news. If economic development is working then why, according to the United Way of Michigan, 40% of households struggling to afford the basic necessities: housing, childcare, food, health care, and transportation? The median household income in the city of Flint is \$24,679 and property values are at an all-time low, a result of the lead water crisis. The poverty rate in the city of Detroit is at 38 % and investments have yet to significantly improve neighborhoods. What is the core of the problem? Some believe it is low-to-medium-skilled jobs that are not paying enough and if that is the case we are in trouble because low-skilled jobs are projected to outpace medium to high-skilled jobs in the next decade. There are serious consequences for Michigan families and communities when households can't afford basic necessities. People who compose a substantial portion of our talent pool are forced to make difficult decisions, skipping preventative health care, dropping quality child care, eliminating healthy food or auto insurance. These "savings" threaten their health, safety, and future, reducing Michigan's productivity and raising insurance rates and taxes for the rest of us.

How do we fix this problem? Lower taxes? Hasn't that already been tried? Raise the minimum wage? That may help in the short run, but what should be done in the long run? Increase our efforts, doing the same things? Perhaps, we need to change the way we do economic development.

Traditional economic development tools, policies and practices continue to redirect funds from the public good to big business, leading to rampant income inequality, crumbling infrastructure, failing schools and a lack of entrepreneur and small business support in the poorest communities. Economic development has recently been under attack from both sides of the aisle and communities are questioning whether economic development is helping or hurting. Places like Flint and Detroit are not feeling the benefits of an incubator or an accelerator that has a couple of businesses with a couple of employees. Eventually these types of start-up businesses often will move across the country and take Michigan tax dollars with them, along with their five employees. Tax Increment Financing also isn't creating enough living wage jobs or increasing the number of small businesses in the most distressed neighborhoods or communities. Continuing to use the traditional tools must mean we still believe the wealth will trickle down, someday, somehow.

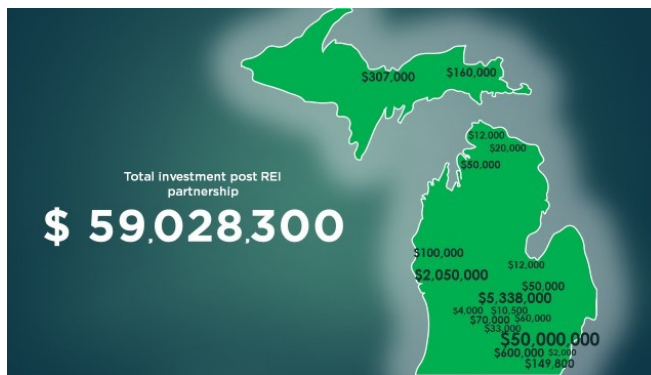
In the past five years Michigan's legislature has restructured the business tax and phased out taxes corporations pay on personal property purchases. In addition, companies have improved their automation capabilities, doing more with less, thereby decreasing the number of human oriented jobs needed. With these changes—along with a decrease in funding programs and a lack of municipal government resources intended for public services, infrastructure, schools etc.—the state will almost certainly face more difficult economic challenges in the near future, as it strives to stay relevant in the globalized age.

According to the 2016 Good Jobs First report, "90% of dollars used in current economic development programs (of those analyzed) are being used to support large corporations rather than small local businesses, indicating a profound bias against small businesses (defined as less than 10 employees)." Good Jobs First does not recommend a reallocation of subsidies but instead they report that small business leaders feel traditional incentives have meant less to them than public goods that benefit all, such as job training, education, transportation and access to capital. Good Jobs First also encourages communities to revise their economic development program eligibility rules by not sending unneeded subsidies to affluent areas, and avoiding deals that do not attract investment in the hardest hit communities.

When is Michigan going to get serious about addressing the needs of the working poor living in financially strapped communities?

What might work better than what we've done in the past?

For the past four and a half years, the MSU EDA University Center for Regional Economic Innovation (REI) has marshaled Michigan's university assets, including human capital and talent development, to focus, mobilize, empower and establish a new-economy ecosystem in support of co-creation, co-application, and dissemination of innovative economic development strategies to yield high-growth entrepreneurship, job creation and economic innovation in distressed Michigan communities. If you've been following REI on social media or you joined the Network back in 2011, you already know REI has been working with partners across the state on over 90 diverse projects in communities and regions through regional collaborative innovation, trying to address many of the challenges communities are facing. REI and its 1,000+ partners are contributing to the creation of a healthy economic ecosystem, working alongside higher education institutions, local public and private sector leaders, workforce development boards, community action agencies, state agencies, public utilities, commercial lenders, EDA Economic Development Districts, and others concerned with sustainable economic growth and equity in the state. REI's process is developmental and promotes small wins for big impact. After four years REI is beginning to see the seeds sown by previous projects take root and grow. REI estimates that \$59 million (private and public) has been invested in post-REI projects in communities and regions across the state. To see where the investments are taking place see the figure below.



Post-REI investments across the state of Michigan

The Michigan REI Network 2011-2016	
1400+ Twitter followers	59 Student-Led, Faculty-Guided Projects
400+ LinkedIn connections	39 Co-Learning Plan Projects
700+ Listserv members	36 Webinars
600+ Innovate Michigan! Participants	16 Videos
64 Presentations	8 MSU Financially Invested Partners
	Rev. 2-19-16
	Figure 2
	Source: REI

Senior Send-Off

By: **Chelsea Austin, MSU CCED, Research Assistant, austin54@msu.edu**

As another academic draws to a close, MSU CCED would like to recognize our graduating senior.

Chelsea Austin

Chelsea Austin will be graduating with a bachelor's degree in social relations and policy and a minor in public relations. After graduation she will be attending the MSU College of Law on a full academic scholarship where she will pursue a career in sports representation and agency. She has a deep love for all things Disney and in her free time she enjoys watching shows like "Grey's Anatomy" on Netflix.

Matt Gruber

Matt Gruber will graduate with a bachelor's degree in media and information with a specialization in web and graphic design. Upon graduation, he will be moving to Austin, Texas with his brother and securing a position in graphic design. He is an avid golfer and enjoys spending time on the golf course.

Andrew Bennetts will be graduating with a bachelor's degree in urban and regional planning. His current plans after graduation are to stay in Lansing, Michigan and work with REI for the summer. After, he hopes continue into his city planning career within Michigan or wherever the next opportunity presents itself. A Fun fact about Andrew, is that he was homeschooled.

MSU Center for Community and Economic Development

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