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COMMUNITY NEWS & VIEWS

MSU CCED research team receives the Honor Society of Phi Kappa Phi 2013 Excellence Award in Interdisciplinary Scholarship for the “ArtSmarts Among Innovators in Science, Technology, Engineering and Mathematics (STEM)”



Shown in the picture from L-R are team members; Dr. Robert Root-Berstein, Professor Physiology, Dr. Michelle Root-Bernstein, Adjunct Faculty, College of Arts and Letters, Laleah Fernandez, Doctoral Candidate Media and Information Studies, James Lawton, Professor and Studio Artist, College of Arts and Letters, Dr. Rex LaMore, Director Center for Community and Economic Development. Team members not shown include Dr. John Schweitzer, Center for Community and Economic Development, Dr. Eileen Roraback, College of Arts and Letters, Ms. Amber Peruski, MSU Human Biology graduate, Ms. Megan VanDyke, MSU Nursing graduate. The research report is available [here](#).

For more information, see the article “Arts and the Innovative Workplace” on page 5.

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Re-Imagining our Economic System: A Balanced and Sustainable Economy

By Rex LaMore, Director, CCED

The MSU Center for Community and Economic Development (CCED) is committed to developing and applying knowledge to address the needs of contemporary society.

Our mission is to advance MSU's land-grant mission by creating, applying, and disseminating 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.

In carrying out the mission of the CCED, we:

- Create and support an innovative learning environment for collaborative learning in community and economic development.
- Provide training and direct assistance designed to increase the capabilities of community-based organizations, private enterprises and public institutions.
- Conduct research that assists in the development and implementation of effective problem-solving strategies
- Provide a multidisciplinary capacity to respond to the complex, interrelated issues of distressed communities.
- Promote and expand MSU's capacity to provide needed training, direct assistance, and research to address the issues of communities.

One of CCED's strategic initiatives is to organize and hosts an Institute on an emerging issue in community and economic development. The Institute on Contemporary Issues intentionally "looks over the horizon" for an emerging issue in community and economic development. Past Institutes have examined such topics as [Responsibly Investing in Michigan's Future: Community Development Investment Strategies](#), and [Ideas and Dollars: How Cultural Economic Development "makes cents" for Michigan](#).

On March 26th the CCED hosted its Institute on Contemporary Issues entitled [Re-Imagining our Economic System: A Balanced and Sustainable Economy](#). The event which was linked to the MSU World View series visit by noted author and lecturer Jeremy Rifkin hosted a series of panel discussions focusing on

ways to secure a balanced and sustainable economy.

"As a result of its unique Great Lakes heritage and historically strong manufacturing economy Michigan could lead the nation in framing a new social and economic paradigm. We see this new paradigm as one that is environmentally sustainable in scale, socially just and efficient in its use and distribution of resources," said MSU CCED Director Rex LaMore. "Such a paradigm shift must be led by an informed public that has a vision of the character and scope of a re-imagined economy".

Utilizing virtual technology participants at the Institute heard from panelists from across the nation that presented their perspectives on the current economic system and strategies to achieve a more balanced and sustainable economy.

Panel topics included:

- Defining the Driving Factors of the Current and New Economies
- Understanding the Failure and Success of the Current Economy
- Evidence of Movement Toward a Balanced and Sustainable Economy
- Ideas, Inspirations, Goals, and Guidelines for a Balanced and Sustainable Economy

Event co-sponsors included: University of Michigan's Taubman College of Architecture and Urban Planning, Michigan State University's Community Sustainability Department, Clean Energy Coalition, MSU Land Policy Institute, Starting Now! LLC, Michigan Environmental Council, Capital Area Local First, University of Michigan's Graham

Environmental Sustainability Institute, MSU Teacher Education Department, Michigan Suburbs Alliance Michigan Association of Planning (MAP), Michigan Municipal League (MML), MSU James Madison College, and the Peace Education Center.

For more information about the Institute on Contemporary Issues, visit

www.ced.msu.edu/institute



MSU Professor of Economics Charles Ballard speaks to the Institute audience.

CCED Hosts African Professional Fellows

By Luana Malan & RehHEMA Mginah

14 South African and Tanzanian fellows participated in the Michigan State University Strengthening Leadership Capacity and Professional Skills: A Women Economic Empowerment Program. Luana Malan and RehHEMA Mginah are participants in the program being hosted by the Center Community and Economic Development.

LUANA MALAN

Earlier this year I was listening to 702, a local talk radio station in South Africa, as listeners were invited to call in and speak about travelling experiences that made them think differently of South Africa. That day I could only imagine what the callers were talking about because until now I had never been out of South Africa.

Today I'm writing this article from the Michigan State University Center for Community and Economic Development in Lansing, Michigan. I have been placed here through MSU's Strengthening Leadership Capacity and Professional Skills: A Women Economic Empowerment Program. Walking into my first weekly team meeting, I quickly realized based on the agenda and the caliber of individuals around the table that if all do is observe -- in the true anthropological sense -- I will grow.

Therefore, the opportunity to participate in an environment at a University founded on a Land Grant, which embeds the CCED ethos of co-learning for the 'creation of innovative economic development strategies' - I cannot help but to pinch myself from time to time.

South Africa has much to be proud of, and while I acknowledge our efforts to create jobs, our objectives are not unique. I come as a representative of the communities I work with. I am just a small part of a long-standing network and partnership between MSU and South Africa. It is therefore my responsibility to use this time to strengthen these ties for mutual benefit and engagement. I'd like to thank the CCED Staff, especially Jennifer Bruen who coordinates Regional Economic Innovation, for availing your time! We are most appreciative!

Luana Malan is the Social Enterprise Coordinator at Siyabhabha Trust (RSA).

REHHEMA MGINAH

I am a supervisory nurse, or Hospital Matron, and a Pediatric Nurse and Nurse Midwife.

My current responsibilities as Hospital Matron include conducting weekly nursing staff meetings, supervising day-to-day duties and activities of the nursing staff, allocating staff to wards (such as theatres [operating rooms], casualty [emergency rooms], and clinics) according to their respective specialties, and advocating for nurse ethics.

My professional goal is to equip myself with knowledge on the empowerment of women through economic strategies, managerial/leadership skill building, and cross-cultural approaches to empowerment.

My goals under this fellowship are to learn leadership and professional skills that will further my goal of helping other women working in the public sector, such as hospitals.

University-Community Partnerships in Michigan

By Jennifer Bruen, Project Coordinator, REI

University and community college practicum, studio classes, service-learning programs, work-study programs and field-based studies are working with communities and regions across Michigan on a variety of projects in social work; environmental studies; business development; health and medicine; IT and technology science; urban planning and economic development.

These collaborative projects are helping students, faculty and community leaders to gain knowledge, expertise and technical assistance at little cost. These projects provide community and economic development professionals access to technical assistance and data analysis that may otherwise be unobtainable, financially or otherwise. For students, these learning experiences help to bridge the transition from classroom to professional practice. This purposeful linkage of student learning to real-world application is expected to increase Michigan university and community college graduates' skills and improve the state's capacity to retain such talent.



REI Project Coordinator, Jennifer Bruen, visiting Lake Michigan with professional fellows, Luana Malan and RehHEMA Mginah.

On April, 30, 2013 the Presidents Council State Universities of Michigan (PCSUM) hosted its second annual Community University Partnerships Investing in Michigan's Future (CUPIMF) at the state Capitol. There was over 30 university-community partnerships exhibited. Leaders from around the state gathered to learn about beneficial collaborations taking place at the 15 major public universities in Michigan. The MSU EDA University Center for **Regional Economic Innovation (REI)**, at the CCED, was one of the exhibitors

at the event. Coincidentally, one of the objectives of the **REI University Center** is to offer support to Michigan's higher education community and Michigan communities in collaborative projects.

Each year, the REI University Center identifies 6-12 university-community economic development projects. These projects are led by university and community college students, and guided by faculty, and are supported through small stipends to offset any costs associated with completion of the initiatives. This year, with funding from both the **U.S. Department of Commerce, Economic Development Administration** and the **Michigan State Housing Development Authority (MSHDA)**, REI has selected to support 12 technical assistance projects. This year's partners include Madonna University, MSU Business School, Meridian Township, University of Michigan-Flint/Shop Floor Theatre, City of Perry/MSU CARRS, Lake Superior State University, Wayne State University, MSU School of Planning Design and Construction, City of Frankfort, St. Clair County, City of Port Huron, City of Owosso, City of Flint and the Idelwild resort community.

<http://reicenter.org/projects/current-projects#student-led>

Please join us on Wednesday, September 4th, 2013 at the 2013 Innovate Michigan! Summit.
More information on this Summit will be available this summer at:

www.reicenter.org/events/innovate-michigan-summit-2013

MSU CCED Pilots Regional SME Exporting Strategies and Bi-National Regional Development Approaches

By Pardeep Toor, Research Assistant, CCED

The MSU Center for Community and Economic Development has piloted development of regional SME exporting strategies with regional planning partners since 2011 with funding provided by the U.S. Economic Development Administration. A similar approach has now been proposed nationally by the Brookings Institution.

In February 2013, the Brookings Institution proposed a Regional Export Accelerator Challenge (REACH) program to increase exports from the United States to achieve ambitious National Export Initiative (NEI) goals. The NEI was announced by President Obama in 2010 to double exporting by 2015.

The REACH initiative is proposed to be a \$25 million grant program that would be administered by the U.S. Economic Development Administration in the Department of Commerce. The U.S. EDA currently funds multi-jurisdictional regions and consortiums to do regional economic planning that include local governments, business groups, higher

education institutions, and non-profit entities. This proposed grant program would provide funding to support development of regional exporting strategies to boost U.S. exports and contribute to regional economic growth.

Like Brookings Institution's proposed REACH program, the MSU CCED Regional Exporting Strategies Project is funded by the U.S. EDA to expand foreign markets for small and medium size businesses. The CCED Regional Exporting Strategies Project has three partner regions: the East Michigan Council of Governments, consisting of the 14 counties around Saginaw Bay and the Thumb; the Eastern Upper Peninsula (Chippewa, Luce, and Mackinac Counties); and the I-69 International Trade Corridor, consisting of four counties (St. Clair, Lapeer, Genesee, and Shiawassee). The I-69 International Trade Corridor includes one of the state's three gateways to Ontario, Canada, the Blue Water Bridge, connecting the cities of Port Huron, Michigan and Sarnia, Ontario. The crossing is the second-busiest on the Michigan-Ontario border. Trade infrastructure assets in the Corridor also include a double-stack rail tunnel under the St. Clair River.

The I-69 International Trade Corridor was recognized for its regional approaches to steering the state's logistics transformation in a recent Forbes article describing Michigan as the "Next Great Shipping Hub in North America."

MSU CCED is collaborating with its three regional partners to:

- Conduct company site visits and interviews to identify and deploy resources to enhance SME exporting;
- Develop a regional export strategy for the I-69 International Trade Corridor; and
- Hold bi-national regional conferences in the EUP and Blue Water regions this fall to enhance bi-national regional economic growth in these important trade corridors connected by international bridges.

MSU CCED will make presentations to the International Economic Development Council (IEDC) in June and The Association for Canadian Studies in the United States (ACSUS) in November on the innovative bi-national approaches pioneered in this U.S. EDA-funded project.

Visit Knowledgeplanning.org for more information on the Regional Exporting Strategies Project and learn more about the I-69 International Trade Corridor by visiting I-69internationaltradecorridor.com.

Community Outreach and Engagement

By Bob Brown, Community Development Specialist, CCED

Recent restructuring at MSU Outreach and Engagement (MSUOE) brings Bob Brown, Associate Director – University-Community Partnerships, to the staff of the Center for Community and Economic Development. Bob brokers, facilitates and participates in university/community partnerships that are scholarly, community-based, collaborative, responsive, and capacity-building for the public good. He also develops undergraduate and graduate level curriculum on community engagement. He specializes in:

- Co-creating systemic engagement platforms to link science and community wisdom for transformational change
- Creating iterative, strategic action across community and academic networks
- Multi-level Logic modeling to articulate interconnected pathways of change
- Framing and operationalizing engagement within developmental and ecological contexts
- Co-creating collective impact with engaged practitioners and scholars by combining human development, community development, and economic development

Neighborhoods Without Borders (NWB), for example, is an engagement effort in Flint, Michigan which brings together Flint residents who care about reclaiming the city. They are mothers and fathers, sons and daughters, grandmothers and grandfathers, business people and pastors, educators and students, administrators and workers who come together in a grassroots community effort to significantly improve the over-all quality of life in Flint neighborhoods. NWB employs Strategic Doing, a process which enables people to form action-oriented collaborations quickly, guide them toward measurable outcomes, and make adjustments along the way. Bob helps to coordinate the overall effort and guides the monthly Strategic Doing process.

The Flint Researcher's Summit is the university side of NWB. On January 15, 2013, 60 MSU faculty and staff gathered at the Kellogg Center to:

- Establish knowledge about cross-university initiatives
- Create collaboration opportunities among MSU researchers
- Identify where MSU initiatives align with identified goals, activities, and partnerships of local Flint groups
- Understand where there are synergies among research

initiatives and gaps that may constitute opportunities for new initiatives

- Increase the intentionality of establish meaningful partnerships with the residents of Flint and their organizations

Bob helped to organize and facilitate the Summit and coordinates ongoing action coming out of the Summit.

Bob also works in collaboration with MSUOE colleagues to develop educational initiatives designed to train the next generation of engaged scholars by introducing the concept of university-community engagement and developing their community-based research and engagement skills. He participates both on the undergraduate Tools of Engagement curriculum team and the Graduate Certificate in Community Engagement instruction team.

Prior to working at MSU, Bob worked in the United Way System at the United Way of Genesee County, the United Way of Muskegon County, and United Way of Michigan, where he was President and Chief Executive Officer. He has also worked in Michigan's aging network and Michigan's food bank network. He is a past Board member of the Michigan Association for Evaluation. He has a master's degree in public administration from Western Michigan University. Bob lives in Flint, Michigan with his wife Johanna and their son Desmond (who started 1st grade this year).

Bob Brown can be reached at brownr23@msu.edu.

“Neighborhoods Without Borders (NWB) ... brings together Flint residents who care about reclaiming the city.”

Arts and the Innovative Workplace

By Amy Lazet, CCED

Previous research by Michigan State University's Center for Community and Economic Development successfully established the link between entrepreneurial inventiveness and sustained arts and crafts involvement. Published under the title [“ArtSmarts and Innovators in Science, Technology, Engineering, and Mathematics,”](#) this study was conducted by a multidisciplinary research team comprised of academics in disciplines ranging from physiology to the humanities. In April the team received from the Honor Society of Phi Kappa Phi the “Excellence Award in Interdisciplinary Scholarship” (shown in the photo on the front page).

From January 2010 to June 2012, the ArtSmarts team investigated the creativity and innovation of Michigan State University Honors College graduates within science, technology, engineering, and mathematics (or STEM) fields. Participants were chosen that had enough time to establish themselves within their fields. Many were actively engaged in the production of creative capital, defined here as the number of companies founded and patents held for inventions.

The results of the study demonstrated that the vast majority of the respondents believe their innovative ability is stimulated by their arts and crafts knowledge, and many would recommend increasing the amount of arts and crafts exposure that students in STEM fields receive. Finally, the team demonstrated that lifelong arts and crafts exposure yielded the most significant impacts for innovators and entrepreneurs.

The ArtSmarts team recommended that the state of Michigan recognize the importance of funding arts and crafts for economic transformation; recognize the significance of arts and crafts in supporting innovation in STEM disciplines; and support research that investigates the most effective ways to facilitate lifelong exposure to arts and crafts.

The current research project, "Arts and the Innovative Workplace," is a continuation of ArtSmarts, and seeks to explore the link between successful, innovative companies in Michigan, involvement in arts and crafts, and workplace design. This research is being conducted by the multidisciplinary Arts and the Innovative Workplace research team, constituted of individuals in a variety of academic disciplines such as the humanities and urban and regional planning.

Interviews are being arranged with the founders and chief executive officers of companies in Michigan that in 2006 received a 21st Century Jobs Fund Award. These businesses are defined as innovative, highly-skilled, and highly-paid industries within the manufacturing, alternative energy, life sciences, and homeland security and defense spheres.

The research team seeks to stimulate both the local economy and the arts community by identifying factors affecting inventiveness and productivity in high-wage, high-growth industries, thereby addressing the issue of job creation. Funded in part by a grant from the Michigan Council for Arts and Cultural Affairs, the Arts and the Innovative Workplace survey explores workplace flexibility, philanthropy towards and involvement in the arts on both a company and personal level, individual participation in arts and crafts over the lifetime of the founder or CEO, and how creative workplace design can affect employee creativity and productivity.

By understanding the relationship between arts participation, creative work environments, and economic growth, the results of this study are expected to have an impact not only on Michigan's economy, but also to have the potential for application nationwide. The findings will be made available both through the Center for Community and Economic Development and academic publications, thereby benefiting a wide audience and adding to the extant research on arts and crafts involvement, workplace design, and productivity in STEM fields.