



COMMUNITY NEWS

A PUBLICATION OF MSU OUTREACH AND ENGAGEMENT - CENTER FOR COMMUNITY

AND ECONOMIC DEVELOPMENT

VOLUME 19, NO. 2 WINTER 2010



This is the first issue of the electronic edition of the Community News and Views. For subscription information, please e-mail ced@msu.edu

A Note to Our Readers

In an effort to network locally and provide the community with updates about its current programs and research, the Michigan State University Center for Community and Economic Development (CCED) has been publishing and distributing the Community News and Views (CNV) newsletter since 1988. In the fall of 2008, we decided to update the newsletter by replacing the print version with an electronic version that would be distributed via e-mail.

The CCED *Community News and Views* seems to:

1. To facilitate the awareness of issues, education and cutting edge research focused on distressed communities primarily in Michigan;
2. To facilitate opportunities for students, community leaders and other professionals to share ideas and information in feature articles and;
3. To promote and recognize the work of community and economic development practitioners, some in local neighborhoods.

The Community News and Views serves as a means for MSU faculty, students, national leaders, scholars, community leaders, and practitioners to showcase and disseminate their most up-to-date research, ideas and practices to a broad audience who are concerned with the revitalization of distressed communities nationwide. The current circulation of the Community News and Views newsletter is recorded at over 12,000 subscribers.

Out of those 12,000 subscribers, 10,626 are Michigan residents, 2,294 currently live outside of Michigan, and 11,000 of the subscribers have institutional or organizational affiliations.

We hope that as a result of the new format of the Community News and Views newsletter, more people will receive our publication. By sending out the newsletter via e-mail as opposed to the traditional postage mail, we will be notified much sooner of any failed delivery.

In this current issue (Vol. 19 No. 2) of the Community News and Views, both senior staff and students contributed to provide interesting information about the Center for Community and Economic Development's current programs and research.

With the new electronic format, articles may now contain links for suggested further reading, links to videos, or links to external Web sites. This will allow readers to obtain further research on select topics of interest.

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For up-to-date information on any of the Center for Community and Economic Development's programs, please visit us on the Web at www.ced.msu.edu.

For article queries, comments, questions or suggestions, please send an e-mail to ced@msu.edu.



Innovative Regional Planning for the 21st Century Global Knowledge Economy

Written by: J.D. Snyder - Specialist, CCED and Sara Bowers - Undergraduate Research Assistant, CCED

Michigan continues to struggle with the steepest economic downturn in the U.S. The impacts of the global financial crisis, continued stalling of global manufacturing, and auto company bankruptcies have caused irretrievable job losses and reversed income growth. The state unemployment rate of 14.6% in December was the highest in the country and exceeded the national rate of 10%. The state's dismal economic picture hinges on the loss of nearly a million manufacturing jobs since 2000. Michigan's per capita personal income fell below the national average in 2007, according to U.S. Census Bureau data.

On a regional scale, Northern Michigan and the Eastern Upper Peninsula have long lagged economically behind the state's more urbanized, populous regions, and now face new challenges associated with the emergence of the global knowledge economy. These regions cover about one-quarter of the state (21 of the state's 83 counties) but have less than 5% of the state's population.

An experienced team of researchers based out of the Michigan State University Center for Community and Economic Development (CCED) stepped up and obtained a \$150,000 grant from the U.S. Department of Commerce in October 2008 to develop innovative economic development strategies for three regional planning organizations. CCED is collaborating with the Northwest Michigan Council of Governments (NWMCOG), Northeast Michigan Council of Governments (NEMCOG), and the Eastern Upper Peninsula Regional Planning and Development Commission (EUPRPDC) to align their local economic development priorities with the demands of the global knowledge economy.

The goal is to empower these three regions to compete successfully in the global knowledge economy.

"Our job is to identify and deploy the right combination of university and other resources to respond effectively to our partners' needs," said Rex LaMore, the team leader and director of the Michigan State University Center for Community and Economic Development (CCED). "The process to identify these needs was conducted through lenses calibrated by a data-driven understanding of the global knowledge economy."

In this innovative project, the CCED team is using the U.S. Department of Commerce Economic Development Administration (EDA) requirements for federally-designated economic development districts (EDD) to prepare a Comprehensive Economic Development Strategy (CEDs) as a vehicle to redefine the strategic framework for regional economic development planning. Regional planners are required to develop an "economic roadmap" with their stakeholders using a baseline assessment and identification of investment opportunities and funding sources. The region establishes economic goals and develops a plan of action.

Until this project, these comprehensive economic development strategies have relied on traditional 40-year old economic development planning models that fail to incorporate an understanding of the global knowledge economy in which regions must now compete. In this innovative approach, MSU and its regional partners seek to transform traditional regional economic development planning to a new planning model based on the development of Comprehensive Innovative Development Strategies (CIDS). These 21st century strategies incorporate critical new elements geared to the global knowledge economy like broadband infrastructure to augment traditional infrastructure like roads and sewers.

To effect this transformation, the MSU team and regional partners have created a series of co-learning actions to make better use of regional assets and create entrepreneurial opportunities in the global knowledge economy. Based on this co-learning model, strategic actions can be identified to create new jobs and support entrepreneurs in these regions.

"At the end of the day, this is all about positioning these regions and the rest of the state to create good new jobs and real entrepreneurial opportunities in the Global Knowledge Economy," LaMore said.

How the Process Works: Transforming Regional Economic Development Planning to Successfully Compete in the Global Knowledge Economy

Successful regional economies today require a data-driven understanding of the global knowledge economy. This understanding was not required to succeed in a nationally-based manufacturing economy. In this EDA-funded project, the CCED team has designed an innovative process to transform regional economic development planning to succeed in the global knowledge economy: 1-Develop and apply regional knowledge economy indicators; 2-Create and implement effective co-learning plans to launch innovative strategic initiatives, and 3-Transform 20th century manufacturing-based comprehensive economic development strategies to 21st century innovation-based comprehensive intelligent development strategies.

1. Develop and Apply Regional Knowledge Economy Indicators

To measure and assess the progress of the three Northern Michigan regions in the global knowledge economy, the CCED project team and the three regional partners developed 32 Knowledge

Economy Indicators in seven categories: Context; Talent; Innovation Capacity; Knowledge Jobs; Digital Economy; Globalization; and Economic Dynamism. These indicators are based on and expand upon the annual national State New Economy Index, currently published by Robert D. Atkinson of the Information Technology and Innovation Foundation and the Kauffman Foundation.

These indicators provide a baseline for effective 21st century regional economic development planning.

2. Create and Implement Effective Co-Learning Plans to Launch Innovative Strategic Initiatives

Co-learning plans have targeted talent cultivation/retention; increasing export markets; expanding broadband coverage; developing alternative investment strategies; and expanding natural resource-based tourism opportunities as areas in which strategic initiatives can be designed to grab the most traction and provide the highest value to these regions to compete in the global knowledge economy.

The talent co-learning team obtained information on cutting-edge talent retention and attraction strategies and developed a rural community case studies primer. Specific challenges include retaining and attracting medical personnel and strategic support of entrepreneurial initiatives. The team is developing a dynamic and extensive network to better position the regions to compete.

Another co-learning team conducted a survey of exporting activity in the Eastern Upper Peninsula, and is investigating the expansion of Canadian and global export market opportunities. The project team is planning a panel this spring in Gaylord on "Exporting 101" designed to encourage more local companies to enter exporting markets.

The investment co-learning team has developed a primer on equity capital and non-traditional investment strategies, and is designing and conducting a survey to identify the types of capital provided by organizations in Northern Michigan and the eastern UP. Providing greater access to investment capital by devising non-traditional strategies is critical to entrepreneurs in these rural regions where access to traditional capital sources is choked.

The broadband co-learning team conducted research to expand broadband coverage and provided strategic support of American Recovery and Reinvestment Act (ARRA) broadband infrastructure grant/loan funding proposals to benefit regional partner communities.

The ecotourism co-learning team has designed and is conducting a survey to identify Northeast Michigan companies engaged in ecotourism and resource-based recreation, the conditions of this incipient sector, and the types of assistance they might need. A clear understanding of this sector can provide a means to develop successful strategic initiatives to benefit this sector.

3. Innovative Regional Planning for the 21st Century: Comprehensive Intelligent Development Strategies

The identification and application of meaningful knowledge economy indicators and the knowledge gained from the co-learning process empowers regional planners and stakeholders

to better understand current economic conditions. Based on this data-driven understanding, the regions can effectively identify and prioritize strategic actions to improve those conditions.

This magnified understanding provides a turbocharged vehicle for innovative regional planning. With this vehicle, planners and stakeholders can drive innovative strategic initiatives to compete successfully in the global knowledge economy. The regional Knowledge Economy Indicators can be used to quantify and track changes associated with transforming economic development strategies from a traditional 20th century manufacturing-based model to a new 21st century model. This model is configured to and reflects the very different dynamics of the global knowledge economy.

“The identification and application of meaningful knowledge economy indicators and the knowledge gained from the co-learning process empowers regional planners and stake holders to better understand current economic conditions.”

The MSU CCED team has launched a new Web site to help local and regional planners to compete successfully in the GKE.

In addition to the multimedia and photo galleries, the Knowledge Planning site hosts an extensive library of links to news articles and related news sources related to the knowledge economy.

This innovative site boasts information about the collaborative project, as well as multimedia and photo galleries from events related to the project.

The site is updated regularly since it launch in August 2009 and continues play host to important information about events, news, data, and other media related to the Northern Michigan and Eastern Upper Peninsula Knowledge Economy Strategies Project.

Presenting: The Michigan Avenue Thinkers and Doers

Written by: Sara Bowers - Research Assistant, CCED

The Michigan Avenue Thinkers and Doers Series provides a new venue for imaginative and action-driven people striving to improve the East Side community and Lansing area to share their ideas and stories about their deeds.

The MSU Center for Community and Economic Development (CCED) office is a valuable asset for and in the neighborhood. Sharing this inviting space with our East Side friends and neighbors as well as other MSU campus departments and organizations, we can learn from our community, as well as from traditional experts. Indeed, we can learn as much from the neighborhood as our neighbors can learn from university resources.

We want to be a vibrant community resource. We seek speakers from our community -- both our immediate neighborhood and campus -- who are creating, imagining, and dreaming of things that can become the realities of tomorrow and the solutions to vexing problems. We believe in the power of ingenuity, innovation, imagination, and inspiration. And we believe in the future of our community and our state.

The June 3 presentation of the Michigan Avenue Thinkers and Doers, "The Immigrant Experience on the East Side," featured Edsan Zakerny, an Iranian who immigrated to Lansing in 1999. Edsan lived in nine different countries, choosing each for a specific purpose. He discussed his experiences around the world, his story of moving to the United States. Within ten days of arriving to Lansing, he was able to find housing, enroll in a language class, obtain a donate car, and find a job. Edsan provided an outstanding example of how the diversity of a place attracts young knowledge workers.

The first presentation was a complete success, and so the Michigan Avenue Thinkers and Doers hosted its second event two weeks later, "The Best and Brightest of 2009: Lansing's Valedictorian's." Madelyn Hollenbeck of Eastern High School and Jazmen Moore of Everett High School described their experiences attending Lansing high schools and their perceptions of inaccuracies in media stories about their urban schools. They shared their plans and dreams for the future. These gifted young women amazed the audience with their maturity and insights about the Lansing community. We all wished them the best as they start at MSU this fall.

In August, Scott Harris of Everybody Reads described his dream to transition his bookstore from a privately-owned business to a member-owned cooperative. The East Lansing Food Co-op generously donated refreshments for this event, as well as advice to Scott on running a cooperative. Scott is examining various cooperative models and seeks the support of his neighbors in this venture.

In the fall, Thinkers and Doers held presentations on: Lansing Master Planning Process (September 22) which featured Rick Kibbey and Kate Koskinen who work with the City of Lansing; Fresh Food (October 14) which featured Hollie Hammel of the Allen Neighborhood Center; and Local Filmmaking (November 18).

This winter and spring Thinkers and Doers will be holding presentations on topics like the Lansing music and poetry scene, Michigan Avenue transit (CATA), Greater Lansing Foodbank, Spiritual Leadership in Lansing, as well as another presentation of the Lansing-area high school valedictorians.

All programs start with light refreshments at 6:00 p.m., followed by the presentations from 6:30 p.m. to 7:15 p.m. Neighbors and the public are invited to attend. There is no admission fee.

Making the Move to a Green Economy

Written By: Sara Bowers - Research Assistant, CCED

Michigan's strong relationship with the automobile industry puts it in a vulnerable state. Manufacturing has lost 22,393 jobs since their peak levels in 2001, according to a study conducted by the Michigan State University Land Policy Institute

(LPI). Additionally, every automotive-related sector has had a decline in employment.

Bio-manufacturing is the commercialization of biotechnological products. Biobased products are commercial or industrial products that are composed in whole or in significant part of biological products or renewable domestic agricultural materials (namely plant, animal, and marine products) or forestry materials. Mid-Michigan is well-positioned with its natural advantages in manufacturing and agriculture to increase wealth in the bioeconomy.



This emerging bio-manufacturing sector can become an economic powerhouse in the Mid-Michigan Region by supplying innovative automotive and other bioproduct applications. This will allow the sector to tap into the huge potential of growing global markets working to create renewable-based, rather than petroleum-based, products.

According to the LPI study, automotive polymer-related sectors, such as plastic materials and synthetic resins, have shown significant growth and strength in the tri-county region, and could provide an output for bio-based product production. Diversity is the key to long-term economic health, and bio-based industries present an opportunity on which Michigan is uniquely positioned to capitalize. By building upon our assets, and utilizing them to attract businesses, we can turn the region's economy around.

In an effort to revitalize Michigan's economy and employ displaced workers, various strategies are being explored; namely, bio-based industry sectors. A partnership including Tri-Country Regional Planning Commission (TCRPC), the MSU Center for Community and Economic Development (CCED), Lansing Community College, and the Land Policy Institute (LPI) received a grant from the U.S. Department of Commerce Economic Development Administration to support these efforts.

In order to determine the bio-manufacturing capacity of the region, the Michigan State University Center for Community and Economic Development (CCED) conducted the Lansing Tri-County Bio-Manufacturing Feasibility Study in 2007, funded by the U.S. Economic Development Administration, the study finished in the fall of 2008.

A technical advisory committee of public and private sector industry leaders was established and routinely consulted to answer questions and interpret data to improve the reliability of the feasibility study. The committee includes members from the Prima Civitas Foundation; Michigan State University Composite Materials and Structures Center; Lansing Community College; KTM Industries Tri-County Regional Planning Commission; Capital Area Manufacturing Council; Michigan Agri-Business Association; and Consumers Energy. Each member brings with them their own unique experience and expertise to the project.

The purpose of the study is to assess the potential to create and sustain a bio-based manufacturing capacity in the Lansing Tri-County Region. Profiles were compiled to examine the region's demographics, employment status, natural resources, industrial/infrastructure capacity, intellectual capacity, and leadership com-

mitment.

Additionally, five key performance factors were analyzed to determine the viability of bio-manufacturing in the Tri-County Region, including market growth and potential; agriculture, natural resources, and environmental; industrial and infrastructure capacity; intellectual capabilities and leadership commitment.

Each performance factor was benchmarked to the extent possible to assess the Tri-County Region's relative strengths and weakness for the factor.

Seventeen indicators providing measurements of the performance factors were identified to help the project team better understand the scope and impact of each performance factor. Understanding the capabilities of the region is essential to determining the feasibility of developing an automotive bio-manufacturing industry cluster.

The final analysis of the feasibility study indicates that mid-Michigan has the potential to develop a competitive edge in bio-manufacturing given the region's manufacturing strength, accessible agricultural base, skilled labor force and unparalleled higher education research in the bioeconomy. Additionally, the well-developed network of automotive, chemical, plastics and related manufacturing firms and suppliers in the region offers very clear market potential for locally-manufactured products.

The feasibility study also presents recommendations for the Mid-Michigan region based on its findings. These recommendations include:

- Establish a bio-manufacturing industry network, including manufacturing leaders and agricultural producers;
- Work to educate public officials and policymakers about the bio-manufacturing sector to ensure sound planning and economic development decisions;
- Formulate strategies to raise public sector capital and leverage the capacity of the industry network to administer community financing efforts and establish a bio-manufacturing cooperative.

Following the publication of the feasibility study, a group of private sector leaders stepped up to assist the formation of the Bio-Manufacturing Alliance of Mid-Michigan (BAMM). The Alliance was later transformed into the Green Bio-Manufacturing Alliance of Mid-Michigan, or G-BAMM, to emphasize the "green" vision for the future of manufacturing.

Four public information forums were held at Lansing Community College, Hannah Center, and the Michigan Brewing Company. These forums brought together industry leaders, educational specialists, and others to present the findings of the feasibility study and discuss the potential for bringing bio-manufacturing to Mid-Michigan. The last of the forums was hosted by G-BAMM and brought members of the Ontario BioAuto Council to Lansing to share ways in which they are developing innovative products and processes to meet the growing demand for affordable and sustainable bio-based products.

The feasibility study created much interest and brought attention to the possibility of bio-manufacturing in Michigan. The CCED worked with partners from Michigan State University, Lansing Community College, Tri-County Regional Planning Commission, and Prima Civitas to generate a proposal for a

Green Bio-Manufacturing Regional Skills Alliance.

To date, the team consisting of the CCED, Michigan State University Composite Materials and Structures Center, *Prima Civitas*, Lansing Community College, and Tri-County Regional Planning Commission have made great strides in bringing bio-manufacturing to Mid-Michigan, including:

- Completing the Lansing Tri-County Feasibility Study,
- Establishing a directory of private and public sector stakeholders in the bioeconomy (BAMM),
- Creating a training curriculum at Lansing Community College to prepare workers for bio-manufacturing, and
- Increasing awareness of the bio-manufacturing capacity and potential of the mid-Michigan region.
- Work with the Capital Area Michigan Works to support the creation of a Bio-Manufacturing Consortium

Mid-Michigan possesses the supplies, skilled workforce, and infrastructure necessary to be a national leader in this emerging sector. Most importantly, the region has the drive to succeed. This motivation was seen before, when the region was busy and bustling with the automobile industry. Promising economic times are on the horizon, we only need to put the pieces together to fuel our success.

Urban Core Mayors

Written by: Twyla Blackmond Larnell, Graduate Research Assistant, CCED

The Urban Core Mayors is a bipartisan, multi-regional coalition of thirteen central city mayors intended to address areas of mutual concern and develop and implement an agenda for local and state policy for cities. Formed in 1992, through the leadership of former Detroit Mayor Dennis Archers and former Grand Rapids Mayor John Logie, the Urban Core Mayors work together for effective policy solutions to Michigan's urban problems. Since its formation, the Urban Core Mayors have undertaken a variety of collaborative initiatives.

To support local and state policy development for cities, Michigan State University's CCED, in partnership with the MSU's Land Policy Institute's MI-HELP consortium and the Bipartisan Urban Caucus, connected Michigan's Urban Core Mayors and legislative leaders with its finest urban scholars to address the critical urban policy issues facing our state. The partnership organized a series of policy briefings based on policy analysis research projects commissioned in direct response to priority issues identified by member mayors. The "Urban Research Policy Series," seeks to extend the knowledge, resources, and networking capacities of the Urban Core Mayors in order to generate solutions to the problems that plague Michigan's core cities and enhance the quality of life for Michigan's most vulnerable residents. Copies of this report are available at: <http://ced.msu.edu/policy2.html>.

Over the past year, the MSU CCED facilitated four successful meetings of the Urban Core Mayors. The most recent meeting occurred on June 3, 2009 at Youthville Detroit. During the meeting, they mayors welcomed Mayor Dave Bing of Detroit as a new member and co-chair of UCM. Member mayors discussed various joint projects conducted with other Urban Core Mayors, including: prisoner re-entry, environmental initiatives, housing foreclosures, and sustainability covenants. The mayors also reviewed pending state legislative initiatives, particularly revenue sharing. At the request of the Urban Core Mayors in this meeting, MSU CCED is

working to schedule a joint meeting between a delegation of Urban Core Mayors and key urban state legislators in an effort to develop strong working relationships and improve urban policy.

Spotlight: Dr. Robert Richardson
Alexandra Kirsch - Undergraduate Research Assistant, CCED

The CCED Faculty Board of Advisors (FBA) was established to support the outreach scholarship mission of the MSU Center for Community and Economic Development at Michigan State University. The primary functions of the Board are to facilitate networking and shared learning among faculty members, students and others; advocating for outreach scholarship within the university and communities; and recruiting and supporting the engagement of students in CCED outreach scholarship activities.

The Advisory Board fulfills these functions by engaging in the following activities: linking faculty to research opportunities made available through CCED's presence 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.

New CCED Faculty Board of Advisors member, Dr. Robert Richardson of CARRS is excited about his recent involvement with CCED and the Faculty Board of Advisors.

Dr. Richardson's work focuses mostly on sustainable development, natural resource based tourism, and the economic impacts of climate change.

Consistent with the mission of community engagement, Dr. Richardson takes an active interest in the Lansing area. His primary work involving CCED surrounded research on indicators -- how we measure the effects of our behavior on the environment, community, and economy -- where a group was assembled to develop indicators to measure development in Michigan.

With the support of a grant from the Sustainable Michigan Endowed Project (SMEP), Dr. Richardson developed a new graduate course at MSU that integrates graduate education, research, and outreach around the topic of indicators of socio-economic well being. The course was offered for the first time in 2009, and students collected and analyzed data from the tri-county region of Greater Lansing that were used to calculate the Genuine Progress Indicator (GPI), an alternative to the GDP.

"There is an old cliché that says, "We only pay attention to what we can measure,"" Dr. Richardson explained. "My interest with outreach and engagement is to provide local community leaders with indicators that can help them make good decisions."

Before coming to Michigan State University, where he currently serves as an assistant professor, Dr. Richardson worked at Galen University, a small school in Belize, where his work involved iden-

tifying villages with particular development needs.

Dr. Richardson earned his B.S. from Tulane University, his M.B.A. from New York University, and his Ph.D. from Colorado State University.

Dr. Richardson uses Lansing as a resource in the courses he teaches at MSU. For example, in his course, The Tourism System (PRR 474), Dr. Richardson took students on a field trip to the Lansing area to discuss what Lansing could do to increase tourism to the area. Additionally his course in Environmental Economics (EEP 320), Dr. Richardson and students examine environmental issues in the area, imagining the Lansing that they see, 20 years from now.

Protecting the environment is an important personal goal for Dr. Richardson, whose Ph.D. is in environmental and resource economics. His vision of community and economic development is a practice that aims to improve the standard of living so that we live better lives.

"I believe strongly in the ethic of engagement," he explained. "We cannot know the ways in which people's lives may better, without talking to them, working with them, and truly engaging them so that the decisions are made to truly enhance the well-being for communities."

Annual Institute Summary
Alexandra Kirsch - Undergraduate Research Assistant, CCED

This past October, the Michigan State University Center for Community and Economic Development partnered with Kalamazoo College to present the 2009 Annual Institute: Innovating and Re-inventing Strong Michigan Communities: Co-Learning to Affect Transformational Change. The Annual Institute took place on October 21 and October 28 at the Hannah Community Center in East Lansing.

The two dynamic afternoon sessions engaged community leaders and community and economic development innovators to probe and learn about mindset change and create innovative collaborations.

The panelists for the first session of the Annual Institute were Arnold Weinsfeld (Michigan Municipal League), John Austin (Michigan State Board of Education), and Sharon Parks (Michigan League for Human Services). Following the panel presentations, Kiran Cunningham, a professor of anthropology at Kalamazoo College gave a presentation on the New Normal. Her presentations can be accessed on the Knowledge Planning Web site at www.knowledgeplanning.org/ai.

Participants engaged in discussions surrounding the subjects that were introduced during the panel presentations. Each group had a facilitator and recorder from the sponsoring universities who helped maintain the flow of ideas and focus on specific topics.

The second session of the Annual Institute began with another short introduction by Dr. Rex LaMore of CCED, and was followed by a presentation given by Charlie Fleetham. Fleetham is an author (The Search for Unrational Leadership and Using Rational and Irrational Methods to Change Your Life) as well as the founder and president of Project Innovations. Fleetham's presentation was about the Challenges of Transformational Change. The panel presentations for the second session of the Annual Institute included

presentations by Terri Link (Greater Lansing Food Bank), Sharon Howell (Oakland University), Tremaine Phillips (Michigan Environmental Council), and William F. Jones, Jr. (Focus HOPE).

Both sessions were successful in starting dialogue and actions to create a network that fosters the change necessary to succeed in the new normal.

Michigan World Usability Day 2009

Written by: Graham Pierce, Project Assistant, CCED

Michigan State University's Usability & Accessibility Center hosted the Michigan World Usability Day 2009 conference on November 12th, featuring a special session on Contemporary Issues of Information Technology in the Sustainable Global Knowledge Economy, co-hosted with CCED. This year's conference theme was "Designing for Sustainable Communities." The special session, moderated by Rex LaMore of CCED, featured George Boersma (Director, Office of Technology Partnerships, Michigan Department of Information Technology), Kirk Riley (Executive Director, Information Technology Empowerment Center, MSU), Sharron Rush (Executive Director, Knowbility), and Mark Wilson (Associate Director, School of Planning, Design & Construction, MSU). In addition, there were presentations from Oakland County eGovernment ("eGovernment Services for a Sustainable County"), the Ford Motor Company ("Hybrid Technology for a Sustainable Future"), and Comerica Bank ("Sustainability and Agility: UX Designs for eForms"). World Usability Day at MSU also featured an Assistive Technology Expo and an Accessibility Workshop on WCAG 2.0, ARIA, and AJAX. The Michigan chapter of the Usability Professionals' Association joined MSU in this year's event, offering attendees an exciting opportunity to participate in live usability evaluations of alarm clocks.

The event drew over 150 designers, developers, usability and accessibility specialists, corporate and government IT professionals, community planners, and academics interested in usability, user-centered design, accessibility, and human-computer interaction.

For those that were unable to attend, PowerPoints of the presentations are on the conference Website (<http://usability.msu.edu/conf/2009/>) and videos will be posted in the near future.

Green Ease

Alexandra Kirsch - Undergraduate Research Assistant, CCED

On Monday January 4, 2010 the Michigan State University Center for Community and Economic Development (CCED) received a Green Certification on behalf of the Office of Campus Sustainability.

Since relocating in 2008 to its new location at 1615 E. Michigan Ave., CCED has taken expanded measures to ensure that its business practices are environmentally friendly.

CCED's eco-friendly practices include: communicating electronically, having automatic motion-sensor lighting, printing double-sided



documents, and recycling appropriate materials like paper and plastic products. In addition its common practices, CCED features informational posters throughout the office informing employees of different ways to be sustainable in the workplace.

During the office's weekly staff meetings, environmental topics are always part of the agenda.

The certification process was just a small step in CCED's journey of promoting green practices alongside its involvement with the community.

Center for Community and Economic Development Staff

Dr. Rex LaMore
Director

John Melcher
Associate Director

Kassandra Ray-Smith
Secretary

John Schweitzer
Professor

J.D. Snyder
Specialist

Graham Pierce
Project Assistant

Graduate and Undergraduate Students and Visitors

Twyla Blackmond Larnell
Graduate Research Assistant

Sara Bowers
Research Assistant

Charles Collins
Graduate Research Assistant

Alexandra Kirsch
Undergraduate Research Assistant

Laura Kaufman
Undergraduate Research Assistant

Jihye Kang
Graduate Research Assistant

Natalie Youakim
Undergraduate Research Assistant