
Introducing CCED's New Podcast:

“TRANSFORMING TOMORROW TOGETHER... TODAY”

Transforming Tomorrow Together...Today, or T⁴, is a new podcast produced by the Center for Community and Economic Development at Michigan State University. As Assistant Director, I have the privilege of exploring the people, ideas, and initiatives shaping stronger, more equitable communities within Michigan and beyond. Each monthly episode dives into timely topics related to community and economic development, innovation, and service, and how these efforts contribute to positive change at the local and national level.

The MSU Center for Community and Economic Development is excited to welcome a variety of guests, including students, professionals, community partners, thought leaders, change-makers and researchers who are working on projects that support communities in meaningful ways. Our guests share insights from their experiences, discuss challenges and successes in their work, and reflect on how their efforts contribute to broader social and economic impact for the development of our shared great spaces in which we live, learn, work and play!

The CCED kicks off T⁴ with an introductory episode to our newest team member, Dr. Kevin Brooks, to learn a little more about what he does in his role as the CCED Community Engagement Specialist. This and future episodes can be accessed on the Center's Podcast page at <https://ced.msu.edu/media/podcasts> and also on YouTube and Apple Podcasts as well as Spotify beginning in February. We'd also like to extend special appreciation to student research assistant, Alayla Milow, the Center's new podcast assistant also supporting the Urban Community Engagement Fellows and a senior majoring in Mediated Communication. She specializes in communication strategy, media analysis and digital storytelling. Ms. Milow is passionate about using media as a tool to build authentic connections, elevate diverse voices and engage communities in meaningful ways.

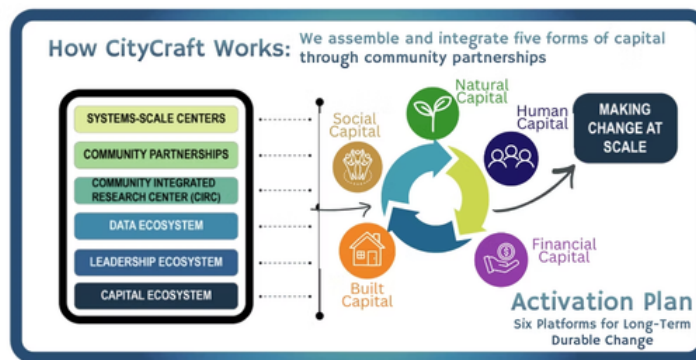
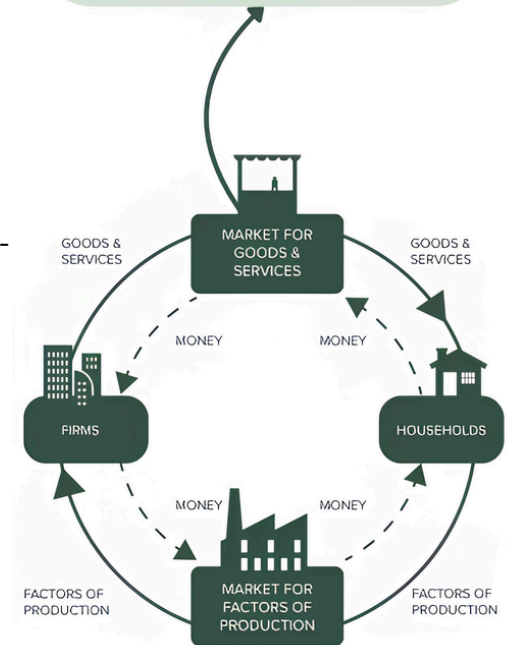


Mary ZumBrunnen
Assistant Director, CCED

In March’s episode, T4 explored how communities can transition from a traditional “take-make-waste” economy to a more sustainable circular economy by keeping materials in use rather than discarding them. Featuring Michigan State University researcher and co-author Abigail Carrigan, the conversation focuses on a newly developed toolkit designed to help recyclers, governments, and businesses identify and connect with “reuse markets” - the companies that can turn recycled materials into valuable inputs. The episode, also available at <https://ced.msu.edu/media/podcasts> breaks down key challenges like lack of transparency, weak demand for recycled goods, and system inefficiencies, while highlighting practical strategies and tools to strengthen these connections.

With a wealth of topics, the Center kicked off April with a three-parter featuring the CityCraft Foundation founder and board chair, John Knott, Jr., regenerative system scale and operations strategist, Melissa Hall, who is also the founding director of the Lansing Growth Fund, and CityCraft board member and developer, Brent Forsberg. The team focused on their work discussing the Southwest Lansing Regenerative Roadmap Initiative, Lansing Growth Fund and the vision CityCraft brings to the triple bottom line to address the long term environmental, economic and social challenges within communities across the nation. Based on a balance of people, planet and prosperity, CityCraft embodies the belief that sustainable cities must be equally responsive to social needs, environmental responsibility and economic vitality.

Reuse markets ensure that recycled, reused, or recovered materials are turned into new products, keeping value in circulation. Without reuse markets, materials collected for recycling have nowhere to go, stalling the system and increasing disposal to landfills.



Catch T4's next episode where Dr. Rex LaMore, director of the Center and soon retiree, will talk us through his journey of five decades. From AmeriCorps*Volunteer in Service to America to becoming the Center for Community & Economic Development’s director, we’ll learn about what’s next for Rex and also what the future may hold for the Center. Until then...