The Center for Community and Economic Development has been hard at work over the past year as we have ramped up our outreach, training and technical assistance efforts across the state. Though it isn’t intended to be comprehensive, this report summarizes some of the major activities we have undertaken and can serve as a general update for our stakeholders.

Community development is collaborative by nature. Whether it be through training of nonprofit leaders, community organizing and engagement, or student leadership development, the collaborative spirit by which partner organizations have worked with us has been amazing. I would like to thank all of our partners, funders, and supporters who have made our work possible. Many of them are mentioned in this report, but many others have helped behind the scenes and for that we are also thankful.

Our efforts would not be possible without the help of the University of Central Arkansas and the Division of Outreach and Community Engagement. UCA is committed to lifelong learning, and to the idea that we can make a positive impact on the economic development of the state of Arkansas. The Center’s programs allow us to reach beyond the walls of the university to connect the campus with the community. We hope you find this report informative and we look forward to building off this work in the coming year.

In service,
Amy Whitehead

The mission of the Center for Community and Economic Development is to manage the Community Development Institute, provide support and training to Arkansas communities and development professionals, and represent UCA in its community engagement efforts. The Center is part of the University of Central Arkansas’ Division of Outreach and Community Engagement.

We are committed to assisting local leaders in their community improvement efforts. To do this, the Center consults with Arkansas communities to provide training and customized services that help leaders assess their current community situation and develop strategies to achieve their community and economic development goals.

The Center works with community leaders and organizations throughout Arkansas, including:

- elected officials and government agencies
- chambers of commerce
- local and regional community/economic development organizations
- non-profit organizations
- any individual or organization committed to improving the quality of life and economic vitality of Arkansas communities

475
THE NUMBER OF PEOPLE TRAINED BY THE CENTER IN 2013-14
The 2013-2014 year was an exciting time for training opportunities. The Center partnered with several organizations to provide in-depth training sessions on diverse topics.

**CREATING A BETTER COMMUNITY**

On April 2, 2014, the Center partnered with the University of Arkansas’ Applied Sustainability Center and the Arkansas Chapter of the American Planning Association to host *Strong Towns: The Intersection of Land Use, Transportation & Financial Resiliency*. Chuck Marohn, co-founder and president of Strong Towns, presented an exciting half day session that covered topics such as identifying and creating financially productive places that produce more wealth for the community than they require in city services and subsidies.

This session was very well attended with over 115 mayors, city council representatives, city financial directors, economic development professionals, city planners, city engineers and public works directors from across Arkansas.

**CREATING A STRONGER ECONOMY**

Creating Communities that understand and support entrepreneurship was the focus of a half day workshop called *Entrepreneurship in Arkansas: Tips and Tools*, held in April 2014. The Center partnered with the UCA College of Business to provide a forum for discussion on entrepreneurship as an economic development driver, the challenges and opportunities for entrepreneurs in Arkansas, and tools and strategies for developing entrepreneurial communities.

Speakers from the Arkansas Economic Development Commission, experts in venture capital fundraising, innovators from the non-profit sector and elected officials provided a broad overview of the future of entrepreneurship in Arkansas.

This session was free and open to the public and over 75 people attended.
Over 100 community leaders from Arkansas and surrounding states participated in the 28th annual Community Development Institute (CDI) at the University of Central Arkansas.

Participants engaged in numerous class simulations, instructor led presentations, community tours and group discussions. Also this year marked the return of the Advanced Year class option. Advanced Year participants participated in an in depth, accelerated community development process by working with a selected community for several days. The Advanced Year Class worked in Paris, Arkansas for three days where they met with community leaders, elected officials and local community members. UCA and U of A Cooperative Extension will continue working with Paris over the coming months.

The event, held August 4-8, concluded with a special graduation and awards ceremony. Representative Fred Love was honored with the Friend of Community Development Award, offered each year to an individual or organization that demonstrates strong support for community development and CDI. At the ceremony, Rep. Love and the Central Arkansas Planning and Development District presented a check to UCA for scholarships to the 2014 CDI. This enabled 12 local officials and community leaders to attend the 2014 training.

Basil Julian, recently retired Grants Manager for the Arkansas Economic Development Commission, received the Bill Miller Award as recognition for his longstanding leadership and support of CDI, which included 14 years of service as a CDI Class Director.
The CDI Advisory Board was formed in 2002 to assist UCA with development of CDI curriculum, marketing and promotion, resource development, and external stakeholder support.

Frank Crockett, CEcD
Economic Dev. – AR, LA, TX
Manager
AEP SW Electric Power Co.

Steve Jones
Building & Sites Coordinator
Arkansas Economic Development Commission

Melinda Faubel
Director - External Affairs
AT&T Arkansas

Ancil Lea
President & CEO
Ancil Lea Company, Inc.

Jamie Gates
Senior Vice President
Conway Development Corporation

Linsley Kincade,
Advisory Board Chair
Program Officer
Winrock International

Sherry McDonnell
Program Manager
Community Development Office of Economic Development, Entergy Arkansas, Inc.

Skip Smart, PCED
CDC Council President
Director, Community Competitiveness
Louisiana Economic Development

Denisa Pennington
Community Development Division Director
Arkansas Economic Development Commission

Ivy Owen, PCED; EDFP
Executive Director
Fort Chaffee Redevelopment Authority

Diane Tatum, PCED
Year 2 Class Director

Rhonda McClellan
Director
PhD in Leadership Studies

Dr. Mark Peterson, PCED
Community Development Professor
University of Arkansas Cooperative Extension

Dr. Michael S. Yoder
Associate Professor
Director of MSCED
Department of Geography

Tim Atkinson
President
Arkansas Science & Technology Authority
TECHNICAL ASSISTANCE

During 2013-14, the Center provided in depth technical assistance to an Arkansas community that had demonstrated a need and a willingness to commit to long term change. The Center staff worked with Mulberry, Arkansas community leaders to complete three projects.

ECONOMIC BASE ANALYSIS

Completed in partnership with the University of Arkansas Little Rock's Institute for Economic Advancement, this analysis provided Mulberry’s leadership the needed data to recruit and support new and existing businesses within the community.

COMMUNITY DRIVING TOUR ASSESSMENT

This driving tour provided the community with an unbiased perspective of the community’s strengths and weaknesses. A presentation to community leadership outlined potential areas of growth within Mulberry’s physical, social, and economic infrastructure.

WEBSITE REDEVELOPMENT

Working in conjunction with the Development Information Network of Arkansas, the Center provided a complete website redesign, hosting services for one year, and data collection for web use.

SUPPORTING NON-PROFITS

Non-profits are critical to successful communities, and high functioning boards are critical to successful non-profits. In May 2014 the Center partnered with Arkansas Nonprofit Alliance to bring Susan Meir to UCA for a successful session on board leadership called The Strategic Board of the Future. Over 30 nonprofit leaders from across Arkansas attended the event.

“THE CENTER IS NOT ONLY A TRAINING RESOURCE, BUT ALSO A FACILITATOR AND PARTNER TO COMMUNITIES AND ORGANIZATIONS FOSTERING POSITIVE GROWTH, DEVELOPMENT, AND CONSENSUS BUILDING.”

– MAYOR GARY BAXTER, CITY OF MULBERRY
OUR WORK

OTHER PROJECTS

The Center is partnering with Outreach and Community Engagement to support the creation of UCA’s D.R.E.A.M Team mentoring program. The Diversity, Responsibility, Engagement, Academics, Mentorship (“D.R.E.A.M.”) Team is an Outreach based program designed for UCA students to encourage middle school to high school students and help them to realize their potential and strengths, and to set positive goals for their life. The 2014 UCA D.R.E.A.M. Team consisted of four UCA Outreach Staff Members, 13 D.R.E.A.M. Team Mentors and 13 Malvern Middle School Students.

The Center has renewed a partnership with Talk Business to collect and analyze economic for twelve Arkansas cities.

The Center participated in the Imagine Central Arkansas Partners Sustainable Communities Planning Process.

For the third year, the Center worked with Houseaboutit to provide assistance with the Small Cities Economic Empowerment and Leadership Summit. The Center also helped Houseaboutit and the Arkansas Black Mayors Association in hosting the Arkansas Black Mayors Association Conference.

The Center partnered with UCA’s Center for Leadership Development to co-host a leadership training series for UCA students entitled Leadership Foundations. The eight part series was held monthly from August 2013- April 2014 and a variety of leadership focused topics were covered. Over 120 students attended these sessions.
Amy Whitehead-
- Named to Arkansas GIS Board
- Received Arkansas Community Development Society New Professional Award

Josh Markham-
- Received Professional Community and Economic Developer Certification
- Appointed to Faulkner County- Arkansas Community Foundation Board
- Accepted to Faulkner County Leadership Institute

Brett Roberts-
- Graduated from the Community Development Institute Central
- Transitioned to Law School at U of A Fayetteville as a full time student in August 2014

UCA and CCED would like to thank the Winthrop Rockefeller Foundation for its support and guidance over the past three years. With the foundation’s support, CCED has been able to help build local leadership capacity in rural Arkansas. Thank you WRF!

CONTACT US
Phone: (501) 450-3460
Email: cced@uca.edu

Learn more about the Center for Community and Economic Development
Visit uca.edu/cced