

# 2013-2014

# ANNUAL REPORT

## CENTER FOR COMMUNITY & ECONOMIC DEVELOPMENT

University of Central Arkansas™



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Central Arkansas™

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# CENTER FOR COMMUNITY AND ECONOMIC DEVELOPMENT

UNIVERSITY OF CENTRAL ARKANSAS

## MESSAGE FROM THE DIRECTOR



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

## ABOUT THE CENTER

### OUR MISSION

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.

### OUR PURPOSE

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.

### OUR WORK

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



# OUR WORK

## TRAINING

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

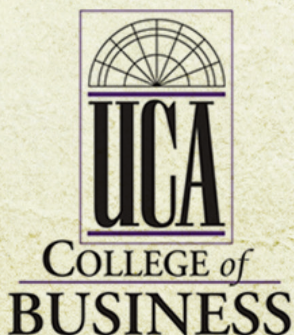
Creating Communities that understand and support entrepreneurship was the focus of a half day workshop called *Entrepreneurship in Arkansas: Tips and Tools*, held in April 2014. The Center partnered with the UCA College of Business to provide a forum for discussion on entrepreneurship as an

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.





# OUR WORK

## TRAINING

### COMMUNITY DEVELOPMENT INSTITUTE

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.

## THANK YOU TO OUR SPONSORS!





# CDI 2014 ADVISORY BOARD

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.



Terre McLendon  
President Arkansas Community  
Development Society  
Director, Industry and Community Studies  
UALR Institute for Economic Advancement



Kristy Carter  
Executive Director  
Division of Outreach &  
Community Engagement  
University of Central Arkansas



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  
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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



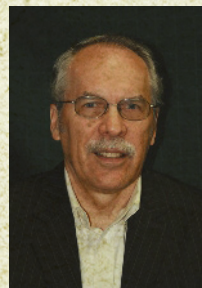
Ivy Owen, PCED; EDFP  
Executive Director  
Fort Chaffee  
Redevelopment Authority



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



# OUR WORK

## PARTNERSHIPS & PROJECTS

### 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**

### REDESIGNED WEBSITE FOR CITY OF MULBERRY



**Arkansas  
Nonprofit Alliance**  
ADVANCING HIGH IMPACT NONPROFITS



# 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.





# STAFF HIGHLIGHTS



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

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Learn more about the Center for Community and Economic Development  
Visit [uca.edu/cced](http://uca.edu/cced)