

Workforce Development as a Community Development Driver

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CENTER FOR
**COMMUNITY & ECONOMIC
DEVELOPMENT**

Today's Remarks

- **Who we are and what we do**
- **Define community development and economic development**
- **Highlight state-level CED initiatives**
- **Review why workforce development is an increasingly important community development strategy**

What we do

- ✓ CED Training
- ✓ Applied Research
- ✓ Leadership

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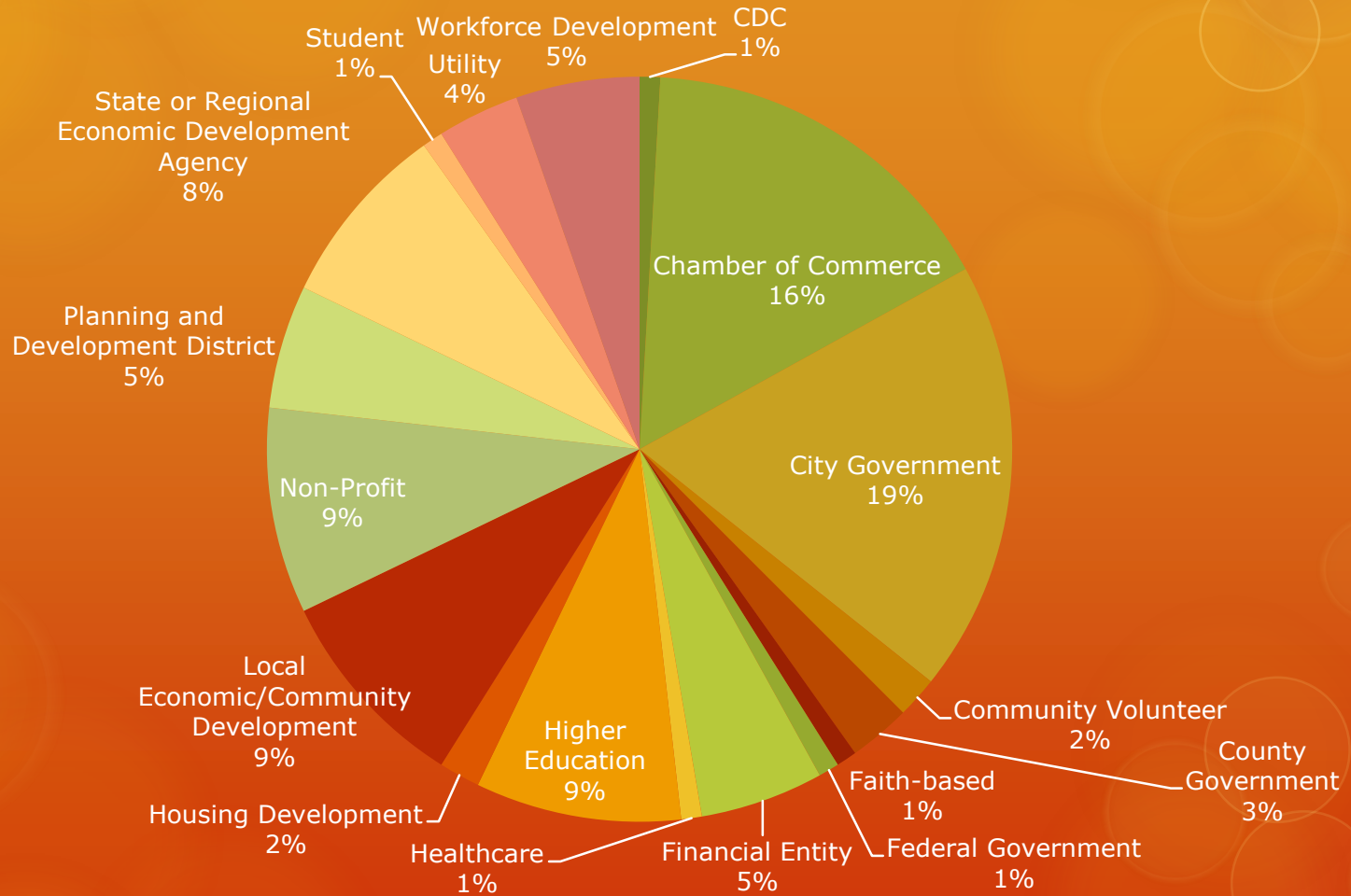


CDI 2012

**August 6-10
Conway**



CDI 2011 Participant Organization



Two Year Colleges and Workforce Development Agencies Participating in CDI

Cossatot Community College of UofA

East Arkansas Community College

National Park Community College

Rich Mountain Community College

Institute for Technology Development (MS)

East Central Community College (MS)

Cloud County Community College (KS)

Arkansas State University Beebe

Arkansas State University Heber Springs

Arkansas Mid Delta Workforce Alliance

Arkansas Workforce Investment Board

Workforce Center Eastern Arkansas

Arkansas Department of Workforce Services

SWAPDD, INC./ Arkansas Workforce Centers

CDI Curriculum

Year 1

Community Development Principles
Community Development Simulation
Community Assessment
Asset-based Community Development
Strategic Planning
Ethics in Community Development
Multicultural Diversity and
Communications

Year 2

Commercial and Industrial
Development
Community Development Simulation
Planning Sustainable Communities
Business Retention and Expansion
Entrepreneurial Community
International Trends
Community Finance
Site Selection
Personal Leadership Development

Year 3

Workforce Development**
Community Leadership Development
Community Development Simulation
Tourism
Organizing the Community
Development Effort
Historic Preservation
Retail Development
Marketing Communities
Community Development 'Musts'
Downtown Development

A photograph of a city street scene. In the foreground, a black metal park bench sits on a sidewalk next to a white building. The street is paved with asphalt and has a brick-paved crosswalk. In the background, there are multi-story brick buildings with many windows. A red SUV and a silver car are parked on the street. A street lamp is visible on the sidewalk. The lighting suggests it's late afternoon or early morning.

Community Development is...

A process

An outcome

Economic Development is...



Community Development Facilitates Economic Development




**Community development is preparing
the product**

**Economic development is selling that
product**

Overview of community and economic development in Arkansas

- ✓ County-level strategic planning
- ✓ Regional approach
- ✓ Quality of Place
- ✓ Entrepreneurship

Changing Demographics in Rural America



Population Loss

Education and Income gap

Changing Demographics in Rural America-- Responses

- ✓ Expand civic engagement
- ✓ Develop leaders and committed citizens
- ✓ Build on the demographic realities of the county
- ✓ Explore new agricultural markets
- ✓ **Strengthen the skills of those in low-wage jobs**
- ✓ **Give greater focus to the self-employed**
- ✓ **Identify and tap regional competitive assets**
- ✓ Build on the natural resource amenities of the area
- ✓ Invest in a 21st-century information technology infrastructure

Robinson and Green. Introduction to Community Development, 2011. Sage Publications.

Workforce Development and Recruitment

- ✓ Labor is key driver
- ✓ Workforce development demands of current and potential industry

Growing your own

- ✓ Small Business and Entrepreneurship development and support
- ✓ Retain and grow what you have

What we are seeing in our community work

Shared Vision for the Future

**Institutions of Higher Education should be prepared
for more community engagement and to be asked to
help develop and support the vision**

Tradition + Innovation = Success

**CDI 25th Annual + Rethinking Workforce
Development = Revised Curriculum for 2012**