Program Thrust Work Group Report
October 1, 2007

Members:

Mary Simon Leuci	University of Missouri	leucim@missouri.edu
Linda Cox	University of Hawaii	lcox@hawaii.edu
Pat Murphy	Kansas State University	jmurphy@ksu.edu
Ed Jones	North Carolina State University	Edwin_Jones@ncsu.edu
DeLynn Hay	University of Nebraska	dhay1@unl.edu
Charlie French	University of New Hampshire	charlie.french@unh.edu
Sandra Thompson	Florida A&M University	sandra.thompson@famu.edu
Jerry Fertig	West Virginia State University	fertigan@wvstateu.edu
Dick Senese	University of Minnesota	dsenese@umn.edu
Tom Blewett	University of Wisconsin	thomas.blewett@ces.uwex.edu
Gae Broadwater	Kentucky State University	gbroadwater@gwmail.kysu.edu
Susan Given-Seymour	Northwest Indian College	sgiven@nwic.edu
Dave Hughes	Clemson	dhughe3@clemson.edu

Value

Value to our strategic directions is identifying several (not all inclusive) program thrusts/themes:

- Building support for federal funding
- Building recognition for CRED programming
- Creating a few indicators for which we would collectively report at a minimum if our state/institution has such a program (for purpose of first two items)
- Incorporating a bottom-up approach

Concerns to keep in mind: not wanting to be pigeonholed, concern over generation of minimal indicators that might be generalized, need for regional/state flexibility and adaptability, and potential for resulting federal support to be limiting. We acknowledged these as valid concerns and agreed to keep these in mind as well as pursue the discussion about key program thrusts and indicators.

Comparison and analysis of regional priorities:

Southern Region

Based on Roundtables *the Blue Print for the South* captures 3 key program priorities and thrusts with several subsets in each:

1) Fostering Civic-Minded Communities
   a. Expanding engagement through public deliberation and action
   b. Building leadership –friendly communities
   c. Bringing government to the people through e-government

2) Building Economically Viable Communities
   a. Building entrepreneurial-friendly communities
   b. Strengthening existing firms through business retention and expansion
   c. Advancing e-commerce strategies for small businesses

      d. Expanding agriculture/community sustainabilit6y efforts

3)   Enhancing Opportunities in Distressed and Low-
           Wealth Communities
           a. Addressing the food assistance/nutrition challenges of vulnerable people and communities in the rural South
           b. Expanding decision-making tools and strategies for the Mid South Delta Region
           c. Strengthening the capacity to respond to the new Hispanic South
           d. Enhancing community capacity for long-term rebuilding after disaster

Note: several states explicitly focusing as well on urban programming

Northeast

1)   Economic vitality
           a. Community entrepreneurship (including creating the infrastructure to support it)
           b. Sustainable local agriculture (includes land use issues)
           c. Capitalizing on market opportunities (more than just agriculture)
           d. Energy efficiency

2)   Land Use
           a. Smart growth
           b. Affordable housing
           c. Efficient transportation (transportation systems and mass transit)

North Central

1)   Community economic development
           a. Includes entrepreneurship
           b. Includes business retention and expansion

2)   Community leadership development
3)   Participatory community planning (for any issue)
4)   Organizational development
Note: logic models and set of common indicators developed for the above four.

Six key issues identified by program leaders:
1) Energy and the bioeconomy
2) New immigrants and community systems
3) Urban neighborhood development
4) Community approaches to poverty reduction
5) Community systems for entrepreneurship
6) Rural and regional development

1890's

1)   Leadership Development
           a. Primarily focus on community leadership development, including those targeted to minorities/non-traditional leaders

2)   Economic/Small Business Development
       a. Includes entrepreneurship development and community entrepreneurship systems, community economic planning, small business assistance
3)   Personal asset/individual development
       a. Includes homebuyer education, financial literacy and debt reduction, asset building

Note: logic models developed for these three.

West
1) Growth management
2) Wild land-urban interface
3) Community health
4) Entrepreneurship and economic diversity
5) Water and public lands policy
6) Leadership
7) Immigration

1994's
1) Community Education with emphasis on Cultural Revitalization and National Sovereignty
     a. Language
     b. Arts
     c. Traditional Foods and Associated Healthy lifestyles
2) Sustainable Living
     a. Environmental sustainability
        i. Traditional harvests (wild rice/salmon/etc)
       ii. Alternative energy
      iii. Natural Resource Protection
      iv. Economic and business development within Sustainable living practices
3) "Tribal" Leadership and civic engagement
4) Youth Education
5) Economic Growth
6) Community and Individual Asset Development
     a. HUD (Housing and Urban Development)
     b. Homeownership
     c. Family Budgeting
     d. Investment (some cases with per-cap)
7) Basic Literacy
     a. GED/HSED (High School Education Equivalency)

Analysis of Key Program Areas/Thrusts

Similarities: Common Themes Across All
- Leadership
- Entrepreneurship/Small Business Development/Retention
- Community Sustainability (including agriculture)

Some congruence around:
- Land use
- Hispanics and Latino populations
- Energy (conservation and biomass production)

Emerging areas
- Urban programming (becoming increasingly important)
- Conflict resolution

Note: Some things like leadership and conflict resolution are core processes/approaches and programs regardless of topic. Some items are topical/issue-driven.

Other Focus on the Group: Evaluation/Impact and Research Base

- We have to also focus on program impact. One or two well-done or well-researched case studies (especially externally-conducted) can be the grounds for evaluation and impact.
- Northeast has begun to develop the repository of research-based studies.
- We agreed that turning attention to this aspect is next critical piece of work for this group.