

## **APLU – Documentation:**

### **Log of Community Stakeholder Events: Spring 2014**



#### **Selecting the Right Entity for Your Business - (February 20, 2014)**

At Dunn-Richmond Economic Development Center, Speaker Alan Singleton

Primary Sponsor – Southern Illinois Research Park...

The Illinois Small Business Development Center/International Trade Center is funded in part through a cooperative agreement with the U.S. Small Business Administration and the Illinois Department of Commerce and Economic Opportunity and hosted by Southern Illinois University Carbondale. *This institution is an equal opportunity provider and employer.*



#### **The Southernmost Illinois Community Transformation Forum (February 26, 2014)**

The Forum will be a region wide effort to exchange ideas about building healthier communities and worksites, to discover available resources for the community, and to hear what other leaders in this region are doing to improve health. The goal is to empower policy makers with resources to develop collaborative efforts within southern Illinois for building healthier communities and worksites through policy, systems, and environmental changes.



### **Carbondale Main Street @ The Downtown Design Center (March, 6. 2014)**

The City of Carbondale, Carbondale Main Street (CMS), and the university work in conjunction toward economic development in the downtown. Together they engage the downtown through various event planning and development initiatives that foster ongoing and inhabited activities and citizen participation. Our annual meet, greet, eat, and awards event, Main Street's "Night Out," is typically hosted by a local downtown business. Its goals are to keep the downtown business community in touch with each other, to inform businesses of current initiatives, and to award various individuals and businesses of worthy endeavors toward overall downtown business prosperity.



The Historic Depot

Invited to the meeting were members of the City of Carbondale Planning Officials, City Council members Chamber members, regional tourism representatives, guest speakers, and various business owners and active neighborhood citizens. The food was supplied by downtown restaurants to promote locally owned businesses. University members of the board were awarded special volunteer service plaques for their continued participatory efforts in the downtown and community. The APLU designation and SIU's efforts in economic development became one of this year's key topics of discussion. Stakeholders were informed of the significance of the award and how they might play a role in the external stakeholder survey. As part of SIU's endeavors, this year's special meeting was expanded and also marked the inaugural opening our *Downtown Design Center – Community in Transition (D:CiT)* Project, a 'town and gown' initiative between the City of

Carbondale, Main Street, Chamber of Commerce, and Southern Illinois University. The Downtown Design Center space is a recently renovated part of our Historic Train Depot, a central and recognized symbol to the downtown area.



Carbondale Main Street's 'Night Out' Event

The Community-in-Transformation project is initially an extension to the design service capacities of the already well-established Carbondale Main Street Board (CMS) “curb-appeal” program. It hopes to establish a collective hub and workspace between Main Street, the City (Planning and Economic Development), Southern Illinois University Carbondale, The School of Architecture (SIU), other collective SIU design marketing and service- learning units, and various development and urban planning consultants to be identified per project. The collective hub will primarily operate as collaborative design resource for downtown Carbondale’s revitalization efforts and as a university service-learning design studio. The hub hopes to create a key working place for visiting teaching experts in planning, urban design, architecture, city art, marketing, transportation, and/or economic development. Here, the subjects of teaching and civic enterprises will focus on key problem-solving endeavors through interdisciplinary collaboration, think-tank brainstorming, civic engagement, community interaction, and collective charette or traditional university design studio pedagogical processes. This downtown-based studio and work space also plans to provide similar problem-based design capacities to our connected regional communities.

Carbondale Main Street and Southern Illinois University School of Architecture begins this spring opening with a series of community-oriented design charette events, each intended



to engage both business owners in the downtown as well as community participants who are concerned about the quality and appearance of our downtown life, as well as mobility and transportation in the city. These events are held in association with educational events, like 'Focusing on Historic Tax Credits' sponsored through the Illinois Historic Preservation Agency (IHPA) and Carbondale Preservation Commission (CPC) to bring in key speakers to inform citizens of incentive programs to help fund downtown improvement and thus increase possibility for quality economic gains. This also co-supports Carbondale Main Street's Downtown Design Center and its "Curb Appeal" façade improvement and grant funding program.



SIU School of Architecture Students and faculty working on ideas for a new Transportation Center

**Upstairs  
Downtown**

Mike Jackson and Dan Carnody  
Free training with experts  
and a provided lunch

**April 4, 2014 in the Civic Center**

**12 - 4 pm**  
Education session about  
how to improve your downtown

**4 - 5 pm**  
Current mixed use buildings in Carbondale

**RSVP (618) 529 - 8040**

**THIS  
IS WHERE  
WE  
LEARN RETIRE  
PLAY INNOVATE  
DO IT DOWNTOWN  
WORK CREATE  
LIVE  
THIS IS  
CARBONDALE**

**Historic Tax Credits  
Educational Seminar**

**What:** Speaking about historic tax credits

**When:** Thursday, March 20th at 5:30pm

**Where:** The Civic Center 200 S. Illinois Ave.

**Enjoy:** Light dinner hosted by Carbondale Main Street and the City of Carbondale

For more information please contact:  
Carbondale Main Street  
(618) 529-8040, email: info@carbondalomainstreet.com

**Speaker:**  
Carol Dyson

Carol Dyson is an expert in the field of architecture and tax incentives. Carol has been working with the Illinois Historic Preservation Agency for 19 years, currently as the chief Architect.

Save money, save time. Remodel your historic building, and learn how to use local, state, and federal incentives to make your project feasible.

**Carbondale Main Street**  
Carbondale Preservation Commission

Carol Dyson  
Civic Center  
5:30pm  
March 20th

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5:30pm  
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Carbondale Main Street's Ongoing Event Banners

Cooperation between CMS and the City of Carbondale Civic Center brings the Illinois Historic Preservation Agency (IHPA) 'Upstairs-Downtown' event (April 4, 2014) to Carbondale to provide learning seminars to downtown businesses, development services, and city planning officials to both engage each other and to inform processes in conjunction. Sponsored by the State of, the 'Upstairs Downtown' program was developed distinctly for Illinois Main Street programs. It is "an award-winning initiative" designed for building owners, contractors, architects, city officials, preservationists, and downtown professionals to reclaim and reuse vacant upper floors in America's older downtown properties, and turn them into income-producing properties.

In addition, SIU marketing, the SIU Association, SIU Advancement Services and SIU Office for Economic and Regional Development (OERD) worked in partnership with City of Carbondale, the Chamber of Commerce, and Carbondale Main Street, and local business representatives to co-develop our "THIS IS WHERE WE...[insert action here]" vision-oriented slogan with over 350 light-post banners on campus and in the community, as well as in its "This is Carbondale" campaign and promotional film:

(<http://vimeo.com/66854549>)

(<http://www.carbondalechamber.com/this-is-carbondale>)

More on Carbondale Main Street can be found at:  
(<http://www.carbondalemainstreet.com/>).



## **“Economic Development Stakeholders Meeting”**

**(March 13, 2014)**

The goals of this stakeholder meeting were to further build partnerships within the region and to tap into well-established institutions already in place. As such, partnerships are being formed between the Delta Regional Authority (DRA), the Mid-South Minority Business Council Continuum (MMBCC, headquartered in Memphis, TN), and Southern Illinois University Carbondale with the shared goals to better economic development with our shared region. Participants included key representatives from Southern Illinois University, its Dunn-Richmond Office of Economic and Regional Development, Small Business Administration (SBA), Department of Commerce and Economic Opportunities (DCEO), US Department of Agriculture (USDA), Illinois Department of Transportation (IDOT), Greater Egypt Regional Planning, City Officials, and others.

*“The Delta Regional Authority is a federal-state partnership that is congressionally mandated to help create jobs, build communities, and improve lives in the 252 counties and parishes of the Delta. Through its Small Business and Entrepreneurship Initiative, the Authority has invested nearly \$8 million in small businesses and entrepreneurs in the Delta, creating or retaining nearly 1,000 jobs and leveraging \$13 million in other public and private investment.”*



As key to overall economic development in the Delta region, the DRA is expanding its Small Business and Entrepreneurship Initiatives with investments of around \$250,000 in minority owned businesses and increased improvement of such businesses by providing the needed tools for “maximum community impact” (DRA Chairman Masingill). To the DRA, “The Mid-South Minority Business Council Continuum (MMBC Continuum) will receive a major investment in resources targeting the growth and development of businesses owned by Minority and Women Business Enterprises (M/WBEs) in six communities in the Delta region.” The investment brings MMBC Continuum on as a partner for DRA’s Small Business and Entrepreneurship Initiative “to diversify the region’s

economic base, create and save jobs, increase the competitiveness of existing businesses, foster the development and use of innovative technologies, and enhance entrepreneurial activity.” The “MMBC Continuum plays a critical role by serving as a ‘comprehensive convener’ to impact the growth of scalable minority and women-owned businesses locally, regionally, and nationally” (from the MMBC Mission). They are considered “the foremost economic development organization and is viewed as a valued strategic partner by municipalities, major corporations and community agency organizations fostering diversity and inclusion in the pursuit of M/WBE growth and all of its economic impacts.

MMBC Continuum works together to bring world-class programs and services to MWBEs in the mid-south and to promote minority economic development. Its ‘Core Development Programs’ include: Quarterly Training Seminars, TADP Referral Network, Strategic Consulting Services, Memphis Business Academy(MBA,) and the Center for Emerging Entrepreneurial Development (CEED). In partnership with the Delta Regional Authority, The MMBC Continuum has the potential to offer our region a variety of services: Training and Development Services, Strategic Consultation Services, Joint Venture Opportunities, Strategic Fits & Connections, Certification & Onboarding Incubator For Underserved Industries, Best Practice Information, Industry Data & Trends, Strategic Business Advisor (Advocacy), and a Referral Network

A key issue that was brought out in the meeting was lack of public access to collectively shared data demographics, statistics, stakeholders, services, and resources, referring to the issue as ‘pockets of information,’ accessible to only a few. One goal brought out in the discussion was the need to promote information flow, mutual usability, and to ‘break out of the silos’ (paraphrased) in order to proactively build ‘collaborative community partnerships’ and a ‘system of shared services and resources’. To the MMBC, this involves first acknowledging disparities and forming ways to productively bridge between facets. To the its spokesperson and CEO Luke Yancy III, the goals are to further develop strategic economic growth solutions (carve avenues), build networks of strategic partners (align assets), and establish ways to bridge first generation and small business owners to larger corporate entities (“B2B corporate procurement programs”). He encourages developing an “ecosystem” approach, involving a scalable and customizable life-cycle of business growth and opportunity, but also to focus endeavors to key obtainable and phased goals in lieu of trying to hit everything across the board at once.

According to reports presented by the MMBC, there also seemed to be a lack of data on minority businesses, their incomes, and numbers employed. According to basic demographic, the local minority population is around one-third and may be unaccounted for in corporate terms. The goals here seem not only create a more even playing field, but to bring a full team of citizens to the economic table in conjunction. In addition, extending our partnerships with other institutions within the region can provide a more holistic approach to a larger economy within shared upper-Delta regions.





## "CEO" - Creating Entrepreneurial Opportunities!

### "Implementing the Effingham CEO Program in Jackson County"

(April 16, 2014)



This "Gathering of Jackson County Leaders" was sponsored by the SIU Carbondale Office of Economic and Regional Development (OERD), the Southern Illinois Research Park, and the Jackson Growth Alliance. The meeting attendees included investors, mayors, government and non-government officials, educators, and university administrators. The event was preceded with an introductory meet-and-greet dinner, followed by a symposium featuring a key presentation and discussion from Craig Lindvahl from Midland Institute for Entrepreneurship, where he highlighted their three-year pilot program called **"CEO" - Creating Entrepreneurial Opportunities!** program as a case in Effingham (a nearby community) and how a similar program could be implemented in Jackson County (the home of SIU). Its 'Entrepreneurship Advisory Board' consists of investors, educators, entrepreneurs, community leaders and government officials, which provide ongoing guidance for its program. CEO sponsors *"Entrepreneurship education [that] is not just about teaching someone to run a business. It is also about encouraging creative thinking and promoting a strong sense of self-worth and accountability. Through entrepreneurship*



*education, students learn how to create a business, and much more."*

According to Lindvahl, the program connects **adults**, investors and educators along with their resources, with **kids** and their active minds. These 'fresh minds' are engaged here as investments for the future within communities. According to the CEO website, *"Entrepreneurship education seeks to prepare people, especially youth, to be responsible, enterprising individuals who become entrepreneurs or entrepreneurial thinkers and contribute to economic development and sustainable communities. The CEO program is much more than a textbook course. Rather, students are immersed in real life learning experiences with the opportunity to take risks, manage the results, and learn from the outcomes."*

According to the CEO website, "The CEO class covers the basics of conceptualizing, starting and running a small business. Concepts such as supply and demand, cost/benefit analysis, competitive advantage, and opportunity recognition are covered. In addition, coursework includes: innovative thinking strategies, product development, business structure, marketing, financial strategies, record keeping, and preparing an income statement, balance sheet, income and cash flow statements." In this program, *"entrepreneurial thinking (outside-the-box problem solving) is utilized throughout the course. The course is built around the National Entrepreneurship Standards and is linked to the Illinois Learning Standards."*

Classes are set up as dual or pre-college credit, providing the student with base education units if they should plan to go further in college. Some even proceed forward to actually start their own businesses. But for others, it is enough for them to be exposed to the innovation environment. Variations of innovation-based education are focused on construction, manufacturing and/or investment strategies. Some recent ones stress new forms of invention within community 'maker spaces'.

Lindvahl championed the notion of how to implement such a program as **an art**, beyond just a science or a rules-based endeavor for business education models. As such, the program is generally funded by investors and outcome or business-centered, in lieu of schools or institution-oriented wherein rules or limitations become the modes. And in this, that they should seek new forms of incentives, not rewards- or punishment-based, but to encourage and develop a habit of curiosity toward business and innovative businesses. The program encourages a mixture of educators and business industry partners, but stresses the need for great relationship builders, self-starters, and communicators with the abilities to learn, adapt and accept change. And, when we do not have all the answers, we need the capacities to create ways to move past limitations.

Each program is financed by multiple investors who put up money, roughly \$1000 each. Instead of getting one entity to pay for it all, the costs are distributed among many collaborators. This format reciprocally helps to build further relationships between stakeholders, who together discuss the basics of implementation costs and paybacks.

Many young people even play the roles of 'intrepeneurs', those 'idea people' inside industries or businesses. He presented case examples of student success stories, from simple innovative changes in everyday life needs to larger scale technological advances in a basic and implementable business format. To Lindvahl, the CEO program is "raising the goals" with such capacities as to "make better people...which can make communities stronger." These forms of preemptive education and innovation measures have larger-scale implications and cascading effects elsewhere. They tend to 'connect communities' or even completely change the way we look at the world, to what we really can know with potentially astonishing outcomes.

**Innovation and Entrepreneurship on Campus Reception –**  
**Dunn-Richmond Economic Development Center (April 28, 2014)**



This reception is an activity relevant to an NCIAA planning grant that the university received. The reception/meeting's purpose is to update and engage faculty and staff in collaborative activities relevant to innovation and entrepreneurship. A comprehensive invitation list was assembled. Rita Cheng, SIUC's Chancellor, provided remarks to herald in the initiative.

**BUILDING A  
CREATIVE  
ECONOMY IN  
SOUTHERN ILLINOIS**

Carbondale Civic Center, Carbondale  
(April 29<sup>th</sup>, 2014)



Keynote Introductions: Dr. Rita Cheng, Chancellor, SIUC



The *Building a Creative Economy* symposium was organized by the SIU Paul Simon Public Policy Institute (<http://paulsimoninstitute.org/>), in conjunction with the City of Carbondale, the SIU Office for Economic and Regional Development (OERD), and other regional planning constituencies. The event opened with SIU Chancellor Cheng's welcoming introduction and a keynote overview to herald SIU's commitment to economic growth in the region. Building on a business foundation, SIU's overall progressive marketing approach has shown measurable improvements and increases in enrollment. To SIU, this desirable image along with progressive development has direct effects on purchasing power, economic growth, quality, and value in our community. She also further highlighted our OERD and its overall connection with the Paul Simon Institute and other economic entities as interconnected units with mutual vested interests within our region. Their continued goals are to increase attractiveness to new students, new faculty, and for keeping innovation significantly in place, an investment for the future to retain innovative entrepreneurship within our communities.

**Conference Overview and Introductions:** David Yepsen, Director, Paul Simon Public Policy Institute followed with an outline of SIU's economic efforts and its connections with the very- real regional economic problems we face in our region, highlighting the dichotomy of combating growing levels of poverty, both locally and nationally, often reciprocally effective and countering hard work toward prosperity. Leading into the keynote, he offered the challenge that new creative approaches and effective new measures are mandated, and that SIU was in a strategically central position to lead forward because of its distinct resources and innovative people.

**Keynote:** Dr. Sean Creighton, Creative Class Group & Director, SW Ohio Council for Higher Education. Chosen for his successes in Ohio and surrounding area, and common to our regional goals, Sean Creighton spoke about the ingenuity of the 'Creative Class' approach.



([http://www.creativeclass.com/v3/creative\\_class/author/index.php/sean-craigton](http://www.creativeclass.com/v3/creative_class/author/index.php/sean-craigton)).

Richard Florida's work was highlighted, and why these ideas are significant to work in today's regional communities. These areas must 'attract, retain and engage' the creative class as key resources toward economic prosperity. He brings to light the current trends away from agricultural economics, then through an industrial economy, to a the current creative class and service sector as the growing and dominating force in American economy, as well as culture. A common 21<sup>st</sup> century theme, innovation drives economy and the 'super creative class' is the significant growing core workforce with 41 million strong, 32% of the workforce, 50% of wage and income, and with 70% discretionary purchasing power. In addition, we find these class distinctions in areas where innovation are known to thrive, as in communities reciprocally engaged in university higher education and citizen engagement, which result in higher employment and thus higher wages.



Keynote Dr. Sean Creighton, SW Ohio Council for Higher Education (SOCHE)

Creighton presents his 'Four T's', (Talent, Technology, Tolerance, all within the umbrella of Territorial assets) as part of a comprehensive and understandable strategy for communities and organizations to prosper. He highlights universities as magnet for talent, a hub for technological innovation and for proud inclusion and the tolerant openness of ideas, as well as being an exemplar and anchor within the community fabric. Territorial are assets to be tapped into (both within the university and community), inclusive of the physical and psychological setting, including faith- and intellectually-based ideals.

He highlighted their Ohio (SOCHE) as an example where the focus was on a significant shift in overall attitude for a 60% creative class workforce kept in place and encouraged as citizens to be educated, employed, and engaged. Here internship connection programs were significant, which connected university talent with industry, brought industry to the university, and both within communities of resident. With a 'creative region initiative,' university systems must take on diverse 'big picture' views and leadership roles as catalysts and sponsors to retain talent, and reach out to industry, government, non -profits, other higher education partners, entrepreneurs, communities, to be informed from all points. Their approach involves collaborative, multi-team workshops to develop hundreds of data rich ideas and to distill these into key strategic working initiatives. Outcomes included an activated spaces program involving younger creative class professionals in direct community engagement, neighborhood redevelopment, or public art projects. These



projects types can create bridges between campus and community and between artists and engineers, or even create a cross-disciplinary media-based workforce (SIU's *Imagining Geographies* or *Big Muddy Filmfest* were later mentioned by one participant). The goals are to elevate a creative class discussion as common language and dialog (example: TEDx Carbondale), to connect campus with community in order to meet challenges together and the build a mutual creative impetus to keep as long-term investments. This also mandates changes in university tenure and promotion policies to support and award these activities within their co-supportive communities.

Creighton the places these ideas within a 'Triple Helix' system involving the University, Industry, and Government as three distinct entrepreneurship and innovation learning community legs, each engaging the newest technologies. Showing Purdue WT3 (water technology research) as a case of engaging evolving 'rapid analysis' technologies to address basic needs for clean water, the university must participate in rigorous technology reviews and patent transfers with industry and societal need in mind. Bringing this in light of SIU, it also mandates investments in new facilities to enable progress, as in our new Transportation Education Center (TEC) with its emphases in automotive and aviation industry engagement and research. Creighton brings this back to statistics of our SIU and OERD and its annual regional effects, with an overall \$2.3 billion generated, 23,903 state jobs, \$79 million in research grants and contracts, 51 local start-ups, a current population of about 18,000 students with local spending power, and roughly 104,600 alumni living and generating another \$17.4 billion in economic activity in Illinois, all these being worthy of further investment and connection with its regional constituents.

The presentation concludes with pressing questions. What to do with all of this? What is our communicated vision for regional and local economic impact? What are unique, local challenges (opportunities) we may want to address? Is innovation an integral part of SIUs institutional culture? Are SIU's innovations, entrepreneurs, and technology transfer programs integrated? How does SIU leverage its territorial assets? (People, citizens, aligned programming toward overall quality of life, to make this place the most livable place)? This communication, collaboration, and coordination between facets are the key issue toward effective advancement.

"Collaboration is the most abundant, renewable resource we have on the planet."

### **Quality of Life Polls - Simon Poll & UIS Poll of Jackson-Williamson Counties:**

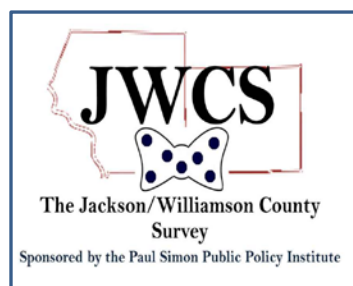


Dr. Charlie Leonard and SIU Paul Simon Public Policy Institute brings its JWCS survey (as part of its Small Business Journal Seminar) to the table and shared its results. Corresponding alongside our Carnegie and APLU application processes, this extensive toll was designed to better understand in detail citizen attitudes about varying subjects ranging from community education and culture to economic issues and even quality of life and environmental issues, and to speculate how these interact within our region. It is to be incorporated by businesses, government entities, non-profits, educators, institutions, and

others for general knowledge and so these entities can better target long-term strategic planning initiatives.

Overall, the community thought of the area as a great place to live and raise children. However, the desire for retirement as the place to stay dropped dramatically. Most believe living conditions are not improving, but in fact worsening. Most thought was the area was a fair to poor place to work or stay, and in some cases also worsening. There is an overall belief that manufacturing jobs are not returning and that the age-old in-place extractive industries like coal and oil industries were waning and unreliable (and untrustworthy). With this, many think they are underemployed (the perceived underemployed was worse in Williamson than in Jackson county, near the university). Around 45% of those were between the ages of 25-34, the 'keepers' of the educated and active younger generation.

What do citizens  
of Jackson and  
Williamson  
Counties think?



Local distribution and retail centers are only 'ok', but not particularly good enough to progress the economy in this regard. Controversially however, the survey also brought to light that the general mindset seemed to support that we were headed in the right direction, versus facts and data that showed the opposite direction, that the general community was in general support of a direction that supported current state of decline.

Is there guidance in the survey data? One key aspect is revitalizing our downtown from the 'broken teeth analogy' and filling it with life enough to create attractive and vibrant atmosphere. From the survey, some 80% saw this as somewhat important, with 60% as very important. Over half of these between the ages of 25-34 thought it was very important. Three-quarter of them indicated there were not enough cultural amenities like museums (art, film, etc.). Of these, 94% were 25-34 (incoming economic generators) and 84% was 35-44 (child bearing age). Leonard speculates, 'So, where are good high paying and attractive jobs...the ones that keep our creative class here in place (paraphrased)? ' Since SIU graduates many with creative degrees, how do we leverage its influence and the attractiveness of our regional environment? How do coordinate efforts to make area more attractive and retain younger workers and creative businesses class businesses and amenities. Many believe the arts and culture, alongside the growing winery and beer culture should be capitalized (in large because of the university's active arts participation and its new fermentation program). While others believe new forms of research and facilities are needed to promote soft and hard technological industries (also housed at SIU). Participants at the symposium included SIU members of Illinois Governor Quinn's "creative economies initiative", who concurred with similar responses.

## Student Presentations: Research on Economic Development with Reference to University Towns

- Kent Dolezal, Ph.D. candidate in Economics, Paul Simon Graduate Research Fellow, Paul Simon Public Policy Institute. *The Important Factors in Economic Development Decisions.*
- Lindsay Knaus, MPA candidate, Celia M. Howard Fellow 2013-2014, Paul Simon Public Policy Institute. *A survey of Carbondale residents' buying habits and preferences for downtown development.*
- Nicole Sack, Political Science MA candidate. *Case Studies from other University Towns.*

Paul Simon Graduate Research Fellows presented research and possibilities. Creative place making and civically engaged citizenship were key concepts. They introduced a territorial 'portfolio of assets' using 'sense of place' as the primary driver, as well as location and proximity to many other regional places. Compared to other counties, both locally and regionally, Jackson and Williamson county are not spending in the arts like other areas with university towns of similar size and location. While SIU is active in the creative disciplines and is producing high numbers of skilled graduates in these fields for the market, the area is not retaining them. As far as creative industries, our local region is disproportionate with our potential, while other places are drawing in more. They encouraged employment opportunities committed to the distinct geographical area, in lieu of an employer like an extractive industry. The economic gains of the region's beautiful natural spaces, its quality of life, and an associative art scene are unknown, but with great potential.

The presentations proceeded into market studies of SIU student and faculty purchasing power, asking how are we defined, what are consumer preferences, and what types of business are preferred? These participants have great potential to spend and support a large percentage of local and regional businesses. However, there was general need for more amenities, more selection and product choices, most of which was primarily food. There was also need for ease of access to downtown businesses.

In the case of Kent State, by example, they overcame a five line bypass and a negative historic image. They also found they had become content, which led to complacency, which was a problem. They upgraded four square acres of downtown with a new mix-use multi-modal transportation center, hotel and conference center. Kent also dedicated a full staff to community efforts and an office for experimental education and civic engagement where one can also earn course credit while doing community work, developing a keen sense of 'human capital' in relation.

Paraphrasing the mantra, "*a good place contributes to the good standing of the university.*" In the case studies presented, there was the imperative to build successful university town and gown relations. When enrollment is down, reciprocally so is the local economy and the quality of life. The upgrading of downtown is relational to university performance. The researchers indicated the need to determine the effective outline of downtown area of TIF

and enterprise zones, areas of built to open, relations of the university, areas of parking (access), and a corresponding downtown master plan to encourage development.



Panel discussion: Key Economic Leaders from City and Region

### **Economic Development Panel:**

**Rex Duncan, Office of Economic and Regional Development SIU Carbondale, Connect S. I.**, stated that Carbondale and SIU must be more than an island in its region. He believes entrepreneurship in the high regional schools in paramount, as migration of educated young people was a big problem. There is need for a new economy, in lieu of simply cleaning old the one up, to bring in more manufacturers. Also highlighted, the 'championing communities' initiatives, where 'equity injection' investments in small community ventures must be matched by a return and partnerships with venture capital firms. This also speaks to challenge and needs for regional collaboration between otherwise fragmented economic groups, policy makers, and locally oriented community colleges. The goals here are to not just create jobs, but also meaningful and rewarding work within distinct places.

**Gary Williams, Economic Development Coordinator, City of Carbondale**, talked about their needs and plans for a new multi-modal transportation center. According to his research, the younger culture wants to be and live downtown. In lieu of living in their cars outside activities, this next generation wants more biking and walking, along with increased environmental sustainability.

**Dr. Kyle L. Harfst, Executive Director, Southern Illinois Research Park, Inc.**, encouraged 'economic gardening', with what can we cluster and grow. He reiterated the need to understand this generation and the learning entrepreneur. He stated that regional wineries had potential for growth, but that there was need to build more creative economies through new market strategies, innovation, and patents. He highlighted the work at multiple levels of the SIU OERD, as a centralized communicative hub.



**Jeff Doherty, Executive Director, Jackson Growth Alliance**, reiterated the need for a new transportation center and thinks that the downtown has potential to be thriving. He also highlighted the great industry potential of the new SIU Transportation Education Center (TEC) and Southern Illinois airport (estimated \$80 million economic impact). There is need for a strategic plan for CASA to increase the potential to meet the fastest growing sectors of transportation, to increase research activities, and create a unique research technology park at this facility. Beyond art and culture, here we can be advancing software programming, robotics, unmanned aerial systems, engineering, production, and transportation manufacturing technologies.

**Dutch Doelitzsch, Chairman, The Bank of Marion**, reiterated that creative American entrepreneurs are key, the ones who take chances to leap beyond liabilities, regulations, burdens of cost, and mindset (fear of the future) placed on business. He thinks we can define our own future where investment partnerships with banks and small businesses dominate. However, he also warned of the current business atmosphere and economies of scale, locally and internationally. Apathy and comfortableness with current state is problematic, and more education is needed, in order to know that that other states of life exist beyond current one.

### **Reactors Panel - What Have We Learned: What Needs to be Done?**

#### **The University's Role and Perspective - Informal Facilitated Q&A – Dr. Charlie Leonard**

- **Dr. J. Dennis Cradit, Deputy for Innovation and Regional Engagement, Dean and Professor, SIU College of Business.**
- **Dr. Jon Davey, Professor, SIU School of Architecture**
- **Dr. Craig Anz, Associate Professor, SIU School of Architecture, Main Street Board Associate Dean for Academic Affairs – College of Applied Sciences and Arts**

The forum concluded with a reaction panel from the key individuals from the Schools of Business and Architecture, and focused on the questions of who takes responsibility and leadership, and how to go about it. The panel generally identified that economic strategies need to be fundamentally grass-roots, not top-down, and that pervasive and participatory citizenship was critical to effective, as well as for meaningful growth. The general view was 'get out of the silos' and further develop engagement models, ones that works in multiple areas of leadership like strong, but interconnected frameworks of branches and roots.

The panel reiterated the need for continuative and multigenerational vision, informed by global best practices, implementable as strategic master plans for university and region. Beyond just the region, there is need to further define what 'place' is for us, because our students and faculty are global and our world is now connected. Dr. Davey placed these ideas within the well-rooted mindset of SIU as once being associated with the grand-scale design ideas of Buckminster Fuller, and worthy of advancement in the current atmosphere.

Dr. Anz presented an overview of the APLU survey and the designation goals to the various community participants and stakeholders (detailed information on CSLV website posted below). Discussion also included how various facets of the mission of SIU, the Carnegie designation and Paul Simon Institute co-informed each other. Similarly supporting many of the same assumptions as the Paul Simon JWCS poll, the APLU survey in conjunction indicated the external community generally saw the university as economically effective, while the university community generally believed initiatives falling slightly short of regional economic needs.

The Business School Innovation HUB and the Downtown Design Center were highlighted as key university and city (town and gown) initiatives and that we need to directly engage investment opportunities to advance these initiatives forward. Regional initiatives in flood mitigation and community recovery were brought to light in conjunction. There is need in developing and enhancing our creative programs in conjunction with real projects (referring to the European Science Communities model). Key outcomes of the event included discussions of innovative, even radical approaches toward economic development in the regions townships and downtowns.

More on this forum, the survey, and the Paul Simon research can be found at:

<http://paulsimoninstitute.org/index.php>

More on community stakeholder events and other information can be found at the Center for Service-Learning and Volunteerism (CSLV) webpage under APLU information:

<http://cslv.siu.edu>