

WVU Extension Service Community Resources & Economic Development

Robin Frost & Kelly Nix

WVU Extension Service Mission

- WVU Extension Service educators and volunteers build and help sustain collaborations and partnerships with people and organizations in West Virginia, to improve their lives and communities.
- We work to improve our state's communities, workforce, and the economy.

WVU Extension Service Units

- 4-H Youth Development
- Agriculture and Natural Resources
- Families and Health
- Community, Economic, and Workforce Development
 - Community Resources & Economic Development

Community Resources & Economic Development

- Focus of CRED is Community Development
- What is Community Development?
 - The deliberate attempt by community people to work together to guide the future of their communities, and the development of a corresponding set of techniques for assisting community people in such a process.

Community Resources & Economic Development (CRED)

- CRED provides research, educational programs and technical assistance to strengthen the capacity of citizens and organizations throughout the state.
- Capable of helping people understand community change and identify opportunities to improve social and economic well-being.

Community Resources & Economic Development (CRED)

- Practical and timely solutions are enhanced by working closely with local communities, organizations, and partnering agencies.

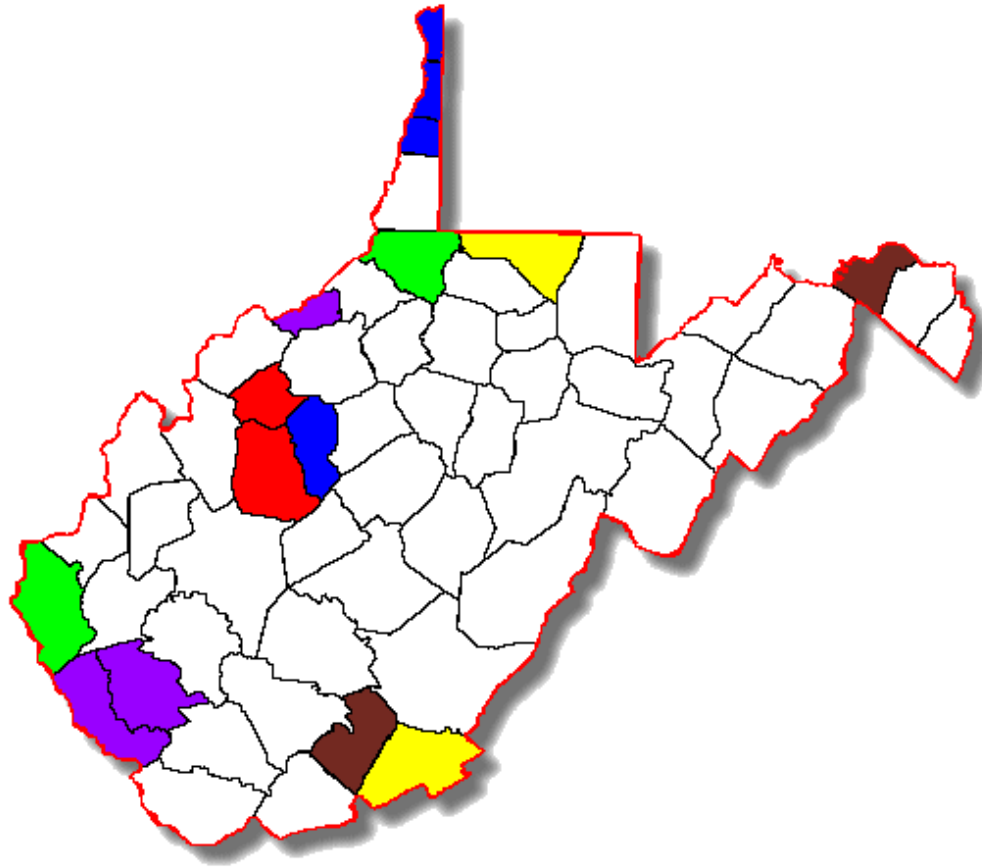
Community Resources & Economic Development (CRED)

- State-based faculty
 - Doug Arbogast, Assistant Professor/Tourism Specialist
 - Michael Dougherty, Professor/Community Planning Specialist
 - Daniel Eades, Assistant Professor/Rural Economic Specialist
 - Kelly Nix, Associate Professor/Leadership Specialist
 - Mark Fullen, Interim Director
- Program Coordinator
 - Robin Frost, M.S., M.A.

Community Resources & Economic Development (CRED)

- County Agents/Faculty
 - Travis Cullen (Roane & Wirt)
 - Jamie Mullins (Calhoun)
 - Allison Tomlinson (Monroe)
 - Open position (Pleasants)
 - Mollie Toppe (Wetzel)
 - Gary Selby (Wayne)
 - Rick Moorefield (Summers)
 - Bill Richardson (Mingo & Logan)
 - Norm Schwertfeger (Brooke)
 - Cindy Smalley (Morgan)

Community Resources & Economic Development (CRED)



Community Resources & Economic Development (CRED)

- Program Areas:
 - Community Design
 - Economic Development
 - Planning Assistance
 - Tourism Development
 - Leadership & Team Development



Community Design

- First Impressions
- Independent Retail Assessment Program
- Walkability Study



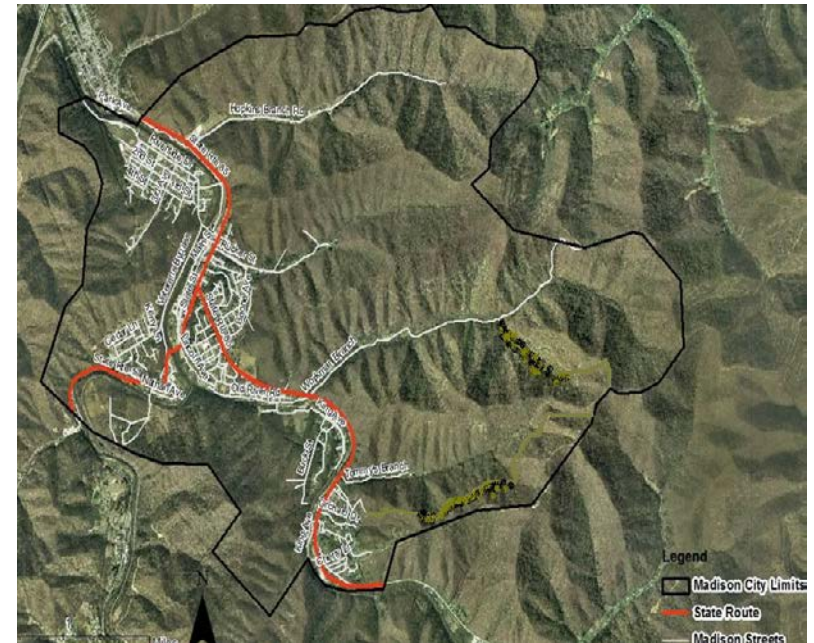
Economic Development

- Business Retention & Expansion
- Community Data Analysis
- Economic Impact Assessment



Planning Assistance

- Community Planning
- Community Visioning
- Strategic Planning
- Local Government
Technical Assistance



Tourism

- Tourism Leadership Development
- Tourism First Impressions
- Strategic Planning for Tourism
- Hospitality Training



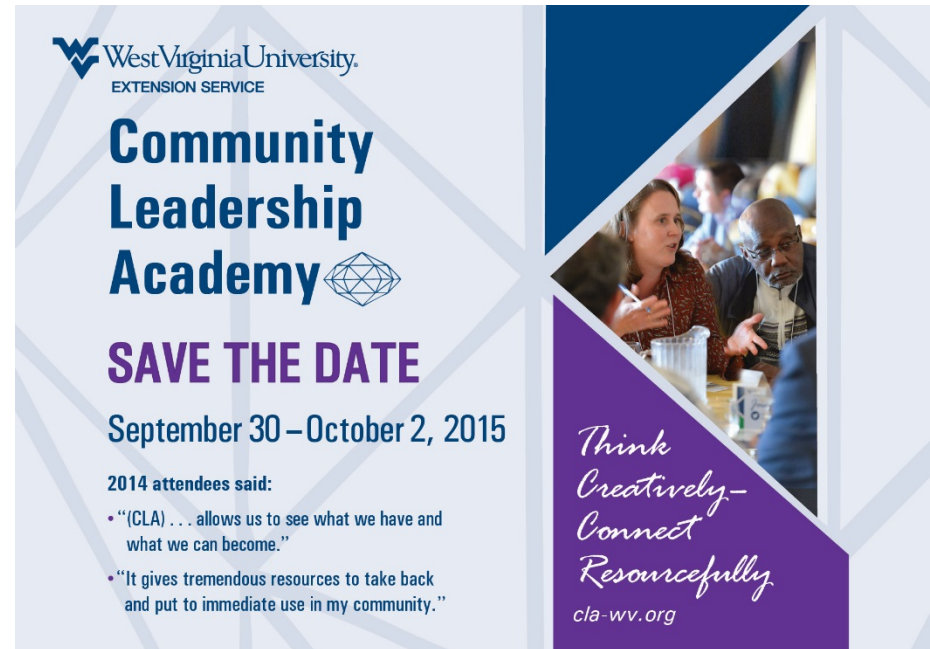
Leadership & Team Development

- Community & Organization Facilitation
- Community Leadership Educational Programs
- REAL Colors
- Team Member Styles



Leadership & Team Development

- Community Leadership Academy
 - Fourth year of conference in 2015
 - Theme: “Think Creatively—Connect Resourcefully”
 - Sept. 30-Oct. 2 in Morgantown (Lakeview Resort)
 - cla-wv.org



West Virginia University.
EXTENSION SERVICE

Community Leadership Academy

SAVE THE DATE

September 30 – October 2, 2015

2014 attendees said:

- “(CLA) . . . allows us to see what we have and what we can become.”
- “It gives tremendous resources to take back and put to immediate use in my community.”

Think Creatively—Connect Resourcefully.
cla-wv.org

The poster features a photograph of two people in conversation, with a purple triangle at the bottom right containing the theme and website information.

Who should attend?

- **Community volunteer leaders**
- City and County officials
- County commissioners
- Main Street program participants
- Chamber of Commerce Representatives
- Local business owners/managers
- Mayors
- City/Town councilmen
- City managers
- Municipal Planners
- **Members of local boards and commissions** (CVBs, planning commissions, Parks and Recreation commissions)
- Local EDA directors/members
- Extension professionals
- Historical organizations
- Community development organizations
- **Students**

Highlights

- Keynote Speaker Dan Gallagher
 - Author of The Self-Aware Leader
- Expert-led sessions
- Networking opportunities
- Panel Discussions
- Pre-conference Workshops
- Culinary Mobile Learning Tour
- Craft Beer Tasting Mobile Learning Tour



Registration

- Special student rate: \$50
- Early bird registration: \$175
 - Early registrants entered into drawing for 2 WVU football tickets & parking pass!
- General registration after Sept. 4: \$225
- Group registration (3+ people): \$150 each

How to register

- Visit www.cla-wv.org



The graphic is a promotional poster for the Community Leadership Academy. It features a light blue background with a geometric pattern of overlapping triangles. On the left side, the West Virginia University logo and name are at the top, followed by 'EXTENSION SERVICE'. Below that, the title 'Community Leadership Academy' is written in a large, bold, blue font, with a diamond-shaped icon to the right. Underneath the title, 'SAVE THE DATE' is written in a bold, purple font. The dates 'September 30 – October 2, 2015' are listed in a dark blue font. Below the dates, the text '2014 attendees said:' is followed by two bullet points. On the right side, there is a photograph of two people, a woman and a man, sitting at a table and talking. Below the photo, the phrase 'Think Creatively - Connect Resourcefully' is written in a white, cursive font, and the website 'cla-wv.org' is at the bottom.

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EXTENSION SERVICE

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*Think Creatively -
Connect Resourcefully*

cla-wv.org

Contact Information

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cla-wv.org

www.facebook.com/credwvu