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
• 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.
• Practical and timely solutions are enhanced by working closely with local communities, organizations, and partnering agencies.
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.
• 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)
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• 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
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
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](http://www.cla-wv.org)
WVU Extension Service
Community Resources & Economic Development

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