



CENTER FOR COMMUNITY AND ECONOMIC DEVELOPMENT

About CCED

For over 50 years, the MSU Center for Community and Economic Development (CCED) has designed, implemented, and evaluated innovative community-based solutions to local problems through responsive engagement, strategic partnerships, and collaborative learning. This innovative approach served as the national model for university-community partnerships established by the Community Outreach Partnership Act. Over 150 university-community partnerships were supported through this federal program.

The Center for Community and Economic Development is an academic unit housed in the MSU Office of University Outreach and Engagement.



Building Prosperity Through Innovative Development

The CCED, in partnership with on- and off-campus partners, seeks to:

- create and nurture collaborative environments to support innovative learning in community and economic development;
- provide training and direct assistance to increase the knowledge-based skills of community-based organizations, private enterprises, and public institutions;
- conduct and facilitate cutting-edge research to assist the development and implementation of effective problem-solving strategies;
- deploy multidisciplinary university capacity to respond to the complex and interrelated problems of distressed communities; and
- promote and expand the university's capacity to provide training, direct assistance, and research that effectively addresses critical community challenges.

With its Lansing office on Michigan Avenue, CCED has renewed and deepened its commitment to innovative community development. Located approximately midway between the State Capitol and the MSU East Lansing campus, the East Michigan Avenue location symbolizes a bold university-community nexus borne of award-winning performance in the past and strategic imperatives designed for the sustainable prosperity of Michigan communities in the future.

Mission

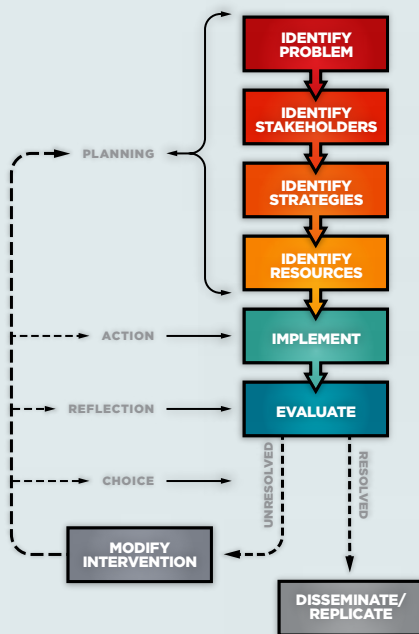
The Center for Community and Economic Development is committed to creating, applying, and disseminating valued knowledge through responsive engagement, strategic partnerships, and collaborative learning. We are dedicated to working with communities to co-create sustainable prosperity and equitable economies.

Principles of Community Development

The Center for Community and Economic Development embraces the following *Principles of Good Practice* adopted from the Community Development Society¹:

- Co-Learning
- Collaboration
- Community-Driven Practice
- Community Power
- Dignity Within Diversity
- Economic Autonomy
- Social Justice
- Sustainability

Community Development Problem-Solving



¹<https://cdsociety.org/about/#aboutprinciples>

CCED Project Highlights

Regional Economic Innovation

MSU Regional and Economic Innovation (REI) was created in 2011 by the MSU Center for Community and Economic Development (CCED).

Since its establishment, REI has built a network of community and economic development stakeholders, including economic development practitioners, higher education institutions, private- and public-sector leaders, workforce development boards, community action agencies, public utilities, commercial lenders, and EDA Economic Development Districts. This network assists in producing economic development strategies to create high-growth entrepreneurship and jobs in distressed regions of Michigan.

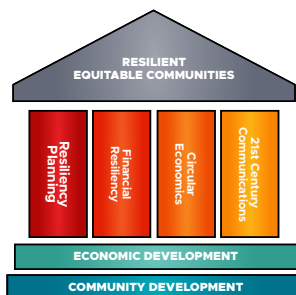
The center actively draws upon resources and expertise from within MSU and other Michigan colleges and universities. It also leverages the experience and assets from economic development organizations. REI's Co-Learning and Innovation Fellows projects draw upon the aggregate knowledge and experience of practitioners, scholars, and leaders to create actionable knowledge and design innovative development strategies.

REI leverages four pillars of focus in co-creating with partners:

- Planning
- Financial Resiliency
- 21st-Century Communications Infrastructure
- Circular Economies

These strategies come to fruition in three project types: Co-Learning Plans; Student-Led, Faculty-Guided Technical Assistance; and Innovation Fellows.

For more information: reicenter.org



Lansing Initiatives

Lansing Community Engagement Specialist

CCED's community engagement specialist, Dr. Kevin Brooks, is at the forefront of MSU's proactive strategy in the Greater Lansing region, focusing on neighborhood, community, and economic development. Brooks joined CCED in the spring of 2025 and is engaging nonprofit organizations, community and neighborhood organizations, government agencies, pre-K to 12 school districts, and private for-profit organizations to facilitate community-university partnerships.

Thinkers and Doers

The biannual CCED Thinkers and Doers event is a time for practitioners and engaged citizens in the Eastside Lansing community to come together with MSU faculty and economic development practitioners to discuss issues of concern. These informal forums provide an opportunity for scholars and practitioners to share their perspectives on contemporary challenges and opportunities of interest to residents and businesses.

For more information: ced.msu.edu/cced-lansing

PROJECT HIGHLIGHT

Urban Community Engagement Fellows Program

The Urban Community Engagement Fellows (UCEF) Program is a joint initiative of MSU's Graduate School and the Office of University Outreach and Engagement. UCEF pairs a multidisciplinary team of MSU graduate students with Lansing-area community partners to envision and sustain collaborative community-identified projects. Currently, UCEF works with communities in Southwest Lansing.

For more information: engage.msu.edu/UCEF

ced.msu.edu



Center for Community and
Economic Development
University Outreach
and Engagement
MICHIGAN STATE UNIVERSITY

1615 E. Michigan Ave.
Lansing, MI 48912-2822
Phone: (517) 353-9555

09042026

John Melcher
Interim Director, Center for Community and Economic Development
melcher@msu.edu

Mary ZumBrunnen
Assistant Director, Center for Community and Economic Development
zumbrun1@msu.edu