

Making U.S. Regions Successful in the 21st Century Global Knowledge Economy

National webinar draws 200 economic development leaders; new web site offers comprehensive global knowledge economy planning

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May 14, 2010

For Immediate Release

LANSING, Mich. – The Michigan State University Center for Community and Economic Development (CCED) has produced a webinar and new Web site designed to offer comprehensive support and information for community planners, planning students, and citizens. The goal is to make regional planning strategies in the U.S. successful in the 21st century global knowledge economy.

“Communities in Michigan and across the country face steep barriers to creating good new jobs and getting global competitiveness right,” said Rex LaMore, director of the CCED. “Our innovative planning approach and new web site can help communities be more creative in their planning and more attentive to unique development opportunities.”

The webinar on Thursday, May 6, 2010 drew a national audience of 200 participants, and coincided with the launch of the web site, knowledgeplanning.org.

A Collaborative Regional Model is Needed

Planners, policy makers, and stakeholders across Michigan and the U.S. increasingly understand that traditional economic development models no longer work. A collaborative regional model based on knowledge economy measures and indicators is essential for regions to develop innovative strategic initiatives to compete successfully in the global economy.

The new Web site provides information about collaborative regional strategies and innovation; talent development, retention, attraction, and re-attraction; entrepreneurial resources; and exporting opportunities and resources that are the key components of success in the 21st century global knowledge economy. (continued.....)



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“Planners and stakeholders need innovative strategies that build on their local and regional strengths and assets to optimize their competitiveness. This new site can help communities in America’s industrial heartland and across the country re-think their strategic priorities as well as provide them access to a rich spectrum of relevant data to benchmark and measure their progress,” said J. D. Snyder, director of the Northern Michigan and Eastern Upper Peninsula knowledge economy strategies project which is based at the Center. The project is a collaboration with three regional planning agencies, and funded by the U.S. Economic Development Administration and several Michigan State University offices.

Innovative Co-Learning Model Advanced

In the collaborative learning, or co-learning, model used by the Center, the regional planning partners identified important economic development topic areas. The Center’s multi-disciplinary project team developed the research and investigative methods to mine those areas and drive new regional strategic initiatives with fresh insights and current data. The regional planning partners acquired customized data and information to inform their regional planning processes, and the Center’s project team was able to expand its knowledge base by being an immediate partner to the application of its research to solve real-world planning issues.

The Web site serves as a repository for collaborative learning reports (Co-Learning White Papers ©) based on research conducted by the Center with its regional partners. Visit knowledgeplanning.org for more information.

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The mission of the Michigan State University Center for Community and Economic Development is to advance MSU’s land-grant mission by creating, disseminating and applying knowledge to improve the quality of life in distressed communities.

Michigan State University has been advancing knowledge and transforming lives through innovative teaching, research and outreach for more than 150 years. MSU is known internationally as a major public university with global reach and extraordinary impact. Its 17 degree-granting colleges attract scholars worldwide who are interested in combining education with practical problem solving.