BRE: 30 Years of Community Economic Impact Innovations Panel

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30 Years of BRE

- Innovators George Morse and Leroy Hushak at OSU
- Pioneered in 1986 – now 30 years old
- Program has spread to all 50 states and world
  - Multiple platforms/templates, i.e. Executive Pulse
  - Local and regional EDO’s
  - State-level BRE programs
- A 2009 national survey found that 82% of communities were conducting BRE programs, either solo or in partnership with other organizations.
What’s the Same

• The business visit: “the heart of BRE” (Darger)
• Coordinator and/or dedicated leadership to implement the program
• Seeking to understand existing business needs
• Building community capacity
• BRE report and communicating results
What’s Changed

• Expansion of communication tools and survey platforms
• More strategic, targeting specific sectors or geographies.
  • A “green flag” approach developed to concentrate on growth
• More state and regional-level ED programs
• Evaluation strategies aimed at outcomes

• Today’s innovations: introducing a new mobile application, evaluation tool and program process
• Introducing Panelists:
  • David Civittolo, Associate Professor and Field Specialist Community Economics at Ohio State University Extension
  • Michael Darger, Assistant Professor and Extension Specialist, Community Economics at the University of Minnesota
  • Will Warren, CEdC, Solutions Delivery Consultant and Project Manager at JumpStart in Cleveland
Group Discussion

Facilitator:
Professor Greg Davis