

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, CEcD, Solutions Delivery Consultant and Project
Manager at JumpStart in Cleveland**



Group Discussion

Facilitator:

Professor Greg Davis



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