

2025 Call for Co-Learning Plan (CLP) Authors

Background

Since 2011, the MSU U.S. EDA University Center for Regional Economic Innovation (REI) has supported over 180 innovative economic development projects in Michigan, spurring high-growth entrepreneurship, job creation, and economic innovation. REI partners have achieved remarkable success; with over \$68 million in public and private investments generated by 97 Student-Led, Faculty-Guided projects; over 69 Co-Learning Plans; and 16 Co-Implementation projects (Innovation Fellowships). Partners of REI leverage higher education, businesses, local governments, Economic Development Districts (EDDs), non-profits, economic developers, and others who create, identify, and develop new economic development strategies and practices, and perform technical assistance for communities in Michigan.

Call for Authors

In this next phase of the REI cycle, we are **"calling" for authors** and experts to research and develop Co-Learning Plans on economic development tools, models, policies, programs and practices based on several areas of interest identified by the REI Network. **These Co-Learning Plans should fall within one of four categorial areas, including: 1) resiliency planning, 2) financial resiliency, 3) 21st century communications, and 4) circular economies.**

The findings and recommendations in these Co-Learning Plans, funded through this request, will serve as a source for current and practical information for local and state economic development practitioners and policymakers as they consider important decisions that affect development efforts for Michigan communities and regions.

Topic

The REI University Center has identified the following topical areas for possible Co-Learning Plans of 2025. They include:

1. **Workforce Transition and Economic Adaptation:** As the economy evolves, workforce transition support is essential. Training programs should be designed to help individuals shift from traditional jobs to digital-based roles, such as remote work, freelancing, or online business ownership. What effective models/programs exist or need to be created that can provide these needed skills and create opportunities for online revenue-generating businesses. What advocacy and/or training is necessary to engage these learners in this economy? Are there models that are particularly effective in serving rural communities and small towns?
2. **Fair Share Affordable Housing Linked to State-Supported Economic Development:** A fair share affordable housing policy distributes the responsibility for affordable housing across all municipalities within a region, rather than concentrating it solely in lower-

income areas. This type of policy could be tied to state-supported economic development investments, where regions receive funding for infrastructure, business incentives, and workforce development only if they implement fair share housing practices. Are there examples in other states or metropolitan regions in the U.S., where state support for affordable housing/and state supported economic development investments are based on a region adopting a fair share affordable housing policy? If such examples do not currently exist, what might a model program look like, and what would be the potential advantages and disadvantages of adopting this type of housing and economic development policy?

3. **Encouraging Large Companies and Public Institutions to Procure from Local Businesses:** How can large companies and public institutions be motivated to procure goods and services from local businesses? What incentives currently exist to foster these types of agreements, and what mechanisms are in place to support a directory of local suppliers that also offer capacity-building assistance? Understanding these factors could help in assessing the opportunities and challenges associated with strengthening local business participation in larger procurement networks.
4. **Addressing Agricultural Workforce and Infrastructure Shortages through Innovation Centers:** The shortage of agricultural workers and food processing infrastructure presents significant challenges in many communities. What support mechanisms are available for the development of agricultural innovation centers aimed at promoting advanced farming techniques, 21st Century processing facilities, and agribusiness? Do these centers provide training in sustainable practices, emerging technologies, and value-added processing to enhance the capabilities of local agricultural producers in both urban and rural settings?
5. **Community Economic Impacts and Feasibility of Developing Renewable Energy Sources:** What are the community economic impacts of building renewable energy sources, and how can solid data be gathered to share with local stakeholders? Over time, does the community experience measurable growth in terms of job creation, reductions in unemployment, new business attractions, or increases in the local tax base?
6. **Assessing the Capacity of Economic Development Professionals for Community Benefit Plans and Agreements:** Community Benefit Plans and Agreements are emerging as an important component of economic development activities in Michigan that utilize public investments. This co-learning plan should assess the current capacity of economic development professionals across the state to develop and implement effective community benefit plans and agreements and identify needed training and technical assistance to improve their capacity.
7. **Assessing Businesses Concerns in Adopting Community Benefit Plans and Agreements:** Community Benefit Plans and Agreements are emerging as an important component of

economic development activities in Michigan that utilize public investments. This co-learning plan should identify the concerns businesses have in communities in adopting community benefit policies.

8. Other

These topical areas within one of the above-mentioned foci were weighed by the REI Consultative Panel with consideration to these areas' likelihood to create or retain jobs and/or businesses in economically distressed regions of Michigan.

Application Instructions

Each proposal package must include:

Author(s)/Investigator(s) Information

Please provide a summary for each investigator or team of investigators emphasizing the capacities and prior experiences relevant to effective engagement with the primary intended audience of local and state economic developers (**one page**). *Experience in writing publishable quality papers and the ability to present these materials to a diverse audience* is also required.

Proposed Co-Learning Plan

Provide a detailed narrative, **not to exceed three pages**, that describes the proposed scope of work. The narrative should be double-spaced, have three-quarter-inch margins and 12-point font. You will also **need to include a 100-word abstract** at the beginning of the proposal. If awarded, this abstract will serve as a description of your CLP project.

It should have clearly identified sections, and include at least the following:

1. Description of population served or researched through the project idea (ALICE, Asset-Limited/Income Constrained Employed);
2. Identified Redevelopment Ready Communities and/or concentration of opportunity zone tracts;
3. Foci area of resiliency planning, financial resiliency, 21st century communications or circular economies;
4. Discussion of the significance and implications of the topical area for Michigan communities and regions, specifically those communities in the most distressed regions;
5. A detailed plan of work for conducting the analysis (e.g., scope, scale, and sequence of the proposed investigation, sources and methods of gathering information, analytic approaches and techniques to be employed, etc.); Identification of any special needs that must be accommodated for successful completion of proposed analysis (e.g., access to specific individuals or information), and discussion of proposed methods to accommodate such needs (if any);

6. Description and anticipated benefit of any intended deliverable outcomes of the project, beyond those required by this request (if any);
7. A dissemination plan, which describes how the project will be publicized and shared with the community, including Who/What/Where/How (social media, video, press release, presentation, etc.) and When (timeline with benchmarks);
8. Brief description and justification of requested budget;
9. Description of how you will work directly with the REI University Center team to revise the Co-Learning Plan until final Co-Learning Plan is agreed upon;
10. A predicted number and description of jobs that may be created or retained, if applicable;
11. A predicted number of businesses created or retained, if applicable;
12. Describe briefly how you plan to make your final report accessible.

Budget

The narrative proposal must include a brief summary of the budget. The budget should include personnel, travel, supplies, 'other' and a total (we do not allocate funds for food); including costs associated with presentation at the 2025 annual Innovate Michigan! Summit.

Total costs should not exceed \$8,000.

Writing Samples

Two writing samples of 3-5 pages must be submitted in order to be considered. These can be hyperlinks to materials on a website or electronic versions. These should be sent to jondyjen@msu.edu.

Deadlines and Delivery

Applications must be received by **5:00 pm EST Friday December 09, 2024.**

1. *Online submissions* at reicenter.org (preferred method)
2. *Email submissions* may be submitted as file attachments and sent to jondyjen@msu.edu (you must enter your Co-Learning Plan title, the date, and your last name in the subject as: "Co-Learning Plan title, date, author's last name." Submissions will be acknowledged by an e-mail message to the lead author named on the application).

Selection Criteria

Selection of proposals will be based on how well the proposed work plan meets the following criteria and whether or not the author(s) is qualified.

1. A clear focus and understanding of the topic, experience, and knowledge in the topic.
2. Demonstrated capability to meet the standards of due diligence in conducting the scope of work.
3. Demonstrated capacity to communicate effectively to economic development practitioners, policymakers and others.
4. Work Plan is a new idea or strategy for local and state economic development solutions in Michigan.

5. Work Plan emphasizes actionable knowledge on the practical implications of empirical research into the economic development topic(s).
6. A Dissemination Plan that demonstrates capacity to effectively share information.
7. Author(s) has the capacity to meet project deadlines.
8. Project budget is appropriate for the scope of work proposed and competitive with other applications received.

Preference will be given to initiatives and projects that include commitments for cost-sharing of funding (e.g., cash, credit, financing commitment); leveraging of in-kind assets, especially from for-profit business enterprises; building on and or extending related government or non-profit initiatives; engaging EDA stakeholders and partners; and benefiting distressed economies.

Final selection of Co-Learning Plan author(s) is reserved to REI in accordance with the overall project objectives.

Eligibility

Economic development practitioners, entrepreneurs, community leaders, educators, policymakers, university faculty, staff and students affiliated with any postsecondary education institution in Michigan are invited to submit proposals under this request.

Funding

This is a competitive process. Up to four Co-Learning Plans are expected to be funded. Plans selected for funding will receive financial support not exceeding \$8,000 for the scope of work. If your application is selected, REI will contact you to finalize the scope of work and financial arrangement. **Be prepared to keep and submit all** receipts of costs associated with the creation of your Co-Learning Plan in case of an audit.

Use of AI:

The growing prevalence and use of Generative Artificial Intelligence (AI) technology in the production of community and economic development products calls upon us to provide reasonable guidance to our partners and colleagues on how that usage may be ethically employed. These guidelines are an initial set of recommendations that recognize that AI is a fast-evolving technology that may have value in addressing capacity issues for communities in writing and data analysis.

We offer these guidelines as a beginning point in this evolving field and as the practice of AI in community and economic development matures welcome additional insights and suggestions on how we might best employ these tools ethically to advance the equitable use of AI to assist our communities.

We recommend that community and economic development scholars and practitioners:

- Disclose the use of any AI tools in the introduction or methods section of a product to provide for transparency.
- Describe in detail in the appropriate locations through footnotes or other appropriate citation methods which parts of the text/data are affected.
- AI tools may have inherent limitations and biases in their application to specific identity groups. If known, explain these limitations and biases in an appropriate footnote or appendix.
- AI tools may also pose ethical challenges in issues of data security and privacy. Explain how data security and privacy are not compromised in your use of AI.
- No AI tool will be accepted as a credited author on a project. That is because any attribution of authorship carries with it accountability for the work, and AI tools cannot take such responsibility.

Deliverables

The lead Co-Learning Plan author is expected to facilitate the following activities and produce the below deliverables:

1. Submit a **15-page Co-Learning Plan** of publishable quality.
2. Submit up to a **two-page Executive Summary**.
3. Deliver a **webinar or video** on findings and recommendations, if requested.
4. If any work is done on the project after the completion of the Co-Learning Plan, an **Addendum** (maximum 5 pages) should be prepared documenting additional work or changes to the project that occurred before the annual REI event.
5. Present the Co-Learning Plan at the **annual REI Summit on August 14th, 2025**.
6. Participate in a **post-project survey** evaluating the outcomes of your project.

Key Dates

- **December 09, 2024:** Deadline for Submitting Applications
- **January, 2025:** Notice of Awards
- **March 28, 2025:** Deadline for First Draft of Co-Learning Plan
- **May 2, 2025:** Deadline for Second Draft of Co-Learning Plan
- **June 6, 2025:** Deadline for Third Draft of Co-Learning Plan
- **July 11, 2025:** Deadline for Fourth Draft of Co-Learning Plan
- **August 4, 2025:** Slide Deck for Innovate Michigan! Summit Due
- **August 14, 2025** - Present at Innovate Michigan! Summit
- **August 25, 2025:** Final Report Due
- **August 29, 2025:** Addendum due

Questions

Please contact Jenan Jondy at jondyjen@msu.edu or 517-353-9555

Application

Title of proposed Co-Learning Plan:

Author's Name: _____

Organization: _____

Email: _____

Phone: _____

Other Authors, Experts, or Partners (please include contact information):

Qualifications (Describe your knowledge and work experience relevant to the topic. What makes you an expert or the best author for this topic?):

Other Notes:

In submitting the proposal, I agree to meet the timeline and deliverables specified in this Call for Co-Learning Plan Authors

I would be interested in being considered to serve as an Innovation Fellow on this topic, as well.

I know of a specific community that I would like to work with as an Innovation Fellow.
Community: _____