2022 Call for Co-Learning Plan Authors

Background
Since 2011, the MSU U.S. EDA University Center for Regional Economic Innovation (REI) has supported over 130 innovative economic development projects in Michigan, spurring high-growth entrepreneurship, job creation, and economic innovation. REI partners have achieved remarkable success; with over $60 million in public and private investments generated by 72 Student-Led, Faculty-Guided projects; 60 Co-Learning Plans; and 9 Co-Implementation projects (Innovation Fellowships). Partners of REI leverage higher education, businesses, local governments, 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.

REI is committed to a process of engagement to create the best and brightest community and economic developers in the world. Throughout 2021, the REI Network (nearly 3,000 Michigan economic development practitioners, business leaders and scholars) submitted innovative economic development ideas/topics of interest. Through a competitive process, working with the REI Consultative Panel of experts across the state, the following topical areas were determined to be timely and effective areas to assist bringing critical new knowledge to bear on the challenges we currently face in community and economic development. The topical areas are listed within the “Topic” section of this application.

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 2022. They include: 1) Housing, 2) Childcare, 3) Broadband, 4) Energy Production, 5) Extended Producer Responsibility, 6) Incentives for Regional Change, 7) Worker Cooperative Models, 8) Regional Tax Base Sharing, 9) Employee Ownership Models, 10) Communities Built for Labor Force, and 11) Public Companies’ Quality Reports. Further description of each is shared below. 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.

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; including costs associated with presentation at the 2022 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 zumbrun1@msu.edu.

Deadlines and Delivery
Applications must be received by **5:00 pm EST Friday December 10, 2021.**

1. **Online submissions at reicenter.org** (preferred method)
2. **Email submissions** may be submitted as file attachments and sent to zumbrun1@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.

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

2. Submit 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 2022 annual REI event.
6. Participate in a post-project survey evaluating the outcomes of your project.

Key Dates
- December 10, 2021: Deadline for Submitting Applications
- January, 2022: Notice of Awards
- April 1, 2022: Deadline for First Draft of Co-Learning Plan
- May 6, 2022: Deadline for Second Draft of Co-Learning Plan
- June 3, 2022: Deadline for Third Draft of Co-Learning Plan
- July 1, 2022: Deadline for Fourth Draft of Co-Learning Plan
- August 5, 2022: Final Report Due
- August 26, 2022: Addendum due
- TBD: Annual REI Event

Questions
Please contact Mary ZumBrunnen at zumbrun1@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):


devices and platforms:

devices and platforms:

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: ________________________________