

Popular Government

SPRING/SUMMER 2004 • VOLUME 69, NUMBER 3

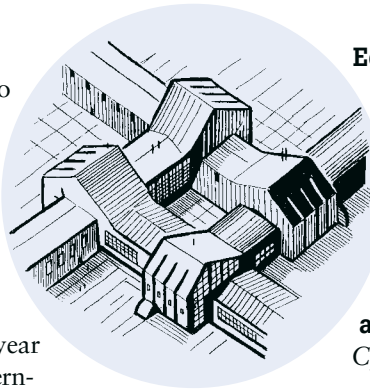
This issue of *Popular Government* is devoted to the topic of economic development. Its publication is part of an enhanced program in community economic development that is being launched by the School of Government (see the sidebar).

In keeping with the seventy-year tradition of the Institute of Government, the main elements of the community economic development program are training, research, and publishing. Examples include a series of bulletins on economic development; a guide to resources and best practices, on the School website; a certification course for professional economic developers and for community developers; training programs for local government officials and staff; and technical assistance to local governments in strategic planning for economic development.

Jesse L. White Jr., an adjunct professor in the School of Government and director of the new Office of Economic and Business Development at UNC at Chapel Hill, begins the issue with an overview of the North Carolina economy and both traditional and innovative approaches to economic development. The overview is followed by articles on innovative practices in community economic development, written by School faculty and other experts.

These approaches and more, both traditional and innovative, are conceptually framed by the Innovations Matrix at the conclusion of White's article.

—Jesse L. White Jr., *Guest Editor*,
and John Stephens, *Editor*



**Economic Development in North Carolina:
Moving toward Innovation** 2
Jesse L. White Jr.

**Using Community Vision and Capacity
to Direct Economic Change** 14
Anita R. Brown-Graham and Susan Austin

**Reporting to Work: Postsecondary Institutions
as Regional Economic Development Actors** 23
Cynthia Liston, Trent Williams, and Stuart Rosenfeld

**Spurring Entrepreneurship: Roles for
Local Elected Leaders** 31
Nancy Stark

**North Carolina's Global Position and Higher
Education's Role** 35
Carol Conway

**Clusters and Competitive Advantage: Finding
a Niche in the New Economy** 43
Jonathan Q. Morgan

Departments

At the School 55
Loeb Retires • MPA Program Rises to Top Ten in News Magazine Ranking • Ammons Elected to ASPA Council • Stenberg Reelected Chair of National Academy • Major Gifts Support MPA Students, Building, and Judicial Education

The Community Economic Development Program

Since 2003 the School of Government has strengthened its ability to assist North Carolina public officials in community economic development. The School's work in this area focuses on enhancing capacity at the local and regional levels. The goal is to equip public officials to understand better their local economies and community assets, the trends affecting them, the resources available to them, and innovative strategies for leveraging their community's strengths and opportunities in the new economy. For more information, see www.cednc.unc.edu.

Core Faculty in Community and Economic Development

Leslie Anderson: downtown revitalization, strategic planning and visioning; phone (828) 252-4913, e-mail leslie@ioa.com

Anita Brown-Graham: housing and community development, entrepreneurship, strategic planning and visioning; phone (919) 962-0595, e-mail brgraham@iogmail.iog.unc.edu

David Lawrence: economic development law, local government finance, annexation; phone (919) 966-4214, e-mail lawrence@iogmail.iog.unc.edu

Jonathan Morgan: regional economic analysis, industry clusters, workforce development, program design and evaluation; phone (919) 843-0972, e-mail morgan@iogmail.iog.unc.edu

On the Cover

Postsecondary institutions are key players in community economic development.

Cover and Inside Illustrations
David Suter