“I’m convinced that in the century ahead, higher education in this country has an urgent obligation to become more vigorously engaged in the issues of our day.”

Ernest L. Boyer, Ph.D., Former President of the Carnegie Foundation for the Advancement of Teaching

2016 ANNUAL REPORT
Government Relations & Community Engagement

Ball State University
The Division of Government Relations and Community Engagement at Ball State University is pleased to share details about our last year of outreach and engagement activities in Muncie/Delaware County and across the state of Indiana.

According to the Carnegie Foundation for the Advancement of Teaching, community engagement is the "collaboration between institutions of higher education and their larger communities (local, regional/ state, national, global) for the mutually beneficial exchange of knowledge and resources in a context of partnership and reciprocity."

These pages highlight the projects, initiatives, and partnerships with which our division has had the privilege to serve over the last year. It is just a sampling of the hundreds of projects that comprise the university’s community engagement efforts at the local, regional, and state levels.

Our work has been guided by an action plan created in the summer of 2015 at the internationally-recognized Engagement Academy for University Leaders hosted by Virginia Tech. Ball State embarked on the intensive academy process in order to build on the university’s engagement history and ensure that it remains an integral part of our culture.

This report is dedicated to the scores of community partners, faculty, students, and staff who generously give of their time, talents, and resources to pursue stronger communities and greater quality of life for all of us.

### Ball State community engagement at a glance*

- **607** total projects
- **410** community partners
- **8,744** total student experiences
- **231** members of Ball State faculty/staff participated
- **68** out of Indiana’s 92 counties were affected by projects
- **389** projects occurred in Muncie/Delaware County

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*Numbers are self-reported by department*
“Coming together is a beginning, staying together is progress, and working together is success.”

Henry Ford

Our hope for Delaware County... everyone has a home
The **Office of Community Engagement** (OCE) is Ball State’s front door for community partnerships in Muncie and Delaware County.

As an anchor institution in the region, Ball State aims to establish and nurture collaboration between faculty, students, and community partners to address society’s most pressing needs in a reciprocal and mutually beneficial way.

We connect university resources with community priorities and initiatives, resulting in more engaged faculty and students; greater prosperity for local residents, businesses, and organizations; and improved quality of life for all.

"Universities have histories of doing things **TO** and **FOR** their host communities, but much less **WITH** those communities. It is vital that Ball State listens to our community partners—**their** perspectives, opinions, desires, and expertise."

Delaina Boyd, Director, Office of Community Engagement

**Listening to Community Partners**

In fall 2015, the Office of Community Engagement began a “listening tour” with community and organization leaders throughout the city of Muncie. More than 50 hours of conversations across the city provided rich feedback for improving communication and strategic alignment of university resources with community priorities.

**Outcomes have included:**

- Intentional participation of Ball State leadership/experts in local community/economic development activities.
- Increased connection of faculty and student projects with Muncie Action Plan, Vision 2021 economic development plan, and Healthy Community Alliance of Delaware and Blackford Counties.
- Creation of OCE Facebook page to showcase Ball State/community partnerships.
- Greater attention to orienting students, staff, and faculty to Muncie/Delaware County.
- Faculty development sessions on developing/sustaining effective community engagement practices.
- Collaboration with Ball State Athletics to better engage local residents.
- Centralized system for coordinating visits to Ball State cultural venues.
- Clearer avenues for local businesses to become university vendors.
A number of strategic initiatives guide the community’s management of existing resources and aspirations for future development. The Office of Community Engagement strongly encourages faculty, staff, and students to connect their research, service and immersive learning projects, and outreach activities with the community’s expressed needs and priorities.

**Academy for Community Leadership (ACL).** OCE provides administrative support for this ten-week leadership program, offered in partnership with the Muncie/Delaware County Chamber of Commerce. The leadership program orients civic-minded individuals to Muncie’s rich history, current strengths, and future aspirations.

**Healthy Community Alliance of Delaware and Blackford Counties.** As one of the first partners of the new Healthy Community Alliance, Ball State faculty and staff serve on the steering committee as well as workgroups that address the top health needs of our community as identified by IU Health Ball Memorial Hospital – improved nutrition, increased physical activity, and decreased tobacco use.

**Muncie Action Plan (MAP).** This strategic plan, created through extensive community input in 2010 and revised in 2013, continues to direct city-wide efforts to make Muncie an attractive, desirable place for individuals, families, and businesses. OCE provides administrative support for the MAP-affiliated Building Better Neighborhoods Initiative, handles logistics for the annual neighborhood association conference, is currently revamping MAP’s website, and connects Ball State experts with MAP Taskforce initiatives.

**Muncie Community Schools.** In addition to immersive learning projects and student teaching throughout Muncie’s public school system, Ball State has been an active participant in MCS’s strategic planning process this year.

In 2016, OCE worked with Muncie’s Bike/Ped Initiative, the City of Muncie, the Delaware-Muncie Metropolitan Plan Commission, Ball State Athletics, Ball State’s Community Wellbeing Knowledge Group, the Whitely Community Council, and four Muncie elementary schools to coordinate events that promote walking and biking to school as fun and easy ways to integrate physical activity.

**VISION 2021 Economic Development.** Ball State has been a longtime partner with the Muncie-Delaware County Economic Development Alliance’s VISION program, which issues five-year economic development plans representing public and private partnerships across the community. Ball State contributed more than $250,000 in-kind services to the VISION 2021 Plan.

OCE staff participated in a series of public roundtable forums to establish the community’s economic development priorities for the VISION 2021 Plan. OCE personnel also sit on the Alliance’s Image Committee, tasked with advancing local pride, promoting local small businesses, and supporting beautification efforts.

“We have enjoyed a positive partnership with Ball State for many years, particularly in support of our VISION economic development programs and the Academy for Community Leadership. The university’s Office of Community Engagement provides a valuable central point of access to the university and actively demonstrates Ball State’s commitment to Muncie/Delaware County.”

Jay Julian, Muncie-Delaware County Chamber of Commerce
Investing in Muncie and Delaware County

The Office of Community Engagement was proud to nominate the Whitely Community Council as Indiana Campus Compact’s 2016 Outstanding Community Partner.

The Council, established in 1966 in a historically low income sector of Muncie, has overseen 50 years of improvement projects in seven strategic areas: safety, education and health, infrastructure, employment and business support, neighborhood pride and event planning, resource development and fundraising, and advertising and public relations.

Whitely Council members and neighborhood residents have consistently shared their wisdom, culture, and expertise to enrich Ball State students’ educational experiences.

The council has been instrumental in developing the nationally-recognized “Schools Within the Context of Community” teacher preparation program, through which Ball State education students are immersed in all aspects of the Whitely community. Students receive instruction not only from faculty members, but also from council members, school administrators, local pastors, service providers, community elders, and family members within the neighborhood.

The program has been recognized as an exemplary model of culturally-responsive teacher preparation by the American Association of Colleges for Teacher Education and the Southern Poverty Law Center.

In just the last five years, Ball State has partnered with Whitely on more than 30 projects and hundreds of student volunteer opportunities.

“Whitely Council members exemplify everything a community and its members should be: engaged, passionate, and determined. For many of us, the council has become like family. They have helped me and other preservice teachers grow as educators and as people. Without their support, hundreds of us would not be where we are today: community-engaged members of society.”

Ball State student

“Whitely Community Council members, Ball State faculty, staff, and students celebrate at the Indiana Campus Compact Awards Gala.
Uniting the Campus Around Engagement

The Office of Community Engagement works extensively with the Offices of Entrepreneurial Learning, Immersive Learning, Student Life, Sponsored Programs Administration, and other campus entities to advance community-engaged scholarship across the university.

Anchor Institution Research. The success of Ball State and Muncie are inextricably linked, and OCE continues to identify best practices to inform the university’s commitments as an anchor institution in our community.

Community-Engaged Resources. The OCE website hosts a variety of resources for the Ball State campus, including research best practices, avenues for publishing and funding community-engaged scholarship, presentation opportunities, and state, national, and international faculty awards that recognize exemplary work.

Faculty Advisors. OCE has brought together a group of community-engaged faculty members to identify barriers to community engagement and advise on needed resources to connect, equip, and recognize faculty.

Data Collection and Evaluation. Each year, OCE compiles data on Ball State’s campus-wide outreach and engagement activities to identify trends, points of intersection, and new opportunities. OCE has partnered with Ball State’s Office of Institutional Effectiveness to offer open labs and individual and group training sessions to help faculty and staff effectively use the university’s Digital Measures online data collection system.

Membership in State and National Consortiums. OCE oversees Ball State’s membership in the Engagement Scholarship Consortium and serves as one of the Ball State liaisons with Indiana Campus Compact.

Faculty Development Series. The hour-long “Engaging Community” forums, launched in Spring 2016, provide regular opportunities for faculty to network with like-minded colleagues, hear from faculty and community partners about their experiences, and walk away with new ideas, tools, and/or partners.

Participant Feedback:

“Passionate presenters – helpful information about vision of the community.”

“Great overview about what is happening and what opportunities are available.”

“Very informative and should be a continuous initiative.”

Spring 2016 “Engaging Community” Forums

- “Finding Funding for Community Engaged Projects” featuring Ball State’s Sponsored Programs Administration, Ball Brothers Foundation, and faculty presenters
- “Publishing your Community-Engaged Work” featuring faculty presenters
- “Connecting with Strategic Priorities in Muncie/Delaware County” featuring Muncie Action Plan, Building Better Neighborhoods, and Muncie/Delaware County Economic Development Alliance
- “Creating Reciprocal Relationships with Community Partners” featuring Indiana Campus Compact
"The partnership between the City and the University is the strongest it has ever been. We recognize that our success as a university is closely tied to the prosperity and well-being of Muncie and Delaware County. Through Ball State’s Office of Community Engagement and scores of faculty and student projects, we will continue to pursue mutually-beneficial partnerships with the community."

Terry King, Ball State Interim President

"As a collaborative body and a group of individuals, Ball State University’s Office of Community Engagement has reached out to both organizations I serve to build reciprocal, sustainable, and genuine relationships. Each team member demonstrates warmth, authenticity, and the utmost respect for the community organizations to which they devote university – and personal – time and resources. Everything OCE touches within our community is better for it."

Aimee Fant, Coordinator, Muncie Action Plan; Executive Director, Cancer Services of ECI-Little Red Door
“Neighborhoods are the places where the everyday practice of life occurs. They are geographical units that are essential to people’s lives...They leave lasting impressions on residents about what life is like and what social problems exist in a living community.”

Ronald E. Wilson, National Institute of Justice
The Building Better Neighborhoods Initiative (BBN) was launched in 2014 to strengthen Muncie’s 48 neighborhood associations as the critical infrastructure for advancing the Muncie community.

The initiative was funded through a three-year, $200,000 grant from the Ball Brothers Foundation to support neighborhood development efforts through the Muncie Action Plan and Muncie-Delaware County VISION 2016 plan.

BBN is administered through Ball State’s Office of Community Engagement.

As of August 2016, there are 27 active neighborhood associations in Muncie:

- Halteman, Norwood, Northview, Granville, Whitely, Robinwood, Minnetrista, University Heights, Pettigrew Acres, Westbrier, Carlton, Ludingwood, Riverside/Normal City, Old West End, Forest Park, Thomas Park/Avondale, East Central, Gilbert, Downtown, Industry, Blaine, Southeast, South Central, Kenmore, Gatewood, Western Woods, Westridge

Supporting Association Development

Building Better Neighborhoods (BBN) provides hands-on assistance with creating new and strengthening existing neighborhood associations.

Services Provided:

- Plan initial meetings with self-identified neighborhood leadership
- Attend meetings across Muncie to answer questions, assist with logistics
- Canvas neighborhoods with meeting fliers, newsletters & welcome letters
- Create templates and “how-to” resources (e.g., how to use social media, how to open a bank account on behalf of your neighborhood)
- Co-host monthly neighborhood presidents’ council meetings with Muncie Action Plan
- Host muncieneighborhoods.org, an online clearinghouse of resources for Muncie neighborhood associations and residents
- Facilitate connections between neighborhoods, Ball State faculty and students, and city of Muncie.
Connecting Ball State Resources

In addition to reinvigorating civic engagement among local residents, Building Better Neighborhoods facilitates rich immersive learning projects for hundreds of Ball State students.

“We're trying to rehab one house in the Avondale community in hopes that it begins to start a chain reaction within the community. This house's success is critical so that it might kick start a movement that will reinvigorate the neighborhood.”

Jordan Duke, Ball State student

2015-2016 Immersive Learning Projects

Assessing Business Success and Stability in Distressed Neighborhoods
Partner: Habitat for Humanity
Neighborhoods: South Central and Thomas Park/Avondale

Energy Planning
Partner: Vectren Foundation
Neighborhoods: South Central and Thomas Park/Avondale

Unsafe Home Rehabilitation
(multiple projects; including a former meth house)
Partner: ecoREHAB
Neighborhood: Thomas Park/Avondale

Muncie Meth Task Force Survey
Partner: Muncie Meth Task Force
Neighborhoods: multiple

Creating Neighborhood Action Plans

Muncie residents in seven neighborhoods have collaborated with student teams from Ball State’s Neighborhood Studio (College of Architecture and Planning) to create neighborhood action plans for future development. Each plan includes an analysis of the neighborhood’s unique strengths and needs, next steps, and a customized workbook to aid citizen planners.

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<thead>
<tr>
<th>Neighborhood</th>
<th>Students</th>
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<td>Blaine/Southeast Neighborhood</td>
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<td>Industry Neighborhood</td>
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<td>Old West End Neighborhood</td>
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<td>Riverside/Normal City Neighborhood</td>
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<tr>
<td>South-Central Neighborhood</td>
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<tr>
<td>Thomas Park/Avondale Neighborhood</td>
<td>15</td>
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<tr>
<td>Whitely Neighborhood</td>
<td>15</td>
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Each person represents 100 Muncie residents.
Strengthening Partnerships

Building Better Neighborhoods staff represent neighborhood interests in committees, coalitions, and taskforces across Muncie/Delaware County. These partnerships are essential for significant and strategic renewal of our city.

8twelve Coalition. Residents, non-profits and businesses in Muncie's 8twelve target area have partnered under the leadership of Greater Muncie Habitat for Humanity to improve housing, beautify the neighborhood, and support local businesses.

Muncie Meth Task Force. Housing providers, health and wellness professionals, city personnel, local foundations, and neighborhood residents are working to address the serious impacts of meth addiction on Muncie/Delaware County.

Neighborhood Investment Committee (NIC). NIC is charged with the redevelopment of the city’s vacant, abandoned, and city-owned properties. The committee has developed residential and urban revitalization programs and has supported the development of urban gardens and pocket parks.

BY5 Early Childhood Development Initiative. BY5 advocates the vital importance of investment in early childhood development to achieve long-term economic success in Muncie and Delaware County.

Campus Community Coalition. The CCC includes representation from Ball State University, local landlords, and business and city leaders to maintain positive relationships between the university and local neighborhoods and businesses.

Sustainable Muncie Corporation. This non-profit community development corporation focuses on unique economic development programs in downtown Muncie and the surrounding neighborhoods.

Collective Coalition of Concerned Clergy. The CCCC is a Christian organization of local pastors working publicly and privately to bring positive change and a powerful voice to the Muncie community.
IDEA Conference

In March 2015, 130 Muncie residents gathered at Ball State’s Pittenger Student Center to attend the city’s first “Intentional Development and Education for Association Members” (IDEA) conference. The 130 participants represented diverse backgrounds, cultures, and every corner of Muncie, but they were united in their commitment to improving the quality-of-life in Muncie neighborhoods.

Mobilizing change at the neighborhood level is not a new concept. But as many rust belt cities have faced increases in poverty, crime, and drug use over the last few decades, neighborhood revitalization has increasingly taken center stage as a key strategy for economic and community development.

Ball State Acting President Terry King, Mayor Dennis Tyler, and State Representative Sue Errington kicked off the day of sessions. Conference presenters included Ball State faculty, City of Muncie and Delaware County department heads, and neighborhood association leadership. A mid-day resource fair featured more than a dozen local non-profits and service providers.

The conference ended with a $1,500 door prize awarded to members of the South Central neighborhood association for a project of their choosing.

The event, organized by Building Better Neighborhoods, Muncie Action Plan, Shafer Leadership Academy, and Ball State’s Office of Community Engagement, received additional support from the Vectren Foundation and the City of Muncie.
“The Student Center ballroom was a remarkable snapshot of the leadership, passion, diversity, and partnerships that have positioned our neighborhoods to be powerful agents in our community.”

Heather Williams, Building Better Neighborhoods

“So many great people and organizations were part of making the event a success. Each sponsor contributed significant and unique resources, and of course, the neighborhood association members brought their passion and commitment for our community. We couldn’t be happier with the results!”

Mitch Isaacs, Director, Shafer Leadership Academy

“High levels of energy, enthusiasm, and excitement. Extremely well planned, organized, and presented.”

“Loved all of information and people available to learn about ways to strengthen our neighborhood. Very practical concepts were explained that we can implement.”

IDEA Conference participants
“Conversation is an unrehearsed intellectual adventure.”

Michael Oakeshott
The **E.B. and Bertha C. Ball Center** on Minnetrista Boulevard has been a Muncie landmark since it was built in 1907 by Mr. and Mrs. E.B. Ball. In 1975, the Ball Brothers Foundation gave the property to the Ball State University Foundation for use by the university as an outreach and community enrichment facility.

The Center’s mission is to provide stimulating intellectual opportunities for all persons from the university or East Central Indiana communities. These low- and no-cost programs, classes, and seminars, presented in an informal learning environment, serve as a symbol of the university’s commitment to public service and community outreach.

**In 2015-2016:**

- **57** total classes, seminars, presentations, and colloquia
- **2,131** individual participants
- **12** programs on state and local history to celebrate Muncie’s 150th and Indiana’s 200th anniversaries
- **9** books read and discussed by the **25** members of the High Noon Critical Readers Colloquium.
- **4** programs organized for Muncie’s Westminster Village retirement community
- **5,609** visitors to the Center’s annual holiday open house during Minnetrista Cultural Center’s Luminaria Walk in December 2015.

"The E.B. and Bertha C. Ball Center is a gem in Muncie not only because of its stately beauty and historical significance, but because of the programming and activities which engage our community. From continuing education classes to distinguished speaker events to summertime concerts on the lawn, the E.B. and Bertha C. Ball Center links Ball State University and the greater community in very special ways."

*Jud Fisher, President & COO, Ball Brothers Foundation*
Expanding Community Enrichment

Four times a year, the E.B. and Bertha C. Ball Center brings a high-level guest speaker to Muncie for its Town and Gown Conversations series. Much more than a presentation, these evenings allow attendees to talk with the distinguished guests, share views, and exchange ideas on topics of mutual concern and interest, including art, business, philosophy, science, journalism, and politics. These events are intended to cultivate rich intellectual and social interactions between academia and broader community.

Speakers in 2015-2016 included:

- John H. Johnson, Ph.D., president and CEO of Edgeworth Economics, professional economist, expert witness, author, and speaker.
- Ben Jones, Ph.D., dean of the College of Arts and Sciences and associate professor of history at Dakota State University, Air Force veteran, author of Eisenhower’s Guerrillas: The Jedburghs, the Maquis, and the Liberation of France.
- Lenore Ealy, Ph.D., president of the Philanthropic Enterprise, Inc., a nonpartisan scholarly research institute that seeks to strengthen understanding of how philanthropy and voluntary social cooperation promote human flourishing.
- Ruth Dudley Edwards, Ph.D., journalist, historian, prize-winning biographer, non-fiction author and crime novelist.

Exploring Changing Norms in Small Cities

What differentiates small cities which have flourished in the 21st century from those who have languished and declined? The E.B. and Bertha C. Ball Center offers one to two colloquia each year to explore the changing norms – societal, cultural, moral, economic, technological, philosophical – that impact the health and vitality of cities, particularly those with less than 80,000 residents. Participants are hand-selected from communities statewide to explore large ideas in small group settings.

In 2015-2016, the Center partnered with the John Jay Center for Learning in Portland to offer two sessions:

- “Wealth Creation and the Foundations of Flourishing Communities in Small Cities of the 21st Century”
- “Success and Failure in Small Cities of the 21st Century”

Participant Feedback:

“What an amazing thought experience with a great group of people! It was refreshing to meet and think without a project – although who knows what will result from reconsidered ideas!”

“The programs are always inspiring, thought-provoking, and engaging. We always anticipate T & G evenings with pleasure--they’re some of the best evenings in Muncie!”
Hosting International Crime Writing Festival

The E.B. and Bertha C. Ball Center’s Magna cum Murder Crime Writing Festival celebrated its 21st anniversary in fall 2015 at the historic Columbia Club on Indianapolis’ Monument Circle. Offered in association with CRIMEFEST, one of Great Britain’s most highly respected crime writing conferences, Magna attracted 171 readers and writers from all corners of the world to participate in an exciting weekend of panels, programs, interviews and book signings with their favorite crime writers.

The 2015 Guest of Honor was William Kent Krueger, author of the New York Times best-selling Cork O’Connor mystery series and winner of nearly every award possible in the mystery genre, including the Mystery Writers of America’s Edgar Award, the Barry Award, the Anthony Award, and the Macavity Award. The International Guest of Honor was Simon Brett, author of more than 90 books and recipient of the 2014 CWA Diamond Dagger award, one of the highest accolades in the crime writing world.

“There’s so much to like about Magna—the enthusiastic fans, the stellar authors, the great location (oh, how I love the Columbia Club). But if pressed, I’d have to say that what I most I enjoy is the intimate atmosphere. It’s so easy for all the participants to get to know one another. By the end, I often feel as if I’m leaving family.”

William Kent Krueger, 2015 Guest of Honor

“Magna cum Murder is one of the best mystery festivals; friendly, intimate, always interesting.”

– Maureen Jennings, crime author, 2016 Guest of Honor

“Magna is the most author-friendly and reader-friendly conference ever. It must be experienced to be believed. I’ve been coming back since 1994. If you’ve never been, give it a try. You’ll be glad you did.”

Parnell Hall, crime author, 2011 Guest of Honor

“The Magna cum Murder Festival is frequented by delightful people and infused with the spirit of joy, stimulation, and a passionate interest in reading and writing about crime.”

Ruth Dudley Edwards, novelist, international journalist, biographer
“Yet it remains an unalterable truth that, just as a sound mind depends on a sound body, so the health of the cities depends on the health of the rural areas.”

E.F. Schumacher
The mission of the Northeast Indiana Area Health Education Center (AHEC) is to improve health by recruiting, educating and retaining healthcare professionals for underserved communities in Northeast Indiana. Hosted at Ball State, the Northeast Indiana AHEC is part of a national network of 250 centers and one of eight centers in Indiana.

**Counties served:**

Adams  
Allen  
Blackford  
DeKalb  
Delaware  
Elkhart  
Grant  
Huntington  
Jay  
Kosciusko  
LaGrange  
Noble  
Randolph  
Steuben  
Wabash  
Wells  
Whitley

As the largest of the eight centers located throughout the state, the NEI-AHEC has made significant contributions in preparing the next generation of healthcare professionals in Northeast Indiana.”

James A. Ballard, EdD  
Executive Director, Indiana AHEC Network

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### Health Careers Promotion, Preparation, and Diversity Pipeline

**For Pre-Health Profession Students:**

- 30 programs with 494 participants
- 88.3% of students identified an increase in knowledge.
- 75.9% of students identified an increase in skills and competencies.
- 66.1% of students identified an increased intent to pursue health profession training.

**For Health Profession Students:**

- 30 programs with 1,414 participants
- 88.1% of trainees identified an increase in knowledge.
- 91.9% of trainees identified an increase in skills and competencies.
- 54.3% of trainees identified an increased intent to serve in primary care, rural, or MUC.

**For Practicing Health Professionals:**

- 20 programs with 405 participants
- 86.1% of participants identified an increase in knowledge.
- 92.5% of participants indicated committed intent to implement a practice improvement.
- 47.0% of participants reported intent to apply the continuing education units to certification, licensure or professional education requirements.
Exposing Middle and High Schoolers to Health Care Careers

This summer, two Indiana University School of Medicine students participated in the Northeast Indiana Primary Care summer observership program in Delaware County, where they observed health care clinicians who care for rural or urban medically underserved populations. The culmination of the program includes the development of a community project.

The result was the creation of Camp MD - Muncie, a two-day experience for East Central Indiana high school students to learn about health care careers. Sixteen students toured the medical school facility, and learned about health care careers in nursing, phlebotomy, health care administration, respiratory therapy, neurology, and medicine.

In addition to Camp MD – Muncie, the Northeast Indiana AHEC supported health care career exploration summer camps in Kosciusko, Whitley, Allen, and Huntington Counties for more than 100 middle and high school students.

Supporting Health Professions Students

In 2014, the Northeast Indiana AHEC helped to launch the Ball State chapter of Health Occupations Students of America (HOSA) Future Health Professionals. The student organization provides a unique program of leadership development, volunteer opportunities, and recognition for students who are interested in or pursuing degrees in pre-med, social work, athletic training, nursing, health science, pre-dental, exercise science, school health, dietetics, psychology, veterinary science, health economics, and more.

The Northeast Indiana AHEC sponsored six Ball State students and 30 high school students to attend the Indiana HOSA Leadership Conference in April. At the event, the college students competed against other Indiana college students in topics such as medical reading, medical terminology, behavioral health, veterinary science, medical math, and job seeking skills. Three Ball State students went on to compete at the HOSA International Leadership Conference in Nashville, Tennessee in June 2016.

“More than 90% of students reported an increase in their knowledge about health careers.

More than 50% of students intend to become a health care professional and practice in Indiana.

My teenage daughter is not usually impressed with much. I got a text about 10 am on Monday: ‘OMG! This is awesome! I want to quit high school and just start medical school now!’ She was so excited when she got home and was up bright and early and ready to go today for day 2. I wish you could realize what a difference this camp made in her life.”

Parent of a High School Participant
Offering Professional Development

The Northeast Indiana AHEC has offered a variety of professional development opportunities to healthcare professionals in its service region.

In the “Spanish for Healthcare Workers” series, Ball State Spanish instructor Adam Ballart led two five-week courses to help current and future healthcare professionals communicate effectively with the region’s growing Hispanic/Latino population. The courses covered cultural competency, nuances of the Hispanic culture, medical Spanish terminology, and basic grammar. Twenty-three participants included working healthcare professionals, Indiana Academy, Ivy Tech and Ball State students.

Increasing Awareness of HPV Immunization

About one in four people are currently infected with the human papillomavirus, or HPV. Nearly 14 million people, including teens, become infected each year with the virus, which can cause a variety of cancers in men and women. An HPV vaccine is available, yet as of 2013, only 34% of teenage girls and 8.1% of teenage boys had been vaccinated.

In 2015, the Centers for Disease Control and Prevention funded the National AHEC Organization to launch a widespread campaign to increase awareness and educate health professionals about HPV immunization. Over the last year, the Northeast Indiana AHEC has hosted provider training events, participated in statewide conferences, and disseminated educational materials.

Exploring Mental Health in Indiana

Indiana’s rate of adults having episodes of major depression exceeds the U.S. average while the state struggles with a severe shortage of mental health providers, according to “Depression in Indiana Adults,” a 2016 report from the Northeast Indiana Area Health Education Center and Ball State’s Office of Institutional Diversity.

The Northeast AHEC has been awarded a grant from the State Office of Rural Health to conduct a regional needs assessment of clinical training opportunities for mental health and substance abuse health professionals in rural Northeast Indiana and provide continuing education for professionals employed in the region. In addition, the Northeast Indiana AHEC has been selected as one of 17 U.S. sites to participate in the Mental Health First Aid (MHFA) Corps. Through this program, an AmeriCorps member will serve Northeast Indiana AHEC to implement Youth Mental Health First Aid certification classes in the region.
“It’s not in the dreaming; it’s in the doing.”

Mark Cuban
The **East Central Indiana Small Business Development Center** (ISBDC) was created to have a positive and measurable impact on the formation, growth, and sustainability of small businesses in Indiana, and to help Hoosier entrepreneurs start stronger, grow faster, and work smarter. The East Central ISBDC joined Ball State in spring 2016 and provides one-on-one business coaching, training, and strategic planning facilitation for small business owners in an eleven-county region.

### 11 counties served:

- Blackford
- Delaware
- Fayette
- Grant
- Henry
- Jay
- Madison
- Randolph
- Rush
- Union
- Wayne

### Putting Businesses on the Map

Research shows that 97% of consumers search the web to find local goods and services, but only 37% of businesses have claimed an online listing. In partnership with Google, East Central ISBDC advisors offered workshops across 11 counties in 2016 to help small businesses establish online listings.

“Google is the 800-pound gorilla that currently dominates a very important segment of the internet – organic search. If Google can’t find your business on the web, neither can anyone else – at least online,” explained Scott Underwood, East Central ISBDC advisor. “Business is hard enough without doing it with one arm tied behind your back. Having an accurate online presence is an easy and free way to make sure that your business can be found by your customers.”

Ninety-nine small businesses participated in the “Get Your Business on the Map” workshops where they received step-by-step instruction on establishing an online listing.

### Partnerships

East Central Indiana Social Media Group | Anderson Digital Media Circle | Richmond Social | Rushville Social Media Roundtable | Innovation Connector, Muncie | Innovation Center, Richmond | Rush County Economic Development and Community Development Corporation | Flagship Enterprise Center, Anderson | Hartford County | City of Muncie | City of Anderson | City of Rushville | Henry County | Wayne County | Randolph County | Rush County

### 2016 services provided:

- **1,619** coaching hours to **242** clients
- **42** training events, **657** participants

### Resulting in:

- **23** new businesses launched

- **$9,279,112** in procured capital infusion
“In the knowledge-driven, computer-networked economy of the future, what matters most is being a place where people want to live—a place with great public schools, clean air and water, wonderful recreational opportunities… and a common bond of community pride and unity.”

Gary Locke, former U.S. Secretary of Commerce
The **Indiana Communities Institute (ICI)** harnesses Ball State talent and resources to help Indiana towns, cities, and counties address 21st century economic development challenges. Our research-policy-practice framework serves as a model for university economic development efforts across the nation.

We believe that the single most important element in strengthening local economies is attracting and retaining talented individuals. “Primacy of Place” describes a community’s strategic decision to dedicate resources to improving quality of life for residents, businesses and visitors. It is the foundational principle for all of our work across the state.

### Helping Communities Make Strides in Placemaking

The Hometown Collaboration Initiative (HCI), launched in 2014, was designed by Ball State’s Indiana Communities Institute (ICI) and Purdue University’s Center for Regional Development in partnership with the Indiana Office of Community and Rural Affairs. The program helps Indiana communities with populations of 25,000 or less to build on their economic assets, expand local leadership, and improve quality of life and attractiveness through placemaking strategies.

ICI personnel contributed to the selection of HCI communities, developed training frameworks on placemaking and tourism as community economic development strategies, and served as site coaches to assist with team building, hold community forums, and provide overall support.

ICI Communities to date:
- Corydon
- Lebanon
- Spencer County
- Perry County
- Pulaski County
- Seymour
- Orange County
- Rush County
- Vermillion County

“HCI has cemented itself as a group with a mission and the passion to make Perry County a better place to live while promoting our exceptional quality of life to the world.”

Perry County Team Member

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

Jane Jacobs
Author

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Once selected, **participating communities** work with **community and economic development professionals** from Ball State and Purdue to complete **multiple steps**:

- **Organize** effective teams and community forums
- **Learn** community development principles
- **Assess** community needs and assets
- **Explore** best practices in leadership, placemaking, or economy
- **Execute** a capstone project
Enabling Data-Driven Economic Development

Over the last year, the Indiana Communities Institute (ICI) has worked with 18 communities across Indiana to participate in the Community Readiness Initiative, an objective, data-driven assessment developed by Ball State’s Center for Business and Economic Research, ICI, and the Indiana Office of Rural Affairs. Results include analysis of a community’s strengths, economic standing, alignment among leadership, and readiness for change. This information helps communities effectively plan for attracting new businesses, retaining talent, and increasing quality of life and community pride.

Advancing Entrepreneurial Thinking

The Launch Indiana Initiative is a partnership with the Indiana Economic Development Corporation and Launch Fishers to increase the number of successful Indiana-based innovation-driven enterprises through mentorship and education programs.

Ball State has taken the lead on two main deliverables:

- **Community Leader Education and Training.** Faculty from Ball State’s John H. Schatter Institute for Entrepreneurship and Free Enterprise developed and delivered training to equip community leaders with skills in problem solving, leveraging community assets, and implementing creative solutions.

- **K-12 Entrepreneurial Education Conference.** This inaugural event, hosted at Ball State Center for Academic and Economic Innovation in Fishers, featured best practices in teaching entrepreneurship, connections to statewide programming, and first-hand experiences from teachers and students. (See the “Greater Indianapolis Centers” section for more information.)
Training Economic & Community Development Professionals

The Indiana Communities Institute offered three significant professional development opportunities for the state of Indiana:

<table>
<thead>
<tr>
<th>Economic Development Course</th>
<th>Community Development Course</th>
<th>Brownfields Workshops</th>
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<tbody>
<tr>
<td>5 days</td>
<td>2 days</td>
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<tr>
<td>60 participants representing...</td>
<td>23 participants representing...</td>
<td>40 participants representing...</td>
</tr>
<tr>
<td>4 states and 32 Indiana counties</td>
<td>23 Indiana counties</td>
<td>14 Indiana counties</td>
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Taught by academic, government, and industry experts, Indiana’s only course accredited by the International Economic Development Council.

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</table>

Experienced mentors facilitate small group learning.

Panel speakers included experts, developers, and community representatives.

EDC Participant Feedback:

“Ball State’s staff went above and beyond in providing an excellently executed educational opportunity… plus they make it fun, which completely sets it apart from other similar events.”

“A must attend yearly priority event!”

CDC Participant Feedback:

“This is the best training of all the meetings/training classes/seminars I have attended. The information was so usable, the instructors very knowledgeable.”

Publishing Economic Development Research

The Indiana Communities Institute published the study, “Ranking States’ Business Climates: Developing an Average Index of State Business Climate Rankings.” The report outlines a model developed by ICI to aggregate scores from seven existing ranking systems. The result is a more accurate snapshot of the business climates of every state in the U.S. Utah tops the list, with Indiana coming in third and New Jersey ranking last.

Facilitating Strategic Planning

Ball State was one of several partners tapped to help the Indiana Arts Commission with their strategic planning process. ICI staff, with assistance from Ball State’s Center for Business and Economic Research, created a questionnaire to gauge the state of the arts in Indiana. In addition, ICI staff facilitated a webinar focused on community and the arts. ICI staff also worked with the Kankakee Iroquois Regional Plan Commission to identify challenges and opportunities to complete the organization’s latest Comprehensive Economic Development Strategy.
Faculty Advisory Board

Michael Burayidi, Ph.D., Professor, Department of Urban Planning
James Connolly, Ph.D., Director, Center for Middletown Studies and George & Frances Ball Distinguished Professor of History
Jane Ellery, Ph.D., Assistant Professor and Coordinator of Wellness Management Program
Dagney Faulk, Ph.D., Director of Research and Research Associate Professor, Center for Business and Economic Research
Justin Ferguson, AIA, Director of CAP Indy and Communications Specialist
Chris Flook, Instructor, Department of Telecommunications
Lawrence (Larry) Gerstein, Ph.D., Director, Center for Peace and Conflict Studies and George & Frances Ball Distinguished Professor of Psychology
Michael Goldsby, Ph.D., Chief Entrepreneurship Officer for Ball State and Stoops Distinguished Professor of Entrepreneurship
Michael J. Hicks, Ph.D., Director, Center for Business and Economic Research and George & Frances Ball Distinguished Professor of Economics
Stephan Jones, Ph.D., Professor, Center for Information and Communication Services
David LeBlanc, Ph.D., Professor, Biology
Melinda Messineo, Ph.D., Chair and Associate Professor, Sociology
Michael O’Hara, Ph.D., Associate Dean, College of Fine Arts and Sursa Distinguished Professor of Fine Arts
Charles (Chip) Taylor, Ph.D., Associate Professor, Department of Political Science and Certified Public Manager Program Coordinator

Partnerships

Duke Energy | Indiana Arts Commission | Indiana Association of Cities and Towns | Indiana Brownfield Program | Indiana Housing and Community Development Authority | Indiana Michigan Power | Indiana Municipal Power Agency | Indiana Office of Community and Rural Affairs | Indiana Small Business Development Center | International Economic Development Council | NIPSCO | Purdue University | Rural Policy Research Institute | South Shore and South Bend Railroad | Technical Assistance to Brownfields Communities | Wabash Valley Power Association
“Live as if you were to die tomorrow. Learn as if you were to live forever.”

Mahatma Gandhi
Ball State’s **Greater Indianapolis Centers** include the Indianapolis Center, located in the heart of downtown Indianapolis, and the Ball State Center for Academic and Economic Innovation, co-located with Launch Fishers. The centers serve as an entrepreneurial service unit of the university that engages students, alumni, state, and community leaders and organizations in activities to further develop economic growth.

**Advancing Entrepreneurial Education**

Ball State opened the Center for Academic and Economic Innovation in May 2016 as part of Launch Fishers’ new 52,000 square foot business incubation and co-working complex. The location offers academic programs, community engagement opportunities, and professional development sessions to students, alumni, and organizations’ businesses in the Hamilton County area.

Ball State students, faculty, and staff have access to Launch Fishers’ hundreds of entrepreneurs. During the spring semester, Ball State entrepreneurship student teams were paired with six Launch Fishers companies to develop growth strategies for each company.

The Ball State Center for Academic and Economic Innovation organized the first **Entrepreneurial Education Conference for K-12 educators** as part of the Launch Indiana initiative. This inaugural event was a dynamic gathering of thought leaders, experienced entrepreneurs, educators, and students, who compared and collaborated on innovative strategies for recognizing and nurturing talent in the classroom.

**K-12 Educator Feedback:**

“Eager to apply concepts and thinking to our Vision for Entrepreneurship in my school.”

“Amazed at the speaker quality, including the Lieutenant Governor, at a free conference.”

“It will help me think more from the entrepreneurial mindset when reviewing curriculum.”

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“In 2015-2016:

338 students in 37 for-credit courses:

- Doctoral program in education administration
- Master’s program in adult & community education
- Executive development for public service
- Graduate certificate in public administration

641 participants in 30 professional development sessions:

- Certified Public Manager certification
- Senior Professional Human Resources certification

1049 attendees at 70 meetings and events for Ball State and off-campus partners:

- Board and strategy meetings
- Staff retreats
- Symposia, lectures, and workshops
Local Units Directory:

Office of Community Engagement
Carmichael Hall, Room 104.
2000 W. University Avenue
Muncie, IN 47306
Phone: (765) 285-2773
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Building Better Neighborhoods
Rose Court Building
125 E. Charles Street
Muncie, IN 47305
Phone: (765) 717-9198
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Facebook: mapneighborhoods
Twitter: @Muncie_BBN

E.B. and Bertha C. Ball Center
400 Minnetrista Parkway
Muncie, IN 47306
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Facebook: northeastindianaAHEC

East Central Indiana Small Business Development Center
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Web: ecisbdc.org
Facebook: @ecisbdc
Twitter: @ecisbdc

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Greater Indianapolis Center
50 S. Meridian Street
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Email: greaterindy@bsu.edu
Web: www.bsu.edu/indianapoliscenter

Fishers Center for Academic & Economic Innovation
12175 Visionary Way
Fishers, IN 46038
Phone: 317-822-6167
Email: greaterindy@bsu.edu

Government Relations
Carmichael Hall, Room 104
2000 W. University Avenue
Muncie, IN 47306
Phone: (317) 429-6425
Email: spsnider@bsu.edu
Web: www.bsu.edu/government

“Never believe that a few caring people can’t change the world. For, indeed, that’s all who ever have.”

Margaret Meade
Division of Government Relations & Community Engagement

Ball State University
Carmichael Hall Room 104
(765) 285-2773

www.bsu.edu/community