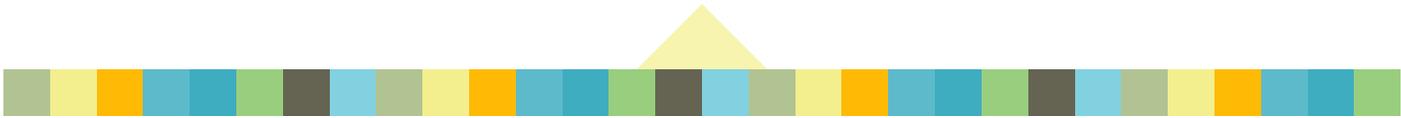


PRIMA CIVITAS

F O U N D A T I O N

Governor’s directive to positively impact “rural development” state-wide via the programs and people of the Michigan Department of Agriculture and Rural Development.





What is Prima Civitas Foundation?

- ◆ Founded in 2005 by President Simon at Michigan State University to extend the assets of MSU and other knowledge partners in a 21st century, world grant model.
- ◆ State-wide Board of Directors
- ◆ PCF's mission is to rapidly and effectively network the “spikey” knowledge assets of Michigan with enterprises that are confronted with a game changing opportunity or challenge. To arrive at a locally agreed to solution fast enough and complete enough to make a difference.



Rural Development

- ◆ A process for:
 - ◆ assessing assets
 - ◆ developing a shared vision
 - ◆ creating a plan of big and smaller initiatives some state-wide, some regional
 - ◆ executing the plan



PRIMA CIVITAS
FOUNDATION



Potential Contributing Sectors in Rural Development

- ◆ Transportation, distribution, and logistics plan
 - ◆ Three gateways to the west, midwest, and south
- ◆ Food processing
- ◆ Talent: workforce attraction and development plan
 - ◆ K-12 post secondary education and continuing education
 - ◆ Degrees and certificate training industry specific
 - ◆ Formal and informal education
- ◆ Entrepreneurship development plan
 - ◆ Domestic/international components
- ◆ Supply chain analysis
- ◆ Governmental and nongovernmental shared services analysis



Continued...

- ◆ International
 - ◆ Community Readiness audits for global business
 - ◆ Development of export strategies for communities and companies
 - ◆ International workforce development
- ◆ Tourism development
 - ◆ Domestic and international
- ◆ Rural Development Finance
- ◆ Brand Development for Michigan Products
- ◆ Develop a UP strategy



Process

- ◆ Identify geographic and sector leaders and stakeholders
- ◆ Conduct key assets & sector analysis, and “map” building block assets
- ◆ Shared vision development using National Science Foundation/Engineering Society of Detroit method with local leaders and other stakeholders
- ◆ Develop comprehensive plan, based upon findings of the assets analysis, subcomponent strategies and shared vision.
- ◆ Optional: create a cabinet level work group’s to partner with a blue ribbon implementation team to “drive” the plan



Suggested Cabinet level work group

- ◆ Michigan Department of Agriculture & Rural Development
- ◆ Michigan Economic Development Corporation
- ◆ Michigan Department of Natural Resources
- ◆ Michigan Department of Environmental Quality
- ◆ Key Industry stakeholders
 - ◆ Greenstone Farm Credit
 - ◆ Farm Bureau
 - ◆ Michigan Agribusiness Association
- ◆ Michigan State University
- ◆ Prima Civitas Foundation



Questions?

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