

GEDI OVERVIEW For Rotary Club of LaFayette



AUBURN
UNIVERSITY OUTREACH

GOVERNMENT & ECONOMIC
DEVELOPMENT INSTITUTE

Jennifer D. Ryan, Communications Manager
Government & Economic Development Institute, Auburn University

Brief Bio: Jennifer Ryan

Communications Manager

Government & Economic Development Institute

Auburn University

B.A. & M.A. Communications & Public Relations, Auburn University

Past:

Assistant Vice President & Branch Manager

Regions Bank, Auburn Alabama

Executive Director & CEO

American Red Cross, East Alabama Chapter

Membership & Marketing Manager

National Safety Council, Central Florida Chapter



Auburn University Outreach

Outreach is part of Auburn's strategic land-grant priorities

Mission statement:

- *To apply Auburn University's educational resources to promote lifelong learning, respond to the changing needs of society, and engage with communities to increase the quality of life for the public we serve.*

Primary outreach services:

- Instruction
 - Accessible, non-credit lifelong learning programs, workforce training, professional development, online certificates, personal enrichment, and youth academic experiences
- Assistance
 - Outreach to underserved communities, support for schools, governments and economic/community development, health wellness initiatives, support for non-profit and civic organizations
- Engagement
 - Community partnerships, educational partnerships, higher education consortia, faculty and student civic initiatives

Focus on campus engagement:

- Strategic objective to support and increase faculty and student engagement in university/community outreach



A photograph of the Auburn University campus. In the background, a large, multi-story red brick building with white window frames and a prominent clock tower is visible. The building is surrounded by lush green trees and vibrant flowering bushes in shades of orange, pink, and yellow. The sky is a clear blue with scattered white clouds. In the foreground, the branches of flowering bushes are in sharp focus, framing the view of the building.

Auburn University Outreach

GEDI

GEDI's Vision and Mission:

□ **Vision:**

- ▣ GEDI is recognized as Alabama's top organization for university outreach. Because of its excellent reputation, GEDI is the primary resource for education, consulting, and policy leadership by state government and by local governments and the economic development community. GEDI continues to build upon its strong traditional programming but remains relevant to emerging state and community needs.

□ **Mission:**

- ▣ Promote effective government policy and management, civic engagement, economic prosperity, and improved quality of life for the State of Alabama and its communities (through training, research, consulting, and collaborative partnerships.)

GEDI's Program Areas

□ Education & Training

Economic & Community Development, Professional Certifications, Conference Management

□ Research & Publications

Wage and salary surveys, Alabama Issues, articles

□ Consulting & Engagement

Human Resources policies, programs, manuals, job descriptions, training

□ Connections & Communications

Know your community tool, e-newsletters, social media, partnerships, presentations

GEDI Free Online Tool

Communications

- ▣ Know Your Community (free online tool)
 - Community Profile (socio-economic indicators, etc.)
 - Economic Vulnerability (expected job losses, industry mix, etc.)
 - Demographics (over 1 dozen indicators)
 - Talent Pool (college/university distances, programs offered, etc.)
 - Compare Communities (business stats, consumer expenditures, etc.)
 - Mapping and GIS (broadband, labor force, etc.)
 - Research



**2022 Entrepreneurship Workshop
Auburn, AL**













GEDI Staff

- Jeremy L. Arthur, Executive Director
- David Mixson, Associate Director
- Davis Cooper, Human Resources Specialist
- McKenzie Cooper, Training Specialist
- Jonathan Gross, Research Specialist
- Julia Heflin, Training Manager
- Jordan Kramer, Training Specialist
- Jennifer Ryan, Communications Manager
- Amelia Stehouwer, Research Associate
- Katrina Washington, Human Resources Specialist
- Sheree Wilson, Lead Administrative Assistant

How to find me and GEDI...

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