Rural Grocery Store Initiative Continues to Move Forward
by David Procter

Confronting issues of business development, public health and community sustainability, CECD is partnering with the Kansas Sampler Foundation, the Huck Boyd National Institute for Rural Development, the K-State Department of Marketing, the K-State Department of Ag Economics and rural grocery stores across the state to identify and develop models to sustain retail sources of food for rural Kansas citizens.

The Center for Engagement and Community Development and its partners have identified nearly 200 grocery stores in rural towns across Kansas with populations less than 2,000 and are beginning a much-needed conversation with these rural Kansas grocers.

Through this initiative, CECD seeks to create new models for rural business development and sustainability and plans to address specific questions such as:

- How can we increase local customer loyalty?
- How can rural business best compete with large chain stores?
- What are the best strategies for dealing with minimum buying requirements?
- Are there more effective business models for rural grocery stores?
- Are there alternative models of distribution for getting products to rural business owners?

The specific tasks with this initiative include:

- Creation of a rural grocery web site for sharing information with one another. The web address is: www.ruralgrocery.org
- Development of two marketing surveys: (1) a survey of customers needs and wishes and (2) a rural grocer survey. These surveys will be distributed in January 2008.

U.S.D.A. Rural Development Director Chuck Banks awards CECD a grant for the grocery store project.

From left to right:
Dan Kahl, Daryl Buchholz, Chuck Banks, David Procter, Tom Hemmer and Ron Wilson.

- Creation of a list of rural grocer best practices, and
- Organizing a rural grocery summit for early summer, 2008.

Interest in this initiative is high. In addition to grocery stores, business leaders, and food distributors from across Kansas, CECD has also had requests for help from store owners in Arizona, North Dakota, Alabama, and Maine. If you would like to be included in this conversation or would like to talk about rural business development retention, please contact CECD.
CECD works with K-State journalism class to create publications
by Stephanie Faulk

The Center for Engagement and Community Development partnered with a K-State journalism class this fall to create a slew of new promotional materials for CECD. This relationship was mutually beneficial — the journalism students practiced their public relations skills with a real-world client and CECD received professional publications for their use.

“The students get to stretch their creative muscles in a guided, yet secure atmosphere,” professor Linda Harvey said. “It’s through the creative give-and-take with the professor and the client representatives that students gain both an appreciation of and confidence within their abilities.”

The give-and-take relationship between the two groups was at times challenging. Often, people outside of the design world do not know how to verbalize what they want; they just know it when they see it. Conversely, the designers may have trouble working on a project without strong direction. Both sides had to think constructively and do what they could to reach a common ground.

“It was fun to get real world experience and have the possibility of getting your work published,” public relations student Jenny Hartigan said.

The PR Techniques class created many different materials for CECD including logos, display boards, brochures, direct mail packages and more. Each piece provided a new challenge to the class; and at each step of the process the students’ relationship with CECD grew.

“It was nice to have your work taken seriously rather than just graded then thrown away,” Casey Calhoun, a senior in public relations, said.

The relationship between CECD and the journalism class is in and of itself an example of what CECD strives to do every day — create a partnership in which both parties gain valuable knowledge or skills.

“When students interact with a real-world client, they learn more about what their work will be like outside of their current academic world and how to apply what they learned in the classroom,” Harvey said.

As a Land Grant University, K-State has, as one of its fundamental missions, the application of research, teaching, and outreach for the betterment of the quality of life for the citizens of Kansas. The degree to which universities accomplish is captured in the term ‘engagement.’

K-State Provost
M. Duane Nellis

We invite you to contact us to explore how we can partner together to address issues important to Kansans and communities worldwide.

Kansas State University
202 Ahearn - Manhattan, Kan. 66506
785.532.6868 | 785.532.6808 fax
ced@k-state.edu | k-state.edu/cedd

ABOVE: Three panel display board created for CECD. Each 10 inch by 10 inch is mounted on foam core. Concepts can be switched out for different target audiences.

LEFT: Three-fold brochure created for CECD. It describes the purpose, goals and initiatives at CECD. The soft greens and creams complement other promotional materials.
Civics and Civility Summit brings community leaders together, inspires discussion
by Stephanie Faulk

The 2007 Civics and Civility Summit brought people together under a shared purpose — to understand the current state of civility, to build awareness of civic programs in schools, and to identify civic community needs and their solutions. These goals may seem lofty for a single day, but knowledge can often be the first step to action.

Many distinguished leaders spoke at the event including K-State President Jon Wefald, former Kansas Governor John Carlin, and U.S. District Judge J. Thomas Marten. Ron Thornburgh, Kansas secretary of state, delivered the keynote address.

“By getting young people engaged in the process we’ll increase voter turnout,” Thornburgh said. “And, at the end of the day, young people will be more independent minded.”

Congresswoman Nancy Boyda also spoke at the summit in a panel discussion. She argued that the media portrays compromise as giving up or as something that is not worthy of newspaper headlines.

“Compromise is not a dirty word,” Boyda said.

Not only were summit participants able to hear great speakers, but they also attended various breakout sessions. These allowed small groups of individuals to come together and discuss ideas in an intimate setting.

Dale Dennis, the deputy commissioner of the Kansas State Department of Education, presented civic education awards to various individuals during the lunch hour.

The summit was sponsored by CECD, the Institute for Civic Discourse and Democracy, the Center for Civic Education, We the People, the Kansas Press Association, KTWU Local Public Television, the Kansas State Department of Education, and the Brown v. Board of Education National Historic Site. About 100 people attended the event.

"Through the keynote addresses, breakout sessions, panel discussions, and the conversations with each other, we nourished civic education, civility, and democracy."
CECD Mission & Vision

Mission
To promote engagement across the breadth of Kansas State University - in teaching, research, and outreach - and to connect the vast resources of KSU to the significant issues of public need facing Kansas and communities worldwide.

Engagement occurs when collaborative partners — both on and off-campus stakeholders — work together to address a public need in a way that is both reciprocal and mutually beneficial. Through engagement, K-State endeavors to fulfill its historic land grant mission.

— David E. Procter, CECD director

Promoting Civic Engagement

Center for Engagement & Community Development
202 Ahearn Field House
Kansas State University
Manhattan, KS 66506-0307
3533