



Community and Economic Development in North Carolina and Beyond Blog: Job Creation Strategies in Tough Times

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The latest national employment numbers suggest that the job market is beginning to improve. However, the unemployment rate for the U.S. remains unchanged at 9.7 percent and the number of under-employed persons continues to rise. Most experts agree that the road to a full and long-term economic recovery is far from certain. How will your community navigate this uncertain economy and lay the foundation for a renewed prosperity?

The UNC School of Government's *Essentials of Economic Development* provides an opportunity for participants to learn about promising strategies and tools for promoting economic development, even in the face of tight budgets and tough economic conditions. The one-day course will be held twice this year: **April 16** in **Kinston** and **May 12** at **Western Carolina University** in Cullowhee.

This course will help public officials understand the role of local government in supporting private sector job creation in their communities through strategies such as entrepreneurship development, business recruitment and retention, workforce development, and enhancing quality of life amenities. A new session in this year's course, "Preparing for Economic Recovery," will emphasize concrete approaches that communities can take to stay competitive until the economy improves and be well-positioned when it does.

Other topics covered in *Essentials of Economic Development* include economic development trends and strategies, the state's economic development toolbox, and best practices in small town development.

To encourage and facilitate the participation of local elected officials, **scholarships funds** are available through the Local Elected Leaders Academy and can be used for either location.

For more information, contact Program Manager Carla Stowe at 919-843-8176 or cstowe@sog.unc.edu or simply register online.