

Breakthrough News

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Breakthrough News

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**Breakthrough Solutions is a program of the University of Arkansas
Cooperative Extension Service, with partners in the public,
private, and non-profit sectors**

The purpose of Breakthrough News is to equip communities and regions to prosper in the 21st century economy.

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Create Jobs by Adding Value to Your Community's Assets - Part II

One of the most effective economic development strategies you can employ in your community or region is to add value the assets you already have. In [Part I](#) of this series, I described the multitude of small businesses that have grown up around the national parks in Utah. In [Part II](#), I expand on this idea of adding value by creating experiences around local assets and including the Price Value Curve as an economic development tool.

Kickstart Alma is Off and Running

Kickstart Alma is off and running! Alma was chosen for the kickstart development process, a partnership between the Community Development Institute (CDI) at the University of Central Arkansas and the U of A Cooperative Extension Service Breakthrough Solutions Program. A team of CDI graduates spend a week interacting with the community during CDI week in August, and followed up with a development process that generates a blueprint and action plan for the future of the community. Read [more](#).

There Are Stories to Tell - Jim Dailey

We are delighted to welcome the Arkansas Department of Parks

Arkansas Department of
Parks and Tourism

AEDC Arkansas
Manufacturing Solutions

Arkansas Geographic
Information Office

Arkansas Human
Development
Corporation

Arkansas Small Business
Technology and
Development Center

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and Tourism as a new Breakthrough Solutions partner, and appreciate Jim Dailey and Brant Collins coming to meet with us. Incoming Arkansas Tourism Director and former mayor of Little Rock Jim Dailey shared with us these important insights [here](#).

Expect More Arkansas

Expect More Arkansas is an initiative of the Winthrop Rockefeller Foundation with a vision of making tomorrow's jobs better than today's in Arkansas, so that more Arkansans can earn family-supporting wages. Geania Dickey, Project Coordinator for Expect More Arkansas recently met with our Breakthrough Solutions Advisory Council and explained that Expect More seeks to reach this vision by increasing the number of degrees and certificates in Arkansas and helping Arkansans to earn the right degrees and certificates.

According to the Expect More report, 70 percent of jobs in Arkansas today require a high school diploma or less. Most of those jobs do not pay family-supporting wages. Only 30 percent of Arkansas jobs require a post secondary credential. In order to flip the 70/30 equation, Arkansas must produce, attract, and retain higher skilled workers. You can learn more about Expect More Arkansas [here](#).

Story of the Month: The Story of Thomas Edison

Over and over we see the power of positive language and vision to shape the future of a community, regardless of the assets in the community. The story of Thomas Edison confirms this power, as his mother is positive influence empowered and enabled him to express his genius through many inventions, changing society for future generations to come. You can read the story [here](#).



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How to Strategically Impact Your Community:

If you want to impact your community in a powerful way, forward this e-mail newsletter to other individuals in your

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community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

More About Breakthrough Solutions:

Recipient of the Outstanding Program Award and Innovative Program Award by the international Community Development Society, Breakthrough Solutions is a program of the University of Arkansas Cooperative Extension Service, with partners in the public, private, and non-profit sectors. For more information: (501) 671-2253.

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If you want to impact your community in a powerful way, forward this email newsletter to other individuals in your community or organization, so they can benefit from the resources, insights, and strategies covered in Breakthrough News.

Best regards,

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