ENGAGED communities

vibrant ECONOMIES

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WHAT IS YELP?

“If adults only knew what we were capable of, they would see we have a lot to offer.” - Pashley Griffith
YELP History

- Initial funding for Bath County, KY (population 12,206)
- High School Survey
- 2 year project
- Collaborative effort with CEDIK, Bath County Cooperative Extension 4H, and the Bath County School System.
Agenda

• Session 1: Introduction, leadership ice breaker, and a discussion about current issues facing the community, and learning how to talk to elected officials and other decision makers

• Session 2: Visit with local elected officials and visit local drug court, fiscal court, and other government officials

• Session 3: Community Design Ideas with Landscape Architect and discussion around health issues facing the community
Agenda

• Session 4: The Arts and Creative Placemaking. This includes a field trip to Lexington to the Opera House, a local non-profit agency dedicated to community revival, and working with CEDIK Creative Placemaking Extension Associate to identify strategies to bring the arts and creativity to the local community. NOLI CDC provides walking tour of north Lexington, a neighborhood in transition.
Executive and Legislative Visit

• Session 5: Trip to Frankfort, KY, Presentation to the Governor and Lieutenant Governor, and meeting with their state Legislators

“In this opportunity, we get the chance to actually express these ideas, so we can also take ideas from other classmates that do not have these opportunities and pass them on to influential people.” – Lexie Craig

• Presentation to the Lt. Governor on the current state of the economy in Bath County

• Presentation to their State Representative on the importance of bringing new and innovative business to Bath County
Executive and Legislative Visit

- Lunch with their State Senator
- “Telling your story; I am Important” presentation from the executive advisor to KY Governor Steve Beshear
- “Why should I be involved?” presentation from the executive advisor to Lt. Governor Crit Luallen

*It made our state representative feel more connected to the county she represents.*

- Terence Clemons, 4H Agent
Agenda

• Session 6: Meeting with Kentucky Small Business Development Center’s Sean Moore and Dr. Peter Hackbert, Endowed Chair, Entrepreneurship for the Public Good at Berea College.

• Sessions 7-8: Create business plan for community project that might include a new business, a program to improve health, or other innovative strategies to improve the local economy or workforce.
Session 9: Presentation of business plan to locally elected officials, Small Business Development Center, and Center for Rural Development as well as parents, teachers, local business owners, etc.

**Partners involved:** Local Cooperative Extension Office, School system, CEDIK, Kentucky Small Business Development Center and Berea College
“We see what’s out there in the world when it comes to politics, Bath County, or coming to Nashville which some of us haven’t done before. A wider array of possibilities that comes with being in this setting or group, really intrigued myself and a lot of others in it to join. “Making a difference within ourselves and our community.” -Kaleb Clemons
What did this mean to you?

“The decisions we make in our meetings have the potential to permanently change our communities and make it better.” - Lexie Craig

“We want to be sure that we’re creating a starting point for the change that needs to come to our community.” - Kelly Wilson, Community Coordinator Bath Co Schools
What’s Next

The Promise Zone
Kentucky’s Promise Zone

• Kentucky was the first rural designated Promise Zone

• In preparation for writing the strategic plan, listening sessions were held in all 8 counties

• Youth were able to participate in “youth only” listening sessions
Promise Zone Youth

- Over 300 students participated in 15 youth listening sessions in the 8 counties.

- They want:
  - increased educational opportunities (more vocational opportunities and job training for high school students)
  - increased access to higher education opportunities
  - career options (not part time and/or minimum wage positions)
  - increased tourism in the region
  - expanded economic development (expanding beyond coal)
  - solutions for drug abuse (prescription abuse and illegal drug abuse).

- Youth participants also emphasized the need for a plan that includes timelines, goals and outcomes and many want their communities to be accountable for their part of the regional plan.
• Leslie County (population 11,310) was the first county in the Promise Zone to participate in YELP.

• Leslie County relied heavily on the coal industry and their current unemployment rate is 10.2%.
Promise Zone YELP

2014-2015 Leslie County YELP Participants

Coming soon!

• Promise Zone YELP will have their own coordinator when the 2015-2016 school year begins
• A regional youth council will be formed of representatives from PZ YELP groups
• By 2017, all Promise Zone counties will have YELP in their county
YELP Expansion

1st Urban YELP program will take place this summer in the Coolavin Neighborhood in Lexington, KY

1st Middle School version of YELP will take place during the 2015-2016 School Year

Formal curriculum will be written this summer and piloted in various locations in conjunction with KY 4H and local school districts.
Questions?
Contact

Alison Davis
Executive Director, CEDIK
Professor, Agricultural Economics

411 C.E. Barnhart Building
Lexington KY 40546-0276
alison.davis@uky.edu
Phone (859) 257-7260

Melissa Bond
Arts Extension Program Leader, CEDIK

404 C.E. Barnhart Building
Lexington KY 40546-0276
melissa.bond@uky.edu
Phone (859) 218-4385