Legislator Newsletter - May 2018

Building North Country Communities

Six northern NH groups have partnered with Plymouth State University (PSU) faculty, staff, and students in the North Country Community Development Initiative, a unique and entrepreneurial approach for rural, socioeconomically-challenged communities. In the past three semesters, 175 students in 12+ academic majors have collaborated on 8 cluster projects serving business, non-profit, and municipal North Country clients. The aim: to develop strategies for increased organizational effectiveness and brand identity, explore community health and well-being, and improve customer acquisition efforts.

Expanding on the 2017 Lancaster project (see March 2017 newsletter), three projects exemplify the new efforts:

- **French Tourism** – 1. Mapped “pathways” for French-speaking tourists to connect to high-value natural, cultural, and commercial venues in the North Country; 2. Customer acquisition techniques for the client, Bienvenue NH.
- **Town of Lisbon** – 1. Innovative strategies to stimulate local economy through work for a prospective new business; 2. Connections between Lisbon school students and their community through volunteerism in high-impact events and projects; 3. Inspiration for residents and businesses in a PSU-produced video.
- **Littleton Studio School** – 1. Branding/graphic design support as the school seeks to establish a new, differentiated identity; 2. Forward planning and an audit of marketing, operational, and strategic fitness as the school prepares to change locations and grow.

PSU is also in the process of taking the Apex Business Accelerator on the road, offering the businesses in each town a customized opportunity for business development.

Announcement: PE Center Project Update

Renovations in Plymouth State University’s former PE Center continue on schedule for class use in January 2019. Current on-site activities include the interior structural framing, concrete floor systems, and wall studs. The next phase of work includes installation of exterior metal panels, interior mechanical and electrical distributions systems, and drywall.