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# The Role of CSU's EDA University Center (Presentation)

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# The Role of CSU's EDA University Center

Leveraging Capacity and Expertise of Colleges and  
Universities for Economic Development

Presented at the 2008 EDA Regional Economic Development  
Conference

Ziona Austrian, Ph.D.

The EDA University Center at Cleveland State University

May 13, 2008

# University Role in Economic Development

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- Educate and train future labor force
- Conduct R&D leading to innovations and patenting activities
- Utilize efficient technology transfer process to spin off companies
  - Manage business incubators
- Acquire and develop real estate around the university
  - How real estate development practices of universities impact long-term development of cities and neighborhoods
- Create regional dialogue
  - Conduct research on regional economies to assist policy makers to design and implement new initiatives

# The CSU's EDA University Center

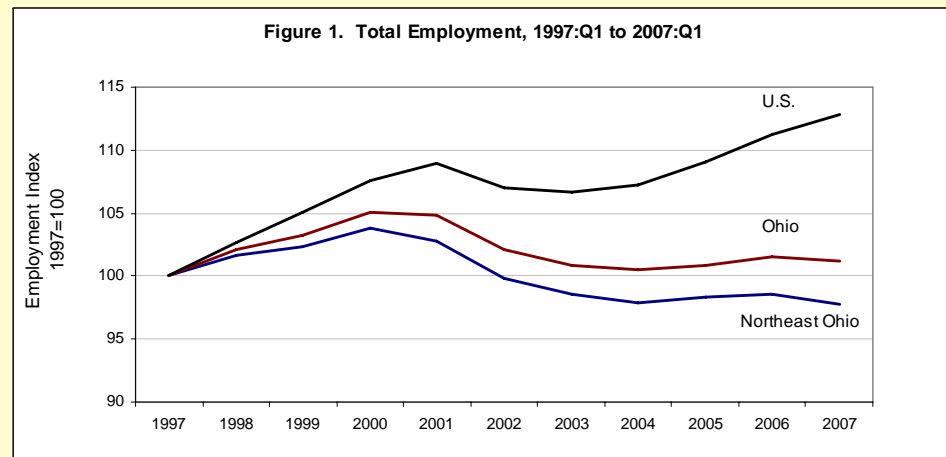
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- Serve as a think tank for regional economic development organizations
  - Analyze urban and regional economies
  - Conduct research on critical economic development issues
  - Respond to needs of local and regional economic development entities
  
- Participate in state and national discussions on economic development



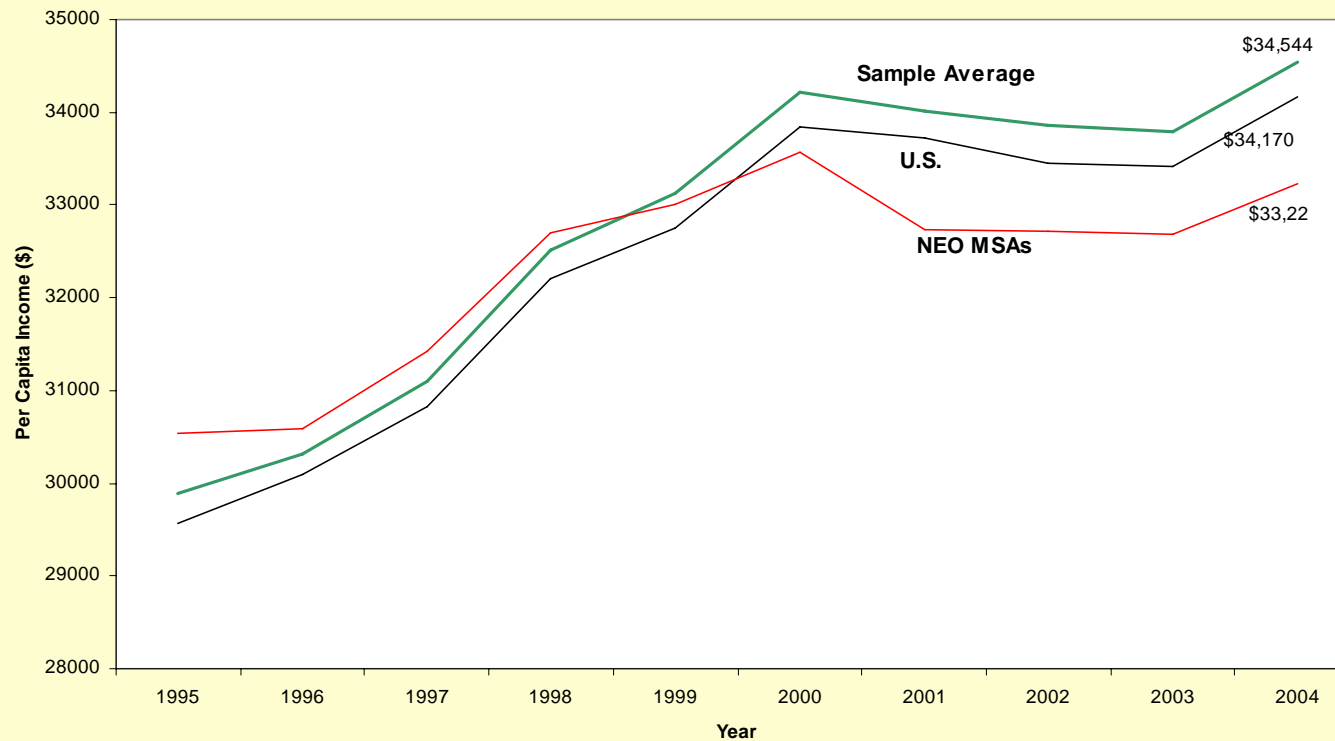
# Economic Development Problems in Northeast Ohio

- Northeast Ohio (NEO) is a 16-county area, including five metropolitan areas and four rural counties.
  - It accounts for more than one-third of Ohio's population, Gross State Product, and employment.
- The NEO economy continues to underperform
  - Stagnant population
  - Lagging job growth
    - Growing at a slower rate during expansionary years
    - Declining at a faster rate during recessionary years



# NEO's Metro Areas Are Lagging Other U.S. Regions: Per Capita Income

Per Capita Income, 1995 - 2004

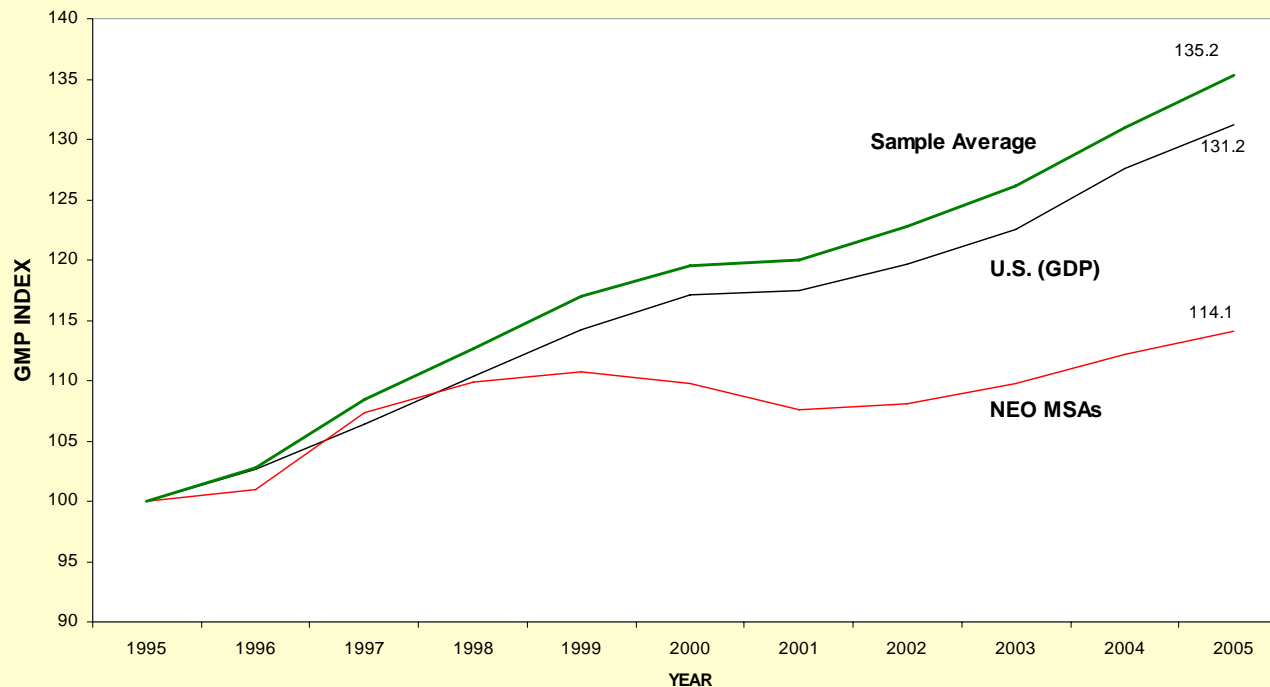


Per capita income in NEO was higher than the U.S. through 1999, after which it fell and remained below the national average.

\*Sample average: average of 136 metropolitan areas in the U.S.

# NEO's Metro Areas Are Lagging: Gross Metropolitan Product

Gross Metropolitan Product, 1995-2005  
1995=100



- Growth patterns were similar between 1995 and 1998
- In 1999, NEO declined while the U.S. and sample MSAs continued to grow
- The gap between NEO and the national economy has increased

# Leadership Actions in Response to NEO's Poor Economic Performance

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- The region's philanthropic sector pooled resources to fund economic development
  - Regional initiatives
  - Regional economic dashboard indicators
  - Civic dialogue
- Emphasis on regional approach to economic development
  - Global competitiveness
  - Retention and expansion
  - Innovation and entrepreneurship
  - Regional Marketing Strategy (Cleveland +)
  - Advance Northeast Ohio





# EDA Center's Scope of Work

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- Advance entrepreneurship in Northeast Ohio  
Partner: JumpStart
- Advance innovation in Northeast Ohio  
Partner: NorTech
- Enhance the competitiveness and growth of the manufacturing sector through research and analysis  
Partner: Manufacturing Advocacy & Growth Network (MAGNET)
- Measure economic performance of regional economies  
Partner: The Fund for Our Economic Future
- Develop and disseminate economic briefs tracking regional economic performance
- Provide general technical assistance



# Advance Entrepreneurship in Northeast Ohio

## Partner: JumpStart, Inc.

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- Entrepreneurship Confidence Surveys
  - First-year survey completed in Spring 2006; report released in September 2006.
  - Second-year survey completed in Spring 2007; report released in October 2007
  - Both surveys received wide media coverage: locally and national
  - A third survey is currently being developed

# Advance Entrepreneurship in Northeast Ohio: Economic Impact of JumpStart

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- Economic impact of JumpStart portfolio companies
  - Conducted in partnership with JumpStart
  - Measures impact through JumpStart's investment in portfolio companies and its technical assistance to other entrepreneurs
  - Dissemination of results:
    - Results presented by JumpStart CEO at annual meeting (Jan. 2007); approximately 500 in attendance
    - Joint press release issued by JumpStart and the Center
    - Wide coverage in local media
    - Results included in a presentation by JumpStart at an EDA Development Symposium in Kansas City, September 2007
- A second economic impact study was just completed; results to be announced in JumpStart's 2008 annual meeting

# Performance of the High-Tech Sector

## Partner: NorTech

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- Performance of the high-tech sector in Northeast Ohio in comparison to the Midwest and the U.S.
  - Define high-tech industries
  - Measure trends in high-tech industries (using measures of Employment, Wages, Gross Regional Product, and Productivity)
  - Measure trends of high-tech clusters
  - Measure trends in High-tech occupations
  - Research and development (measured in terms of industry and academic R&D)

# Advanced Innovation in the Cleveland MSA: Knowledge Flows

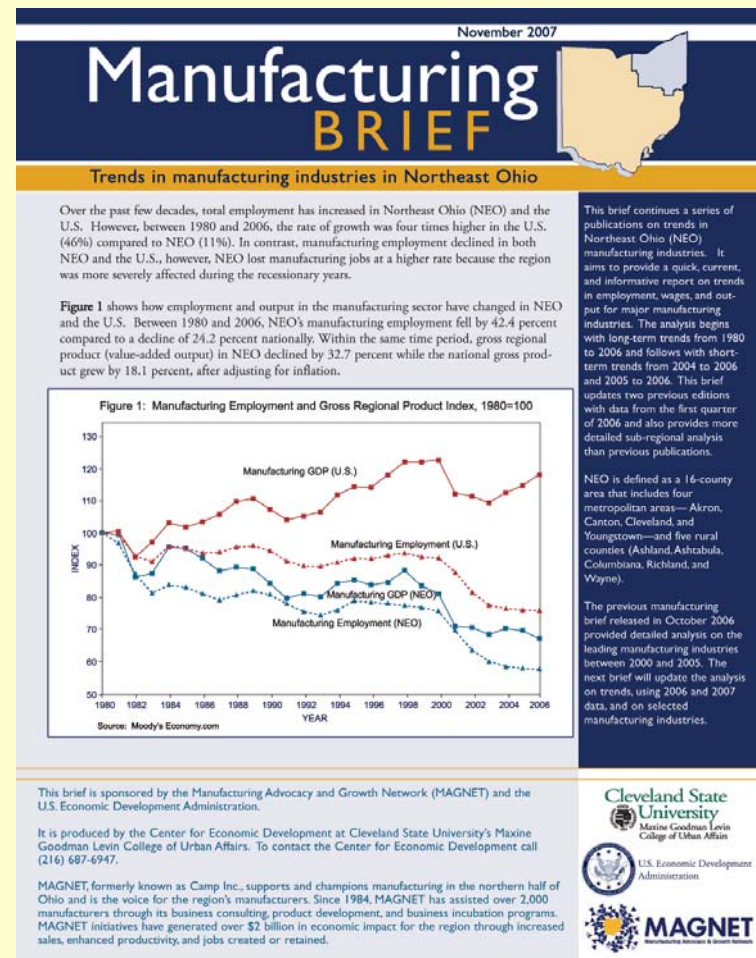
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- Identified the Cleveland MSA's competitive patent product classes
- Compared the Cleveland MSA with other metropolitan areas in its knowledge flows
- Analyzed main patenting entities in *Professional and Scientific Instruments* field
- Identified patent classes at **expanding** and **high plateau** phases
  - Analyzing dynamics of industries associated with identified patent classes

# Manufacturing Importance to Ohio's Economy

## Partner: MAGNET

- Develop and release a series of Manufacturing Briefs
- Series is intended to provide a quick, current, and informative report on the status of the region's manufacturing sector
- First two briefs for Northeast Ohio released in May and October 2006; third released in November 2007
- First brief for Northwest Ohio just released (May 2008)
- All briefs are widely distributed by MAGNET



# Dashboard Indicators: Measuring Economic Performance

## Partner: Fund for Our Economic Future

- The study answers three questions
  - How do we measure economic growth?
  - What factors are closely tied to economic growth?
  - How do Northeast Ohio and other regions perform?
- The study created
  - A common language
  - Consistent metric to track over time (versus reacting to latest headlines)
  - Tool to focus resource investment
    - Initiatives to pursue
    - Defense against extraneous requests



Prepared for  
The Fund for Our  
Economic Future

### An Update of the Regional Growth Model for Large and Mid-size U.S. Metropolitan Areas:

Dashboard Indicators for the Northeast Ohio Economy

Prepared by

Ziona Austrian, Iryna Lendel, and Afia Yamoah  
The Center for Economic Development  
Maxine Goodman Levin College of Urban Affairs  
Cleveland State University  
August 2007

This report follows *Dashboard Indicators for the Northeast Ohio Economy* by Randall Eberts, George Erickcek, and Jack Kleinhenz, April 2006.

The report was reviewed by the Northeast Ohio Council of Economic Policy Advisors

# Study Accomplishments

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- Developed a framework for regional growth
- Establish a set of economic growth measures
- Established a set of dashboard indicators and the variables that underlie each indicator
- Showed the association between each of the indicators and four measures of economic growth
- Ranked the performance of metropolitan areas in each of the indicators and the measures of economic growth
- Provided policy makers with information to design effective strategies and interventions



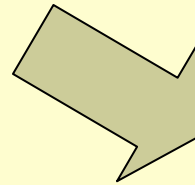
# Factors' Impact on Regional Economic Growth

Factor	Per Capita Income	Employment	GMP	Productivity
Skilled Workforce and R&D	✓			✓
Technology Commercialization	✓		✓	✓
Racial Inclusion & Income Equality	✓	✓	✓	✓
Urban Assimilation		✓	✓	✓
Legacy of Place (negative)		✓	✓	✓
Business Dynamics		✓	✓	
Individual Entrepreneurship		✓	✓	
Locational Amenities	✓			
Urban/Metro Structure		✓	✓	

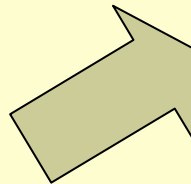
## Lessons:

- No silver bullet; several factors determine a region's economic performance
- History shapes present, not future
- Focus on what matters
- Set regional goals

# How is the Dashboard Used?



Advance  
Northeast Ohio



**The Region's Economic Action Plan:  
Shared priorities among business,  
political, civic, and philanthropic  
leaders**

- **Business Growth and Attraction**  
Attraction and Retention  
Innovation and entrepreneurship
- **Talent Development**
- **Racial and Economic Inclusion**
- **Government Collaboration**

# Tracking Economic Conditions in NEO: Economic Briefs

April 2008

## Northeast Ohio Employment and Wage Trends

# ECONOMIC BRIEF

This brief is the fourth release in a series that provides a broad overview of employment and wage trends for Northeast Ohio. It updates earlier editions with data for the first quarter of 2007. It is intended to provide a quick, current, and informative snapshot of the regional economy. Northeast Ohio is defined as a 16-county area that includes five metropolitan areas (Akron, Canton-Massillon, Cleveland-Elyria-Mentor, Mansfield, and Youngstown-Warren) and four non-metropolitan counties (Ashland, Ashtabula, Columbiana, and Wayne).

### Employment Trends

During the late 1990s, the U.S. experienced substantial employment growth. Ohio and the Northeast Ohio region also added jobs during this time, although they did not grow as quickly as the nation. Between 1997 and 2000, Northeast Ohio employment increased by 3.8 percent compared to 5.1 percent statewide and 7.6 percent nationally.

As Figure 1 illustrates, a different employment trend began to emerge among the U.S., Ohio, and Northeast Ohio after 2000. The U.S. continued to add jobs between 2000 and 2001 (1.2%) but then experienced a downturn between 2001 and 2003 (-2.1%). After 2003, national employment levels again moved upward; between 2003 and 2007, employment grew at a rate of 5.7 percent.

In contrast, Ohio and the Northeast Ohio region began to lose jobs after 2000 and did not experience a turnaround until 2004—job losses began a year earlier and recovery came a year later. Furthermore, Ohio and Northeast Ohio experienced a more severe loss and a less robust recovery. Perhaps more discouraging, the modest job growth in Ohio and Northeast Ohio came to a halt after 2006 while growth continued at the national level. Ohio and Northeast Ohio employment levels were nearly flat between 2005 and 2007 (-0.3% and -0.7%, respectively), but moving in a downward direction. Neither Ohio nor Northeast Ohio have yet returned to 2000 employment levels while the U.S. has far surpassed its 2001 employment level.

### Figure 1. Total Employment, 1997:Q1 to 2007:Q1

Year	U.S.	Ohio	Northeast Ohio
1997	100	100	100
1998	102	101	100
1999	104	102	100
2000	106	103	101
2001	108	105	102
2002	107	104	101
2003	106	103	100
2004	107	102	99
2005	108	101	98
2006	110	100	97
2007	115	98	95

Source: Moody's Economy.com

The full impact of these differing patterns is evident in the 10-year employment trend. Between 1997 and 2007, U.S. employment grew 12.8 percent while Ohio experienced a 1.2 percent growth rate and Northeast Ohio experienced a decline of 2.2 percent.

This brief is sponsored by the Ohio Urban University Program (UUP) and its Northeast Ohio Research Consortium (NEORC), Cleveland State University's Presidential Initiative for Economic Development, and the U.S. Economic Development Administration. NEORC consists of Cleveland State University, Kent State University, The University of Akron, and Youngstown State University.

This brief is produced by the Center for Economic Development at Cleveland State University's Maxine Goodman Levin College of Urban Affairs. To contact the Center for Economic Development, call (216) 687-6947.

**UUP**  
The Ohio Urban University Program

**U.S. Economic Development Administration**

**Cleveland State University**  
Presidential Initiative for Economic Development

**Northeast Ohio Research Consortium**  
Akron, Cleveland, Kent, Youngstown

- Latest Economic Brief: *Northeast Ohio Employment and Wage Trends, April 2008*
  - Fourth brief focusing on 2005-2007 trends
  - Widely distributed (10,000 copies were mailed)
    - Private, public, and nonprofit sector organizations in Northeast Ohio
    - Ohio legislators
    - Ohio federal delegation

# Major Partners and Other Clients



# Center Contributions

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- Significant participation in initiatives to transform Northeast Ohio from an industrial to a knowledge-based economy
- Serving as a regional resource for applied research and technical assistance
- Providing analytical capacity to the region's economic development organizations
- Providing research reports and publications on Center's website as a resource for regional and national economic development organizations
- Participating in the Regional Council of Economic and Policy Advisors
- Speaking engagements
- Media attention (locally and nationally)

# Contact:

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The screenshot shows a Mozilla Firefox browser window displaying the website for the Center for Economic Development at Cleveland State University. The browser's address bar shows the URL <http://urban.csuohio.edu/economicdevelopment/>. The website header includes the Cleveland State University logo and navigation links such as "SKIP NAVIGATION | CSU HOME | A-Z INDEX | CONTACT CSU | SEARCH". A search box contains the text "Levin College Links". The main content area features a banner for the "Center for Economic Development" and a sidebar with a navigation menu. The sidebar menu includes links for "ED Home", "Research & Programs", "Publications", "Clients & Partners", "Related Resources", and "Staff". Below the menu, contact information is provided for both mailing and campus locations. The main content area contains a heading "CENTER FOR ECONOMIC DEVELOPMENT" followed by a paragraph describing the center's research and technical assistance. A secondary paragraph lists primary areas of research, including regional economic analysis, economic impact analysis, workforce development, tourism and urban development, and strategies for regional economic growth. A small image of a building is shown to the right of this text. Below the text, there is a small image of a city skyline at night, followed by a paragraph mentioning Ziona Austrian, the Director of the Center, and her role in managing the Ohio Economic Development Information Network (ES202 Network). The text states that the center has also served the Economic Development Administration (EDA) University Center since 1985. At the bottom of the main content area, there are links for "Page Content" and "Top of Page". The footer of the website includes links for "ACCREDITATIONS | LEGAL NOTICES | AFFIRMATIVE ACTION | EMPLOYMENT".

**Cleveland State University**  
Center for Economic Development

Maxine Goodman Levin  
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**CENTER FOR ECONOMIC DEVELOPMENT**

The **Center for Economic Development** conducts research and offers technical assistance on urban and regional economic issues of interest to local, state, and national policymakers.

Primary **areas of research** include regional economic analysis, economic impact analysis, workforce development, tourism and urban development, strategies for regional economic growth, and the role of urban universities regional development. Emerging areas of research include innovation and entrepreneurship.

**Ziona Austrian**, the Director of the Center, manages the Ohio Economic Development Information Network, also known as The **Ohio ES202 Network**, a statewide resource network dedicated to the development and utilization of an employment and payroll database. The database provides information that allows researchers to better understand economic activity in the region. The Center for Economic Development has also served the Economic Development Administration of the U.S. Department of Commerce as a designated **Economic Development Administration (EDA) University Center** since 1985.

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