ECU’s Office of Engagement, Innovation and Economic Development
Adds the Town of Newport to its Municipal Management and Innovation Initiative

Greenville, N.C. (April 17, 2012) – East Carolina University’s Office of Engagement, Innovation and Economic Development (OEIED) has announced the addition of the Town of Newport in Carteret County to its Municipal Management and Innovation initiative. The MMI initiative leverages the resources and expertise of ECU’s faculty, staff and students on behalf of small, low wealth, limited resource and limited capacity municipalities in eastern North Carolina. Newport joins the towns of Aurora (Beaufort County), Bayboro (Pamlico County), Grifton (Pitt County), Hookerton (Greene County), Pollocksville (Jones County), Snow Hill (Greene County), and South Mills (Camden County) as MMI partners with ECU.

Councilman David Heath said, “The Town of Newport welcomes our new partnership with East Carolina University. The selection of Newport as a participant in the Municipal Management and Innovation initiative will provide enhanced resources to address the long range planning efforts of the Town…the Town looks forward to partnering with ECU in this valued effort.”

The MMI initiative was established to help address the reality that many eastern North Carolina municipalities lack adequate staff and administrative capacity to effectively respond to basic fiscal, policy and programmatic needs in their communities. According to Kenny Flowers, ECU’s Director of Community and Regional Development, “The initiative proactively targets communities with technical assistance products that will help provide capacity in administrative management, policy analysis, strategic planning, project management and program development. The University’s objective is to assist in building communities that are more fiscally responsible, more economically viable, and more capable of effectively delivering public services.”

MMI provides each community access to appropriate ECU faculty, staff and students, as well as a menu of technical assistance products and services that include:

- Budget Development and Preparation
• Fiscal Analysis and Revenue Projection
• Policy Writing and Analysis

--More--

OEIED/add one

• Program Evaluation
• Fiscal Impact Analysis
• Strategic Planning Facilitation and Development
• Comprehensive Planning Assistance
• Grant Writing and Technical Assistance
• Community Survey Research and Design
• Feasibility Study Assistance and Preparation
• Economic Impact Analysis
• Community Design Assistance

For more information about the Municipal Management Initiative, please contact Kenny Flowers at 252-737-1342 or email flowersk@ecu.edu.

ECU’s Office of Engagement, Innovation and Economic Development actively aligns, supports and celebrates ECU faculty, staff and student engagement with industry, government and communities to address pressing regional needs. This engagement not only makes ECU a go-to partner in enhancing the region’s economic vitality and quality of life but also improves education, research and innovation, and scholarship across the campus. For more information about the Office of Engagement, Innovation and Economic Development, call 252-737-1380 or visit http://www.ecu.edu/oeied.