Regional Resilience in Fayette County

Appalachian Collegiate Research Initiative

University of Pittsburgh

WHO WE ARE

University of Pittsburgh

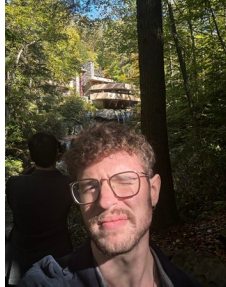Undergraduate Students

URBAN STUDIES

Emilia Morris

Jake Gehrlein

Moses Lemann

BUSINESS

Frances Adams

Ava Keller

Aidan Moynagh

SUSTAINABILITY

Kayla Trahey

Zoe Spaide

Maggie Lincoln
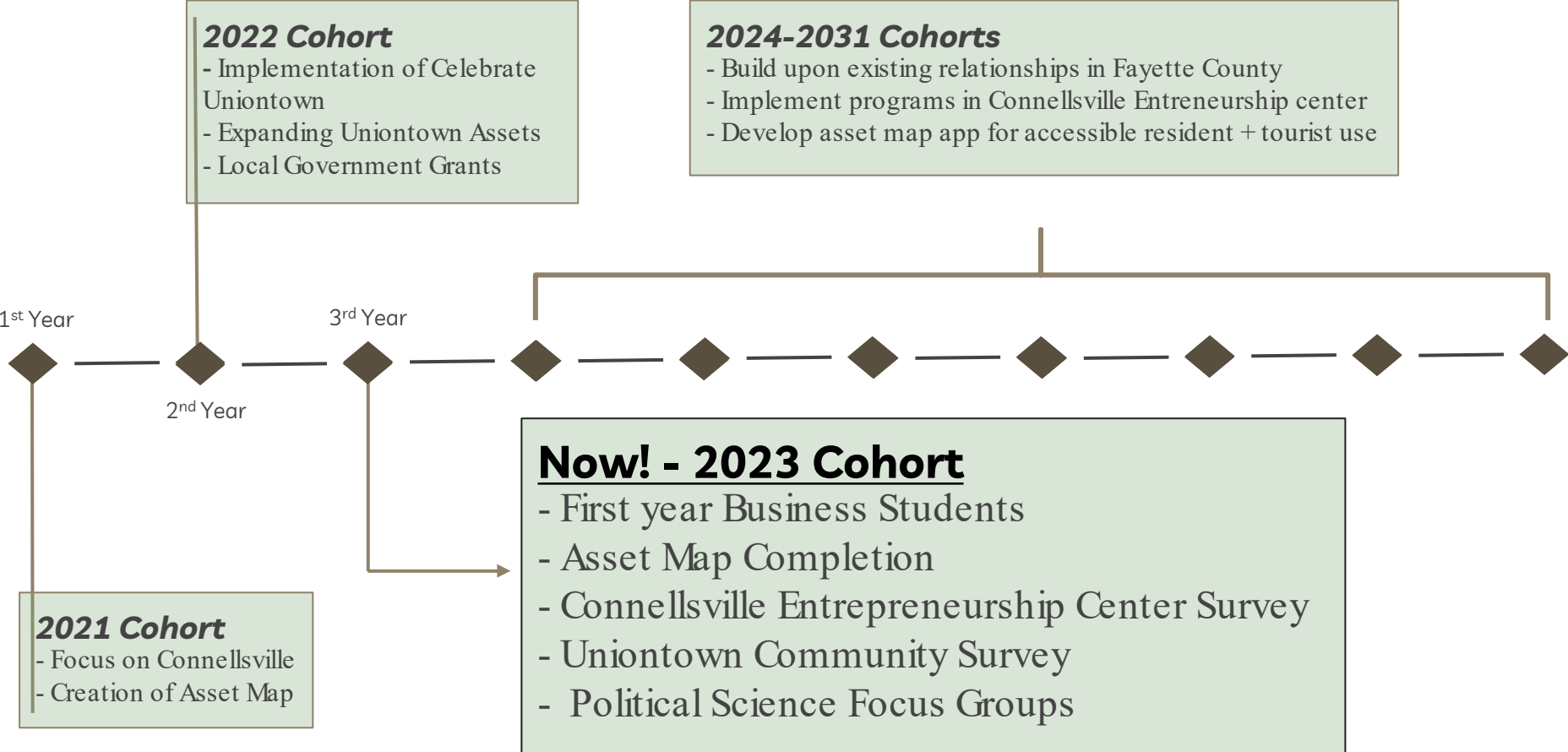
POLITICAL SCIENCE

Erin Horter

Chad Greville

MEET THE TEAM

Investment Priorities

1. Building Businesses

2. Workforce Ecosystems

3. Community Infrastructure

4. Regional Culture and Tourism

5. Leaders and Local Capacity

ACRI Timeline

2022 Cohort
- Implementation of Celebrate Uniontown
- Expanding Uniontown Assets
- Local Government Grants

2024-2031 Cohorts
- Build upon existing relationships in Fayette County
- Implement programs in Connellsville Entreneurship center
- Develop asset map app for accessible resident + tourist use

1st Year

3rd Year

2nd Year

Now! - 2023 Cohort
- First year Business Students
- Asset Map Completion
- Connellsville Entrepreneurship Center Survey
- Uniontown Community Survey
- Political Science Focus Groups

2021 Cohort
- Focus on Connellsville
- Creation of Asset Map

2021 & 2022
Asset Map

What is an Asset Map?

An asset is a place that <u>matters</u> to Fayette County

An asset map is a collection of assets labeled by category
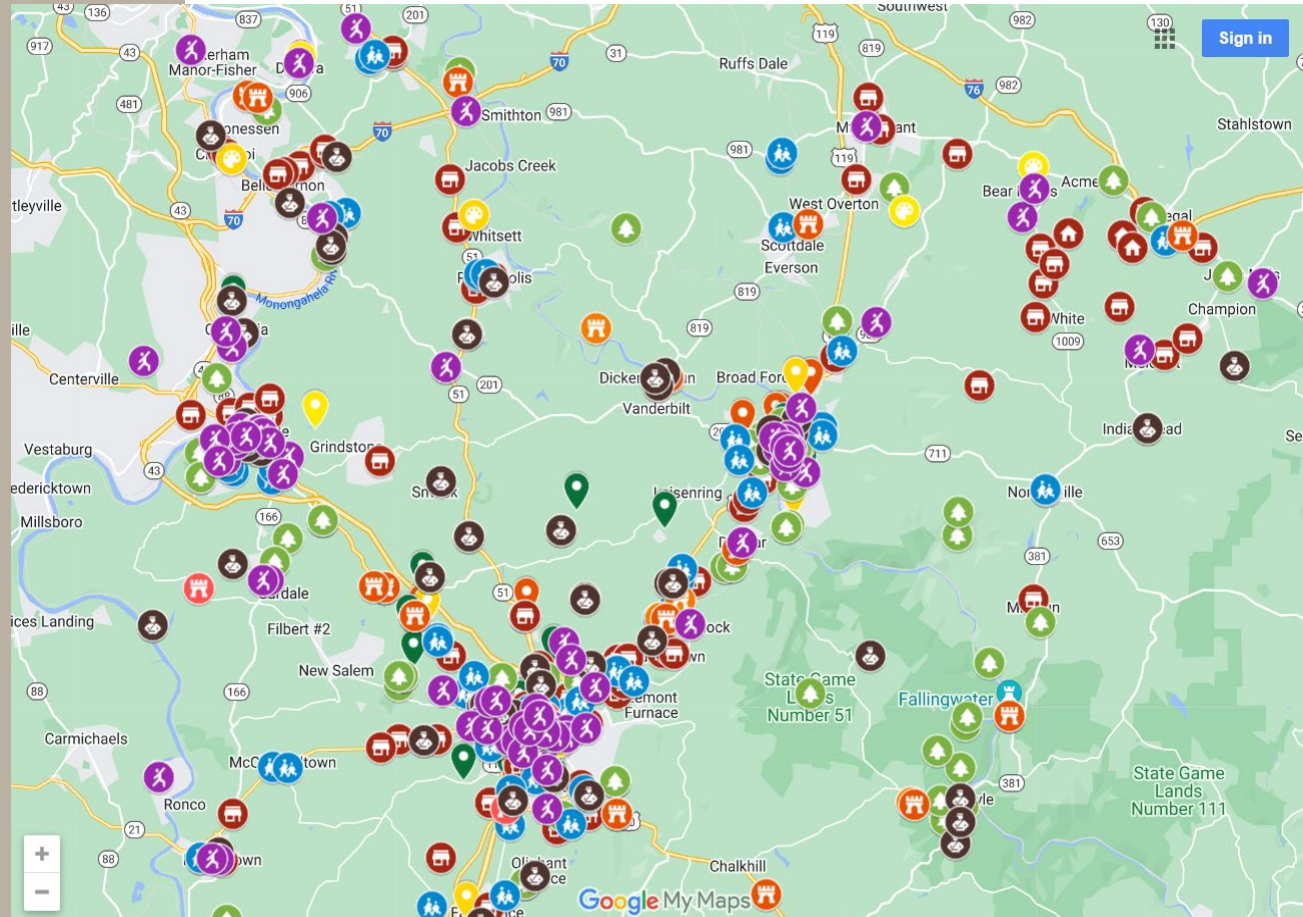
Asset Map Recategorization

Our Methodology:

Establish new guidelines for identifying assets

Specificity
- Narrower category definition

Best Practices
- Use theory to judge asset value

Stakeholder Orientation
- Filtering map by assets relevant to key interest groups

New Asset Categories

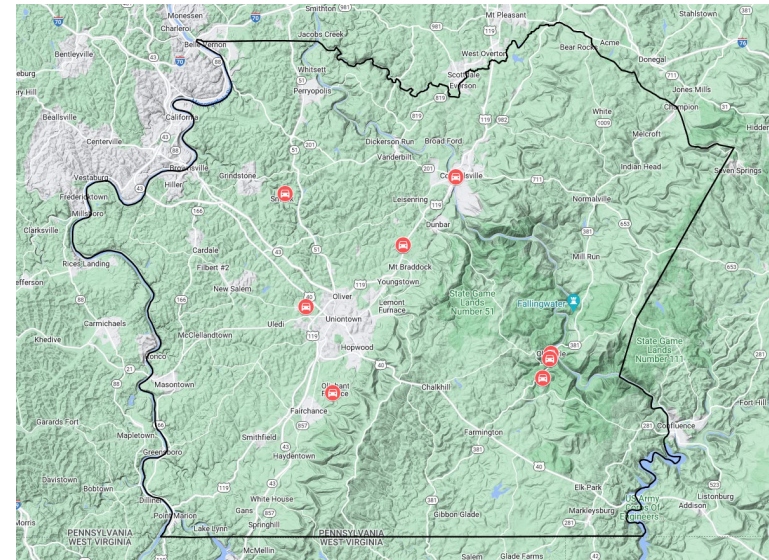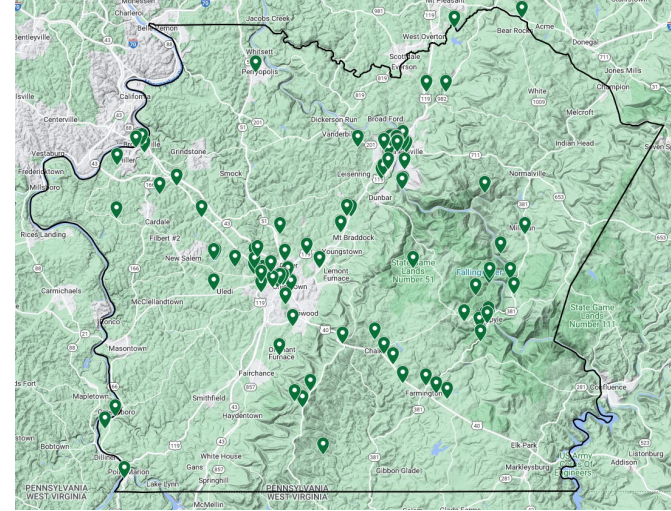Cultural Ecosystem

Social

Community Service

Tourism

Transportation

Tourist Economy


Transportation Assets

Fayette's Cultural Ecosystem

- What are the touchstones of Fayette County's heritage?

- Fallingwater, Ohiopyle, Historic Uniontown, etc.

- How do they fit into the county at large?

Fallingwater's Connections

A Valuable Community Asset

- International destination
- Partnerships with other businesses
- Need for transportation
- Model for other destinations in Fayette
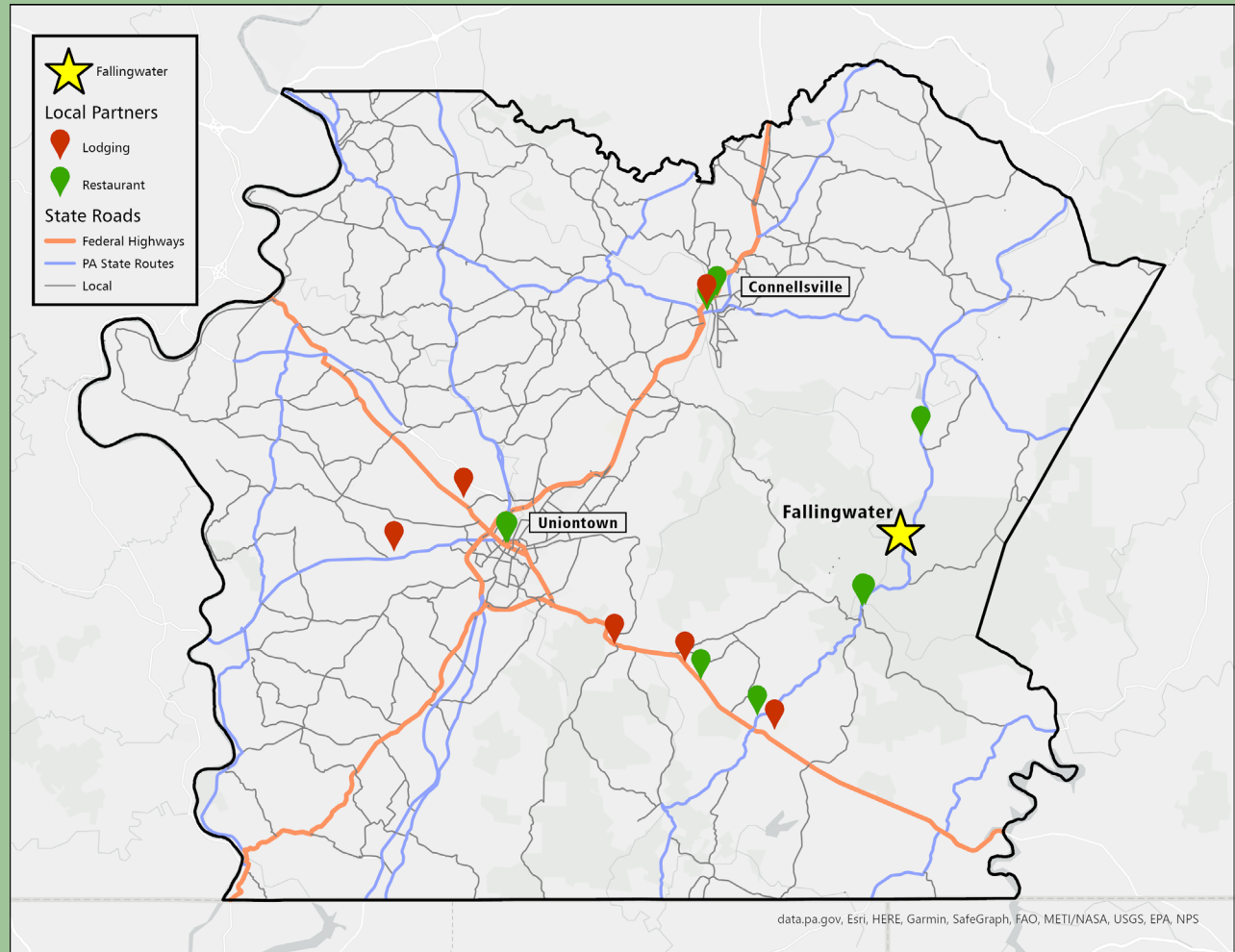
Historic Brownsville

Key Takeaways

Strong businesses, opportunity for growth

Limited support for business ecosystem

Connellsville Entrepreneurship & Education Center

Qualtrics Survey

University of PITTSBURGH

Hello! Welcome to our follow-up survey about entrepreneurial workshops at the new Fayette Entrepreneurship & Educational Center in Connellsville, PA. We are excited for your input about desired programming.

Please enter your full name (First and Last) below.

Please enter your email below.

What is your age?

What types of programming would you be interested in attending at the Fayette Entrepreneurship & Educational Center in Connellsville? (select all that apply)

Non-profit grant writing
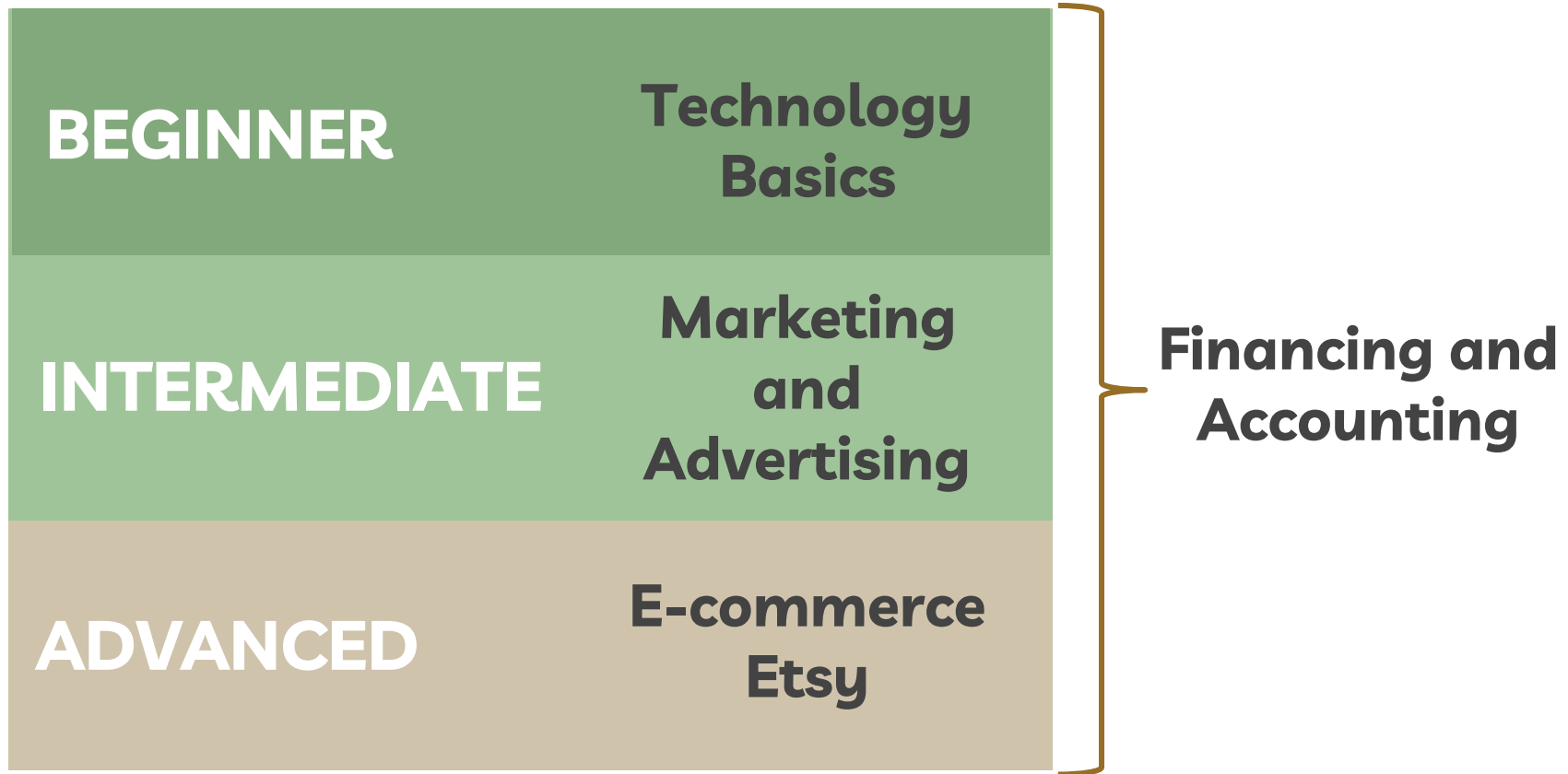
Finance/accounting for your business or personal use

Professional development (job applications, professional dress, interviewing, professional communication)

Technology basics

Marketing/advertising for your business

Social Media for business

Segmentation of Educational Programs

BEGINNER	**Technology Basics**	
INTERMEDIATE	**Marketing and Advertising**	**Financing and Accounting**
ADVANCED	**E-commerce Etsy**	

Entrepreneurial & Educational Center Program

Technology Basics	History about Fayette County	Mentorship Programs
Professional Development	Non-profit Grant Writing	E-commerce **Etsy**
Financing and Accounting	Social Media Communication	Job Search Strategies

Fostering Community Prosperity

Educational Assets

- Fayette County Career & Technical Institute
  - Possible Co-ops
- AP Coursework
- Partner Up Initiative
- Dual Enrollment Courses
- Various Academic Tracks
- Instant Decision Days

Students are Unaware of Many Career Options

- Film and Media Studies

- Communication Science

- Information Technology

- Medical Education

- Sports Medicine

- Innovation and
  Entrepreneurship Certificate

Major	Degree Conferred	School/College
Accounting	BSBA	CBA
Actuarial Mathematics	BS	A&S
Africana Studies*	BA	A&S
Africana Studies–English	BA	A&S
Anthropology	BA	A&S
Applied Developmental Psychology	BS	EDUC
Applied Mathematics	BS	A&S
Architecture	BS	A&S
Architectural Studies	BA	A&S
Astronomy	BA	A&S
Biochemistry	BS	A&S
Bioengineering*	BS	ENGR
Biological Sciences	BS	
Business Information Systems	BS	
CASE Teacher Preparation	BS	
Chemical Engineering*	BS	
Chemistry*	BS	
Chinese*	BA	
Civil Engineering*	BS	
Classics	BA	
Communication: Rhet & Comm	BA	
Communication Science	BA	
Computational Biology	BS	

Major	Degree Conferred	School/College
Marketing	BSBA	CBA
Materials Science and Engineering*	BSE	ENGR
Mathematics*	BS	A&S
Mathematical Biology	BS	A&S
Mathematics-Economics	BS	A&S
Mechanical Engineering*	BSE	ENGR
Media and Professional Communications	BA	CGS
Microbiology	BS	A&S
Molecular Biology	BS	A&S
Museum Studies*	BA	A&S
Music*	BA	A&S
Natural Sciences	BS	CGS
Neuroscience*	BS	A&S
Nursing	BSN	NURS
Nutrition Science	BS	SHRS
Pharmacy	PharmD[2]	PHARM
Philosophy*	BA	A&S
Physics*	BS	A&S
Physics and Astronomy	BA or BS	A&S
Physics and Quantum Computing	BS	A&S/SCI
Political Science*	BS	A&S
Politics and Philosophy	BA	A&S
Psychology	BS	A&S
Public and Professional Writing	BA	A&S
Public Service*	BA	CGS

Broadening Career Interests for High School Students

- Virtual interviews with Pitt students/faculty to talk about majors and careers

- Session with Pitt experts on emerging careers

Fostering a Sense of Community Pride in Uniontown
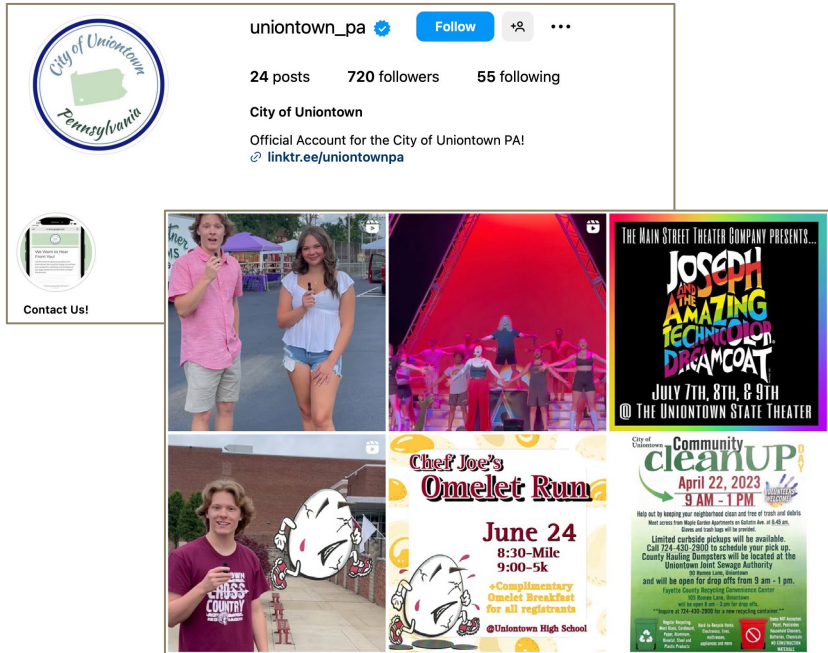
Goal
Promote, celebrate, and improve upon the existing community of Uniontown, PA

Future
Share stories of local businesses, organizations, and professionals to showcase their contributions to the community

Celebrating Businesses and Professionals in Fayette County

The Prom Shoppe

THE CORNER CREAMERY
Small batch from scratch

LANTZ Funeral Home, Inc.

Gathering Perspective From Uniontown Residents

Disseminated by community leaders, results analyzed by our team

Gain insight into community needs and desires

University of Pittsburgh

Thank you for participating in this survey. Your responses are much appreciated and heavily valued. In this final question, we want to capture your vision for Uniontown.

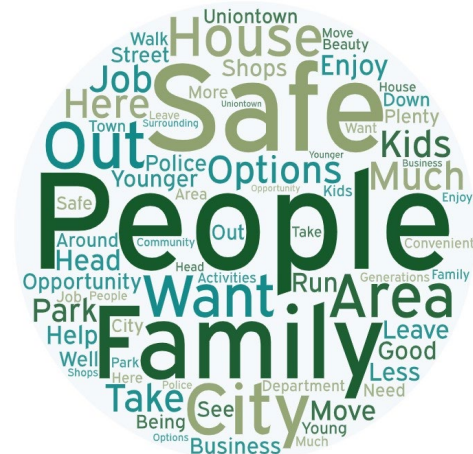I want a future for Uniontown where _____.

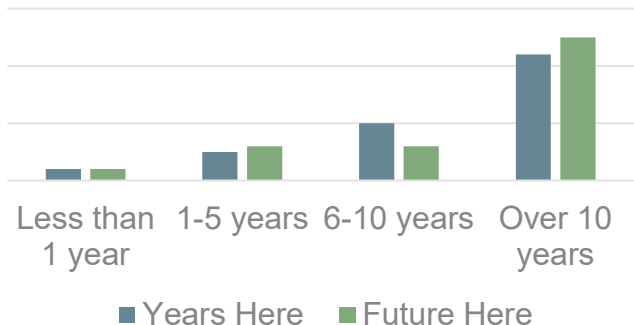Characters remaining: 200

←   →

UNIONTOWN COMMUNITY SURVEY RESULTS
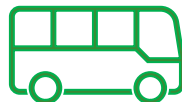
General Happiness: 75% 4 or 5

General Life Satisfaction: 72% 4 or 5

Living in Uniontown

Less than 1 year | 1-5 years | 6-10 years | Over 10 years

■ Years Here ■ Future Here

Common themes:

Regional Strengths, Challenges, and Barriers for Development

Who We Spoke To

Politics
State Senator Pat Stefano

Businesses
Fresh Fuel Café–Brownsville
The Prom Shoppe–Uniontown

Organizations
Carnegie Free Library–Connellsville
Fayette County Cultural Trust

Community
Albert Gallatin High School
Volunteers
Restaurant Staff
Retired Coal Miner
Fayette County Residents

Regional Strengths, Challenges, and Barriers for Development

How will we continue to monitor these issues going forward?

What We Learned

Strengths
Local Business Coordination
Nature-Based Events and Recreation
Seasonal Tourism
History and Identity

Challenges
Demand for Housing
Generational Divides
Off-Season Revenue
Lack of Entrepreneurial Resources

Barriers
Infrastructure Redevelopment
Funding and Grants
Programming for Increased Tourism

Focus Groups: Guiding Our Future Impact

- **Question Line: Businesses as Community Members (~10 min)**
  - *"What are some important businesses in the community, and what makes them important? Is it the number of people they employ? Are they community gathering places or giving back to the community in some way?"*
    - Recorders: look for overlaps in themes, note any stark differences and ask for explanation
  - *"What makes you feel seen and heard as a patron of local businesses?"*
  - *"Do you feel invested in the success of your local businesses? Will their success be good for you?"*
  - *"Does it matter to you whether succeeding businesses are locally owned?"*
  - (For business owners) *"What has your experience been recently with attracting employees?"*
    - *"Are there any demographic trends that you've noticed amongst employees (all young, all older, in school, living in the area, etc.)?"*
    - *"How do you maintain a positive relationship between employees and management?"*
  - Ranking activity: Present participants with the following list of businesses, ask them to rank how likely they would be to try out this new business (1 = not likely at all; 5 = very likely)
    - Then go around circle and ask participants to share which idea they are most likely and least likely to try out, and why

- **Question Line: Political, Economic Empowerment (~10 min)**
  - NOTE: important to not create hostile environment due to partisan differences, but refocus topic to relationships with officials instead of having a political ideology debate
  - *"How closely do you follow the decisions of your elected representatives?"*
    - Participants can answer by holding up fingers (1 = not much at all; 5 = very often), moderators record numbers
      - This provides feedback for the entire circle, while allowing participants to elaborate further only if they feel comfortable
    - *"Are your thoughts and feelings towards government mostly positive or negative? Do you think differently about your local, state, and federal...*

WHO? Business owners, community stakeholders, and Fayette County residents

WHAT? Organized sessions to compare participants' perspectives and evaluate our work

WHY? Create a profile of Fayette County to ensure our work supports community desires

< A sample of focus group questioning lines

Focus Group Topics:

ECONOMIC DEVELOPMENT

Small business needs

Opportunities for success

Job market

POLITICS

Improving interactions to maximize change

Who feels heard

Support for organizations

UNIVERSITY FEEDBACK

Current perspectives

What has been working well

How to improve relationships and support

MOVING FORWARD

FOCUS GROUPS

Identify and recruit participants

Conduct groups as a tool for research and accountability

Adapt to future areas of interest

PROGRAMMING

Implement professional and educational programming at Entrepreneurial Center

Launch Etsy workshop

Continue research to create new programs

Future Directions:
Launch from **Exploration** phase to **Execution** phase

ASSET MAPPING

Recategorize collected asset data

Expand map to include more assets

Distribute asset map to community stakeholders

COMMUNITY PROSPERITY

Build professional development opportunities for high school students

Survey and respond to needs of Uniontown residents

Continue the Celebrate Uniontown program

THANK YOU!

Any questions, reactions, or feedback?