

mississippi development authority

**MISSISSIPPI**

**ASPIRE**

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# *Rise to the Challenge*

## **What is Aspire Mississippi?**

- Aspire Mississippi is an application-based, results-oriented, data-driven leadership initiative designed to build greater capacity in Mississippi counties. It engages local stakeholders in relevant training and community-based projects, resulting in significant and sustainable community and economic development outcomes.

## **Objectives:**

- To help communities reach their potential by providing training and technical assistance to a broad-based, diverse team of existing and emerging leaders
- To facilitate project-driven initiatives to improve community relations, enhance career pathways, build wealth and improve quality of life to make communities more attractive to industrial prospects, entrepreneurs and small businesses, individuals, families, and visitors

## **Why Should My County Apply to Participate?**

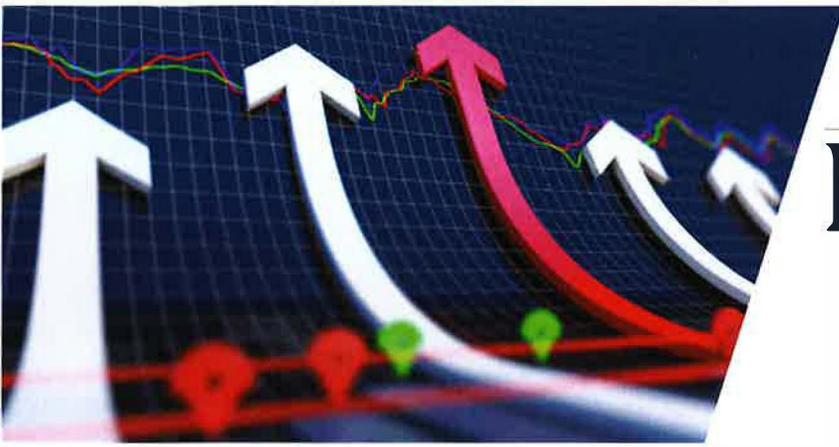
- Participants gain critical knowledge in community and economic development areas pertinent to their success as local leaders, while strengthening relationships with their team members and counterparts across Mississippi.
- Participants position themselves and their communities to create healthier, more vibrant places to live and work in today's increasingly complex and competitive environment.
- Participants better understand the services and resources available through MDA and remain integrally involved as key partners by supporting and assisting MDA in its mission to "foster a strong state economy and vibrant communities through innovation, use of talent and resources to improve our citizens' lives."

## **When does Aspire Mississippi begin?**

- Session 1 will be held in Jackson in April 2019, and five additional sessions will be held in Jackson and Aspire Mississippi communities during the year with graduation held in spring 2020.

## **How do I apply?**

- Contact Ellen Bourdeaux [ebourdeaux@mississippi.org or 601-359-9333] or any of the Asset Development staff for more information. The application is available at [Mississippi.org/Aspire](http://Mississippi.org/Aspire). The deadline to apply for the 2019-2020 cohort is **January 28, 2019**.



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# *Aspire Higher*

**Be a leader in your community's future today.**

Help your community while you grow in your professional career. Aspire Mississippi, a new program led by the Mississippi Development Authority, is designed to help communities discover their full potential through leadership training and technical assistance.

Local economic development organizations serve as the lead applicants by assembling the county team of eight stakeholders and submitting the on-line application. Applicants are encouraged to recruit a broad-based, diverse team representing several different community sectors.

These local team members will engage in insightful and relevant training that will enhance their knowledge in key community and economic development areas necessary to achieving greater success at the local level.

While the actual training is a key component of Aspire, a structured, project-mapping approach will lead to community-based projects that should show significant and sustainable outcomes and impacts.

In order to maximize the success of the Aspire experience, a maximum of six counties will be selected to participate.

**Explore community, economic and workforce development topics such as:**

- Understanding your local community data profile
- The do's and don'ts of strategic planning and project development
- How to respond appropriately to RFIs and RFPs
- Uncovering local assets through the community capitals framework
- What to do about blighted property
- Why collaborative work in a community is critical
- Learning best practices in building a skilled workforce

## **For More Information**

Help your community discover untapped potential and aspire to be its best. Visit [Mississippi.org/Aspire](http://Mississippi.org/Aspire) to learn more about Aspire Mississippi and apply today.