



Education Workgroup Report March 24, 2014

TO: Jon Laria, Chair, MD Sustainable Growth Commission
FROM: Calvin Ball, Chair, Education Workgroup
SUBJECT: Progress Report
DATE: March 24, 2014

The Education Workgroup completed its inaugural Sustainable Growth Challenge and would like to offer a special thank you to the Commission for the opportunity to highlight our team winners and their projects during the Commission's annual Awards ceremony! Below you will find updates to our projects.

Sustainable Growth Challenge

Since the project conclusion, we have updated the projects web page to reflect the program and the winners. State staff have continued with follow-up the student participants in terms of connecting them to additional opportunities to explore their sustainable growth challenge topics.

An evaluation has been sent out to the professors and students to solicit their feedback about the program. The education workgroup has targeted April to begin marketing the program for Fall 2014. To help facilitate marketing, the workgroup is collecting contact information from Colleges and Universities for use in outreach.

Review of the Education Requirements for Members of Planning Boards and Commissions and Boards of Appeals

Nothing new to report at this time.

Collaboration with Realtors to Promote Smart Growth

Workgroup members, MDP staff and HCAR representatives are looking to schedule a meeting to review the Realtor Course/SG outline.

Social Media Marketing

Nothing new to report at this time.

***Smart, Green & Growing:* A Proposed Marketing Campaign to Engage All Marylanders in Achieving Smart, Sustainable Growth**

MDP's communications director, Valerie Berton, has accepted the Work Group's invitation to share her presentation titled, "Smart, Green and Growing; Maryland's Smart Growth Brand," with Work Group members at our next meeting. Her presentation describes the state's overall priorities, tools, partnerships and specific agency initiatives, as well as details on MDP's strategy and messaging on sustainable growth.

The Education Work Group has worked with Berton to spotlight the inaugural Smart Growth Challenge winners at an event held in December and at the 2014 Maryland Sustainable Growth Forum and Awards Ceremony in February. Plans are under way to hold another Smart Growth Challenge collegiate competition in 2014 after surveying participants from the 2013 Challenge. The ongoing goal of the event is to engage a broad audience of Millennials on these issues, and to inspire participants to pursue careers promoting sustainable growth.