



Community Futures Development Corporation
of Middlesex County



DOWNTOWN REVITALIZATION CERTIFICATE PROGRAM

NEW for 2006

INTRODUCTION

An exciting new **Downtown Revitalization Certificate program** is available from Fanshawe College. New career opportunities will evolve for graduates of the courses offered in this program, funded by Industry Canada and initiated by the Community Futures Development Corporation of Middlesex County. Anyone who has an interest in playing a role in making our Canadian towns and cities better communities will find this certificate program or some of its courses of great interest.

Fanshawe has developed a community college level program that strikes a chord with every person who sees the need and challenge in keeping Canadian 'downtown development' vital and vibrant. Students will learn the proper techniques and approaches so they can get involved in a subject that has only touched the tip-of –the-iceberg of addressing the challenges in our downtowns. 'Downtown revitalization' concerns are a documented and emerging trend for thousands of business associations, local governments, planners, community volunteers, and voluntary agencies. Many community-minded Canadians want to see renewed action in their communities around heritage preservation, valuing architectural history, rediscovering small town feelings, injecting economic stimulation into communities, and promoting a very sought-after way of life. Students will want to understand the techniques and tactics to accomplish downtown revitalization including design, organization, economic restructuring, and promotion. All are covered in this certificate course. Be one of the first to obtain this certificate -- the opportunities are endless through this program.

Each course is 45 hrs in length and equivalent to 1 college credit. College credits can be applied to any programs at Fanshawe College.

Cost per course is \$203.75 + textbook

Cost for Downtown Revitalization Certificate Program is 6 courses x \$203.75 = \$1,222.50 + textbooks

About the courses:

COMPULSORY COURSES

1. MGMT-1147 - Intro to Downtown Revitalization ([available ONLINE starting in March 2006](#))

In this introductory course, the student will develop a basic understanding of the factors that play a part in the downward spiral of distress of a downtown area, and the ways that a successful planning process can address renewal through design, economic development and public improvements such as green spaces and streetscapes. The course also introduces practical tools that are useful in the planning process including community visioning, key informant interviews, surveys, and strategic work plans, as well as the basics of running productive meetings. Those who are currently working in formal Business Improvement capacities as well as those concerned with retail, planning or local government will find the readings and concepts interesting and useful.

About the course: This introduction to “Downtown Revitalization” takes the student on a journey of discovering and identifying the many elements that make up a thriving main street. An initial understanding of the 4 pillars of ‘downtown revitalization’ including design, organization, economic restructuring and promotion will lay a foundation for this entire program .Focus on the 8 principles of commercial district revitalization will equip the student with a skill set to embark on their new career or area of interest with confidence, for it touches on what has already been working successfully in a number of communities. Students will practice using a number of analytical tools and community processes.

2. MGMT-1148 - Volunteer Management (available [ONLINE starting in March 2006](#))

If we are serious about truly revitalizing a community, then volunteerism must be at the core. This course accompanies the other courses in “Downtown Revitalization“ because the essence of renewing our small towns, our downtowns and our history is through the ongoing effort of our volunteers. The student will learn about the uniqueness of volunteerism and the spirit that is created by a strong core of volunteer support. Students will identify the current trends and challenges in today’s voluntary sector. There will be learning about the successful components of a volunteer program and the tools to make one happen. Finally the student will begin to investigate the power of collaboration, of maximizing existing resources and building strategic alliances in order to achieve a renewed community.

About the course: This course is an essential if the student is going to really get involved in revitalizing a community, with a lot of volunteer spirit . Topics include

- Describing the trends in today’s voluntary sector and how these trends have a major impact on volunteer initiatives from the grassroots up.
- Outlining the critical components of a successful volunteer program and explain why each component is important to the overall success of the volunteer initiative
- Explaining why the development of partnership and collaborative alliances is critical when developing volunteer initiatives in smaller communities.
- Developing a volunteer initiative that includes all of the key components of a successful volunteer program and outlines strategies to maximize existing community resources

3. MGMT- 1149 – History of Small Towns (available [ONLINE starting in March 2006](#))

Some small towns in Canada are booming like never before while many small communities are facing new problems in this new century. This course helps the student shape their thoughts and action plans on how small towns in Canada can thrive in the future. This course will start with the rich history of small towns in Canada that remain connected to their origins. In addition the student will review some of the small town colloquialisms and get a good feel for where ‘small town Canada’ has been and where it is going. This course will cover the evolution of building architecture, heritage elements and building styles. Students will practice goal setting, community visioning, and strategic approaches and as they complete this course that they will be ready to embark on their own small town projects. The course, as it is so linked to ‘downtown revitalization’ will conclude with the future action steps our small towns need.

About the course: This course touches a nerve for so many who are concerned that ‘ small towns in Canada’ are out of date and have no future Well this course changes that mindset, by following Canada’s super highways to discover ‘small towns’ that are exploding with enthusiasm and activity . Contrasting these new economically thriving ‘small towns’ and ‘downtowns’ to communities that are drying up ,gives the student a broad scope on a subject area that few have studied .The course will cover the evolution of building architecture, heritage elements and building styles .Students will practice goal setting ,community visioning ,and strategic approaches that will in fact ensure as they complete this course that they will be ready to embark on their own “small town projects”.

ELECTIVE COURSES (Select any 3)

1. FNDR-3004 Strategic & Financial Planning for Fund Development (available [ONLINE starting in May 2006](#))

About the course: Students will be introduced to a variety of planning processes that are necessary to successfully develop, implement and evaluate fund development programs. The course will be delivered using lectures, group discussion, team projects, guest speakers, case studies, readings and research projects. Students will be exposed to the following concepts: strategic planning, needs assessment, goal setting, annual plan development, program evaluation and budgeting.

2. MKTG-1012 Principles of Marketing (available [ONLINE May 2006](#))

About the course: This course is designed to provide an overview of the decisions that face Marketers in today's fast-paced and competitive business environment. Students will learn that marketing is not only advertising but a broad set of activities designed to satisfy consumer needs and wants. Students begin by examining the information Marketers require for effective decision-making in order to develop effective marketing strategies. Students will then study product planning, channel system management, integrated communications and pricing policies.

2. MKTG-1001 Advertising and Promotion (available [ONLINE starting in May 2006](#))

About the course: This course enables the student to gain an underlying knowledge of the principles and frameworks, as well as assisting in developing the practical skills required to make advertising decisions within the unique Canadian market environment. Since the advertising function in a firm requires many different kinds of decision making, methods relevant to each kind are described, discussed and assessed.

3. COMP-1154 Presentations & Desktop Publishing (available [ONLINE September 2006](#))

About the course: The ability to create electronic presentations as well as various types of print materials such as business cards, letterhead, brochures, flyers and newsletters is necessary in business today. Participants will learn how to use both methods of communication to help market their small business. Participants will be able to use design techniques to create valuable communication vehicles such as an effective electronic presentation.

4. PBRL-6011 Intro to Public Relations and Corporate Communications (available [ONLINE May 2006](#))

About the course: Students will be introduced to key principles and process of public relations. Topics of study include the history of public relations, PR planning and research, developing corporate communication plans and organizing special events. Information will be provided on PR in non-profit, PR agencies and corporate communications settings. A case study method combined with student presentations and guest lectures will be used.

5. MKTG-3010 Marketing Research Methods II (available in a [web-enhanced format September 2006](#))

About the course: The course leads students through the steps of primary market research problem formulation, research design, data collection, data analysis and the reporting of the research results. The course deals predominantly with primary research (the creation of new data specific to the marketer's problem.) Students will complete a primary market research project and report for a community-based client.

6. MGMT-1021 Small Business Management (available in an [ONLINE format May 2006](#))

About the course: Self-employment is a career alternative to wage employment. The central focus of this course is on venture initiation and the preparation of saleable proposals. In-depth coverage shall be given to: market potential determination, product development acquiring seed and growth capital, organization of the new enterprise. Application of basic operating principles, entrepreneurial approaches to general business management, and development of a Business plan.

TEACHING METHODS

Classroom (C): Traditional face-to-face teaching. Classroom + Internet (CI): Traditional face-to-face teaching. Faculty uses the Internet to post lecture material, assignments, links to the Internet and for communicating via email. Internet access is required.

Web Enhanced (WEL): Flexible delivery format that allows students to come to class every 2nd or 3rd week while covering online content in between class times. Student must attend the first class (schedule and content information will be discussed at that time). Internet access is required (available in Fanshawe College computer labs).

Online (OL): The course is completed online as an independent study and you do not need to come into the college. Students may also attend the Web-Enhanced class if this is available and if they need extra help. Internet access and general computing skills are required to use the website and produce assignments. Some corporate networks may not be able to access the server due to internal security. Log onto www.fanshaweonline.ca to access your course. If you have never taken an online course, follow the 'New User' Registration at www.fanshaweonline.ca. For technical support call 452-4478. If you register on or after the course start date email ce@fanshawec.ca to be added to your FanshaweOnline course.

Online courses will be available March 18, 2006.