

Placemaking Projects in Education

Placemaking is an economic development process and initiative for generating community vitality by transforming communities into desirable places to live and work.

Placemaking projects aim to enhance the appeal of a community. Successful placemaking focuses on sustainability, achieved through strategic planning and a long-term vision.

Why should schools and colleges care?

- 1 When communities are great places to live and work, education thrives.
- 2 When strategically embedded into a course, placemaking projects foster a sense of belonging for students while also benefiting the broader community.



Why should community organizations prioritize collaborating with education to meet placemaking goals?

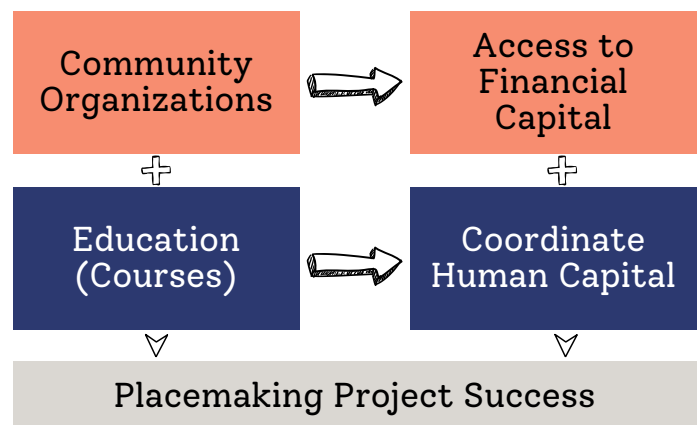
- 1 Students have valuable perspective and feedback that will benefit placemaking efforts.
- 2 Collaboration between education and community organizations helps meet each others' needs, fostering a thriving community.

Placemaking Examples:

- Community beautification projects such as gardens, murals, parks, etc.
- Downtown revitalization projects to improve aesthetic appeal.
- Pop-up events or shops to attract community investment.
- Attracting particular businesses, amenities, and growth in residential areas.



Leverage Capital for Mutual Gain



Community Organization Examples

- Main Street America
- Local chambers of commerce
- City governments
- Economic development
- Nonprofits
- Foundations

Increasing Placemaking Impact

1 Prioritize embedding placemaking projects.

Incorporating placemaking projects into school or college courses produces effective results. These courses provide support to students and foster a commitment to producing high-quality outcomes.

2 Collaborate for sustainable impact.

Create a collaborative and systematic response between education and community organizations. Placemaking isn't simply a collection of isolated projects—it's a long-term strategy that spans multiple years and integrates various initiatives.

3 Design a successful strategy.

- ✓ Cultivate a partnership between the educator and the community organization.
- ✓ Arrange a meeting with the new partnership to plan an approach and budget.
- ✓ Invite the community organization partner to meet with students.
- ✓ Establish goals, timelines, progress check-ins, and deadlines.
- ✓ Meet regularly to assess progress, address barriers, and identify next steps.



Transform Your Community with Placemaking

Volesky Consulting leverages expertise to drive impactful results for your local needs.

Customized support:

- Professional development
- Workshops
- Mentoring
- Strategic planning



Kristy Volesky is a nationally recognized leader with 20+ years of proven experience driving transformative education, business, and community initiatives.

Visit: voleskyconsulting.com

kristy@voleskyconsulting.com