

Appalachian Teaching Project
2015 Projects & Participants (In Order of Presentation)
Crystal City Marriott at Reagan National Airport
Friday, December 4, 2015

9:00 am – East Tennessee State University

Description: East Tennessee State University's ATP project continued to document the history of the Clinchfield Railroad in Unicoi County and to develop this aspect of cultural heritage tourism for the area. Leaders from the Unicoi County government, the local economic development board, as well as the local historical association and heritage museum, have identified the railroad history project as a high priority and requested the assistance of the ETSU 2015 ATP class. The project had two main goals: (1) To conduct additional ethnographic field research to survey existing documentation and conduct interviews of residents who have some connection to the railroad in the region; and (2) To work with community leaders to continue developing plans and projects for utilizing railroad history to promote cultural heritage tourism. The focus of the fieldwork was on retired railroad workers and other elderly residents who have memories of the railroad and its role in the community. At the request of the community partners, a particular emphasis for 2015-2016 was on the historical role of the railroad in developing a regional economy.

Faculty – Ron Roach

Q&A Leaders – Indiana University of Pennsylvania

9:15 am – University of North Georgia

Description: Working with the Chestatee Regional Library System (which covers both Dawson and Lumpkin Counties) 2015 ATP students developed a mechanism to distribute heirlooms seeds and their ethnocultural memories. Students and volunteers built two portable prototypes of seed dispensing machines, created packaging for the seeds, developed a marketing campaign, and created a reader's theater from transcriptions and conversations with seed keepers. The project culminated in October with a public launch at two locations of the Chestatee Regional Library.

Faculty – Rosann Kent and Chris Dockery

Q&A Leaders – Radford University

10:00 am – Morehead State University

Description: Students from the 2015 ATP class partnered with Morehead Tourism to promote the Morehead Trail Town Initiative. Towns in Kentucky with the "Trail Town" designation are marketed by the state as adventure tourism destinations and are highlighted on state maps and visitors guides. The student projects included: (1) creation of a video on the proper use of bicycle lanes (which was funded by a grant written by 2014 class), to be posted on the City of Morehead, Morehead Tourism, and other local social media venues, (2) student representation on the Trail Town Committee, (3) research of economic opportunities related to tourism, (4) students' sharing of their experiences, and (5) promotion of a six-week Campus Outdoor Challenge. The students invested a significant amount of time outside of class as part of the promotion of the Campus Outdoor Challenge. The preparation for this event required students to explore their community and connect with community members.

Faculty – April Haight, Sara Lindsey, and Sandra Riegle

Q&A Leaders – Zane State College

10:15 am – University of Pittsburgh at Bradford

Description: The University of Pittsburgh at Bradford (UPB) was approached by the Allegheny National Forest Visitors Bureau (ANFVB) and Kane Area Revitalization Enterprise (KARE) in the fall of 2014 regarding their desire to extend previous ATP work centered on Trailmaker, an application for Android devices that provides a marked trail along with points of natural, historic, and commercial interest. KARE and the ANFVB were aware of the previous work in Warren, Pennsylvania, and sought a partnership not only for their community, but to also complete the introduction of the work to the immediate region. Working with KARE, ANFVB, and the Kane Area Chamber of Commerce, ATP students implemented the Trailmaker GPS mapping application in Kane. The implementation was structured in accordance with the "Community Heritage Work Plan" developed for Kane in 2012 as part of the Pennsylvania Route 6 Alliance Heritage Communities Program, which fosters local sustainable development and heritage tourism, as well as the feasibility study for the Knox-Kane Rail Trail.

Faculty – Steve Robar

Q&A Leaders – Appalachian State University

11:15 am – Alfred State College

Description: The 2015 ATP students completed a community visualization study of the Chemung County Town of Southport, New York, focused on suggesting appropriate development of a new town center in the municipality three, five, and ten years into the future. The study will be available for use in planning and for working toward implementation via possible grant funding. It will also help the residents and municipal officials envision potential strategies for revitalizing their existing business district into a walkable new town center.

Faculty – Craig Clark and William Dean

Q&A Leaders – Virginia Tech

11:30 am – Emory and Henry College

Description: For twenty years the citizens of Dante, Virginia, have been actively working to redefine and reposition the community, often defying all odds and expectations in their successes. The 2015 ATP students worked with the city of Dante, Russell County, and the Special Projects Manager of People Inc. As part of this community planning effort, Emory & Henry's 2015 ATP class provided student support to design and conduct citizen surveys and coordinate community meetings to assess income and interests related to reuse and subsequent redevelopment of the Dante Depot. Based on the results of these surveys, community meetings, and data analysis, Dante, in collaboration with Russell County and People Inc., will apply for Community Develop Block Grant (CDBG) planning monies from the Virginia Department of Housing and Community Development in the next funding cycle.

Faculty – Tal Stanley

Q&A Leaders – Frostburg State University

11:45 am – University of Tennessee

Description: The increased use of smartphones has transformed the way Americans shop, learn, interact, and travel. As a result, cities and tourism stakeholders are adopting new ways to utilize this technology to improve their businesses and the visitor experience. The 2015 ATP class examined ways to help small Appalachian communities benefit from this technological revolution. Specifically, students evaluated the use of Near Field Communication (NFC) technologies in promoting local businesses and tourism resources. NFC is a technology that allows smartphones to retrieve or exchange information with posters, tags, or other phones over distances of less than four inches. ATP students worked with stakeholders in Johnson County, Tennessee, to test these technologies by developing a network of "smart markers" for the town to convey information about local sites and businesses. Using

lessons learned from this case study, students developed recommendations and guidelines to help similar communities develop their own systems.

Faculty – Tim Ezzell

Q&A Leaders – Auburn University

*Appalachian Teaching Project
2015 Projects & Participants (In Order of Presentation)
Crystal City Marriott at Reagan National Airport
Saturday, December 5, 2015*

9:00 am – Auburn University

Description: The Tuskegee National Forest is the smallest national forest in the United States, and the 11,000-acre natural resource has a unique history and unrealized potential for ecotourism. Macon County is an ARC-distressed county, and while it is known for its county seat of Tuskegee, the Forest seems to have less public recognition for tourism and recreation than it deserves. The Auburn 2015 ATP team assisted with administering a citizen survey on knowledge and use of the forest; research and coordination for a history and culture tent at the second annual Festival in the Forest; and development and execution of two presentations on the forest to groups in adjacent counties. The survey will be beneficial for future grant applications related to activities in the forest, festival participation allowed the second annual event to grow in size and scope, and the presentations challenged students to convey the qualities of the forest to potential visitors.

Faculty – Mark Wilson

Q&A Leaders – East Tennessee State University

9:15 am – Frostburg State University

Description: The 2015 ATP students assisted Home Ground (a volunteer organization that provides nature programs and outdoor recreational events in Allegany County) in expanding its audience and building a stronger volunteer base. In essence, "Who is Home Ground?" was the project's jumping off point, and was designed to increase awareness of the organization's membership and activities in the region. Frostburg State University's ATP students worked with Home Ground members to document their outdoor experiences in rural Allegany County, Maryland, and develop both digital and stationary exhibits featuring this material. The material collected was displayed at Mountain City Traditional Arts on Frostburg's Main Street in Fall 2015 and will be displayed at FSU's Discovery Center in Spring 2016. Digital shots of the material were published on the Appalachian Independent, an online citizen journalist site and shared via social media. Working with these materials, students developed creative ideas for entrepreneurship opportunities in Allegany County that preserve and sustain the county's natural resources while enriching community and quality of life in the region.

Faculty – Kara Rogers Thomas

Q&A Leaders – South East Kentucky Community and Technical College

9:30 am – Virginia Tech

Description: In 2015, Virginia Tech ATP students examined the cultural and economic impact of the proposed 42" diameter Mountain Valley Pipeline on the New River Valley from an analysis of data gathered from both the corporation's and citizens' points of view in order to determine if the project contributes to or detracts from the sustainability of the two New River Valley counties affected. Results of the project were provided to the New River Valley Regional Commission in order for it to determine how it and the supporting organizations of the two county governments and their chambers of commerce can best respond to the pipeline's impact on the counties, assuming it is built, or to implement in other ways any benefits it might have had should it not occur

Faculty – Anita Puckett
Q&A Leaders – Morehead State University

9:45 am – Appalachian State University

Description: In 2015, ATP students worked with Elk Knob State Park. Broadly, the project’s development goals were to create programming and other assets that honor the natural and cultural heritage of the area, bring new visitors to the park, enhance the experience for repeat visitors, and build assets that support sustainable development in Western North Carolina. ATP students coordinated with park staff to (1) establish a sustainable framework for a monthly “music jam” event to attract visitors to the park; (2) coordinate art installations for selected park trails as a means to add value to existing park assets; and (3) identify and coordinate human and logistical assets for event planning related to the 2016 centennial celebrations of the North Carolina park system. These goals are consistent with local development needs and the long-term work of ASU’s Center for Appalachia Studies in this community.

Faculty – Tom Hansell and Billy Schumann
Q&A Leaders – Alfred State College

10:45 am – Zane State College

Description: The Zane State College 2015 Appalachian Impact Seminar worked with the Appalachian Ohio P-20 Council to propose and implement activities for seventh grade students to explore career opportunities in the Muskingum County area of Ohio in order to increase the likelihood of high school graduation, college enrollment, and/or employment. ATP students researched and explored various employment opportunities in Muskingum and surrounding areas to gain a better understanding of the local job market. They recruited a wide variety of businesses that represent diverse opportunities for career and employment interests and created a passport that was given to area middle school students. The middle school students were encouraged to visit any/all of the businesses to learn about the skills necessary to successfully be employed at the business, as well as, the specifics surrounding the services/needs of the community that each meet. Each business had a unique stamp for the passports used to indicate that the student interacted with the business. The students were rewarded for collecting stamps for the passport by entering the stamped passport into a drawing for a prize.

Faculty – Lindsay Carr
Q&A Leaders – University of North Georgia

11:00 am – Radford University

Description: In 2015, Radford University participated in the ROOTS WITH WINGS: Floyd County, Virginia Place-based Education Oral History Project to impart skills to build and strengthen the capacity of Floyd County’s youth—as well as Radford University student mentors—to compete in the global economy. Radford students taught state-of-the-art technological skills, fostered communication skills appropriate for a variety of audiences, and promoted interest in higher education among high-school students. Outcomes included, among other items, videoed interviews of four elderly Floyd County residents, complete transcriptions and content logs of the interviews, digitized files of photographs, workshop learning exercises, and final student papers.

Faculty – Theresa Burriss
Q&A Leaders – Emory and Henry College

11:15 am – Indiana University of Pennsylvania

Description: The central focus of the 2015 ATP project was to assist the Center for Community Growth-Indiana, Pennsylvania (CCGI) and other community partners in better understanding the nature of poverty traps in the local area by estimating the typical expenses, debt, and budgets of families; the pay from their jobs or the reasons they cannot find/keep jobs; the rate of this economic hardship; the gaps between pay and expenses; and the reasons and stories about why some families are not escaping poverty. Students accomplished these goals by focusing on specific research areas identified in conjunction with CCGI. Students contributed a number of poverty-related resources to the CCGI, which were communicated to the wider community. These resources include: 1) Economic briefs on the different aspects of poverty that provide a description of the problem, analyze the local situations (either quantitative, qualitative, or a mixed approach), and recommend local policy focuses; 2) Multimedia materials used to communicate findings, including video, podcasts, and blog posts highlighted on the CCGI website.

Faculty – Brandon Vick and Amanda Poole

Q&A Leaders – University of Pittsburgh at Bradford

11:30 am – Southeast Kentucky Community and Technical College

Description: With nine community partners (Appalshop, Kentuckians for the Commonwealth, the Harlan Civic Center, the Robert E. Frazier Foundation, Harlan Tourism, Tri-Cities Tourism, the Higher Ground coalition, the STAY [Stay Together Appalachian Youth Project], and Harlan County Fiscal Court, students from the 2015 ATP class planned and implemented a regional youth conference called *It's Good to Be Young in the Mountains*. Goals of the project included increased tourism, increased awareness of community assets, and developing leadership skills.

Faculty – Robert Gipe

Q&A Leaders – University of Tennessee