SOUTHERN RURAL DEVELOPMENT CENTER

Rural Communities Adapting to Change

> Annual Report 2017



LETTER FROM THE DIRECTOR

How we respond to change often defines the trajectory of people, organizations, communities, and governments. For some rural communities in the southern United States, 2017 brought about new situations while for many others, changing economies, demographics and resources from the past were the order of the day. Regardless, adapting to change with a strategy for success is a necessary component in an evolving environment. The Southern Rural Development Center (SRDC) has been assisting rural communities adapt to change for over 40 years through its partnership with the Cooperative Extension Service (outreach) and Experiment Stations (research) at the Land-Grant Universities in the 13 southern states and territories of Puerto Rico and the Virgin Islands.

A major change in 2017 was the change in the nation's executive branch administration and the consequent changes in personnel and policies. Although many of these changes are awaiting implementation, it appears that rural America will be a focus area, both in infrastructure and technical assistance. This latter area is especially relevant to the Land-Grant and SRDC missions. Recently, several areas have emerged (or reemerged) as priorities, all of which fall into the SRDC's wheelhouse. These include broadband access and adoption, workforce development, local community decision-making, and improving the quality of life in rural communities.

We often hear about the challenges faced by rural communities, but here at SRDC we are fortunate to see many of the successful programs, initiatives, and activities in rural places throughout the South. We have found that communities can improve their situation and Land-Grant University partners are often the catalyst for these improvements. As I continue to work with these colleagues and other organizations in the South, I am impressed with the breadth and depth of knowledge and experience throughout the region. I am also struck by the commitment and passion they exhibit in their work. It is apparent that each institution/organization is addressing local, state, regional, and national needs with a tailored approach based on their resources and targeted population.

A sampling of the SRDC's activities in 2017 are presented in this calendar. As you progress through 2018, I encourage you to focus on what you can do for your local community. We know that the social capital of a community is an important ingredient to growth, resilience, and prosperity. In closing, the SRDC thanks its Board of Directors, Technical Operation and Advisory Committee, and USDA's National Institute for Food and Agriculture for their leadership and investments. And strong partnerships with USDA Rural Development, Agricultural Marketing Service, Economic Research Service, and other agencies provide the SRDC access to relationships that further the mission of our Land-Grant University partners. The SRDC, along with the other three Regional Rural Development Centers, continues to be a vital resource for rural communities in America. Thank you.

Sincerely,

Steve Turner Director, SRDC





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MISSION 🥌

The Southern Rural Development Center seeks to strengthen the capacity of the region's 30 Land-Grant institutions to address critical contemporary rural development issues impacting the well-being of people and communities in the rural South.

Priorities:

- Develop Pathways to Resilient Communities
- Build Strategic Partnerships
- Mobilize Resources around Emerging Issues and **Opportunities**

CONTACT US 🥌

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Websites

Southern Rural Development Center srdc.msstate.edu

Regional Rural Development Centers rrdc.info



Southern Rural **Development Center**



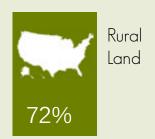
@so_dev_center



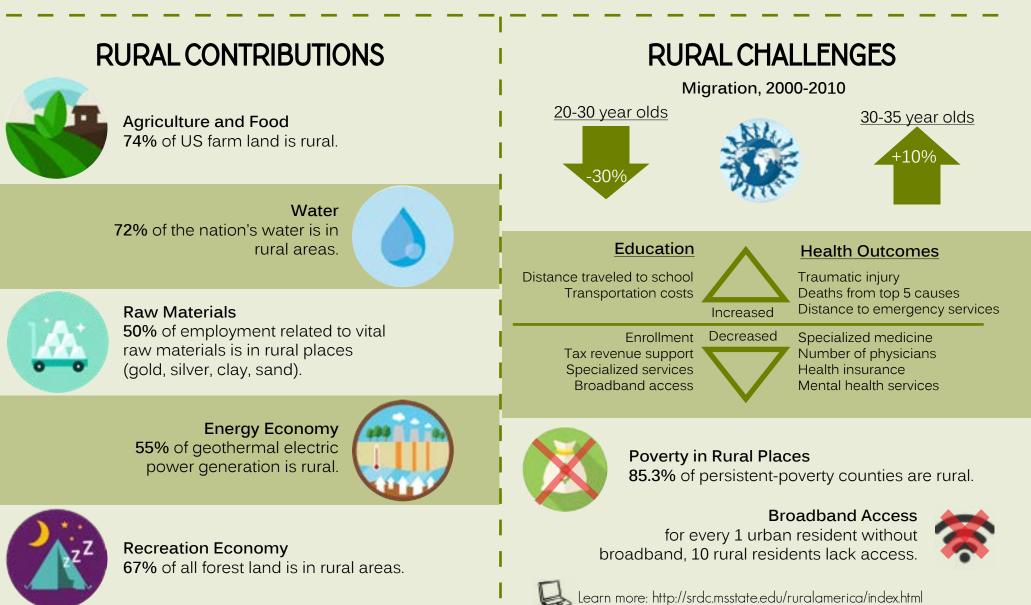
Southern Rural **Development Center**

SRURAL AMERICA COUNTS

14% of U.S. residents care for the nation's rural lands, which comprise 72% of the U.S. land mass.







JANUARY 2018										
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY				
	1 New Year's Day	2	3	4	5	6				
7	8	9	10	11	12	13				
14	15 Martin Luther King Jr. Day	16	17	18	19	20				
21	22	23	24	25	26	27				
28	29	30	31							

SERA 47: LOCAL & REGIONAL FOOD SYSTEMS

The overall goal of the SERA 47 project is to build capacity within the local food system across the Southern region. To guide efforts, a Delphi Study was conducted to identify the ten most pressing issues facing local foods systems. The study, led by Quisto Settle engaged university experts (faculty, county agents, administrators, etc.) with questions about local food systems over three rounds. The resulting top ten concerns are depicted below.



FEBRUARY 2018

SATURDAY	FRIDAY	THURSDAY	WEDNESDAY	TUESDAY	MONDAY	SUNDAY
2 3	2	1				
nce: San Francisco, CA	nart Growth Conference	New Partners for Sr				
9 10	9	8	7	6	5	4
6 17	16	15		13	12	11
		ension Professionals rence: Orlando, FL				
	nd-Grant Diversity : Hebron, KY	2018 National La Conference	Valentine's Day			
3 24	23	22	21	20	19	18
					Presidents' Day	
			28	27	26	25

SOUTHERN REGION COMMUNITY DEVELOPMENT EXTENSION IMPACTS

Land Grant Universities throughout the South report on indicators of community development Extension efforts annually. These are the 2017 impacts.



Number of new alliances or networks formed through some type of formal agreement or MOU



28,554 Number of jobs created/retained



Number of new businesses created, retained, or expanded



143

341

Number of plans adopted and implemented in community, agency, local government, business, or disaster



7.260

Number of participants who report new leadership roles & opportunities undertaken

LEVERAGING EXTENSION INVESTMENTS

\$1,130,798

Value of in-kind resources contributed by organizations or communities

\$232.008.688

Grants acquired by organizations or communities

Full Time 194 Equivalents 19



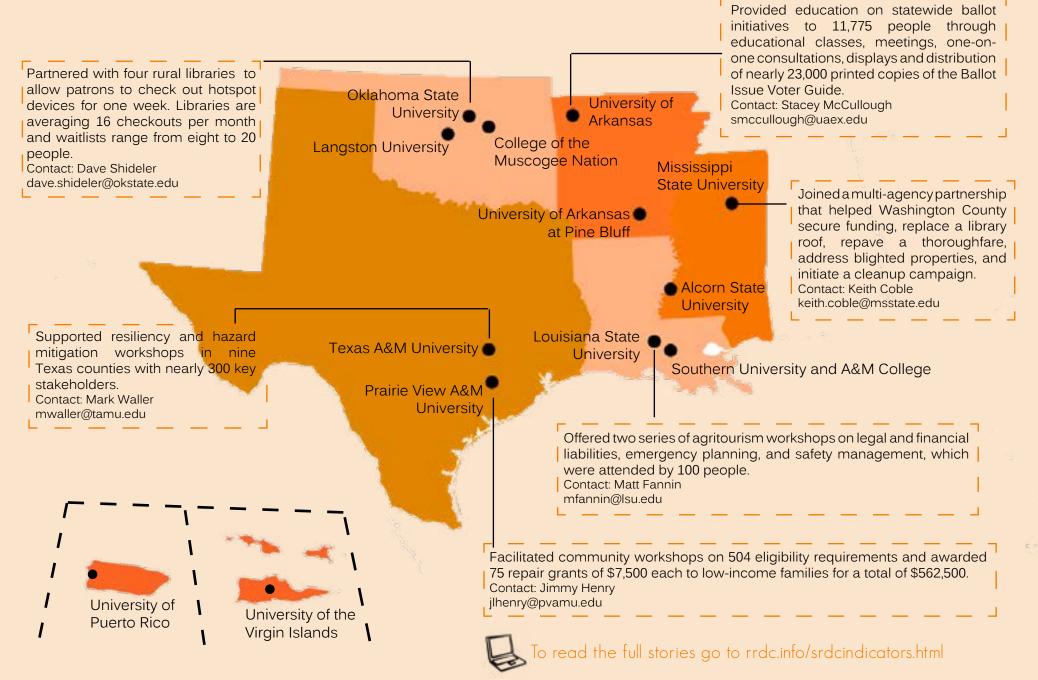


Learn more: http://rrdc.info/srdcindicators.html

MARCH 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
	12	13	14	15	10	17
Daylight Savings Begins						Saint Patrick's Day
18	19	20	21	22	23	24
25	26	27	28	29	30	31

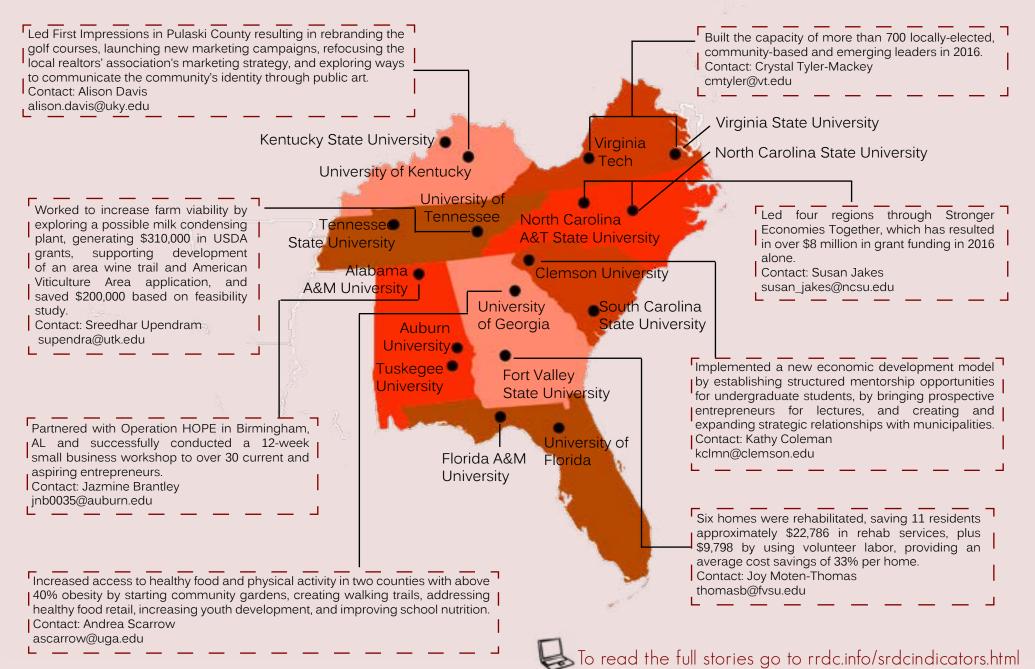
SOUTHERN LAND-GRANT UNIVERSITIES & COMMUNITY DEVELOPMENT IMPACT STORIES (WESTERN SIDE)



	APRIL 2018								
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
1 Easter Sunday	2	3	4	5	6	7			
8	9	10	Work	12 Conference ublic Arena: Interactive shop	13	14			
		pment Conference: Arli							
15	16	17	18	19	20	21			
22	23	24	25	26	27	28			
29	30								

Г

SOUTHERN LAND-GRANT UNIVERSITIES & COMMUNITY DEVELOPMENT IMPACT STORIES (EASTERN SIDE)



	MAY 2018								
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY			
		1	2	3	4	5			
			National Health (Dutreach Conference: E	Bloomington, MN				
6	7	8	9	10	11	12			
13 Mother's Day	14	15	16	17	18	19			
20	21	22	23	24	25	26			
27	28 Memorial Day	29	30	31					

2017 SOUTHERN COMMUNITY DEVELOPMENT WEBINAR SERIES

In 2017, the Community Resource Development (CRD) specialists in the Southern region continued their successful webinar series aimed at showcasing some of the best community development programs the region has to offer. The series will continue throughout 2018.



January

Community-Centered Design: How to Empower Residents to Shape the Development of their Communities Dan Parham, Neighborland Michelle Eley, North Carolina A&T State University



March

How Latino-Owned Businesses Thrive: Comprehensive Findings from Limited-Access Microdata Craig Wesley Carpenter, Texas A&M University Scott Loveridge, Michigan State University



April

Show Me the Money: Funding and Financing for Community and Economic Development Mark Peterson, University of Arkansas



May A Comprehensive Downtown Revitalization Program for Rural Kentucky Alison Davis, University of Kentucky





Jonah Fogel, Virginia Tech University

July

August

Choosing the Best Legal Structure for Your 21st Century Small Business Becky Bowen, North Carolina State Cooperative Extension



October

The Role of Arts in Cooperative Extension Melissa Bond & Sky Marietta, University of Kentucky



November Crowdfunding Your St

Crowdfunding Your Startup: Capital for Today's Entrepreneur Talia Washington, Prairie View A&M University

STARTING A RURAL LIBRARY HOTSPOT LENDING PROGRAM



December

Starting a Rural Library Hotspot Lending Program Brian Whitacre, Oklahoma State University



La To view archives and explore the 2018 webinar slate, go to: srdc.msstate.edu/trainings/crdwebinars.html

June

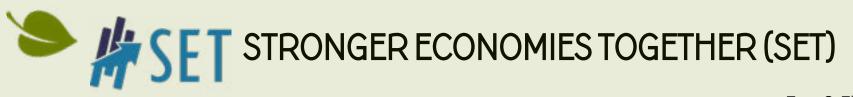
Utilizing Extension as a Tool to Preserve Your Community's Housing Stock Joy Moten-Thomas, Fort Valley State University

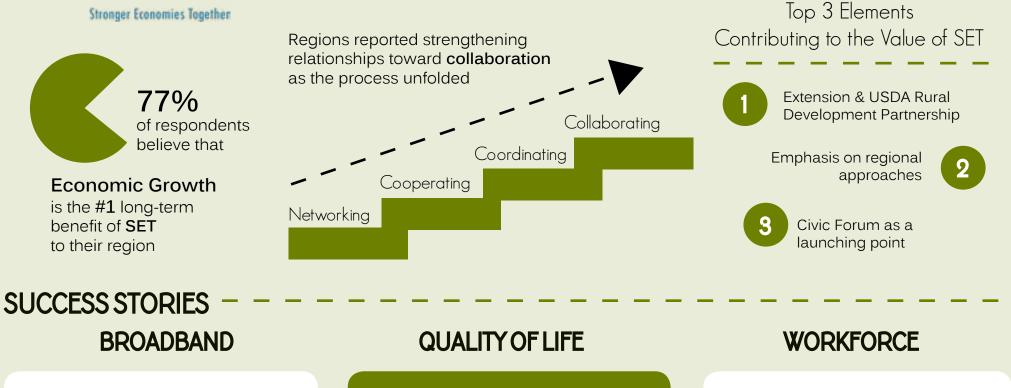
The Development of Utility-Scale Solar:

Tales of Local Government

JUNE 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
National Association	Community Develop Clevela	oment Extension Profes nd, OH	ssionais Conference:			
17	18	19	20	21	22	23
Fathor's Day						
Father's Day						
24	25	26	27	28	29	30





Southwest New Mexico

New Mexico Broadband Program invested \$150,000 to help expand broadband access in the region



<u>Central Upper Peninsula Planning and</u> <u>Development Regional Commission, Michigan</u>

received a \$460,000 grant from ArtPlace America to promote local arts and culture across upper Michigan to help increase tourism

Rivers Confluence Region, Iowa

completed the Confluence Region Workforce Development Resource

Database that will inform businesses and possible employees in the region about opportunities



Impact Study Team:

Dr. Alison Davis, Simona Balazs, Joe Kercsmar, Community and Economic Development Initiative of Kentucky, University of Kentucky Dr. Kasey Martin, USDA Rural Development



JULY 2018

					I	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
			Independence Day			
8	9	10	11	12	13	14
15	16	17	18	19	20	21
15	10	11	10	15	20	21
22	23	24	25	26	27	28
Community Deve	elopment Society's Ann	ual International Confe	rence: Detroit, MI	Rural Sociologic	al Society Annual Meet	ing: Portland, OR
29	30	31				

RAPID RESPONSE TEAM: CIVIL DIALOGUE ON RACE RELATIONS

In September, 2016, the Extension Committee on Organization and Policy (ECOP) established the Rapid Response Team (RRT) on Civil Discourse on Race Relations. Concerns around racial tensions resulting in civil unrest evidenced by riots, arrests, and shootings underscored the need for this important emphasis.

ACCOMPLISHMENTS

- Scanned the Land-Grant University System to identify people and resources engaged in this work
- Established a website with links to resources and partners
- **Developed a competencies framework**

"The Civil Discourse RRT is convinced that the time is right for Cooperative Extension to step into this vital space to help promote peace, resilience and healing within and among the communities we serve."

> Learn more: https://publish.extension.org/civildialogue/

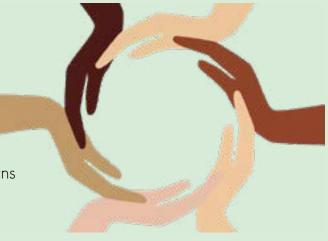
NEXT STEPS

Develop and launch a train-the-trainer workshop for Extension professionals to build capacity for civil dialogue on race relations in 2018

TEAM MEMBERS

Carolyne Abdullah, Everyday Democracy Manami Brown, University of Maryland Ron Brown, Association of Southern Region Extension Directors Alice Diebel, Kettering Foundation Laura Downey, Mississippi State University Michelle Eley, North Carolina A&T University Brent Elrod, USDA National Institute of Food and Agriculture

Chris Geith, eXtension Bill Hare, University of the District of Columbia Paul Lachapelle, Montana State University Sally Miske, National 4-H Council **Richard Pirog, Michigan State University** Timothy Shaffer, Kansas State University Rachel Welborn, Southern Rural Development Center



AUGUST 2018

		r		r		
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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5	0	1	0	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
10	20	21		20	LT	23
	Southern Region Proc	Iram Leadershin Netwo	ork, Association of Exter	sion Administrators &		
	Association of S	outhern Region Extensi	on Directors Joint Mee	ting: Orlando, FL		
26	27	28	29	30	31	

CAPE Community Assessment and Education to Promote Behavioral Health Planning and Evaluation

CAPE is a partnership of the four Regional Rural Development Centers, led by the North Central Regional Center for Rural Development, and Human Service's Substance Abuse and Mental Health Services Administration, and facilitated by the USDA's National Institute of Food and Agriculture. Throughout the project, emphasis has been given to how communities can better identify and support individuals struggling with mental health issues. During 2017, five states participated in a pilot training to help build capacity on this important topic. The training series is outlined below.

Initial Webinars:

- I. Introduction and Overview
- II. Community Needs Assessment

Face-to-Face Workshop: Mental Health and First Aid

Concluding Webinars:

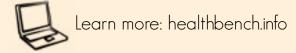
- **III.** Assessing Community Preparedness
- IV. Engaging the Community & Consensus Building
- V. Creating a Strategic Action Plan
- VI. Keeping the Drive Alive Six month follow-up

WHAT PEOPLE ARE SAYING

"This was a fantastic first exposure to an action-oriented program addressing mental health issues."

"This is a great course to educate community members on reacting to and appropriately helping those with mental illnesses."

> "It is very helpful to have a foundation to assist someone in need of mental health first aid."







Colorado









Oklahoma



West Virginia

SEPTEMBER 2018								
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY		
						1		
2	3 Labor Day	4	5	6	7	8		
9	10	11	12	13	14	15		
16	17	18	19	20	21	22		
23	24	25	26	27	28	29		

BONNIE TEATER EARLY CAREER ACHIEVEMENT AWARD

Bonnie Teater is a special individual to friends of the Southern Rural Development Center. For 30 years, she provided valuable support and day-to-day assistance to the Center as a member of its staff. She served as an inspiration to all because of the dedication she brought to her work and her passion for the rural development research and Extension outreach mission of the region's Land-Grant Universities. She currently is enjoying retirement in her home state of Kentucky.

The Early Career Achievement Award is awarded on odd number years and honors the work of a rising star who has already achieved great things in his/her early career in community development. Below are this year's co-recipients.

REBEKKA DUDENSING

Dudensing is an Associate Professor and Extension Economist for the Department of Agricultural Economics at Texas A&M University. Dr. Dudensing has performed many annual economic impact analyses for various organizations including the Brazos County Exposition Complex and the Elgin Local Food Center. She also worked to advance the methods in which economic development questions are answered. She created forward-linked models to reflect production and processing



for High Plains corn, Texas rice, and Texas Gulf Coast shrimp, and created a framework for establishing economic linkages between actual consumer preferences and farm practices. Dr. Dudensing has also produced several insightful publications including The Food and Fiber System and Production Agriculture's Contributions to the Texas Economy as well as a Threat and Hazard Identification and Risk Assessment (THIRA) for severe drought in the San Antonio, Texas area.



http://agecon.tamu.edu/faculty-staff/faculty/dudensing-rebekka/



Kelly is the Richmond County Extension Director with North Carolina Cooperative Extension. Much of her work in this county has been with local food system development. She implemented the Green Fields Initiative in support of the Stronger Economies Together Initiative, which has been recognized as a success by the USDA. As part of this initiative, Kelly also took the lead on the development of a regional food hub, the Sandhills Ag Innovation Center. In support of these two projects, Kelly was able

to secure over \$650,000 in grants. In addition to foods, Kelly has focused her attention on the revitalization of downtown Rockingham, the county seat for Richmond County. A historic downtown property was donated in 2015 and several other new businesses have or will be relocating to the downtown area because of the assistance and expertise of Kelly. Also, as an Extension agent much of Kelly's work has focused on program marketing and communication through a number of successful newsletters that she manages.



learn more https://richmond.ces.ncsu.edu/profile/susan-kelly/

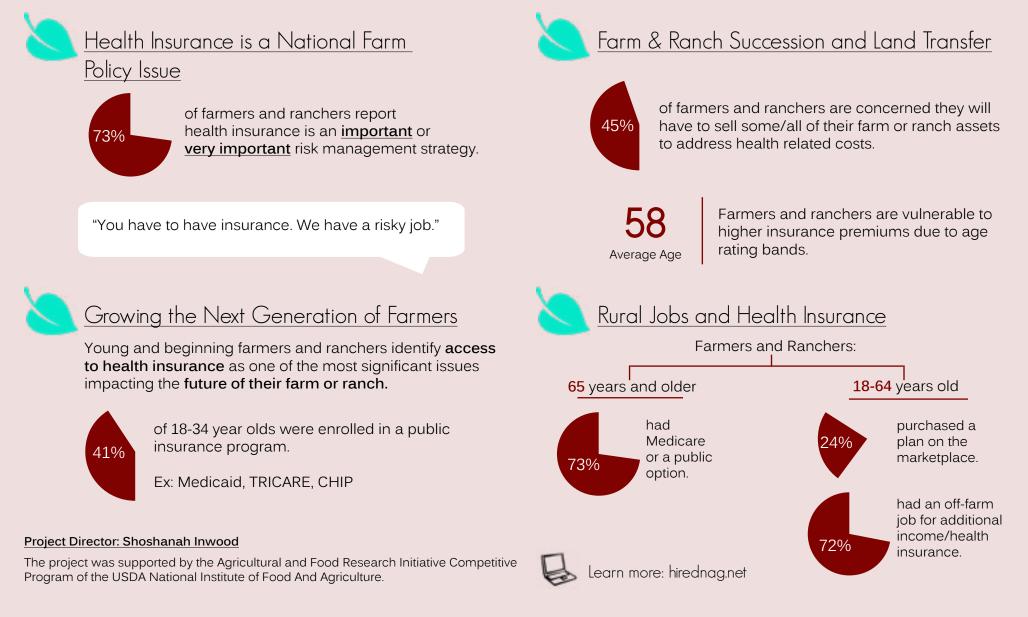
OCTOBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
	Columbus Day					
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			
			Halloween			



HEALTH INSURANCE IS KEY TO FARM & RANCH ECONOMIC VIABILITY

In a 2017 National Farmer and Rancher Survey, health insurance was tied to farm and ranch risk management, farm viability and economic development.



NOVEMBER 2018

	r					
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
	_					
4	5	6	7	8	9	10
Daylight Savings Ends						
11	12	13	14	15	16	17
Veterans Day						
18	19	20	21	22	23	24
				Thanksgiving Day		
25	26	27	28	29	30	

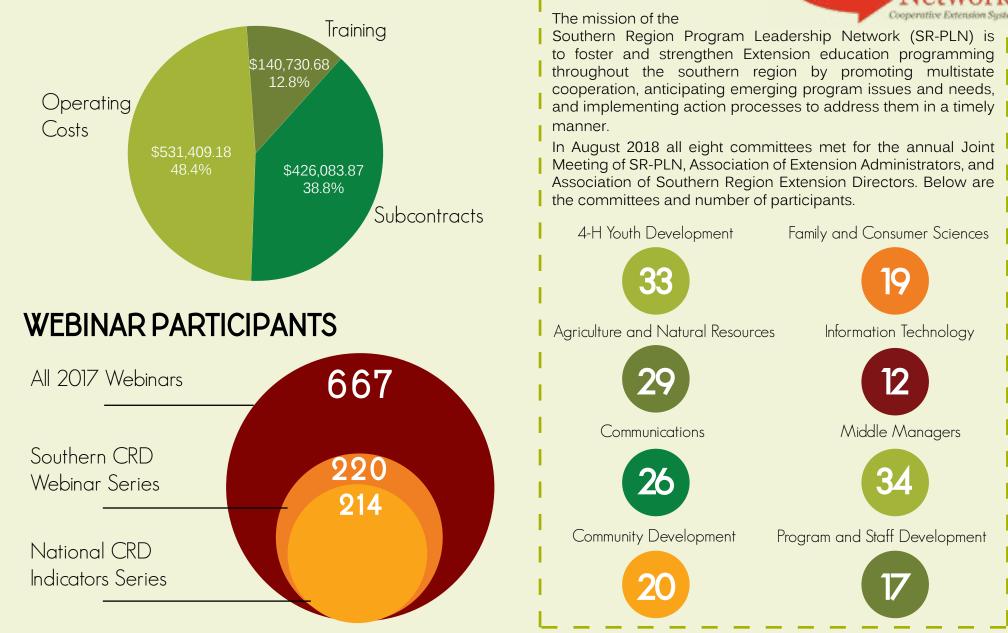
SRDC TRAININGS, EVENTS, AND INVESTMENTS

Southern Region

'rogram Leadership

Network

2017 EXPENDITURES



DECEMBER 2018

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
JUNDAT	MONDAT	TOLSDAT	WEDNESDAT	THURSDAT	FRIDAT	
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
9	10	11	12	13	14	12
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					
50	New Year's Eve	Christmas Day				

2017 BOARD OF DIRECTORS

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Fisseha Tegegne Tennessee State University | 1890 Research John J. Green University of Mississippi | Non Land-Grant

Deborah Markley Center for Rural Entrepreneurship | Non Land-Grant

Brent Elrod USDA-National Institute of Food and Agriculture | Liaison

John Pender USDA-Economic Research Service | Liaison

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