

Creating **vibrant** Communities in the South



Training Resources for Building Community Development Skills

- Economic Diversification
- Community Planning Tools
- Service Infrastructure
- Civic Engagement
- Youth & Adult Workforce Development

SOUTHERN
RURAL
DEVELOPMENT
CENTER



**Visit the Southern Rural Development Center on the web to
learn more about these programs and other upcoming events.
<http://srdc.msstate.edu>**

INTRODUCTION

LET'S FACE IT!

The hosts of challenges impacting communities in the South are pretty complex. What kind of economic development strategies make the most sense for local areas? How can communities better determine the cost and benefits of providing key services to local residents? How can local areas get a better handle on the diversity of resources that already exist in their communities? What's the best way to develop a strategic blueprint to guide the community's local investment activities?

As communities gear-up to tackle these tough questions, having access to Extension educators in their state with strong community development-related training and skills will be critical. If you're part of the South's land-grant university Extension Service system and want to advance your community devel-

opment skills, then check out the exciting training opportunities being offered by the Southern Rural Development Center, in cooperation with the Southern Community Resource Development Program Leaders and Association of Southern Region Extension Directors.

Training workshops and educational resources are being offered in five key thematic areas — economic diversification, community planning tools, service infrastructure, civic engagement and youth/adult workforce development. But, if you just want to start off with an introductory course in community development, check out the Southern Region Community Development Institute.

Don't delay! Become part of the expanding team of Extension educators who are making a real difference in improving the spirit and vitality of communities in the Southern region.

TRAINING OPPORTUNITIES

TAKE THE FIRST STEP!

Community Development Institute

If you are interested in expanding community development skills to state, multi-county or county Extension educators in your state, and are looking for a solid set of educational resources to use in the delivery of an introductory program on community development, then you'll want to attend this year's Southern Region Community Development Institute (CDI).

Course Objective: The 2002 CDI program is designed to operate as a "train-the-trainer" workshop. It covers many of the key components associated with community development work. As such, the course is designed to equip state teams with the

skills and resources needed to initiate a CDI training program in their own states.

Course Outline: Participants are provided an excellent overview of the major components of a strong community development program. It explores the social dimension of the community (such as local institutions, leadership structure, uncovering community assets, civic engagement and dealing with conflict), its economic complexion (such as economic development options, business retention and expansion strategies), and the community's service infrastructure (such as health clinics/hospitals, adult day care facility, solid waste and rural transportation). This course serves as an excellent foundation for the more specialized training programs being offered by SRDC.

Date: Sept. 23-27, 2002

Location: Alabama

THEN CHECK THESE OUT...

Improving Board and Organizational Effectiveness

Extension specialists are more and more frequently called upon to support the efforts of voluntary and nonprofit organizations. But where do Extension professionals turn for assistance?

Course Objective: This training course will provide educational resources that deal with the current environment facing our nonprofit and voluntary organization boards.

Course Outline: Specific features of the training include nonprofit organization board of yesterday and tomorrow; getting everyone on the same page; staying out of trouble inside and outside the organization; increasing standards and accountability among board members; positioning your organization to gain support in the community; increasing risk management awareness while improving service.

Date: July 25-26, 2002

Location: South Carolina

Business Retention and Expansion

Studies have shown that between 40 and 90 percent of all new job creation comes from existing businesses. Learning to build on the business/industrial base of a community is a valuable tool.

Course Objective: To provide state specialists and county Extension agents with the in-depth training necessary to implement a local economic development program focused on the retention and expansion of existing businesses. Specific emphasis will be placed on the use of volunteers to visit existing businesses and administer a survey designed to solicit input about the local community, business climate, availability of qualified labor and the need for additional training and technical assistance.

Course Outline: This course teaches participants how to lead a community business visitation program. At the conclusion of the course, participants will be able to understand how an economy works and where a business retention and expansion (BRE) program “fits” in a local economic development strategy; identify local leaders to serve on

a leadership team and advisory task force, write a plan of work to implement and guide the program, identify and resolve issues of immediate concern to local businesses and develop a strategic implementation plan.

Date: October 28-30, 2002

Location: Mississippi

Rural Health Institute

Extension professionals are increasingly being asked questions about health systems and their role in the community. In the complex world of health care, providing answers isn't always an easy task.

Course Objective: This training is designed to provide Extension professionals with a unique opportunity to participate in an intensive state-of-the-art health training program. It is designed to give participants an increased understanding of health systems, Extension's role in health, and tools and strategies for working with individual, family and community health issues.

Course Outline: Specific topics include organization of a health system; the language of health;

vital statistics/community health assessment; facilitation and skill-building for local decisionmakers; helping decisionmakers maintain primary care services in rural communities; and designing effective health education programs.

Date: Nov. 4-8, 2002

Location: Alabama

Value-Added Entrepreneurship

With an eye toward an ever-changing business environment, entrepreneurs will be on the lookout for opportunities to expand their operations — many times through value-added products.

Course Objective: To prepare Extension faculty to develop and implement an economic development program based on entrepreneurship for businesses focusing on value-added agricultural products. These products are broadly defined and may include (but certainly not be limited to) food processing firms, primary, secondary, and tertiary producers of forest products, agri-tourism firms and more.

Course Outline: This course is designed to be an in-depth

examination of the factors critical in developing value-added projects. Specific topics that will be discussed include developing a business plan; developing a marketing feasibility study for a new product and/or new organization including instruction on conducting marketing research; developing a marketing plan including advertising alternatives; developing technical feasibility analysis and operational plan; developing a management plan and/or management analysis; and financial feasibility analysis for a new product.

Date: Dec. 3-5, 2002

Location: Tennessee

Economic Impact Analysis

Communities often experience significant changes in the local economic base. A first step in responding to change is understanding the magnitude of the change. Change can be represented by a new business moving to the community, increased tourism activity or in-migrating retirees.

Course Objective: Economic impact analysis offers an approach to quantify the impacts

of these types of change on the local economy. Often local leaders may also desire to estimate the impacts of existing business or industry. For example, what are the economic impacts of local manufacturing firms or the local health care sectors? Again, impact assessment provides methodologies for measurement.

Course Outline: This training session will provide an overview of economic impact analysis and provide case studies. Specific topics addressed will include economic analysis versus fiscal impact analysis; what is the multiplier; using impact analysis in Extension programming; measuring economic impacts of the health care sector; IMPLAN — a tool for analysis; and using IMPLAN for target industry analysis.

Date: Feb. 25-27, 2003

Location: Oklahoma

Integrating Geographic Information Systems (GIS) into the Community and Economic Development Process

Want to learn about GIS and its

potential applications in community and economic development activities. Through a combination of presentations and hands-on exercises using GIS software, participants will gain practical understanding of GIS.

Course Objective: To provide state specialists and county agents with a knowledge-base on the potential applications of geographic information systems (GIS) in local community and economic development activities. Emphasis will be on developing a foundation in the concepts of GIS, database development in a GIS, and how to develop conceptual GIS models that can be implemented either locally or through a GIS specialist.

Course Outline: At the conclusion of the course, participants will be able to understand the foundations of geographic information systems; develop spatial models that can be executed in a GIS environment; use a popular GIS software package; retrieve existing or develop GIS databases associated with community and economic development; communicate with GIS specialists on data and analysis requirements when GIS issues cannot be implemented locally.

Date: March 10-12, 2003

Location: Mississippi

Rural Tourism: Virtual Institute for Small Town and Rural Development

Do you want to stimulate the development of rural tourism in ways that will substantially benefit both the quality of life of individual rural families and improve the economic stability for rural communities?

Course Objective: Key concepts include significance of rural tourism, planning and managing rural tourism, rural tourism business opportunities, marketing and economics of tourism. Heritage tourism and ecotourism, two major components of rural tourism, are explored in specific case studies or practical examples for application.

Course Outline: Case studies in this course focus on a rural county in northeastern North Carolina. This county once depended upon agriculture for survival but today is witnessing the daily struggle of farmers and rural communities to maintain economic stability and their quality of life. Its poverty ranking is fourth out of 100 counties.

Ranked 20th in unemployment, this county is still proud of its heritage, both its cultural and natural resources. Course participants will learn to apply course concepts to their unique situation in their state or county.

Date and Location: This program will be offered as a web-based course in the spring of 2003, with classes lasting about 3 hours per week for 10-12 weeks.

Coming in 2003-2004

Teams from the Southern region are working to prepare curricula, training modules, web-based resources, and other related products in the following areas:

Civic Engagement: From Vision to Action

Community Leadership Development

Disaster Preparedness

Local Government Issues
(State/local finance and taxation issues)

EDUCATIONAL RESOURCES

LET US HELP!

The Southern Rural Development Center has several educational programs available through its web-based curriculum offerings. Each of these curriculum offerings can be fully downloaded via the Internet to provide additional resources.

E-Commerce: Impacting the Way We Do Business!

The resources from a recent regional conference provides an awareness and overview of e-commerce issues relating to communities, agribusinesses and small businesses through three concurrent educational tracks — eCommunity, eAgriculture and eBusiness.

All PowerPoint presentations are available for download and use by Extension professionals.

Web Site:

http://srdc.msstate.edu/ecommerce/table_of_contents.htm

Public Conflict: Turning Lemons to Lemonade

Ronald J. Hustedde, Steve Smutko and Jarad J. Kapsa

Just as every community faces unique conflicts, so must the precise manner in which we confront and deal with conflict be of its own design. Lemonade is not intended to be taken as a map on how to educate people to deal with conflict, but rather to offer the concepts and skills that can be adapted to meet the needs of a particular group.

Objective: This web-based manual is a train-the-trainers tool. It is designed to be taught and used primarily by Extension educators, community officials, and citizen leaders. The basic goal of the manual is to give workshop participants the applicable knowledge and skills to help teach others how to identify, understand, manage, and when possible and desirable, to resolve conflicts within their own communities.

Curriculum: Specific training modules, with handout materials and PowerPoint presentations, are available in the following:

- The Benefits of Public Conflict
- Conflict Styles and Strategies
- Separating Interests from Positions
- Reframing an Issue
- Communicating for Active Listening
- Communication for Collaboration: Speaking for Yourself
- Steps of Collaborative Problem-Solving
- Problem Solving as an Advocate
- Evaluating Options and Reaching Agreement
- Forming Coalitions as an Advocate
- Sources of Conflict
- Building a Framework
- Process Structures
- Understanding Consensus

Web Site:

<http://srdc.msstate.edu/publications/lemons/221.htm>

Community Choices Public Policy Program

**Lionel J. Beaulieu and
Kenneth Bolton Jr.**

The web-based Community Choices program is designed to engage communities in a systematic assessment of the linkages between its human resource attributes and its economic development opportunities.

Objective: This program is intended to produce concrete result at the local level by engaging community residents in a dialogue and assessment of the linkages between economic development opportunities and the human capital attributes of their community. The program hopes to strengthen residents' understanding of the complex set of policy issues associated with human capital resources and economic development options and provide a forum for exploring alternative strategies for dealing with these issues.

Curriculum: Specific modules which include training curriculum and powerpoint presentations are:

- The Public Policy Education Model
- Identifying Local Decision Makers
- Promoting Multicultural Awareness
- Understanding the Local Economy
- The Community's Human Resource Attributes
- Migration's Impact on the Community's Human Resource Attributes

Web Site:

<http://srdc.msstate.edu/publications/commchoice/commchoice.htm>

Building a Foundation for Community Leadership: Involving Youth in Community Development

Glenn D. Israel, Thomas W. Invento and Tonya Stringfellow

Youth have an important role to play in their communities. This important handbook is designed to offer youth development professionals a framework for engaging youth in an important community development project.

Objective: The purpose of this project is to help youth better understand their community, to increase their sense of empowerment and to encourage their continued participation in community improvement activities.

Curriculum: The curriculum covers three major topics and does so using a “hands-on” approach. Part I provides youth with an overview of their community and its leadership. Part II gives attention to the design, development and implementation of a school-based community assessment survey and by offering youth the opportunity to help solve local concerns that were captured in the community survey. It includes strategies for developing and implementing an action plan.

Web Site:

<http://srdc.msstate.edu/publications/199/199.htm>

Workforce Investment Area Maps and Data Resources

As a product of the 1998 Workforce Investment Act, states are carrying out their own workforce investment activities through various locally based

Workforce Investment Boards (WIBs). These WIBs play a valuable role in helping provide individuals with the skills and training they need to move into the local workforce.

To assist the more than 200 Local Workforce Investment Boards in the South, the SRDC — in collaboration with the Mississippi State University Extension Service — has created

a series of color-coded maps that delineate the WIBs in each state in the South. In addition, a series of demographic and economic data variables are available on each local workforce investment area in the region. Contact information for each state and local WIBs is provided as well.

Web Site:

http://srdc.msstate.edu/activities/wia_areas.htm

ADDITIONAL RESOURCES

LOOKING FOR MORE?

In addition to the web-based curriculum available on the Southern Rural Development Center's web site, the web site also offers link to a variety of data and information that may prove valuable in planning community economic development strategy.

For example, archived on the Center web site are downloadable versions of the quarterly newsletter and all policy briefs and research publications, including:

Southern Perspectives: This quarterly newsletter features a theme of regional interest in each issue. The newsletter is distributed to about 3,400 individuals in hard copy and to more than 600 electronically.

Millennium Series: The SRDC, along with its partnering sponsors, has continued to discuss the opportunities and challenges to the South's rural areas in the new century. The Economic Research Service, the Farm

Foundation, the TVA Rural Studies Program at the University of Kentucky and the Southern Association of Agricultural Experiment State Directors helped fund this policy series.

Food Assistance Policy Briefs:

The SRDC developed a new policy series to address issues surrounding the food assistance needs in the South. This special series is funded in part by the Economic Research Service and the Farm Foundation, in partnership with the Southern Rural Development Center.

Additional Resources: The site also provides post-conference information, including PowerPoint presentations presented at SRDC-sponsored events.

The SRDC calendar of events offers detailed information about upcoming programs, along with offering online registration.

To see what else is available at the web site, visit us at <http://srdc.msstate.edu>.

For more information about any of the Center's programs or offerings, e-mail Bonnie Teater at bonniet@srdc.msstate.edu

I'M INTERESTED!

Please send me more information about the following programs when it becomes available:

(To submit information online, click here.)

- Community Development Institute**
Sept. 23-27, 2002; Alabama
- Improving Board and Organizational Effectiveness**
July 25-26, 2002; South Carolina
- Business Retention and Expansion**
Oct. 28-30, 2002; Mississippi
- Rural Health Institute**
Nov. 4-8, 2002; Alabama
- Value-Added Entrepreneurship**
Dec. 3-5, 2002; Tennessee
- Economic Impact Analysis**
Feb. 25-27, 2003; Oklahoma
- Integrating Geographic Information Systems (GIS)
into the Community and Economic Development Process**
March 10-12, 2003; Mississippi State University
- Rural Tourism: Virtual Institute for Small Town
and Rural Development**
Spring 2003; web-based

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