

Centers of Community Prosperity



USDA Office of Partnerships & Public Engagement

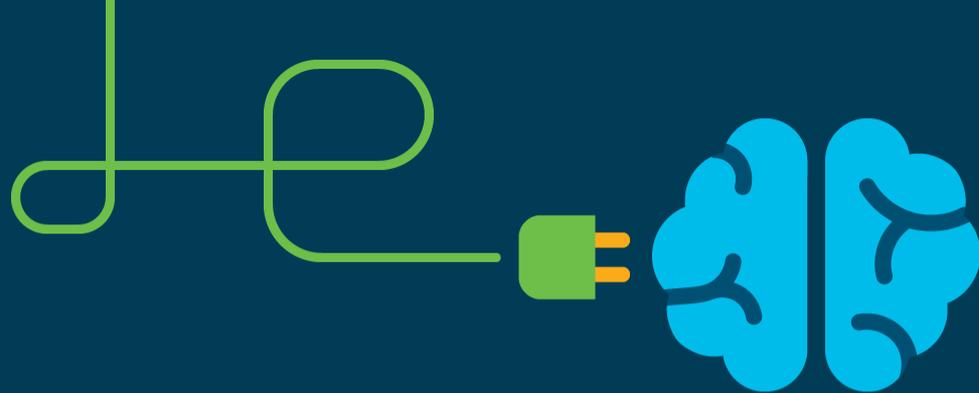


Together, America Prospers

Centers of Community Prosperity



USDA Office of Partnerships & Public Engagement



Cisco Networking Academy

Rebecca Chisolm, Cisco, Director US/Canada Cisco
Networking Academy

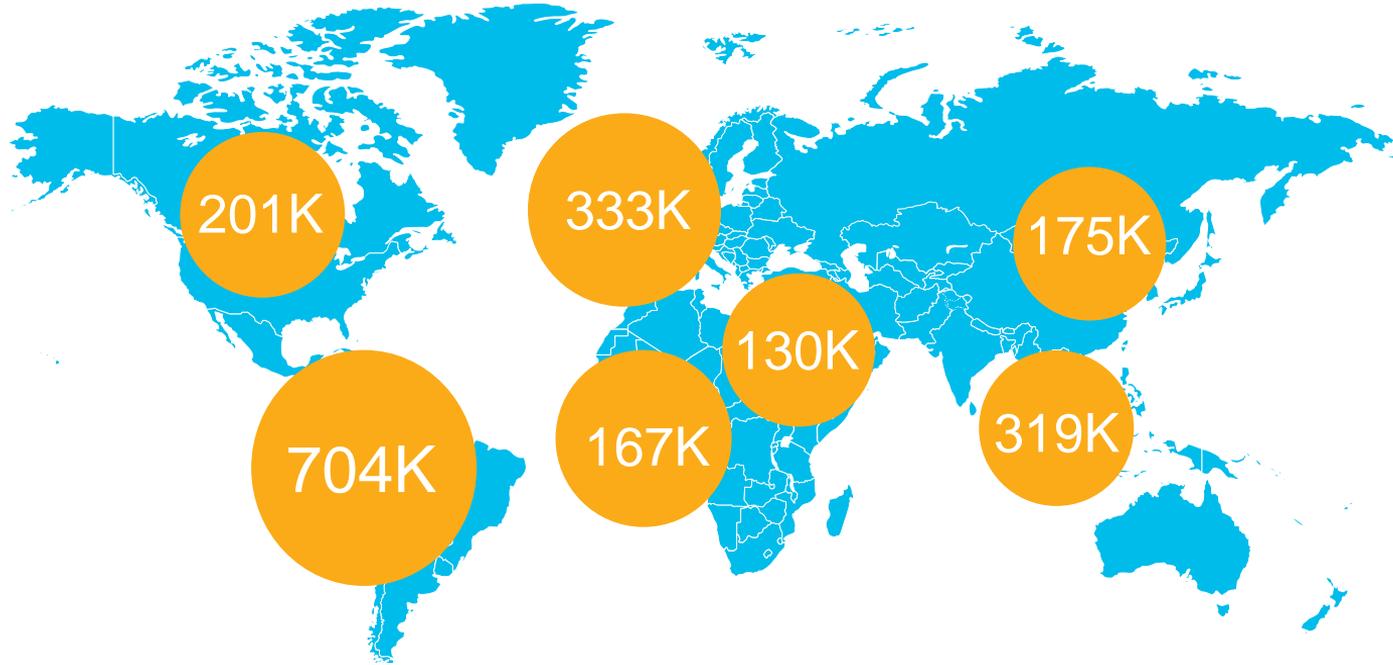


Networking Academy program overview

- **A global learning program** focused on Information Technology (IT), computer networking, and career skills
- **Cisco partners** with government, social benefit organizations, and 12,000+ schools, colleges and universities worldwide
- **Courses** are delivered on campuses and online (licensed free to nonprofit learning environments)



Cisco Networking Academy



✓ 12,100
Academies

✓ 180
Countries

✓ 10.9M
Students
Served

✓ 26,500
Instructors

2.1M Currently Enrolled Globally

Preparing people for IT careers since 1997



Investing in tomorrow.

By developing capable, next-generation technology talent today.

Cisco's technology and career skills program is our largest social investment, based on our thought leadership in digital transformation.

FREE. Our courses are free to nonprofit high schools, colleges, libraries, military and veteran groups, and many non-traditional learning environments. We offer:

- innovative, globally-consistent curriculum
- ongoing alignment with new technology
- preparation for industry certifications



The Global Knowledge [2019 IT Skills & Salary Report](#) says that IT compensation is the highest it's ever been. The average salary in the USA is \$110,000.



Workforce development and reskilling increase regional economic strength. WEF's [Future of Jobs Report](#) estimates that **54%** of all employees will require significant reskilling by 2022.

United States

1,723,613	Students since inception
172,134	Current students / 15% female
1,850	Education partners
\$814.2 million	Cisco's In-Kind* Investment

Pennsylvania

44,884	Students since inception
4,639	Current students / 11% female
66	Education partners
\$19.1 million	Cisco's In-Kind* Investment



Students not only learn technology, they learn on a team, helping others, discovering their strengths. - Engineer / Cisco instructor

Networking Academy data from 7/31/2019

Global Outcomes

94% of our students got a better job or entered a higher ed level with a Cisco certification.

Don't let your students miss out.

Global Skills Gap

3 million = shortage of cybersecurity professionals globally. The skills gap in North America is half a million.

[ISC² study](#)

Organizations that do not strengthen their STEM or training programs may be left behind.

[World Economic Forum](#)



Discover our diverse learning pathways, and try out a course demo!





Beyond the Classroom

Non-Traditional Learning Environments

In addition to traditional schools and colleges, Networking Academy partners with a wide range of non-traditional education programs for diverse learners, including:

- Public libraries
- Corporate employee training and apprenticeships
- Federal, state and county government agencies
- Non-government organizations (NGOs)
- Community-based organizations (CBOs)
- At-risk youth and correctional facilities
- Prisons, half-way houses, re-entry, family support
- Military, veterans, families
- Indigenous populations
- Rural and disabled communities
- And many more

Explore

Introduction to exciting opportunities in technology.

- ▲ Get Connected
- ▲ Introduction to Packet Tracer
- ▲ NDG Linux Unhatched
- ▲ Cybersecurity Essentials
- ▲ Introduction to Cybersecurity
- ▲ Introduction to IoT
- Networking Essentials
- ▲ Entrepreneurship

Career

Preparation for entry level positions.



Digital Essentials

- ★ ● ■ IT Essentials
- ▲ NDG Linux Essentials

- ▲ PCAP: Programming Essentials in Python
- Hackathon Playbook



Networking

CCNA R&S:

- ★ ● ■ Introduction to Networks
- ★ ● ■ R&S Essentials
- ★ ● ■ Scaling Networks
- ★ ● ■ Connecting Networks

CCNP R&S:

- ★ ● ■ Switch
- ★ ● ■ Route
- ★ ● ■ TShoot



Programmable Infrastructure

Emerging Tech Workshops:

- Network Programmability
- Experimenting with REST APIs

IoT Fundamentals:

- ★ ■ Connecting Things
- ★ ■ Big Data & Analytics



Cybersecurity

- ★ ● ■ CCNA Security
- ★ ● ■ CCNA Cybersecurity Operations
- IoT Fundamentals:
 - IoT Security

Practice

Increase mastery with hands-on tools & experiences

Packet Tracer

Gaming

Prototyping Lab

Virtual Labs

Assessments

Physical Equipment

Complementary Offerings

Additional offerings available from Partners.

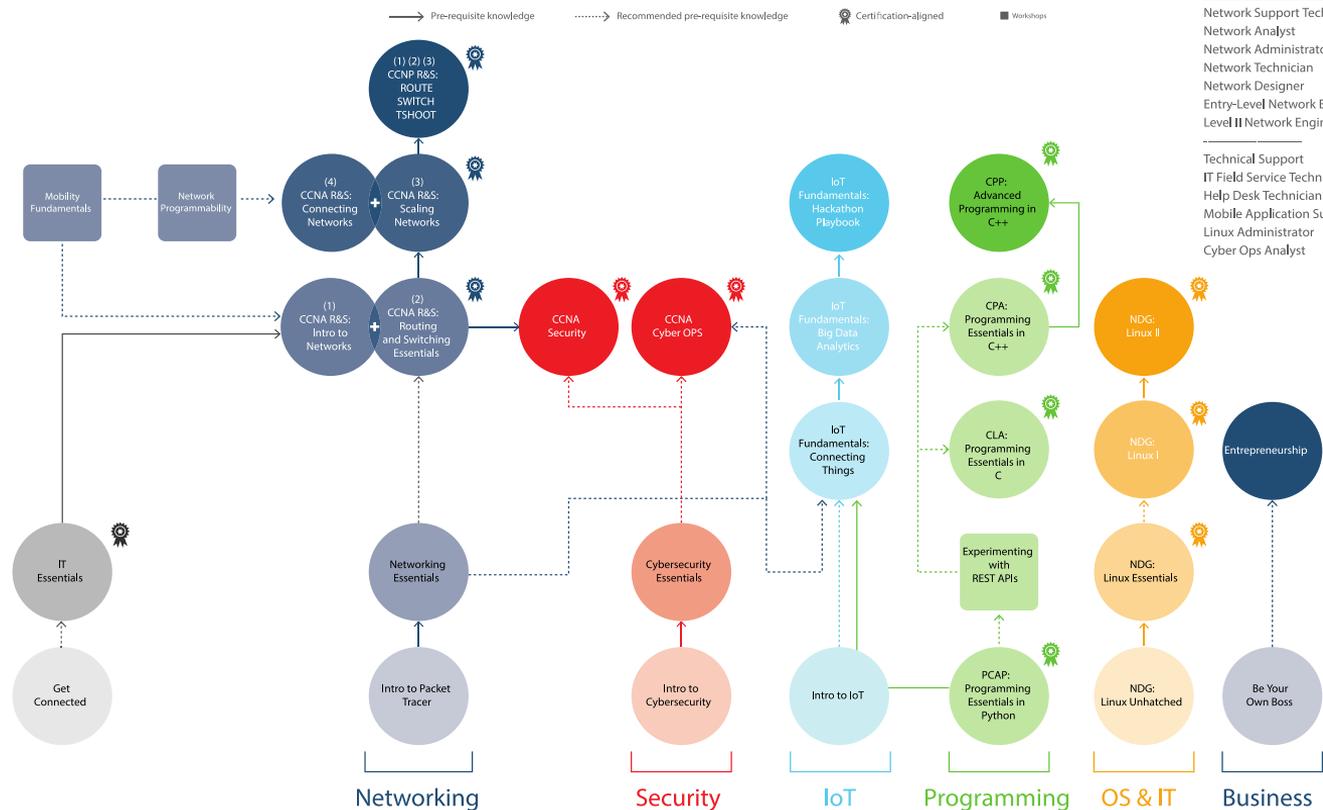


- ▲ NDG Linux I
- ▲ NDG Linux II
- NDG NetLab+
- NDG CCNA CyberOps Lab



- CLA: Programming Essentials in C
- CLP: Advanced Programming in C
- CPA: Programming Essentials in C++
- CPP: Advanced Programming in C++

Course Learning & Career Pathways



Aspire to these Jobs

- Network Support Technician
- Network Analyst
- Network Administrator
- Network Technician
- Network Designer
- Entry-Level Network Engineer
- Level II Network Engineer

- Technical Support
- IT Field Service Technician
- Help Desk Technician
- Mobile Application Support
- Linux Administrator
- Cyber Ops Analyst

Faces of Networking Academy in Michigan



Jacob Brink
Bangor

- Blind student at Van Buren HS
- Now taking more advanced courses in college, where they prepped accommodations for him ahead of his arrival



Liz Canfield
Lansing

- 17 years as MI State Police Analyst
- Later policy/legislative issues for Law Enf Info Network/LEIN
- Currently taking CCNA-1 & Linux at Lansing Community College



Travis Polash
Mid-Michigan

- Dream Team member at Cisco Live
- Hired by CDW
- Former police detective



Nicole Taylor
Wyandotte, Metro Detroit

- U.S. Army veteran
- Business degree
- Employers wanted IT skills
- Began Exceptional Academy 9/16
- Training for stable employment



Lisandro Hurtado-Garcia
Battle Creek

- Senior at Lakeview HS
- Starting his 2nd year at the Calhoun Area Career Center in Battle Creek
- Competed in CyberPatriot and National Cyber League



Mohamad Mroue
Dearborn

- Emigrated from Sierra Leone
- Fordson HS; Henry Ford College
- Now a Level 2 Tech at Secure-24
- Next: networking or data team



Zainab Mroue
Dearborn

- Fordson and HFC (dual enrollment)
- Switched from pre-med to IT
- Now an IOC Tech Rep at Secure-24



Nearly 1.9 million current students



SNAP E&T

Overview

FY20



Food and Nutrition Service

- Our mission is to increase food security and reduce hunger by providing children and low-income people access to food, a healthful diet and nutrition education in a way that supports American agriculture and inspires public confidence.
- Administers of 15 federal nutrition assistance programs
- Programs impact 1 in 4 Americans each year and all age groups



Supplemental Nutrition Assistance Program



SNAP provides nutrition assistance to eligible, low-income individuals and households via a monthly benefit on an Electronic Benefits Transfer (EBT) card, similar to a debit card, which can be used at authorized retailer stores to purchase food. SNAP is the largest Federal nutrition assistance program.



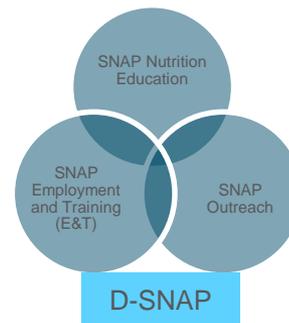
FNS Focus on Three Key Areas

- **Self-sufficiency** – Ensuring that people who can work are able to succeed in the labor market and ultimately reduce their need for nutrition assistance
- **Integrity** – Ensuring waste, fraud, or abuse doesn't undermine SNAP's mission
- **Customer Service** – Ensuring that SNAP serves participants, States, and all stakeholders well



Supplemental Nutrition Assistance Program

Programs within SNAP



Purpose of SNAP Employment & Training

To assist members of SNAP households in gaining skills training, work, or experience that will increase their ability to obtain regular employment.

Section 6 (d)(4) of the Food

and Nutrition Act

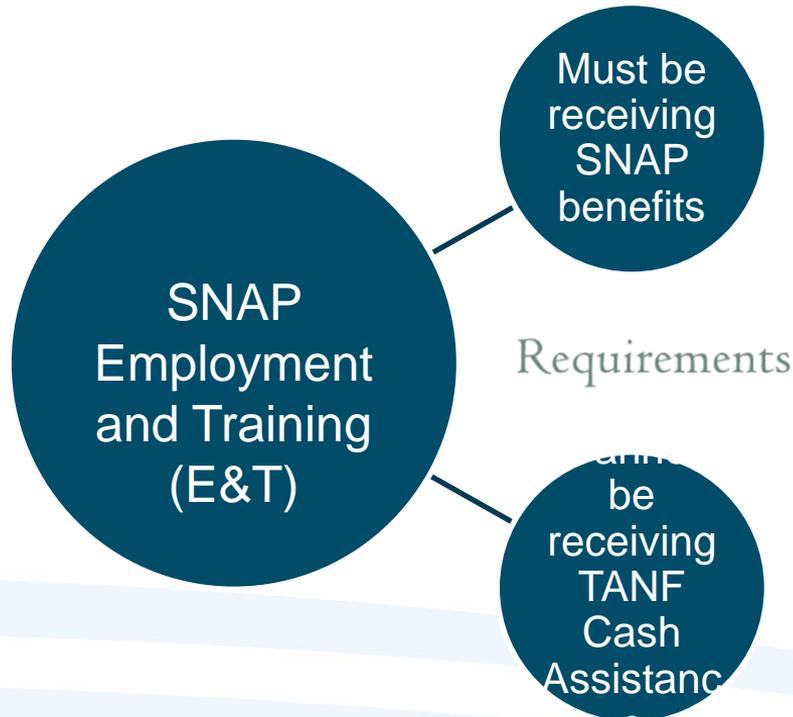


FNS Goals for SNAP E&T

- Applying best practices to help move SNAP participants toward economic self-sufficiency
- Developing effective, employer-driven programs
- Increasing capacity at national, State, and local levels



SNAP Employment and Training



Opportunities Offered Through SNAP E&T

COMPONENTS

SupervJob Search

Job Search Training

Work Experience

On-the-Job Training

Education

Self-Employment

Job Retention

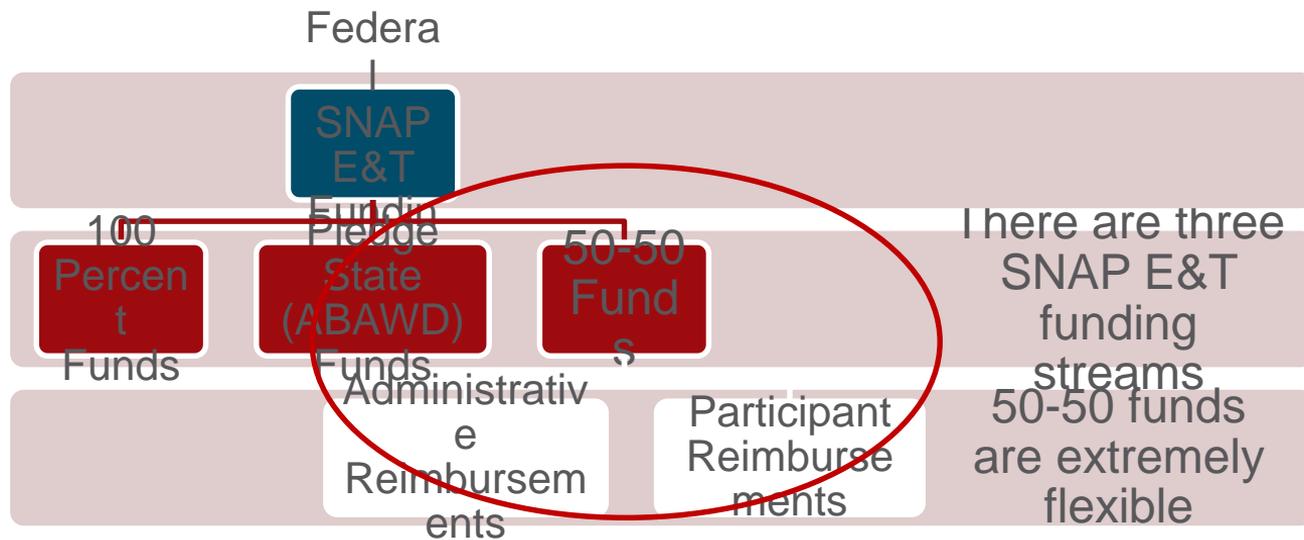
SNAP E&T Programs within States

Different in
Each State

- Programs Offered
- Mandatory versus Voluntary
- Geographical areas Covered



Structure of Federal SNAP E&T Funding



E&T Funding

- ET100% Funding (formula based)
- 50% Reimbursement Funds
(Program Administration and Participant Reimbursements)
 - Non-Federal
 - Non-Federally Matched
 - CDBG Funds only Exception



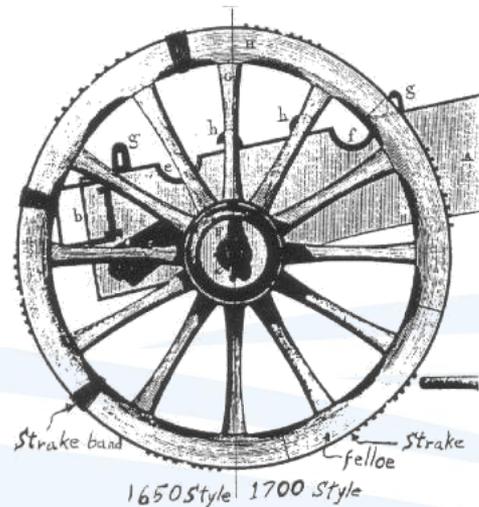
50-50 Reimbursement Funds

- Click to edit Master text s
 - Second level
 - Third level
 - Fourth level
 - » Fifth level



Third Party Partnerships

- Existing program sustainability
- Criteria
 - Services (Demand Driven + Industry Recognized Credentials)
 - Population
 - Non-Federal Resources
 - Outcomes
- States' Agenda/Vision



SNAP E&T Third Party Partners



Advanced Manufacturing
New Century Careers
Pittsburgh, PA

Brick Masonry

Trade Institute of Pittsburgh
Pittsburgh, PA



SNAP E&T Third Party Partners

Culinary Arts

Food Bank of Delaware

Newark, DE

Culinary Arts

DC Central Kitchen

Washington, DC

Regional E&T Program Analysts

WRO – Brian Solomon

brian.solomon@fns.usda.gov

Alaska • American Samoa • Arizona • California • Guam • Hawaii • Idaho • Nevada • Oregon • Trust Territories • Oregon

SWRO – Jason Turner

jason.turner@fns.usda.gov

Arkansas • Louisiana • New Mexico • Oklahoma • Texas

MPRO - Josh McDaniel

joshua.mcdaniel@usda.gov

Colorado • Iowa • Kansas • Missouri • Montana • Nebraska • N. Dakota • S. Dakota • Utah • Wyoming

MWRO – Ray Prendergast

raymond.prendergast@fns.usda.gov

Illinois • Indiana • Michigan • Minnesota • Ohio • Wisconsin

SERO – Nick Espinosa

nick.espinosa@fns.usda.gov

Alabama • Florida • Georgia • Kentucky • Mississippi • North Carolina • South Carolina • Tennessee

MARO – Derrick Dolphin

derrick.dolphin@fns.usda.gov

Delaware • District of Columbia • Maryland • New Jersey • Pennsylvania • Virginia • Virgin Islands • West Virginia

NERO – Christine Ruonieri



Questions?

Employment & Training

Derrick Dolphin

USDA/FNS E&T Analyst

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609.259.5165

Other Topics

Kara Motosicky

USDA/FNS Public Affairs Specialist

kara.motosicky@usda.gov

609.259.5089



All About NASS and You!

Providing useful agricultural data to help you work smarter.



United States Department of Agriculture
National Agricultural Statistics Service

Welcome!

Who is NASS?

*As the statistical agency for USDA,
NASS provides **useful agricultural data** to
help you work smarter.*



United States Department of Agriculture
National Agricultural Statistics Service



Our History

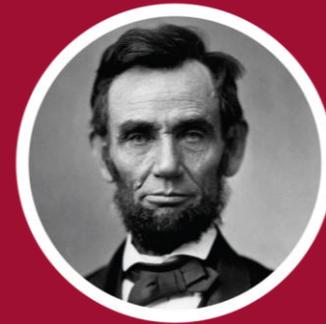
First Agricultural Statistician

- George Washington (August 1791)
- 8 survey questions to 5 states
- Focused on land values, prices, yields



The Birth of USDA

- Established by Lincoln (1862)
- Intended for information gathering
- First crop report: July 1863



United States Department of Agriculture
National Agricultural Statistics Service



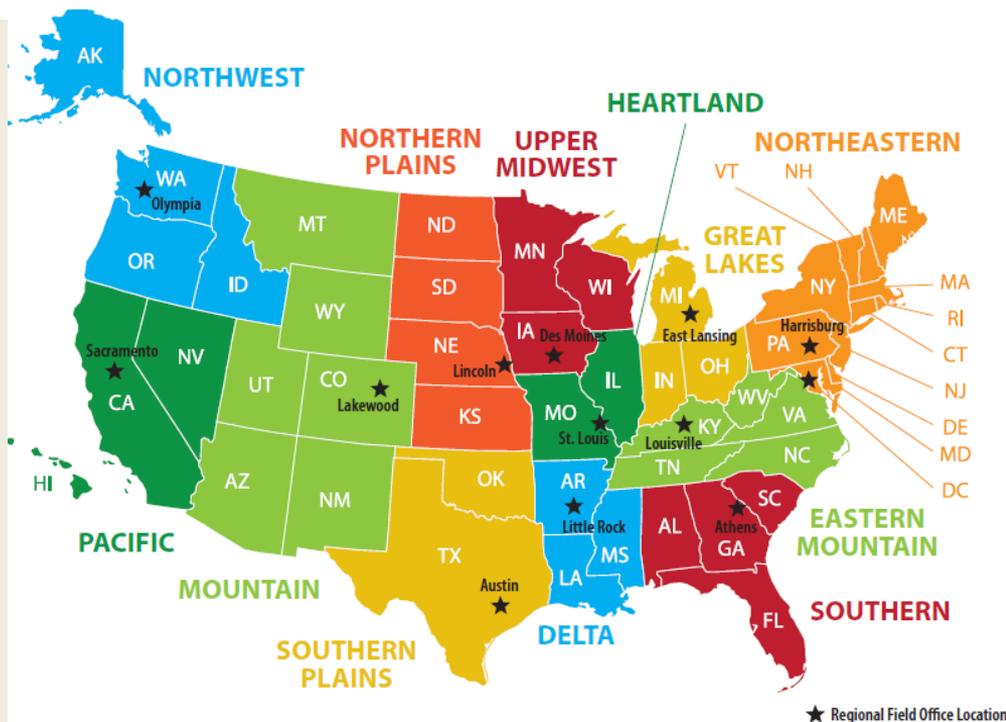
Our History

Introduction of NASS

- Established in 1863
- Named the “Division of Statistics”
- First report on crop conditions

NASS Today

- More than 900 personnel
- Serving all 50 states and Puerto Rico
- Centralized data collection and processing



United States Department of Agriculture
National Agricultural Statistics Service



Our Mission and Values

To provide timely, accurate, and useful statistics in service to U.S. agriculture.

Our Core Values:

- Policy relevance
- Objectivity
- Credibility
- Trust
- Commitment



United States Department of Agriculture
National Agricultural Statistics Service



What We Do...

- Collect, assemble, process, and disseminate U.S. agricultural data
- Conduct hundreds of national, regional, state, and local surveys
- Conduct detailed agricultural census every 5 years
- Publish hundreds of national reports annually
- Partner with state ag departments, universities, and others
- Conduct research to advance statistical science



United States Department of Agriculture
National Agricultural Statistics Service



What We Do Not Do...

We do not...

- Set policy
- Regulate activities
- Permit influence
- Disclose individual reports
- Favor any group above others



United States Department of Agriculture
National Agricultural Statistics Service



Who Do We Serve?



Farmers and
Ranchers



United States Department of Agriculture
National Agricultural Statistics Service



Who Do We Serve?

Data Users



United States Department of Agriculture
National Agricultural Statistics Service



Helping You Work Smarter

*Working smarter
means you are
able to...*

- Use reliable facts and figures to...
- Make well-informed decisions that...
- Eliminate guesswork, reduce risk, and improve profitability.



United States Department of Agriculture
National Agricultural Statistics Service



You Can Rely on NASS Data To...

- Determine productivity and yields
- Track trends
- Set prices
- Improve operational efficiencies
- Reduce risk
- Negotiate cash rents
- Identify trends, best practices, and patterns
- Analyze consumer demand



United States Department of Agriculture
National Agricultural Statistics Service



Rely on Manufacturers Who Use NASS Data

*Manufacturers use
our data to work
smarter!*

- Identify market opportunities
- Predict demand
- Determine supply needs and inventories
- Develop new equipment and tools
- Improve existing products and services
- Develop software / apps to advance farming
- Improve their ability to serve you better



United States Department of Agriculture
National Agricultural Statistics Service



Rely on Agencies Who Use NASS Data

Other USDA agencies use our data to work smarter!

- RMA uses our data to:
 - Provide services, such as crop insurance
- FSA uses our data to:
 - Make market assessments
 - Validate economic opportunities



United States Department of Agriculture
National Agricultural Statistics Service



Your Participation Matters



NASS data help to:

- Indicate the health and well-being of your community
- Tell your story
- Tell the story of millions who have come before you

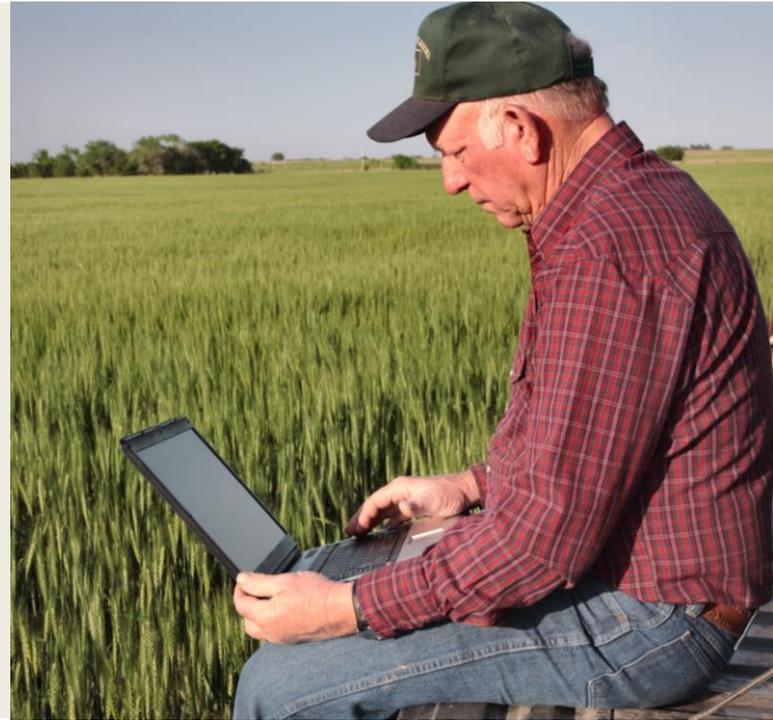


United States Department of Agriculture
National Agricultural Statistics Service



Without Your Participation...

- Government leaders can't access local data
- Businesses can't determine the right product mix
- USDA can't prepare for and respond to crises
- Researchers can't advance studies or solve real-world problems.



United States Department of Agriculture
National Agricultural Statistics Service



Working Smarter Begins By . . .

- Participating in our surveys
- Using products and services that rely on our data
- Making well-informed decisions to eliminate guesswork, reduce risk, and improve profitability



United States Department of Agriculture
National Agricultural Statistics Service



Our Commitment to You. . .

We are committed to providing *useful agricultural data* to help you work smarter.

Let us know how we can help.

Please contact us @:

- Phone: 717-787-3904
- Email: nassrfoner@usda.gov
- Web: www.nass.usda.gov



United States Department of Agriculture
National Agricultural Statistics Service





U.S. Small Business
Administration

The SBA in Your Community

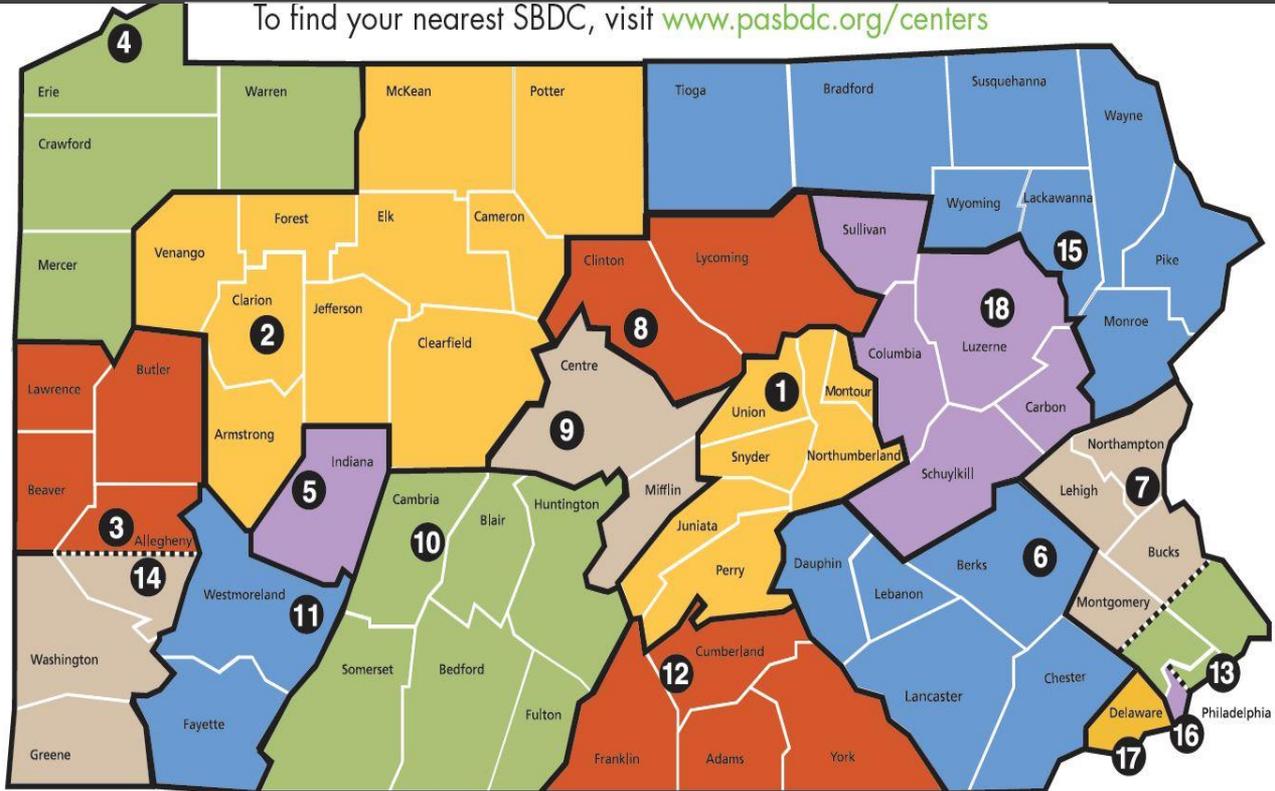
- **Services provided:**
 - Starting: Counseling**
 - Grow: Capital Access**
 - Expand: Contracting**
 - Recover: Disaster Assistance**

Counseling

- **Free counseling and low-cost training**
- **Resource partners:**
 - **Small Business Development Centers**
 - **SCORE – Counselors to America’s Small Businesses**
 - **Women’s Business Centers**
 - **Veterans Business Outreach Centers**

PA SBDC NETWORK

To find your nearest SBDC, visit www.pasbdc.org/centers



Pennsylvania SCORE Locations

- Berks Schuylkill SCORE
- Bucks County SCORE
- Central PA SCORE Chapter 0618
- Lancaster-Lebanon SCORE
- Lehigh Valley SCORE
- Montgomery County, PA
- Northeast Pennsylvania SCORE
- Northwest Pennsylvania SCORE
- Pittsburgh SCORE
- SCORE Chester and Delaware Counties
- SCORE Philadelphia
- SCORE TriCounty
- Susquehanna SCORE
- Westmoreland Co SCORE

Women's Business Centers

WBC's provide free to low cost counseling and training and focus on women who want to start, grow and expand their small business. Each center tailors its services to help you navigate the challenges women often face when starting or growing a business.

- Chatham University WBC**
- Women's Business Enterprise Center East**
- Women's Business Center at ASSETS**

Grow Through Capital Access

- **Whether you need a few thousand or a few million we've got you covered.**
 - **Microloans**
 - **The 7(a) Loan Program**
 - **The 504 Loan Program**

Lender Match Program

- **Online Referral tool**
- **Matches borrowers with lenders**
- **Borrowers receive a decision/notification within 48 hours**
- **www.sba.gov/lendermatch**

Expand Through Contracting

SBA has several programs to help socially and economically disadvantaged small business owners compete in the marketplace:

- **8(a) Business-Development program**
- **HUBZone**
- **Women Owned Small Business**
- **Service Disabled Veterans Owned SB**



U.S. Small Business
Administration

**For more information:
www.sba.gov**

Centers of Community Prosperity



USDA Office of Partnerships & Public Engagement



KEYSTONE COMMUNITIES PROGRAM .. AND MORE!

November 22, 2019
Community Prosperity
Training Summit

Marita J. Kelley, MPA, Director
Central Office Region
Dept. of Community and Economic Dev.

Community/Federal Partner Perspective: The Northeast Regional Center for Rural Development

Stephan J. Goetz, Ph.D., Director

University Park, PA, November 22, 2019

Funding under USDA NIFA grant no. 2018-51150-28696, The Northeast Research Association and Penn State's College of Agricultural Sciences is gratefully acknowledged



PennState
College of Agricultural Sciences



Northeastern Regional Association of State Agricultural Experiment Station Directors



United States
Department of
Agriculture

National Institute
of Food and
Agriculture



About the Northeast Center at PSU

- One of four RRDCs established in the Rural Development Act of 1972 (Title V)
- Receive Congressional funding through the National Institute of Food and Agriculture (USDA), NERA and PSU-CAS
- Report to land grant university extension and research leadership
- Link local programs to regional and national initiatives, and vice versa: *collaboration and network development*





Working across agencies

NIFA
AMS
FSA
OPPE
SBIR
Forest
Service



Rural America Counts:
Rural Prosperity Taskforce

Image: <http://esheninger.blogspot.com>



Example of Recent Impact

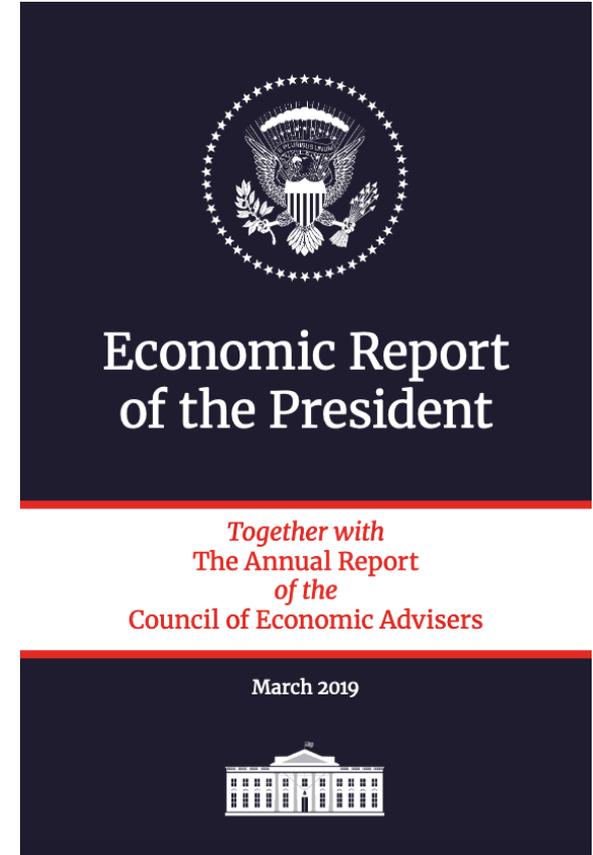
NE Center's research cited in *U.S. President's 2019 Economic Report* (Council of Economic Advisors):

“We found your research to be insightful and critical to the completion of the 2019 Economic Report of the President.”

email from CEA Chair K. Hassett

March 19, 2019

- How rural counties get reclassified as suburban and urban over time
- The importance of rural entrepreneurship and self-employment





NERCRD 2019 *Areas of Emphasis: Overview*

**Economic
Development,
including
Innovation and
Resilience**

**Food Systems
and Agriculture**

**Behavioral
Health**



Innovation

- More prevalent and more widespread than captured in NSF-type indicators
- INC5000 Magazine fastest-growing firms
- Rural innovation clusters... e.g., Pennsylvania Wilds (local leadership is key)
 - Agricultural clusters
- Many groups across the nation are trying to understand
- Book project underway (C. French, UNH) on *Redefining Rural Innovation*

Innovation Issues
A research brief series that examine innovation in rural businesses and communities



Research Brief No. 2019-1

Innovation, Broadly Measured, and Its Effects on Business and Community Economic Health

A summary of "Firm and Regional Economic Outcomes Associated with a New, Broad Measure of Business Innovation," by Brian Whitacre^a, Devon Meadowcroft^b, and Roberto Gallardo^c, *Entrepreneurship and Regional Development* June 2019, 1–23.
<https://doi.org/10.1080/08985626.2019.1630486>.

What's the Issue?
Innovation has long been recognized for its importance to business success. However, little data exists on the innovation activity of businesses in the U.S.¹ Thus, research on domestic innovation has traditionally been limited to large firms, and tends to focus on their research and development (R&D) expenditures and patent applications. Yet, smaller and rural businesses innovate in ways that are often missed by traditional measures of innovation and, as a result, little is known about their innovation activity. Knowing more about their innovativeness and the impacts of their innovation activities may help policy makers develop policies that are tailored to small and rural business's potentially unique needs.

Key Takeaways

- Using a broad definition of innovation allows researchers to compare the innovation activity of businesses across different industries and locations, including rural and urban.
- Innovation, even when defined broadly, is positively associated with economic benefits at both the business and the regional level.
- Therefore, future policies should promote innovation activities that are included in the broader measure of innovation described here.

Research Objectives
Using data from the Rural Establishment Innovation Survey (see page 2), the researchers developed a new measure of innovation that captures a broader range of activities than patent applications or R&D expenditures. Then, using this new measure of innovation, they wanted to determine the business-level and region-level economic impacts of innovation.

^a Department of Agricultural Economics, Oklahoma State University, Stillwater, OK.
^b Northwest Regional Center for Rural Development, Penn State University, University Park, PA. This work was completed while Dr. Meadowcroft was at the Department of Agricultural Economics at Oklahoma State University, Stillwater, OK.
^c Purdue Center for Regional Development, Purdue University, West Lafayette, IN.

¹ We use the terms business, firm, and establishment interchangeably.

(Continued on next page.)



Resilience (Appalachian Regional Commission project)

- Practitioner's Handbook (54pp); Detailed Technical Report (148pp)
- Key findings: resilience associated with...
 - Business density, labor force participation, food sector, college educated, age 25-45 year old cohort, local recreational economy; self-employment (up to a point)

Seven common strategies adopted by counties with higher resilience scores:

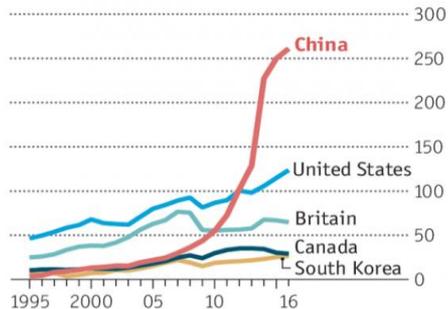
- Invest in education, technology, infrastructure and broadband.
- Engage the community over the long term.
- Grow youth engagement and next-generation leadership.
- Identify and grow the assets in the community and region.
- Build networks and foster collaboration.
- Move multiple sectors forward for economic development and grow value chains.
- Cultivate entrepreneurs and develop resources for business startups.

- Growth in recreation value-added has been double that of U.S. GDP in 3 of last 4 years (BEA 2018): \$373.7 bn. total in 2016
- About twice the value of farming, forestry and fisheries

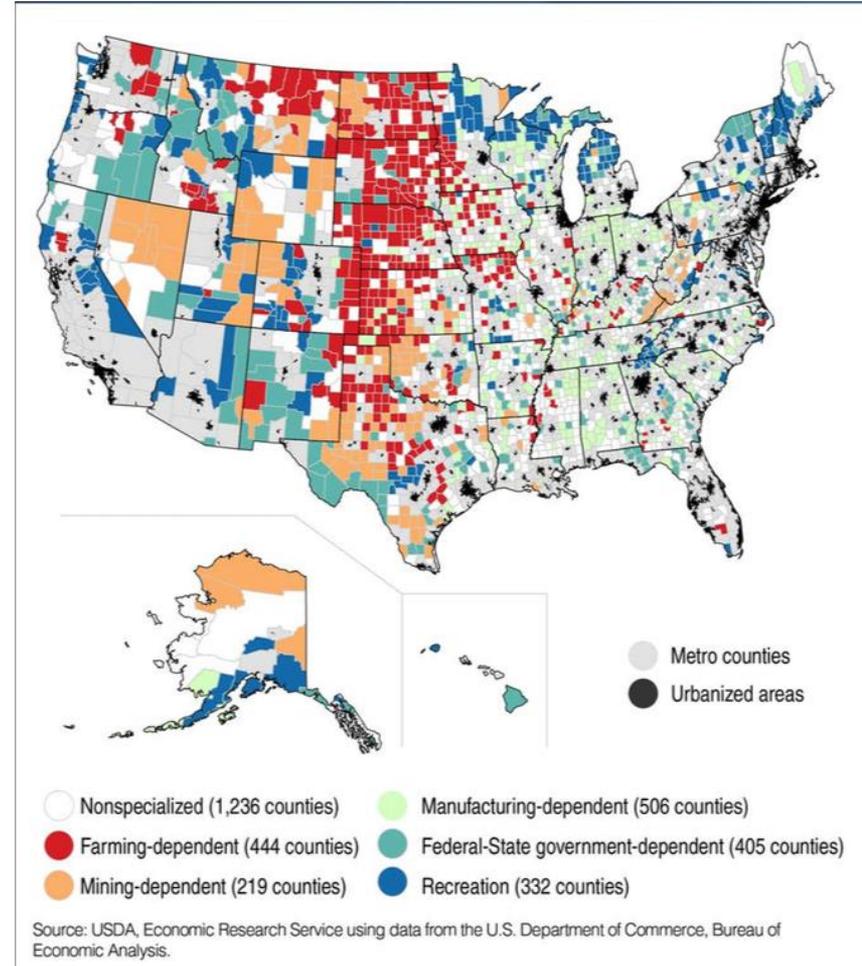
*The Economist, 2018

Let them go

Outbound tourism spending, \$bn



Source: UNWTO





Managing the Tourism Boom



Partners:

- US Travel Assoc. (private)
- Rural Development (WV)
- National Park Service
- USDA Forest Service
- Land Grant Universities

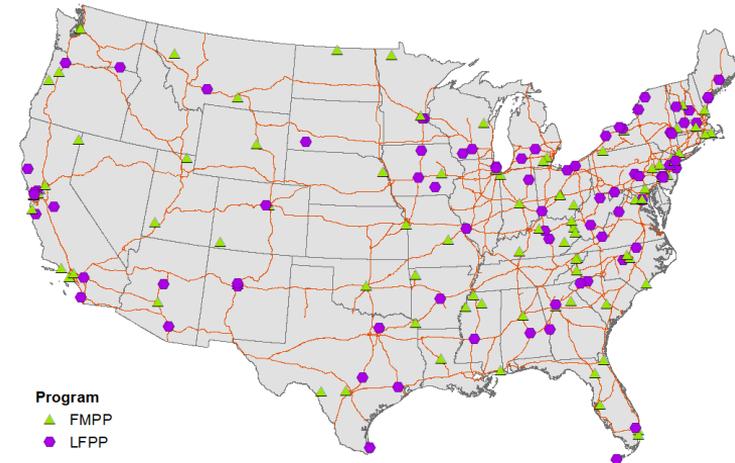


Marketing Hometown America



Food Systems: Local Foods, Farmers Markets

- Technical Assistance Nationwide-program...
 - Enduring collaboration networks
 - Also SBIR training
 - Supports local innovation!
- Food hub location research: population thresholds
- Determinants of grocery store locations in rural areas (*Food Policy*)
- Cross-county supply chains; interdependence
- Network analysis of farmer groups: Training Manual (MD, DE, TN and PA)





Opioids crisis, farm financial crisis

- Have found long-lasting effects of presidentially-declared natural disasters on opioids mortality
- Impact of farm financial crises
- Working with Farm Services Agency on extension educator training (NCRCRD); also:
 - Community-based organizations
 - Hospital emergency rooms
 - Help lines
- New research on role of workplace injury in opioids addiction (poster to be presented in Harrisburg, PA by D. Meadowcroft)



James Fallows: “...11 signs a small town will succeed”

- They have a go-to person who knows how to gets things done
- “*Real*” public-private partnerships
- People know the local civic story
- They have a downtown
- They are near a research university(!)

And...

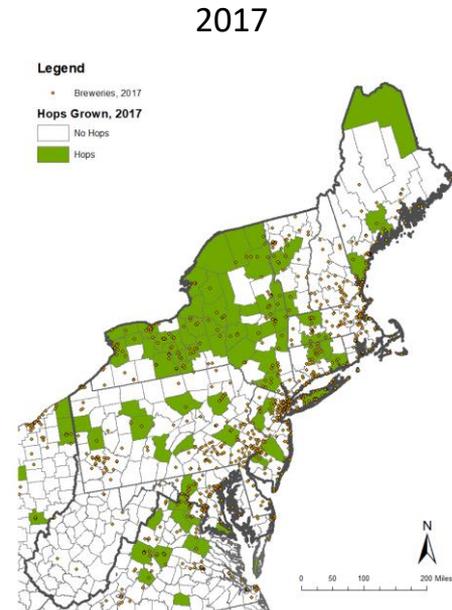
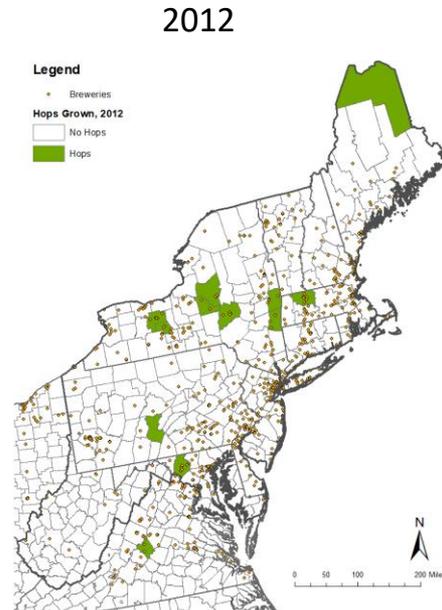


James Fallows: “...11 signs a small town will succeed”

- They have a go-to person who knows how to gets things done
- “Real” public-private partnerships
- People know the local civic story
- They have a downtown
- They are near a research university(!)

And...

- One or more local breweries
- Link breweries – innovation?





Thank you for your attention!

sgoetz@psu.edu

<http://nercrd.psu.edu>



NERCRD 2019 *Areas of Emphasis: Overview*

Economic Development, including Innovation and Resilience

- Innovation & entrepreneurship (Wojan, NSF; Devon M., Anne P.)
- Economic resilience (ARC, WVU)
- *Tourism* (Arbogast, Eades, WVU; Vermont int'l conference, Chase)
- Ag. Clustering (Gottlieb, Rutgers)
- Farm survival (Z. Tian)
- Intergenerational programs; role of aging population (M. Kaplan)

Food Systems and Agriculture

- Beer/Wine, hops, hemp
- Agritourism (C. Schmidt)
- Population thresholds for Hubs
- Visualizing supply chains, rural-urban linkages; FS resilience
- Ecosystem goods and services (NEED-NERA conference)
- Nutrient density of NE food
- *AMSTA Phase II?* (S. Rocker)

Behavioral Health

- Life expectancy (L. Dobis; Stephens, WVU, Skidmore, NCRCD)
- Opioids addiction, including lingering effects of disasters; role of occupational risks (Devon M.)
- Happiness and creativity, and innovation
- Farmers' mental health

Centers of Community Prosperity



USDA Office of Partnerships & Public Engagement



Wayne Tomorrow!
Wayne County PA

Community Prosperity Summit
November 22, 2109

Cultivating a Vibrant Future

What is *Wayne Tomorrow*?

Wayne Tomorrow! is a collaborative, systematic approach to development based on a shared vision and strategic actions.

Ok, so what does that mean?

A collaborative, systematic approach means that many partners are involved, connected, and participating in a defined manner.

A shared vision means that the participants spent several years assessing the County and developed a strategic plan based on that assessment and shared development goals.

Strategic actions are the activities or tactics that have been identified within the strategic plan to help the initiative achieve identified goals.

What fostered *Wayne Tomorrow*?

- County leadership – open to new ideas and change.
- The need to overcome the polarizing effects of Marcellus Shale and to realize, together, other economic opportunities
- The desire of multiple organizations to work on joint projects for the common good.
- The need for a resilient and sustainable economy - Is the status quo good enough?

Community Challenges:

Need to cultivate internal resources – both talent and financial.

- Only county in Pennsylvania that does not have at least one of the following: a Career & Technology Center, Community College, or four-year degree higher education institution.
- Lack of traditional economic generators, such a strong industrial base, large corporations or high education institutions.
- Located in the Marcellus Shale region; however, Wayne County is unable to realize the economic opportunities of this activity.

Need to improve access to affordable, high-speed broadband

- Wayne County has longest north-south span in the Commonwealth, creating challenges for connectivity with our outlying areas.
- Many areas of the County are either unserved or underserved.

Addressing Community Challenges:

Need to cultivate internal resources – both talent and financial.

- Completed ARC-funded study to develop new Community Investment Model.
- Created Talent & Resource Development Task Force.
- Hired Community Network Specialist (staff initiative).
- Created Wayne Tomorrow Fund (Wayne County Community Foundation).
- Conducting Banker's Luncheon series (connect to business development activities)
- Wayne County Economic Growth Fund (local grants for business development).

Need to improve access to affordable, high-speed broadband

- County committed to provide cash match ARC grant application for broadband expansion project
- County engaged consulting firm to provide project management for broadband expansion project.
- Southern Wayne Broadband Expansion project will be complete in December.
- www.waynetomorrow.com – internal and external communication tool.

What Makes WT! Unique & Different?

- A rural county willing to invest in itself without the capacity and resources afforded by higher education and traditional economic engines.
- Forward-thinking/strategic/integrated amongst diverse partners including Government, Education, Economic Development
- Commitment, Trust and collaboration by leveraging resources, partnering for grant submissions and working as equals on projects that inter-relate within the ecosystem.
- Has Guiding Principles for future development.
- Small enough and forward thinking to foster collaboration.

Therefore . . .

- *Wayne Tomorrow!* is basically a new way of operating within the County in which many, diverse organizations are working together to support programs and projects that ultimately strengthen our County.
- By working together within our roles, we are essentially operating as an economic ecosystem.

WT! Operational Model -- A Functioning Ecosystem



- The term “Ecosystem” means having all the elements needed to live and function.
- Each of the circles represents an element of the systematic approach to development.
- Every project or initiative is considered in terms of these elements.
- Organizations within the County have a role relative to the elements. For example, the Libraries impact **Quality of Life & Place**, and also have some influence in **Talent Development**, and **Business, Innovation & Entrepreneurial Support**.
- By taking into consideration all of the elements, the roles each organization plays, and working in a collaborative manner, we fit the model of a functional economic ecosystem.

Wayne Tomorrow! The Collaboration And Action Phase

**Task Forces -
2019**

Task Forces focus on certain aspects of the County.

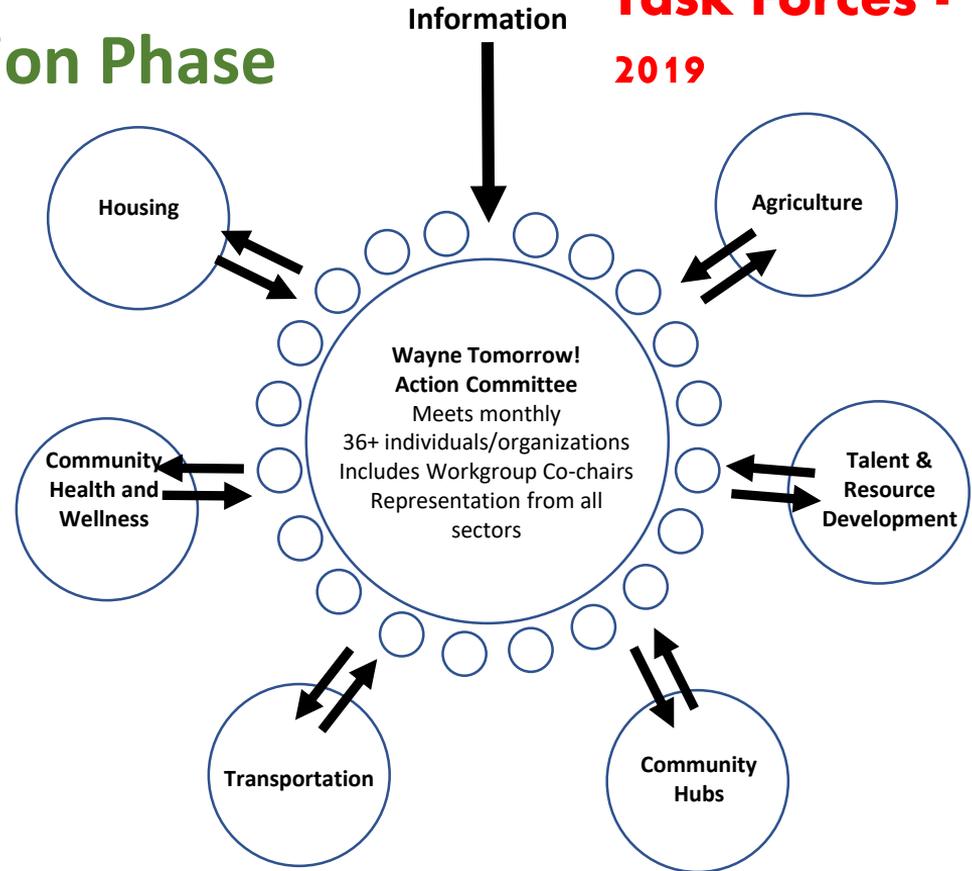
Task Force co-chairs report to the Action Committee, which meets monthly.

We strive to have all ages and interests represented on the Action Committee.

The Action Committee serves as the “integrator”.

Information, activities, challenges and barriers are brought to the Action Committee and addressed collaboratively.

All activity is viewed as being part of the “whole”the ecosystem.



Successes:

- The Stourbridge Project (co-working space and business Incubator)
- Park Street Kitchen - transitional employment, kitchen incubator
- Ag Planning/School Curriculums/Cooperative Extension staff
- Two-County Food Pantry
- Recreation Guide
- Rails & Trails Feasibility Study
- Milk Processing Plant Feasibility Study
- *and more...*

To Find out more.....

Visit our Website

www.WayneTomorrow.com

Follow us on Social Media

Facebook/Wayne Tomorrow

Twitter @WayneTomorrow

Instagram _WayneTomorrow



Thank You!

Wayne County Commissioners

Brian Smith, Chair, BSmith@waynecountypa.gov

Wendell Kay, WKay@waynecountypa.gov

Joseph Adams, JWAdams@waynecountypa.gov

Vicky Botjer, Chief Clerk, VBotjer@waynecountypa.gov

Kim Rickard, Community Network Specialist, KRickard@waynecountypa.gov

RURAL AMERICA

GREGG TOWNSHIP

Challenges and Solutions



CHALLENGES



DECLINE IN FARMING



INCREASE IN EXPECTATION



LACK OF RESOURCES

FROM FARM TO SUBDIVISION



Century Estates

Reserve Your Lot Now

Lot 1	11.00 Ac	Available
Lot 2	15.16 Ac	Available
Lot 3	15.29 Ac	Available
Lot 4	18.25 Ac	Available
Lot 5	19.00 Ac	Available
Lot 6	17.80 Ac	Available
Lot 7	17.76 Ac	Available
Lot 8	17.82 Ac	Available
Lot 9	17.94 Ac	Available

RE/MAX CENTRE REALTY

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814-231-8200

scott@SYocum.com



Increase in Expected Services

ROAD INFRASTRUCTURE



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EMERGENCY SERVICES



UNFUNDED MANDATES



LACK OF RESOURCES



FUNDING



TECHNICAL SUPPORT



COMPETITION

WHAT CAN WE DO ABOUT THE ISSUES?



AWARENESS

Discussions on a local, regional, and national level about the issues facing rural communities.



EDUCATION

Provide and promote educational resources specific to small, rural communities.



SUPPORT

Increase funding opportunities for small, rural communities.



ADVOCACY

With awareness, education, and support, rural communities will have a stronger voice at all levels of government.

THANK YOU!



"How wonderful is it that nobody need wait a single moment before starting to improve the world."

-ANNE FRANK



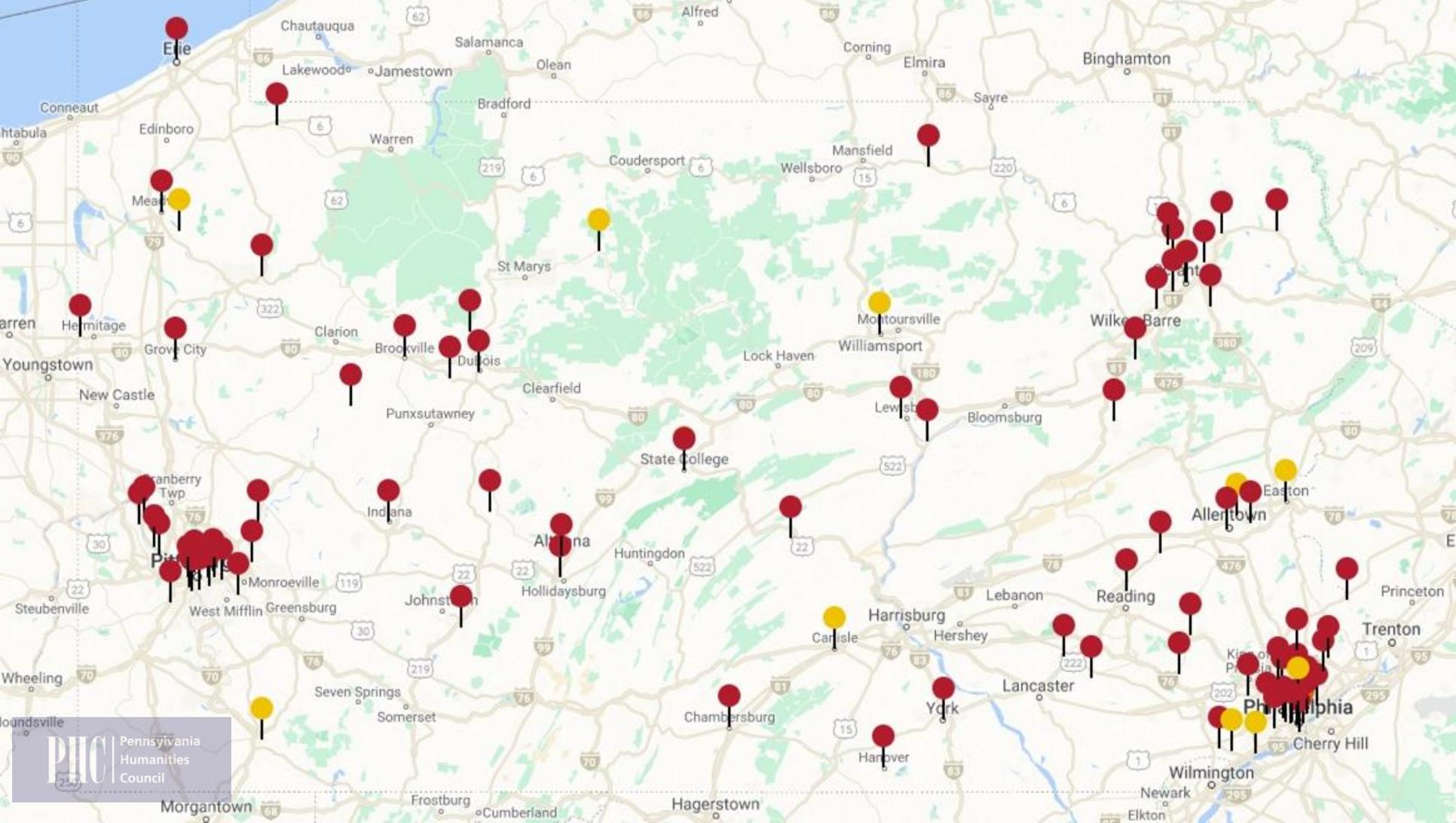
Centers of Community Prosperity



USDA Office of Partnerships & Public Engagement

PHC

**Pennsylvania
Humanities
Council**



PHC Pennsylvania Humanities Council

PHC's Impact

- PHC and our partners produced **469 programs** and events that reached **105,469 people** in 2018.
- Chester Made, PHC's arts-based revitalization program, has done over **170 programs** reaching over **20,000 people** so far.
- PHC's Heart & Soul communities have directly engaged more than **17,000 residents** and collected **over 3,100 stories** to date.
- **90%** of PHC programs took place in small cities and rural towns.
- Since 2010, PHC's Teen Reading Lounge program reached youth through nearly **100** libraries and afterschool sites across the state.
- PHC is a voice for the thousands of nonprofit arts & cultural organizations across Pennsylvania which collectively produce a **\$3.4 billion impact** on the state's economy.



Williamsport, PA



BF Jones Memorial Library (Aliquippa, PA)



Chester Made "Walk Tall" stilt making workshop



Tarot Bean Roasting Co. (Meadville, PA)



Community Garden (Williamsport, PA)



Mt. Tabor A.M.E. Church (Mount Holly, PA)



Harriet Gumby (Mount Holly, PA)

Recent Awards

- **Greater Carlisle Heart & Soul**
 - American Association for State and Local History (AASLH) Leadership in History 2019 Award of Excellence
 - Chairman's Award at 2019 PA Historic Preservation Awards (PA Statewide Conference on Heritage)
- **My Meadville**
 - Honorable mention in the local category from 2019 Civvy Awards (national)
 - American Planning Association award in 2018 (PA Chapter)



Greater Carlisle Heart & Soul Team



Upper Chichester Heart & Soul Event



Cameron County Project ballooning event

Five Ways *Community Heart & Soul*™ Transforms Towns

1.

New leaders and volunteers emerge.

Outreach and engagement efforts initiated through Heart & Soul help to reconnect residents and brings new leaders to the table.



Williamsport residents came together at a large community summit to prioritize projects for their "action plan."

2.

Trust is built.

A shared love of place strengthens bonds as neighbors are drawn together for a common cause.



In Upper Chichester, residents began new conversations with each other which built bridges between neighborhoods through the Heart & Soul process.

3.

Downtowns are energized.

A thriving Main Street is a goal for nearly every community and Heart & Soul helps find new opportunities that lead to transformation.



Meadville's Heart & Soul team brought new business to their downtown and inspired the creation of a youth organization that painted a public mural.

4.

Pride is celebrated.

Heart & Soul identifies and celebrates local assets, enhancing a community's existing sense of pride.



Volunteers lined the main roads of Cameron County with green balloons as residents proudly embraced Heart & Soul coming to their community, adopting the hashtag #CamCoProud.

5.

History & culture are honored.

When residents tell their stories, the rich history of a community can be appreciated, rediscovered, and uncovered.



A resident's story captured by a Greater Carlisle Heart & Soul volunteer led to the re-discovery of an historic African American church and cemetery, rallying the community together to preserve it.



Become a Center of Faith and Opportunity

https://msudafvm.co1.qualtrics.com/jfe/form/SV_3CPN4ZzqzEGCHoF