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SRDC ITEMS OF INTEREST

Community Development Training Kicks Off in Two Weeks

Understanding how communities work is vital to all Extension programming whether the focus is agriculture, natural resources, 4-H youth development, family and consumer sciences, or community development. The upcoming Understanding Communities and Their Dynamics training, hosted by the Regional Rural Development Centers, provides participants the tools needed to make their Extension programming more impactful. Offered as a Web-based distance education program, the Level I Foundations of Practice in Community Development, beginning September 29, is conveniently provided to you in your office, meeting room, or home. Slots are filling up, so register soon at <http://srdc.msstate.edu/fop/> before the sessions reach capacity.

New Round of e-Commerce Mini-Grants Available

The Southern Rural Development Center is pleased to announce the continuation of its initiative to foster implementation of one of its new e-commerce curricula. U.S. Land-Grant Extension educators or teams are invited to submit proposals outlining how they propose to implement one of the FOUR new e-commerce educational curricula that the SRDC is scheduled to release by this fall as part of the National e-Commerce Extension Initiative. The maximum amount allowed for any proposal is \$3,000. Interested parties are encouraged to participate in the Fall 2009 e-Commerce Webinar Series. To view the call for proposal and learn more about the National e-Commerce Extension Initiative, visit <http://srdc.msstate.edu/ecommerce>.

SRDC Announces Fall 2009 National e-Commerce Webinar Series

Serving entrepreneurs, educators and community leaders, the fall 2009 e-Commerce Webinar Series will cover a host of topics from computer and e-commerce basics to marketing food products to promoting Hispanic owned businesses online. This valuable series is hosted by the Southern Rural Development Center and is co-sponsored by the eXtension "Entrepreneurs and Their Communities" team. To hear from the authors and learn exciting information about e-commerce, check out the Webinars on the following dates:

Marketing Food Specialty Products Online

September 29, 2009 2-3 p.m.

Dr. Shannon Turner

Web site Basics:

A Primer for Hispanic Small Businesses

October 6, 2009 2-3 p.m.

Dr. Brian Whitacre

A Beginner's Guide to e-Commerce: Easy Tools for Profit

October 20, 2009 2-3 p.m.

Dr. Kimball Marshall

e-Tailing

October 27, 2009 2-3 p.m.

Dr. Julie Sexton

More information about these Webinars and the National e-Commerce Extension Initiative can be found at <http://srdc.msstate.edu/ecommerce>.

The Towns That Build Entrepreneurs

There is no doubt that entrepreneurs are important for rural areas. But there is more to successful entrepreneurship than just a person with a good idea and a sound work ethic. An encouraging and understanding community is also crucial. Without some type of support system or help to get them started, many potential business owners would not even consider the entrepreneurial path. To start searching for the answer to what communities can do to help entrepreneurs succeed, researchers Brian Whitacre and Lara Brooks looked at case studies, including some from a 2005 entrepreneurial listening sessions hosted by the Southern Rural Development Center, and they found the following four approaches that foster entrepreneurship in communities: (1) A Heavy Emphasis on Main Street, (2) Putting Aside Your Differences, (3) Focus on Your Assets, and (4) Diversify Yourself. To learn more about these approaches and their effects on communities, read the full article at

<http://www.dailyyonder.com/towns-build-entrepreneurs/2009/09/10/2337>.

2009 Sustainable Community Innovation Grants Proposals Due October 5

The *Sustainable Community Innovation Grants* program seeks projects that embrace and invest in local strategies intended to link farm and nonfarm economic development with agricultural and natural resource management. This partnership of the Southern Region Sustainable Agriculture Research and Education (SARE) Program and the Southern Rural Development Center (SRDC) encourages applications aimed to increase knowledge, build capacity, and make connections among on- and off-farm sustainable agriculture activities, economic and community development efforts, value-added activities, civic engagement, and local government policy. As outlined in the RFP, the SARE/SRDC partners remain interested in proposals that focus on entrepreneurship efforts and on value-added activities that build on the agricultural and nonagricultural assets of communities. These include efforts to establish entrepreneurial-friendly communities that help support and sustain value-added entrepreneurship endeavors. The proposals are due October 5, 2009. For more information, view the RFP at <http://www.southernsare.uga.edu/currentcalls/sci.doc>.

Managing in Tough Times Web site Provides Timely and Relevant Materials

Whether the target audience for your Extension educational programs is individuals/families, farm/ranch operators, communities, or youth, you likely are being asked to provide help to those affected by economic challenges. This new national Extension initiative, Managing in Tough Times (MiTT), is designed to help educators provide relevant, community-based educational programs across the nation to complement what is already available at www.extension.org. MiTTNet is a searchable directory of existing Extension programs and materials relevant to managing in tough times. It is organized by critical issues facing target audiences. For those interested community/economic development, check out the section of the Web site that showcases resources available under the “Community” heading. Learn more at <http://mittnet.extension.org/>.

OTHER ITEMS OF INTEREST

Community Development Society Issues Call for Abstracts for 2010 Conference

The Community Development Society/ International Association for Community Development conference provides opportunities for students, practitioners, researchers, and policymakers to share experiences, expertise, and/or research findings on innovative strategies to improve the process and practice of community development. The Program Planning Committee will accept abstracts for proposed presentations for the 2010 Conference in New Orleans, Louisiana. Abstracts involving partnerships between practitioners and academics are especially encouraged. For more information and the full call for abstracts, visit http://comm-dev.org/inside/index.php?option=com_content&view=article&id=63&Itemid=74

Publication Promotes Homegrown Responses to Economic Uncertainty in Rural America

Rural communities have been hard hit by the recession, but those that have approached economic development by looking inward to community strengths and existing resources are often faring better than those that attempt to lure companies to relocate by promising low wages and tax incentives. The latter can no longer compete in a global economy. This latest issue of *Rural Realities*, a publication of the Rural Sociological Society, highlights the potential of three homegrown approaches to rural economic revitalization: place-based development, economic gardening, and creativity and talent cultivation. Access *Rural Realities* at <http://ruralsociology.org/StaticContent/Publications/Ruralrealities/pubs/RuralRealities3-2.pdf>.

Rural Healthcare Analyzed in New ERS Report

Not only do rural households have higher rates of mortality, disability, and chronic disease than urban households, even after taking into account the different age distributions of the two populations, but they also have less access than urban households to affordable, nearby, high-quality health care. Reforming the U.S. health care system is high on the national policy agenda. Debate over U.S. health policy has focused on expanding health insurance coverage, improving the quality of health care, and reducing costs. Within this broader context, rural households confront special health care challenges due to their lower socioeconomic status, higher average

age, and greater geographic dispersal than the U.S. population as a whole. Rural households, on average, have less education and fewer financial resources, both of which are associated with lower health status. "Taking the Pulse of Rural Health Care" released by the Economic Research Service, looks at the challenges rural America faces in terms of health care. Learn more about the widening gap between urban and rural health care at <http://www.ers.usda.gov/Amberwaves/September09/Features/RuralHealth.htm>.

Internet Not Drastically Changing the Face of Civic Engagement

Political and civic involvement have long been dominated by those with high levels of income and education, leading some advocates to hope that Internet-based engagement might alter this pattern. However, the new report "The Internet and Civic Engagement" by the Pew Research Center's Internet & American Life Project shows that the Internet is not changing the fundamental socio-economic character of civic engagement in America. When it comes to online activities such as contributing money, contacting a government official or signing an online petition, the wealthy and well-educated continue to lead the way. However, there are hints that the new forms of civic engagement anchored in blogs and social networking sites could alter long-standing patterns with disproportionately young people, a group that is traditionally not politically active, posting material online about political or social issues or used a social networking site for some form of civic or political engagement. To read the full report, visit http://www.pewtrusts.org/news_room_detail.aspx?id=54907.

2009 KIDS COUNT Data Book Showcases the Well-Being of Children State by State

This year marks the 20th edition of the *KIDS COUNT Data Book*, the 20th time that the Annie E. Casey Foundation has amassed critically important data on the well-being of our nation's children and families into a single, easy-to-access volume that is now backed by an extensive online data system. At the national level, the principal activity of the initiative is the publication of the annual *KIDS COUNT Data Book*, which uses the best available data to measure the educational, social, economic, and physical well-being of children state by state. The Foundation also funds a national network of state-level KIDS COUNT projects that provide a more detailed, county-by-county picture of the condition of children. View the 2009 Data Book at <http://datacenter.kidscount.org/databook/2009/Default.aspx>.

ERS Report Projects Potential Baby Boomer Migration to Rural America

Members of the baby boom cohort, now 45-63 years old, are approaching a period in their lives when moves to rural and small-town destinations increase. An analysis of age-specific, net migration during the 1990s reveals extensive shifts in migration patterns as Americans move through different life-cycle stages. Assuming similar age patterns of migration, this report identifies the types of nonmetropolitan counties that are likely to experience the greatest surge in baby boom migration during 2000-20 and projects the likely impact on the size and distribution of retirement-age populations in destination counties. The analysis finds a significant increase in the propensity to migrate to nonmetro counties as people reach their fifties and sixties and projects a shift in migration among boomers toward more isolated settings, especially those with high natural and urban amenities and lower housing costs. If baby boomers follow past migration patterns, the nonmetro population age 55-75 will increase

by 30 percent between now and 2020. Access the full Economic Research Service report at <http://www.ers.usda.gov/Publications/ERR79/>.

***Rural Sociology* to Begin New Partnership and New Award in 2010**

The Rural Sociological Society will branch a new partnership with Wiley-Blackwell to publish *Rural Sociology*, the Society's professional journal. Published quarterly, this peer-reviewed journal is distributed worldwide. Scholarly articles are authored by rural sociologists, sociologists, anthropologists, geographers, economists, and other social scientists who study social, spatial, local, and global rural issues. This advantageous new partnership offers *RS* many benefits including significant global marketing and accessibility and a leading online submission and peer-review system, ScholarOne. As of September 14th, all new manuscripts should be submitted using ScholarOne at <http://mc.manuscriptcentral.com/rs>. Submissions, reviews, and correspondence are now performed online. In addition, the Rural Sociological Society will offer an annual \$1,000 award for the best scholarly article published in *RS*. The first award for articles published in 2010 will be presented at the Rural Sociological Society's 2011 meetings. To learn more about submitting to *Rural Sociology*, please visit the Rural Sociological Society's website at http://www.ruralsociology.org/index.php?L1=left_Home.php&L2=staticcontent/Publications/Ruralrealities/publications.php.

Call for Proposals for Latinas and Latinos in the South Conference

Latino Studies, in cooperation with the University of Alabama, invites proposals for a special issue on Latinas and Latinos in the U.S. South, with a general focus on inter-ethnic/inter-racial relations. The purpose of this special issue is to explore and highlight the growing social, political and cultural significance of Latinos in the region referred to as the Nuevo New South. Successful proposal writers will be invited to submit article-length papers and participate in a conference and workshop to be held at the University of Alabama in Tuscaloosa, on February 19-20, 2010. The aim of the proposed conference and special issue of the Journal is to examine historical and contemporary issues related to the experiences of the growing population of Latino/as in the Nuevo New South, and to explore the changing nature of racial and ethnic relations in the region, from a broad variety of theoretical and disciplinary perspectives. Please send proposals no longer than 5 pages by email attachment to Suzanne Oboler, Editor, *Latino Studies*, at latstu@jjay.cuny.edu. The deadline for submission is November 15, 2009.

FUNDING OPPORTUNITIES

SRDC's Grant Connections: Rural Development Funding Opportunities

http://srdc.msstate.edu/funding/grant_connections.html

The SRDC staff compiles Grant Connections primarily for the faculty of land-grant colleges and universities in the South to provide funding information in support of activities in agricultural economics, education, human sciences, rural sociology, youth development and other related disciplines

CONFERENCES AND TRAININGS

10th Annual National Outreach Scholarship Conference

September 28-30, 2009

Athens, Georgia

http://www.georgiacenter.uga.edu/conferences/outreach_conference/index.phtml

Foundations of Practice in Community Development

Understanding Communities and their Dynamics—A Distance Education Program

September 29-November 11, 2009

<http://srdc.msstate.edu/fop/levelone/index.html>

New Energy. New Jobs. New Opportunities for Appalachia.

An Appalachian Regional Commission Conference

October 26-28, 2009

Athens, Ohio

<http://guest.cvent.com/EVENTS/Info/Summary.aspx?e=a38ed6f8-6b0f-44b4-9cbd-2f39bac5cf80>

Latinas and Latinos in the U.S. South: Immigration, Integration, and Identity

February 19-20, 2010

Tuscaloosa, Alabama

<http://www.h-net.org/announce/show.cgi?ID=170520>

Community Development Society / International Association for Community Development Joint Annual International Conference

July 24-28, 2010

New Orleans, Louisiana

http://comm-dev.org/inside/index.php?option=com_content&view=article&id=63&Itemid=74

JOB OPPORTUNITIES

Assistant Dean and State 4-H Program Leader, University of Tennessee Extension

View announcement:

<http://ext1.ag.utk.edu/Employment/Jobs.nsf/391A69A9E21691508525695800526330/787249D11A80F431852575D600713BE7?OpenDocument>

Director, Missouri Research Corporation, Southeast Missouri State University

View announcement:

<http://www4.semo.edu/humanresources/JOBS/Director-MRC.htm>

Research Agricultural Economist, Economic Research Service/USD

View announcement:

<http://www.ers.usda.gov/AboutERS/Employment/OpportunitiesPage.htm>

Research Social Science Analyst, Economic Research Service/USDA

View announcement:

<http://www.ers.usda.gov/AboutERS/Employment/OpportunitiesPage.htm>