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SRDC Items of Interest

Turning the Tide on Poverty expands to communities in seven new states

As part of a three-day workshop, the Turning the Tide on Poverty initiative has expanded to communities in seven new states. Following an application process, each state team sent up to three individuals to train as community coaches, research coordinators and assistants. Each team selected a rural community that has a 20 percent or greater individual poverty level to target for the project. These teams were encouraged to bring a county-based participant such as a local county Extension agent to the training. In addition to examining the *Turning the Tide on Poverty* guidebook, teams strengthened their skills as facilitators, explored the research tools that will be used to gauge community and individual impact, and examined the role of race relations within the context of poverty. The new states and counties are Arkansas - Jefferson County/Pine Bluff; Florida - Collier County and Madison County; Kentucky - Fulton County and Hickman County; North Carolina - Hertford County; Tennessee - Lake County, Obion County and Weakley County; Virginia - Greensville County; and West Virginia - Fayette County. For more about Turning the Tide on Poverty, visit <http://srdc.msstate.edu/tide>.

Level 3 Foundations of Practice training set to launch on January 19

Community Sustainability is a common term these days, but understanding what it means and helping communities tackle sustainability issues can sometimes be difficult. Aimed to poise Extension educators to respond to community needs, the latest round of Foundations of Practice training will offer the necessary skills and knowledge to be the positive force communities need. Successful community sustainability initiatives rely on understanding systems thinking, sustainability models, and the needs and conditions in your town, county, state or region. Tapping into a long legacy of one of the country's most respected organizations, this training, brought to you by the Cooperative Extension Service in partnership with the Regional Rural Development Centers, provides the background, resources and strategies to support your work in communities. Learn more at http://srdc.msstate.edu/news/120610_fop.html.

e-Commerce Mini-Grant applications due January 26

The National e-Commerce Extension Initiative is accepting applications to expand the adoption of e-commerce strategies by communities, small/micro businesses, and entrepreneurs across the country. Land-Grant University (LGU) Extension educators or teams (involving both Extension and non-Extension partners) are invited to submit proposals outlining how they propose to implement one of the e-commerce educational curricula that the National e-Commerce Extension Initiative has released. Proposals are due Wednesday, January 26, 2011 with award notifications issued on Friday, February 11,

2011. The maximum amount allowed for any proposal is \$3,000. Read about the two most recent mini-grant recipients and learn how to apply in the latest issue of eNews at <http://srdc.msstate.edu/ecommerce/enews/>.

10th Annual Smart Growth conference releases agenda and online registration

Today, more than ever, we are faced with environmental and economic challenges that will define our generation, shape our future, and test our resilience as cities, regions, states and a nation. Join leaders from across the U.S. tackling these challenges head-on and demonstrate smart growth solutions that will reduce our dependence on foreign oil, create a green economy, assure a healthy population, and expand transportation and housing options for all Americans. Charlotte, North Carolina is an ideal setting for the 2011 New Partners for Smart Growth Conference set for February 3-5, 2011. The registration deadline is January 14, 2011. Registrations received after that date will be subject to a \$50 late fee, and all walk-in registrations will be subject to an additional \$35 walk-in fee. Your payment, in full, must accompany your registration form. The SRDC is proud to partner with this annual event. Learn more at <http://www.newpartners.org/>.

eXtension Entrepreneurs and Their Communities schedule two upcoming Webinars

The eXtension Entrepreneurship Webinar series continues in February and March with "Getting Down to Business with Social Media Marketing" and "You Are Here! Maps for Business." On February 10, 2011, the Webinar, "Getting Down to Business with Social Media Marketing" will discuss how social media and online tools have changed marketing forever. The good news is that you already know the hard parts of succeeding with these tools, it's just that no one told you how. This session look at the ROI for real small businesses, then it will go through a four-step process to create a living and working plan that brings social media marketing right into the heart of your business. On March 10, 2011, the Webinar, "You Are Here! Maps for Business" will teach how to create and use interactive maps and geo-location tools to bring clientele to your doors. Many people are using their computers and handheld technology to make decisions about their next stop or purchase. Too often the commercial mapping and GPS tools available are woefully inaccurate for getting our business information to potential customers. These Webinars airs monthly on the second Thursday at 2:00pm (ET); 1:00pm (CT); 12:00pm (MT); 11:00am (PT). No pre-registration is required, and there is no fee to participate. About 10 minutes prior to the start time, go the Adobe Connect Pro meeting room at connect.extension.iastate.edu/ecop. You will be presented with a login screen that has an "Enter as Guest" option. Enter your full name then click "Enter Room" to join the conference. You will be able to hear the audio directly from your computer's speakers.

Other Items of Interest

NCCES Announces New Assistant Vice Chancellor for Extension

North Carolina Cooperative Extension Service (NCCES) appointed Joe Zublena as assistant vice chancellor for Extension, Engagement, and Economic Development, associate dean for the College of Agriculture and Life Sciences, and director of the North Carolina Cooperative Extension Service. Zublena previously served as associate director and director of county operations. Prior to joining North Carolina State University in 1988 as department extension leader in the soil science department, he worked for

Clemson University as an Extension specialist in agronomy and soils. Zublena received his Ph.D., MS, and BS from Rutgers University.

Southern Growth releases first in series of "Seeing the Future" resource guides

The importance of leadership and social capital to the future of Southern communities is the focus of a new Southern Growth resource guide, released via a webinar on December 16, 2010. The guide talks about changing leadership models and trends, showcases real life examples in several Southern communities, and provides some practical tips for getting started. The guide is the first in Southern Growth's "*Seeing the Future*" series, a set of resource guides designed to help Southern communities better understand current economic trends and to plan ahead for the opportunities of the future. The series is a response to what Southern Growth heard during its 2010 *Listening to the South* process—namely, that communities are looking for new ideas and approaches as they think about how best to position themselves for economic recovery and beyond. Southern Growth plans to release new resource guides monthly, on topics ranging from Innovation and Technology to The Green Economy. The next guide, on the Green Economy, will be released via a webinar scheduled for January 20, 2011. Access the Leadership and Social Capital resource guide at http://www.southerngrowth.com/pubs/pubs_pdfs/SFModule_leadership&socialcapital.pdf.

Two briefs discuss Latinos and Immigration in 2010

Latinos are increasingly shaping the demographic makeup of the United States. While the U.S. population grew by 36 percent between 1980 and 2009, the Latino population more than tripled, increasing from 14.6 million to nearly 48.4 million. Latinos accounted for slightly more than 40 percent of the roughly 81 million people added to the U.S. population over the past 30 years. The influence of the Latino population will only grow in coming decades, and mostly through natural increase, not immigration. "[Latinos in the United States 2010](#)" is a *Population Bulletin* that follows up to 1997's *Population Bulletin*, "Generations of Diversity: Latinos in the United States," and provides new data and analysis on the U.S. Latino population and its diversity, socioeconomic status, and issues of identity. As an update to 2006's *Population Bulletin*, "Immigration: Shaping and Reshaping America," "[Immigration in America 2010](#)" provides new data and analysis on the economic impacts and policy debates around immigration. These briefs and more are available at <http://www.prb.org/Publications/PopulationBulletins/2010/latinosupdate1.aspx>.

Funding Opportunities

SRDC's Grant Connections: Rural Development Funding Opportunities

<http://srdc.msstate.edu/funding/grantconnections>

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

Sustainable Communities, Foundations of Practice - Level 3

January 19, 2011 – March 16, 2011

<http://srdc.msstate.edu/fop/>

10th Annual New Partners for Smart Growth

Building Safe, Healthy and Livable Communities

February 3-5, 2011

Charlotte, North Carolina

<http://www.newpartners.org/>

2011 National Extension Tourism Conference

March 9-11, 2011

Charleston, South Carolina

<http://extensiontourism.net>

2011 Kentucky Tennessee Institute for Sustainable Development

Community and Economic Development Initiative of Kentucky (CEDIK)

May 23-25, 2011

Pine Mountain State Park

<http://www2.ca.uky.edu/CEDIK/Ken-Tenn>

Cambio de Colores (Change of Colors) Tenth Annual Conference

SERA-37 Annual Meeting will be held in conjunction with this event.

June 8-10, 2011

Kansas City, Missouri

<http://www.latinosintheheartland.com>

Job Opportunities

Associate Extension Administrator, Kentucky State University

View announcement:

http://apps.kysu.edu/transitionalFiles/job_openings.cfm?jobid=678&detail=yes

Associate Research Director/Principal Investigator, Community Research Service Unit, Kentucky State University

View announcement:

http://apps.kysu.edu/transitionalFiles/job_openings.cfm?jobid=676&detail=yes

Extension Specialist, Community and Economic Development, West Virginia State University

View announcement:

<http://aceop.wvstateu.edu/employment>

Principal Investigator – Sustainable Farms & Families, Kentucky State University

View announcement:

http://apps.kysu.edu/transitionalFiles/job_openings.cfm?jobid=621&detail=yes

State Specialist Economic Development and Community Vitality, Kentucky State University

View announcement:

http://apps.kysu.edu/transitionalFiles/job_openings.cfm?jobid=677&detail=yes

Teaching Instructor, University of Arkansas

View announcement:

<http://hr.uark.edu/jobdetails.asp?ListingID=6396>

Submit Announcements

Job announcements and other items of interest may be sent to [Bo Beaulieu](#) for possible inclusion in future issues.

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