Rural communities in the southern United States touch most of us in a direct way, either through family, work, or recreation. And though we often associate the word “rural” with the past, here at the Southern Rural Development Center (SRDC), rural captures an exciting future. The SRDC connects rural communities, organizations, and families with intellectual and financial resources, in addition to providing a support system to assist them in defining and attaining their short and long term goals. The intellectual resources are provided primarily through the Extension Service (outreach) and Experiment Stations (research) of the 29 land-grant universities in the 13 southern states and territories of Puerto Rico and the Virgin Islands. The financial resources are available through government agencies, foundations, non-profit organizations, and the private sector.

In my first year as Director of the SRDC, I have learned about many of the institutions, organizations, and people that are committed to insuring a vibrant and healthy rural America. Visiting with university faculty, staff, and administrators has revealed an array of effective and consistent programs that provide valuable assistance to community leadership, development, and health. I have also discovered a need for more coordination and cooperation within the land-grant system as resource constraints continue to be a challenge.

Developing Pathways for Resilient Communities is a theme that implies action, alternatives, and endurance. Over the past several years, the priorities of the SRDC have been fostering civic-minded communities, building economically vibrant communities, and strengthening the capacity of communities. In 2016, the SRDC determined it was time to identify priorities for the next several years. And after a survey of administrators, faculty, and staff at the 1862 and 1890 institutions we serve, three major priorities were identified: develop pathways for resilient communities, build strategic partnerships, and mobilize resources around emerging issues and opportunities. The next step is to develop specific programs within each of these priority areas.

The accomplishments of 2016 are presented in this annual report and I encourage you to keep this calendar nearby not only as a reminder of dates but also as a reminder of activities you and your colleagues are performing to enrich rural communities in the South. The SRDC thanks its Board of Directors, Technical Operation and Advisory Committee (TOAC), and USDA’s National Institute for Food and Agriculture (NIFA) for their leadership and investments. And strong partnerships with USDA’s Rural Development, Agricultural Marketing Service, Economic Research Service, and other agencies provide the SRDC access to relationships that further the mission of our 1862 and 1890 land-grant university partners. The SRDC, in cooperation with the other three Regional Rural Development Centers, continues to be a voice and resource for rural communities in America. Thank you for the opportunity to serve.

Sincerely,

Steve Turner
Director, SRDC
Meet the SRDC Team

Mission
The Southern Rural Development Center seeks to strengthen the capacity of the region’s 29 land-grant institutions to address critical contemporary rural development issues impacting the well-being of people and communities in the rural South.

Southern Rural Development Center
Box 9755 | Lloyd-Ricks-Watson
Mississippi State, MS 39762
Phone: 662.325.3207 | Fax: 662.325.8777

Websites
Southern Rural Development Center
srdc.msstate.edu/

Southern Region Program Leadership Network
srpln.msstate.edu/

Around the South Newsletters
srdc.msstate.edu/newsletters/ats/

Stronger Economies Together (SET)
srdc.msstate.edu/set/

National e-Commerce Extension Initiative
srdc.msstate.edu/ecommerce/

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http://www.youtube.com/channel/UCNKv805_Pd7PhvXGhtevzg
The Board of Directors of the Southern Rural Development Center approved the following priorities at the annual meeting in October 2016 to guide activities over the next five years.

**Develop Pathways to Resilient Communities**
*Support, Share, and Showcase*

**Build Strategic Partnerships**
*Identify, Create, Enhance, Coordinate, and Connect*

**Mobilize Resources around Emerging Issues and Opportunities**
*Inventory, Train, Communicate, Engage, and Coordinate*
Local and Regional Foods
Strengthening the Southern Region Extension and Research Systems to Support Local and Regional Foods Needs and Priorities

Significant interest in local and regional food system strategies has risen over the past decade in response to efforts to grow and/or stabilize local economies, address gaps in food access, enhance farm sustainability, and increase community viability. As these developing interests emerge, strategic efforts to address food system concerns and opportunities across the Southern Region have been fragmented. This project seeks to help resolve these issues through five related sets of activities.

**Objective:**
Identify the top 10 pressing issues in food systems work within the region to direct future Extension and Research activities.

**Expected Outcomes:**
Prioritized needs for the South related to local/regional foods.

**Objective:**
Create learning communities of land-grant professionals from at least 15 land-grant universities in the South and local, state, and federal partners around high-priority needs in the food system in the next three to five years.

**Expected Outcomes:**
One to five multi-state, multi-discipline working groups formed to address prioritized needs.

**Objective:**
Design a user-friendly and robust repository of local foods systems resources that meet the needs of Extension and Research professionals by 2020, with measurable increases in the use and quantity of resources by 20 percent per year.

**Expected Outcomes:**
A system for sharing identified resources in order to reduce duplication.

**Objective:**
Strengthen the capacity of Research and Extension professionals in the Southern Region for gathering, communicating, and promoting impact data and analyzing secondary data through identification and sharing of common measures, resources, and tools by reporting on an annual basis.

**Expected Outcomes:**
Consistent impact measures with tools aligned to assist in gathering data.

**Objective:**
Identify successful processes, collaborative leadership, networking frameworks, creative staffing, and organizational structures of participating universities in the development of local and regional food systems.

**Expected Outcomes:**
Identifications of best practices and models for addressing complex issues.
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- February 1: Presidents' Day
- February 16: 16th Annual New Partners for Smart Growth: Saint Louis, MO
- February 7: Valentine's Day
In 2016, the Community Resource Development (CRD) specialists in the Southern region worked together on a webinar series aimed at showcasing some of the best community development programs the region has to offer. The series will continue throughout 2017.

To view archives and explore the 2017 webinar slate go to srdc.msstate.edu/trainings/crdwebinars.html

**January**
How to Start Disaster Planning for Your Region
Christopher Cotton
Prairie View A&M University

**February**
Community Food Systems & Healthy Food Access Initiative
Eric Bendfeldt & Crystal Tyler-Mackey
Virginia Cooperative Extension

**March**
You’ve Got the Position, Make Sure You Have the Talent
Kenyetta Nelson-Smith
Southern University AgCenter

**April**
Improving the Health and Safety of NC Farm Workers: Connecting Community Resources
Susan Jakes & Cintia Aguilar
North Carolina Cooperative Extension

**May**
Brick to Clicks | Using Facebook to Market Your Business, Community, or Region
James Barnes
Mississippi State University

**June**
Tourism in Extension: How We Assist Landowners, Communities, and the Public at Large
Miles Phillips & Stephen Brueggerhoff
Texas A&M Agrilife Extension

**July**
Using Aging-In-Place to Connect At-Risk Youth and Seniors
Randall Cantrell
University of Florida

**August**
Responsive Countryside: The Digital Age and Rural Communities
Roberto Gallardo
Mississippi State University

**September**
Tourism in Extension: How We Assist Landowners, Communities, and the Public at Large
Miles Phillips & Stephen Brueggerhoff
Texas A&M Agrilife Extension

**October**
Local & Regional Foods: Connecting Regional Efforts
David Lamie & Elizabeth Gregory-North
Clemson University & Mississippi State University

**November**
Igniting the Spark for Community Development: Developing Community Readiness
Daniel Kahl
University of Kentucky

**December**
Considerations in Managing Oil and Gas Development and Forest Resources
Rachael Carter
Mississippi State University
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I would say this was one of the best discussion meetings I have been to in quite some time - especially one that was lead by a local person. The entire focus was on communities collaborating in their efforts and getting rid of the thoughts about local types of boundaries.

- Green Hills Region, MO

**Eastern Shore Region**
- Virginia
- Leveraging $199,999 for Business and Cooperatives

**Northern Shenandoah Valley Region**
- Leveraging $600,000 for Business & Cooperative Development

**Mount Rogers Region**
- Leveraging $2,518,000 for Water and Environmental and Utilities

**Tri-County Region**
- 3 new & 2 returning tour bus companies visited the Tri-County Communities resulting in 303 new guests visiting the Tri-County Alliance region

**Greater Wabash Region**
- The workforce group hosted a Business/Education Symposium event. Guest speakers highlighted workforce initiatives going on in other parts of the State of Illinois and within the Delta Regional Authority service area.

**Kerr-Tar Region**
- Career pathway certifications are now being developed to address regional industry needs. SET discussions have facilitated the creation of business roundtables in a 13 county region.

**Illinois**
APRIL 2017

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Association of Research Directors Symposium: Atlanta, GA

Easter Sunday

Association of Southern Region Extension Directors & Southern Association of Agriculture Experiment Station Directors Joint Meeting: New Orleans, LA
Seeking to help lessen childhood hunger, the Rural Child Poverty Nutrition Center at the University of Kentucky (UK) was established through leadership of the UK School of Human Environmental Sciences. Through UK’s leadership, 17 communities were selected to design innovative approaches to increasing participation in USDA Food and Nutrition Services’ Child Nutrition Programs. Over the course of the three year project, the selected sites will be identifying and implementing place-based solutions to increase participation in the four FNS programs while seeking to help increase coordination with other existing hunger-battling efforts. The Southern Rural Development Center has been pleased to participate in this work by providing training and coaching to community leaders. As can be seen in the map, all but one of the sites (Roberts, South Dakota), are located in the South.

Southern Region Community Development Extension Impacts

- **Universities Reporting**: 9
- **Full Time Equivalents**: 53.85

**Leveraging Extension Investments**
- $569,910
- $99,680,859

**Value of in-kind resources contributed by organizations or communities**

- **Number of jobs created/retained**: 35,466
- **Number of businesses created, retained, or expanded**: 351
- **Number of participants who report new leadership roles and opportunities undertaken**: 5,309
- **Number of new alliances or networks formed through some type of formal agreement or MOU**: 86
- **Number of plans adopted and implemented in community, agency, local government, business, or disaster**: 235

**Grants acquired by organizations or communities**

**Value of in-kind resources contributed by organizations or communities**

**Leveraging Extension Investments**

**Grants acquired by organizations or communities**

**Value of in-kind resources contributed by organizations or communities**
JUNE 2017

Community Development Society and National Association of Community Development Extension Professionals Conference: Big Sky, MT

Cambio de Colores (Change of Colors) Conference: St. Louis, MO

Father’s Day
LEAD is designed to build capacity in communities through a partnership development and planning process that enables local residents to accomplish a jointly selected, meaningful goal.

Leaders in Economic Alliance Development

- Accepted as a Smart Growth Region
- Accepted as a Stronger Economies Together (SET) Phase VI Region
- ReNew the New River Clean-Up & Arts Projects focused on tourism expansion
- Promoting regional tourism by connecting regions through history and natural resources on the Mississippi River
- Improving quality of life through park systems and road clean-up
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Independence Day

JULY 2017

Independence Day
Turning the Tide on Poverty: Research Findings

Nearly seven years of work to promote civic engagement in high poverty counties has led to rich insights into where and how this work thrives. A team of researchers from across the South joined hands to synthesize the new understandings gleaned from these efforts. The results are now published in a special issue of the Journal of the Community Development Society, published in July 2016. Here are a few key quotes.

“By enhancing civic capacity supported by technical expertise, communities will be better equipped to enhance their community’s resources and face the challenges of sustaining well-being for all residents.”

“Tide…helped to create space for new leaders to emerge and for community members to contribute their competencies in new ways…”

“Unlike community development efforts led by technical experts, Tide’s use of community circles and shared decision-making principles encouraged the emergent leadership…”

“[The Tide] articles are a testament to the positive work that can be realized when people from all walks of life are accorded the opportunity to discuss, deliberate, and act on strategies designed to improve the lives of rural people and places in the South.”

“As the community began to see Cooperative Extension’s leadership in the Tide initiative, new bridges to the community were established…”

“[Ripple Effect Mapping] has clearly been shown to be an evaluation tool that is both engaging and well-suited to the very heart of civic engagement, the valuing of local knowledge and perspectives as designers of their own communities.”

Research Team:
- Lionel J. Beaulieu, Purdue University; Editor
- Alice Diebel, Kettering Foundation; Editor
- Laura Downey, Mississippi State University
- Patricia Dyk, University of Kentucky
- Sheri Lokken-Worthy, University of Georgia
- Pamela Monroe, Louisiana State University
- Crystal Tyler-Mackey, Virginia Tech University
- Rachel Welborn, Southern Rural Development Center

To read the full text visit: http://www.tandfonline.com/toc/rcod20/47/3?nav=tocList
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National Extension Tourism Conference: Princeton, NJ
Piloted Community Behavioral Health Training

**Purpose:** to equip Extension educators and community leaders with the capacity to mobilize and sustain a community-based initiative to address priority behavioral health issues.

Initial Webinars:
I. Introduction and Overview: CAPE Training, Mental Health First Aid, and Community Action Planning
II. Community Needs Assessment-What the Data Say

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

Concluding Webinars:
III. Assessing Community Preparedness
IV. Engaging the Community and Building Consensus
V. Creating a Strategic Action Plan
VI. Keeping the Drive Alive-Six Month Follow-up

To learn more about CAPE please visit healthbench.info

CAPE is guided by the four Regional Rural Development Centers and led by the North Central Regional Center for Rural Development with funding from the Department of Health and Human Services’ Substance Abuse and Mental Health Services Administration (SAMHSA) and facilitated by the United States Department of Agriculture’s National Institute of Food and Agriculture.
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The SRDC is proud to honor Dr. Ronald Hustedde as the 2016 recipient of the Bonnie Teater Community Development Educator Lifetime Achievement Award. Hustedde is an Extension Professor in the Department of Community & Leadership Development at the University of Kentucky. Working in Extension for 25 years, Hustedde has been recognized for his work in community development both nationally and internationally. Throughout his impressive career, he has written many publications, one of the most impactful being his training manual Public Conflict: Turning Lemons into Lemonade, published in partnership with SRDC.

Bonnie Teater Community Development Lifetime Achievement Award

Dr. Ronald Hustedde

Learn More about the Bonnie Teater Award:
In honor of Bonnie Teater’s 30 years of service to the SRDC, the Center recognizes experts in community development work each year. In odd numbered years, early career rising stars are honored while in even years, lifetime achievement is recognized. For more information, visit: www.srdc.msstate.edu/funding/bonnieteater
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- **Columbus Day** on October 8
- **Halloween** on October 31
Key Community Development Contacts around the South

Kyle Kostelecky  
Alabama Cooperative Extension

Tasha Hargrove  
Tuskegee University

Iris Crosby  
University of Arkansas  
Pine Bluff

Stacey McCullough  
University of Arkansas

Mark Waller  
Texas A&M University

Sandra Thompson  
Florida A&M University

Kathy Coleman  
Clemson University

Michelle Eley  
North Carolina A&T State University

Vernon Jones  
Langston University

Karen Coleman  
Clemson University

Ruth Nichols  
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Susan Jakes  
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Tasha Hargrove  
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Keith Coble  
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Michelle Eley  
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Buddhi Raj Gyawali  
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Langston University

Joy Moten-Thomas  
Fort Valley State University

Andrea Scarrow  
University of Georgia

Alison Davis  
University of Kentucky

Dave Shideler  
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Sandra Thompson  
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Mississippi State University

Michelle Eley  
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Langston University

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Alcorn State Unive
## NOVEMBER 2017

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- **Veteran's Day** on November 11, 2017.
- **Thanksgiving Day** on November 22, 2017.
Trainings & Events

2016 Expenditures

- Operating Costs: $430,012 (25.9%)
- Training: $232,638 (14%)
- Subcontracts: $996,430 (60.1%)

2016 Multi-State Events

- Participants: 54
- States: 14
- Local & Regional Foods

- Participants: 49
- States: 14
- SET VI Training

- Participants: 20
- States: 10
- SERA-37

Webinar Participants

- All 2016 Webinars: 785 Total
- Southern CRD Webinar Series: 292
- National CRD Indicators Series: 162

Participants
- States
- Total
2016 Board of Directors

Ntam Baharanyi
Tuskegee University | 1890 Extension

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Steve Martin | Alternate
Mississippi State University | 1862 Extension

Ed Jones
Virginia Tech University | 1862 Extension

Nick Place
University of Florida | 1862 Extension

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Southern University | 1890 Research

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Rogers Leonard, Chair
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Farm Foundation, NFP | Non Land-Grant

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Regional Technology Strategies, Inc. | Non Land-Grant

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USDA-NIFA | Liaison

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USDA-ERS | Liaison

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University of Arkansas | 1862 Extension

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Alcorn State University | 1890 Extension

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Southern University AgCenter | 1890 Extension

Laura Stephenson
University of Tennessee | 1862 Extension

Joy Moten-Thomas
Fort Valley State University | 1890 Extension

Parwinder Grewal
University of Tennessee-Knoxville | 1862 Research

Tasha Hargrove
Tuskegee University | 1890 Research

Fatemeh Malekian
Southern University AgCenter | 1890 Research

Michael D. Schulman
North Carolina State University | 1862 Research

Kyle Woosnam
University of Georgia | 1862 Research

Robert (Bob) Zabawa
Tuskegee University | 1890 Research

Carolyne Abdullah
Everyday Democracy | Non Land-Grant

Arthur Scott, Chair
National Association of Counties | Non Land-Grant

SRDC Partners

Agricultural Marketing Service, USDA
Association of Extension Administrators
Association of Southern Region Extension Directors
Community Development Society
Economic Research Service, USDA
Everyday Democracy
Farm Foundation, NFP
Food and Nutrition Service, USDA
Kettering Foundation

Military Family Research Institute, Purdue University
National Association of Community Development Extension Professionals
National eXtension Initiative
National Institute of Food and Agriculture, USDA
North Central Regional Center for Rural Development
Northeast Regional Center for Rural Development
New Partners for Smart Growth
Purdue Center for Regional Development

Rural Sociological Society
Rural Child Poverty Nutrition Center, University of Kentucky
Rural Development, USDA
Southern Association of Agricultural Experiment Station Directors
Southern Extension Risk Management Education
Southern Sustainable Agriculture Research & Education Program
Substance Abuse & Mental Health Services Agency
Western Center for Rural Development

This material is based upon work supported by the National Institute of Food and Agriculture, U.S. Department of Agriculture. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.