

A wide-angle photograph of a golden wheat field stretching to the horizon. The sky is a mix of deep blue and light green, with scattered white clouds. The field is filled with mature wheat stalks, and a path or furrow runs through the center, leading the eye towards the horizon.

2011 ANNUAL REPORT

Networking

to make a Difference in Rural America

NORTH CENTRAL REGIONAL CENTER FOR RURAL DEVELOPMENT



Message from the Director



April 1, 2012

Greetings!

I'm pleased to write you after completing my first year as permanent Director. The year had its challenges, especially when we learned that our federal funding was a point of difference across the two congressional budgets. Fortunately Congress and the President saw fit to continue the Regional Rural Development Center programs, albeit at a reduced level of funding. Other programs were zeroed out so it is a good outcome in these times of belt-tightening, and a testament to the value of our programs to broader society. We must all count our blessings! A lot of good things happened this year.



- » In March, I completed my duties as Associate Chair of the Department of Agricultural, Food, and Resource Economics, allowing me to focus my energies on the Center.
- » We moved the Center into 66 Agriculture Hall.
- » The Center's new Communications and Logistics Associate, Rosa Soliz assumed her duties, replacing Lori Martin, who was on administrative loan to us during the transition period.
- » We launched Phase II of the Stronger Economies Together (SET) program with USDA/Rural Development, and the states of Indiana and Missouri. We issued a call for proposals for states that have not yet taken part in the program to be included in Phase III. In addition to our partnership with USDA/Rural Development on SET, the NCRCRD is coordinating a multi-year national training program for their community development staff.
- » We continue to receive good feedback from our Small Grants program. This year, the program produced an overall 9:1 ratio of total seed funds to total additional resources received by our teams.
- » The Center partnered with NIFA to organize a two day small farm and rural development research conference prior to the Regional Science Association International meetings, attracting 61 researchers.

Our webinar series continues to attract strong audiences from across the region, nationally, and even internationally (mostly from Canada). I encourage readers to check our archives for topics that may be of use in programs or classrooms. A hidden agenda in our webinar series is to knit the region more closely together by helping people discover each other across state lines and disciplines. I encourage readers to nominate promising scholars or programmers to provide an NCRCRD-sponsored webinar to enhance their own professional networks. An innovation in this year's webinar series was a partnership with the USDA's Economic Research Service to help them gather feedback on the structure of two national surveys that will ultimately become a dataset available to researchers in the region. Input from North Central researchers will translate into finalized datasets that are more useful in the region's work. We also used the webinar format to allow stakeholders to obtain a summary of changes in the Child Agricultural Labor regulations ahead of the deadline for agency rule making input.

I want to close by thanking members of the board and all of our partners for a successful year.

Sincerely,

Scott Loveridge



FY 11-12 Small Grant Awards

The NCRCRD is pleased to announce winners of its annual small grants competition. Each proposal goes through an independent review process involving blind reviewers with expertise in the proposal's domain. Referee comments are reviewed by the NCRCRD board, which makes final recommendations for what is to be included in the Center's annual proposal to the USDA.

Heritage Tourism for the North Central Region

Principal Investigator: Avery, J. (Michigan State University Museum Curator)

Co-Principal Investigator: Dickerson, L. (University of Missouri), Mefford, C. (University of Missouri)

Heritage tourism encompasses elements of living culture, history, and natural history of places that communities value and steward for the future. These elements are specific to a community or region and can contribute to stability, growth and economic development. The role of heritage and culture is especially critical in rural settings. This project will develop a peer-reviewed, comprehensive Heritage Tourism Process Curriculum and practice for the North Central Region to assist in developing and implementing heritage tourism community and economic development strategies. Opportunities for networking across the region will be enhanced with an eXtension Community of Practice. Outreach and presentations will be conducted to reach and inform strategic partners for their own work. Once curriculum is completed, training will be offered through self-sustaining webinars to Extension faculty and key partners throughout the North Central Region.



Asset Building in Rural Communities: Exploring Barriers and Identifying Opportunities

Principal Investigator: Needles Fletcher, C. (Iowa State University)

Co-Principal Investigator: Flage, L. (North Dakota State University), Olson, P. (University of Minnesota Extension), Warning, J. (Iowa State University)

Community-based poverty reduction strategies are shifting focus from income and consumption to building assets among low-income households. Expanding opportunities for low-income families to save and invest for short- and long-term goals can lead to greater financial stability and can benefit local economies. However, much of the research and most demonstration projects on asset building have been conducted in metropolitan areas that have a much more extensive infrastructure of financial services and nonprofit organizations compared to the typical rural community. Iowa State University, the University of Minnesota and North Dakota State University have collaborated with the Northwest Area Foundation (NWAf) to build the capacity of rural communities to reduce poverty through participation in the Horizons program. It has become clear that community-based approaches to asset building hold promise, but little is known about what strategies may be most useful to rural low-income households that would also be supported by the community.

Evaluating Impacts of Community Leadership Programs

Principal Investigator: Emery, M. (South Dakota State University)

Co-Principal Investigators: Chazdon, S. (University of Minnesota), Otto, D. (Iowa State University)

This project will investigate the link between community leadership programming and individual benefits to subsequent increases in community capacity, including economic development. Common definitions of community capacity include indicators related to: decision making, inclusion, communications, expanded economies, reduced distress in livelihoods, etc. The group will work to identify measures of impact on the community and develop appropriate program design that contribute to increasing the impact of leadership development on community capacity.



Recreational Homes, Gateway Communities, and Rural Development

Principal Investigator: Marcouiller, D. (University of Wisconsin – Madison)

Co-Principal Investigators: Deller, S. (University of Wisconsin – Madison), Erkkila, D. (NC Research and Outreach Center), Gartner, B. (University of Minnesota – Twin Cities), Green, G. (University of Wisconsin – Madison), Haverkamp, K. (University of Wisconsin), Skidmore, M. (Michigan State University), Vogt, C. (Michigan State University), Winkler, R. (University of Wisconsin – Madison), Ziebarth, A. (University of Minnesota – Twin Cities)

The use of recreational homes by absentee (non-local) owners creates both opportunities and pitfalls for rural community leaders, their citizenry, local business owners, and those concerned about land use and development planning. A multi-state team from Minnesota, Wisconsin, and Michigan will use this NCRCD grant to develop: 1. an applied research agenda focusing on the challenges and opportunities associated with recreational home ownership and supporting preliminary pilot research, 2. longer-term, large-scale applied research proposals for funding by federal agencies and/or foundations, and 3. a set of outreach materials to address rural development issues pertinent to the recreational home - gateway community phenomenon. While the work will focus on the Lake States of Minnesota, Michigan, and Wisconsin, the intent is to develop materials that can be transferable to other regions throughout the North Central United States and elsewhere experiencing analogous recreational home pressures.

Poverty & Other Socioeconomic Distress in the North Central Region: Assessing Trends & Determinants

Principal Investigator: Lobao, L. (The Ohio State University)

Co-Principal Investigators: Goe, R. (Kansas State University), Partridge, M. (The Ohio State University)

The North Central region has experienced a dramatic shift in the well-being of its communities and people over the last decade and particularly with the 2007-2009 recession. Poverty has been rising from the post-September 11th period. This trend diverges from the 1990s decade when poverty rates fell overall and especially in rural areas. While poverty across the North Central region was studied in a previous NCRCD-sponsored project for the 1990s decade, little is known about distress in the 2000-2010 period. The project addresses the gap in research. The research goals are to: (1) document the new patterns of poverty and related distress emerging in the North Central 12-state region over time and geographically; and (2) identify key determinants of these trends.



Helping Nonmetro Communities and Underserved Entrepreneurs Grow Together

Principal Investigator: Borich, T. (Iowa State University)

Co-Principal Investigator: Mykerezzi, E. (University of Minnesota)

The immigrant population of nonmetro communities in the North Central region has grown rapidly in the past 25 years. Entrepreneurs within these communities appear to lack strong social and business ties to their new communities' traditional sources of business finance and business technical assistance and are thus termed underserved. Similarly, banks, nonprofit technical assistance providers, and other intermediaries may be unaware of the economic potential of these entrepreneurs or not understand how to reach them and serve them effectively. To address these barriers, the project will prepare a white paper assessing, in at least four North Central states, the financing and technical assistance needs of underserved entrepreneurs and the barriers separating them from providers of these services.

Incorporating Community Issues Management with Public Engagement and Community Decision Making

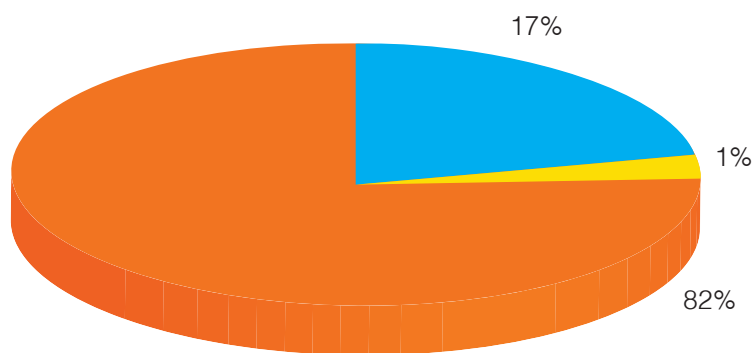
Principal Investigator: Otto, D. (Iowa State University)

Co-Principal Investigators: Fulcher, C. (University of Missouri), Leuci, M. (University of Missouri), Seeger, C. (Extension Specialist in Landscape Architecture), VanWyngarden, D. (Iowa State University Extension)

This project is investigating the effectiveness of using a web-based interactive GIS and community collaboration system to improve the engagement and decision-making process of several Iowa and Missouri community development projects. The demonstration projects include developing local food systems, regional tourism development, and local government sharing services. Missouri's Community Information Management (CIM) system will be used to provide the interactive GIS framework. CIM is a web-based system designed for local and regional organizations to frame, manage and take action on complex issues. The foundation of this system is a process for framing issues through a wealth of GIS data, and mapping and reporting tools custom built for organizations to better understand how issues impact people and places.

FY 10 – 11 Small Grants Leverage Dollars, Result in Publications

Last year's small grants awardees finished their funding cycle in October. While many of the gains from the program are in process, it is clear that the payoffs have already been substantial. Our awardees reported **\$882,330** in leveraging. This represents nearly a **9:1** rate of leveraging of NCRCRD's investment. The chart shows the breakdown of leveraging sources. The additional grants were primarily Federal.



Sources of Leveraging by Small Grant Awardees

Time Other In-Kind Additional Grants

Small Grant-Related Publications

While we all know the publication process takes time, the small grants awardees have already produced several publications related to their grants. The following is a list of publications reported by October, 2011.

Arnold, M., Calvert, M., Newman, M. (listed alphabetically) (2011). "Engaging Youth: Serving Communities (EYSC) Project Evaluation Toolkit." Washington: National Institute for Food and Agriculture & National 4-H Council.

"The small grant allowed me to receive an additional federal competitive grant."

- R. Brent Ross

Baker, B., Calvert, M., Emery, M., Enfield, R., Kinsey S. (listed alphabetically) (April 2011). "Capturing Positive Youth Contributions Using the Community Capitals Framework." Workshop presented at 2011 DoD/USDA Family Resilience Conference, Chicago, IL. Published in conference proceedings <http://www1.cyfernet.org/FRConf2011>

"The small grant allow me to...adapt tools to be used by Extension practitioners in at least eight states."

- Matthew Calvert

"The small grant allowed me to conceptualize challenges and potential projects across state lines."

- Dennis Conley

Corbin, JD., D'Antonio, CM. (In Press) "Gone but not forgotten?: Invasive plants' legacies on community and ecosystem properties." *Invasive Plant Science and Management*.

Decker, KL., Allen, CR., Acosta, L., Hellman, M., Jorgensen, C., Steinhauer, G., Stutzman, R., Unstad, K., Williams, A., Yans M. (In Press) "Landscapes, invasions and the changing flora of Nebraska." *Invasive Plant Science and Management*.

Eviner, VT., Garbach, K., Baty, JH., Hoskinson, SA. "Predicting and measuring the effects of invasive plants on ecosystem services." *Invasive Plant Science and Management*. <http://www.bioone.org/doi/full/10.1614/IPSM-D-11-00095.1>

Garris, A. "CU researcher examines key to success for cool-weather wineries," *The Ithaca Journal*, accessed November 28, 2011, <http://www.theithacajournal.com/article/20111125/BUSINESS/111250343/CU-researcher-examines-key-success-cool-weather-wineries>

Thorbeck, D. 2012. *Rural Design. A New Design Discipline*. Milton Park, UK: Routledge.

Young, SL. (In Press) "Ecosystem services: the significance of contributions by invasive plant species." *Invasive Plant Science and Management*.

"The small grant allowed me to network with leading experts to develop a diverse and rigorous set of curricular materials."

- Wynne Wright



FY 09-10 Small Grants Awardees Report Continuing Impacts



Improving Practice and Collaboration to Aid Distressed Rural Communities)

Project Co-Principal Investigators: Sam Cordes, Purdue University and Mary Emery, Iowa State University

This project implemented a convening to learn from three related, innovative rural development approaches: HomeTown Competitiveness (HTC); EntrepreneurShip Investigation (ESI); and Energizing Entrepreneurship (e2). All three approaches have been put into practice within the North Central region by communities, Land Grant Universities and development agencies. All three also bear a close relationship to the “sustainable communities” partnership announced by the Secretaries of Housing

and Urban Development and Transportation, and the Administrator of the Environmental Protection Agency.

- » Enhance economic competitiveness
- » Support existing communities, and
- » Value communities and neighborhoods

Building Extension’s Capacity for a Sustainable Communities Program

Principal Investigator: Anna Haines, University of Wisconsin-Stevens Point

Co-Principal Investigator: Wayne Beyea, Michigan State University

The array of issues associated with sustainable communities was identified as a broad need across the North Central Region in February, 2008, at a planning roundtable in Perry, Iowa, attended by Extension community development program leaders and research faculty from across the region. As an outcome of that roundtable, the North Central Region Task Force for Sustainable Communities (TFSC) was created as a mechanism for building capacity in the North Central

region to support Extension research and programming related to sustainable communities.

The primary accomplishment of the TFSC is a Sustainable Communities curriculum and a pilot course that was delivered through the Foundations of Practice. Because of positive evaluations and demand, Foundations of Practice offered the course again during the same time frame (January – March 2012).

Webinars

The NCRCRD offered the following webinars between 9/1/10 and 8/31/11:

1. **Public Value** - L. Kalambokidis (U. Minnesota).
2. **Rural Development Policy** -B. Honadle (U. Cincinnati)
3. **Creating a Digital Meeting Place to Foster Rural Design** - T. Kinney (U. Minnesota)
4. **Public Talk, Public Action** - W. Wright (Mich State U) & S. Hodge (U. Missouri)
5. **Higher Education Community Engagement in Rural Areas** - R. Stoecker (U. Wisconsin-Madison)
6. **Brain Research & Change Strategies** - J. Thomas (Ohio State U.)
7. **Learned Approaches to Successful Community Change** - D. Ivan (Mich State U), N. Walzer (N. Illinois U), P. Lachapell (Montana State U.), M. Emery (Iowa State U).
8. **Regional Delivery Systems in Cooperative Extension** - G. Morse (U. Minnesota - Retired)
9. **Great Lakes Land Grant Institutions Tribal Water Resources Summit** - M. Cook, B. Mitchell, P. Robinson, & B. White (Coll. Menonimee Nation).
10. **Collaborative Development for Connecting Farms and Community** - R. Bloom, C. Francis (U. Neb-Lincoln), M. Gustafson (U. Neb-Lincoln), and S. Moncure (NE Food Cooperative)
11. **Ecosystem Services - The Significance of Contributions by Invasive Plant Species** - S. Young (U. Neb-Lincoln).
12. **Where to from here? Future Trends Impacting Cooperative Extension** - J. Thomas (Ohio State U)
13. **Mapping the Impact of Youth on Community Development: What Are We Learning?** M. Calvert (U. Wisconsin-Extension), M. Emery (Iowa State U.), R. Enfield (U. Calif), B. Baker (U. Maine), and B. Williams (Virginia Polytech and State U).
14. **The Future of Work and its Impact on Extension Systems** - K. Gamble (N. Carolina State U.)
15. **Targeting Regional Economic Development** - S. Deller (U. Wisconsin-Madison), S. Goetz (NE. Reg Ctr Rural Dev), & T. Harris (U. Nevada-Reno)
16. **Competencies for Extension Professionals in the 21st Century** - G. Cochran (Ohio State U), A. Harder (U. Florida) and S. Scheer (Ohio State U)
17. **Banking Issues Among Entrepreneurs from Underserved Populations** - T. Borich (Iowa State U) and R. Martinez (Mich State U)
18. **Investing in Entrepreneurs** - G. Lichtenstein & T. Lyons (City U. of New York)
19. **Green Policies, Climate Change, and New Jobs: Separating Fact from Fiction** - M. Partridge (Ohio State U.), Olfert, R. (U. Saskatchewan)

The webinars are archived for free public use at
http://ncrcrd.msu.edu/ncrcrd/chronological_archive

RURAL DESIGN

A NEW DESIGN DISCIPLINE

Small Grant Awardee Produces Book

Dewey Thorbeck, Director of the Center for Rural Design at the University of Minnesota, says his 2010 small grant, entitled, “Establishing a Knowledge and Organizational Infrastructure for Rural Design” was helpful in gathering background material for his new book. The book, “Rural Design: A New Discipline” was published by Routledge in January 2012.

The publisher’s notes provide an excellent overview of the book’s contents:

Rural areas worldwide are undergoing profound change creating considerable challenges and stress for its residents and on the ecosystems upon which they depend. Rural design brings design thinking and the problem-solving process of design to rural issues recognizing that human and natural systems are inextricably coupled and engaged in continuous cycles of mutual influence and response.

This book is the first step along the path for rural design to emerge as an important new design discipline. [Rural Design: A New Design Discipline](#) establishes the theoretical base for rural design and the importance

of looking at connecting issues to create synergy and optimal solutions from a global, national, state, region, and local perspective. To be effective and relevant, this new discipline must be founded on solid research, and practice must be based on data-driven evidence that will result in transformational changes. These directions and others will enable rural design to:

- » Help rural communities make land use, architectural, and aesthetic decisions that enhance their quality of life and the environment;
- » Connect social, artistic, cultural, technological, and environmental issues that create rural place;
- » Promote sustainable economic development for rural communities and improve human, livestock, crop, and ecosystem health;
- » Integrate research and practice across the many disciplines involved in rural issues to meet rural needs, provide new data, and provoke new research questions.

Center Researcher Examines Issues in Hispanic Finance

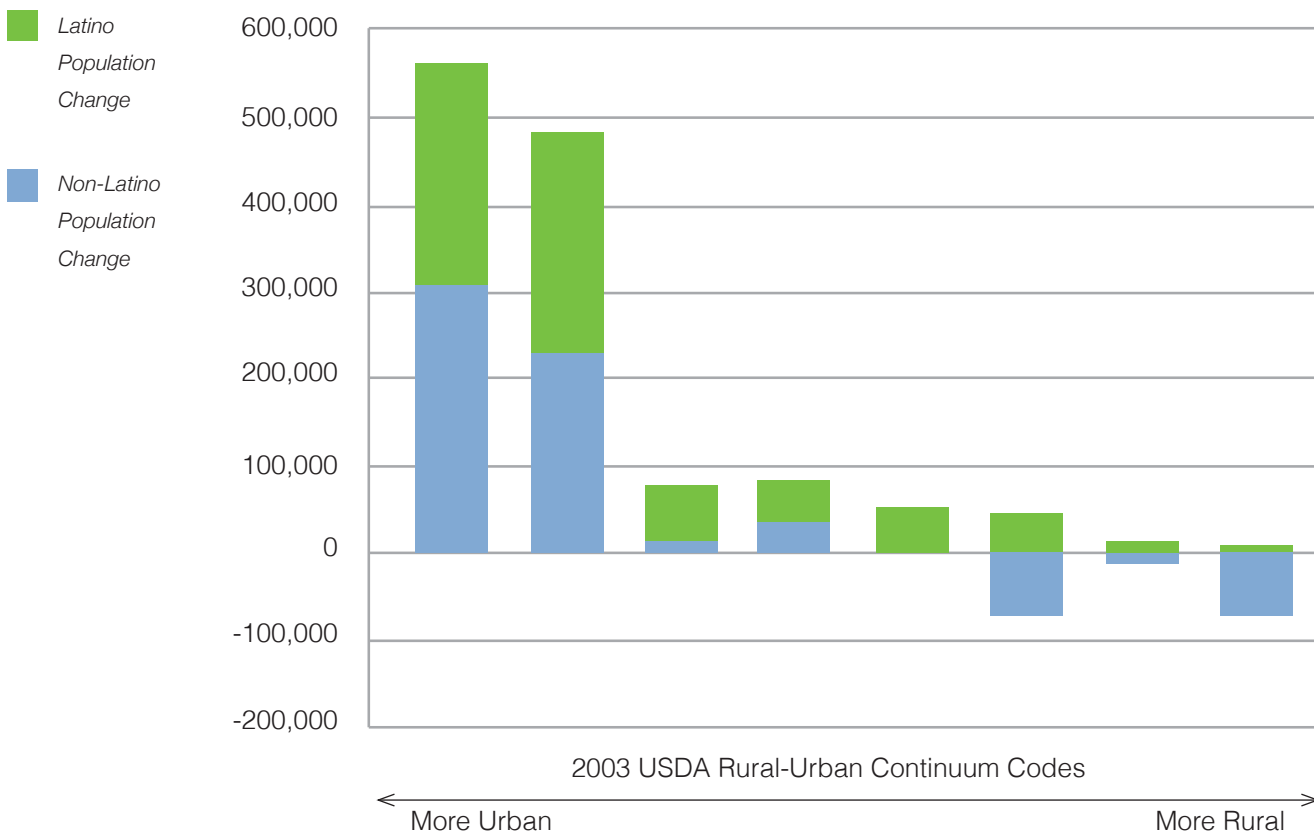


Craig Carpenter, a Doctoral candidate in Agricultural, Food, and Resource Economics at Michigan State University, produced a summary of issues and opportunities related to Hispanic credit for a Center-sponsored work group in Perry, Iowa. Carpenter showed that in the North Central region, many of the most rural counties would have lost population were it not for growth in legal Hispanics (see chart). Furthermore, Carpenter's literature review showed:

- » Latino-owned business in the Midwest increased by 2.3 million or 8.3% from 2002 to 2006
- » Latinos use less traditional sources of credit and investment than any other race except blacks

Using this information, the Center-funded work group is exploring how to educate bankers on this untapped market.

Latino vs. Non-Latino Population Change in Midwest Counties by Rural-Urban Continuum Codes 2000-2010



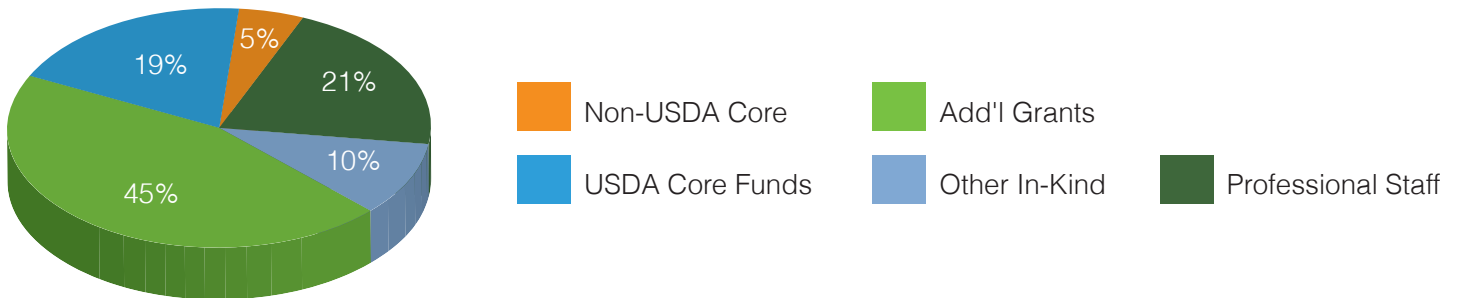


Rosa Soliz Joins Center

Rosa Soliz has joined the NCRCRD as our Communications and Logistics Associate. Among other things, Rosa is in charge of maintaining the Center's web site social media presence. She also co-hosts and archives the Center's popular webinar series. Rosa has been at Michigan State University for over ten years, working for the 4-H Foundation, *The School of Hospitality and the College of Education*. She also has prior experience working with a Lansing community development agency.

Please be in touch with Rosa to get any new staff members added to our announcements list, or to share an announcement about something that colleagues in our region might want to know.

Fiscal Year 2011 NCRCRD Leveraging (includes funds leveraged via small grants)



North Central Land-Grant Colleges and Universities

Original 1862 Land-Grant Institutions

Iowa State University
 Kansas State University
 Michigan State University
 North Dakota State University
 Ohio State University
 Purdue University
 South Dakota State University
 University of Illinois
 University of Minnesota
 University of Missouri
 University of Nebraska
 University of Wisconsin

1890 Historically Black Institutions

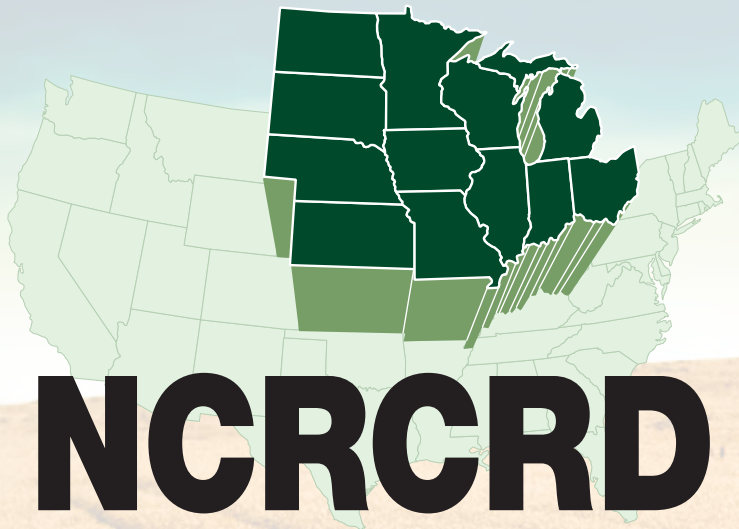
Lincoln University

Hispanic-Serving Institutions

The center is eager to serve federally designated Hispanic-Serving Institutions (HSI) wishing to pursue rural-development activities. The HSI status depends on an enrollment threshold of 25 percent or more Hispanic students, so qualifying institutions may vary from year to year.

1994 Native American Tribally Controlled Institutions

Bay Mills Community College, Brimley, MI
 Cankdeska Cikana Community College, Fort Totten, ND
 College of Menominee Nation, Keshena, WI
 Fond du Lac Tribal and Community College, Colquet, MN
 Fort Berthold Community College, New Town, ND
 Haskell Indian Nations University, Lawrence, KS
 Lac Courte Oreilles Ojibwa Community College, Hayward, WI
 Leech Lake Tribal College, Cass Lake, MN
 Little Priest Tribal College, Winnebago, NE
 Nebraska Indian Community College, Macy, NE
 Oglala Lakota College, Kyle, SD
 Saginaw Chippewa Tribal College, Mt Pleasant, MI
 Sinte Gleska University, Mission, SD
 Sisseton Wahpeton Community College, Agency Village, SD
 Sitting Bull College, Fort Yates, ND
 Turtle Mountain Community College, Belcourt, ND
 United Tribes Technical College, Bismarck, NC
 White Earth Tribal and Community College, Mahanomen, MN



NCRCRD

North Central Regional Center for Rural Development

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Mission of the North Central Regional Center for Rural Development:
Strengthening the ability of the land-grant university system to
execute its rural development mission.

The North Central Regional Center for Rural Development (NCRCRD) is one of four regional centers in the United States that have worked to improve the quality of life in rural communities for nearly 40 years. With funding from the USDA National Institute of Food and Agriculture and the land-grant universities in our 12-state region, the NCRCRD helps Extension professionals, researchers and other partners address issues that affect rural areas across the region. The center provides leadership in rural development by linking research with education and community outreach to facilitate, integrate, link and coordinate research and action for rural America.

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