

Central Directions

A large, golden-brown hay bale is the central focus in the foreground, its texture of straw clearly visible. The bale is positioned on the left side of the frame, casting a shadow to the right. In the background, a field of harvested crops is dotted with several more hay bales. A dense line of green trees forms a horizon under a clear, bright blue sky.

North-Central Regional
Center for Rural Development

2014 Annual Report



Dear Friends of NCRCRD:

I hope you enjoy learning about the NCRCRD'S activities over the past year through our annual report. We are engaged with the region in so many ways! As I complete my five year term, it is perhaps of interest to reflect on the distance travelled and the lessons learned.

1. I never cease to be amazed by the energy, dedication, and creativity of the region's land grant personnel. I've said it many times and still believe we have the very best.
2. The region has many issues in common, yet it is incredibly diverse. We need to be cognizant of those differences in crafting bold interdisciplinary multi-institutional approaches that build upon strengths to move forward.
3. Our real strengths lie in our networks. We can accomplish much via our "boots-on-the-ground" connections; sharing those networks with other agencies can build effective partnerships.
4. It is important to communicate effectively about our work. While I get many compliments about the Center's annual report, our two-page regional Extension Community Development impact reports are more widely read in Washington DC.

The region has a tremendous asset in the form of the thoughtful leadership provided by the State Extension Community and Resource Development Program Leaders. These individuals form the nexus of field and campus and communicate needs and opportunities quickly. They are supported by a dynamic team of State Extension Directors.

The Agricultural Experiment Station Directors come from a wide array of disciplines and are willing to dig deep to connect the NCRCRD to the deep intellectual resources driving the region forward.



The Center has an incredible board of directors who have guided programs through changing times over the past few years. They provide feedback and insights to new activities to make the Center a leader for the region.

Our partners at the USDA, especially program officer Brent Elrod, have made developing new programs very exciting as the Center moved into new topic areas. Our regular quarterly visits to Washington DC are now packed with project updates for various agency partners who are learning how to tap into the power of the land grant system!

Rosa Soliz was recognized with an overdue MSU College of Agriculture and Natural Resources Outstanding staff award this year. Rosa's award is part of our report, but suffice it to say here that the Center owes much of its momentum to her forward-thinking and courteous leadership.

I would also like to signal my deep appreciation for my fellow Center Directors. While each Center maintains its own character and allegiance to its region, the national four-center approach to program development and delivery would not have enjoyed the same outcome without willing and competent partners.

Sincerely,

Scott Loveridge
Director, NCRCD
Professor, Department of Agricultural,
Food, and Resource Economics



FY 14-15

Small Grant Awards

The NCRCRD is pleased to announce winners of its annual small grants competition. Each proposal goes through an independent review process. 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.

Tribal Community Development Projects in the Great Lakes Regions

PIs: *Proctor, E. (Michigan State University)*

Co-PIs: *Newman, D. (University of Minnesota) & Gauthier, B. (Lac Flambeau Tribal UW)*

There are 35 federally recognized tribes in the states of Michigan, Minnesota, and Wisconsin. The native population of these states is over 177,000. Based on federal trust responsibilities the Cooperative Extension services of all three states have a responsibility to build relationships and partnerships with the tribal communities that we serve. Community development has been the responsibility of planners and politicians. But in many communities there is a deep desire for more grass roots involvement in the community development process. How can Extension, do a better job in working with their Native communities and as concerned citizen's involve the population in a more meaningful and creative way? This initiative will provide three levels of training on community development; analysis, planning, and implementation. Along with an in-depth study on what Community Development is and isn't about.

Facilitating Rural Development in the greater Great Lakes Region

PIs: *Sirrine, R. (Michigan State University)*

Co-PIs: *Lizotte, E. & Brown-Rytlewski, D. (Michigan State University); Rohwer, C. (University of Minnesota), Bergefeld, B. (Ohio State University); Duley, D, Rehbein, T. (University of Wisconsin); McCarty, G. (University of Illinois); Hoagland, L. (Purdue University); Miller, S. (Cornell University); Darby, H. (University of Vermont); Davis, J. (North Carolina State University); Elford, E. & Filotas, M. (Ontario) & Venne, J. (Quebec)*

The goal of this proposal is to bring together hop educators and researchers working in the Midwest and Canada under similar climatic conditions to convene a formal greater Great Lakes Region Hops Working Group (GLHWG). The GLHWG and key stakeholders will convene and participate in a facilitated needs assessment to identify areas where hop grower resources are needed and form expertise teams to address identified needs. Expertise teams will develop identified resources and make them available online to serve growers through a collaborative information repository to be determined during the needs assessment. Those needs that cannot be addressed with existing resources or expertise will be prioritized for collaborative research and grant efforts through the newly formed working group.

A Gathering: Towards Tribal Rural Land and Resource Use Sustainability

PI: *Cheruvilil, J. (Michigan State University)*

Co-PIs: *Henry, G. (Michigan State University) & Caldwell, C. (College of Menominee Nation)*

Effective Ojibwe tribal land and resource use and management are crucial to the sustainable growth and development of Upper Great Lakes rural communities, especially given the rapid environmental and economic changes that are taking place. Tribal communities working together with land-grant institutions can make important contributions to both science and traditional practices of resource management and ecosystem services on treated and ceded lands. We plan to host a gathering of tribal peoples to assess and prioritize concerns regarding land and resources use across the region and develop a research and outreach plan for sustainable land and resource use. The gathering will provide a basis for combined land and resource use research, management, education and outreach.

Place-Based Leadership: Development of a Research Based Curriculum

PI: *Tootle, D. (Iowa State University)*

Co-PI: *Johnson, T. (University of Wisconsin)*

The project will focus on the development of a research based curriculum on place-based leadership appropriate for extension educators to use in Iowa and Wisconsin communities. The project will encompass a literature review of place-based leadership, a review of existing leadership programs used by community development extension practitioners, identification of the core competencies for place-based leadership, critical assessment of the existing community leadership programs in both states and their impacts, identification of appropriate adult learning practices for program delivery, and development of a curriculum for place-based leadership. The curriculum will be modular in design so that it can be tailored specifically for the needs of the communities in which it will be used. The curriculum will incorporate principles of adult learning as well as both synchronous and asynchronous learning methods and multimedia content.

Impacts of Small Grants

completed in 2014

"...has allowed me to take a comprehensive look at existing research on rural education and think about how to reconcile it with a large, recent body of work on economics of education in general. I am hoping the report is a step forward in allowing scholars in rural education to access and use existing economic research on teacher markets and school finance to further inquiry and policy."

Elton Mykerezzi, University of Minnesota

"...leverage multi-state talents and resources to develop a new direction for a widely-used and extensively used economic development program that was initially devised and continues to be improved upon by Extension. It has also allowed us to procure services from SurveyGold to develop a state-of-the-art mobile application to elevate and expand the traditional BR&E program."

Nancy Bowen-Ellzey, The Ohio State University



"...measure the level of nation-wide interest in the social science community for study of natural resources, link across these networks for three new grant opportunities, and crate subsets of interested researchers for future work."

Meredith Redlin, South Dakota State University

"...expand my knowledge of local food systems and relationship that sound community development principles play in creating a broad support base of resources including people and money."

Trudy Rice, Kansas State University

"... allowed us to more deeply explore the opportunities and challenges of production of local and regional foods in Nebraska, and bring those opportunities and challenges to more people, including Nebraska policymakers."

Charles Francis, University of Nebraska-Lincoln

"...better understand and share how communities are seeking and using various funding sources to improve local foods availability and programs."

Linda Naeve, Iowa State University

"...network with other extension professionals from around the country to gain knowledge on shale development challenges and benefits. Gain an understanding of the social and environmental impacts of shale development as well as the economic impacts. Conduct research to identify the key social, economic and environmental impacts that shale communities can expect to experience, allowing for the formulation of targeted strategies."

Trudy Rice, Kansas State University

"...engage Extension professionals throughout the country to evaluate current practices and ascertain their needs and preferences for strategic planning resources."

Corey Buttry, University of Illinois





Regional Rural Development Centers Engage All Fifty States With **AG Marketing Service**

In August 2014 USDA NIFA program leader Brent Elrod presented the four Regional Rural Development Centers with a new and challenging opportunity: partner with USDA's Agricultural Marketing Service (AMS) to offer grant-writing workshops for stakeholders interested in AMS' Local Food Promotion Program and the Farmers Market Promotion Program. The challenge was that the program had to be developed and then delivered in face-to-face settings in all fifty states within six months. NCRCRD Director Loveridge produced the winning strategy for rolling out the curriculum so quickly: engage regional trainers to help with curriculum development and recruit local Extension professionals to deliver the on-the-ground training through a train-the-trainer system. Partnering closely with project leader

Stephan Goetz in writing the first draft of the plan was easy due to the Northeast Center director's familiarity with the local foods scene due to his long-standing research on local food distribution networks. The other two Centers also came on board quickly, recruiting the regional trainers and recruiting state trainers for their regions. The Extension system responded extremely well to the opportunity, with eleven of the twelve North Central states providing state trainers, and the twelfth working to coordinate logistics of hosting an out-of-state trainer. Pooling the Directors' combined institutional memories, we believe it is the first time the four RRDCs ever offered training in all fifty states, jointly with their state Extension partners, in their forty-two year history.

For more information go to: <http://amsta.net>



The NCRCRD Initiates the

National Hmong Language USDA Resource Center

When NCRCRD Director Scott Loveridge was a boy, he always heard stories about his great grandmother Adda Mong. Years later as a graduate student, he encountered a different kind of Mong, but pronounced the same way: the Hmong people of Viet Nam and Laos had sided with the US during the Viet Nam war, and had become refugees. A substantial number of the Hmong people were settled in the East Lansing area and added some great diversity to the local arts and crafts scene of the era with the fantastic quilts they were making. When Loveridge moved to St. Paul, Minnesota as a faculty member, some Hmong lived there as well, and he participated in the process to hire the first Hmong person into the Minnesota Extension Service, assigned to work to bridge between the Hmong and the broader society in the St. Paul area. So when the opportunity to lead a national initiative to provide rural development resources to Hmong people nationally arose, Loveridge was all-in. The opportunity was coordinated by Vivian Chen of the White House Initiative of Asian American and Pacific Islanders, funded by USDA's Agricultural Marketing Service, National Resource Conservation Service, Rural Development, and administered by the National Institute of Food and Agriculture. USDA NIFA program leader Brent Elrod is also part of the coordination effort. "I had attended a National Association of Community Development Extension Professionals session in Park City and was astounded to learn that many of the original Hmong refugees hadn't yet learned enough English to take advantage of all of the resources available through Extension and USDA," Loveridge says, "Clearly the population is underserved." Loveridge quickly conceptualized systems to help Hmong people living or working in rural areas access materials. A national search identified Pao Xiong as a key member of the Hmong project team. A first-generation Hmong, Xiong grew up farming and was active with Hmong TV as a college student in California. The Hmong USDA Resource Center team is supported by an advisory committee from around the US and also engages members of Michigan State University's Hmong American Student Association in selected aspects of project implementation.

New Training Program Developer



Pao M. Xiong is the fifth born son from Hmong refugee parents from Laos. He is the first of his siblings to be born in the United States and also the first to graduate from a four year university, UCLA, graduating with a Bachelor of Science in Physics and Minor in Asian American Studies. He has been involved in forming a local organization, Hmong Empowerment Resources & Outreach (HERO), in his home town, Fresno, CA, that co-hosted the Hmong National Development Conference 2013 where he served as one of the conference co-chairs. He has worked for the first 24 hour Hmong television network in the United States, Hmong TV Network, as their video journalist/editor. Pao joins the center as the Training Program Developer of the Hmong Language Resource Center.



National Community Behavioral Health Project

Enters Phase II

The US is undergoing rapid changes in the behavioral health. Veterans are returning with PTSD, suburbanites are drifting from abuse of prescription pain killers to heroin, an array of new unregulated drugs is being sold to vulnerable people, and state-level policy environments are changing. The four Regional Rural Development Centers are partnering with the Substance Abuse and Mental Health Services Administration in collaboration with USDA's National Institute for Food and Agriculture (NIFA) to explore ways to better inform local decision makers about emerging trends in behavioral health. In Phase I of the project, ten communities engaged with the technical team to explore which data sources are most commonly used in local dialog about behavioral health in the community. In phase II, the project is designing and testing new ways to provide early warning of emerging behavioral health issues. The project has several interactive components. The team is interacting with nine index communities to gauge on-the-ground changes via a biweekly survey. Four innovation communities are exploring ways to harvest and report administrative data in a timely reporting system. A team of statistical modelers is using social media data sets to ferret out emerging national and state-level trends.

For more information go to: <http://healthbench.info>

Cuthbertson Joins Center Staff



Courtney Cuthbertson joins the Center as a specialist with the CAPE project. Courtney A. Cuthbertson earned her B.S. in Psychology and Sociology in 2005, her M.A. in Sociology in 2008, and her Ph.D. in Sociology in 2014, all from the University of Illinois at Urbana-Champaign. Her research interests include community behavioral health, mental health, social/cultural trauma, globalization, and race, class, and gender inequalities. Courtney joined the NCRCD in April 2014 as a postdoctoral fellow for the Community Assessment & Education to Promote Behavioral Health Planning and Evaluation (CAPE) Project, conducting analyses of survey data, writing reports to participating communities, presenting webinars and at national conferences, and writing articles about the CAPE data for peer-reviewed journals. Courtney enjoys traveling and spending time with her dogs.

SET? Ready, Go!

Stronger Economies Together (SET) is one of the first projects the Regional Rural Development Centers (RRDCs) implemented on a national basis, and, like its name, just keeps getting stronger. Back in 2009, then-Southern Rural Development Center Director Bo Beaulieu approached the other three RRDC Directors about a new opportunity for a partnership with USDA Rural Development. The idea was to reduce smokestack chasing competition among groups of rural counties by creating jointly developed strategic plans to move together as a group based on natural competitive advantages of the region. Beaulieu organized a national curriculum development team, drawing on tried and true material, as well as recently developed material found in the 2009 Routledge book, "Targeting Regional Economic Development" edited by rural development economists Stephan Goetz, Steven Deller, and Thomas Harris. Each local program requires participation from USDA Rural Development staff and Extension.

The SET program was an instant hit and Rural Development provided additional funding for another round of communities as well as some refinements based on what had been learned in the pilot phase. The feedback to USDA Rural Development has only gotten more positive with each Phase, such that RD continues to invest in the program under its continued leadership from Rachel Welborn of the Southern Rural Development Center. In 2014, SET Phase IV included Illinois, South Dakota and Nebraska. Phase V, launching in 2015, includes participation from eight of the twelve North Central states.

For more information go to: <http://srdc.msstate.edu/set>



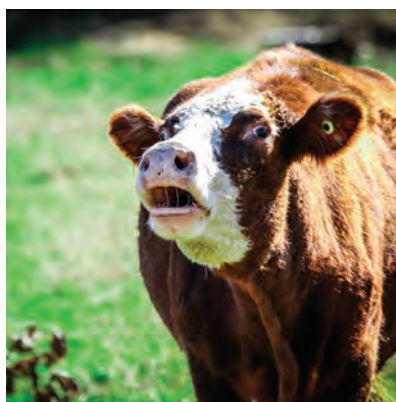
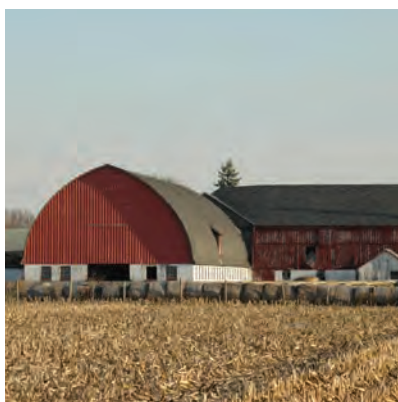
NCRCRD Post-Doctoral Fellow Assumes Position at Purdue

One of the ways the North Central Regional Center for Rural Development implements its goal of strengthening the capacity of the land grant institutions is by providing practical on-the-job training for recent PhDs. Our educational system produces great technical knowledge, but sometimes there's a gap when it comes to applying it to issues of rural development or to connecting to the land grant system's stakeholders. By offering recent PhDs short-term opportunities to apply their skills to issues relevant to the region, the Center can help them become more competitive for opportunities that arise in areas related to rural development. The Center's 2013-14 post doc, Carolyn Hatch, focused her work on the creative economy and workforce development issues. Hatch partnered with the University of Nebraska and South Dakota State University in an assessment of workforce gaps in those states. The applied project came in handy when Purdue was looking for a new member of their Center for Regional Development team. According to the Purdue Center for Regional Development web site, Hatch's assignment at Purdue is to plan and guide "implementation of community and economic adjustment and diversification strategies intended to enhance regional vitality across Indiana. In particular, Carolyn provides leadership for the Defense Manufacturing Assistance Program (DMAP) that assists defense contractors and defense-dependent communities in developing a plan of action to recover from the negative impact of the defense drawdown. She also leads a cross-state team of Community Development Extension professionals to develop, implement and evaluate community-based approaches to rural skills development in an era of reshoring." Congratulations to Carolyn on this exciting new assignment!

New Post-Doctoral Fellow



Jason Parker joins the center as a Post-Doctoral Fellow. Jason Parker is a researcher in theoretical econometrics and applied microeconomics. His interest is in panel data, particularly looking at how singular individuals affect others in their group, which is a form of cross-sectional dependence. His applied papers analyze the economics of health and crime in the U.S. at the disaggregated level. He earned his PhD in economics at the University of Texas at Dallas and holds an undergraduate degree in math from the University of Chicago



Borich to Retire

From Community and Economic Development Extension and Outreach

AMES, Iowa – Timothy O. Borich is well-versed in Iowa State University’s engagement with communities throughout Iowa. He’s been involved in community outreach work at Iowa State for the past 36 years. Currently the director of the ISU Extension and Outreach Community and Economic Development program, as well as associate dean for extension and outreach within the ISU College of Design, he’ll be retiring from these administrative roles effective Sept. 3.

During his tenure as Community and Economic Development program director, Borich has spearheaded innovative programs, many of which are based on both internal and external partnerships. For example, Communities to Community, known as C2C, is a two-year outreach program that brings the expertise of faculty, staff and students from multiple disciplines and offers bundled design, educational, business and leadership development services to client communities.

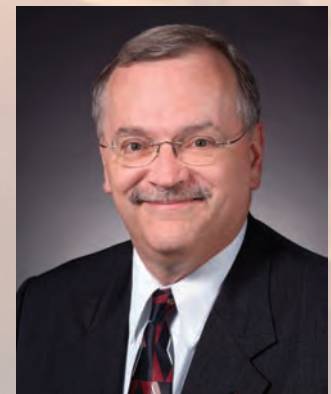
External partnerships initiated by Borich include a shared faculty position with the University of Wisconsin-Extension serving the Dubuque area, the first position of its kind, as well as community development specialist positions shared with Chambers of Commerce or local economic development organizations in communities across the state. These partnerships have leveraged millions of dollars in grants and contracts.

“When you think of Iowa State University and ISU Extension and Outreach Community and Economic Development, think cooperation, collaboration and partnerships. We are firm believers that in many cases we can accomplish more working together than separately,” Borich said.

Community and Economic Development has been proactively engaging the growing Latino population in Iowa since 2007, when Borich hired ISU Extension and Outreach’s first Latino community development specialist, Himar Hernández, who has earned national recognition for his work with communities and businesses. Four more specialists who work with minority populations are now part of the CED program.

“Thanks to Tim, ISU Extension and Outreach has embraced the concept of outreach to immigrants and new Iowans,” Hernández said. “We were doing things that nobody else was doing. He took a leap of faith that shows real vision — not only within Iowa but nationwide.”

In addition, Borich has provided leadership in the documentation and reporting of CED program impacts at the state and national levels. He has helped develop multistate systems that are being adapted across the country. “Tim was instrumental in helping other states learn from ISU’s experiences in documenting program impact.” said Scott Loveridge, Director of NCRCD, “In addition, he has always shown the way in building bridges in multi-state programming throughout his career. He has strengthened the entire land grant system.”



Excerpted and adapted from a longer article found at:

<http://www.extension.iastate.edu/article/borich-retire-community-and-economic-development-extension-and-outreach>

The Return of Mann

Dr. John Mann served as a post-doctoral fellow with NCRCRD a few years ago, and then transitioned to a more permanent position at a Texas university. While at NCRCRD, Mann initiated the popular “Innovations in Agriculture” webinar series designed to connect innovative faculty research to companies interested in implementing the new technologies. Mann approached the daunting task of identifying both small and large company technology managers with a multi-pronged social media strategy, ultimately establishing a database with thousands of relevant contacts. He patiently coached faculty researchers about the characteristics of their intended audience and how to present materials in the webinar format. His departure left a void in the series and the NCRCRD Board of Directors was delighted to learn that MSU’s Center for Economic Analysis wanted to bring Dr. Mann back to East Lansing in partnership with NCRCRD. He is thus re-launching the series. Mann’s approach to the work uniquely bridges his multi-year experience in broadcast media and his PhD in Agricultural Economics, but he isn’t simply “getting the information out” to potential end-users. He’s also interacting with various actors in the US agricultural innovation system to learn how to best tweak the system to enhance positive outcomes for all parties.



NCRCRD’s Soliz Selected for Michigan State University Outstanding Staff Award

Rosa Soliz is the NCRCRD’s communications and logistics associate. As a key representative of the Center she works with dozens of stakeholders across the 12 state region, often never meeting them in person. In addition, she is the primary resource in dealing with the Center’s many accounts, often via subawards that distribute resources to our partner institutions in the region and beyond. She also maintains the Center web site with the many contributions about opportunities coming in from around the country. She has coached many webinar presenters in how to use the technology. In recognition of her tireless, cheerful, and successful efforts to enhance the impact of the Center, the Michigan State University College of Agriculture and Natural Resources has recognized her with an outstanding staff member award! The award will be presented at a formal ceremony in April. Congratulations, Rosa!



Longtime NCRCRD Partner Janet Ayres

Lauded for Community Economic Development Work



Purdue's retiring faculty member Dr. Janet Ayres was highlighted at Indiana's Statewide Conference on Housing and Community Economic Development. The conference is organized by the Indiana Housing and Community Development Authority (IHCDA) and the Indiana Association for Community Economic Development. The award was presented by Lt. Governor Sue Ellspermann. According to the October 15, 2014 Carroll County Comet¹, Lt. Governor Ellspermann said, "For more than three decades, Dr. Janet Ayres has worked to improve the quality of life in rural Indiana by building the skills, knowledge and leadership capacity of its residents. She has worked tirelessly in support of conservation, playing an instrumental role in developing the leadership development program for the Soil and Water Conservation District supervisors."

"Janet Ayres was an inspiring partner in region-wide initiatives for much of her career, and was a real force in pulling the North Central state extension program leaders together as a team during her stint in that role as the representative from Purdue," said Scott Loveridge, Director of the North Central Regional Center for Rural Development. Among her accomplishments is leading authorship of the widely recognized NCRCRD-published "Take Charge: Economic Development in Small Communities" a curriculum that was widely implemented by Extension professional across the country in the 1990s.

¹http://www.carrollcountycomet.com/news/2014-10-15/Community/Ayres_is_recognized_for_her_work_with_community_ec.html



Webinars

For webinar archives or upcoming webinars go to: <http://ncrcrd.msu.edu/ncrcrd/webinars>

The NCRCRD offered the following webinars between 9/1/12 and 8/31/1

Extension in the Intersection of Community Development & Health

J. Adams, L. Johnson, W. Majee & B. Maltsberger (University of Missouri)

Rural Social Media Champions: Development of Models and Diffusion & Best Business Practices

L. Niehm (Iowa State University), B. Frazier (Western Michigan University) & L. Stoel (The Ohio State University).

The HEARTH act: A Whole New Ball Game

B Newland (Fletcher Law, PLLC)

The Role of Wholesale Grocers in Rural Food Distribution - Implications for Robust Local Food Systems

K. Draeger, University of Minnesota

Experimental Estimates for State Level Personal Consumption Expenditures

C. Robbins & L. Guci (Bureau of Economic Analysis)

Shifting Intermediaries: Tracing the Land Grant Role in Water Management in Nebraska

S. Gasteyer (Michigan State University) & N. Wall (University of Nebraska-Lincoln)

Utility Scale Renewable Energy Development - Project Siting & Conflict Resolution

E. Romich & P. Hall (The Ohio State University) & W. Beyea (Michigan State University)

The Introduction and Development of the Community-Flow Measurement Instrument

R. Cantrell & A. (University of Florida) R. Cantrell & A. (University of Florida)

Improved Information Transfer to Assist Farmers in Rural MI & WI in Making Informed Decisions About On farm Scale Anaerobic

C. Gould & B. Bailey (Michigan State University)

Take out Menu Webinars

On-Site Renewable Energy Development as a Business Retention & Expansion Strategy

N. Bowen, M. Moss & E. Romich (The Ohio State University)

Innovations in Agriculture and Rural Development

Responding to an S.O.S. from the Commercial Beekeeping Industry

M. Spivak (University of Minnesota)

High rate renewable energy production with the Static Granular Bed Reactor (SGBR)

T. Ellis (Iowa State University)

Expediting the Commercialization of Biobased Products via OBIC's ® "Cell to Sell" Innovation Model

D. Hall (The Ohio State University)

Integrating perennial grasses for sustainable agricultural systems to maximize farm profitability

D.K. Lee (University of Illinois)

Increasing production efficiency through reproductive management

R. Funston (University of Nebraska)

Community Assessment and Educational Behavioral Health Planning and Evaluation Webinars:

For CAPE archived or upcoming webinars go to <http://www.healthbench.info/webinars.html>

Technology-Assisted Care Interventions: Enhancing Treatment and Recovery Support Services

Nancy Roget (University of Nevada, Reno)

A Community's Response to Reduce the Burden of Substance Abuse

Melissa Dotter (Marathon County Health Department, Wisconsin)

Measuring and Building Public Value of Health Intervention Programs

Mark Skidmore (Michigan State University)

Developing a Practitioner-Responsive infant Mental Health Training Program

Cassandra Joubert (Central California Children's Institute)

The Software Assisted Medicine Project in Wallowa Valley, Oregon

Stephen Kliewer (Wallowa Valley Center for Wellness, Oregon)

Exploring Community Interest in Behavioral Health via Google Trends

Jessica Tess (Michigan State University)

Mental Health Literacy: Promoting Public Action to Reduce Mental Health Problems

Anthony Jorm (University of Melbourne)

Social Media Trends and Resources in Community Behavioral Health

Jessica Tess (Michigan State University)

Community Decision-Making: One Size Does Not Fit All

Courtney Cuthbertson, Scott Loveridge, Jessica Tess (Michigan State University), Cheryl St. Clair (Oklahoma State University) and Rachel Welborn (Southern Rural Development Center)

Diagnosing Communities

Sandro Galea (Columbia University)

Social Media Strategies to Create Community Behavioral Health Change

Jessica Tess (Michigan State University)

An Introduction to Community Data Roundtable

Dan Warner (Community DataRoundtable)

Community Model for Community Health Needs Assessment

Gerald Doeksen and Cheryl St. Clair (Oklahoma State University)

FY 13-14

Publications

Schaeffer, P., Loveridge, S. and Weiler, S. (2014). Urban and Rural Opposites No More! *Economic Development Quarterly*, 28(1): 3-4.

Loveridge, S., Albrecht, D., Welborn, R., and Goetz, S., (2014) Opportunities for Rural Development in Cooperative Extension's Second Century. *Choices*. 29(1). [http://www.choicesmagazine.org/magazine/pdf/cmsarticle_360.pdf]

Komarek, T., and Loveridge, S., (February 2014) Too Big? Too Small? Just Right? An Empirical Perspective on the Debate about Local Firm Size Distribution and Economic Growth in U.S. Counties and High Poverty Rural Regions. *Economic Development Quarterly*, 28(1): 28-41.

Loveridge, S., Nawyn, S., and Szymecko, L., (Spring 2013) Conducting Virtual Facilitated Discussions. *CD Practice*. 19. [<http://www.comm-dev.org/images/pdf/Conducting-virtual-facilitated-dicussions%20template-new%201.pdf>]

Whitaker, E., Bokemeier, J., Loveridge, S. (2013, March). Interactional Associations of Gender on Savings Behavior: Showing Gender's Continued Influence on Economic Action. *Journal of Family and Economic Issues*, 34(1): 105-119 2013. DOI: 10.1007/s10834-012-9307-2

August 2014, OSU Project Addresses Boom-Bust Cycle, Gas & Oil Magazine. Dix Communications, Page 3 - http://issuu.com/dixcom/docs/august_2014/1?e=2732358/8828508

The Ohio State University, College of Food, Agricultural, and Environmental Sciences. (2015) Project Helping Ohio Communities Avert Bust after Shale Boom. [Press release] Retrieved from <http://cfaes.osu.edu/news/articles/project-helping-ohio-communities-avert-bust-after-shale-boom#.VR7e0MiHgBg.email>

The Ohio State University, College of Food, Agricultural, and Environmental Sciences. (2015) Project Helping Ohio Communities Avert Bust after Shale Boom. [Press release] Retrieved from <http://cfaes.osu.edu/news/articles/project-helping-ohio-communities-avert-bust-after-shale-boom#.VR7e0MiHgBg.email>

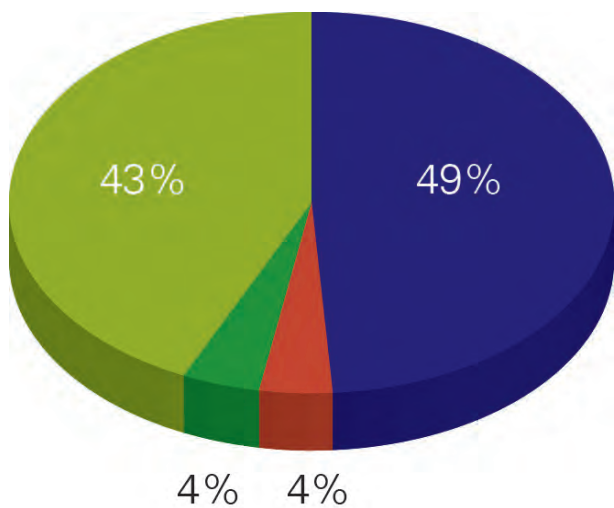
Paredes, D., and Loveridge, S., (2014). How large is the rural cost advantage? A Big Mac index for the United States. (Brief 36) http://www.nardep.info/uploads/Brief36_HowLargeRuralCostAdvantage.pdf

Bloem, J., (2014) (Brief 34), Refugees in rural communities: A win-win? (Brief 34) http://www.nardep.info/uploads/Brief34_RefugeesinRuralAmerica.pdf

Naeve, L. and Hartsook, C., 2014. Best Practices of Various Funding Support for Sustainable Local Food Systems in Midwest Communities. (NCRCRD Policy Brief.)

2014 NCRCRD

Funding

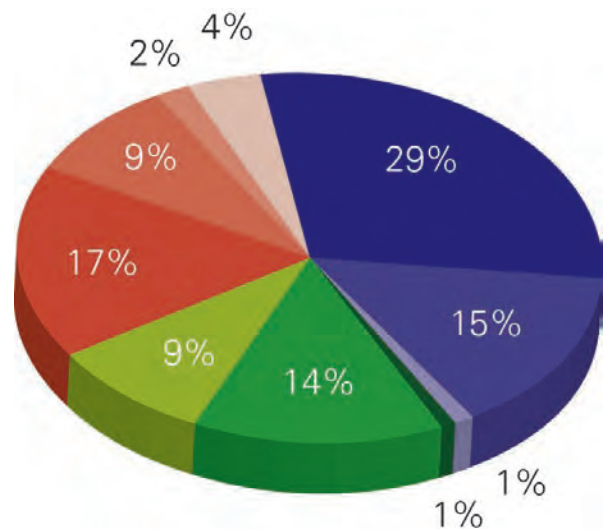


Core Funding



Board of Directors:

Doug Buhler, Michigan State University, AgBioResearch
 Ray Hammerschmidt, Michigan State University Extension
 Beverly Durgan, University of Minnesota Extension
 Brent Elrod, USDA National Institute of Food and Agriculture
 Sheldon Jones, Farm Foundation, NFP
 Brian Kowalkowski, College of Menominee Nation
 Sarah A. Low, USDA Economic Research Service
 Kenneth Martin, The Ohio State University Extension
 Neal Merchen, University of Illinois at Urbana-Champaign



Budget Allocations



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 Jessica Tess, CAPE Project, Communications & Social Media
 Pao Xiong, Training Program Developer II, Hmong Language Resource

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
The 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

Central State University
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, Cloquet, MN
Fort Berthold Community College, New Town, ND
Haskell Indian Nations University, Lawrence, KS
Keweenaw Bay Ojibwa Community College, Barage, MI
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, ND
White Earth Tribal and Community College, Mahanomen, MI

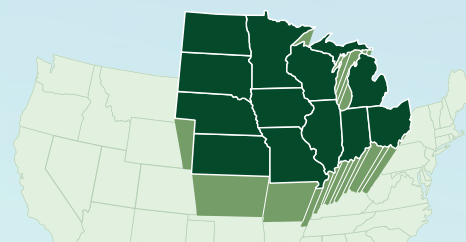
The North Central Regional Center for Rural Development (NCRCRD) is one of four regional centers in the United States that work to improve the quality of life in rural communities. With funding from the USDA National Institute of Food and Agriculture and the land-grant universities in our 12-state region, 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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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.



NCRCRD

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