



**NORTH CENTRAL  
REGIONAL CENTER  
FOR RURAL DEVELOPMENT**

# **2021-2022 ANNUAL REPORT**

## **FACILITATING COLLABORATION**





## NORTH CENTRAL REGIONAL CENTER FOR RURAL DEVELOPMENT

### OUR MISSION

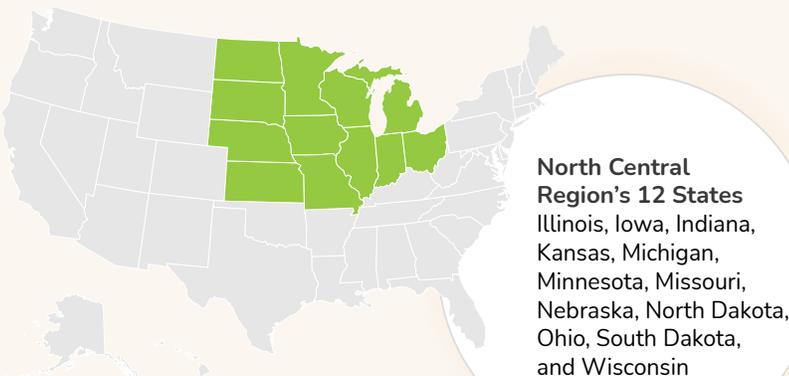
To build the North Central Region's rural communities through cutting-edge research and extension programs and innovative partnerships. To achieve this mission, we seek to engage research and extension at all of the land-grant institutions across the North Central Region.

### WHAT WE DO

North Central Regional Center for Rural Development (NCRCRD) is one of four Regional Rural Development Centers in the United States. NCRCRD's work links the research and educational outreach capacity of our region's 34 land-grant universities with our region's communities, local decision-makers, entrepreneurs, families, farmers, and ranchers to help address a wide range of development issues unique to our region.

NCRCRD promotes regional collaboration by elevating the research and extension programs in our region; offering grant opportunities to support new and ongoing regional research, extension, and integrated activities; establishing a North Central Region dataset to encourage regional exploration; and creating networking opportunities through webinars, sponsorships, and making introductions between our partners.

We approach our endeavors from three thematic areas: Creating Resilient Communities and Economies, Developing Leadership and Civic Engagement, and Promoting Community Health and Wellness.



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*Photo: Jason Henderson, Senior Associate Dean and Director of Purdue Extension (speaking/left), addresses the four Regional Rural Development Centers' leadership and staff during a two-day meeting hosted by NCRCD at Purdue University in September 2022.*

The North Central Regional Center for Rural Development receives core funds from the U.S. Department of Agriculture's National Institute of Food and Agriculture (award # 2021-51150-34732) as well as from the North Central Regional Association of State Agricultural Experiment Station Directors, North Central Cooperatives of Extension Association, and Purdue University, College of Agriculture. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the authors and do not necessarily reflect the views of the U.S. Department of Agriculture or those of other funders.

@ 2023 The North Central Regional Center for Rural Development hosted by Purdue University.



# DIRECTOR'S MESSAGE

I'm continually awed at the impactful work that is being done by the 34 land-grant institutions spread across the North Central Region (NCR). It is because of you, faculty and staff across the NCR, that the NCRCRD thrived in 2022. You are all members of NCRCRD as we rely on lifting up your work in our webinars and are fortunate to fund some of the impactful work that you do.

The Center has made tremendous progress in our three focus areas of creating resilient communities and economies; developing leadership and civic engagement; and promoting community health and wellness. Through our new initiatives, we have strived to facilitate work across the region at the intersection of community, business, and household systems to build a more resilient and prosperous NCR. Some of these initiatives are:

- The introduction of the NCRCRD Advisory Committee, who advises NCRCRD staff in the development of priority goals and strategies for the Center.
- The addition of new funding initiatives such as the *Extension Collaboration Implementation Grants* which are meant to increase collaborations across institutions by incentivizing the piloting of extension programs across states (*page 10*).
- The completion of the National Rural Development Stakeholder Listening Sessions in which the NCRCRD with the three other Regional Rural Development Centers embarked on a year-long initiative to identify where stakeholders engaged in rural development see the greatest need and the greatest opportunity (*page 4*).
- The release of the *Future Opportunities for Rural Workforce and Rural Development (FORWARD)* curriculum which was designed to support extension's role in workforce development (*page 7*).
- The publication of NCRCRD's first *open access* dataset, the NCR-Stat: Baseline. NCR-Stat will be a series of regional datasets meant to incentivize interdisciplinary collaboration across institutions and across research and extension. We hope that it will be an impactful tool in your toolbox to help you improve the prosperity of your stakeholders (*page 6*).

Once again, thank you for all that you do to enhance rural communities. We look forward to engaging with you through exciting webinars and future funding opportunities. We also hope that you will engage with us through research and extension collaborations.

We wish you a productive 2023!

Maria I. Marshall, Ph.D.

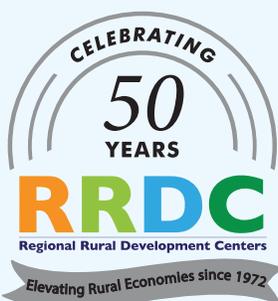
*Professor, James and Lois Ackerman Endowed Chair in Agricultural Economics;*

*Director, North Central Regional Center for Rural Development;*

*Director, Purdue Institute for Family Business*



**Maria I. Marshall, Ph.D.**  
Director, North Central  
Regional Center for Rural  
Development



In 2022, the Regional Rural Development Centers celebrated their 50th Anniversary with proclamations, initiatives, and events.

Photo (right): President Richard Nixon signing the Rural Development Act, August 30, 1972.

**LEARN MORE**

Read about RRDC history and 50th anniversary activities at <https://ncrcrd.org/50th-anniversary/>.





# COLLABORATIVE PROJECTS

Projects NCRCRD accomplished with others during 2021-2022

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*Photo: NCRCRD Director, Maria Marshall addresses 2022 NACDEP Conference attendees at the workshop, "Fostering Development in Rural America in the Next 50 Years." Sitting (left to right) is Jason Entsminger, formerly with Northeast Regional Center for Rural Development, Don Albrecht, Director, Western Rural Development Center, and John Green, Director, Southern Rural Development Center.*

*The workshop was divided into three parts: a NIFA-led panel discussion with RRDC Directors, an applied research presentation based on the RRDC's national listening sessions and surveys (see page 4), and a forward-looking facilitated discussion entitled, "How will NACDEP and the RRDCs foster rural development in the next 50 years?"*

# RRDC National Listening Sessions Initiative

*In collaboration with the other three RRDCs, NCRCRD embarked on a year-long initiative to identify where rural development stakeholders see the greatest needs and opportunities.*

In the wake of multiple chronic challenges exacerbated by the COVID-19 pandemic, rural communities and small towns across the United States began to build back from the associated impacts on their economies, workforces, and communities. These recovery efforts posed critical questions of where and how to invest. To identify where stakeholders engaged in rural development see the greatest need and the greatest opportunity, the NCRCRD and the three other Regional Rural Development Centers (RRDC) embarked on a process to collect feedback through a year-long initiative which began in the fall of 2021. The National Rural Development Stakeholder Listening Sessions also served as a collective 50th anniversary project for all the RRDCs.

The RRDCs used a two-step process to collect the feedback. The first step (Fall 2021) surveyed key rural development implementers and other stakeholders to provide baseline feedback. In the second step (Spring 2022), the RRDCs hosted a series of facilitated listening sessions with invited stakeholders aimed at diving deeper into survey findings and identifying long-range strategies on key priorities.

**Findings were presented to:**

- National Association of Community Development Extension Professionals (NACDEP)
- Agricultural & Applied Economics Association (AAEA)
- North Central Family and Consumer Sciences and 4-H Program Leaders
- Association of 1890 Research Directors

**LEARN MORE**

Details of the North Central Region's Rural Development Priorities:

<https://ncrcrd.org/data-resources/regional-rural-development-priorities/>

**Table 1: Key Findings for the North Central Region**

Rank	Priorities	Expansion	Capacity	Valued Programming
1	Economic development	Diversity, equity, and inclusion	Agriculture and food systems	Showcase promising practices or programs within community and economic development
2	Workforce development, training, and education	Agriculture and food systems	Climate change, climate variability, and extreme weather	Give technical assistance that helps identify and apply for funds
3	Physical infrastructure and public services	Community vibrancy	Community vibrancy	Provide formal training on community and economic development topics
4	Community vibrancy	Health	Diversity, equity, and inclusion	Coordinate Extension and Outreach teams across states/institutions around key issues

FEBRUARY 2022

# Community Development Extension Library

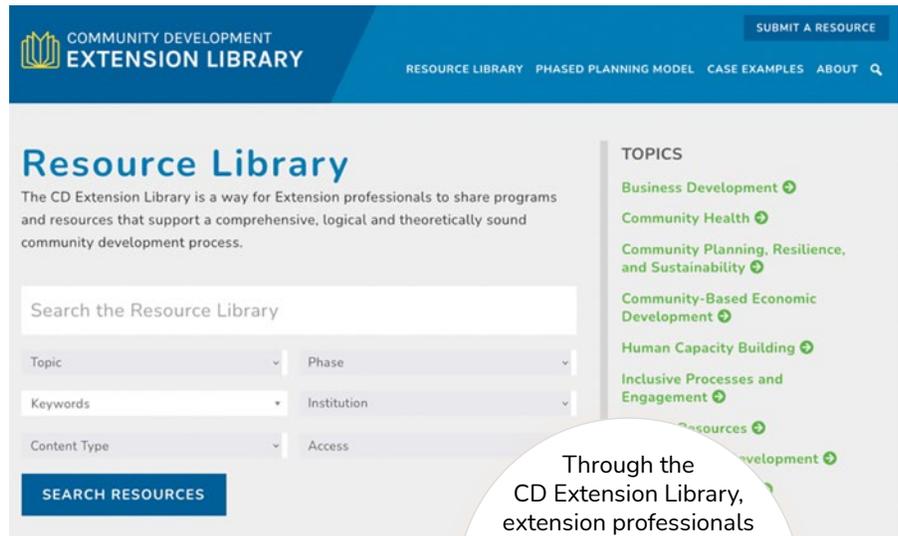
*Through a collaboration between NCRCRD and the National Association of Community Development Extension Professionals (NACDEP), the Community Development Extension Library website went live February 2022.*



The Community Development (CD) Extension Library serves as a national online repository of programs, curricula, tools, and fact sheets shared and used among Cooperative Extension Professionals (CEP) who are part of Community Development Extension programs from across the United States.

The Library is a resource for sharing programs and best practices throughout the Cooperative Extension System and a forum through which peers can exchange information on practices, program delivery, and impact.

Visitors looking for CD programs can search the CD Extension Library by topic, key word, type of content (i.e. factsheet, presentation, program, etc.), element of phased planning model, institution, and type of access granted. The library also collects Case Examples which describe how an extension professional might work with a community, including the resources, tools, processes, and questions which have been useful. The case examples are illustrative, not prescriptive.



Through the CD Extension Library, extension professionals can share programs and resources that support a comprehensive, logical and theoretically sound community development process.

## LEARN MORE

We invite you to visit the library and explore its holdings. <https://cdextlibrary.org/>.

NOVEMBER 2022

# NCR-Stat: A North Central Regional Dataset

*The first dataset, NCR-Stat: Baseline was released in November 2022 and is one of NCRCRD's major projects in encouraging interdisciplinary collaboration across the North Central Region.*

NCR-Stat is a North Central regional panel dataset being developed as a venue and incentive for interdisciplinary collaboration across land-grant universities and across research and extension in the North Central Region (NCR).



## NCR-Stat: Baseline Survey

The NCR-Stat: Baseline Survey is NCRCRD's regional household survey and included questions related to topics crucial for household and community development and wellbeing. All data gathered via the NCR-Stat: Baseline Survey is available for those who would like to use the data as a baseline for further research and extend the portfolio of already existing databases.

The survey focused solely on households in the NCR states and asked questions about household demographics, income, workforce participation, entrepreneurship, caregiving, human capital, housing, broadband access, placemaking, community leadership and civic engagement, health and wellness, food security, and environment.

The primary purpose of this initial survey was to get a better picture of the NCR and learn more about respective topics. The Baseline Survey is also a starting point for following surveys on specific thematic areas.

Making this dataset available decreases the barriers for institutions to study regional changes and trends and conduct comparative research. Moreover, regional data collection encourages collaboration between research and extension and high- and low-resource institutions across the region.

## Moving forward

The NCRCRD plans to facilitate collaborations aimed at additional survey development, data collection method enhancement, and robust data analysis leading to publications and educational curricula. In addition, collaborating institutions may choose to oversample their states and provide funds to include focused topics in the survey.

### How do I access the NCR-Stat Baseline Dataset?

The dataset is housed at the Purdue University Research Repository (PURR). A direct link to the dataset is at <https://ncrcrd.org/data-resources/ncr-stat/>

### Are there any other datasets in the works?

Yes! The next dataset will explore caregiving in the NCR and is due to be released in Spring 2023.

NCRCRD fellow, Shoshanah Inwood, Ph.D. with The Ohio State University proposed the survey for her fellowship. (See page 9)

### Where can I learn more about the NCR-Stat?

NCRCRD has written several "Story Behind the Numbers" articles that explore the NCR-Stat Baseline dataset since August 2022.

<https://ncrcrd.org/newsroom/story-behind-the-numbers/>

DECEMBER 2022

# Future Opportunities for Rural Workforce and Rural Development (FORWARD) Curriculum



*In December 2022, NCRCRD in collaboration with the Association of Public and Land-grant Universities (APLU) completed the FORWARD curriculum that supports workforce development in rural communities.*

## A Workforce Development Curriculum Designed by Extension Professionals for Extension Professionals

The FORWARD curriculum is the result of a grant awarded to NCRCRD and APLU from the Ascendium Education Group, in which they proposed to lead a team of Cooperative Extension leaders from across the country, to design a curriculum that supports Cooperative Extension Professionals (CEP) working to address career and workforce development issues in rural communities.

This talented team of Extension Professionals first created a Workforce Engagement Model based on the processes, materials, and data required to support CEPs in forming and supporting a local community team to understand and address the workforce needs of a community.

Because the model was developed by a team of Cooperative Extension leaders, it draws upon Cooperative Extension's traditional strengths in youth development, community collaboration, and community education.

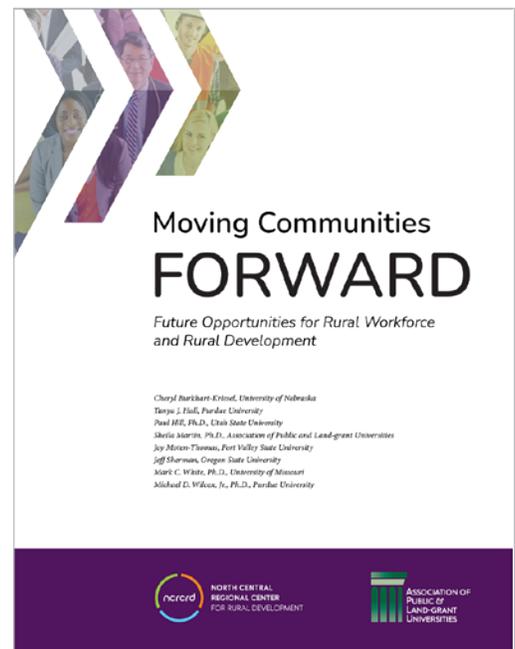
The curriculum also expands upon Cooperative Extension's experience with youth engagement and career development to target non-traditional student populations such as incumbent, displaced, and low-income workers.

Prior to releasing the curriculum, three pilot projects in Arkansas, Indiana, and Utah vetted the curriculum and provided valuable feedback to improve its usefulness to CEPs and their stakeholders.

### LEARN MORE

The full FORWARD program (curriculum, handouts, worksheets, and slides) is available to download for free from the Community Development Extension Library.

<https://cdextlibrary.org/resource-library/forward/>





# SUPPORTING COLLABORATIVE RESEARCH AND PARTNERSHIPS

Projects, people, and events advancing collaborative efforts in the North Central Region that NCRCRD supported during FY 2021-2022

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*Photo: The NCRCRD workshop held during the USDA NIFA-funded post-conference during the First Americans Land-Grant Consortium (FALCON) held October 24, 2022 in Albuquerque, NM. NCRCRD provided conference development support for the event (see page 13). Also, activities preceding and after the FALCON post-conference comprise Steven Gavazzi's NCRCRD Fellow's project (see page 9).*

# NCRCRD Fellows Program

The NCRCRD Fellows Program began in 2022 and supports approximately two Fellows per year. Only faculty or staff from land-grant institutions in the North Central Region are eligible for the Fellows Program. Once chosen, NCRCRD Fellows collaborate with the Center to pursue research and/or outreach that benefits the North Central Region. The appointment period is one year.

## The 2022 Fellows



### **Stephen M. Gavazzi, Ph.D.**

Professor, College of Education and Human Ecology, The Ohio State University

*Project Title:* Understanding and Advancing Partnerships Among 1994 and 1862 Land-Grant Universities in the North Central Region

*Project Summary:* Stephen M. Gavazzi, was awarded a conference grant from the National Institute of Food and Agriculture (NIFA). In collaboration with the American Indian Higher Education Consortium (AIHEC), this NIFA grant was used to host a post-conference after the 2022 First Americans Land-Grant Consortium (FALCON) Conference. Held on October 24, 2022, the post-conference focused attention on past, present, and potential future partnerships between 1994 land-grant Tribal Colleges and Universities (TCUs) and their sister 1862 land-grant universities (LGUs). Gavzzi's NCRCRD Fellow project focuses on his work conducted both prior to and following the October 2022 post-conference.

*Activities preceding the conference (July-September 2022):* Activities centered on classifying the defining features of past and present 1994-1862 partnerships throughout the North Central Region. These pre-conference activities included both larger-scale survey methods and one-on-one interviews with personnel attached to these 1994-1862 partnerships.

*Efforts conducted as a follow-up to the October post-conference (November 2022-June 2023):* Efforts will surround the implementation of a needs assessment which will determine the gaps that exist between current partnerships that serve Tribal families and communities and what might optimally be carried out by these sister institutions. Again, both larger-scale survey methods and one-on-one interviews will be employed as data-gathering strategies.



### **Shoshanah Inwood, Ph.D.**

Rural Sociologist and Associate Professor School of Environment and Natural Resources, The Ohio State University

*Project Summary:* Caregiving is a critical rural development issue that affects

all sectors of the economy. Broadly, the Centers for Disease Control & Prevention defines caregivers as those who “provide care to people who need some degree of ongoing assistance with everyday tasks on a regular or daily basis. The recipients of care can live either in residential or institutional settings, range from children to older adults, and have chronic illnesses or disabling conditions.” Caregivers may be paid or unpaid and caregiving occurs in both the formal and informal economy. The availability, quality, cost, and value of caregiving in the United States has long been fraught and these issues have all been exacerbated by the COVID-19 pandemic. To better understand how caregiving currently intersects with and affects community and economic development in the North Central Region, the theme of the 2023 NCRCRD regional survey is “caregiving.”

As a NCRCRD Fellow, Dr. Inwood proposes to coordinate with the NCRCRD to lead the development, implementation, and analysis of the 2023 NCRCRD Caregiving Survey. The resulting data set will be housed at the NCRCRD and following Center protocols and policies will be used for interdisciplinary collaboration across states and across research and extension.

# Small Grants Funded

*NCRCRD Small Grants support research and extension projects of land-grant institutions in the 12-states of the North Central Region. After a brief interruption from COVID and the move of the center to Purdue University, small grant projects restarted in 2021 and new grants awarded in 2022.*

**Table 2: FY 2021-2022 Small Grants Awarded by NCRCRD Arranged by Thematic Area**

Creating Resilient Communities & Economies	Developing Leadership & Civic Engagement	Promoting Community Health & Wellness
Enhancing Cost Estimates of Rural Child Care in Indiana	Gathering with Extension Professionals from Historically Black Colleges and Universities and Tribal Colleges and Universities in the North Central Region to Seek Understanding and Create Collaborative Partnerships in Aging	Resilient Couples, Resilient Communities: Enhancing Family and Community Well-being through Sustainable, Evidence-Based Programming for Couples in the North Central Region
Supporting Rural Resilience through the Rural Grocery Specialist Certificate		
		Translational Research in Rural Economic Development and Health Psychology: Sleep and Cardiovascular Health in a Meatpacking Community during COVID-19

## Two New NCRCRD Grants for the North Central Region Announced in 2022

In addition to NCRCRD's small grants, two new grants were introduced in 2022. Both new grants aim to reduce barriers and encourage new collaborations in North Central Region (NCR). Awardees will be announced in early 2023.

- North Central Region Extension Collaboration and Implementation Grants**  
 This grant incentivizes the implementation of extension programs available through any of the 34 land-grant institutions in the NCR, in another NCR state where the program is currently not being implemented.
- 1994 Land-Grant Innovation Grants**  
 This seed grant aims to enhance the ability of land-grant institutions to positively influence the quality of life for 1994 land-grant stakeholders in rural areas, sovereign nations, and Native American communities in the twelve states of the NCR. Priority is given to proposals led by 1994 land-grant faculty/staff. Collaborative partnerships with 1862 and 1890 land-grant institutions are encouraged.

**LEARN MORE**  
 NCRCRD Funding Opportunities:  
<https://ncrcrd.org/funding-opportunities/grants-and-fellowships/>

## NCRCRD Sparks Partnerships, Ideas, and Regional Cooperation

*Originally written to commemorate the NCRCRD's 50th Anniversary*

A team of researchers from South Dakota and North Dakota parlayed a \$21,000 grant from the North Central Regional Center for Rural Development (NCRCRD) into \$3 million in federal grant funding and a coalition designed to help rural middle-school students in North and South Dakota.

“Just to think that this all started with that \$21,000 investment,” Amber Letcher, project lead on the original NCRCRD grant, said. “That’s a real return on an investment.”

As an associate professor at South Dakota State University (SDSU) and the 4-H Youth Development Specialist for South Dakota Cooperative Extension, Letcher was working with a colleague in the counseling program at SDSU, Kristine Ramsay-Seaner, to find funding to help stem a spike in suicides among middle-school students and lessen their involvement in risky behavior like drinking and sexual activity. Another colleague told them about the NCRCRD. Together with a partner from North Dakota State University, Meagan Scott Hoffman, they applied for one of the small grants, got what was needed, and used that as seed money to develop a multi-state partnership.

The NCRCRD is one of four rural regional centers located strategically across the country to assist rural America with economic development. Each center serves a U.S. region and works in concert

with the land-grant universities and other entities to provide economic and community development data, decision tools, education, and guidance.

Core funding for the center comes from the United States Department of Agriculture’s National Institute of Food and Agriculture. Those funds are then used to build rural communities through cutting-edge research and Cooperative Extension programs and creating innovative partnerships.

They also provide small grants to help support innovative programs. Enter Letcher and her colleagues.

“This funding came at a critical time for us,” she said recently. “I’m not sure we could have implemented any social-emotional learning programs without the center.”

The challenge, Letcher said, was to find an evidence-based program to help build rural youth’s social and emotional skills. In short, they wanted to enhance youth’s skills in emotional regulation, perspective taking, decision-making, empathy, and self-awareness. And because the suicide rates in South and North Dakota were similar, they partnered with each other to address the issue.

They had a program in mind but needed funding. With money secured, they implemented the Botvin Life Skills program. Based on the success of the programming, the two states used those impacts to apply for USDA funding. Since the original NCRCRD funding, the



*Lesson plan from LaunchSkills curriculum*

program received NIFA funding through the Children, Youth, and Families at Risk program and now have created their own curriculum called LaunchSkills.

Additionally, they decided to create the umbrella organization, Strengthening the Heartland, to provide services that improve the health and wellness of rural communities across the Dakotas.

“We already had a track record and just continued to determine how we could work together,” Letcher added.

One challenge was developing programming for what they call the rural frontier. For example, young people living in remote, rural areas may not be able to attend a 12-week program. That might pose a hardship on them and those administering the program. But if the program can be done in a single session or virtually, the potential for success is greater.

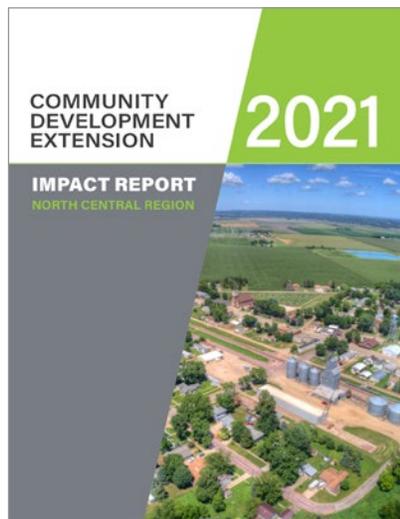
“We are committed to helping our young people, and the Center helped us not just help them one time, but to develop a consortium that will continue to address their needs.”

# NCR Program Leader Support

The NCRCRD facilitates partnerships among extension program leaders and community development programs at land-grant institutions in the North Central Region, including those established by the Morrill Acts of 1862 and 1890, and the Tribal land-grant colleges established by the Equity in Educational Land-Grant Status Act of 1994.

## Community Development Extension North Central Region 2021 Impact Report

NCRCRD produced and published the 2021 Impact Report in June 2022. The report gathers the common indicators that NCR university Extension leaders from the twelve North Central 1862 land-grant universities developed for reporting the impacts of community and economic development educational programs. Each state reported on programs and outcomes to contribute to this report.



## Excerpts from 2021 Impact Report



### ACCESS THE 2021 IMPACT REPORT

[https://ncrcrd.ag.purdue.edu/wp-content/uploads/2022/06/2021\\_ImpactReport\\_Full\\_30Jun2022.pdf](https://ncrcrd.ag.purdue.edu/wp-content/uploads/2022/06/2021_ImpactReport_Full_30Jun2022.pdf)

## Expanded NCRCRD Support in 2022

While NCRCRD has a long tradition of supporting the regions' Community Development Extension program leaders, we now also work with the region's extension program leaders of 4-H and Family and Consumer Sciences, too.

Regularly scheduled meetings with the program leaders of each of these groups allows NCRCRD to share opportunities and grow partnerships with them.

# Conference Development

*NCRCRD supported several conferences during 2022 that encouraged collaboration within the region.*

## **National Association of Community Development Extension Professionals (NACDEP) 2022 Conference, June 5-8, 2022, Indianapolis, IN**

- Presented findings from RRDC Listening Sessions with other RRDCs.
- Supported conference grant application to the USDA to sponsor scholarships for conference participants from 1890 and 1994 land-grant institutions to foster collaboration.



## **Cambio de Colores, June 22-24 2022, St. Louis, MO**

- Cambio de Colores is a multistate conference about integration of immigrants in new destinations. NCRCRD supported the conference goal of facilitating collaboration of those who work with Latinos and immigrant communities to share research and best practices that facilitate the integration of newcomers.

## **The First Americans Land-Grant Consortium (FALCON) Post-Conference October 21-24, 2022, Albuquerque, NM**

- NCRCRD hosted a workshop led by our NCRCRD Fellow, Stephen Gavazzi, that explored how 1862 and 1994 land-grant institutions could work together in collaboration.
- Announced new NCRCRD funding initiative – the NCRCRD 1994 Land-Grant Innovation Grants (see page 10 for details).

▲  
*Ideas generated during a session at the 2022 First Americans Land-Grant Consortium (FALCON) Post-conference in Albuquerque, NM in August 2022.*

## **The Gathering: Brainstorming. Bridging. Building. October 2022, Ames, IA**

- With funding from an NCRCRD small grant, the North Central Region Aging Network (NCRAN) held a conference and invited representatives from all of the region's land-grant universities with particular interest in engaging Tribal Colleges and Historically Black Universities, to develop friendships, learn from each other, and explore possible collaborations.

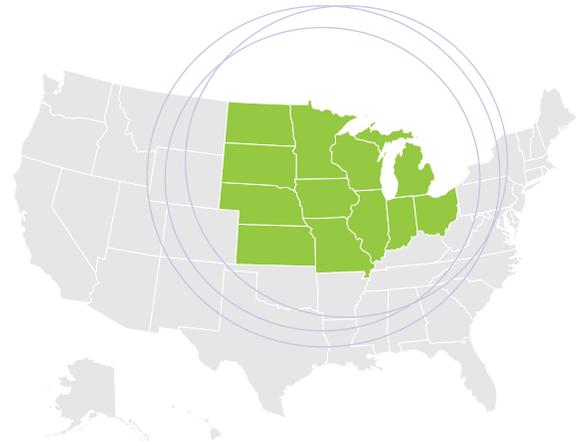


▶ *Attendees at the FALCON post-conference "Closing Panel on Next Steps: New Funding Initiative from NCRCRD." The large group was divided into smaller groups and asked to think about research topics or programs that would be good for collaborative extension work between 1994 and 1862 land-grant universities.*

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# New, Multi-State Research Project Focuses on Rural Healthcare

In 2022, NCRCRD formed a new, multi-state research project. *A Systems Perspective to Community Resilience: Rural Healthcare at the Intersection of Households and Businesses* (NC1100) takes a holistic approach to rural healthcare research, focusing on the many systems that affect rural healthcare. Although the project centers around rural healthcare, there are many prongs of research such as stressors on the family, business, and employees, small business resiliency, workforce development, and organizational and community wellbeing.



Rural businesses are essential to their communities, often employing rural residents and impacting the local economy. The NC1100 will analyze the ways in which rural businesses can implement wellness programs and workforce development programs to not only benefit the employees and the business, but also the community as a whole. With increased mindfulness of rural health in small businesses, business productivity, growth, and employee retention will expectantly rise as well. There are many opportunities to have a large, positive impact through the outputs of this project.

The objectives of the project are as follows:

- Identify the strategies used by small rural businesses to maintain and develop a skilled and healthy labor force.
- Assess the effect of workforce wellness programs on firm outcomes such as employee retention and profitability.
- Assess the impact of health disparities on the wellbeing of households and business-owning households in rural communities.
- Explore the role of rural small businesses in community-based efforts to address substance use disorder.

As you can see from the objectives, the project has a wide reach and implications of this project can range from extension to research to teaching. Through the work of the NC1100 project, community wellbeing can be greatly impacted at a number of levels: employee, household, business, and community. Ultimately, the information gleaned from this project can also assist collaborators in the procurement of grant funding for research and extension projects, increase research and extension capacity across the North Central Region, and most importantly foster collaborations and partnerships across the region to enhance rural development and rural communities.

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## LEARN MORE

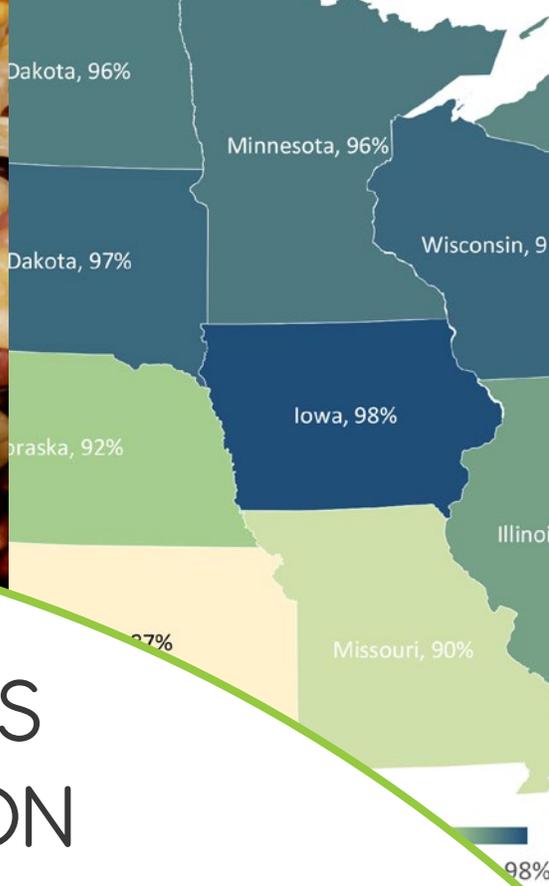
Visit the NC1100 project homepage at:

<https://www.nimss.org/projects/view/mrp/outline/18833>.

# The Impacts of Flooding on Business Spatial Perspective on Small Business

In this paper, we examine the impacts of major and minor flood events on business employment and the number of establishments in different sectors of the economy. We find that while flood events had a net negative impact on agricultural services and particularly small businesses, we find positive impacts in the service sector. We also identify significant spatial spillovers.

WEBINAR JANUARY 20 2:00PM-3:00PM



## AMPLIFYING THE REGION'S RESEARCH AND EXTENSION

During FY 2021-2022 NCRCRD focused on building a greater understanding of the North Central Region through data and connecting rural development researchers and extension professionals with each other and stakeholder groups.

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# NCRCRD *Story Behind the Numbers* Articles Broadens Understanding of Region

*Published regularly by NCRCRD's research and extension specialists, Story Behind the Numbers articles explore the North Central Region by delving into regional and national databases on a variety of topics – providing another way to see and understand our region.*

*Story Behind the Numbers* articles are posted on our website, on social media, and shared in the NCRCRD newsletters in hopes to broaden the view of our region. During FY 2021-2022, NCRCRD posted twenty-one *Story Behind the Numbers* articles. Given 2021 was the first year for this project, we saw a large jump in page views in 2022, our second year. Using Google Analytics, a breakdown of the page views of the top five viewed *SBTN* articles for 2021 and 2022 follows.

## **2021 Top Five Viewed *Story Behind the Numbers* Articles**

*(Google Analytics page views from 1/1/21 – 12/1/21):*

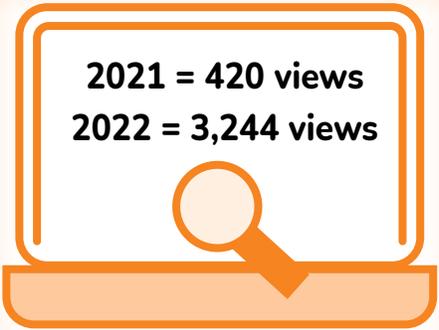
1. Population Change by State and County in North Central Region Between 2010-2019 (108 views)
2. Many Midwest Counties Are Getting Younger (96 views)
3. Mental Health During the Pandemic (94 views)
4. The Number of COVID-19 Cases in Many Rural Counties, Including the NCR Are High (70 views)
5. North Central Region Became More Racially or Ethnically Diverse Over the Last Decade (52 views)

## **2022 Top Five Viewed *Story Behind the Numbers* Articles**

*(Google Analytics page views from 1/1/22 – 12/1/22):*

1. Black Household Income Rises Across North Central Region (1,700 views)
2. Educational Attainment of American Indians and Alaska Natives Has Risen in Midwest (939 views)
3. Official and Supplemental Poverty Measures in the Midwest (290 views)
4. Mental Health During the Pandemic (161 views)
5. Why Do People in the North Central Region Leave Their Rural Communities? (154 views)

**From 2021 to 2022  
page views grew 672%  
for the top five NCRCRD  
*Story Behind the Numbers*  
articles.**



**2021 = 420 views  
2022 = 3,244 views**

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### **LEARN MORE**

All *Story Behind the Numbers* articles are available at:

<https://ncrcrd.org/newsroom/story-behind-the-numbers/>

# Making New Connections with NCRCRD Webinars

The NCRCRD facilitates monthly webinars to help connect rural development researchers and extension professionals with each other and with stakeholder groups.

The NCRCRD began hosting monthly webinars in March 2021 and continued hosting them throughout 2022 with the same goal of facilitating and enhancing collaboration across the North Central Region.

The webinars frequently explore a topic by combining individuals from multiple NCR-institutions who are doing integrated work on the particular subject. Topics may also explore the results of an NCRCRD grant recipient's research or project.

NCRCRD webinars have proven to be one of our most popular avenues of regional engagement with consistent growth in registrations, as well as, views of webinar recordings after the event.

## Webinar Registrations for 2021 and 2022

Year	No. of webinars	Total Registrants	Average registrants/webinar
2021	8 webinars	611	76
2022	10 webinars	1,046	105

## Top Five NCRCRD Webinars Viewed on YouTube from 3/1/21 through 12/31/22

1. Equitable Access to Cooperative Extension Services for Indigenous Communities, March 2021 (135 views)
2. Remaining Land Grant Fierce While Accepting the Land-Grab Truth of Our Foundation, April 2022 (99 views)
3. Moving Rural Communities FORWARD: Future Opportunities for Rural Workforce and Rural Development Through Extension, May 2022 (98 views)
4. Supporting Rural Grocery Stores Across the North Central Region, November 2022 (98 views)
5. Using Q Methodology to Measure Rural Entrepreneurial Perceptions, September 2021 (82 views)

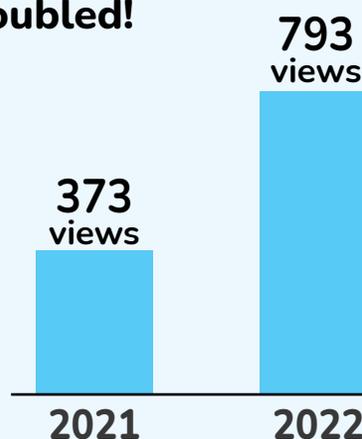
## LEARN MORE

Information on upcoming and past NCRCRD webinars are available at <https://ncrcrd.org/webinars/>.

**Number of NCRCRD small grant recipients who presented their project findings in an NCRCRD webinar during FY 2021-2022.**



**Between 2021 & 2022, views of NCRCRD webinar recordings doubled!**





**NORTH CENTRAL REGIONAL CENTER  
FOR RURAL DEVELOPMENT**



<https://ncrcrd.org>

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