What words come to mind when you think about rural resilience?

Add your responses to the board by visiting

Rural Innovation and Entrepreneurship

National Listening Session

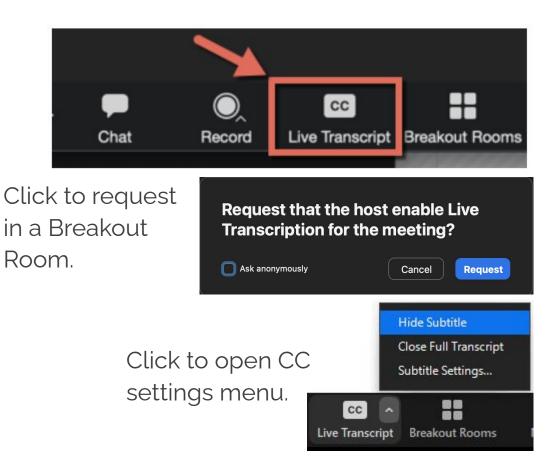
WELCOME!





ACCESSIBILITY NOTE

- Large Room: automated Live Transcription Closed Captioning always enabled
- Breakout Rooms: request your Facilitator enable the feature
- At any time you can turn off Closed Captioning, transcript side panel, or change settings



WE ARE GLAD YOU ARE HERE!

Your participation:

- Is valued
- Is voluntary you may stop at any time



Overarching Purpose and Context

What kinds of investments are critical to building *Rural America*?

This is the time for us to hear your voices on ways to improve your communities.

Be present – turn off/minimize distractions

Be respectful of other perspectives

Contribute and share

AGREEMENTS

Give space for others

One person speaks at a time

Everyone helps the facilitator move forward

Maintain confidentiality

Expect unfinished business

MEETING

REGIONAL RURAL DEVELOPMENT CENTERS

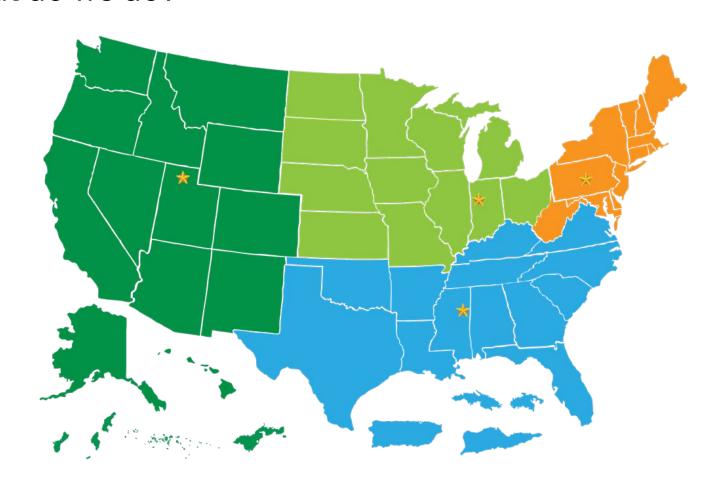
Who are we and what do we do?

North Central Regional Center for Rural Development (NCRCRD)

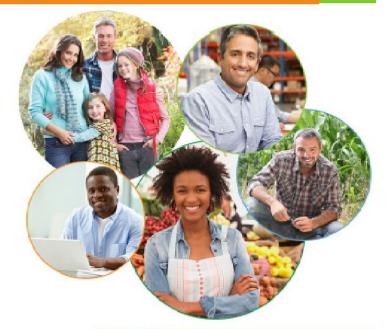
Northeast Regional Center for Rural Development (NERCRD)

Southern Rural Development Center (SRDC)

Western Rural Development Center (WRDC)



Investing in Rural Recovery



Findings from a Rapid Assessment of Stakeholder Priorities for Rural Development

October 2021

bit.ly/InvestingInRuralRecovery

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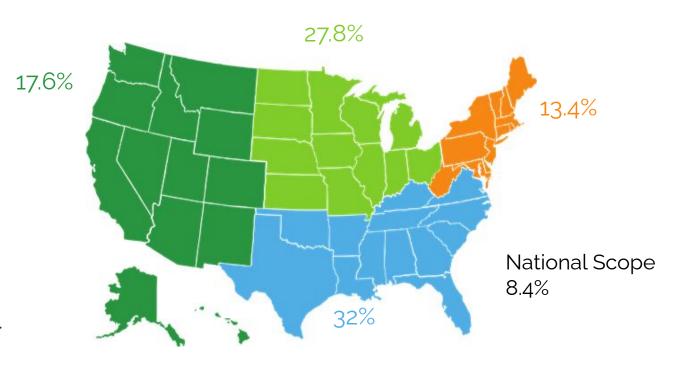
Northeast Regional Center for Rural Development at The Pennsylvania State University Yuxuan Pan Stephan Goetz (Project Director, Listening Session Initiative Coordination)

Acknowledgements

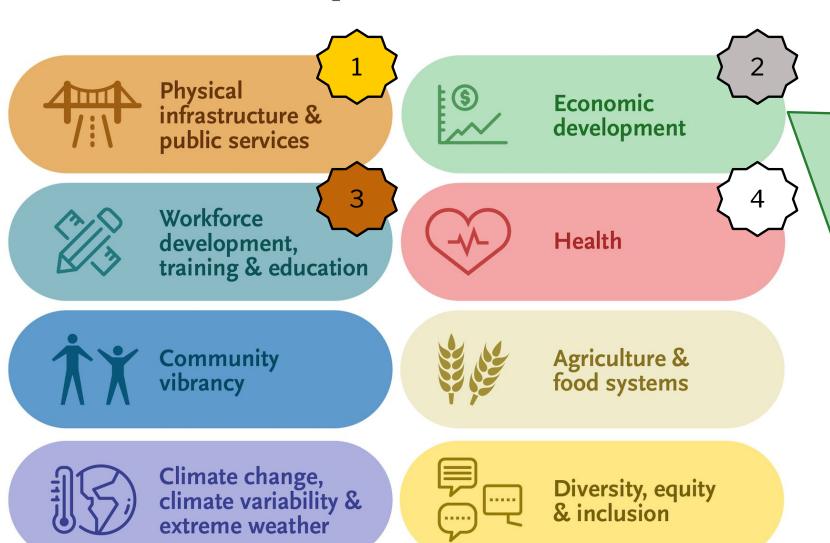
Maria Marshall, North Central Regional Center for Rural Development Michael Wilcox, North Central Regional Center for Rural Development Don Albrecht, Western Rural Development Center Betsy Newman, Western Rural Development Center Kristen Devlin, Northeast Regional Center for Rural Development

SURVEY METHODS

- Web-based survey in fall 2021
- Set response and open-ended
- Targeted to rural development stakeholders
- 680 completed priority rankings
- Participants grouped based on their national or regional areas of work



Topic Areas



Constituent Issues

- Rural innovation, entrepreneurship and small business creation and retention
- Tourism, recreation, travel, and hospitality
- Exports and international trade
- Sustainable growth, including closed-loop and circular economies

PRIORITIZATION OF ECONOMIC DEVELOPMENT

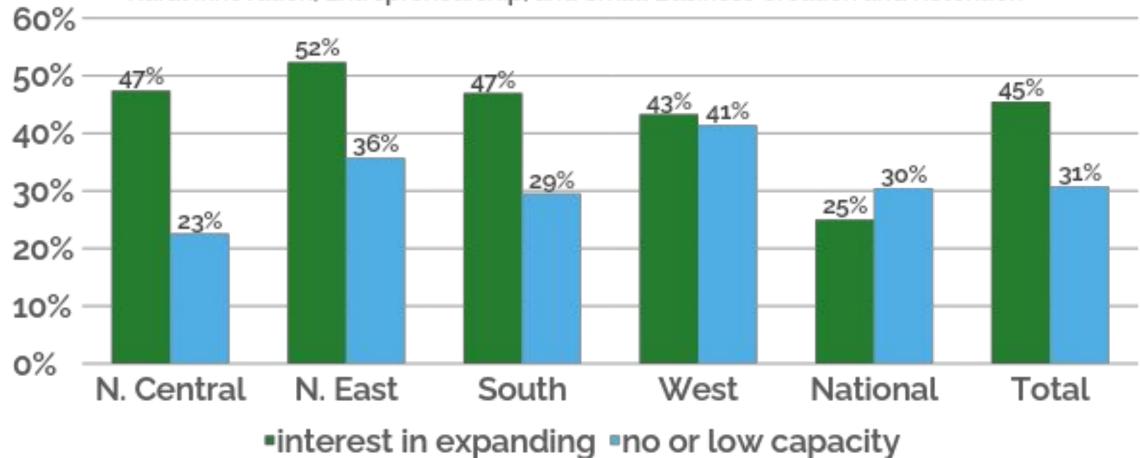


Innovation, Eship, and Small Business had largest proportion with

- likely interest in expanding (45%)
- moderate to high capacity (69%)

EXPANSION POTENTIAL & CAPACITY VARY BY REGION

Rural Innovation, Entrepreneurship, and Small Business Creation and Retention



Total N= 296 (interest) and 308 (capacity)

QUALITATIVE DATA

CONTEXT, CROSS-CUTTING THEMES

 Analytical approach – using the Seven Community Capitals Framework

■ 140+ responses per item on average

 Initial analysis indicates that certain themes span topics and issues, including innovation and entrepreneurship



Sources: Flora and Flora (2008); Flora, Flora and Fey (2004); Jacobs (2011a, 2011b, 2011c, 2011d); Flage and Hauser-Lindstrom (2007); Emory, Fey and Flora (2006).

THEMES IN QUALITATIVE DATA ON INNOVATION AND ENTREPRENEURSHIP

<u>Assets and Challenges</u>

- Lacking physical and human infrastructure
- Ex-migration brain drain & youth retention
- Support ecosystem richness varies greatly
- Private capital does not flow to rural entrepr.
- Natural resources are primary
- Locally-focused higher ed (Extension services, technical schools, community colleges, and regional private universities)
- Sustainable innovation challenge & promise

Opportunities

- Small-scale can create value
- Tourism, recreation, and hospitality
- Agriculture and food systems
- Technology, digital, and remote services
- Targeted, community-based incubation and acceleration efforts (technical and financial)
- Asset-based research and knowledge building
- Equity and justice for communities of color and other disadvantaged groups

TODAY'S LISTENING SESSION

Guiding Question: What investments, action, and resources are needed to fill the gaps between assets and opportunities?

Investments to be explored:

- o Research questions that need answers
- o Extension/outreach/tech support that is needed
- o Other kinds of resources

Part One:

Brainstorming – capturing initial ideas quickly on the three areas

BREAKOUT SESSIONS



Part Two:

Prioritizing Action – identifying the ideas that are most important and critical



TRAVEL TO BREAKOUT ROOMS

You will be randomly assigned to a room.

Select **Join** when the prompt window appears.

In the room your facilitator will share a Jamboard link just for your room.

WELCOME BACK!

REPORTING OUT FROM OUR SMALL-GROUP DISCUSSIONS.

CLOSING CONSIDERATIONS: MINUTE REFLECTIONS

Please type your responses in the Poll.

1. What is one thing that you heard that is exciting going forward?

2. Who still needs to be brought to the table?

If the poll is not available to you, type responses into the chat with the question number placed first.



ACKNOWLEDGEMENTS

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FOR MORE INFORMATION

Visit the following resources...

- RRDC Listening Session Initiative homepage <u>bit.ly/RRDCListeningSessions</u>
- NERCRD homepage <u>aese.psu.edu/nercrd</u>

THANK YOU FOR PARTICIPATING

