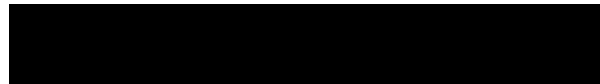


What words come to mind
when you think about
rural resilience?

Add your responses to the board by visiting



Rural Innovation and Entrepreneurship

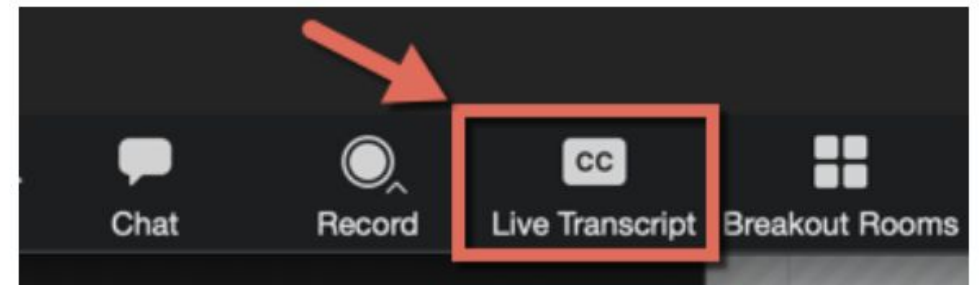
National Listening Session

WELCOME!

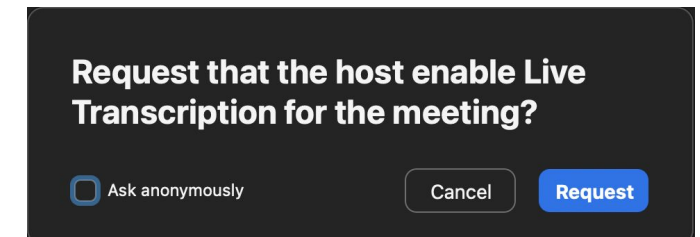


ACCESSIBILITY NOTE

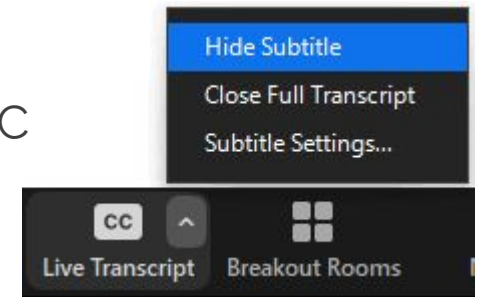
- Large Room: automated Live Transcription Closed Captioning always enabled
- Breakout Rooms: request your Facilitator enable the feature
- At any time you can turn off Closed Captioning, transcript side panel, or change settings



Click to request in a Breakout Room.



Click to open CC settings menu.





WE ARE GLAD YOU ARE HERE!

Your participation:

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

Welcome!



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.

MEETING AGREEMENTS

Be present – turn off/minimize distractions.

Be respectful of other perspectives

Contribute and share

Give space for others

One person speaks at a time

Everyone helps the facilitator move forward

Maintain confidentiality

Expect unfinished business

REGIONAL RURAL DEVELOPMENT CENTERS

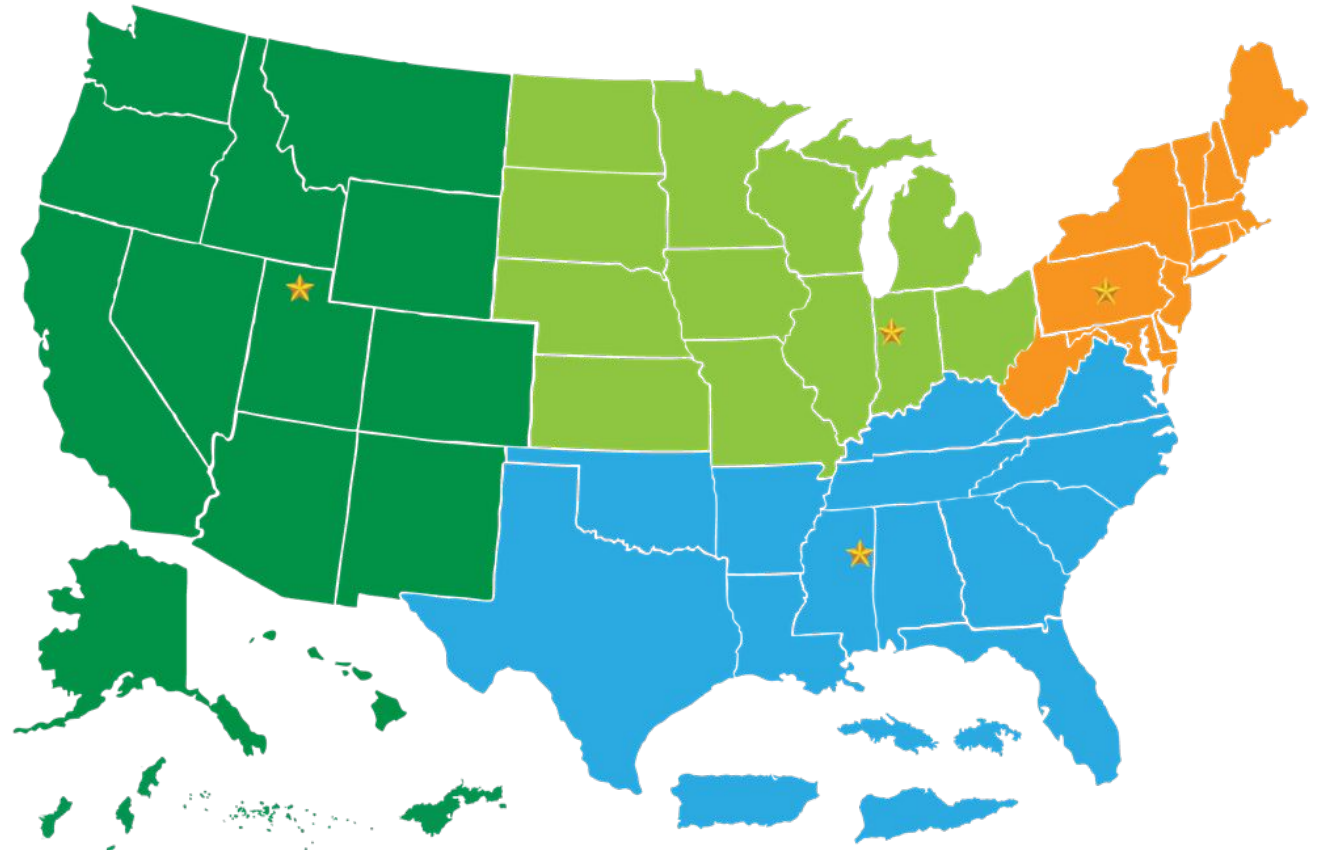
Who are we and what do we do?

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

Lead Author and Report Coordinator

Jason S. Entsminger

Northeast Regional Center for Rural Development

Contributing Authors

Southern Rural Development Center at Mississippi State University

John J. Green

Rachel Welborn

Russ Garner

North Central Regional Center for Rural Development at Purdue University

Renee Wiatt

Zuzana Bednarikova

Western Rural Development Center at Utah State University

Riana Gayle

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*

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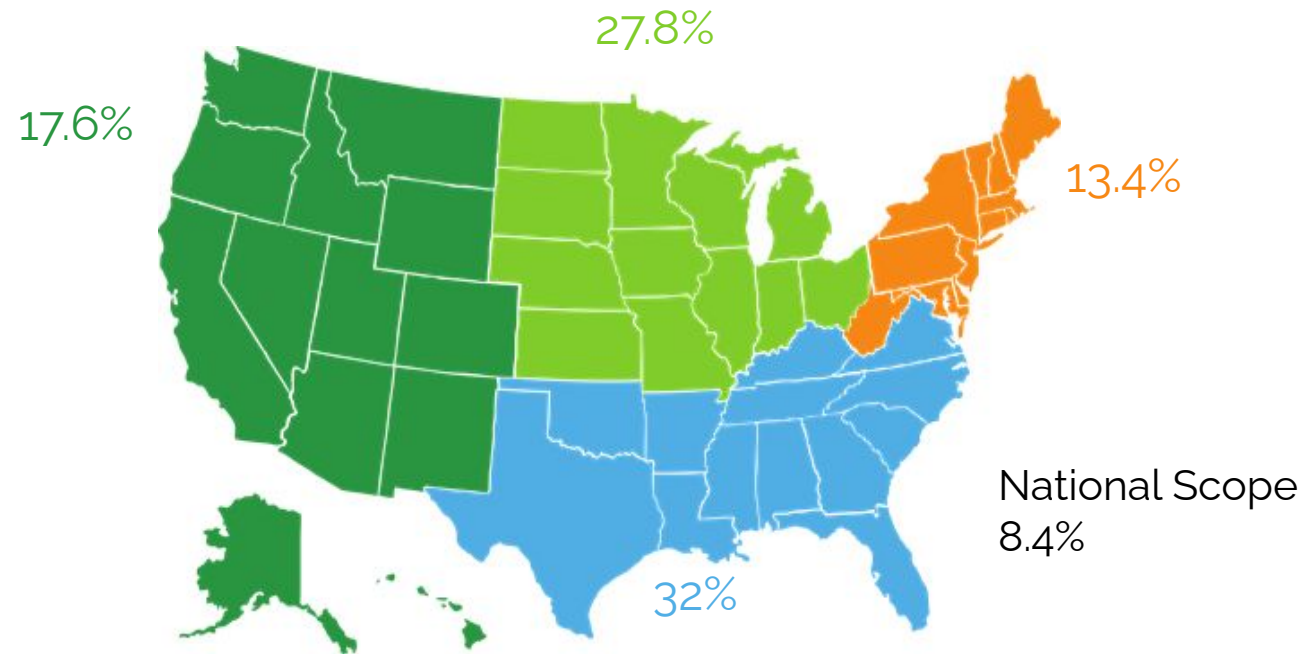
Don Albrecht, *Western Rural Development Center*

Betsy Newman, *Western Rural Development Center*

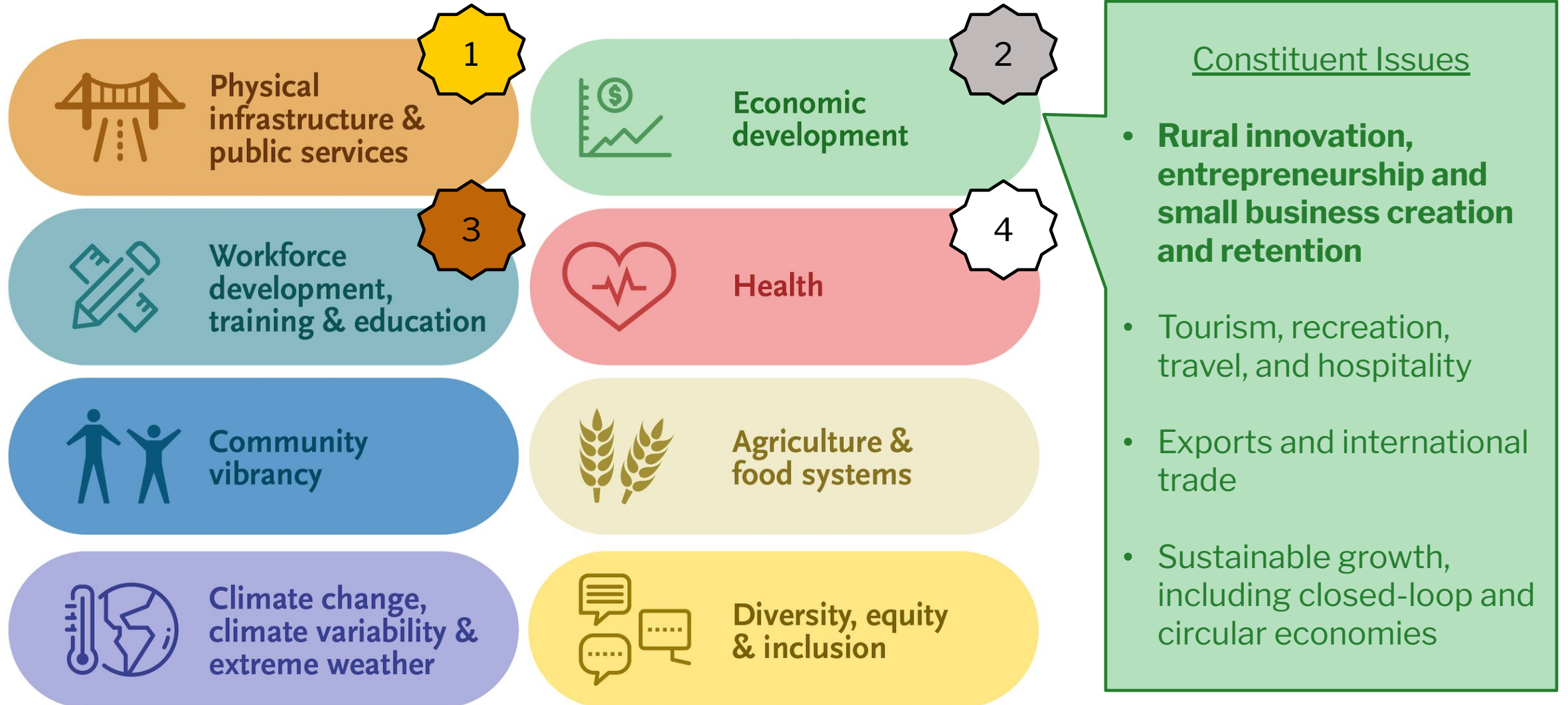
Kristen Devlin, *Northeast Regional Center for Rural Development*

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



PRIORITIZATION OF ECONOMIC DEVELOPMENT

① TOPIC | Economic development

SUBTOPIC | All

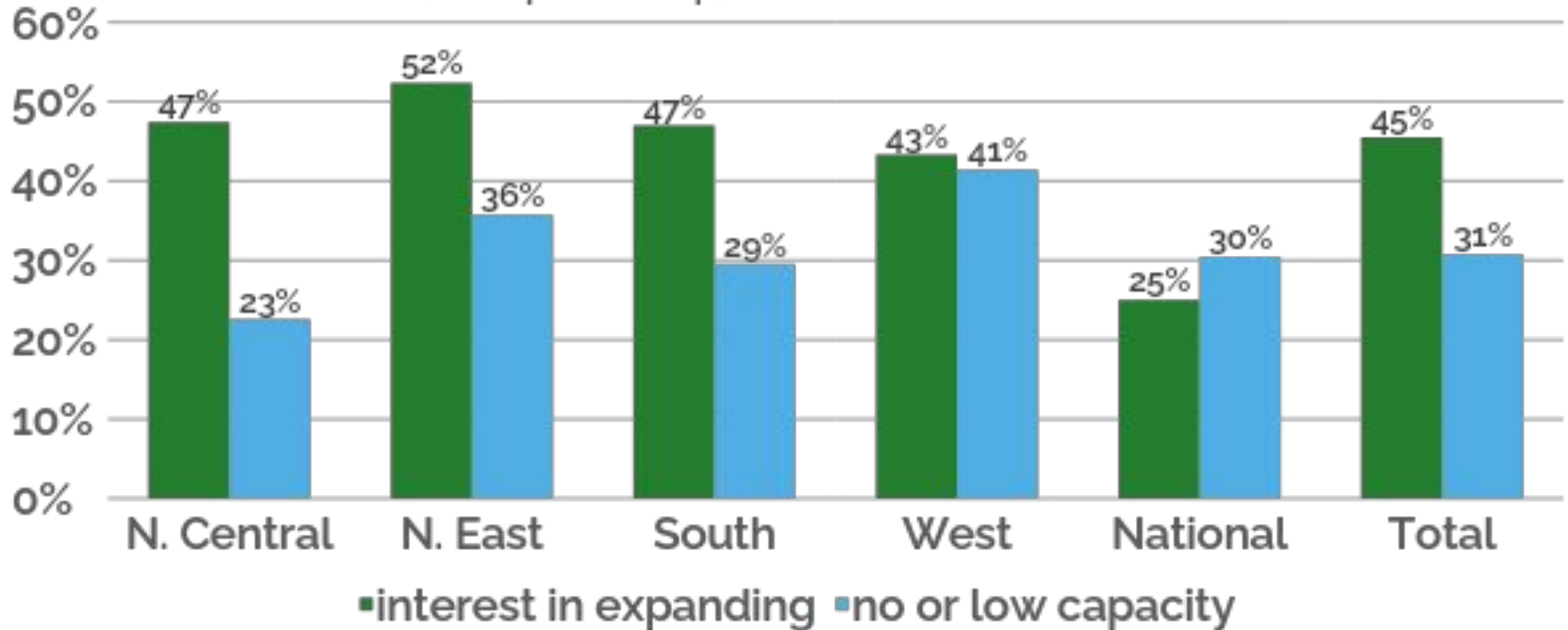


Innovation, Eship, and Small Business had largest proportion with

- 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

Assets and Challenges

- 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

BREAKOUT SESSIONS

Part One:
Brainstorming –
capturing initial
ideas quickly on the
three areas



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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National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE

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FOR MORE INFORMATION

Visit the following resources...

- RRDC Listening Session Initiative homepage – bit.ly/RRDCListingSessions
- NERCRD homepage – aese.psu.edu/nercrd



THANK YOU FOR PARTICIPATING

