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Arco Butte Business Incubation Center

Western Rural Development Center

CDEI SESSION DESCRIPTIONS

Keynote Addresses

WealthWorks

Bruce Weber and Mallory Rahe, Oregon State University

Rural Wealth Creation is emerging as a framework for understanding economic and community development. This framework has been translated into a formal development implementation process, WealthWorks, by the Ford Foundation, YellowWood Associates, and others. Bruce Weber, an author and co-editor of an upcoming book on Rural Wealth Creation will describe the central motivation of wealth creation: strengthening demand driven local value chains through intentional inclusivity that build wealth across eight capitals. Mallory Rahe, who recently attended a national training on facilitating WealthWorks projects, will then describe ongoing efforts to use this approach in the Pacific Northwest.

Extensions' Role in Economic Development

Tom Harris, University of Nevada, Reno

With the impacts of the "Great Recession" and accompanying unsettled employment picture in both urban and rural America, the discussion of extensions place in economic development education is as urgent as it was when Bruce Weber outlined this problem in the 1980's. As Weber pointed out in 1980 and is still relevant today that the difficulty in defining the appropriate role for extension educators in economic development often hinders the effectiveness and relevancy of these outreach programs. This session will discuss the ongoing changes in the economy and how extension educators can develop effective, timely, and relevant economic development outreach programs.

Weber, Bruce, "Extension's Role in Economic Development". Journal of Extension, Volume 25, Number 1, Spring 1987.

Natural Resource Link With Community and Economic Development

Steve Campbell, University of Arizona

Participants will take home an understanding of the processes (collaboration, planning, and implementation) involved in redirecting the degraded, dying, and non-functioning forest ecosystem in the White Mountains Region of Arizona, onto a pathway of recovery for both ecosystem functionality and recovery of regional resource dependent communities. The take home message is how processes of ecosystem restoration and the recovery of economic viability for rural, resource dependent, communities can be leveraged into a synergistic process mutually beneficial to all. Enhanced functionality of ecosystem services, which local communities depend on for tourism and the amenity economy of the region, is being delivered through restoration efforts and a newly developed processing infrastructure providing \$23,000,000 in new resource based dollars annually.

Skills-Building Workshops (each will be offered twice)

Ripple Effects Mapping

Debra Hansen, Washington State University

Learn how to evaluate complex group or community activities with Ripple Effects Mapping. Using a mind-mapping framework, it actively engages members of all ages with a creative and useful evaluation technique. It exposes the forgotten or behind-the-scene activities that can ripple out from a specific educational program and gathers the untold stories where groups can visualize their accomplishments and build on each other's successes. This process can identify partnerships, unique contributions, and gaps in delivery and then provide a way to determine short, medium and long-term outcomes. It's an easy technique to learn and you'll leave the training understanding how to use this simple tool.

Developing Community Profiles

Lena Etuk and Mallory Rahe, Oregon State University

Data are an essential part of economic development decision making, collecting is often a frustrating process filled with too many choices and not enough guidance on how to make meaningful interpretations. As a result, many people rely on county profiles as a way to quickly access information. This workshop will demonstrate how participants can create useful county profiles. Participants will learn how to use a question driven approach to find and select indicators, establish benchmarks that matter, and review sources of county level data.

Conflict Management

Steve Daniels, Utah State University

Conflict can arise at many scales in our personal and professional lives, particularly when core values are at stake and difficult choices need to be made. Effective management of conflict is a critical skill for Extension personnel who supervise employees and volunteers, serve on community boards, interact with funders, and respond to university directives (in other words-all of us.) This session will focus on interpersonal/organizational conflict (as opposed to broader community/political conflict) and will offer opportunities to discuss common conflict dynamics in Extension.

Strategies for Managing Challenging Facilitation Situations

Amanda Murphy, The William D. Ruckelshaus Center and Washington State University

Experienced facilitators know that even the simplest meeting can suddenly derail. Anticipating and being prepared for challenging situations before they arise is an important facilitator skill. In this session, participants will learn about group dynamics and potential sources of complexity and conflict. Participants will explore some common dilemmas that facilitators encounter when facilitating groups and will acquire tools for working through challenging situations.

Asset-Based Community Visioning

Lorie Higgins, University of Idaho

Participants will learn several approaches to asset identification and mapping, and how to effectively lead community groups to develop dynamic and inspirational visions for the future. Take home tools for participants include an appreciative inquiry approach to strength and asset identification, use of mapping software and the community capitals framework for creating an asset inventory and a step-by-step guide to building an energizing vision that is a foundation for action. Flip the switch in rural communities from a glass half empty perspective to a glass half full perspective and collective hope for filling it the rest of the way!

The Dollar-Game

Paul A. Lewin, University of Idaho

A broader understanding of how a community's economy works is helpful but not easy to bring about. University of Idaho. We have piloted the "Dollar Game" where participants experience how value-added activities; import & export; and distant ownership affect local wealth creation. The game is a gross simplification of reality, leaving out many factors and complexities that underpin a true economy. However, we found that the game makes it possible to discuss historic developments of a local economy in a value-neutral manner and allow players to experience and internalize complex economic concepts like induced impact and import substitution. Further, this game demonstrates how a local economy creates wealth and how import and export activities can fundamentally alter the structure of the economy and leverage or diminish local wealth creation.

Community Coaching

Barb Brody, Oregon State University

All communities are faced with various challenges. One approach to address the challenges is to go into a community and tell them what needs to change. This approach will result in short term impacts. On the other hand, taking a "community coach" approach guides local community members through a process to identify local concerns and issues then coaching the community through the change process. Coaching is a leadership strategy to assist groups with identifying community issues and strengths, setting goals, taking action, decision making and developing natural strengths within the members of a community. This workshop will provide participants with practical tools to coach communities through leadership development and joint learning to increase capacity of the community members and impact the community.

Applications Sessions

AgriCULTURE Tourism

Holly George, University of California

Learn about Opportunities to Engage Communities, Build Bridges and Strengthen Relationships Among People working in Agriculture, Food, Nature, Art, Recreation & Tourism; Expand Economic Diversification Options; Look at local and regional Resources Through New Eyes, Share Experiences and Ideas; Explore Ways to Collaborate on Policy, Research, and Outreach.

Healthcare and Community Development

Craig Nolte, Federal Reserve Bank of San Francisco

Join this session to learn how your health institution, government agency, financial institution or nonprofit organization can achieve its goals and contribute to improving health outcomes. The connections between health and community development have become increasingly apparent. Healthier people are more able to obtain employment, support their families, and contribute to society as a whole. Studies show that over 80% of the factors that affect our health are within our control, and that a significant determinant of our health is how we live our lives and the surrounding economic, social and physical environment. This session will explore innovative cross-sector solutions, including potential roles for your organization, as well as possible resources.

"Why don't they come?" Effectively Engaging Latino Audiences in Community Development Programs

José García-Pabón, Washington State University

Latino/Hispanic (and other groups of) immigrants have multiple cultural differences from the US main stream culture. Values and attitudes can be different and even divergent between the two populations. This workshop will address how and why Latino cultural values need to be considered when reaching out to Latino immigrant families with Community Development programs. This session will answer the question "why don't they come?" for community development educators that try and fail to engage Latino and other immigrant audiences. In this session participants will increase their knowledge and acquire skills to cross culturally interact with Latino immigrant communities. Participants will understand why cultural values and beliefs of Latino immigrants matter in designing and implementing community development programs and activities.

Sustainability

Roslynn Brain, Utah State University

In this session, participants will engage in the process of transitioning communities from thought to action regarding sustainability. Community-Based Social Marketing techniques by Doug McKenzie-Mohr will serve as the focus. Specifically, breaking larger issues down into action items, conducting barrier-benefit analyses, use of prompts, commitment, norms, incentives, communication, and removal of external barriers will be explored via interactive activities and information. We will also work through the process of participatory action research (ways to include stakeholders throughout the planning process) and strategies to evaluate impact - all of which will empower you in greening the communities you work with.

Western Extension Programs in Food Systems

Brad Gaoloch, Washington State University; Holly George, University of California, Cinda Williams, University of Idaho, and Clea Rome, Washington State University

Learn about Extension's role in food systems work in three western states. Ample time will be provided for audience members to share current programming efforts in their states and for discussion about the future of Western Extension in a range of emerging arenas related to the local production, consumption and distribution of food.

Youth Entrepreneurship

Katie Hoffman & Lyle Hansen, University of Idaho

This workshop will look at two Idaho programs focusing on youth entrepreneurial development. Participants will learn how a rural Idaho community turned a lost grant into an opportunity to build funds and life skills as well as explore how a 4-H curriculum was used to reach a Hispanic population. Both programs have built life skills and entrepreneurial skills in youth. Take home tools will include a resource list, curriculum, successes and lessons learned.

Local Government Leadership

Dan Clark, Montana State University

Participants will learn the importance of building capacity of local government officials and the important role government plays in creating thriving communities. Learn about the MSU Local Government Center and their role in training new and long serving elected and appointed officials. Topics covered will include principles of good governance, building trust, difference between government and private/nonprofits and the role of government in community development. Participants will receive sample curricula and learn how to develop custom curriculum to training municipal and county elected and appointed officials.

Entrepreneur Friendly Communities

Melissa Houston, University of Alaska

In order to best support entrepreneurs and small business owners, local, regional and state leadership need to first fully understand how entrepreneurs think, what they need and how best to address their needs. Trainings, targeted services and even changes to the way governments provide services are not always effective due to this lack of understanding. This workshop will share best practices and examples of how communities have addressed this disconnect and have better prepared themselves to identify resources, address entrepreneurs' needs, and create a new culture for building programs that are better incorporated into the communities overall economic development strategies and plans.