

Southern Rural Development Center

Annual Report 2018

Rural Prosperity:
Inspire, Connect, Create



Letter from the Director

Rural prosperity has become a hot topic over the last year, and the United States Department of Agriculture has released a report from the Interagency Task Force on Agriculture and Rural Prosperity that identified five “Calls to Action:” achieving e-connectivity for rural America, improving quality of life, supporting a rural workforce, harnessing technological innovation, and developing the rural economy. The Southern Rural Development Center (SRDC) has been actively involved in several projects, which are highlighted throughout this annual report, that relate directly to these five “Calls to Action.” Success is possible as we partner with the Land-Grant system which is built to harness and coordinate multiple and diverse research and outreach resources that address both federal and state priorities.

A recent addition to the Land-Grant community in the southern region is the College of the Muscogee Nation in Muscogee, Oklahoma. On a recent visit, I was impressed with the vision and skill of the President, Robert Bible. The College of the Muscogee Nation is the only 1994 Land-Grant Institution in the southern region. Oklahoma is the only state in the United States with an 1862 (Oklahoma State University), 1890 (Langston University), and 1994 (College of the Muscogee Nation) Land-Grant Institution.

I want to mention an initiative that Rachel Welborn, SRDC Associate Director, has spearheaded. In late 2016, Rachel was contacted by the Extension Committee on Organization and Policy of the Association of Public Land Grant Universities to coordinate a project on civil discourse focused on racial reconciliation. This project, Coming Together for Racial Understanding, officially launched its first pilot in August 2018 with a train-the-trainer workshop in Washington, D.C. attended by over 70 persons from 20 states, who will expand the training in their states. Although this is a challenging topic and work space, the SRDC is proud to be seen as an organization capable of coordinating such efforts. Community relationships are crucial to community development and respecting diverse perspectives and populations are foundational to a healthy society.

As always, the SRDC thanks its Board of Directors, Technical Operation and Advisory Committee, and USDA’s National Institute for Food and Agriculture for their support and guidance. Additionally, an expanding group of strong partnerships with government, non-government, and non-profit organizations continue to nurture the SRDC’s ability to further the mission of our Land-Grant University partners. The SRDC, along with the other three Regional Rural Development Centers, appreciates what you do to strengthen rural communities in America.

Thank you.

Sincerely,



Steve C. Turner

MEET THE SRDC TEAM



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Director

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Grace Langford

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Mission

The Southern Rural Development Center seeks to strengthen the capacity of the region's 30 Land-Grant Institutions to address critical contemporary rural development issues impacting the well-being of people and communities in the rural South.

Priorities:

- Develop Pathways to Resilient Communities
- Build Strategic Partnerships
- Mobilize Resources around Emerging Issues and Opportunities

To view all the Land-Grant institutions that we serve, please visit: srdc.msstate.edu/about/landgrant/

Contact Us

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Websites

Southern Rural Development Center | srdc.msstate.edu

Regional Rural Development Centers | rrdc.info



Southern Rural
Development Center



@so_dev_center



Southern Rural
Development Center

Graphic Design:
Katherine Spiering

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shutterstock.com, istockphoto.com, unsplash.com

Agriculture and Rural Prosperity Priorities

In April 2017, the President established the Interagency Task Force on Agriculture and Rural Prosperity. The purpose and function of this Task Force has been to identify legislative, regulatory, and policy changes to promote agriculture, economic development, job growth, infrastructure improvements, technological innovation, energy security, and quality of life in rural America. With the voice of rural America leading the way, and in close collaboration with local, state, and tribal leaders, more than 21 federal agencies, offices, and executive departments identified over 100 actions the federal government should consider undertaking to achieve this vision. These recommendations were organized around five key indicators of rural prosperity. The SRDC is working on several projects and initiatives that align with these priorities.

e-Connectivity

The National Digital Education Extension Team initiative coordinated by SRDC, is working to facilitate connecting communities, promote digital literacy, develop partnerships, and conduct high priority research.



Economic Development

The Rural Opportunity Initiative seeks to connect investors and small businesses/entrepreneurs in rural America. SRDC co-hosted one of the pilot workshops with Mississippi State University in June 2018.



Improving Quality of Life

Coming Together for Racial Understanding, a pilot initiative led by SRDC in partnership with the Cooperative Extension Service and community partners, fosters dialogue around race and ethnicity issues in order to promote better understanding and equity.



Harnessing Technological Innovation

Through the Stronger Economies Together initiative led by the SRDC, the Western Oklahoma I-40 Region was able to reduce the risk of high moisture canola shattering by drying it in a peanut trailer, increasing revenue by approximately \$72 per acre.



Supporting a Rural Workforce

CREATE BRIDGES, piloted by the SRDC in partnership with the University of Kentucky, Oklahoma State University, and the University of Arkansas, seeks to strengthen retail, accommodation, tourism, and entertainment economic sectors by developing training to support this workforce, often comprising 20-25% of jobs in rural economies, and designing strategies to strengthen these businesses.



JANUARY 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Martin Luther King Jr. Day	22	23	24	25	26
27	28	29	30	31		

Southern Region Community Development Extension Impacts



83,982
Number of jobs created/retained



149

Number of new alliances or networks formed through some type of formal agreement or MOU

Universities Reporting



6,999

Number of participants who report new leadership roles & opportunities undertaken

710

Number of businesses created, retained, or expanded



Full Time Equivalents
90.93

282

Number of plans adopted and implemented in communities, agencies, local governments, or businesses



\$7,488,075

Value of in-kind resources contributed by organizations or communities

\$77,864,366

Grants acquired by organizations or communities

Leveraging Extension Investments



FEBRUARY 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
			Joint Council of Extension Professionals Leadership Conference: San Antonio, TX		National Land-Grant Diversity Conference: Hebron, KY	
10	11	12	13	14	15	16
				Valentine's Day		
17	18	19	20	21	22	23
	Presidents' Day					
24	25	26	27	28		

Southern Region Community Development Impact Headlines

Entrepreneurship

Alabama A&M University

A Madison County business workshop was conducted to bring together aspiring and local entrepreneurs.



University of Kentucky

The Enhancing the Creative Economy program helped to support local art businesses and contributed to increased sales.

Mississippi State University

Bricks-To-Clicks™

Extension program helps businesses with online marketing tools and has helped to increase sales.

Leadership Development

North Carolina A&T State University

The Community Voices program helps to develop youth community members and a shared leadership among groups.



Texas A&M University

The Texas Rural Leadership Program Leaders-in-Action workshop series helped to unite the rural community of Hearne, Texas.

University of Arkansas

The Moving Forward Manila program uses the Extension process to target aviation, economic development, agriculture, downtown revitalization, and quality of life.

Building Capacity in Agriculture

University of Tennessee

Acquired USDA funding to support hops production, launched a dairy consumer perception survey, and started an Internet hotspot lending program.



University of Florida

UF-IFAS Extension Continuing Education units provided training so pesticide applicators/specialists could keep their licenses and earn higher wages.

North Carolina State University

The North Carolina Farmworker Health and Safety Project held training sessions, workshops, and events to build farmworker relationships.

Quality of Life

University of Georgia

The Georgia Initiative for Community Housing helped demolish condemned units, and applied for tax credits to build a senior living development.



Prairie View A&M University

Staff continues to aid Hurricane Harvey victims through supply donations, home repair, and resource application.

Virginia State University & Virginia Tech University

Virginia launched the PROSPER model for middle-schoolers and their families to prevent opioid and other substance misuse.



To read the full stories, visit: <https://bit.ly/2pq1oyU>

MARCH 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
Daylight Savings Begins						
17	18	19	20	21	22	23
Saint Patrick's Day						
24	25	26	27	28	29	30
31						

APRIL 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	
	1	2	3	4	5	6	
7	8	9	10	11	12	13	
14	15	16	17	18	19	20	
		National Sustainability Summit & National Extension Energy Summit: Tampa, FL					
Public Issues Leadership Development Conference: Arlington, VA					Good Friday		
21	22	23	24	25	26	27	
Easter Sunday							
28	29	30					

2018 Southern Community Development Webinar Series

In 2018, the Community Resource Development (CRD) specialists in the Southern Region continued their successful webinar series aimed at showcasing some of the best community development programs the region has to offer. The series will continue through 2019.

January



How Can I Be of Service? Determining the Best Role for Community Engagement
Dan Kahl, University of Kentucky

February



Creating a Sense of Community Through the 5 C's of Social Capital and Cultural Competency
Mark Peterson, University of Arkansas

March



The Opioid Epidemic: Considering Extension's Role and Virginia's Multi-Faceted Approach
Crystal Tyler-Mackey, Virginia Tech University

April



Leadership Development: A Process of Un-doing Understanding
Eric Kaufman, Virginia Tech University

May

Increasing Stakeholder Involvement to Build Capacity and Promote Sustainability of Healthy Communities
Andrea Scarrow, University of Georgia



June

Financial Capability as Community Development
Becky Smith, Mississippi State University



July

CPTED, Crime Prevention through Environmental Design
Jamie Rae Walker, Texas A&M University



September

Chalk and Talk: A Different Approach to Community Engagement
Ryan Sandwick, University of Kentucky



October

Citizenship in Action: How Extension Can Engage and Educate Voters on Ballot Issues
Kristin Higgins, University of Arkansas



November

Does Extension Need Highly Visible Educational Programs beyond the Farm, Families and Youth?
Rodney Clouser, University of Florida



December

Community Engagement through Partnership
Bridget Ross, Prairie View A&M University



MAY 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
Mother's Day						
19	20	21	22	23	24	25
26	27	28	29	30	31	
	Memorial Day					

National Digital Education Extension Team

Nationally, Cooperative Extension Service (CES) has played many roles in communities that are working to step into the technology age more solidly. From initial steps, through planning, and adoption and use, Extension can come alongside community members to aid the transition. A trusted local actor is critical not only to introduce the work, but to also coach the community as it transitions to joining the complex digital world.

Current Initiatives & Team Leaders



Connecting Communities

helping communities organize and think through options for increasing access



Stacey McCullough
University of Arkansas



Sreedhar Upendram
University of Tennessee



Promoting Digital Literacy

aiding people, businesses, and governments in expanding their abilities to use broadband access once it is available



Roberto Gallardo
Purdue University



Terrence Wolfork
Fort Valley State University



Strengthening & Establishing Partnerships

reaching out to partners on the federal, state, and local levels to strengthen our joint efforts to promote e-connectivity and usage in underserved areas.



Monica Babine
Washington State University



Kenny Sherin
South Dakota State University



Research

seek to identify and address the most pressing research questions around broadband adoption and use



Roberto Gallardo
Purdue University



Brian Whitacre
Oklahoma State University

Continuum of Support



To learn more, visit:
<http://srcd.msstate.edu/NDEET/index.html>

JUNE 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
National Association of Community Development Extension Professionals Conference: Asheville, NC						
16	17	18	19	20	21	22
Father's Day						
23	24	25	26	27	28	29
30						

Heirs' Property

The USDA defines heirs' property as land that has been passed down informally from generation to generation, in most cases, without a will. African American communities in the southern Black Belt have been particularly affected, although similar situations exist in the Mississippi Delta Region, in white communities in Appalachia, with Native Americans living on tribal lands, and in the Hispanic Colonias in South Texas. SRDC is partnering with CES and researchers in the South to explore opportunities for a regional capacity building response. The steps taken to better understand these important issues so far are illustrated below.



October 2017

Heirs' property issues added to the SRDC 2018 Plan of Work

December 2017

Identified 40 individuals from 19 LGUs engaged in this issue

January 2018

Hosted a webinar to hear current efforts of those identified

February 2018

Launched a survey to identify research, materials, & partners

March 2018

Created a listserv to foster sharing among LGU partners

June 2018

Solidified key partnerships (listed below)

July 2018

Recruited a steering committee

August 2018

Submitted an AFRI Seed Grant Proposal

October 2018

Launched a website of identified resources

December 2018

Convened steering committee to shape next steps

Partners



North Central
Extension and
Research Activity
NCERA2172



To learn more, visit: http://srdc.msstate.edu/heir_property.html

JULY 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 Independence Day	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
50th Annual Meeting of the Community Development Society: Columbia, MO						
21	22	23	24	25	26	27
28	29	30	31			



CREATE BRIDGES:

Celebrating **R**etail, **A**ccommodations, **T**ourism and **E**ntertainment by
Building **R**ural Innovations and **D**eveloping **G**rowth **E**conomies

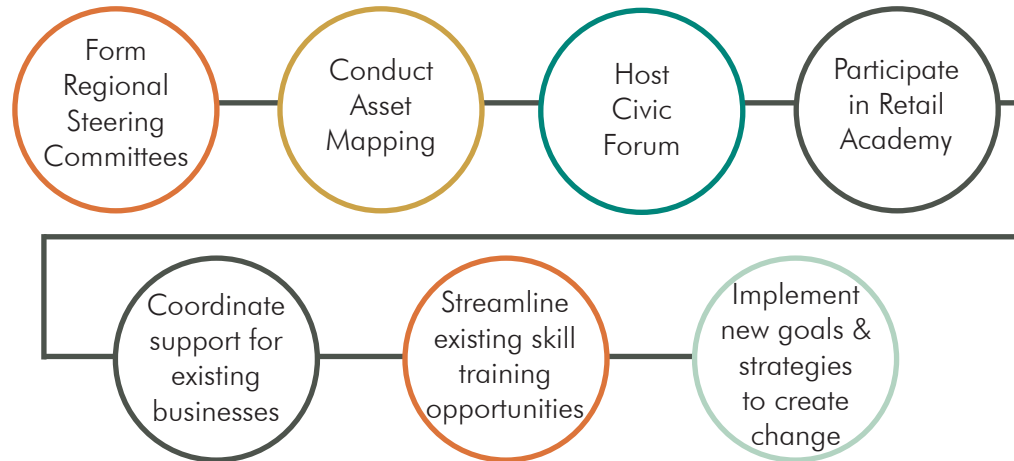
Through funding from Walmart, CREATE BRIDGES is an initiative to strengthen retail, accommodations, tourism, and entertainment industries which often make up a large portion of the jobs and businesses that drive rural communities. CREATE BRIDGES was designed to raise awareness of the role these important businesses play in the local economy, determine challenges and barriers negatively impacting those businesses, and develop and implement strategies to strengthen these sectors.

Retail employment ranked
5th industry in rural
America

Retail trade, arts, entertainment,
recreation, accommodation, and
food services make up over
18% employment in
rural America



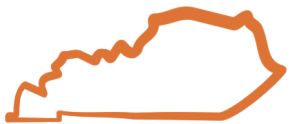
Steps to be taken in pilot regions:



Pilot States



University of Arkansas System Division of
Agriculture Cooperative Extension Service



University of Kentucky



Oklahoma State University

Partnership Leads



Stacey McCullough
University of Arkansas



Alison Davis
University of Kentucky



Dave Shideler
Oklahoma State University

AUGUST 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
			Rural Sociological Society Annual Meeting: Richmond, VA			
11	12	13	14	15	16	17
18	19	20	21	22	23	24
	Southern Region Program Leadership Network, Association of Extension Administrators & Association of Southern Region Extension Directors Joint Meeting: New Orleans, LA					
25	26	27	28	29	30	31

Bonnie Teater Lifetime Achievement Award

Bonnie Teater is a special individual to friends of the Southern Rural Development Center. For 30 years, she provided valuable support and day-to-day assistance to the Center as a member of its staff. She served as an inspiration to all because of the dedication she brought to her work and her passion for the rural development research and Extension outreach mission of the region's Land-Grant Universities. She currently is enjoying retirement in Kentucky.

The Lifetime Achievement Award is awarded on even number years and honors the superior lifetime work of an individual who has made an important contribution to the Extension community development area. Below is this year's recipient.



Dr. Notie Lansford

Dr. Lansford is a Professor and Extension Economist in the Department of Agricultural Economics at Oklahoma State University. Since 2006, Dr. Lansford has served as director of Oklahoma State University's County Training Program, which provides training and technical assistance for county government elected officials and their employees. He also

holds leadership roles with the Local Government Extension Training network and the Ag Bank Management Simulation program. As professor of the undergraduate rural appraisal course, Dr. Lansford has been instrumental in leading the department's efforts to develop an appraisal minor at Oklahoma State University.

Dr. Lansford has generated over \$3.8 million in funding to support local Extension programs, coordinated 44 short-courses, and given 32 presentations at professional conferences and meetings. He also has an extensive list of creative works and publications including the "County Government Financial Trends Report." He also co-authored seven journal articles, reviewed one book, developed 14 manuals/handbooks, and authored/co-authored over 200 other publications.

Dr. Lansford has also been very active with the National Association of Community Development Extension Professionals (NACDEP), serving in a variety of capacities including conference planning committee, session proposal reviewer, finance committee member and chair, and Treasurer from 2013-2016.



To learn more, visit: <http://srdc.msstate.edu/funding/bonnieteater/>

College of the Muscogee Nation 1994 Land-Grant Institution



The College of the Muscogee Nation (CMN) is Oklahoma's premier tribal college. Founded in 2004, CMN is an open, public institution with four degree programs and two certificate programs designed to meet the unique needs of students seeking careers in both the tribal sector and global society.

The college is a member of the American Indian Higher Education Consortium and was designated as a **1994 Land-Grant Institution** in the 2014 Farm Bill. CMN was granted Initial Accreditation by the Higher Learning Commission in November 2016.

Degrees

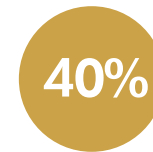
Gaming
Police Science
Tribal Services
Native American Studies

Certificates

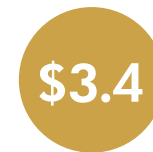
Mvskoke Language Studies
Gaming



Tribes represented at CMN.



First generation college students



Million awarded in Tribal Scholarships



To learn more, visit: <https://cmn.edu>

SEPTEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2 Labor Day	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

SERA 47: Local Foods Work Groups & Leaders

Chair

Iris Crosby
University of Arkansas Pine Bluff



Vice Chair



Karen Vines
Virginia Tech
University

Secretary



Virginie Zoumenou
University of Maryland Eastern Shore

Design a Resource Repository
that is user-friendly and robust of local foods systems resources that meet the needs of Extension and Research professionals.



Jennifer Taylor
Florida A&M University



Elizabeth Gregory North
Mississippi State University



Leslie Hossfeld
Clemson University



Amanda Philyaw Perez
University of Arkansas

Create Learning Communities
of professionals from at least 15 Land-Grant Universities and partners in the South around high-priority needs in local foods systems.



Strengthen Impact Measuring
Strengthen the capacity for gathering, communicating, and promoting impact data and analyzing data through identification and sharing common measures.



Joseph Donaldson
North Carolina State
University



Dara Bloom
North Carolina State
University



Dave Lamie
Clemson University



Quisto Settle
Oklahoma State University



To learn more, visit: <https://bit.ly/2OV2YUA>

OCTOBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11	12
		Sustainable Tourism & Outdoor Recreation Conference: Astoria, OR				
13	14	15	16	17	18	19
	Columbus Day					
20	21	22	23	24	25	26
27	28	29	30	31		
				Halloween		

Stronger Economies Together (SET)

7 YEARS OF SUCCESS

SET engages multi-county regions in a process of identifying common regional economic priorities and implementing a plan.

SET is jointly led by coaching teams composed of Cooperative Extension Service and USDA Rural Development. SET built capacity for the cross-agency partnership through **train-the-trainer workshops, monthly calls/webinars, and site visits.**



SET builds professional capacity with...



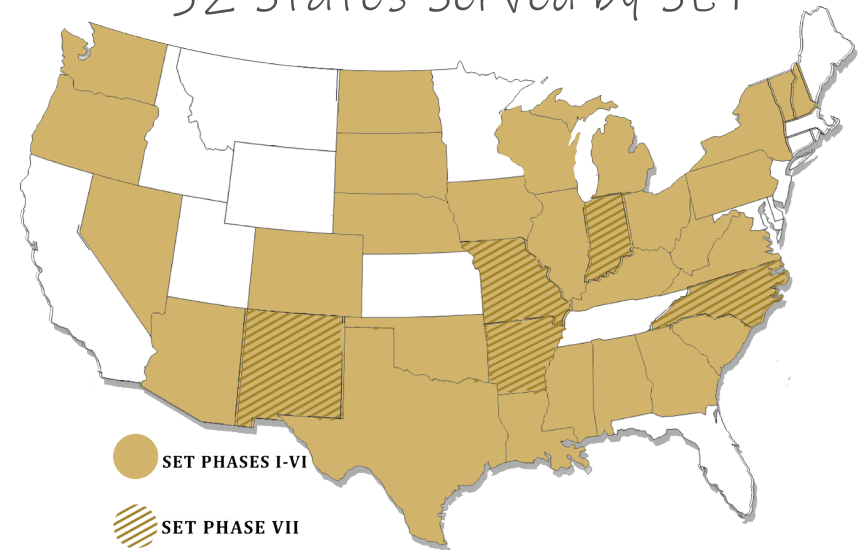
102

USDA Rural Development professionals

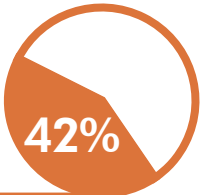
195

Cooperative Extension Service professionals

32 States Served by SET



There are currently **353** persistently poor counties in the nation. **2 out of 5** of all persistent poverty counties are engaged in SET. SET reaches



147/353 Persistent poverty counties in the U.S.

\$200

For every \$1 invested in SET programming, regions have leveraged \$200 to support implementation of regional plans.

Total dollar amount SET Regions have leveraged to date. | **\$799,329,361**

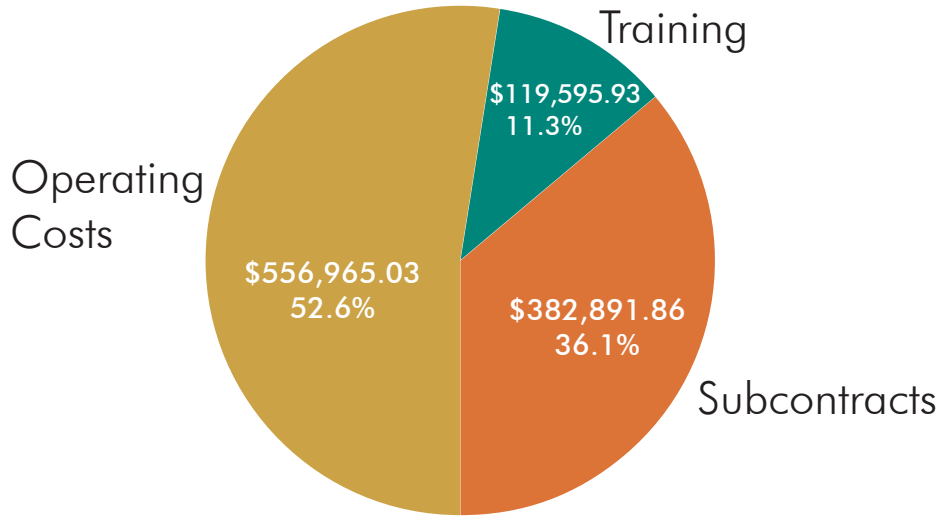


NOVEMBER 2019

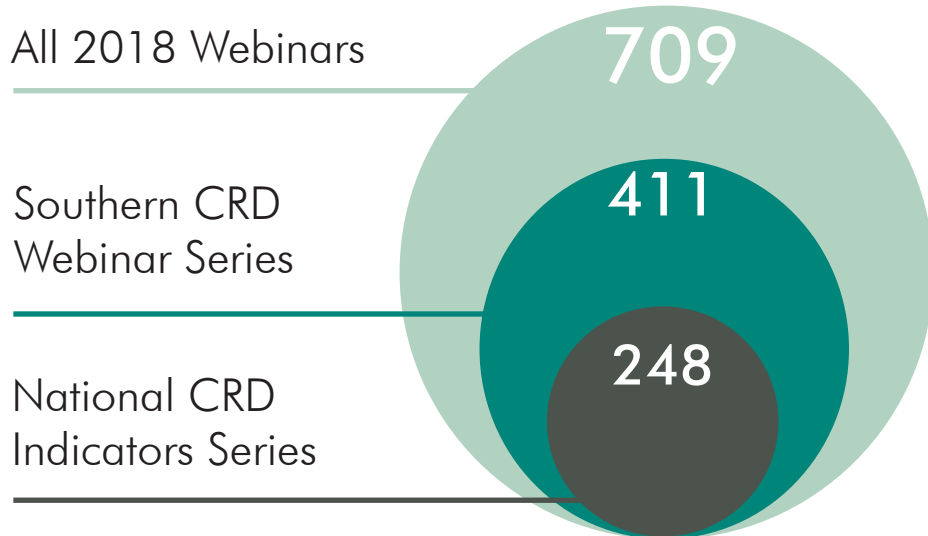
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	7	8	9
Daylight Savings Ends						
10	11	12	13	14	15	16
	Veterans Day					
17	18	19	20	21	22	23
24	25	26	27	28	29	30
				Thanksgiving Day		

SRDC Trainings, Events, & Investments

2018 Expenditures

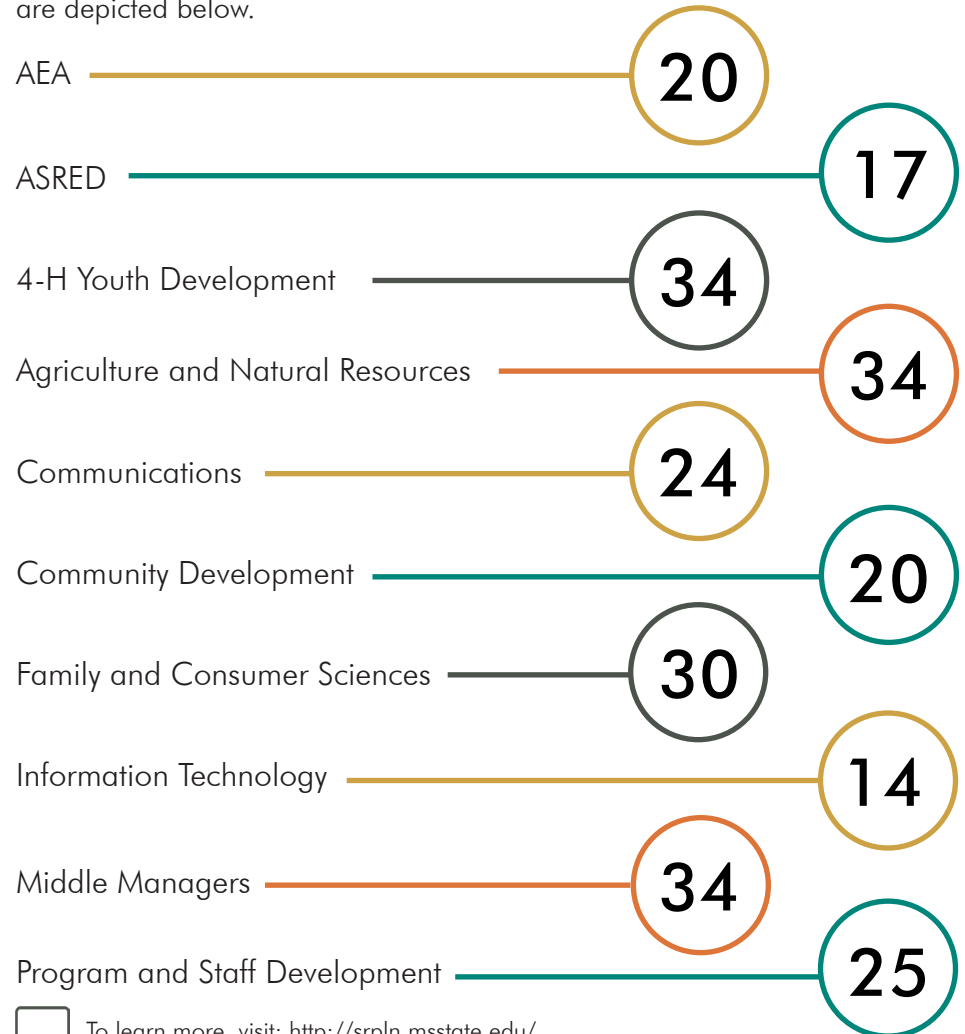


Webinar Participants



The mission of the Southern Region Program Leadership Network (SR-PLN) is to foster and strengthen Extension education programming throughout the southern region by promoting multistate cooperation, anticipating emerging program issues and needs, and implementing action processes to address them in a timely manner.

In August 2018, 252 participants representing state program leaders from eight committees, the Association of Extension Administrators (AEA), and the Association of Southern Region Extension Directors (ASRED) convened for joint regional planning and collaboration. The number of participants in each group are depicted below.



To learn more, visit: <http://srpln.msstate.edu/>

DECEMBER 2019

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
			Christmas Day			
29	30	31				
		New Year's Eve				

2018 Board of Directors

Ntam Baharanyi
Tuskegee University | 1890 Extension

Rich Bonanno
North Carolina State University | 1862 Extension

Gary Jackson
Steve Martin | Alternate
Mississippi State University | 1862 Extension

Ed Jones, Chair
Virginia Tech University | 1862 Extension

George Hopper
Reuben Moore | Alternate
Mississippi State University | 1862 Research

Lesley Oliver
University of Kentucky | 1862 Research

Christopher Ray
Clemson University | 1862 Research

Fisseha Tegegne
Tennessee State University | 1890 Research

Wesley Whittaker
Langston University | 1890 Research

John Green, Chair Elect
University of Mississippi | Non Land-Grant

Deborah Markley
Center for Rural Entrepreneurship | Non Land-Grant

Brent Elrod
USDA-National Institute of Food and Agriculture | Liaison

John Pender
USDA-Economic Research Service | Liaison

2018 Technical Operational & Advisory Committee

Eric Bendfeldt
Virginia Tech University | 1862 Extension

Susan Jakes, Chair Elect
North Carolina State University | 1862 Extension

Joy Moten-Thomas
Fort Valley State University | 1890 Extension

Anthony Reed
Alcorn State University | 1890 Extension

Laura Stephenson
University of Tennessee | 1862 Extension

Sherry Larkin
University of Florida | 1862 Research

Fatemeh Malekian, Chair
Southern University AgCenter | 1890 Research

Subramania Sritharan
Central State University | 1890 Research

Mike Woods
Oklahoma State University | 1862 Research

Kyle Woosnam
University of Georgia | 1862 Research

Robert Zabawa
Tuskegee University | 1890 Research

Carolyn Abdullah
Everyday Democracy | Non Land-Grant

Savonala Horne
Land Loss Prevention Project | Non Land-Grant

Josh Shumaker
Council of State Community Development Agencies |
Non Land-Grant

John Green, Board Advisor
University of Mississippi | Non Land-Grant

SRDC Partners

Agricultural Marketing Service, USDA
Association of Extension Administrators
Association of Southern Region Extension Directors
Community Development Society
Economic Research Service, USDA
Everyday Democracy
Extension Committee on Organization and Policy
Georgetown University
HiredNAg Project
Jessie Smith Noyes Foundation
Joint Council of Extension Professionals
Kettering Foundation

Michigan State University Center for Regional Food Systems
National Association of Community Development
Extension Professionals
National Association of Counties
National Association of Development Organizations
National eXtension Initiative
National Institute of Civil Discourse
National Institute of Food and Agriculture, USDA
National Telecommunications and Information
Administration
National Urban Extension Leaders
North Central Regional Center for Rural Development
Northeast Regional Center for Rural Development

Office of Partnership and Public Engagement, USDA
Purdue Center for Regional Development
Rural Sociological Society
Rural Child Poverty Nutrition Center, University of Kentucky
Rural Development, USDA
Southern Association of Agricultural Experiment
Station Directors
Southern Extension Risk Management Education
Southern Sustainable Agriculture Research &
Education Program
Substance Abuse & Mental Health Services Agency
W. K. Kellogg Foundation
Western Rural Development Center