

Community Strategies Group



Access the slides &
related resources here!

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Connecting the Dots with a Regional Framework



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Community Strategies Group

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Hub of Hubs

Peer Learning

Field Development

Today's Objectives



- Introduce WealthWorks & Rural Development Hub qualities.
- Introduce you to the Thrive Rural framework for thinking-and-action.
- Bring to light the race/place/class context and realities that must be addressed across the framework.
- Detail ways the framework can be used for local assessment, priority setting and strategy – all toward strengthening your local “rural action infrastructure.”
- Outline next steps in framework and related tool development.



Why Rural?

1 in 5 people in this country live in rural places



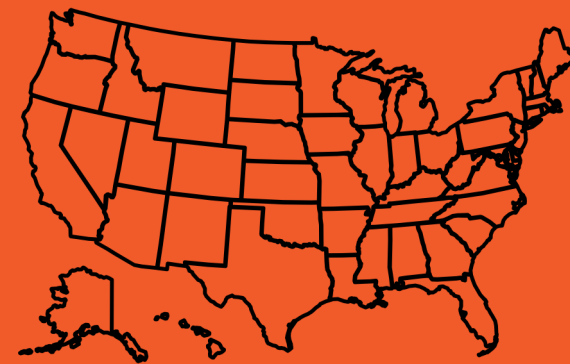
Why Equity?

70% of the 475 "persistent poverty" counties in the US are rural



Impacts of Rural Prosperity?

97% of America's land area is classified as rural



Why Health?

66% of federally designated health shortage areas are within rural



What Do the Numbers Show?



 **87%**

Census-enumerated American Indian and Alaska Native population growth between 2010 and 2020

 **54%**

Native population who reside in rural and small-town areas





Explore
Regional
Wealth
Building

Identify a
Market
Opportunity

Construct a
WealthWorks
Value Chain

Gauge
Wealth-
building
Impact

Rural Development Hubs



Advancing an **asset-based, wealth-building,** approach to rural **community and economic development.**



Qualities of Hubs



- 01 Think and work "Region."
- 02 Assemble the region for discovery and dialogue.
- 03 Are of their region, know their region, and build trust in their region.
- 04 Take the long view.
- 05 Bridge issues and silos.
- 06 Analyze at the systems level and intentionally address gaps in the systems.

Qualities of Hubs

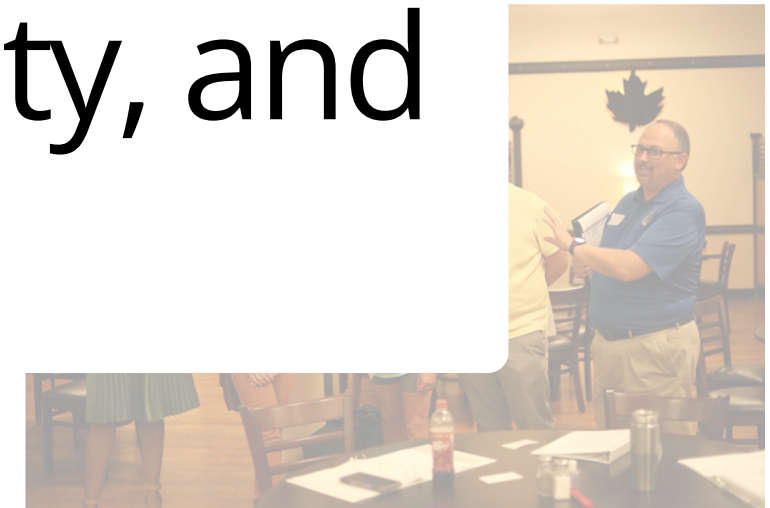
- 07 Collaborate as an essential way of being and doing.
- 08 Create structures, products, and tools that foster collaborative doing.
- 09 Translate, span, and integrate action between local and national actors.
- 10 Flex, innovate, and become what they need to become to get the job done.
- 11 Take and tolerate risk.
- 12 Hold themselves accountable to the whole community.

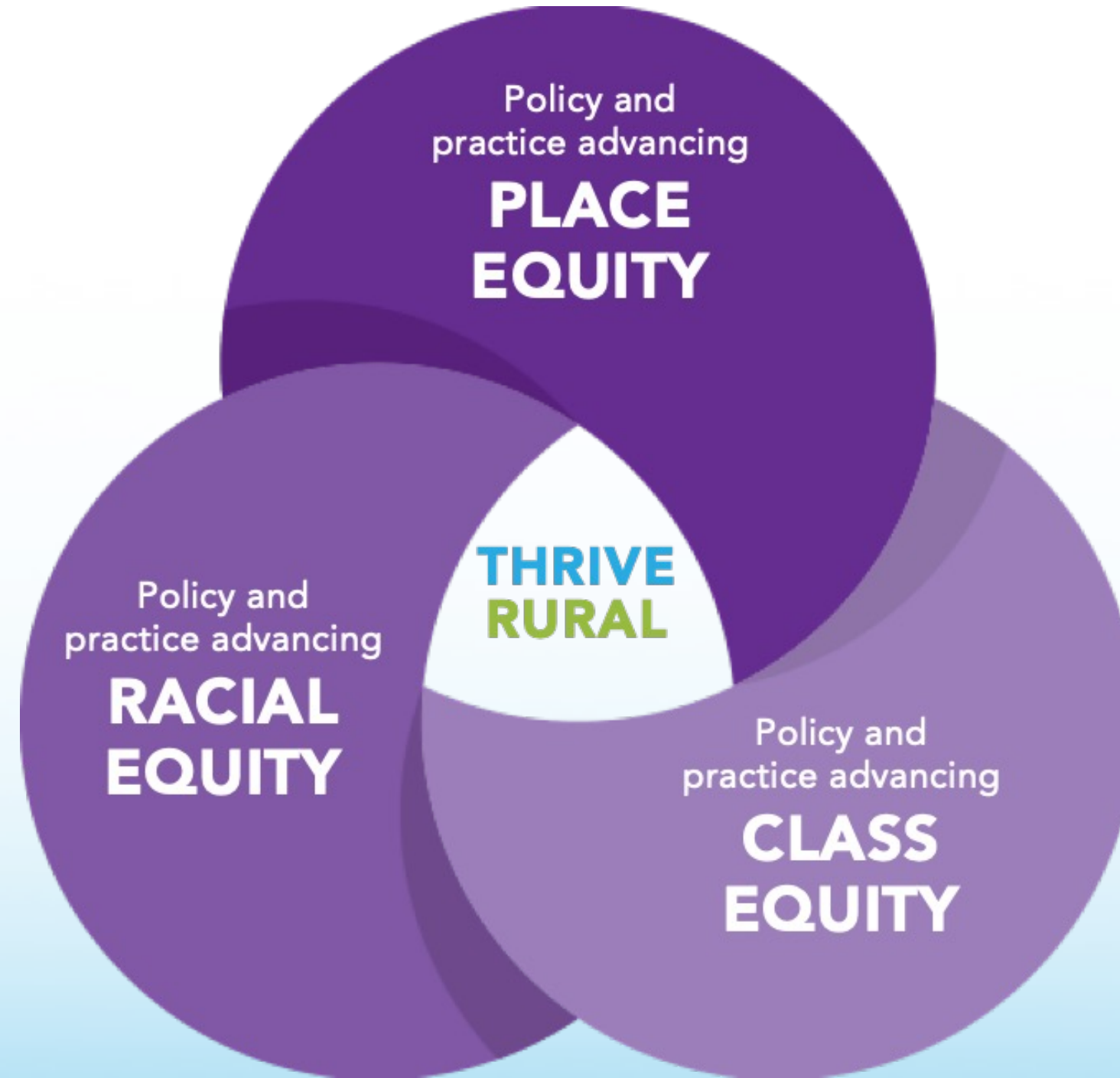




THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

Communities and Native nations across the rural United States are healthy places where each and every person belongs, lives with dignity, and thrives.





What can structural discrimination look like?



Examples at
Local Level

Race

Place

Class



Examples at
Systems Level



1/3 of US counties are designated as “maternity care deserts” – areas with no hospital obstetric care, birth center, or obstetric provider.



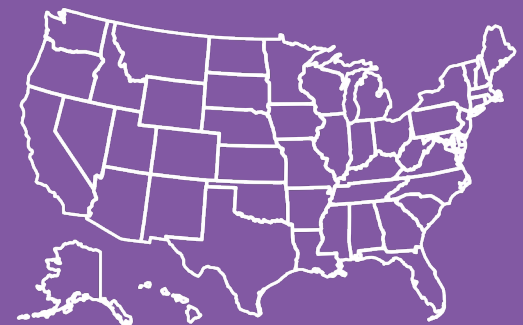
Broadband services are widely available in population-dense, urban areas, but rural communities have been long neglected by service providers.



Affordable housing is less connected by public transportation and more likely to be in food deserts.



Most rural counties where severe poverty persists are predominantly counties where people of color are the majority.





Rural Voice and Power



Welcome All
to the
Community



Advance
Personal
Well-Being



Strengthen
Local
Ownership and
Influence

Equitable Aims and Design



Build from
Current
Assets



Balance
Development
Goals



Design for
Everyone
to Thrive

Resources for Productive Action



Prepare
Action-Able
Leadership



Organize an
Action
Infrastructure



Act
as a
Region



Build
Momentum



Rural Voice and Power



Rural Voice in Design and Action

Aligned Rural Fields and Actors

Accurate Rural Narrative

Equitable Aims and Design



Balanced Development Outcomes

Cohesive Rural Policy Lens

Valued Rural Stewardship

Rural Stakeholder Equity

Resources for Productive Action



Ready Rural Capital Access and Flow

Rural Data for Analysis and Change

Regional Analysis and Action

THRIVE RURAL FRAMEWORK



Strategies for Rural Equitable Development

- Interconnected and Interdependence
- No siloed conversations - everything is in the regional and system
- Non-traditional partners / think regionally (dimensions)
- Being Inclusive is more than an invitation - build trust and listen
- Understand all of your regional assets/capitals
- What is it really like to be/have a Rural Development Hub
- New narrative for rural - lead with opportunities, focus on local capacity (abundance vs deficit/scarcity)
- Momentum builds community engagement



Strategies for Equitable Rural Development cont...

- Rural communities, and their governments and civil society organizations, must acknowledge the sovereignty of federally and state-recognized American Indian tribes and Alaska Native nations.
- Build relationships grounded in respect and mutuality between Native communities and their non-Native local and regional counterparts.
- Strengthen efforts to develop accurate data and timely data collection.



Research, Resources, and
Stories by and about Rural
People and Places



ThriveRural.org

Community Strategies Group



AspenCSG.org

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