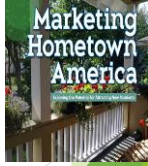


Marketing Hometown America: A Community Conversation Guide for Making Your Community a Welcoming Place for Newcomers

Jodi Bruns, North Dakota State University Extension
Kenneth Sherin, SDSU Extension
Cheryl Burkhardt-Kriesel, University of Nebraska

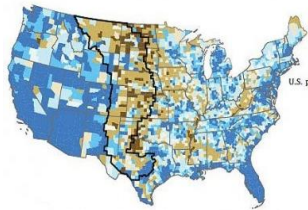


Today we will...

- ▶ Share why our states went down this path
- ▶ Discuss program process
- ▶ Highlight how communities are making it their own
- ▶ Reveal some community outcomes and themes using ripple effect mapping
- ▶ How others can get involved



Percent Change in Population by County: 1950 to 2007



Source: U.S. Census Bureau, Decennial Census of Population: 1950; Population Estimates Program: 2007.



Is there more to this story?



NebKids EXTENSION NDSU Extension NebFarm NIFA

Age Groups Over Time

Figure 1: Median Net Migration by Age Group in Nonmetro Counties, 1990-2010



Smith, Winkler, Johnson (2016). How migration impacts rural America. Population Trends at great recession. Rural America, brief 03-16.

NebKids EXTENSION NDSU Extension NebFarm NIFA

Western Nebraska Research...
Who is coming?

61% - majority of newcomers were from metro areas...

- quality of life considerations associated with an image of rural living
- a primary motivation in the decision to move (60% + of metro newcomers)



NebKids EXTENSION NDSU Extension NebFarm NIFA

Why do people move to the region?

% of Respondents indicating Important or Very Important

Simpler pace of life	53%	Safer place to live	36%
Less congested place	50%	Job that better fits skills	35%
Closer to relatives	50%	Community that shares values	34%
Lower cost of housing	48%	Better place for kids	32%
Lower cost of living	45%	Closer to friends	32%
Higher paying job	39%	Lower taxes	22%
Desirable natural environment	37%		



Lingering questions...

- ✓ Metro newcomers looking for a package of attributes
- ✓ Community leaders may not see attributes as relocation assets
- ✓ Web not showing potential new residents what is available

Is there a better way to connect?



Further Research... How Can Images, Especially on the Web, Help Market a Community?



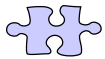
Less Congested Place to Live

Think = main streets of communities (with minimal traffic or congestion) or outdoor scenery - panoramic



"A street in the town that show Main Street with the businesses that are comfortably full, showing ample spots for other cars to pull in and shop or eat."





Rural Areas Need New Residents & People are Looking To Relocate



Rural Communities May Not See their "New Resident" Assets

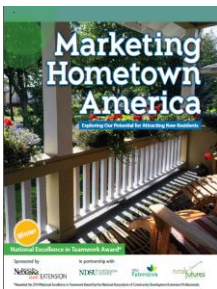


Marketing/promotion Viewed as a Challenge

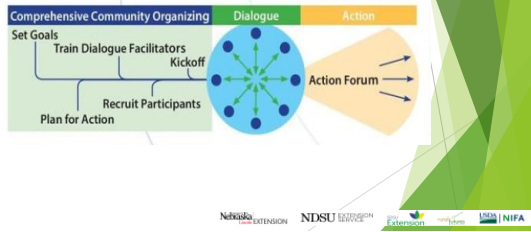


Potential New Residents Using Technology as Relocation Filter – Images are Key!





Program Flow



The Facilitators Training Guide



What is the purpose of the training?

- ✓ Help local study circle facilitators or discussion leaders become more comfortable with leading a group.
- ✓ To become more familiar with the study circle process
- ✓ To become acquainted with the program content and goals of the program



What is the purpose of the training?

- ✓ Who can facilitate?
- ✓ Who is invited... what if their not invited?
- ✓ How is this promoted?



Session One

What Is Your Connection to this Community?

Session Two

How Does Our Community Stack Up?

Session Three

Why Would People Want to Move Here?

Session Four

Action Steps to Promote Our Community



Components of a Community Marketing Plan



Outcomes as varied as communities

A neighborhood “party” trailer for block parties - increase welcoming environment



Ripple Effect Mapping

- Participatory process for real life situations
- Uses elements of
 - Appreciative inquiry/asset-based
 - Reflection
 - Mind mapping
 - Qualitative analysis
- Documents impacts but also re-energizes stakeholders



Questions for Participants

- ▶ What happened as a result of the Marketing Hometown America program?
- ▶ Were there actions or efforts in the community that came about or were linked to the program that surprised you?
- ▶ How did these actions benefit the community?

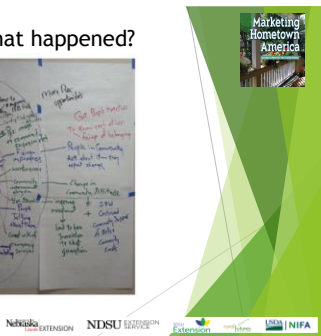


Questions for Participants

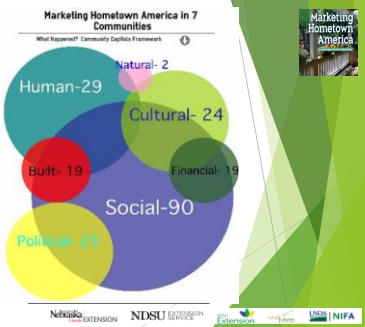
- ▶ What changes are you seeing in the community's systems, institutions and organizations?
- ▶ What do you think is the most significant change on the map?



How do you capture what happened?



CCF Outcomes



Themes found in the 7 maps



How you get involved?



For More Information:

- ▶ Outcome video link = <https://youtu.be/m21vR9qnnKo>
- ▶ Electronic magazine = <http://tinyurl.com/marketing-hometown>

Jodi Bruns: Jodi.Bruns@ndsu.edu
 Kenneth Sherin: Kenneth.Sherin@sdstate.edu
 Cheryl Burkhardt-Kriesel: cburkhartkriesel1@unl.edu



Marketing Hometown America:

A Community Conversation Guide for Making Your Community a Welcoming Place for Newcomers

Jodi Bruns, North Dakota State University Extension
Kenneth Sherin, SDSU Extension
Cheryl Burkhardt-Kriesel, University of Nebraska