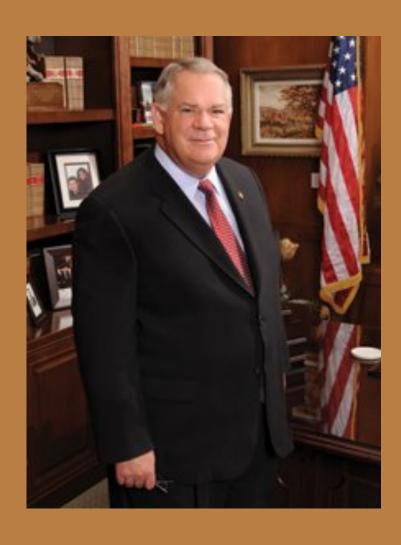


The Center for Rural Prosperity and Innovation

ABAC Campus Information Session March 6, 2019

GEORGIA'S RURAL CENTER



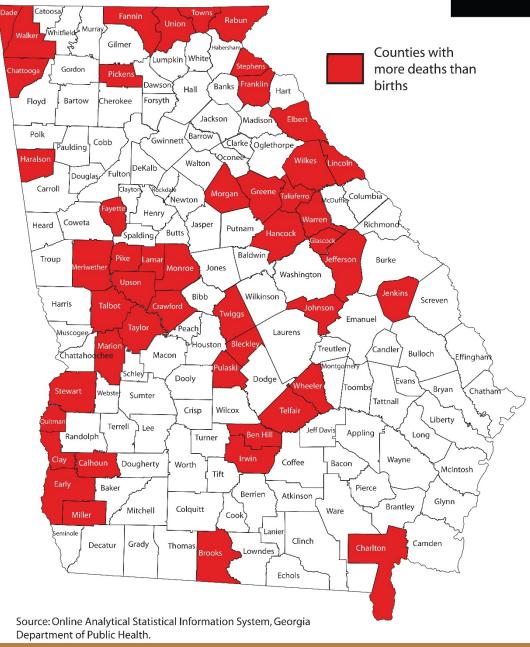
Acknowledge!

"Georgia is a growing and prosperous state, and we are thankful for that, but that prosperity isn't being felt in every community across Georgia. Some of our rural areas are still struggling, and we must do everything we can to help private businesses grow jobs in every corner of our state."

Georgia House Speaker, David Ralston

Georgia Counties with More Deaths than Births: 2013





Is Rural Georgia Dying? Literally? by Charles Hayslett on August 17, 2015

Maybe, maybe not! But, if it does it will not go away!

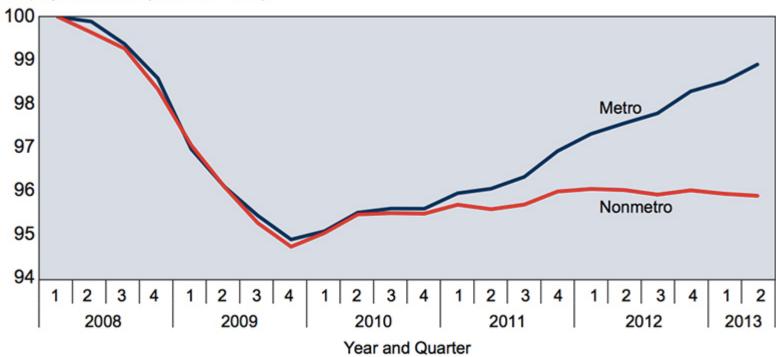
Either way, the people of Georgia pay!

Is the Economic Recovery Leaving Rural America Behind?

By <u>Sam Brasch</u> on December 5, 2013 in Modern Farming

No net employment growth in nonmetro counties in 2012 and first half of 2013

Employment index (2008 Q1 = 100)



So what?

- Not good for anybody!
- Cities rely on rural America for food and resources.
- Lower jobs demand, hence lower wages.
- Higher per capita costs for social services.



Focus on rural – what other states have done

Legislative agency

- ➤ Center for Rural Pennsylvania (Harrisburg, PA)
- Created in 1987, it is the only of its kind being under the direct funding purview of a state legislature.
- Primary functions:
 - 1. Sponsor research projects to identify policy options for legislative and executive branch consideration and action.
 - 2. Participate in local, state, and national forums on rural issues to present and learn from best practices.

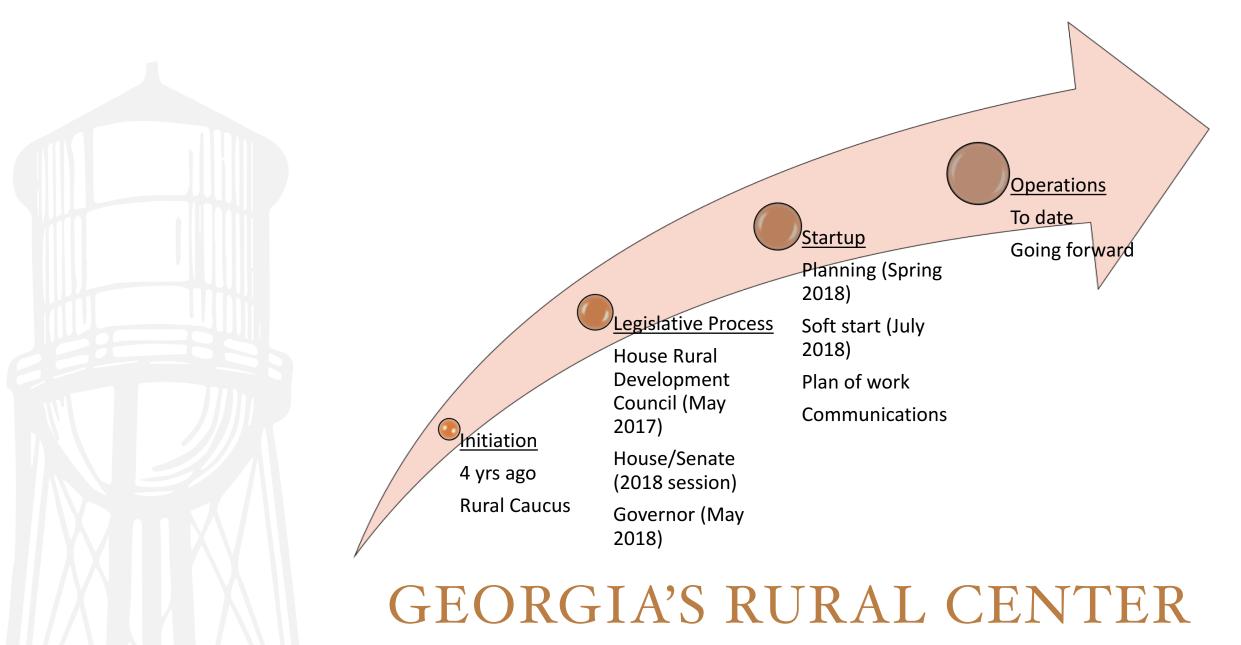
Best Practices!



Higher Education affiliation

- The majority of rural centers around the country are affiliated with colleges and universities in their respective states.
- ➤ While officially stated missions have slight variations, these centers are on the campuses of higher educational institutions so they can utilize the existing research capacity and expertise present via faculty, staff, and students.
 - 1. Texas—Sam Houston State University, Huntsville, TX
 - 2. Indiana—Purdue University, West Lafayette, IN
 - 3. Illinois—Western Illinois University, Macomb, IL
 - 4. Utah—Utah State University (USDA), Logan, UT
 - Michigan State University (East Lansing, MI)
 - o Penn State University (State College, PA)
 - Mississippi State University (Starkville, MS)

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HB951

• Authority

- Statutorily created by Georgia General Assembly (HB951) which was filed upon recommendation of House Rural Development Council.
- Passed by House and Senate and signed by Governor Deal.
- Statewide authority.

Funding

- By direct appropriation via Special Funding Initiative.
- Separate and distinct from the ABAC budget.

• Key elements

- Created a Deputy Commissioner for Rural Development in the Ga Department of Economic Development
- Specified working relationship with GEcD and GDA.
- Strongly encouraged working relationships with other local, state, and federal agencies.

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The work of the Center and its staff will be guided by a view that we must,

- Remind all Georgians of the vital role that rural people and places play in statewide success and that,
- When we find ideas that are working in rural Georgia, we should **recreate** them in other communities throughout the state and that,
- An essential step in **rediscovering**, **reconnecting**, and **recreating** rural Georgia is to **reinvest** in people by infusing inspired, educated, and energetic human capital in small towns and rural communities.

Essence = values and vision



MISSION

Georgia's Rural Center exists to RECONNECT the state's rural and urban people and places, REDISCOVERING all that is unique and extraordinary in the state's less populated areas, and reminding all Georgians of the power and potential present in small towns and crossroads communities.

We work to recognize successful businesses and efforts and help other communities RECREATE those models throughout the state.

Believing that people are Georgia's most valuable asset, we REINVEST human capital in the state's rural fringes through internship placement and innovative projects.

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FUNCTION

<u>Approach</u> – outcome based relying on ABAC, CRPI, and partner strengths\assets

- Advocacy,
- Interagency coordination,
- Resource management,
- Human capital provider, and
- Intensive project management

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How will the Center function?



Project Support Team

- Private sector consultants, investors, stakeholders
- Public agencies
- Educational partners
- Financial partners

Center

- Research
- Project ID
- Resource assessment
- Project Management

Community (owner)

- Private sector
- Public sector
- Community stakeholders/partners
- Ancillary benefactors

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On the same page: What is rural?



"Pertaining to non-urban or non-urbanizing parts of the State; a community, or group of communities, generally described as having low population, physically removed from or discontinuous from an urban or metropolitan area, and often primarily or secondarily dependent on agriculture for economic activity."

On the same page: What is rural?





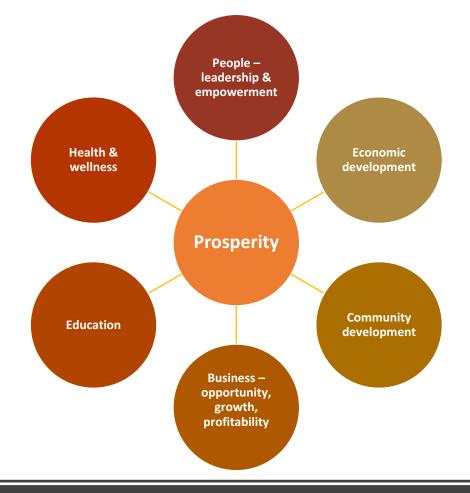
On the same page: What is prosperity?



"A state of community that is stable, or rising, with respect to conditions related to employment, economic output, business opportunity, education, governance, safety, and health care. A prosperous community is one in which these elements create an environment that favors growth."

On the same page: What is prosperity?





Finding a the path to prosperity!







On the same page: What is innovation?



"The process of relying on the collective creative spirit of a diverse team to develop, scale, and apply ideas to solve existing challenges in Georgia's rural communities in a way that contributes to their prosperity."

On the same page: What is innovation?



Agencies

- Department of Economic Development
- Department of Agriculture
- Department of Community Affairs
- Department of Labor
- USDA Rural Development

<u>Institutions</u>

- USG
- TCSG
- Private

Non-profits

- GEDA
- EMC

Private sector

- Georgia Power
- Other infrastructure providers

Benefitting communities

col·lab·o·ra·tor noun

a person who works jointly on an activity or project; an associate.



OUTCOMES

- Existing business
 - ✓ Expansion
 - ✓ More employment
 - ✓ Greater profitability
- New business starts
 - ✓ R&D to support entrepreneurship
 - ✓ Connect suppliers with markets
- Better education.
- Better health care.
- Connections
 - ✓ Between rural and urban Georgia
 - ✓ Marketing/promotion/awareness
- Infusion of human capital

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- ✓ Committed to serving Georgia Grown food to our Georgia Grown students.
- ✓ Committed to producing Georgia Grown graduates to serve in Georgia communities.

Harrison Poultry

✓ Funding and incentives to assist in the partial relocation of a poultry company from a metro Atlanta county to a rural county that will have tremendous employment and economic impact in the receiving community.



ANNOUNCEMENTS



Real Regional Impact

- The virtue of coops
 - · Adding value,
 - Retaining value,
 - Creating market options and stability,
 - Producing "local" wealth, and
 - A true "regional development" tool.
- Collateral economic impact.
- Proof of concept
 - Business innovation
 - Community development
 - Opportunity



An Analysis of the Economic Impact



Hosted by GEORGIA'S RURAL CENTER

November 26, 2018







The goal....

Prepare a call to action for State leaders and decision makers that:

- Enumerates the need and the supply by level (category),
- Anticipates the gap by level (category),
- Creates a forum within which all education partners can work together towards the common goal,
- Proposes structure and oversight to ensure that goals are met.





syn•er•gy ... ABAC and CRPI working together

- Opportunities...
 - Summer employment for faculty,
 - Mentored undergraduate research,
 - Capstone projects,
 - Internships for students,
 - Study leave for faculty,
 - Opportunities for entrepreneurship,
- Requirements
 - None
 - Outcome oriented
 - Often time sensitive





syn•er•gy ... ABAC and CRPI working together

- ABAC Connect
 - A portal to connect ABAC students with employers who can provide internship and employment opportunities for ABAC students.
 - A proof-of-concept project aimed at encouraging students to work in rural communities.
 - Creating a data system that provide information in space and time regarding employment needs, opportunities, and placements for college graduates.







ABAC Connect is a platform designed to streamline job placement, internship placement, and employer contact with college students.

Who benefits?

- ABAC Faculty/Staff
- ABAC Students
- Employers
- State Policy Makers

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For more information...

The website ruralga.org

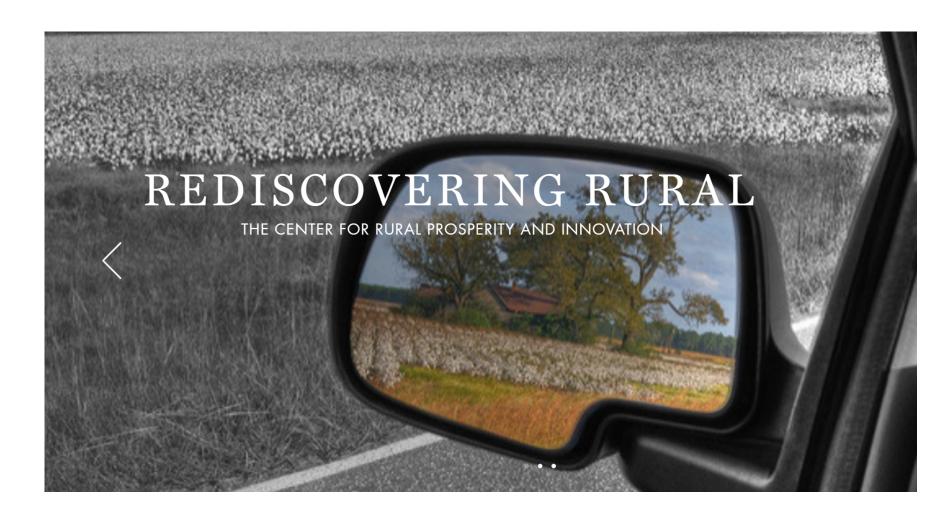
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Go to ruralga.org