

# Community Strategies Group



Access the slides &  
related resources here!

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## Connecting the Dots with a Rural Framework



aspen institute



# 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



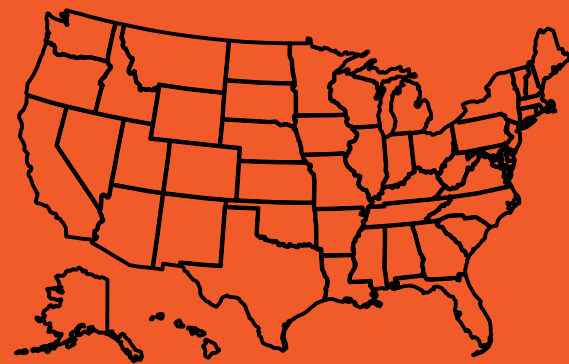
## Why Equity?

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

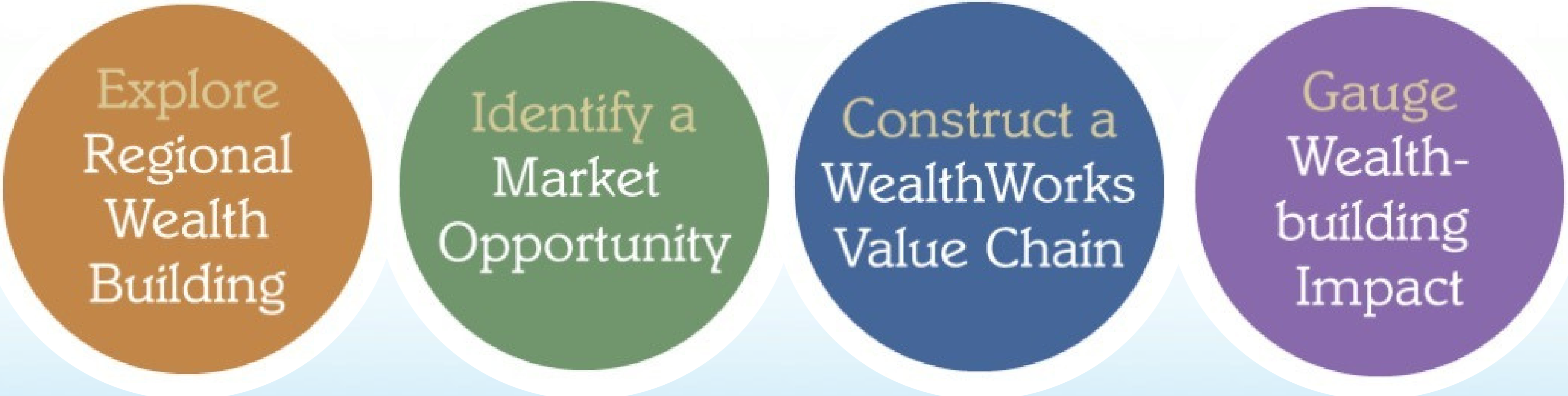


## Why Health?

66% of federally designated health shortage areas are within rural







Explore  
Regional  
Wealth  
Building

Identify a  
Market  
Opportunity

Construct a  
WealthWorks  
Value Chain

Gauge  
Wealth-  
building  
Impact



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





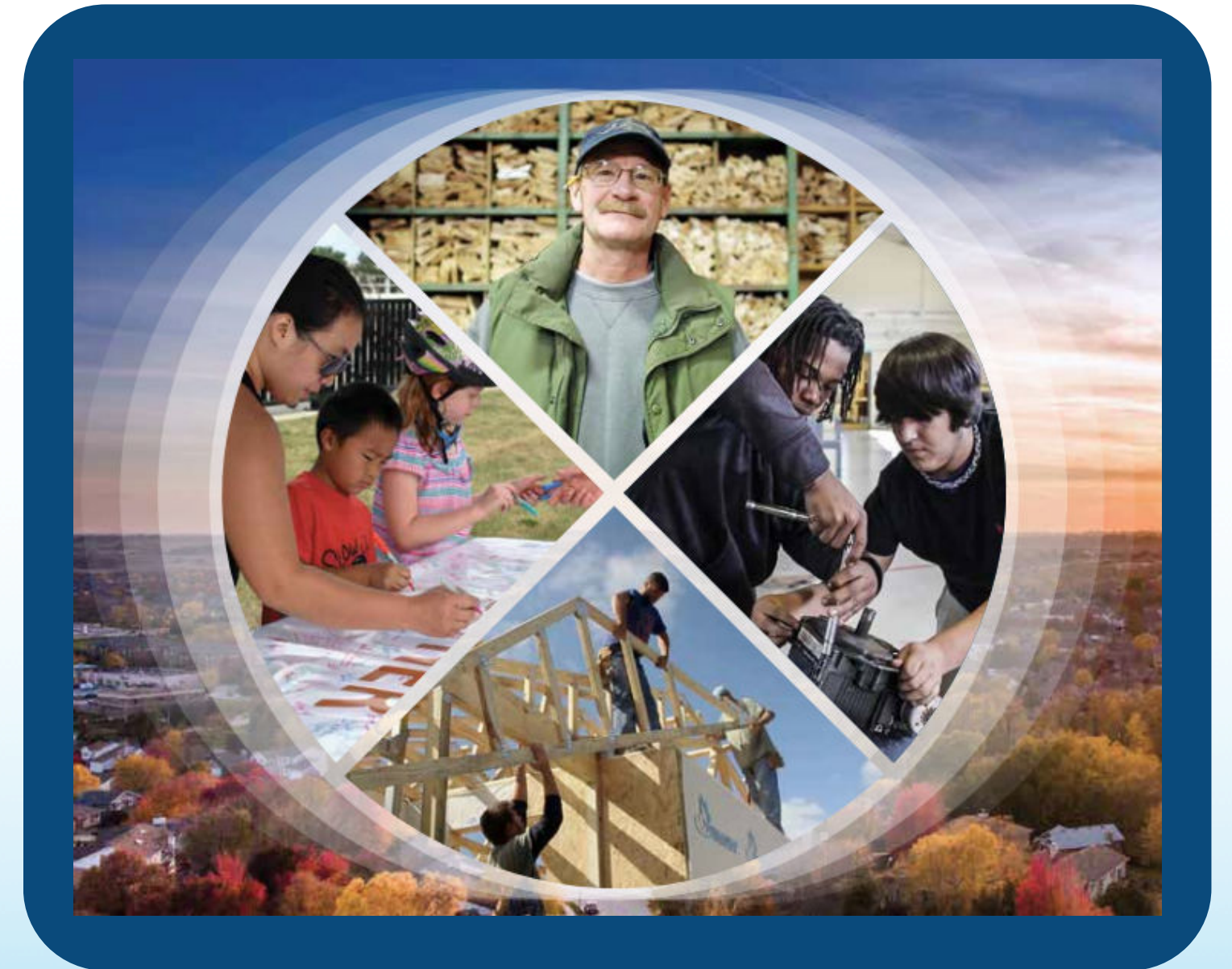
# Qualities of Hubs



- 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

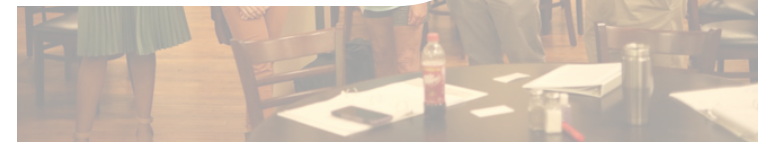
- 07 Collaborate as an essential way of being and doing.
- 08 Create structures, products, and tools that foster collaborative doing.
- 09 Translate, span, and integrate action between local and national actors.
- 10 Flex, innovate, and become what they need to become to get the job done.
- 11 Take and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

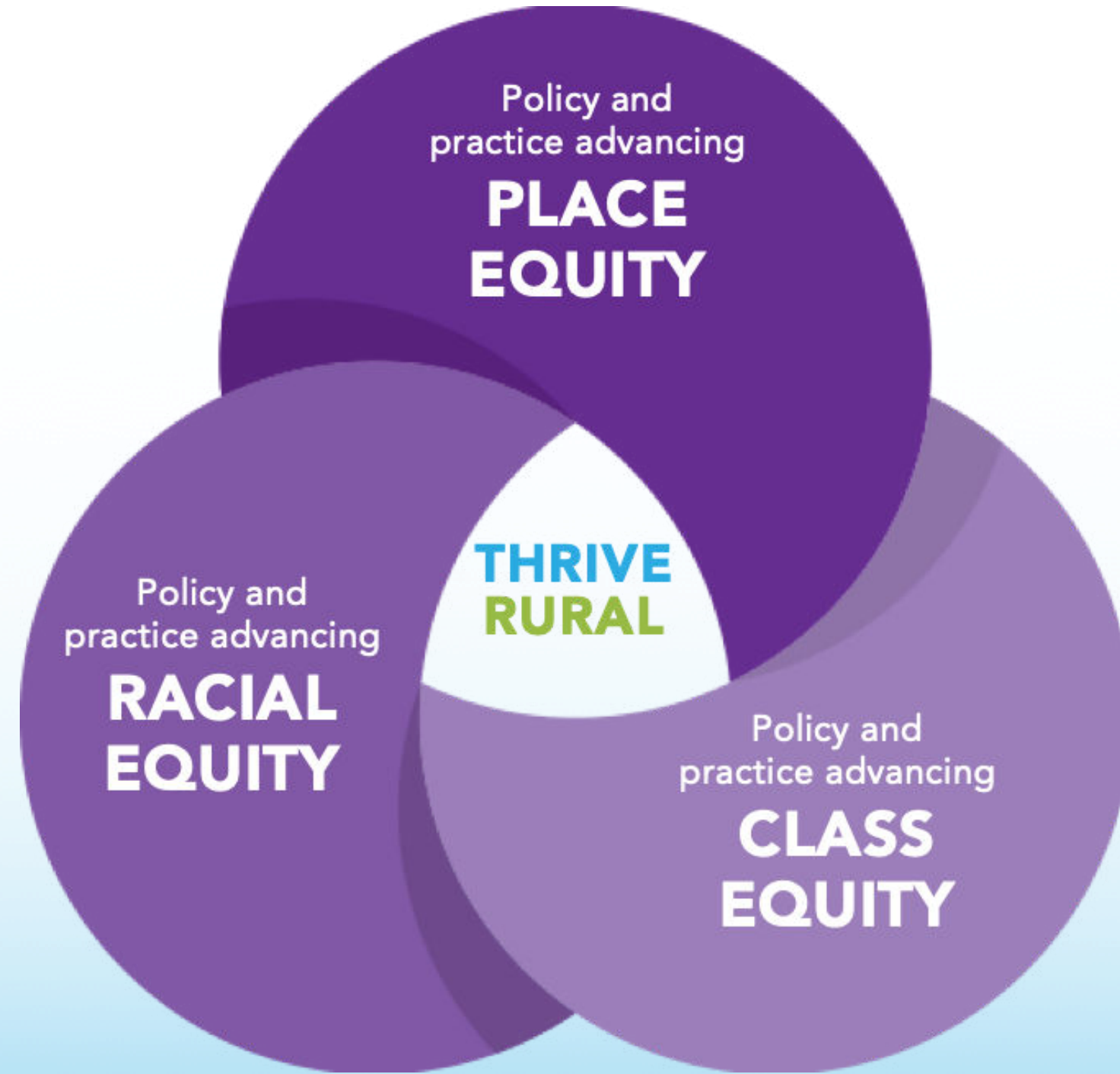




## THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

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.



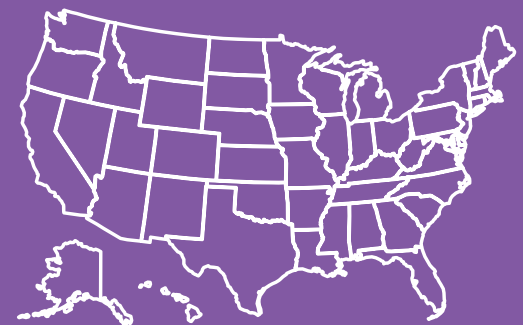
Broadband services are wildly available in population-dense, urban areas, but rural communities have been long neglected by service providers.



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



# Why Measurement is Important



A fundamental reassessment of how we measure rural development progress and who defines success



Funding pipelines from all sources will have far greater impact



There has to be mutual respect, and I think oftentimes communities value what funders bring to the table because of the connection to the financial resources that will come along with them. But that same respect isn't always given or shown by funders who walk into a space acknowledging the [local] work. . . If you don't demand that, it doesn't happen.



**Felicia Lucky**  
President, Black Belt  
Community Foundation

# Strategies for Rural

- 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



# Community Strategies Group

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[AspenCSG.org](https://AspenCSG.org)

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This work is supported by the  
Robert Wood Johnson Foundation  
and the Ford Foundation