

Community Strategies Group



Access the slides &
related resources here!

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asperinstitute



Community Strategies Group



Practitioner
Voice

Peer
Learning

Field
Development

Opportunities for Rural

- Increase alignment among federal agencies
- Better measurements of “success”
- Health intersections and alignment with rural development
- Climate Change/Disaster/Energy
- Outdoor Rec Economy: link environment & local asset building - equity
- Rural Development Hubs: focus for capacity investments
- Thrive Rural/WealthWorks: what does building wealth locally & systems change in rural look like?
- What is a better narrative for rural places?





Interdependence & Interconnectedness

Doing Rural Development Differently



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



ThriveRural.org

WealthWorks Capitals



WealthWorks Approach

Explore
Regional
Wealth
Building

Identify a
Market
Opportunity

Construct a
WealthWorks
Value Chain

Gauge
Wealth-
building
Impact

Designed to produce and sustain:



- Build a more self-reliant and robust area economy.
- Bring underutilized community assets – people, place, property, and know-how – into fuller participation and production.
- Create wealth that sticks – because it is locally owned, controlled, and reinvested.
- Increase upward mobility overall and advance the livelihoods of lower-income people, firms, and places.
- Strengthen industry sectors that fuel the economy.
- Forge valued partnerships that can ably and flexibly connect again and again to power increasingly resilient regions.

Qualities of Hubs

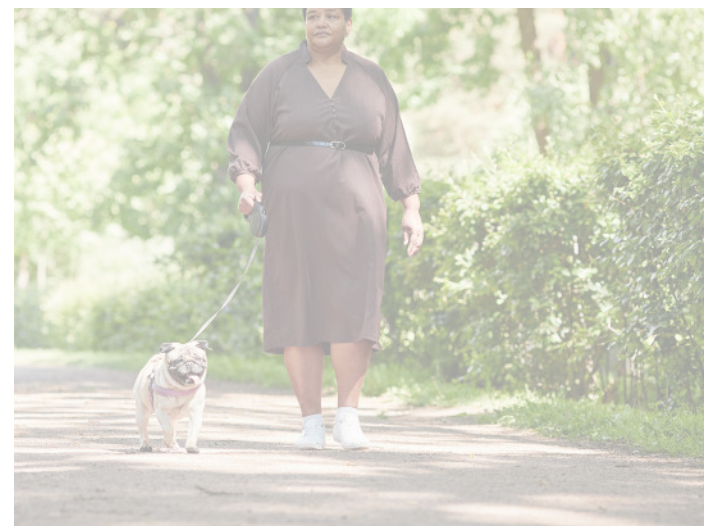


- Collaborate as an essential way of being and doing.
- Are of their region, know their region, and build trust in their region.
- Bridge issues and silos.
- Take and tolerate risk.
- Analyze at the systems level and intentionally address gaps in the systems.



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.



THRIVE RURAL FRAMEWORK

Rural Voice and Power

Equitable Aims and Design

Resources for Productive Action

Local-Level Building Blocks



Welcome All
to the
Community



Advance
Personal
Well-Being



Strengthen
Local
Ownership
and Influence



Build from
Current
Assets



Balance
Development
Goals



Design for
Everyone
to Thrive



Prepare
Action-Able
Leadership



Organize an
Action
Infrastructure



Act
as a
Region



Build
Momentum

Systems-Level Building Blocks



Rural Voice
in Design
and Action



Aligned
Rural Fields
and Actors



Accurate
Rural
Narrative



Balanced
Development
Outcomes



Cohesive
Rural Policy
Lens



Valued
Rural
Stewardship



Rural
Stakeholder
Equity



Ready Rural
Capital
Access
and Flow



Rural Data
for Analysis
and Change



Regional
Analysis and
Action



The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

Strategies for Rural

- New narrative for rural
 - lead with opportunities, focus on local capacity (abundance vs deficit/scarcity)
- Interconnectedness and interdependence
- No siloed conversations
 - everything is in the regional and system
- Non-traditional partners / think regionally (dimensions)



Strategies for Rural

- Being inclusive is more than an invitation – build trust and listen
- Understand all of your regional assets / capitals
- What it's like to be/have a Rural Development Hubs
- Gentrification vs displacement
- Momentum builds community engagement



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AspenCSG.org

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