

# Community Strategies Group



Access the slides &  
related resources here!

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## Connecting the Dots with a Regional Framework



**asper**institute





# Community Strategies Group



## 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



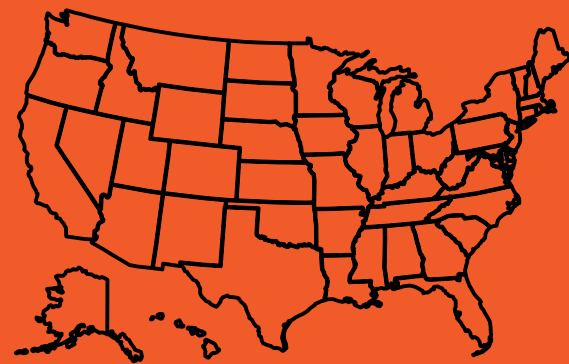
## Why Equity?

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

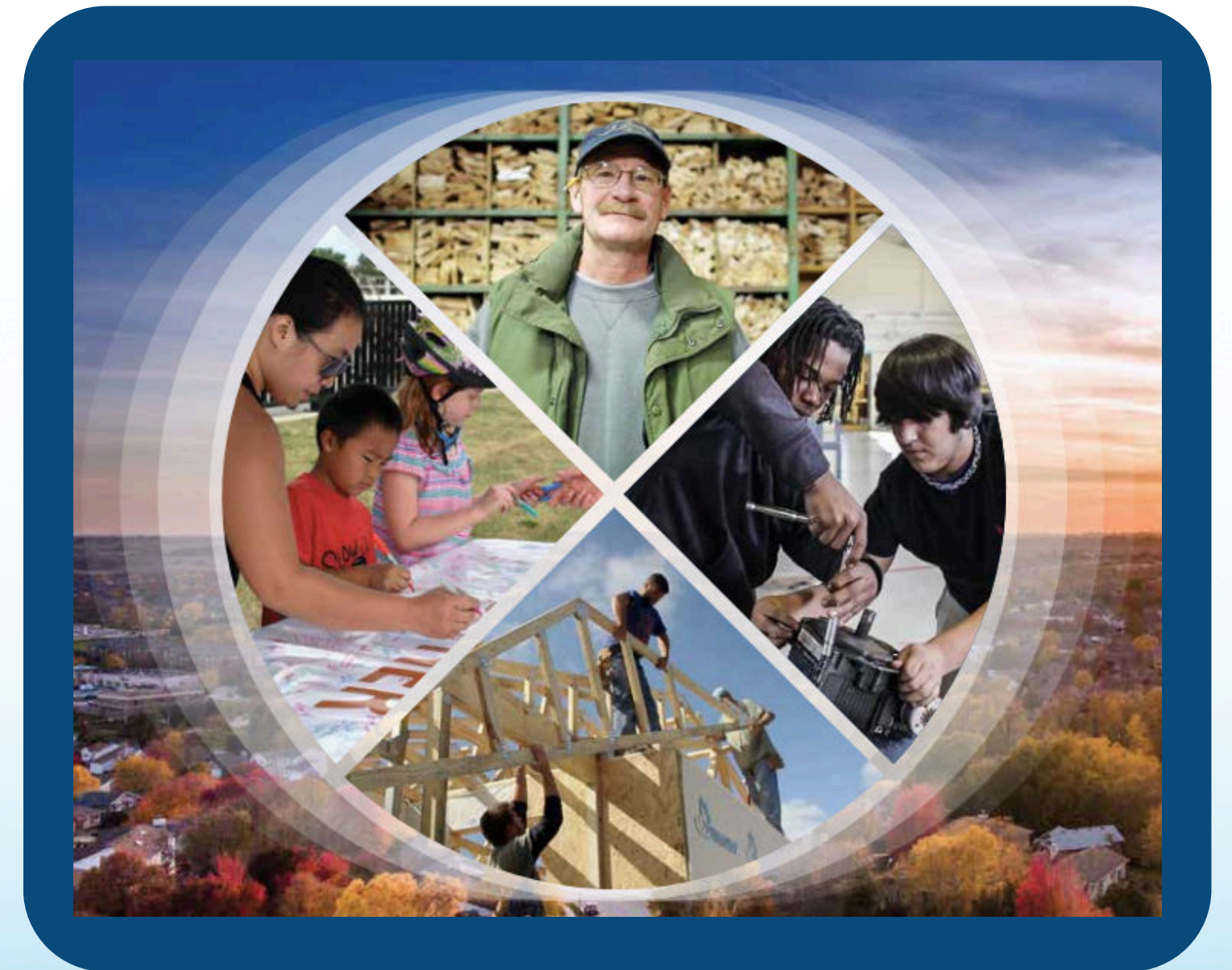


- 01 Think and work "Region."
- 02 Assemble the region for discovery and dialogue.
- 03 Are of their region, know their region, and build trust in their region.
- 04 Take the long view.
- 05 Bridge issues and silos.
- 06 Analyze at the systems level and intentionally address gaps in the systems.



# 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.

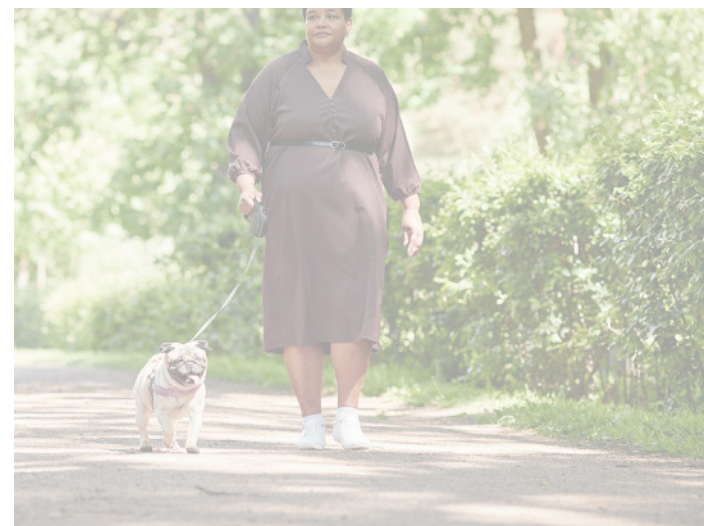




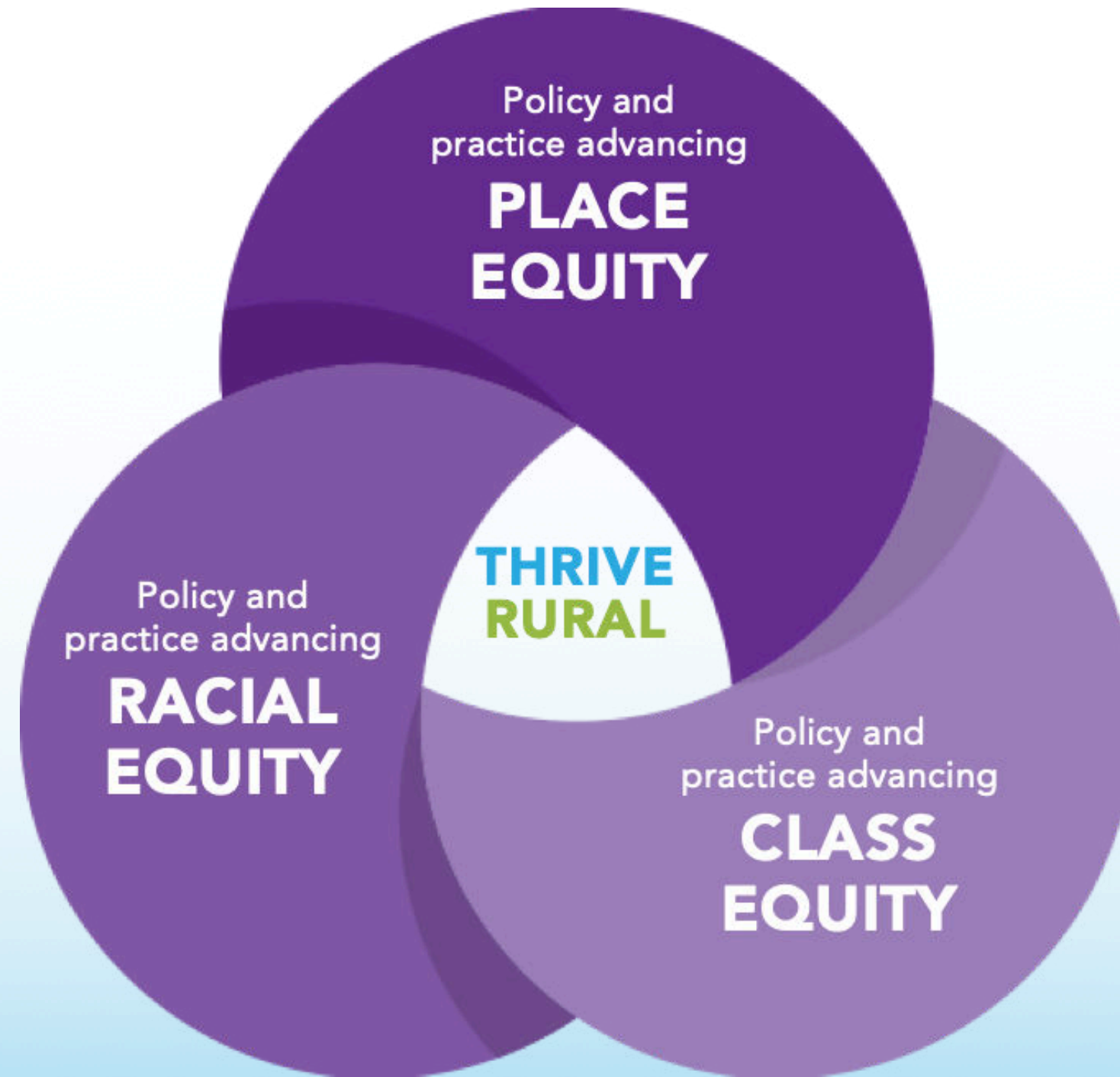


## THE THRIVE RURAL FRAMEWORK ULTIMATE OUTCOME

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







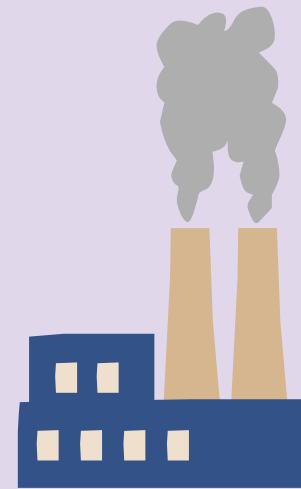


# What can structural discrimination look like?



Examples at  
Local Level

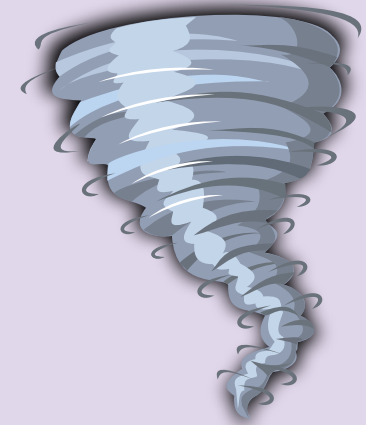
Race



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.



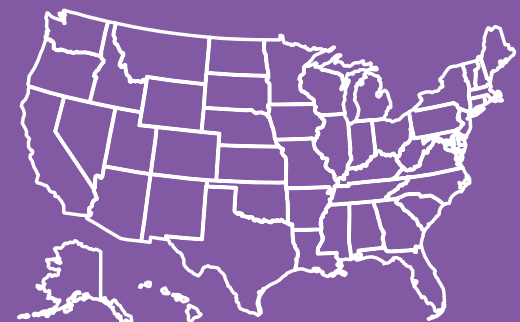
Broadband services are wildly available in population-dense, urban areas, but rural communities have been long neglected by service providers.



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





# 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

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

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