

Connecting the Dots with a Regional Framework



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Hub of Hubs

Peer Learning

Field Development

Today's Objectives

- Introduce **WealthWorks & Rural Development Hub** qualities.
- Introduce the **Thrive Rural Framework** for thinking-and-action.
- Detail ways the framework can be used for local assessment, priority setting, and strategy – all toward strengthening your local “rural action infrastructure.”



Why Rural?

1 in 5 people in this country live in rural places



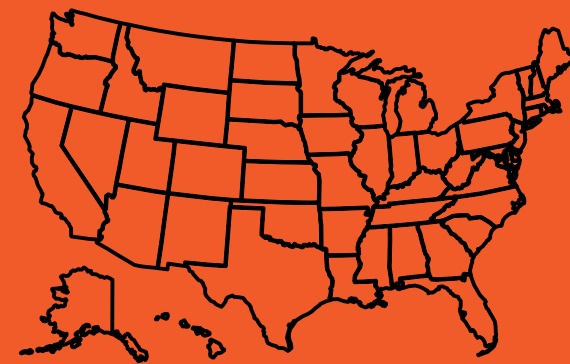
Why Equity?

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



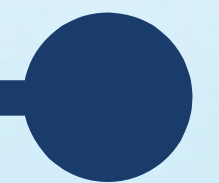
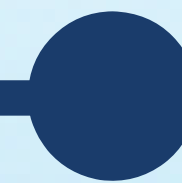
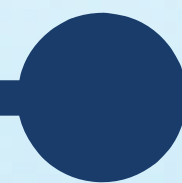
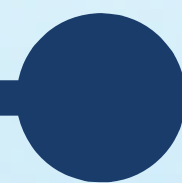
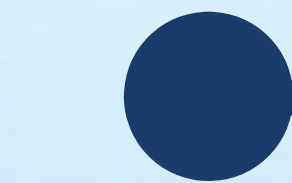
**Program
Founded**

WealthWorks

**Hubs
Report**

**Native Nation
Building Report**

**Thrive Rural
Framework**



1985

2008

2019

2021

2022



WealthWorks



WealthWorks

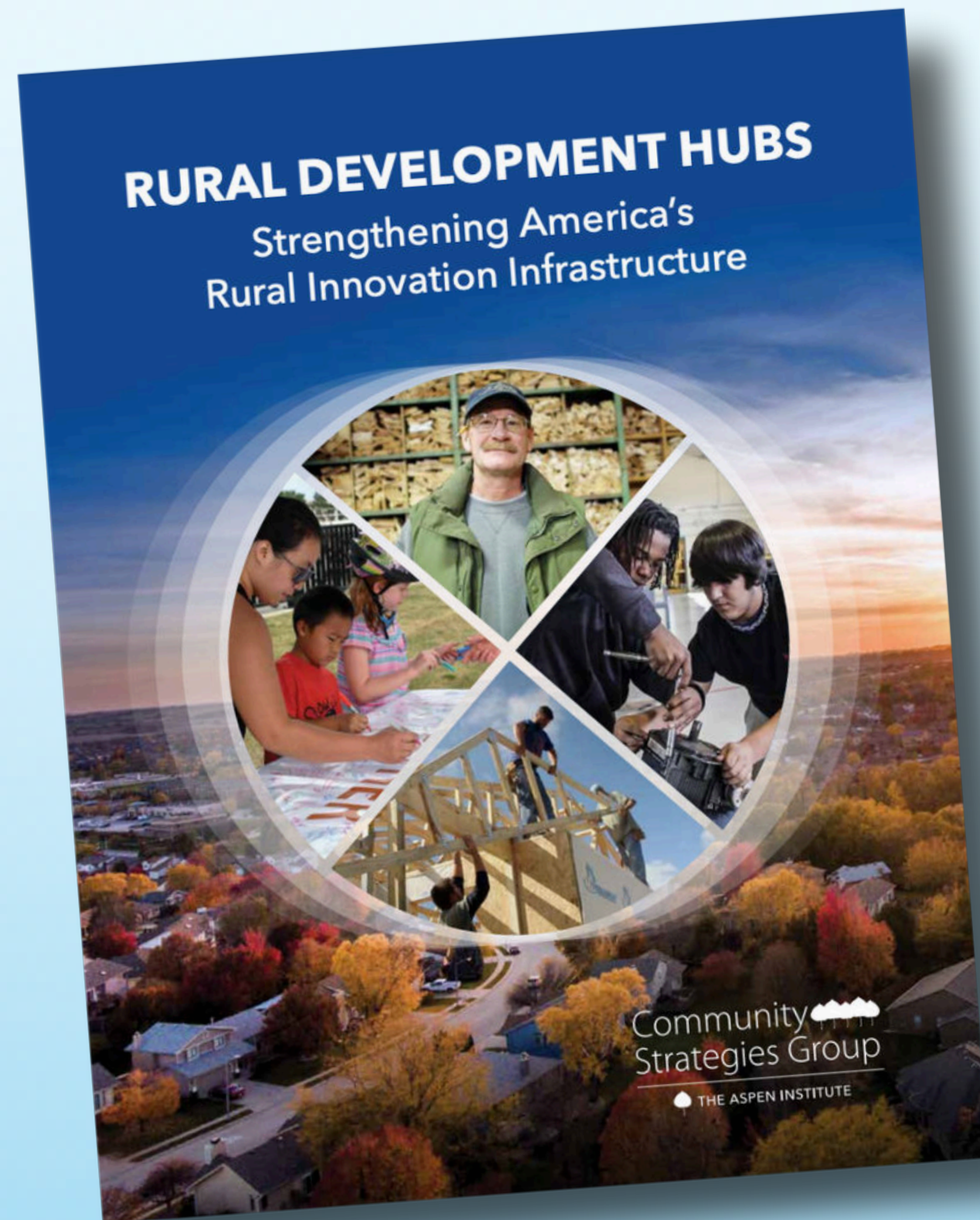
Explore
Regional
Wealth
Building

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



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

Qualities of Hubs

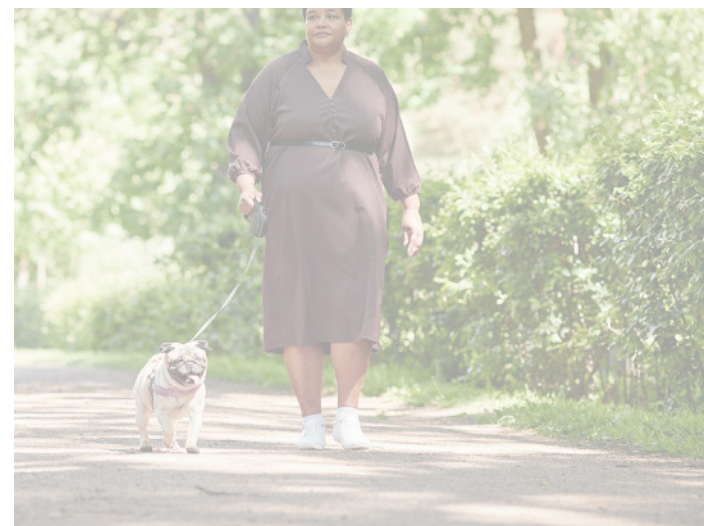
- Collaborate as an essential way of being and doing.
- Create structures, products, & tools that foster collaborative doing.
- Translate, span, & integrate action between local & national actors.
- Flex, innovate, & become what they need to become to get the job done.
- Take and tolerate risk.
- Hold 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.



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

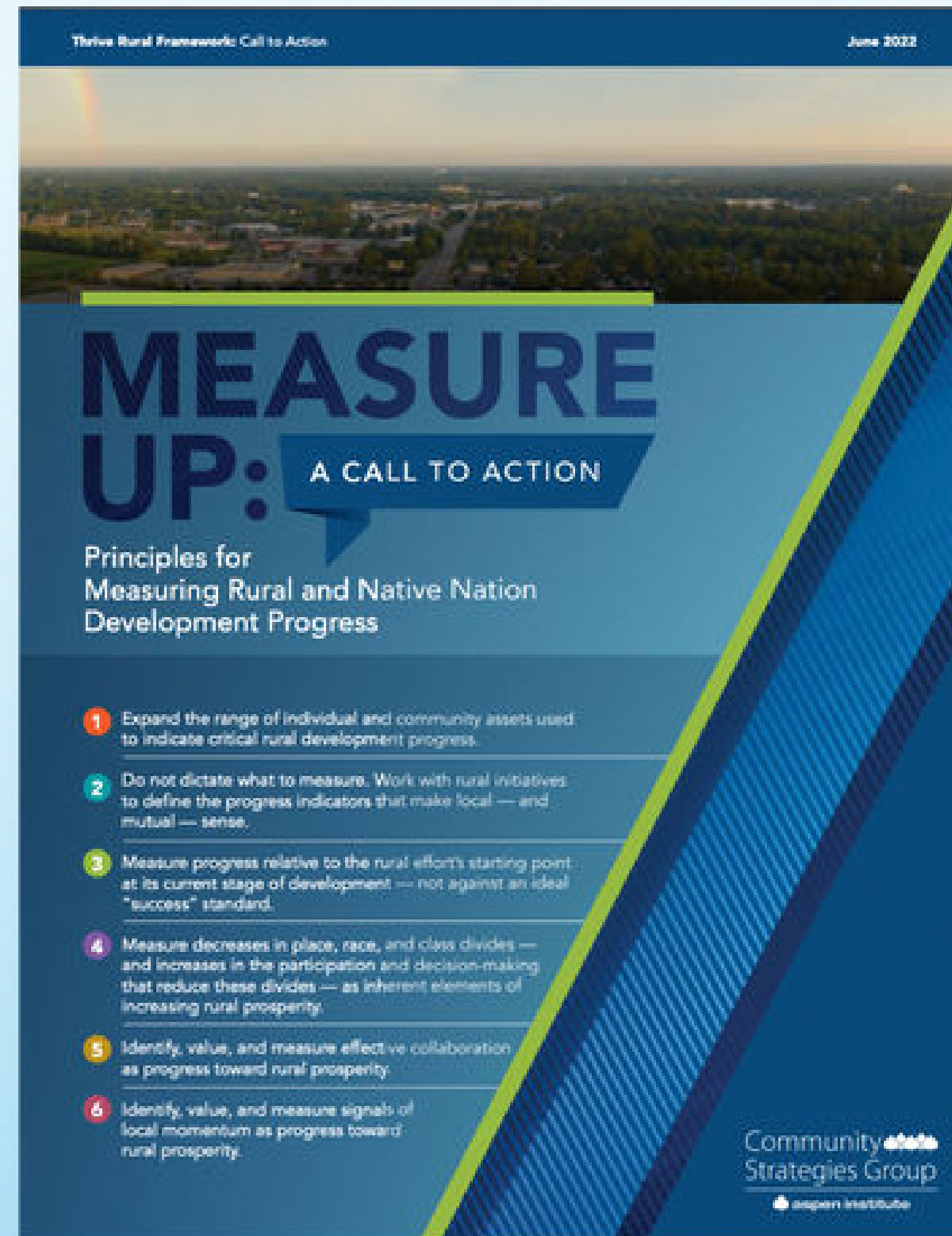


The Foundational Element requires identifying and dismantling historical and ongoing discriminatory practices that disadvantage rural people and places based on place, race, & class.

THRIVE RURAL FRAMEWORK



Why Measurement is Important



Principles for Measuring Rural Development Progress

1

Expand the range of individual and community assets used to indicate critical rural development progress.

2

Do not dictate what to measure. Work with rural initiatives to define the progress indicators that make local – and mutual – sense.



3

Measure progress relative to the rural effort's starting point at its current stage of development – not against an ideal "success" standard.

4

Measure decreases in place, race, and class divides – and increases in the participation and decision-making that reduce these divides – as inherent elements of increasing rural prosperity.

5

Identify, value, and measure effective collaboration as progress toward rural prosperity.

6

Identify, value, and measure signals of local momentum as progress toward rural prosperity.



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