

Indiana's Rural Experiment: A Convergence of External Forces and Institutional Reconfiguarion

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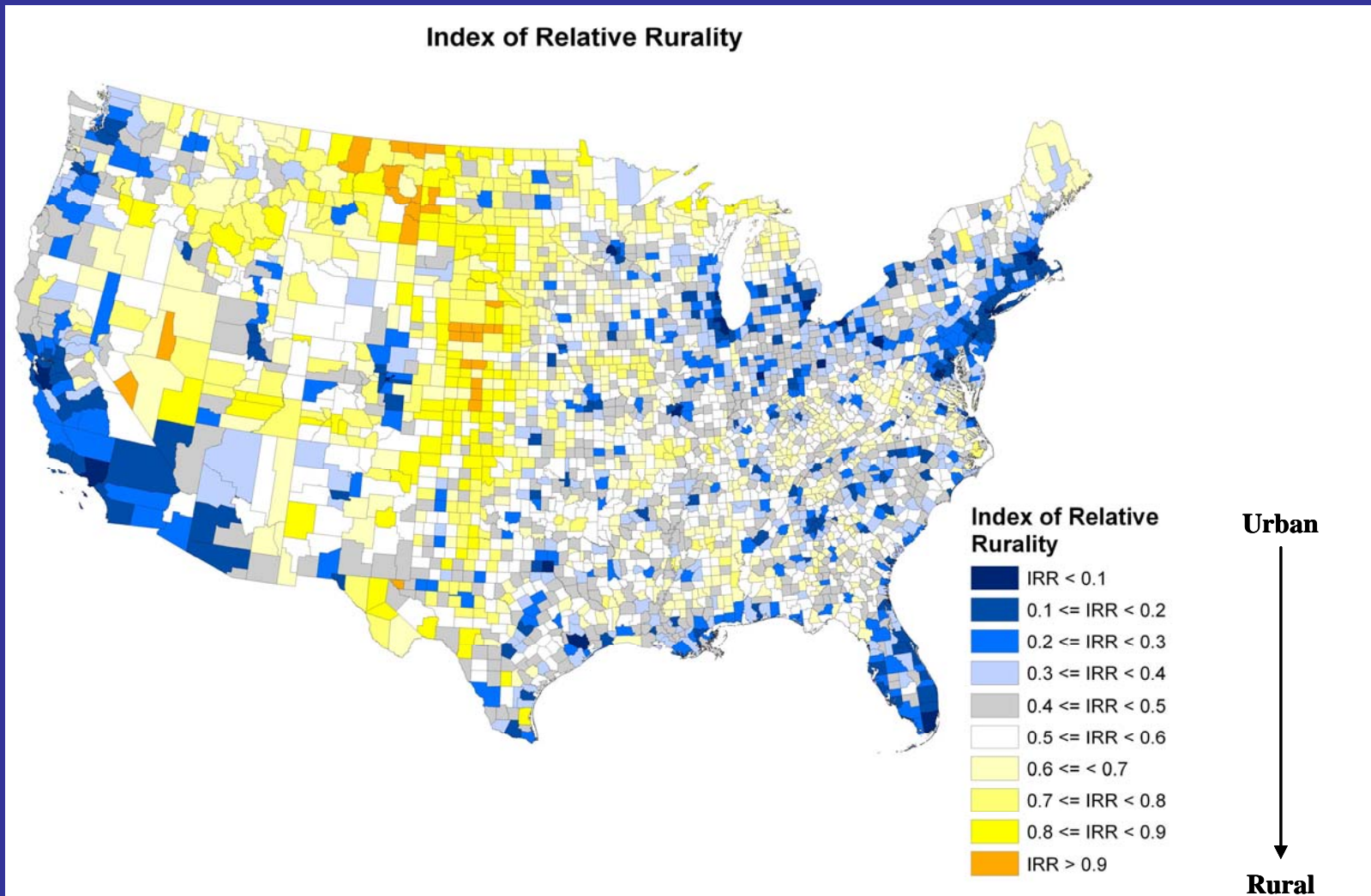
Purdue University

International Workshop of Experts

San Jose, Costa Rica

July 8-9, 2008

From Rural to Metro: Classifying US Counties (2004)





External Forces: The Economic Drivers

- Changing Structure of Agriculture
- Changing Product-Mix of Agriculture: beyond food and fiber to include energy, industrial products, recreation/tourism, and other uses
- Changing Structure and Diversification of the Rural Economy: rural is NOT agriculture
- Importance of Off-Farm Income
- Changing Demographics



External Forces: Public Expectations of Higher Education


- Re-thinking Higher Education's Role in Economic Development
- The Concept of "the engaged" Land Grant University

Institutional Response within Indiana: Changes at Purdue

- President Jischke arrives in 2000
- Creation of Vice Provost for Engagement
- Emphasis on Higher Education's Role in Economic Development
- Creation of Discovery Park
- Transforming Cooperative Extension
- Creation of the Center for Regional Development

Institutional Response within Indiana: the Government Sector

- Creation of Two New State Agencies in 2005
 - Indiana Office of Community and Rural Affairs (OCRA)
 - Indiana State Department of Agriculture
- Strengthening USDA Rural Development in Indiana



**The Convergence of External
Forces and Institutional
Response Result In.....The
Rural Indiana Strategy for
Excellence:A New Vision for
the Countryside in the Year
2020 (RISE 2020)**

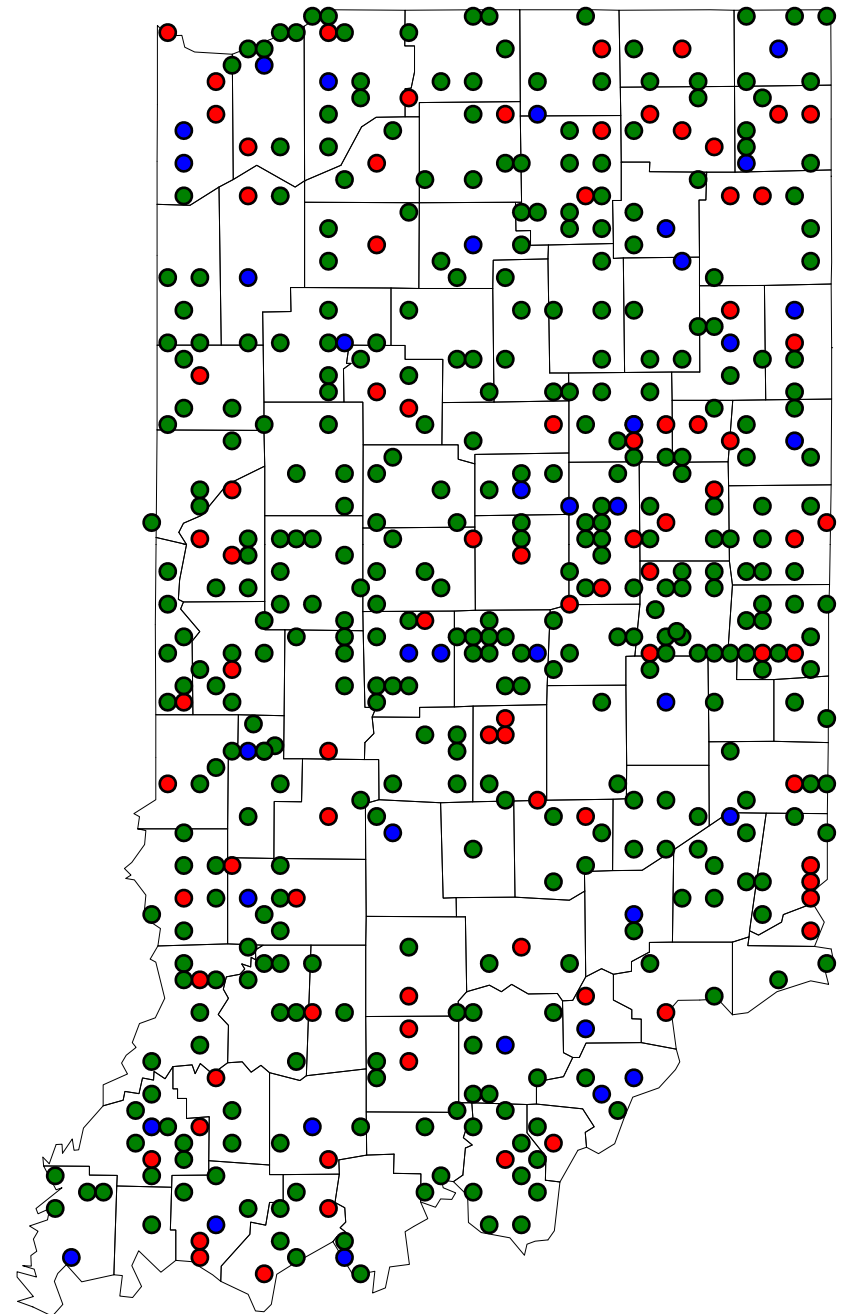
Small Cities

Small Towns

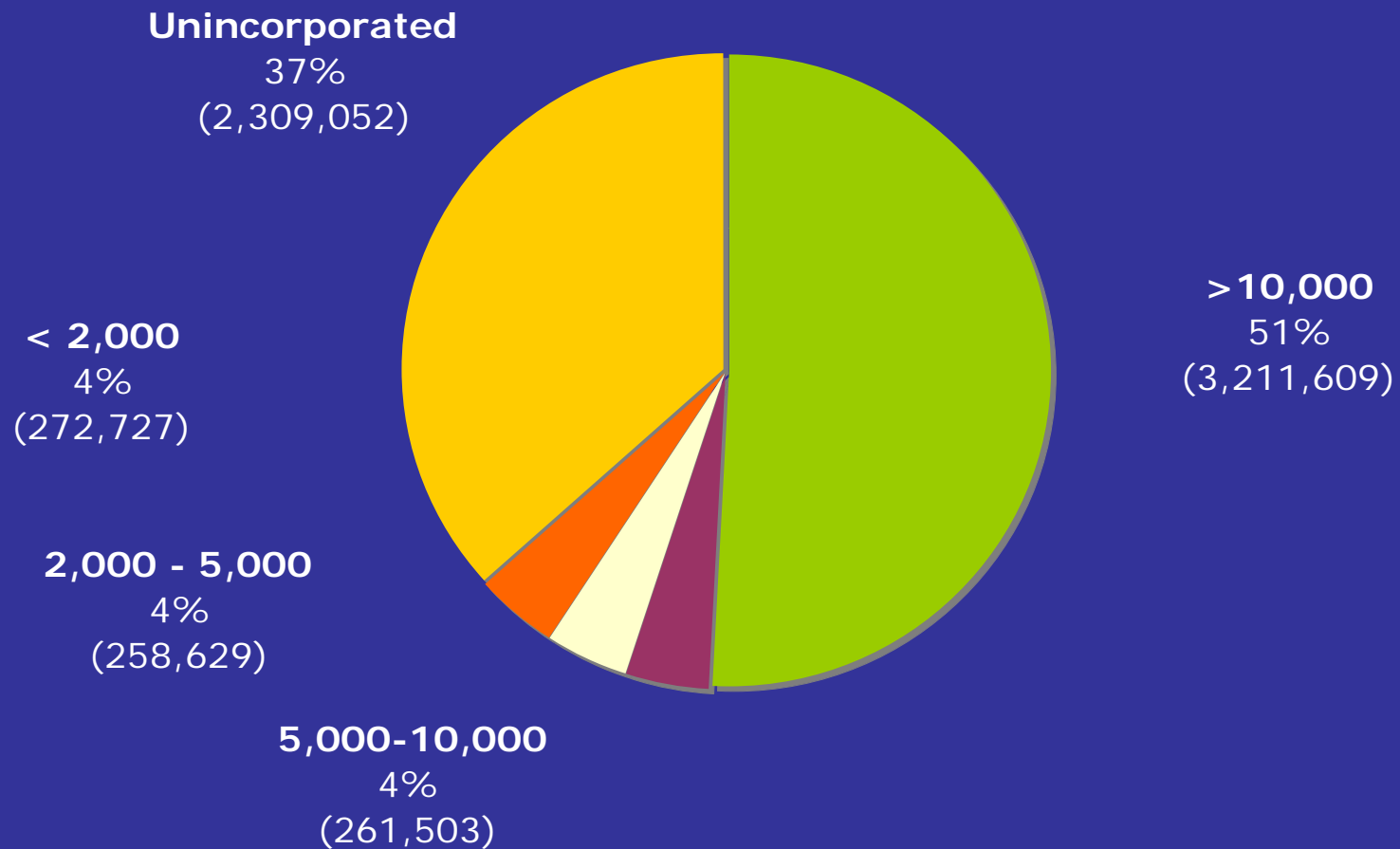
- 567 incorporated cities and towns
- 460 with fewer than 10,000 people
- Every county has small towns
- 45 counties' largest city/town less than 10,000 people

Cities and Towns <10,000

Slide provided courtesy of the Indiana Rural
Development Council, Inc.



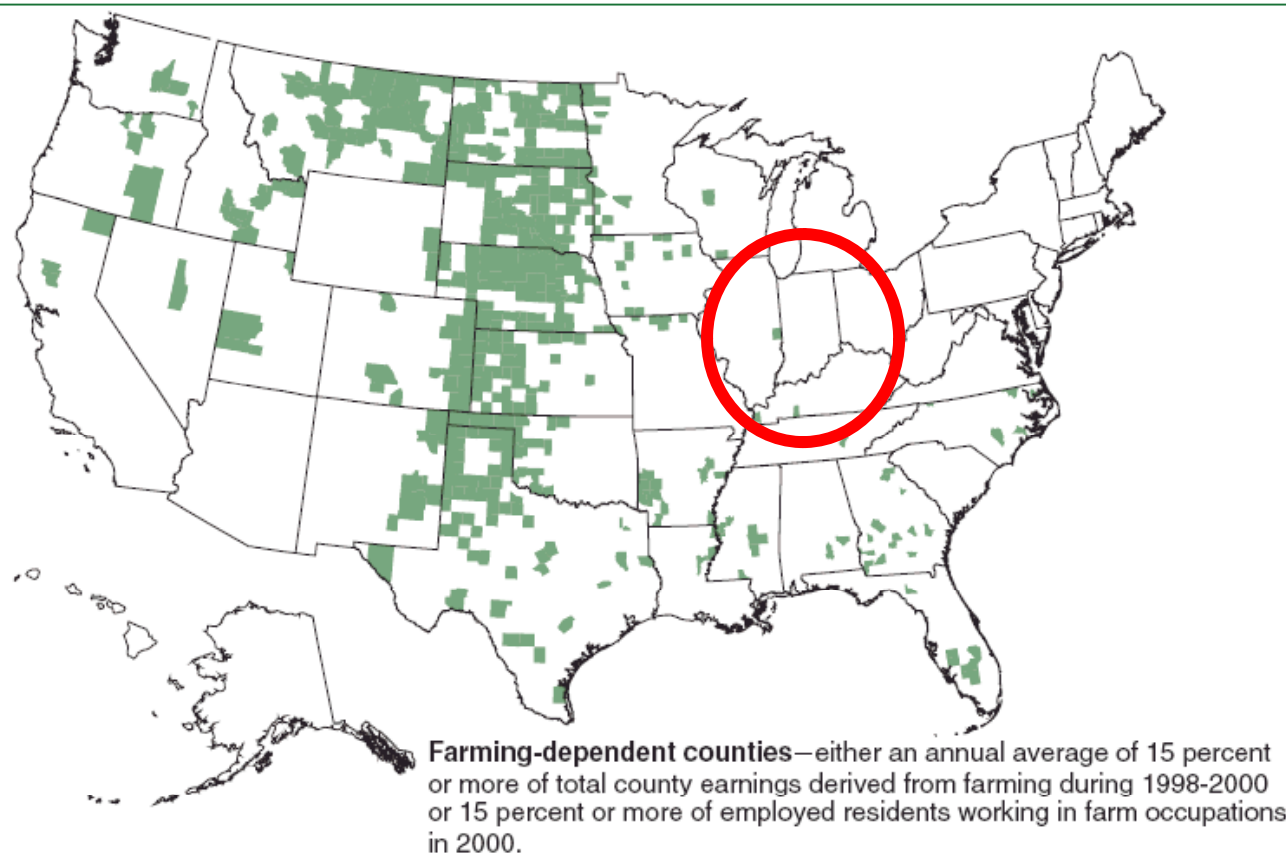
Population by Place



Slide provided courtesy of the Indiana Rural Development Council, Inc.

Rural Indiana - More than Farming

Nonmetro farming-dependent counties, 1998-2000

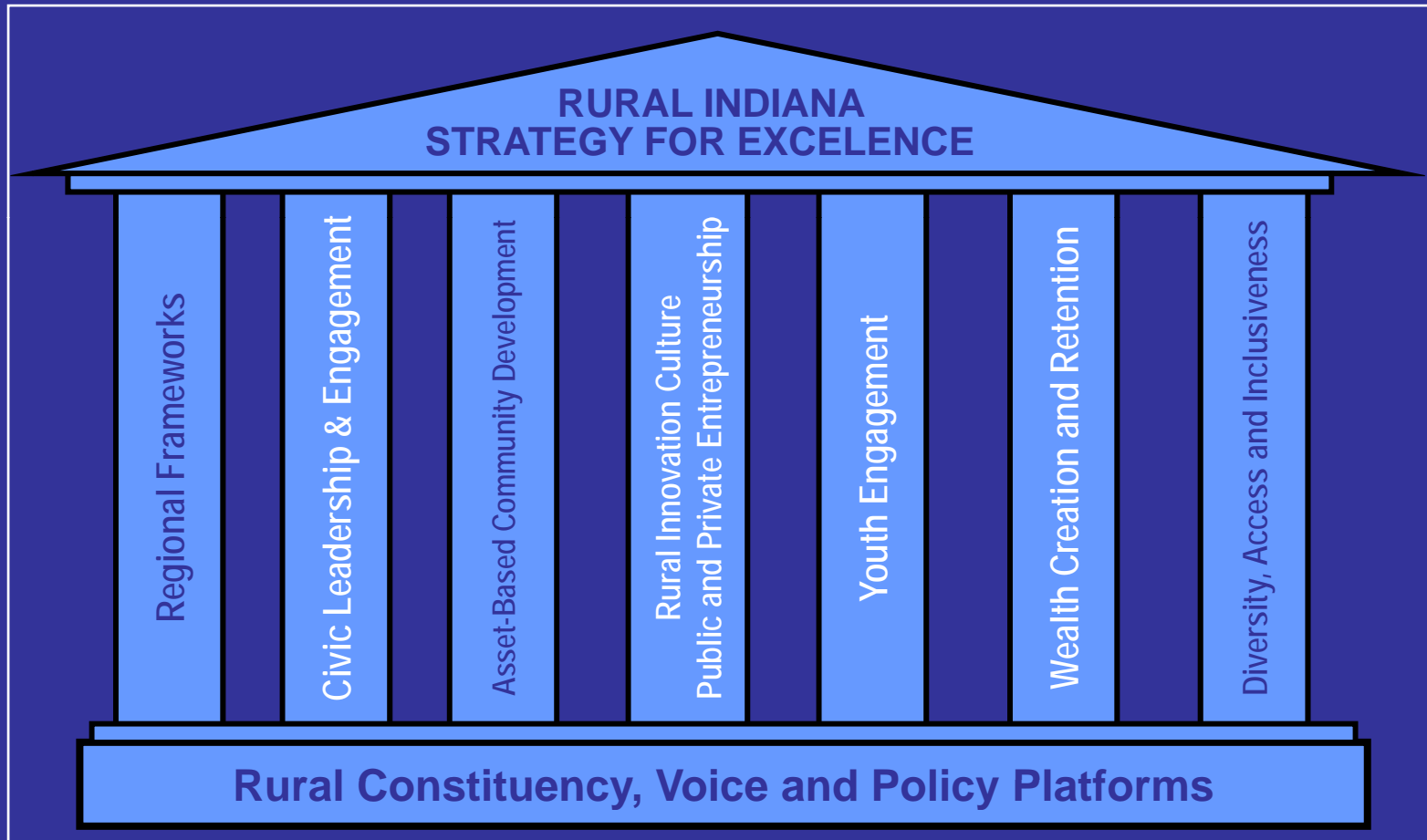


Prepared by ERS using data from the U.S. Census Bureau.

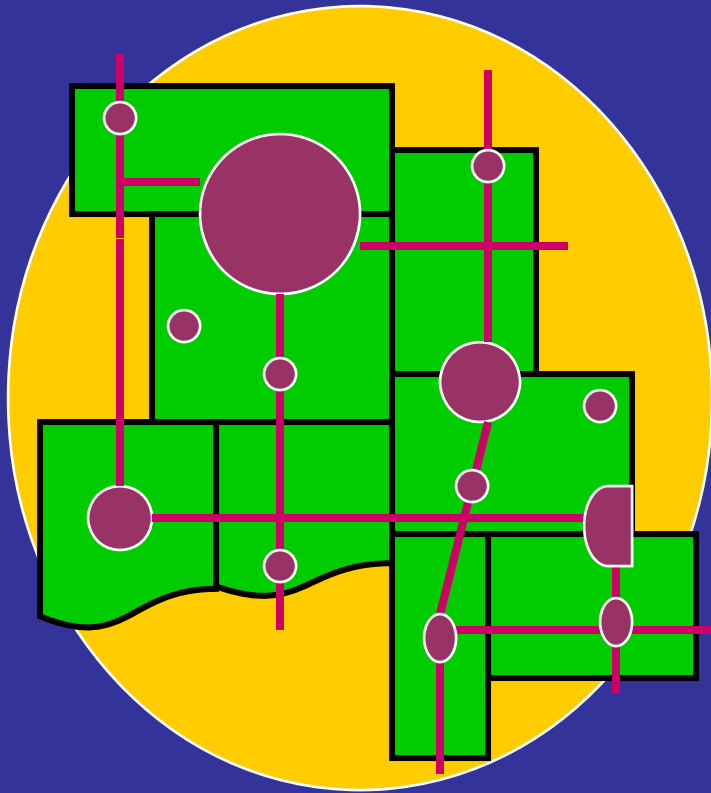
According to USDA, by looking at labor and income, not a single Indiana county is farm economy dependent anymore!

Slide provided courtesy of the Indiana Rural Development Council, Inc.

RISE 2020



RISE 2020 Pillars (1 & 2 of 7)



- *Regional Frameworks*
 - Connecting common threads, common centers
 - Issue Driven

- *Asset-Based Community Development*
 - Building on strengths
 - What's unique, marketable, "brand-able"

RISE 2020 Pillars (3 & 4 of 7)

- *Civic Leadership and Engagement*
 - Training for leadership and followership
 - Conversations change cultures
- *Rural Innovation Culture*
 - Private AND Public Entrepreneurship
 - Create it, Cultivate it, Keep it



RISE 2020 Pillars (5 & 6 of 7)



■ *Youth Engagement*

- It's their future, let them help build it
- Brain Drain, Brain Gain & Boomerang

■ *Wealth Creation & Retention*

- Reinvesting equity in people and places
- No one cares more than we do

RISE 2020 Pillars (7 of 7)

- *Diversity, Access and Inclusiveness*
 - Disenfranchised and disconnected
 - Innovative access to services and amenities
 - Social
 - Housing
 - Healthcare





Ongoing Institutional Response: The Role of Nongovernmental Organizations

- The Indiana Rural Development Council....the official “steward” of RISE 2020
- The Indiana Grantmakers Alliance....helping to leverage local philanthropics



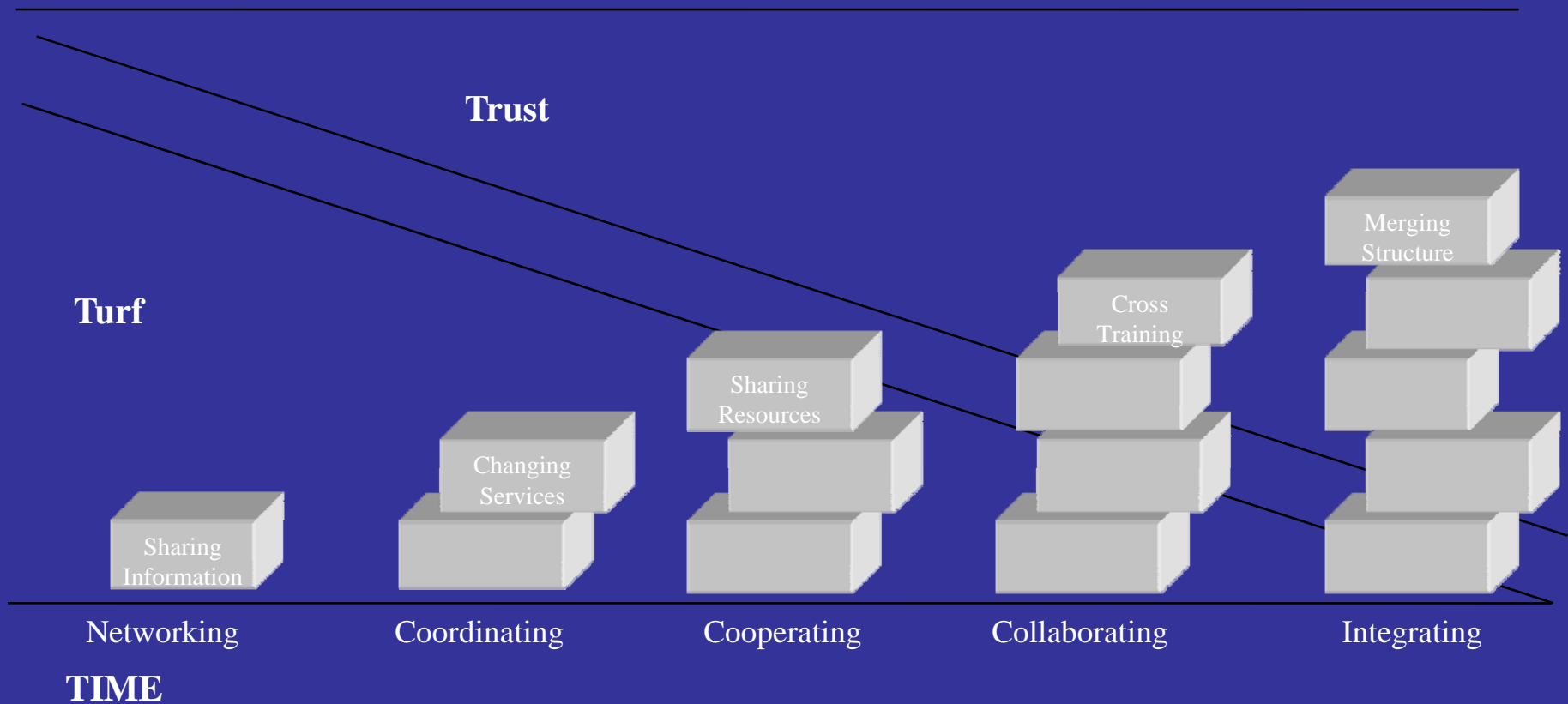
Examples of RISE 2020 Outcomes

- Setting of Agency Priorities, e.g., OCRA
- Statewide Rural Summits in 2006 & 2007
- Organizing a Rural Congress...and establishing rural priorities
- Informing National “farm bill” Debate
- Stimulating Local Conversations, e.g., county rural summits
- Launching the Indiana HomeTown Competitiveness Initiative

Lessons Learned

- Collaboration is Key
- Collaboration is Difficult
- Sector and Silo Mentality is Problematic
- Focusing on a New Way of Looking at Things (such as guiding principles or pillars, not sectors) is difficult
- Patience is Golden....it is a marathon, not a sprint

Collaboration Continuum



Purdue Center for Regional Development

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