Today we will...

- Share why our states went down this path
- Discuss program process
- Highlight how communities are making it their own
- Reveal some community outcomes and themes using ripple effect mapping
- How others can get involved
Is there more to this story?

Age Groups Over Time

Western Nebraska Research...
Who is coming?
61% - majority of newcomers were from metro areas...

- quality of life considerations associated with an image of rural living
- a primary motivation in the decision to move (60% of metro newcomers)
**Why do people move to the region?**

<table>
<thead>
<tr>
<th>Reason</th>
<th>% of Respondents indicating Important or Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simpler pace of life</td>
<td>53%</td>
</tr>
<tr>
<td>Less congested place</td>
<td>50%</td>
</tr>
<tr>
<td>Closer to relatives</td>
<td>50%</td>
</tr>
<tr>
<td>Lower cost of housing</td>
<td>48%</td>
</tr>
<tr>
<td>Lower cost of living</td>
<td>45%</td>
</tr>
<tr>
<td>Higher paying job</td>
<td>39%</td>
</tr>
<tr>
<td>Desirable natural environment</td>
<td>37%</td>
</tr>
<tr>
<td>Safer place to live</td>
<td>36%</td>
</tr>
<tr>
<td>Job that better fits skills</td>
<td>35%</td>
</tr>
<tr>
<td>Community that shares values</td>
<td>34%</td>
</tr>
<tr>
<td>Better place for kids</td>
<td>32%</td>
</tr>
<tr>
<td>Closer to friends</td>
<td>32%</td>
</tr>
<tr>
<td>Lower taxes</td>
<td>22%</td>
</tr>
</tbody>
</table>

**Lingering questions...**

- Metro newcomers looking for a package of attributes
- Community leaders may not see attributes as relocation assets
- Web not showing potential new residents what is available

*Is there a better way to connect?*

**Further Research...**

*How Can Images, Especially on the Web, Help Market a Community?*
Less Congested Place to Live

Think = main streets of communities (with minimal traffic or congestion) or outdoor scenery - panoramic

“A street in the town that show Main Street with the businesses that are comfortably full, showing ample spots for other cars to pull in and shop or eat.”

Rural Areas Need New Residents & People are Looking To Relocate

Rural Communities May Not See their “New Resident” Assets

Community Marketing Process

Marketing/promotion Viewed as a Challenge

Potential New Residents Using Technology as Relocation Filter - Images are Key!

Marketing Hometown America
What is the purpose of the training?

- Help local study circle facilitators or discussion leaders become more comfortable with leading a group.
- To become more familiar with the study circle process.
- To become acquainted with the program content and goals of the program.
What is the purpose of the training?

✓ Who can facilitate?
✓ Who is invited... what if their not invited?
✓ How is this promoted?

Session One
What Is Your Connection to this Community?

Session Two
How Does Our Community Stack Up?

Session Three
Why Would People Want to Move Here?

Session Four
Action Steps to Promote Our Community
How communities are using the program:

- As a stand alone effort
- Following a workforce development initiative
- As a county effort to bring together communities under one economic development focus
- As part of a “branding” discussion

NOTE: Since the pilot, an additional 13 communities have completed or are in process in the 3 states Minnesota - getting involved this fall
Outcomes as varied as communities
A neighborhood “party” trailer for block parties - increase welcoming environment

Ripple Effect Mapping
- Participatory process for real life situations
- Uses elements of
  - Appreciative inquiry/asset-based
  - Reflection
  - Mind mapping
  - Qualitative analysis
- Documents impacts but also re-energizes stakeholders

Questions for Participants
- What happened as a result of the Marketing Hometown America program?
- Were there actions or efforts in the community that came about or were linked to the program that surprised you?
- How did these actions benefit the community?
Questions for Participants

- What changes are you seeing in the community’s systems, institutions and organizations?
- What do you think is the most significant change on the map?

How do you capture what happened?

CCF Outcomes
Themes found in the 7 maps

How you get involved?

For More Information:

- Outcome video link = https://youtu.be/m21vR9qnnKo
- Electronic magazine = http://tinyurl.com/marketing-hometown

Jodi Bruns: Jodi.Bruns@ndsu.edu
Kenneth Sherin: Kenneth.Sherin@sdstate.edu
Cheryl Burkhart-Kriesel: cburkhartkriesel1@unl.edu
Marketing Hometown America:  
A Community Conversation Guide for Making Your Community a Welcoming Place for Newcomers

Jodi Bruns, North Dakota State University Extension  
Kenneth Sherin, SDSU Extension  
Cheryl Burkhard-Kriesel, University of Nebraska