



Rural Communities Initiative Economic Development Annotated Bibliography of Resources

Atkinson, Rob. (2005). *The New Rural Development Challenge: Revitalizing Rural America. In Council of State Government (Volume 37), The Book of the States 2005 (pp. 582-584). Retrieved from the Council of State Governments Web site: <http://www.csg.org/pubs/Documents/BOS2005-RuralDevelopment.pdf>.*

Rural development has been on the decline for decades. In this article, Rob Atkinson examines how state governments can help to revive rural growth. Atkinson focuses on six strategies: (1) promoting balanced growth; (2) cultivating state economic development programs that focus on rural economies; (3) targeting rural areas with potential for growth; (4) supporting and participating in new business development strategies; (5) facilitating telecommunications infrastructure development; and (6) re-locating government jobs to rural areas.

Building a 21st Century, World-Class Workforce. Economic Development America. (Fall 2005). Retrieved May 22, 2009 from <http://www.eda.gov/PDF/EDAFall2005.pdf>.

In this issue of Economic Development America, the focus lies in the development of a viable workforce. Feature articles look at the importance of developing local human capital to stimulate economic growth; how local communities can tap into local resources, such as community colleges, to promote this development; and how local economic development and workforce organizations are aligning their work to advance their common goal – stimulating local growth and sustainability.

Career Jump for Businesses: Connecting Business, Workers, and Community. Washington WorkFirst. Community, Trade & Economic Development. [Brochure]. Washington.

This brochure is aimed at businesses interested in participating in an on-the-job training program that will move TANF participants to full employment after a three-month subsidized training program.

Community Building Through the Earned Income Tax Credit (EITC). Summer 2007. Retrieved May 29, 2009, from <http://www.uschamber.com/NR/rdonlyres/etiusifphuoaz6bfc7sr55324rmlgpwsehwcjtchdvffuuxo5q6eo4pkttezbaojd2qabpc5cv5lgb6j3yym4cotd/EITCToolkitrdc.pdf>.

The Earned Income Tax Credit (EITC) lifts 4.9 million people--including 2.7 million children--above the poverty line each year. Yet a significant number of working families miss out on thousands of dollars annually (as well as their communities) simply because they do not know it exists. Learn how your community can increase its intake of EITC claims and the bottom line impact this has on economic development in your region.

Community Jobs & Supported Work for TANF Parents: A Job, A Better Job, A Better Life.
Washington WorkFirst. Community, Trade & Economic Development.
[Brochure]. Washington.

This brochure captures how Washington WorkFirst provides targeted services to TANF parents. It defines ‘community jobs’ and ‘supported works’ and highlights the benefits of these programs for TANF parents.

EITC Timeline: A Look at Twelve Months in the Life of an EITC Campaign. Summer 2007.
Retrieved May 29, 2009, from
<http://www.uschamber.com/NR/ronlyres/eryw4kccizztxaqpunpv4esnqdf7ntocskurozz3am7stnbli6lbc73zcpxya7a7czzkx5d6emchpzd56ybujyr5b/EITCPosterrdc.pdf>

This publication is a sample timeline for an Earned Income Tax Credit (EITC) Initiative. It includes information on outreach, organizing free tax preparation, and potential links to multi-benefit outreach and asset development. The timeline shows the flow of activities from the initial planning stages to building relationships to increasing the number of individuals who file for the EITC.

Exploring Rural Context and Opportunities: A Report to the National Fund for Workforce Solutions.
The Aspen Institute Community Strategies Group. (February 2008).
Washington, D.C.

This report, commissioned by the National Fund for Workforce Solutions (NFWS), an effort created to strengthen and expand high-impact workforce development initiatives around the country, focuses on the need for rural communities to build successful workforce partnerships. Prompted by an initial report which included both rural and urban area that yielded very urban-specific outcomes, the NFWS sought to direct new efforts to the very unique rural contexts in building workforce partnerships. In doing so, the Aspen Institute’s Community Strategies Group developed a series of guiding principles that can help national and local funders and other stakeholders learn more about investing in workforce partnerships in rural areas.

Galinsky, Ellen, Sheila Eby, & Shanny Peer. 2008 Guide to Bold Ideas for Making Work Work: New Ideas from the 2007 Winners of the Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility. Families and Work Institute. 2008. Retrieved June 1, 2009, from <http://familiesandwork.org/3w/boldideas.pdf>.

Starting in 2003, the Institute for a Competitive Workforce (ICW), an affiliate of the U.S. Chamber of Commerce, partnered with the Families and Work Institute and the Twiga Foundation to develop *When Work Works*, a national education and recognition initiative designed to promote the practices of the most effective and flexible workplaces. These practices meet the needs of both employer and employee. Thanks to funding from the Alfred P. Sloan Foundation, the Alfred P. Sloan Awards for Business Excellence in Workplace Flexibility were created to honor companies that have used flexibility to meet both employer and employee goals. These companies recognize that worker flexibility means success. This guide provides a snapshot of the dynamic ways that firms and organizations across the country are addressing the ever-changing needs of the workforce.

Implementing Transition Jobs within the TANF Emergency Fund: Implementation Resources for States. National Transitional Jobs Network. (March 2009). Retrieved May 22, 2009.

The National Transitional Jobs Network (NTJN) is the lead national coalition focused on supporting transitions from poverty to opportunity for the hardest to employ populations across the country. This brief overview of the NTJN provides a resource list for states interested in implementing transitional jobs within the TANF Emergency Fund.

Markley, Deborah. *Entrepreneurship as a Rural Economic Development Strategy*. RUPRI Center for Rural Entrepreneurship. [PowerPoint Slides]. June 2009.

In her presentation, Deborah Markley examines how supporting local entrepreneurs plays a critical role in the future of rural economies. She addresses how rural entrepreneurship is different; why it is a viable and essential tool in stimulating rural economies; and how entrepreneurship can be a poverty alleviation strategy. Markley also highlights some characteristics and examples of innovative practices throughout rural America.

Markley, Deborah, Karen Dabson, & Don Macke. *Energizing an Entrepreneurial Economy: A Guide for County Leaders*. RUPRI Center for Rural Entrepreneurship. August 2006.

Traditional economic development in rural economies is no longer a viable option for stimulating growth. Because of this, local leadership must take a new look at supporting practices and business development that will be sustainable in this ever- and quickly-changing global economy. This report focuses on how County leadership can build their local communities by supporting local entrepreneurs who already have a vested interest in the community.

Molinaro, John. A. *Economic Development in Rural America: An Outcome Focused Approach*. [PowerPoint Slides]. Retrieved from the Aspen Institute Web site: http://www.aspeninc.org/rdp/_documents/econ-devel.pdf.

In this presentation, John Molinaro of the Aspen Institute discusses the unique needs of rural communities in spurring local economic development. By focusing on four key areas – regional collaboration; comprehensive, individualized approaches; growth from within; and finding the place where local passion, competence, and economics come together – Molinaro sets the stage for how foundations, governments, and the local community can build a strong foundation for promoting local economic growth.

New Directions in Rural Economic Development. Economic Development America. (Summer 2004). Retrieved May 22, 2009 from http://www.eda.gov/ImageCache/EDAPublic/documents/pdfdocs/edasummer2004_5ffinal_2epdf/v1/edasummer2004_5ffinal.pdf.

This edition of Economic Development America focuses on rural economic development and covers a range of issues from workforce development to innovative entrepreneurial networking to value-added agriculture. Also included is a report released by the U.S. Department of Commerce, *Competitiveness in Rural U.S. Regions*, which takes an important step in identifying modern approaches to addressing the economic needs of rural America.

***Recruitment and Retention of the Frontline and Hourly Wage Worker: A Business Perspective*. U.S. Chamber of Commerce's Institute for a Competitive Workforce. Spring 2007. Retrieved May 29, 2009, from <http://www.uschamber.com/NR/rdonlyres/eaahfjzv2pag7eqxitkt7nyzkeqe2qagmdc64hphmbqowhucdmqxy4efnh5cvyg5man3epzcvva27addrqh4tzdrfsgf/ICWFrontline2007.pdf>.**

This publication is designed to educate employers about the ways in which they can retain entry-level workers. It goes beyond the simplistic advice of just increasing wage earners' pay, detailing a range of alternatives in which business can align work-support programs with those individuals on the frontline. More specifically, it provides examples of tangible steps employers may take to support their workers and ensure overall economic health for their company.

The Skills Imperative: How Career and Technical Education Can Solve the U.S. Talent Shortage. U.S. Chamber of Commerce's Institute for a Competitive Workforce. December 2008. Retrieved May 29, 2009, from <http://www.uschamber.com/NR/rdonlyres/eciaj45n6o5jxdngkikp6zgphwy4gqbkt3vyv7q4eu5xlcpsms7escmdu5koxwfyvrgdpxukqamx35ljclqfydbuob2g/CTEPaperFINAL.pdf>.

Because of the growing need of increased skill levels requiring more math, science, communications, and problem-solving skills, the U.S. Chamber of Commerce's Institute for a Competitive Workforce has published a white paper on career and technical education (CTE). This report outlines the economic context of CTE, the opportunities for the business community to get engaged, case studies and examples where CTE is part of a skill-attainment solution, next steps and recommendations, and further resources for CTE information. A new education and training system with more integration of CTE and core academic courses will be necessary to adequately prepare students for the challenges of their postsecondary training programs.

Stand Up for Rural America. *Rural/Community Development.* Retrieved May 22, 2009, from <http://www.ruralamerica.org/links/ruralcommunitydevelopment.htm>.

Stand Up for Rural America began in 1998. It is a national coalition initiative dedicated to helping rural community developers gain the attention, resources and policy support their work deserves. This page on the site provides a list of resources for working in rural community development.

U.S. Department of Agriculture, Rural Development. *The National Rural Development Partnership.* Retrieved May 22, 2009, from <http://www.rurdev.usda.gov/nrdp/>.

The National Rural Development Partnership acts as a non-partisan forum for identifying, discussing, and acting on issues affecting rural America. The NRDP does not supplant, duplicate, or compete with any program, but rather facilitates coordination and collaboration among its partners to improve implementation of rural programs. The Partners mission is to improve the quality of life in rural America.

U.S. Department of Commerce, Economic Development Association. (2009). *EDA Update.* Washington, D.C. Retrieved from http://www.eda.gov/PDF/EDA%20Update%20April%202009_%20Buil...pdf.

Rural communities are often very dramatically impacted by natural disasters. This Economic Development Association Update looks at three locations of how rural communities have taken action to successfully address maintaining a viable and sustainable economy after being hit by severe flooding and a hurricane. These communities have incorporated disaster recovery with innovative economic development planning and serve as a valuable model for disaster affected communities.

***Workplace Flexibility: Employers Respond to the Changing Workforce.* U.S. Chamber of Commerce's Institute for a Competitive Workforce. Winter 2008. Retrieved May 29, 2009, from <http://www.uschamber.com/NR/rdonlyres/egpmc4x3eghgqmzpc3fe4w3cmppojuxubzciat7zdpwjq6dwt7hfucmhg2fv3j7scidtu44uae7jl64n67iiulsdyqc/ICWFlexBook2007.pdf>.**

For most employers, the world is a different place than it was a generation ago. They must face two undeniable demographic trends—four distinct generations working side by side and the impending Baby Boomers' retirement. Employers must develop new recruitment and retention policies. Unprecedented conditions—a multigenerational workforce, a shrinking labor pool, and an increasing demand for skilled workers—dictate that they do so. In fact, many companies have begun to institute innovative workplace practices. Whether it means developing strategies to attract the best talent or implementing incentives to retain workers who already have important skills and valuable experience, this report looks how employers are striving make their workplaces as effective as possible.