Community Economic Development

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USDA
Rural Development
Our Mission

To increase economic opportunity and improve the quality of life for all rural Americans
• Dynamic: assets and challenges
• 85% persistent poverty counties rural
• Rural childhood poverty at highest point since 1986
• One out of Four rural children live in poverty
USDA - Rural Development

• Rural Housing Programs
• Rural Business / Cooperative Programs
• Rural Utilities
• Special Initiatives-Local Foods, Bio-economy
Rural Development’s Scope

- $206.2b loan portfolio
- $28b in loans administered through current programs FY15
Capacity & Sustainability

- Challenges:
  - budget cuts
  - Fewer field staff
- Prioritize: time, resources, strategic investment
- Focus on **Community Economic Development**
Community Economic Development: Extending our Reach and Maximizing our Impact

- Assess & Convene
- Plan & Partner
- Loans & Grants
- Capacity Building
- Build Wealth

Community and Region
Why CED?

- Make our dollars go further
- Advance strategic priorities
- Providing tools to better assist communities of greatest need
Making our Dollars Go Further

• **Expand our reach**: target communities in greatest need

• **Make more impactful investments**: help communities realize their strategic goals
Better Assist Our High Need Communities
CED: How do Communities Benefit?

- Getting more out of their local and regional plans
- Improving their long-term sustainability
- Moving forward, not just hanging on
CED Support Strategies: Key Elements

- Training
- Planning and Reporting
- Staffing
- Communication
- Partnering
- Measuring Success
- Financing
The Takeaway

• CED approach: work more effectively within communities
• Leverage partnerships
• Engage and facilitate long-term strategic development
Regional Community Economic Development Coordinators

Midwest: Christine Sorensen
Northeast: Angela Callie
South: Ellen Boukari
South: Gregory Dale
Outreach/Discovery

Create awareness of RD programs, services, and of partner programs and services.
Use 'ask, not tell' approach of discovering what needs are and how RD and/or partners may be able to assist.

Engagement

Capacity Building:
Provide or refer to capacity building training and services (organizational, financial, leadership)
Relationship Building/Re

Provide training and support in purpose and mechanics of CED processes and/or of program application and grant/loan management processes.

Technical Assistance
Regional Staff

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