

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE



*Create entrepreneurs
Attract entrepreneurs
Recruit industry
Expand jobs and
Socialize with social media*



People

James Barnes
Assistant Extension Professor

Email: barnes@agecon.msstate.edu
Phone: (662) 325-1796
Fax: (662) 325-8777

Vitae: [Link](#)
Connect: [Facebook](#) [Twitter](#) [LinkedIn](#)

Education

- Ph.D., University of Missouri, 2004
- M.S., Oklahoma State University, 1996
- B.S., Oklahoma State University



Sumner Davis

Staff Title:
Department Head and Governmental Training Specialist

Email:
sumner@ext.msstate.edu

Biography:
Sumner Davis is a Governmental Training Specialist with the Center for Governmental Training & Technology (GCD) in the Mississippi State University Extension Service. As a Governmental Training Specialist with GCD, Mr. Davis plans and delivers educational programs for county and municipal officials, writes and publishes specialized publications and material for local government officials, and provides technical assistance.



People

Al Myles
Extension Professor

Email: myles@agecon.msstate.edu
Phone: (662) 325-1794
Fax: (662) 325-8777

Vitae: [Link](#)
Connect: [Facebook](#)

Education

- Ph.D., Mississippi State University, 1984
- M.S., University of Florida, 1980
- B.S., Alcorn State University, 1978



People

Becky Smith
Extension Instructor

Email: becky.smith@msstate.edu
Phone: 662 325 1793
Fax: 662 325-8777

Connect: [Facebook](#)

Education

Ph.D. Louisiana State University, 1998

Extension Interests

- Economic education
- Agriculture
- Economic development

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucare.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

- **Your Community 'Post'**
- **Economic Development Phases and Lessons Learned**
- **The CARE Model and Your Dashboard for Rural Development**
- **Identifying Assets in Your County**
- **CARE Resource Questions**
- **MSU CARE Resources**

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

If you could “post” the status of your community, what would it be?



COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

- Other Status Updates...
- Status Update about Economic Development
 - *Past, Present, Future*

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msu*cares.com*[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Economic Development Phases

- Phase 1: Industrial Recruitment (1960s)
- Phase 2: Import Substitution (1980s)
- Phase 3: Entrepreneurship (1990s to present)
- Phase 4: Regional Clusters (1990s to present)

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

The CARES Model:

Create
Attract
Recruit
Expand
Socialize



COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

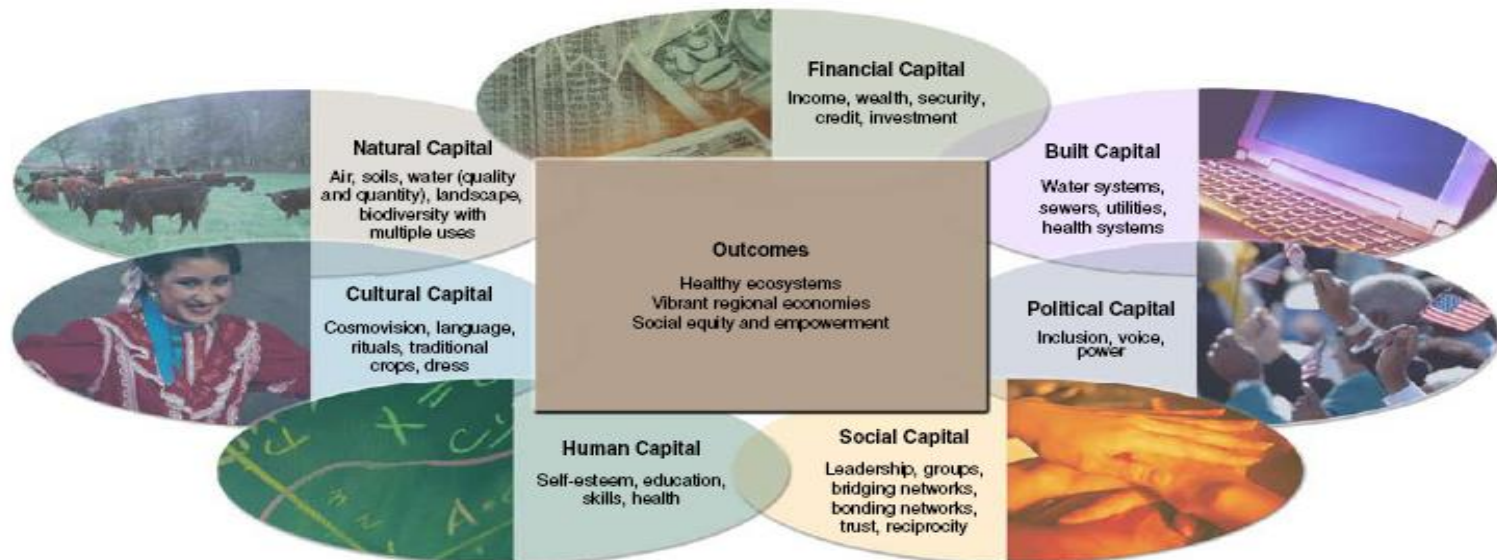
msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

Community Capitals



COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

State of
Mississippi...

CARE:

Creating

The screenshot shows the CNNMoney website interface. At the top, there's a navigation bar with 'CNNMoney' logo, 'FORTUNE', and 'Money' tabs. Below this is a search bar and a row of category links: Home, Video, Business News, Markets, My Portfolio, Investing, Economy, Tech, Personal Finance, Small Business, Leadership. A secondary row of links includes 'Best Places to Launch', 'How We Got Started', 'State of Small Business', 'Resource Guide', 'Ideas', 'Community', 'Innovation Nation', 'Franchises', and 'Video'. The main content area features a large banner for 'SORT THROUGH CANDIDATES MORE EFFICIENTLY. AND SAVE YOURSELF TIME, WORRY, AND HUNGER PANGS.' with a 'GET STARTED' button. Below the banner, the article '10 most entrepreneurial states' is displayed, with Mississippi ranked 5th. The article includes a photo of a 'WELCOME TO HISTORIC DOWNTOWN' sign. To the right, there's a sidebar titled 'Best Places to Launch' with sub-sections: '8 most business-friendly cities', 'Vermont fights back against 'patent trolls'', 'Why hire? Small businesses are doing more with less', and '5 fastest-growing states'. At the bottom of the sidebar is a '.com .net' logo powered by VERISIGN.

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

WHY USING AN ASSET BASED APPROACH CAN BE DIFFICULT...

What is community development?

What is economic development?

How does rural development differ?

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations...

But, what is leadership?

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msu*cares.com*[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

Key question:

How does leadership affect economic development?

Answer: Leadership is the ability to influence the organization and use of community assets (capitals) to create or enhance economic and/or community development opportunities.

Leaders make decisions to allocate scarce resources in communities and therefore affect both community and economic development opportunities.

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Economic Development (all phases)

Lessons Learned

Recognize communities can utilize different leadership styles and skills;
cooperation is the key

No matter how many resources are available for economic development,
leadership is what brings them together

With shrinking resources, *local governments* must learn to share and
learn together to leverage resources

Inaction is not an option; local governments must be proactive planners

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

- **An Asset Based Approach focuses on opportunities around asset development**
- **Business Objectives vs Business Constraints**
- **The CARE Model helps clarify and organize the Asset Based Approach**
- **Example → Some questions for us to consider...**

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msu*cares.com*[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

Personal Asset

(a talent or hobby of your own)

Leadership Asset

(a person in your county that is a leader)

Cultural Asset

(something that honors the history/heritage of your county)

Physical Asset

(something in your county that you can see and touch)

Organizational Asset

(reflective of the identity, capacity, and resources of groups in your county)

Institutional Asset

(a persistent force in your community; if it didn't exist, your county would be very different)

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

CARES Model



Are you **CARING** regional
partnerships to leverage grant
dollars for your community?

- USDA, MDA, DRA, and more
- Who's your neighbor? Do they have similar assets you can 'build on' with extramural funding?

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

CARES Model



Example:

How are you working to further develop the ***Intangible Assets*** in your community?

- Do you have a local government website?
- Do you have a listing of all businesses in your area and hyperlinked to their business websites, social media, etc.
- **Wilkinson County** is moving in this direction...

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

CARES Model



Locally, who in your community do you primarily partner with to CARE for your community?

Does your local economic development plan address these four areas of economic development?

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

How can the MSU Extension Service help you CARE better?

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITY™
EXTENSION SERVICE

MISSISSIPPI STATE
UNIVERSITY™
EXTENSION SERVICE

CENTER FOR
GOVERNMENT AND
COMMUNITY DEVELOPMENT
@msucares.com

[HOME](#) [ABOUT US](#) [SERVICES](#) [EDUCATIONAL PROGRAMS](#) [PUBLICATIONS](#) [COMMUNITY DEVELOPMENT](#) [LINKS](#)



Vicksburg Bridges

Incident Command Services training provided by GCD for emergency response team personnel is an important part of protecting Mississippi's transportation of other infrastructure systems.

The Center for Government and Community Development

The Center for Government and Community Development (GCD) is a unit of the Mississippi State

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

Search

Search




Upcoming Educational

msucares.com®

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service



Foundations of Rural Development: *The CARES Model*


MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE




MISSISSIPPI STATE
UNIVERSITYTM

Home • College of Ag & Life Sciences • MAFES • Extension







Department of
**Agricultural
Economics**

Welcome

- Our Mission
- Faculty/Staff
- Alumni and Friends
- Contact Us

Explore

- Current Students
- Prospective Students
- Graduate Studies
- Organizations

Discover

- Ag Policy
- The Environment
- Community Dev.
- Ag Marketing

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

**Southern Rural Development Center**
DISCOVERING NEW IDEAS, APPLYING NEW STRATEGIES.

Southern Region
Program Leadership
Network
Cooperative Extension System



REGISTER NOW FOR PLN, AEA, ASRED JOINT MEETING
[READ MORE](#)

FOSTERING CIVIC-MINDED COMMUNITIES »

BUILDING ECONOMICALLY VIBRANT COMMUNITIES »

ENHANCING DISTRESSED COMMUNITIES »

Home
news, featured, latest

About Us
staff, board, information

Newsletters
south, grants, ecom

Publications
recent, special, archive

Trainings & Events
upcoming, previous

Grants & Awards
grants, opportunities

RIDGE Center awards 2013 grants for food and nutrition assistance research

THE RIDGE Center for Targeted Studies @ the SRDC, in partnership with the Economic Research Service, is pleased to announce the 2013 slate of two doctoral dissertation grantees and four regular competitive grants program recipients. These innovative social sciences-based research projects exploring the food and nutrition assistance challenges facing key populations in rural America are slated to be completed fall 2014.

[SEE THE LIST OF AWARDS.](#) | JUNE 13, 2013

ReadyCommunity program seeking new state teams

The ReadyCommunity process complements and adds greater depth to FEMA's 2010 publication "Developing and Maintaining Emergency Operations Plans: Comprehensive

SRDC ON TWITTER

Tweets

[Follow](#)

 **SouthernRuralDevCntr** @so_dev_center 12 Jun
Stronger Economies Together now in 28 states. The regional economic development program helps #rural areas compete.
srdc.msstate.edu/news/2013_5_se..
Expand

 **SouthernRuralDevCntr** @so_dev_center 12 Jun
Tips for cashing in at farmers

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Extension Community Development Assistance

Local Government

Agribusiness Development

Economics of public infrastructure (e.g. Water Systems)

Regional economic analysis (e.g. Impact Analysis)

Small business development (e.g. Entrepreneurship)

Business retention and expansion programs

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

**MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE**

Dr. James Barnes

[ABOUT](#)
[MSU EXTENSION PROGRAMS](#)
[FACEBOOK ECONOMICS 101](#)
[PRESENTATIONS](#)
[PUBLICATIONS](#)
[GRANTS](#)
[TEACHING](#)

Welcome to **FOUNDATIONS OF ECONOMIC DEVELOPMENT** **Department of Agricultural University Extension Service**. My work involves content development for **ECONOMIC IMPACT ANALYSIS** program. My **MSU Extension programs** include: (1) **Foundations of Economic Development**; (2) **Foundations of Facebook Economics**; (3) **Foundations of Economic Development**; and (4) **Economic Impact Analysis**. A summary of these programs can be found [here](#).

Mississippi State
University Extension

★ Like

Be the first to like this

[Continue reading →](#)

Written by Dr. James Barnes — Posted in Facebook Economics 101

www.msu.edu/extension-programs

www.agecon.msstate.edu


msucares.com®

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service


Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

MISSISSIPPI STATE
UNIVERSITYTM





 Department of
**Agricultural
Economics**

People



James Barnes
Assistant Extension Professor

Email: barnes@agecon.msstate.edu
Phone: (662) 325-1796
Fax: (662) 325-8777

Vitae: Link
Connect:    

Education

- Ph.D., University of Missouri, 2004
- M.S., Oklahoma State University, 1996
- B.S., Oklahoma State University

Extension Interests

- Agricultural cluster analysis
- Broadband Internet education
- Rural health care economics
- Online business model analysis

Dr. James Barnes

Department of Agricultural Economics, Mississippi State University

ABOUT MSU EXTENSION PROGRAMS FACEBOOK ECONOMICS 101 PRESENTATIONS PUBLICATIONS GRANTS TEACHING

FOUNDATIONS OF
FACEBOOK ECONOMICS
MISSISSIPPI BRICKS TO CLICKS

MAY 31, 2013

Welcome to the **Department of Agricultural Economics** **University Extension Service**. My work involves communication and extension. My **MSU Extension programs** include: (1) **Foundations of Facebook Economics**; (2) **Foundations of Economic Development**; (3) **Foundations of Facebook Economics**; and (4) **Economic Impact Analysis**. A summary of these programs can be found [here](#).



Dr. James Barnes



Mississippi State
University Extension



Share:



Like this:



Be the first to like this.

[Continue reading →](#)

Written by [Dr. James Barnes](#) — Posted in [Facebook Economics 101](#)

barnes.com/msu-extension-programs/

barnes@agecon.msstate.edu

<http://drjamesbarnes.com>

www.agecon.msstate.edu

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

CARES Model



Foundations of Facebook Economics

Foundations of Facebook Economics is a Mississippi State University Extension Service program offered to businesses and community development organizations in Mississippi to promote the development of local businesses, community development and civic engagement. The goal of each module in this program is to learning [Facebook economics 101](#), or the costs/benefits of commerce in Facebook. To do that, I focus primarily on learning the brain behind Facebook, Edgerank. If you don't know [what Edgerank is](#), then you probably shouldn't be spending your advertising money with Facebook.

Each of the 4 modules in this program are approximately 1-1.5 hours in length. To request this program to be presented in your community, simply email me, Dr. Barnes, at barnes@agecon.msstate.edu or call my office at MSU at (662) 325-1796.

Module 1, [Using Facebook to Grow Your Business](#): [\[Top Ten Handout 1\]](#) [\[Contagious FB Content Handout 2\]](#) [\[Homework\]](#)

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development: *The CARES Model*

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

CARES Model



[Dr. Barnes](#) teaches an entrepreneurship Extension program called **Mississippi Bricks to Clicks** (B2C). Through the B2C program, Dr. Barnes delivers technical assistance to help entrepreneurs start and grow their online businesses through the adoption of social media, blogs, websites and e-commerce solutions. Previously, Dr. Barnes implemented [B2C in Louisiana](#). In a six month period, 18 rural entrepreneurs launched and grew their online businesses to reach more than 1 million fans using Facebook business pages. The B2C **{pilot}** program has begun in *Starkville and Woodville, Mississippi*.

CORE Program

Module 1 *[Appendix II Using Facebook to Grow Your Business] [Top Ten Handout*

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

Foundations of Rural Development:

The CARES Model

MISSISSIPPI STATE
UNIVERSITYTM
EXTENSION SERVICE

What does your local government and/or community need to make a better 'post'?



COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucares.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service

QUESTIONS?

MISSISSIPPI STATE UNIVERSITYTM EXTENSION SERVICE

MISSISSIPPI STATE
UNIVERSITYTM

Department of
**Agricultural
Economics**

100 YEARS

People

 **James Barnes**
Assistant Extension Professor

Email: barnes@agecon.msstate.edu
Phone: (662) 325-1796
Fax: (662) 325-8777

Vitae: [Link](#)
Connect: [ms](#) [o](#) [f](#) [in](#)

Education

- Ph.D., University of Missouri, 2004
- M.S., Oklahoma State University, 1996
- B.S., Oklahoma State University

CENTER FOR
GOVERNMENT AND
COMMUNITY DEVELOPMENT
@msucare.com

Sumner Davis

Staff Title:
Department Head and Governmental Training Specialist

Email:
sumner@ext.msstate.edu

Biography:
Sumner Davis is a Governmental Training Specialist with the Center for Governmental Training & Technology (GCD) in the Mississippi State University Extension Service. As a Governmental Training Specialist with GCD, Mr. Davis plans and delivers educational programs for county and municipal officials, writes and publishes specialized publications and material for local government officials, and provides technical assistance.



MISSISSIPPI STATE
UNIVERSITYTM

Department of
**Agricultural
Economics**

100 YEARS

People

 **Al Myles**
Extension Professor

Email: myles@agecon.msstate.edu
Phone: (662) 325-1794
Fax: (662) 325-8777

Vitae: [Link](#)
Connect: [ms](#)

Education

- Ph.D. Mississippi State University, 1984
- M.S., University of Florida, 1980
- B.S., Alcorn State University, 1978

MISSISSIPPI STATE
UNIVERSITYTM

Department of
**Agricultural
Economics**

100 YEARS

People

 **Becky Smith**
Extension Instructor

Email: becky.smith@msstate.edu
Phone: 662.325.1793
Fax: 662.325-8777

Vitae: [Link](#)
Connect: [ms](#)

Education

Ph.D. Louisiana State University, 1998

Extension Interests

- Economic education
- Agribusiness
- Economic development

COORDINATED ACCESS TO THE RESEARCH AND EXTENSION SYSTEM

msucare.com[®]

Mississippi Agricultural and Forestry Experiment Station • Mississippi State University Extension Service