

# Center for Rural Entrepreneurship

energizing entrepreneurial communities



**YOUTH  
ENGAGEMENT  
SYSTEM™**



Charting the  
**Future** for Your  
Community



# Youth Point the Way to Rural Revitalization

ENDING YOUTH OUTMIGRATION

ATTRACTING ALUMS AND YOUNG FAMILIES

At the **Center for Rural Entrepreneurship**, we help community leaders better understand youth perspectives and attitudes about their hometown and their futures. Our extensive field research over the past 7 years indicates that a majority of young people would choose to live in their hometowns if quality career opportunities are available. However, many young people do not perceive such opportunities are available, and many adults assume young people want to leave and never return.

Successful **youth engagement** offers significant opportunities for economic and community revitalization—a chance to end youth outmigration by attracting them to stay or return home as young adults families.



## CENTER SERVICES

- YOUTH SURVEYS
- YOUTH FOCUS GROUPS
- YOUNG ADULT FOCUS GROUPS
- WORKING GROUP ORGANIZATION
- ASSET MAPPING
- YOUTH PROJECTS
- STRATEGY DEVELOPMENT
- IMPLEMENTATION
- EVALUATION
- TRAINING

TOGETHER, THESE SERVICES CREATE  
AN INTEGRATED STRATEGY FOR  
EFFECTIVE YOUTH ENGAGEMENT

## HOW THE CENTER CAN HELP

We develop customized youth engagement strategies that help young people discover local career and business opportunities, involve them in meaningful ways in their community, resulting in more of them choosing to stay or return home.

Our Youth Engagement System™ is a comprehensive strategy that interconnects education, real-world experience and community support. This system seeks out and *engages* entrepreneurial youth, *equips* them to succeed, and *supports* their ventures as they mature into adulthood.



**CALL today for your FREE  
consultation (402)423-8788**

Center for Rural Entrepreneurship

# flexible solutions for your community needs

## ENGAGE

Engaging youth through opportunities for community leadership and service roles helps them develop healthy self-esteem and a sense of community “ownership”. The Center provides local leaders with tools to bridge the “generation gap” and create meaningful opportunities for youth to work with adults on projects that result in making their community a more attractive place for all generations to live.

## Youth Engagement System



## EQUIP

Entrepreneurial youth are best equipped via hand-on learning. Starting early is important because young entrepreneurs begin expressing their traits at a very young age. Support of young entrepreneurs can take many forms such as:

- learning labs in local schools
- youth service on government boards and local organizations
- entrepreneur fairs where youth make and sell products
- linking college scholarships with real business opportunities
- customized local program the Center identifies for you.

## SUPPORT

In our hectic, 24/7 networked world, youth are not receiving enough quality time with adults who can help them figure out who they are, how the world works, and what their role can be in their community. The Center can help you find and train local adult mentors to work with youth.

## Enterprising Youth Can Change the Future of Your Community

### WALNUT IOWA ENTREPRENEURSHIP CAMP



During a three-day summer camp, 5<sup>th</sup>-9<sup>th</sup> graders learned business concepts from adult entrepreneurs, explored their own entrepreneurial talents, and created businesses with products to sell over the summer.

### FIRST NIGHT, McCOOK, NEBRASKA

A group of young adults and high school students recognized that there must be fun things to do in McCook, Nebraska, to attract and retain its population. Their big idea?



An annual, community-wide, New Year's Eve celebration filled with activities for all ages.

### GRADUATES, BROOKFIELD, MISSOURI



Local leaders present each graduating class with a personalized mailbox containing a congratulations letter and an invitation to return home in the future.



## THE CENTER AND OUR PARTNERS

### **The Center for Rural Entrepreneurship**

connects community partners with the resources needed to energize entrepreneurs of all ages and implement entrepreneurship as a core economic development strategy for a more sustainable future for present and future generations. To learn more about the center, please visit [www.energizingentrepreneurs.org](http://www.energizingentrepreneurs.org).

### **The Rural Policy Research Institute**

**(RUPRI)** provided founding support to create the Center for Rural Entrepreneurship in 2001. RUPRI provides independent analysis and information on the challenges, needs, and opportunities facing rural people and places. The work of the Center for Rural Entrepreneurship helps RUPRI achieve this mission. To learn more about RUPRI, visit [www.rupri.org](http://www.rupri.org).

**HOME TOWN COMPETITIVENESS® (HTC)** is a come-back/give-back approach to rural community building created through a partnership with the Center for Rural Entrepreneurship, the Heartland Center for Leadership Development and the Nebraska Community Foundation. To learn more about HTC, visit [htccommunity.org](http://htccommunity.org).

For information on upcoming training events and implementation of HTC beyond Nebraska, please contact Craig Schroeder at [craig@e2mail.org](mailto:craig@e2mail.org).