

# Marketing Hometown America

Strategic Collaboration for a Thriving Rural Future

Marketing Hometown America (MHA) is an educational program focused on recruiting and retaining new residents to rural communities. It is facilitated by University of Nebraska Extension Community Vitality Initiative (CVI) educators and is designed to create inclusive dialogue with as many local residents as possible to create strategic action. It has proven to be the spark many rural communities need to activate results in recruitment and retention efforts.

MHA was created by CVI through RFI funding in 2013. It has continued beyond the 2015 grant time frame, earning \$7,500 from Great Plains Communication and approximately \$10,000 of in-kind support.

## COMMUNITIES



**17 Nebraska Communities**

**34 Out-of-State Communities**

*North Dakota, South Dakota, Iowa, Minnesota*

Nebraska Extension's train-the-trainer curriculum empowers University of Minnesota Extension and Iowa State University Extension.

## STUDENTS

Through RFI Student Serviceship, seven (7) University of Nebraska students have contributed strategic planning, event implementation and marketing asset development to Nebraska communities working through MHA.

**Alyssa Dye**

**Jessica Remaly**

Neligh, Neb., 2014

**Andrew Ambriz**

McCook, Neb., 2016

**Rhiannon Cobb**

**Michayla Goedeken**

Neligh, Neb., 2018

**Haley Ehrke**

**Mirissa Scholting**

Alliance, Neb., 2018



**“The process empowered me, and I am forever grateful. I found my true passion for rural communities and, more importantly, rural Nebraska.”**

— Haley Ehrke, NU Student



**“[MHA] helped us share our story ... and the Serviceship helps give another perspective and the assistance to execute that process.**

**I’m left with thousands of photos, hundreds of video clips, over 20 interview sound bites beyond just the commercial [the students] created. And the potential for so much more.”**

– Chelsie Herian, Executive Director, Box Butte Development Corporation

## **PROGRAM TEAM**

University of Nebraska Extension  
South Dakota State University Extension  
North Dakota State University Extension  
Rural Futures Institute at the University of Nebraska

## **70+ PARTNERS**

Economic Development Boards  
Chambers of Commerce  
Tourism Organizations  
Local Schools  
Local Media  
Local Government Officials  
Variety of Businesses  
Religious Organizations  
State and Community Colleges  
Health Care Organizations

## **ACHIEVEMENTS**

 **7 Academic Publications**

 **2 Online Resources**

 **11 Regional, National and International Presentations**

 **25 Media Stories**  
Nov. 2017 - Nov. 2018

 **2 National Awards**

## **Bring Marketing Hometown America To Your Community!**

[ruralfutures.nebraska.edu/mha](http://ruralfutures.nebraska.edu/mha)  
[go.unl.edu/cvimha](http://go.unl.edu/cvimha)



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