

Student Serviceship Impact Report

MARKETING | BOX BUTTE COUNTY, NEB. | 2018



For 10 weeks in summer 2018 University of Nebraska–Lincoln students Haley Ehrke and Mirissa Scholting worked, served and lived in Box Butte County, Neb., (estimated population 11,300) through Rural Futures Institute (RFI) Student Serviceship.



MIRISSA SCHOLTING

Hometown: Louisville, Neb.
Major: Agricultural Education
University of Nebraska–Lincoln



HALEY EHRKE

Hometown: Orleans, Neb.
Major: Agribusiness
University of Nebraska–Lincoln

The students facilitated, participated and implemented the Marketing Hometown America process, a program developed by Nebraska Extension Community Vitality Initiative through RFI funding, to help with the county’s resident recruitment and retention strategies.



While [the students] were accomplishing some of our ideas, I was also digging into what they look for in a community, a place of work, how they want to be engaged, where our community and businesses should reach them. All of this is essential to how we plan for our community to recruit and retain residents into the future.”

– Chelsie Herian, Executive Director, Box Butte Development Corporation

TOTAL MARKET VALUE*

▶ **\$28,996.20**

TOTAL COMMUNITY INVESTMENT

▶ **\$10,390**

Estimated market value of the students' work is **NEARLY 3X GREATER** than the cost to the community.

Further, there is undoubtedly value in the relationships and leadership skills developed by the students and community participants that has not been captured in this market valuation.

RFI STUDENT SERVICESHIP DELIVERABLES	ESTIMATED MARKET VALUE	CALCULATION NOTES
 PRODUCED 5 VIDEOS Aimed to retain and attract residents to Box Butte County (approximately 7 minutes of edited video)	\$10,500	<i>While the price of video production varies, an average market rate of \$1,500 per minute of edited video is used for this market value estimate.</i>
 PHOTOGRAPHED 40 COMMUNITY EVENTS Added thousands of images and hundreds of video clips to the Box Butte Development Corporation's photo library.	\$12,000	<i>The market value used for event photography is \$100 per hour, the average rate for an entry-level event photographer.</i>
 DEVELOPED MARKETING STRATEGIES Audited community websites and made recommendations for enhancements; wrote social media strategies for the community; provided perspective as members of the demographic the community is working to recruit.	\$5,824.80	<i>Using the average wage for a marketing manager in Nebraska, as reported by the Bureau of Labor Statistics (BLS), this estimates includes a multiplier of 2.5 to estimate the cost of hiring a marketing consultant.</i>
 VOLUNTEERING IN THE COMMUNITY	\$671.40	<i>The market value of volunteering utilizes Nebraska's average wage, reported by the NE Department of Labor, for every hour of volunteering.</i>

*This report estimates the market value, the price it would have cost Box Butte County to hire professional services in the marketplace to complete the outcomes delivered by RFI Interns.