CONNECTING RURAL COMMUNITIES WITH REMOTE WORK
Questions for Discussion

• What do you like about where you live?

• What are the key employment challenges where you live?
Topics for Today

Challenges of Rural America

Growth of Remote Work

Certification Course & Tools

Mentoring, Upskilling, & Partnerships

How to Get Involved
Challenges of Rural America
Why Do People Live in Rural Communities?
Economic Challenges in Rural America?

A. Limited job openings
B. Kids moving away
C. Industry leaving
D. High unemployment
E. Few educational options
F. Poor infrastructure
G. Small industrial base
H. High poverty
I. Something not listed
J. Three or more factors
Utah is consistently rated as one of the best states in the nation to start and run a business.

Utah: Top State for Business
Year-Over Percent Change In Nonfarm Jobs

- Utah: 3.1%
- US: 1.8%

Seasonally Adjusted Unemployment Rates

Source: U.S. Bureau of Labor Statistics
Job losses in some rural counties

Average Utah unemployment rate

Unemployment in Garfield (6.2%), Wayne (5.4%), and Piute counties (5%)
U.S. wage and salary employment (number of jobs), metro and nonmetro areas, 2007-17

Percent change since 2007

Note: All years reflect the Office of Management and Budget's April 2018 metropolitan area delineations, which are a minor revision of the 2013 metro area delineations. Shaded area indicates recession period.
<table>
<thead>
<tr>
<th>States With Largest Population</th>
<th>Average Speed</th>
<th>Broadband Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>California</td>
<td>29</td>
<td>94.50%</td>
</tr>
<tr>
<td>Texas</td>
<td>46.9</td>
<td>86.90%</td>
</tr>
<tr>
<td>Florida</td>
<td>41.2</td>
<td>94.90%</td>
</tr>
<tr>
<td>New York</td>
<td>45.2</td>
<td>97.80%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>41.4</td>
<td>94.70%</td>
</tr>
<tr>
<td>Illinois</td>
<td>40.4</td>
<td>92.30%</td>
</tr>
<tr>
<td>Ohio</td>
<td>32.1</td>
<td>91.90%</td>
</tr>
<tr>
<td>Georgia</td>
<td>39.1</td>
<td>90.60%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>42.4</td>
<td>93.10%</td>
</tr>
<tr>
<td>Michigan</td>
<td>28.7</td>
<td>88.30%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>38.64</strong></td>
<td><strong>92.50%</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>States With Smallest Population</th>
<th>Average Speed</th>
<th>Broadband Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wyoming</td>
<td>26.8</td>
<td>74.50%</td>
</tr>
<tr>
<td>Vermont</td>
<td>22.4</td>
<td>86.10%</td>
</tr>
<tr>
<td>Alaska</td>
<td>27.9</td>
<td>78.20%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>28.6</td>
<td>92.20%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>26.8</td>
<td>85.30%</td>
</tr>
<tr>
<td>Delaware</td>
<td>44.9</td>
<td>97.50%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>46.7</td>
<td>98.20%</td>
</tr>
<tr>
<td>Montana</td>
<td>20.3</td>
<td>69.20%</td>
</tr>
<tr>
<td>Maine</td>
<td>21.2</td>
<td>89.70%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>37.4</td>
<td>94.30%</td>
</tr>
<tr>
<td><strong>Average</strong></td>
<td><strong>30.3</strong></td>
<td><strong>86.52%</strong></td>
</tr>
<tr>
<td><strong>Difference</strong></td>
<td><strong>8.34</strong></td>
<td><strong>5.98%</strong></td>
</tr>
</tbody>
</table>

Rural counties are diverse, with major regional differences in economic specialization.

America is a mosaic of local economies on diverging trajectories

Automation could widen existing disparities

13 community segments have varying economic and demographic profiles

<table>
<thead>
<tr>
<th>Economic dynamism</th>
<th>Urban core</th>
<th>Periphery</th>
<th>Niche cities</th>
<th>Mixed middle</th>
<th>Low-growth/rural areas</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Most</strong></td>
<td>Megacities; High-growth hubs</td>
<td>Urban periphery</td>
<td>Small powerhouses; Silver cities; College-centric towns</td>
<td>Stable cities; Independent economies; America’s makers</td>
<td>Trailing cities; Americana; Distressed Americana; Rural outliers</td>
</tr>
<tr>
<td><strong>Most</strong></td>
<td>63 counties</td>
<td>271 counties</td>
<td>89 counties</td>
<td>325 counties</td>
<td>2,365 counties</td>
</tr>
<tr>
<td><strong>Most</strong></td>
<td>30% of US population</td>
<td>16% of US population</td>
<td>6% of US population</td>
<td>24% of US population</td>
<td>24% of US population</td>
</tr>
</tbody>
</table>

Employment change for select community segments, % of 2007 employment

- High-growth hubs
- Megacities
- Trailing cities
- Americana
- Distressed Americana
Low-growth/rural areas
Trailing cities; Americana; Distressed Americana; Rural outliers

2,365 24% counties of US population

Estimated net job growth in midpoint adoption scenario, 2017–30, %

60% of job growth by 2030 could be concentrated in 25 cities and their peripheries

“What we’re interested in is a bottom-up approach, and letting counties decide what they want to accomplish and finding ways to help the counties use the resources available to help them accomplish that.”

Utah Lt. Gov. Spencer Cox
We must preserve our rural communities.

We are on the verge of a critical time in the history of our rural communities.

Rural communities are struggling like they never have before.

Connect rural citizens to the on-demand, Freelance Economy to increase income & prosperity.
Growth of Remote Work
of jobs created between 2005-2015 were in the alternative work category.

94%
35% OF THE U.S. WORKFORCE FREELANCED IN 2017
By 2027, that is projected to exceed 50%
WHO ARE REMOTE WORKERS?

Freelancers
Entrepreneurs
Virtual Employees
VIRTUAL JOBS

Finance  Healthcare  Production  Web & Software

Design  Support  Business Growth  Engineering
VIRTUAL JOBS

Legal
Publishing
Education
Commerce
Creative
Travel
Research & QA
Entertainment
WHAT ARE THE BENEFITS OF REMOTE WORK?

Workers

Businesses

Communities
THE FUTURE (AND PRESENT) OF WORK

Telecommuting

Coworking Spaces

Virtual Teams

Online Talent Platforms

Freelancing
Utah Legislation
2018 - HB327
THE RURAL ONLINE INITIATIVE
PURPOSE: Educate
BUDGET: $2.3 Million 3 Years
THE OBJECTIVES OF THIS PROGRAM ARE:

- Raise **awareness** of the freelance market.
- Assess current level of freelance skills.
- Train people in getting started with existing skills.
- Mentor those who lack skills to do freelance work.
- Set rural citizens on a pathway to **develop** more freelance skills.
Certification Course & Tools
HOW DOES THE RURAL ONLINE INITIATIVE HELP?

Training
Program Coordinators train participants on how to work virtually

Mentorship
Program Coordinators guide participants through the process of finding or creating a remote job

Funding
Qualified applicants can get skill-based scholarships for educational resources
SINCE HOUSE BILL 327 (2018)

**Course Sessions**
Launched MRWP course in October, 2018. Currently in the 13th cohort.

**Participants**
Over 900 participants from rural communities

**Remote Jobs**
58 new jobs
78 scholarships
2,500+ jobs converted
Master Remote Work Professional Certificate Course

Find an option that works for you! Our Master Remote Work Professional Certificate sets you up for success in working in one of these three categories:

ENTREPRENEUR
REMOTE EMPLOYEE
FREELANCER

APPLY FOR COURSE HERE
Welcome to the Master Remote Work Professional course. This is a blended certificate course, combining online work with interactive workshops. This educational program is designed to equip workers with the tools and skills needed to transition from on-site work into a virtual career.

You will complete nine online modules, while working with one of the following Program Coordinators, to obtain the education, training, and other resources you will need to find online work opportunities as a remote worker, freelancer, or entrepreneur.

Program Coordinators
- Jordan.Leonard@usu.edu
Remote Work Certificate Module Topics

Module 1: Work Day
Module 2: Communication
Module 3: Workflow
Module 4: Productivity & Time Management
Module 5: Teamwork
Module 6: Compliance, Security, & Safety
Module 7: Critical Thinking
Module 8: Virtual Careers
Module 9: Remote Job Development
Sign Up Free

Your work email address

Sign Up

By signing up, I agree to the Privacy Policy and Terms of Service.

Or, sign up with Google or Facebook

Already have an account? Sign in.
# 07mar2019

You created this channel on February 4th. This is the very beginning of the 07mar2019 channel. Purpose: This Channel is for use by the Cohort beginning the Remote Work Professional Certification starting on March 7th, 2019. Class members can discuss the course and get announcements with workshop links and other information relevant to this cohort. (edit)

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**Monday, February 4th**

- **Pinned by you**
  - **Mike Sarles** 4:08 PM
  - Welcome to the Course Cohort Channel for the March 7, 2019 Master Remote Work Certification Course. You can use this channel to discuss the class and questions you may have along the way. Your Program Coordinator will also monitor this channel for questions. Please add a photo of yourself under settings so we can get to know you a little better.

**Tuesday, February 5th**

- **Pinned by you**
  - **Mike Sarles** 2:02 PM
  - Hi I'm the Program Coordinator for Garfield, Iron, Kane, Piute and Washington Counties. So glad you're here and I look forward to working with you and answering questions you may have.

**Thursday, February 21st**

- **Trenton Willson** 4:27 PM
  - joined #07mar2019.
Many Other Remote Work Tools
Mentoring, Upskilling, & Partnerships
Career Path Planning
Scholarships
ROI PARTNERS
What’s Next & How to Get Involved
How to Get Involved

- Participants from 17 States
  - Option for Non-Utah Residents - $199
- 10 States are partnering with ROI with:
  - Economic Development Programs
  - WIOA Funds
  - Land Grant University - Extensions

USU Extension - Remote Online Initiative Around the US

- Exploring Pathways Options
RURAL ONLINE INITIATIVE
Connecting Rural Communities with Remote Work

Get Involved with the Rural Online Initiative!

Hire a Remote Worker

Sign up for our Newsletter

Become a Partner

Become a Mentor

FOUR TIPS FOR GETTING YOUR REMOTE WORK POLICIES RIGHT

H OW TO ENSURE REMOTE WORKERS FEEL INCLUDED IN YOUR COMPANY CULTURE

REMOTE WORK DICTIONARY

Learn about commonly used Remote Work terms!

Quote of the week:
"COMING TO THE OFFICE JUST MEANS PEOPLE HAVE TO PUT ON PANTS. THERE'S NO GUARANTEE OF PRODUCTIVITY."

JASON FRIED
Action Steps

• **Learn More About the Remote Online Initiative**
  • Take the Course / Invite Others
  • Subscribe to the Newsletter (remoteworkcertificate.com)

• **Help Plant the Seed**
  • Identify key legislators / movers
  • Mayors, community, & economic leaders
  • Self-reliance programs, promote remote jobs

• **Become a Partner**
  • Local Town Halls → Local Participants
  • Start a Local Chapter
Questions?

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@RemoteWorkUSU
REFERENCES


