

# The Future of Economic Development in Small Communities



Designed for



Designed by

**Garry Golden**

Forward Elements Inc

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**Start**

**End**



***Changes Ahead  
More or Less?***

**Connected  
Communities**

***Message to  
Workforce***

**Last  
ten years**

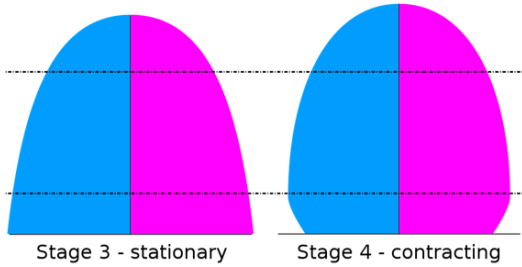
2005 – 2016

**Next  
ten years**

2017-2027

**More or Less Change Ahead?**



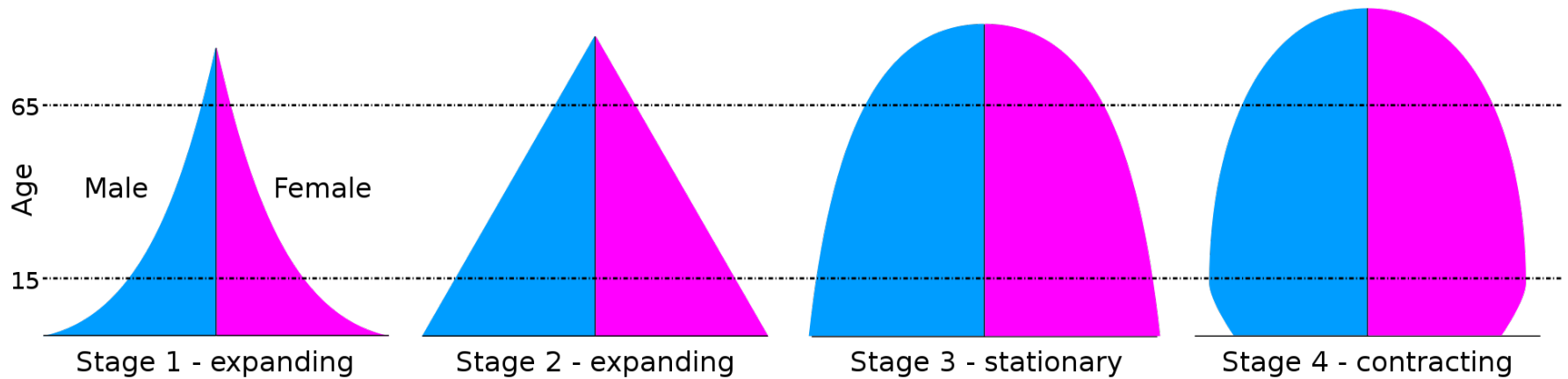


## ***Demographic Destinies***



## **Reinvention of Work + Traditional Industries**

# Economies + Demographic Transitions



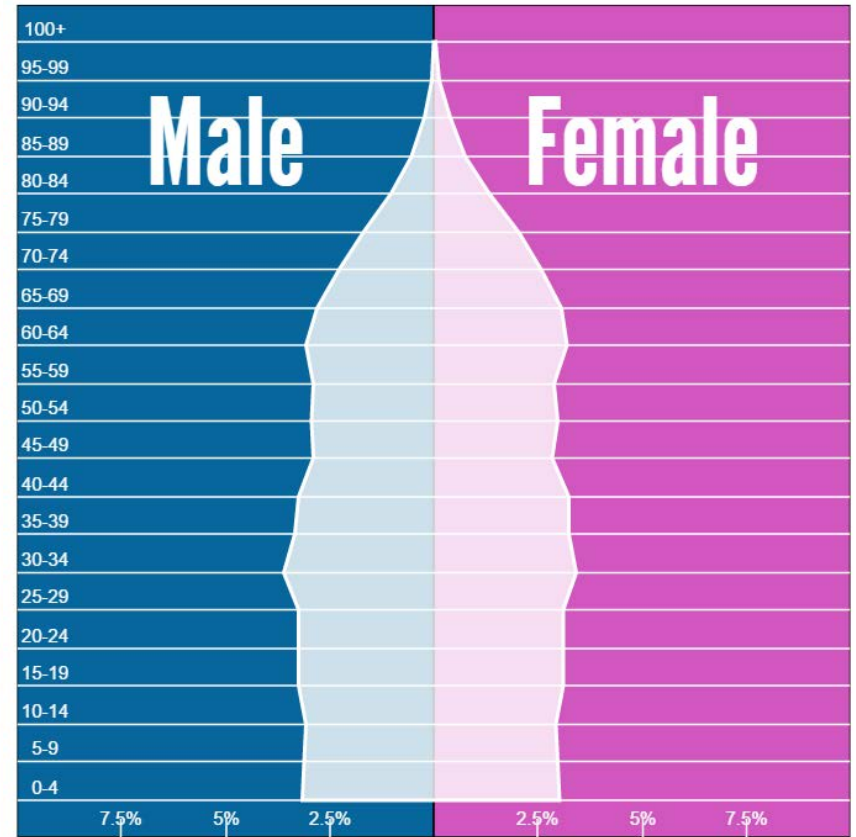
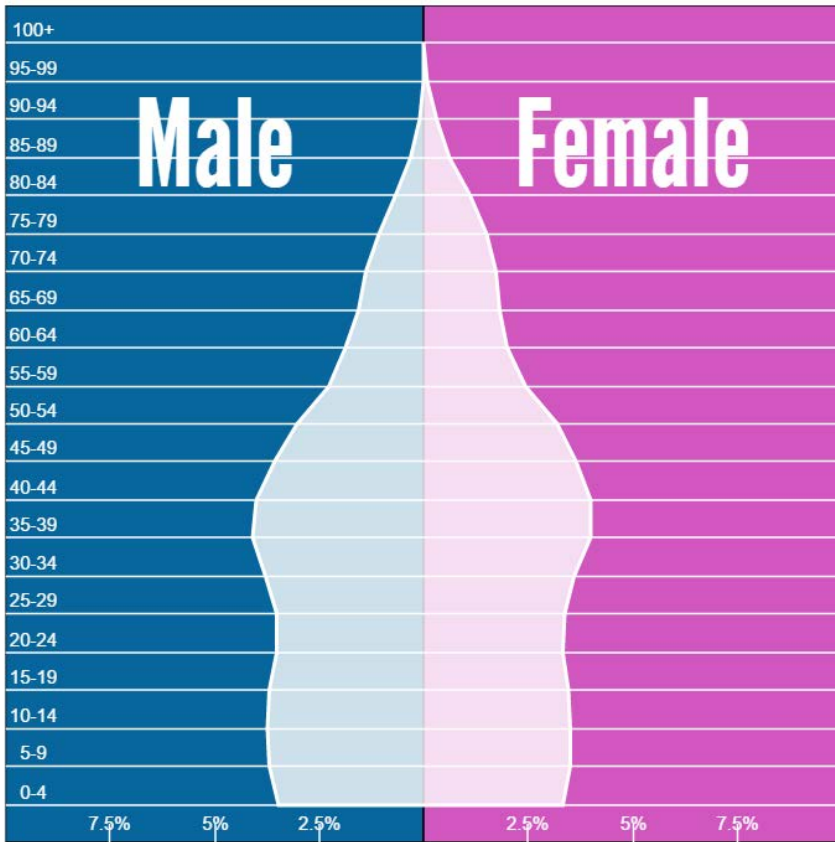
# Global Economy + Waning Demographic Dividend

## United States of America 2000

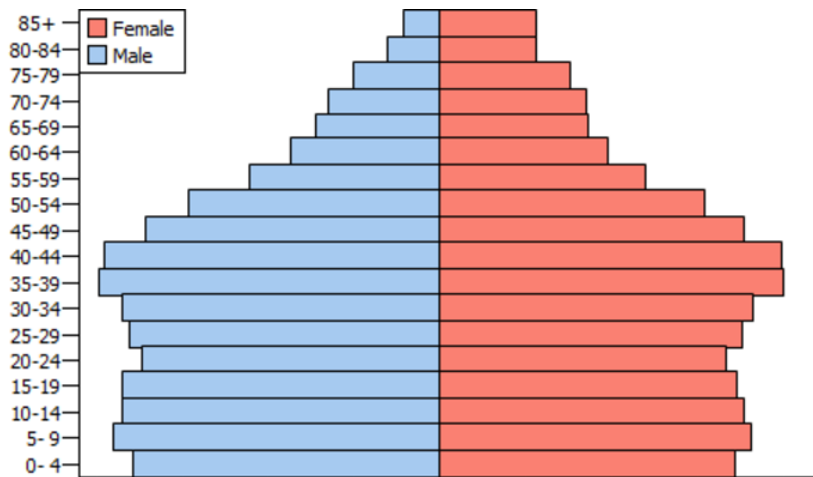
Population: **282.895.000**

## United States of America 2025

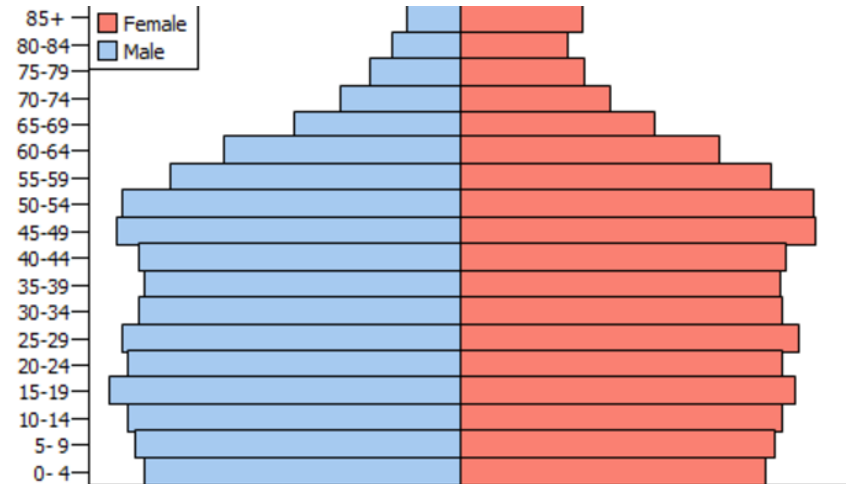
Population: **345.084.000**



# Illinois' Demographic Destiny – The Big Picture

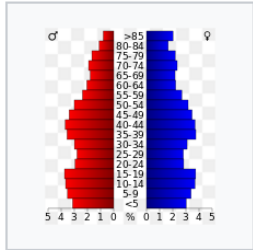


2000

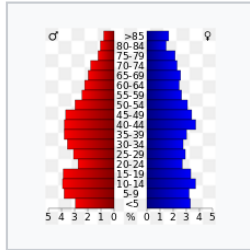


2010

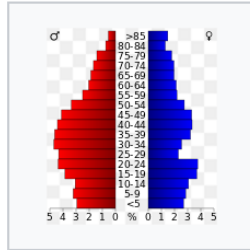
# Spectrum of Regional Pyramids



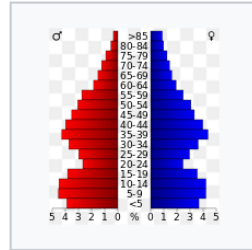
USA Adams County,  
Illinois age pyramid.svg  
8 KB



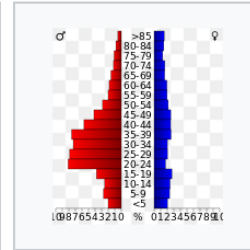
USA Alexander County,  
Illinois age pyramid.svg  
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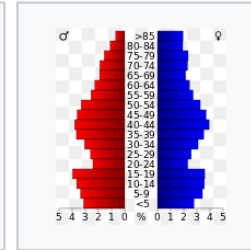
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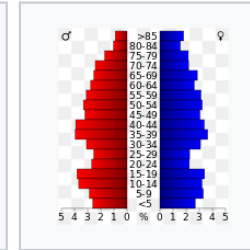
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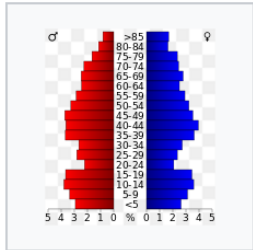
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Illinois age pyramid.svg  
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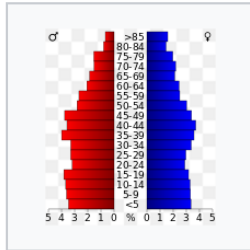
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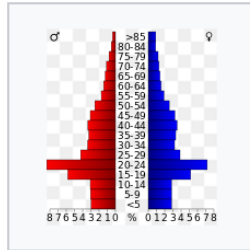
USA Calhoun County,  
Illinois age pyramid.svg  
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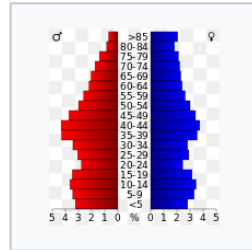
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Illinois age pyramid.svg  
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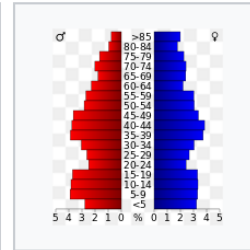
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Illinois age pyramid.svg  
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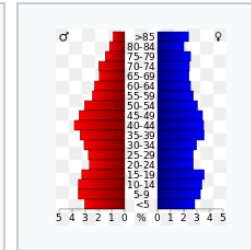
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Illinois age pyramid.svg  
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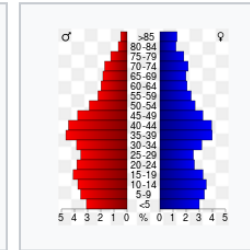
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Illinois age pyramid.svg  
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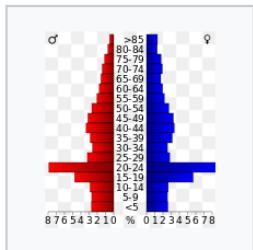
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Illinois age pyramid.svg  
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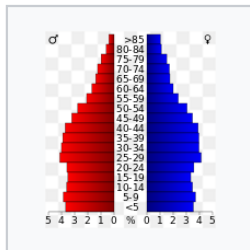
USA Clay County, Illinois  
age pyramid.svg  
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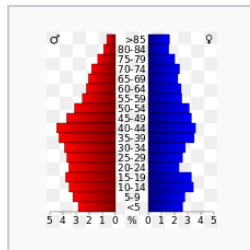
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Illinois age pyramid.svg  
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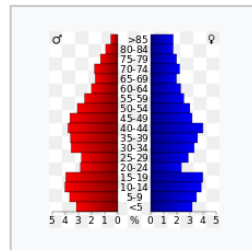
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Illinois age pyramid.svg  
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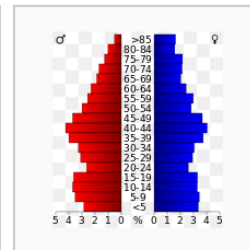
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Illinois age pyramid.svg  
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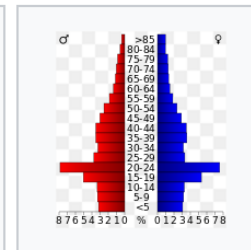
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Illinois age pyramid.svg  
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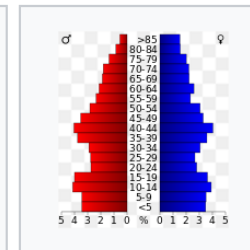
USA Cumberland  
County, Illinois age  
pyramid.svg  
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USA De Witt County,  
Illinois age pyramid.svg  
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USA DeKalb County,  
Illinois age pyramid.svg  
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USA Douglas County,  
Illinois age pyramid.svg  
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**What might 'demographics is destiny'  
mean to your small communities?**





**Small Communities  
vs Connected Communities**



**Reinvention of Work  
+ Traditional Industries**

# Farming + Agriculture



Craft Culture  
Social Web  
+ Niche Markets

PHILLIPS  
COUNTY  
ECONOMIC  
DEVELOPMENT



**NEX-GENERATION**  
Round Up for Youth, Inc.

# Phillips County 2017 Summer Internships

Paid summer internships for Phillips County  
Students, aged 16+ available at:



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To apply, visit: [www.nex-generation.org](http://www.nex-generation.org)

APPLY BY: MARCH 31st 2017



PHILLIPS  
COUNTY  
ECONOMIC  
DEVELOPMENT





**Craft Culture  
Future of  
Additive Manufacturing**



**Craft Culture  
Future of  
Additive Manufacturing**



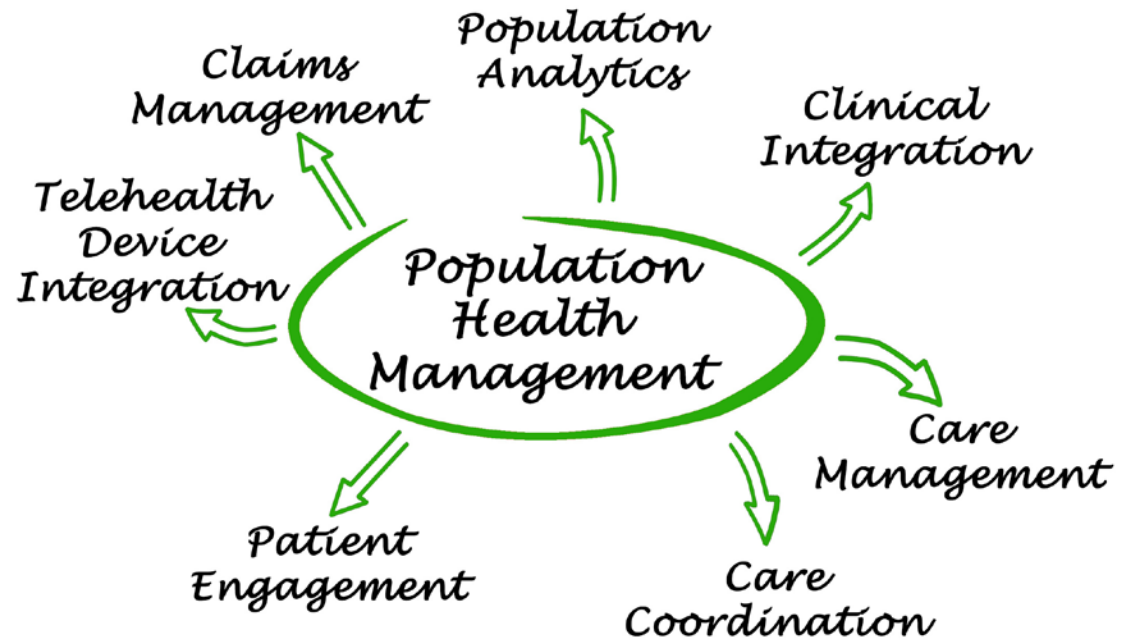
**METAL AM**

# Craft Culture Future of Additive Manufacturing

## Dynamics of Transition

- ❑ Craft + Low-volume Industry
- ❑ Localizing Supply Chains
- ❑ Business Uptime
  - On-demand Parts & Replacement
- ❑ Focus on Skills & Training
  - Software and AI-led Design*

# Healthcare







*Changes Ahead  
More or Less?*



**Connected  
Communities**



*Message to  
Workforce*

# How do we Teach Realities of 21<sup>st</sup> Century Global Economy?



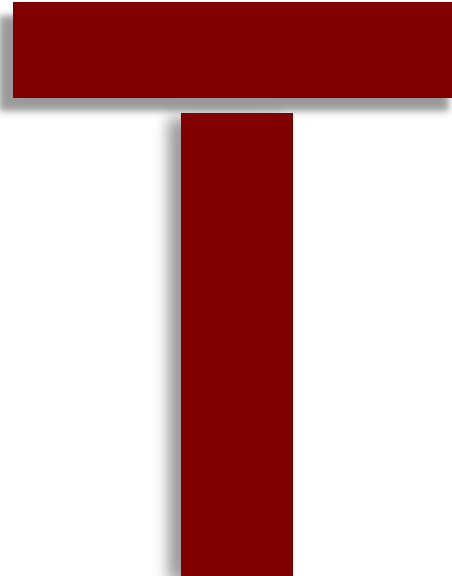
*students often have little understanding of how the economy works outside their communities—or, for that matter, of what higher education can (and can't) contribute to employability.*

# Workforce Skill Sets + Mindsets for the Future



“I” Shaped

Success via Specialization



“T” Shaped

Success via Many Paths

# Foundations for an I-shaped Approach

Depth of Subject Expertise

## Encouraging Depth of Skills that...

- Are in demand
- Looks great on a resume
- Industry or domain-specific
- Shows discipline + commitment

# Careers Prepared for Uncertainty + Change

Broad set of Skill Sets & Mindsets

Depth of Subject  
Expertise

## Encouraging Breadth of Skills that...

- Appeal to organizations hiring *learners*
- Embraces curiosity amidst uncertainty
- Shows desire to integrate solutions

# Small Communities reshaped by T-Shaped Workforce

Broad set of Skill Sets & Mindsets

Depth of Subject Expertise

- Service/Experience Design
- Data Science
- Design Thinking
- Visual Communication
- Ethnography
- New Digital Literacies
- Population Health
- Leadership
- Values / Ethics
- Communication (Storytelling)
- Entrepreneurship
- Behavioral Economics
- Sociology / Demographics
- Design-Manufacturing

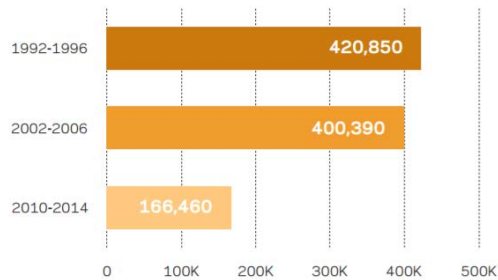
PDF + Resources  
**[garrygolden.com/May19](http://garrygolden.com/May19)**

**[garrygolden@gmail.com](mailto:garrygolden@gmail.com)**  
Two Rs



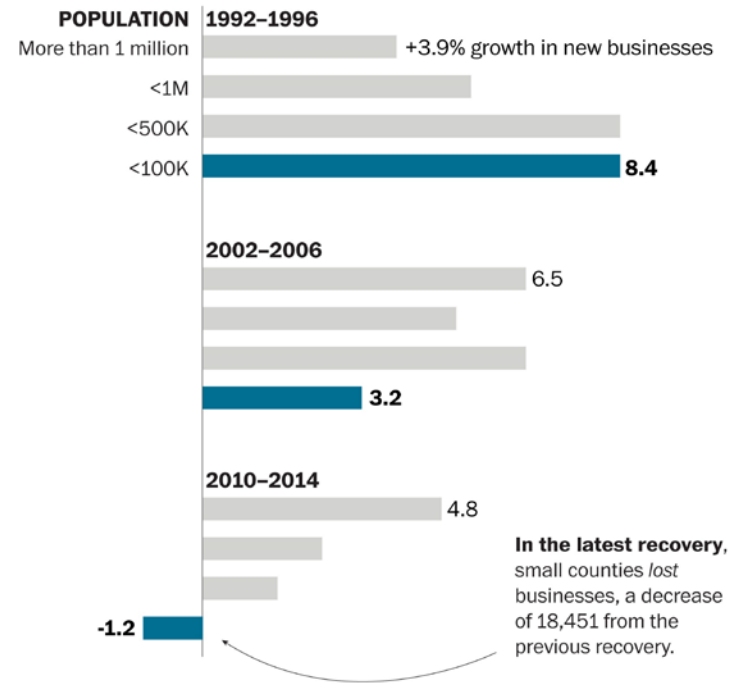
# Stronger Headwinds

Figure 1. Net change in U.S. business establishments



## A weak recovery for small counties

The recovery from the Great Recession has not been as vigorous as the previous two recoveries, especially for counties with fewer than 100,000 residents. There, the number of new businesses decreased dramatically.



Source: Economic Innovation Group

THE WASHINGTON POST