

# **COMMUNICATIONS TOOLKIT**

## **RRDC's 50<sup>th</sup> Anniversary January – December 2022**

### **KEY MESSAGES**

This year marks the 50th anniversary of the passage of the Rural Development Act. Among its many outcomes, the Act led to the creation of the nation's four Regional Rural Development Centers, which have since played a critical role in elevating Rural America through research, Extension education, and outreach. The Regional Rural Development Centers plan to commemorate the anniversary throughout the year with special events, publications, and engagement opportunities.

Passed into law on August 30, 1972, the Rural Development Act of 1972 consolidated multiple rural development initiatives into a single piece of legislation and ultimately led to the creation of America's four Regional Rural Development Centers (RRDCs). The RRDCs play a vital connecting role in rural America, linking the research and educational outreach capacity of the nation's public universities with communities, local decision-makers, entrepreneurs, families, and farmers and ranchers to help address a wide range of rural development issues.

The Centers will be hosting additional programs throughout the year to highlight the successes and impacts of their first 50 years of service to Rural America, and to prepare for the emerging opportunities and challenges of the future.

Read the full announcement about the formal recognition passed by ECOP and ESCOP here:  
<https://rrdc.usu.edu/news/rrdcs-50th-anniversary-kickoff-announcement>

Learn more about the Regional Rural Development Centers at: <https://rrdc.usu.edu/>.

### **IMPORTANT DATES**

#### **ECOP Announcement – January 10th**

<https://ecopmondayminute.blogspot.com/2022/01/10.html>

#### **ARD Announcement – January 10th**

[https://www.dropbox.com/s/lilwdxfrgoszay/ARD%20Updates\\_Jan.%202022.pdf?dl=0](https://www.dropbox.com/s/lilwdxfrgoszay/ARD%20Updates_Jan.%202022.pdf?dl=0)

#### **ESCOP Announcement - \*January 20th**

[http://escop.info/wp-content/uploads/2017/01/ESCOP\\_RRDC\\_Proclamation\\_20220125.pdf](http://escop.info/wp-content/uploads/2017/01/ESCOP_RRDC_Proclamation_20220125.pdf)

#### **Release of Listening Session Survey Info – \*January 24<sup>th</sup>**

<https://rrdc.usu.edu/news/rrdcs-release-findings-from-national-survey>

#### **National Listening Sessions – March and April**

<https://rrdc.usu.edu/listening-sessions>

**NACDEP Workshop: Fostering Development in Rural America in the Next 50 Years – June 6, Indianapolis, IN**

Dr. Michael Wilcox and Dr. Maria Marshall (Purdue University & NCRCD); Dr. Don Albrecht (WRDC and Utah State University); Dr. John Green (SRDC and Mississippi State University); Dr. Stephan Goetz and Dr. Jason Entsminger (NERCD and Penn State University)

The Regional Rural Development Centers (RRDCs) were established through the Rural Development Act of 1972. Over the last fifty years, the RRDCs have played a vital role in fostering development in rural America by linking the national Land Grant University system regionally and connecting them to communities, businesses, and households. This workshop is divided into three parts: a NIFA-led panel discussion (with RRDC Directors), an applied research presentation (based on national listening sessions/survey), and a forward-looking facilitated discussion (How will NACDEP and the RRDCs foster rural development in the next 50 years?).

**SOCIAL MEDIA HANDLES**

**POSSIBLE TWITTER HANDLES TO INCLUDE**

North Central Regional Center for Rural Development	@NCRCD
Northeast Regional Center for Rural Development	@NERCD
Southern Rural Development Center	@so_dev_center
APLU Ag	@APLU_Ag
Sec. Vilsack (Secretary of Agriculture)	@SecVilsack
USDA	@USDA
USDA National Institute of Food & Ag	@USDA_NIFA
APLU	@APLU_News
Cooperative Extension	@Ext100Years

**POSSIBLE FACEBOOK PAGES TO TAG**

North Central Regional Center for Rural Development	@NCRCD
Northeast Center for Regional Rural Development	@NERCD
Southern Rural Development Center	@southernruraldevelopmentcenter
USDA	@USDA
APLU	@APLU_News
Cooperative Extension	@Ext100Years

**HASHTAGS**

#RRDC  
 #RRDCAnniversary  
 #RRDC50  
 #ElevatingRural  
 #1972  
 #HappyAnniversary

#ruraldevelopment  
 #RuralDevelopmentAct1972  
 #RuralAmerica

**OTHER HASHTAGS AS NEEDED**

## **LINKS FOR CENTERS & RRDC**

- North Central Regional Center for Rural Development: <https://ncrcrd.ag.purdue.edu/>
- Northeast Regional Center for Rural Development: <https://aese.psu.edu/nercrd>
- Southern Rural Development Center: <http://www.srdc.msstate.edu/>
- Western Rural Development Center: <https://www.usu.edu/wrdc/index>
- Regional Rural Development Centers: <https://rrdc.usu.edu/>

## **LOGOS AND IMAGES**

- RRDC 50<sup>th</sup> Anniversary Logos: <https://www.dropbox.com/s/6ts041o7jd267fa/RRDC-50th-logo.zip?dl=0>
- RRDC Map, unlabeled: <https://www.dropbox.com/s/vubqmmms6x548zpa/Map-RRDC-Territories.eps?dl=0>
- RRDC Map with labels: <https://www.dropbox.com/s/mt73bn1ushsqvup/RRDC-map-2022-50-anniversary.png?dl=0>