A Collection of Slides on Rural Economic Development and Public Policy

David L. Debertin*

Abstract

The slides that follow provide an introduction to rural economic development and public policy. I have scanned the original slides and inserted them into modern PDF and PowerPoint presentations. Some of the hand-made charts have older data, but could be easily updated. These color slides were created in 1979-1980, before the widespread use of personal computers and computer graphics. Programs such as Harvard Graphics were unavailable, let alone in PowerPoint. The Department of Agricultural Economics at the University of Kentucky employed a technical graphics artist, who was responsible for designing the charts and graphs by hand, as well as providing visual art work. I have purposely largely kept the slides looking like they would have looked for a presentation made in 1980. These now public-domain slides provide a useful introduction to rural development and public policy for undergraduates, and may still have applications in extension.

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A COLLECTION OF SLIDES ON RURAL ECONOMIC DEVELOPMENT AND PUBLIC POLICY

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The Department of Agricultural Economics at the University of Kentucky employed a technical graphics artist, who was responsible for designing charts and graphs by hand, as well as providing visual art work.
INTRODUCTION

- I gave the artist a script for the slide show, and she designed the drawings for each slide.
- The artist drew graphs and art work on paper. The art work was photographed and placed on color slides using a 35mm camera mounted downward on a stand.
- This made it possible to create big-screen presentations that could be shown to groups of people.
- Lettering was done using a device called a Leroy Letterer.
The device was made by K&E, the same company that made slide rules.

A pin on a device followed grooves in plastic forms of various letter sizes and fonts.

A pen tip for india ink made the letters.

The device is shown in the following photo, and is identical to the set the department owned and the artist who made the slides used.
INTRODUCTION
The slides that follow provide an introduction to rural economic development and public policy. I have scanned the original slides and inserted them into a modern PowerPoint presentation. Some of the hand-made charts have older data, but could be easily updated.

I have purposely largely kept the slides looking like they would have looked for a presentation made in 1980. These now public-domain slides provide a useful introduction to rural development and public policy for undergraduates, and may still have applications in extension.
The messages in the presentation are largely timeless. I particularly like how I designed the sections dealing with conflict over growth and development and arguments relating to facts versus values in the public-policy arena.

Contemporary politicians and other public policymakers should take my messages to heart!

DAVID L. DEBERTIN
RURAL DEVELOPMENT

COMPONENTS:
A RURAL AREA MAY INCLUDE:
Small Towns Under 2500 people
Moderate Size Towns Up to 10 - 20,000 People
BUT EXCLUDES
Major urban centers
People
Some have jobs in Agriculture
Some have jobs outside of Agriculture
EMPLOYMENT OF FARM RESIDENTS

% EMPLOYED

In agriculture

In nonagricultural industries

Percent of farm resident labor force 14 years old and over. Note: Comparable data not available for years prior to 1961.
But, Agriculture is an important employer in the area.
ANNUAL NET OUTMOVEMENT FROM THE FARM POPULATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Value (Thousands)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1920-25</td>
<td>666</td>
</tr>
<tr>
<td>1925-30</td>
<td>593</td>
</tr>
<tr>
<td>1930-35</td>
<td>58</td>
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<tr>
<td>1935-40</td>
<td>708</td>
</tr>
<tr>
<td>1940-45</td>
<td>1,602</td>
</tr>
<tr>
<td>1945-50</td>
<td>677</td>
</tr>
<tr>
<td>1950-55</td>
<td>1,115</td>
</tr>
<tr>
<td>1955-60</td>
<td>910</td>
</tr>
<tr>
<td>1960-65</td>
<td>794</td>
</tr>
<tr>
<td>1965-70</td>
<td>594</td>
</tr>
<tr>
<td>1970-77</td>
<td>301</td>
</tr>
</tbody>
</table>

Net change through migration and reclassification of residence from farm to nonfarm because agricultural operations ceased or were begun.
Economic Development is usually defined as:
An Increase in people’s welfare or well being
Which, we often use as a measuring stick ...
Peoples’ Incomes
The median is the middle value with half the families below and half above. Source: Bureau of the Census.
But, really there is lots more to development than that.
People often confuse growth with development
ECONOMIC GROWTH IN RURAL AREAS MAY INCLUDE:
Population growth
**POPULATION CHANGE**

**PERCENT**

<table>
<thead>
<tr>
<th></th>
<th>2.0</th>
<th>1.5</th>
<th>1.0</th>
<th>0.5</th>
<th>0.0</th>
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</thead>
<tbody>
<tr>
<td>U.S. Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Metro Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonmetro Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonmetro Adjacent Counties</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nonmetro Nonadjacent Counties</td>
<td></td>
<td></td>
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<td></td>
<td></td>
</tr>
</tbody>
</table>

**ANNUAL AVERAGES**

Adjacent counties refer to those bounding standard metropolitan statistical areas as defined in 1974. Source: U.S. Bureau of the Census.
REGIONAL POPULATION GROWTH,
PERCENTAGE CHANGE, 1970-76

ALL U.S.
4.7 Metro
8.0 Nonmetro

* Includes Alaska and Hawaii.
INCREASES IN EMPLOYMENT LEVELS
New Housing and Residential Developments
New Factories and Businesses
More Schools
Additional Fire and Police protection
More and better streets, water and sewer services
But also, more crime and pollution
Population and Employment Growth may lead to increased incomes in rural areas.
But Not Always
Some Communities don't want growth
They feel that the undesirable aspects of growth outweigh the desirable
COMMUNITY DEVELOPMENT

DEALS

WITH
Policies aimed at influencing economic growth and development in a community
Whenever new policies and programs are put into effect in a rural area, group decision making is involved.
Our Democracy is based on the concept of group decision making
A single individual is usually not powerful enough to put into effect programs which will affect the entire community.
He or she needs the support of friends and neighbors.
PUBLIC POLICY MUST BE MADE IN ANY INSTANCE WHERE:
A problem exists
The Solution to that Problem will affect at least a number of people in the community, hence:
Group decision making is required.
FOR EXAMPLE:

SUPPOSE THE PROBLEM IS
Not enough jobs for people in the community
UNEMPLOYMENT RATES FOR METRO AND NONMETRO AREAS

PERCENT

0 2 4 6 8 10

Metro
Nonmetro

III IV I II III IV I II III IV I II III IV I II III IV I

1974 75 76 77 78 79

There are a number of **ALTERNATIVE SOLUTIONS** to the problem
For Example
One solution would be to encourage people who don't have jobs to leave the community.
A second solution would be to try to attract a new plant to employ these people
A third solution would be for the local government to employ these people to plant trees and clean public parks and buildings.
There are many other alternatives for dealing with the problem.
Each of these alternatives has consequences
Some of these consequences are positive, but some are negative.
For Example
If people leave the community, the cost of unemployment and welfare programs will diminish.
Total civilian noninstitutional population. Source: Bureau of the Census.
NONMETRO COUNTIES WITH LESS THAN $3,500 PER CAPITA INCOME

272 counties
11.0% of total nonmetro counties

1975 data. Percentages refer to the proportion of total nonmetro counties in a division. Source: U.S. Bureau of Economic Analysis.
But the population of the community will decline, leaving housing vacant and reducing the demand for goods sold by local businesses.
If a new plant is built in the community, it may be able to employ some of the unemployed.
But, outsiders will come in to run the factory
More people require more public services
Taxes from the new plant may not offset the cost of these services.
Traffic and congestion increase
And the factory may pollute the water or air
If the local government employs these people, they will have jobs
The community gets benefits, like better public facilities
But tax payers will have to pay their salaries
Taxes will increase
Nearly everyone in the community has his or her own idea as to which of these solutions is best.
Group decision making is required because not everyone agrees on the one best solution
Conflict among individuals in the group is fundamental and necessary to all group decision making.
An individual proposes a solution to the problem using a combination of . . .
Facts and value judgments
Facts are easy to deal with
A Fact!

The World is Round!
The sun rises in the East . . . A Fact!
Only the Uninformed dispute them
VALUE JUDGMENTS are very difficult to deal with
The girl is pretty-- we see ourselves as we would like to be, Not as others see us!
No two individuals hold identical values
This is true even though both individuals may be:
Well Educated
&
Informed
In fact, disagreement on values is where conflict arises in public-sector decision making.
Even though conflicts and disagreements do occur, the public eventually makes collective decisions. They do this through:
Voting at the ballot box
Contacting public officials
Public meetings and forums
THE END