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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.

*University of Kentucky Staff Paper 472, October, 2013. David L. Debertin is professor emeritus of agricultural economics at the University of Kentucky. Staff Papers are published without formal review. Opinions expressed are those of the authors and may not represent those of the Kentucky Agricultural Experiment Station. Journal of Economic Literature R58 Regional Development Policy

A COLLECTION OF SLIDES ON RURAL ECONOMIC DEVELOPMENT AND PUBLIC POLICY

**DAVID L. DEBERTIN
UNIVERSITY OF KENTUCKY**

INTRODUCTION

- 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 PowerPoint.
- 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.

INTRODUCTION

- 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



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.

INTRODUCTION

- 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:

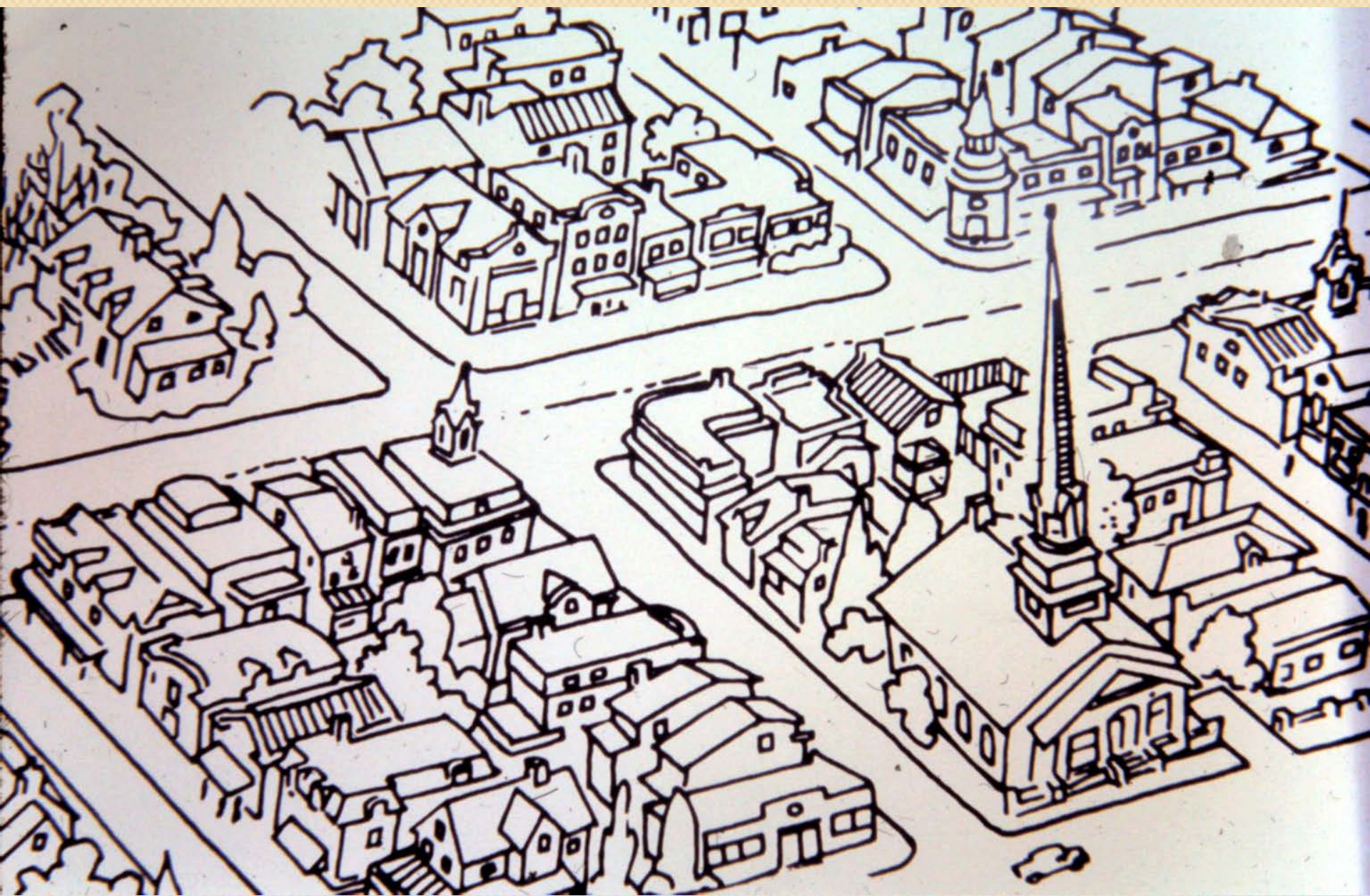
**A RURAL AREA
MAY INCLUDE :**



FARMS



Small Towns Under 2500 people



Moderate Size Towns Up to 10 - 20,000 People

BUT EXCLUDES



Major urban centers



People

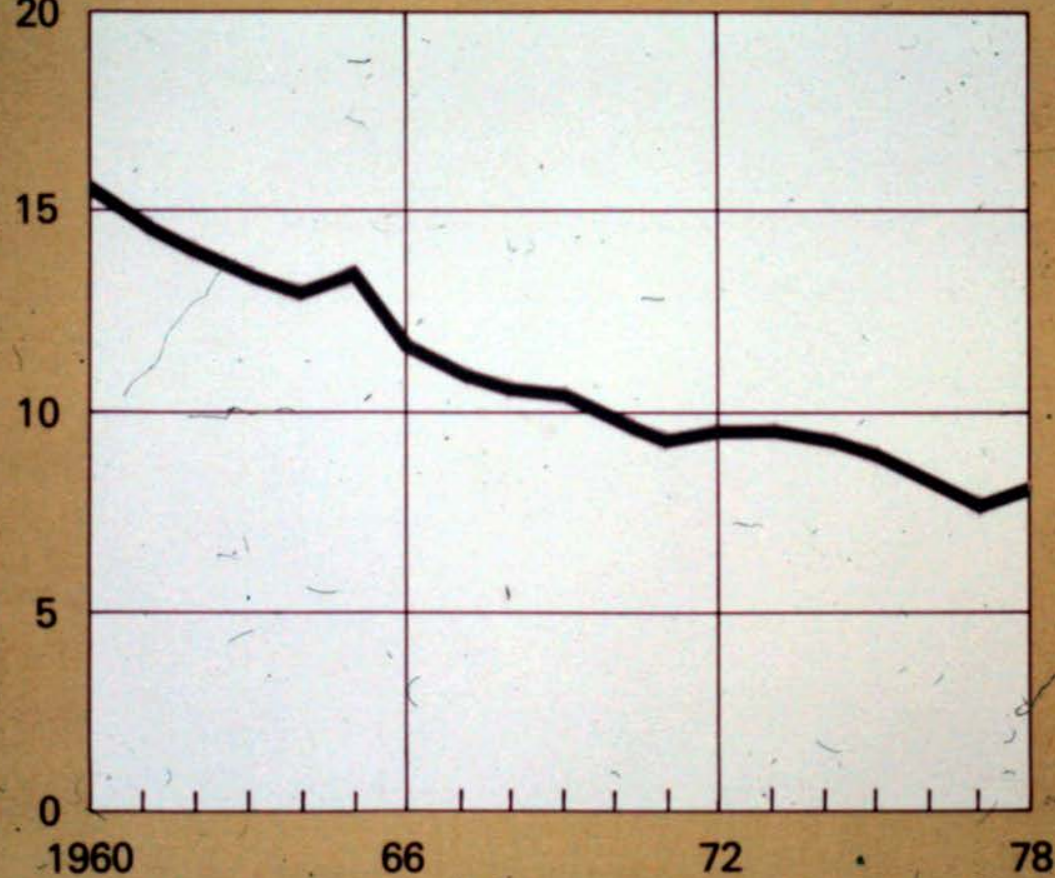


Some have jobs in Agriculture

FARM POPULATION

MIL.

20



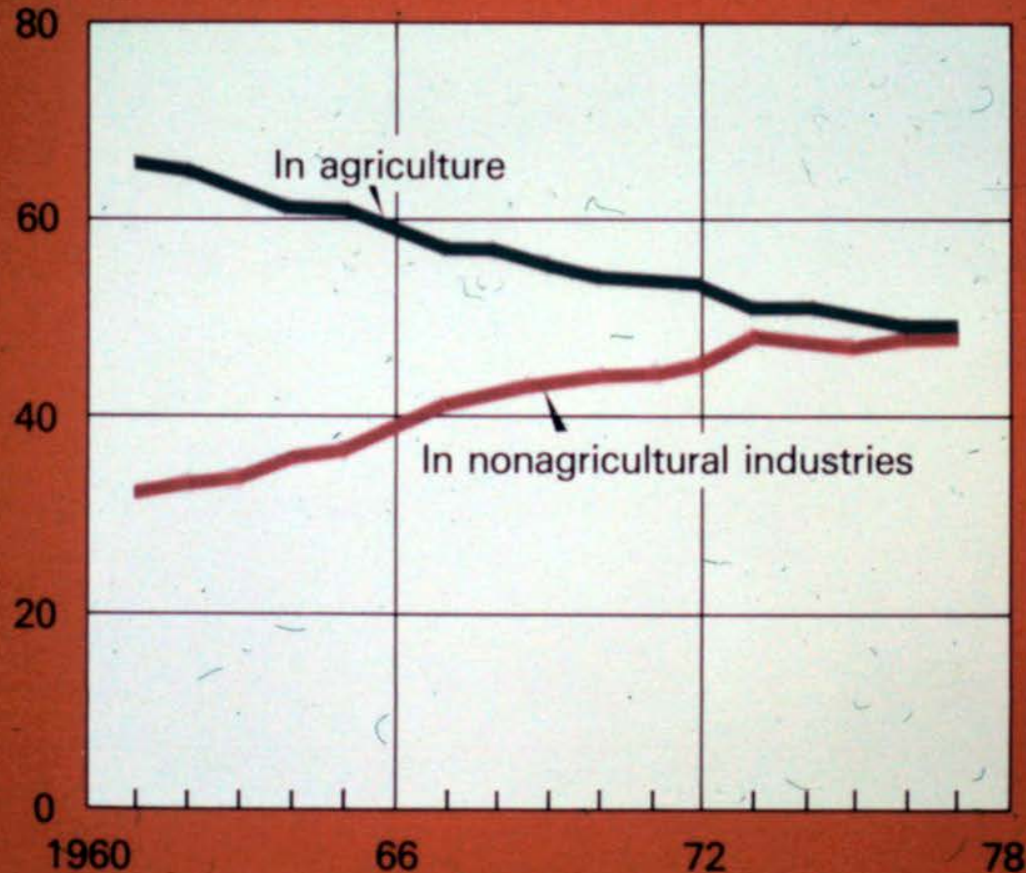
1978 preliminary.



Some have jobs outside of Agriculture

EMPLOYMENT OF FARM RESIDENTS

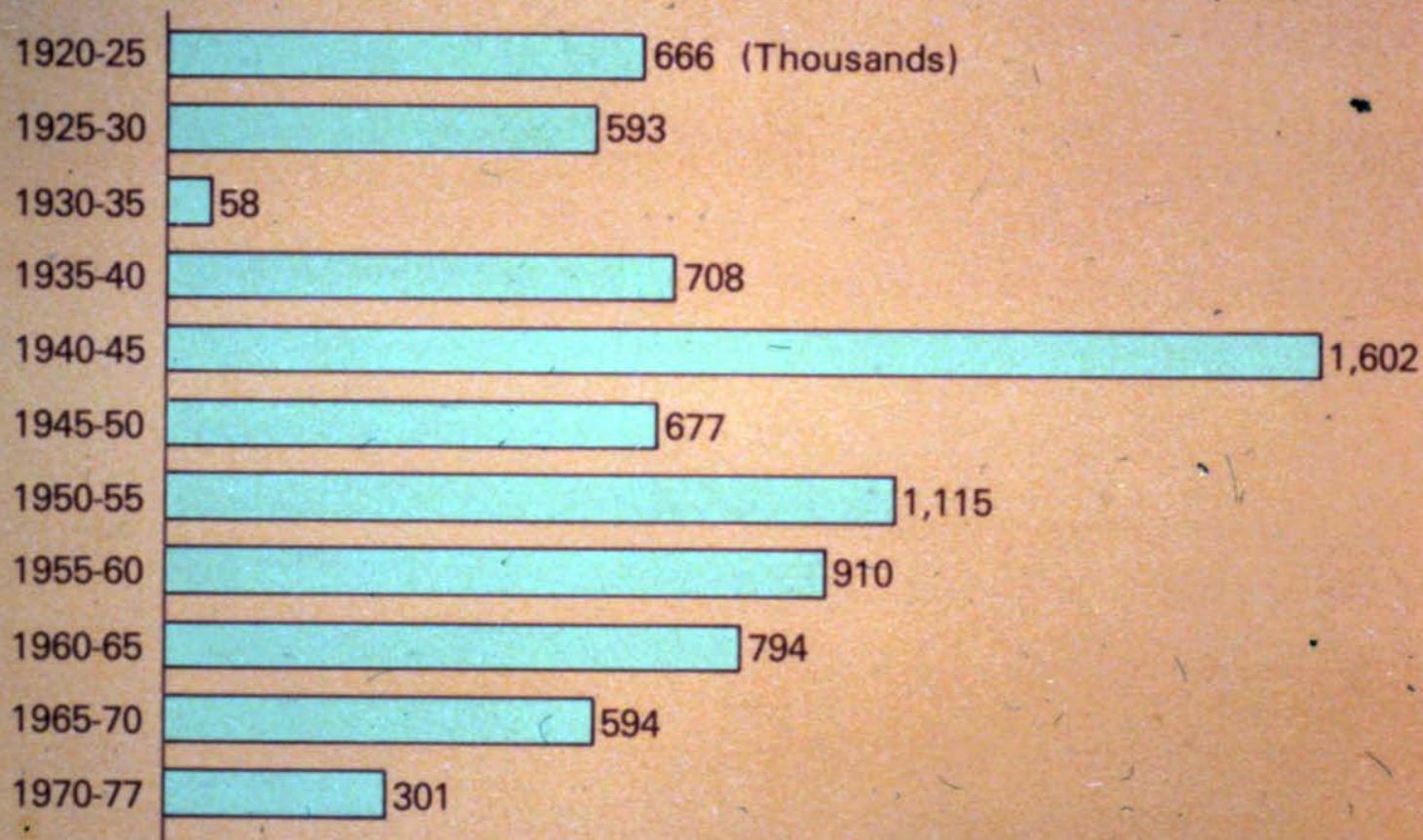
% EMPLOYED



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

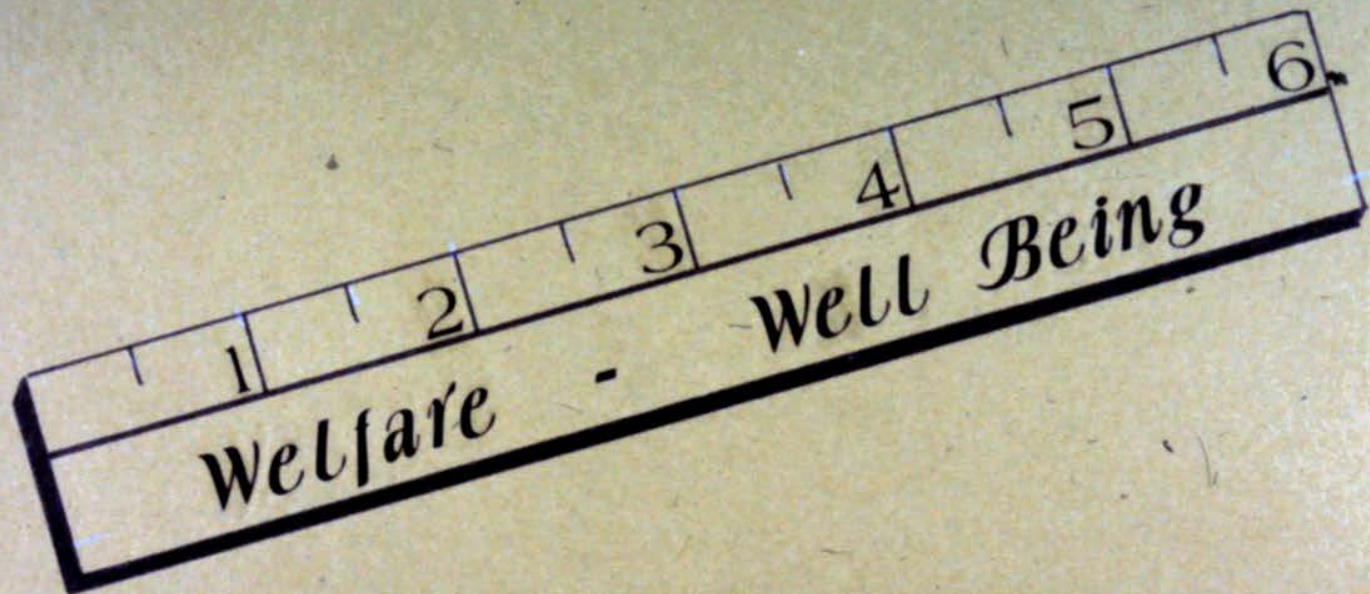


Net change through migration and reclassification of residence from farm to nonfarm because agricultural operations ceased or were begun.

**Economic Development is
usually defined as :**



An Increase in people's welfare or well being



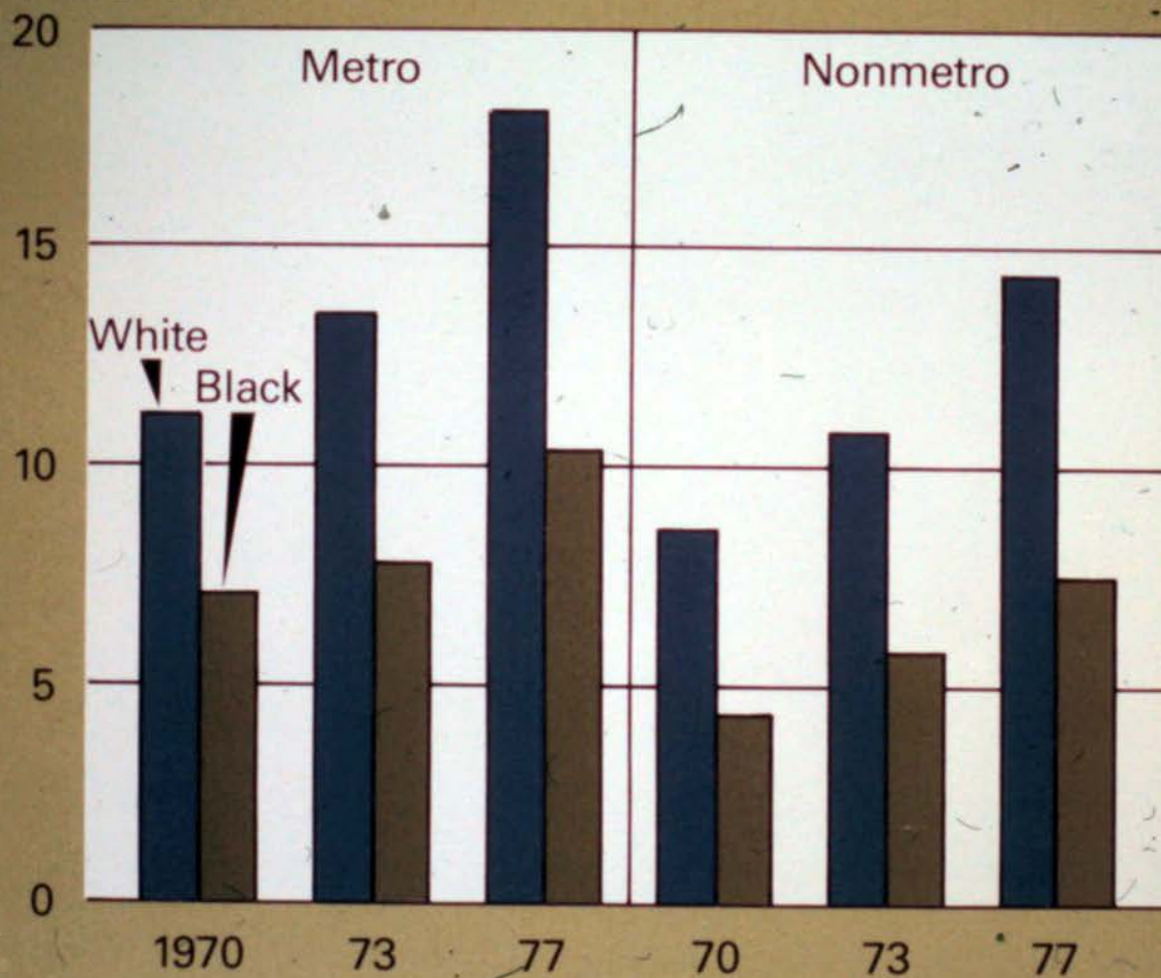
Which, we often use as a measuring stick ...



Peoples' Incomes

MEDIAN FAMILY INCOME

\$ THOUS.



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**

GROWTH



DEVELOPMENT

People often confuse growth with development

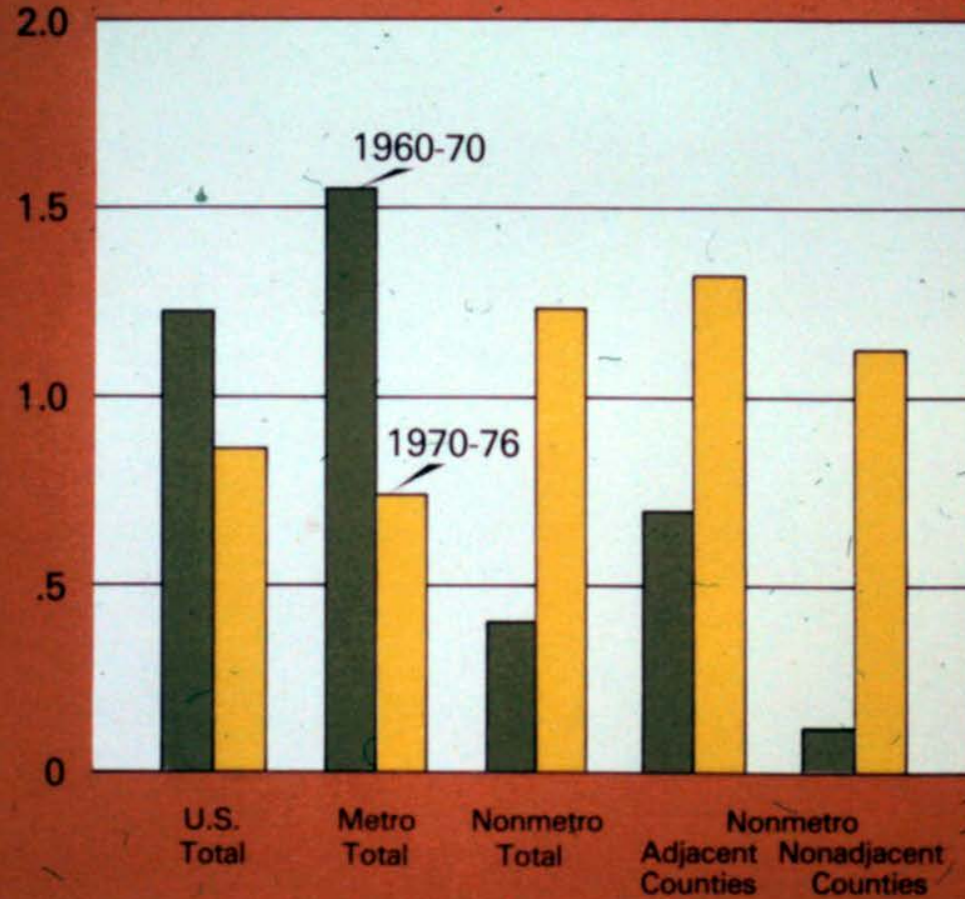
**ECONOMIC GROWTH IN
RURAL AREAS MAY INCLUDE:**



Population growth

POPULATION CHANGE

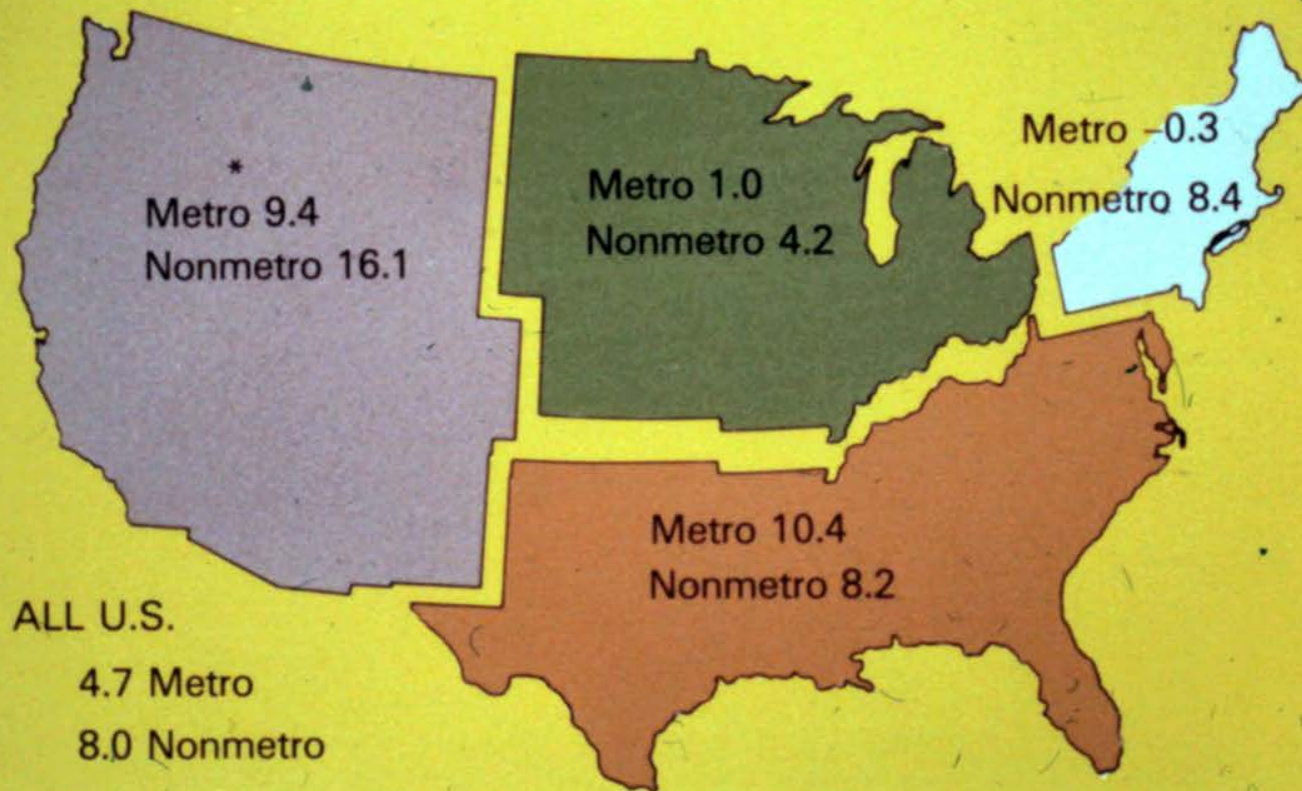
PERCENT



ANNUAL AVERAGES

Adjacent counties refer to those bounding standard metropolitan statistical areas as defined in 1974. Source: U.S. Bureau of the Census.

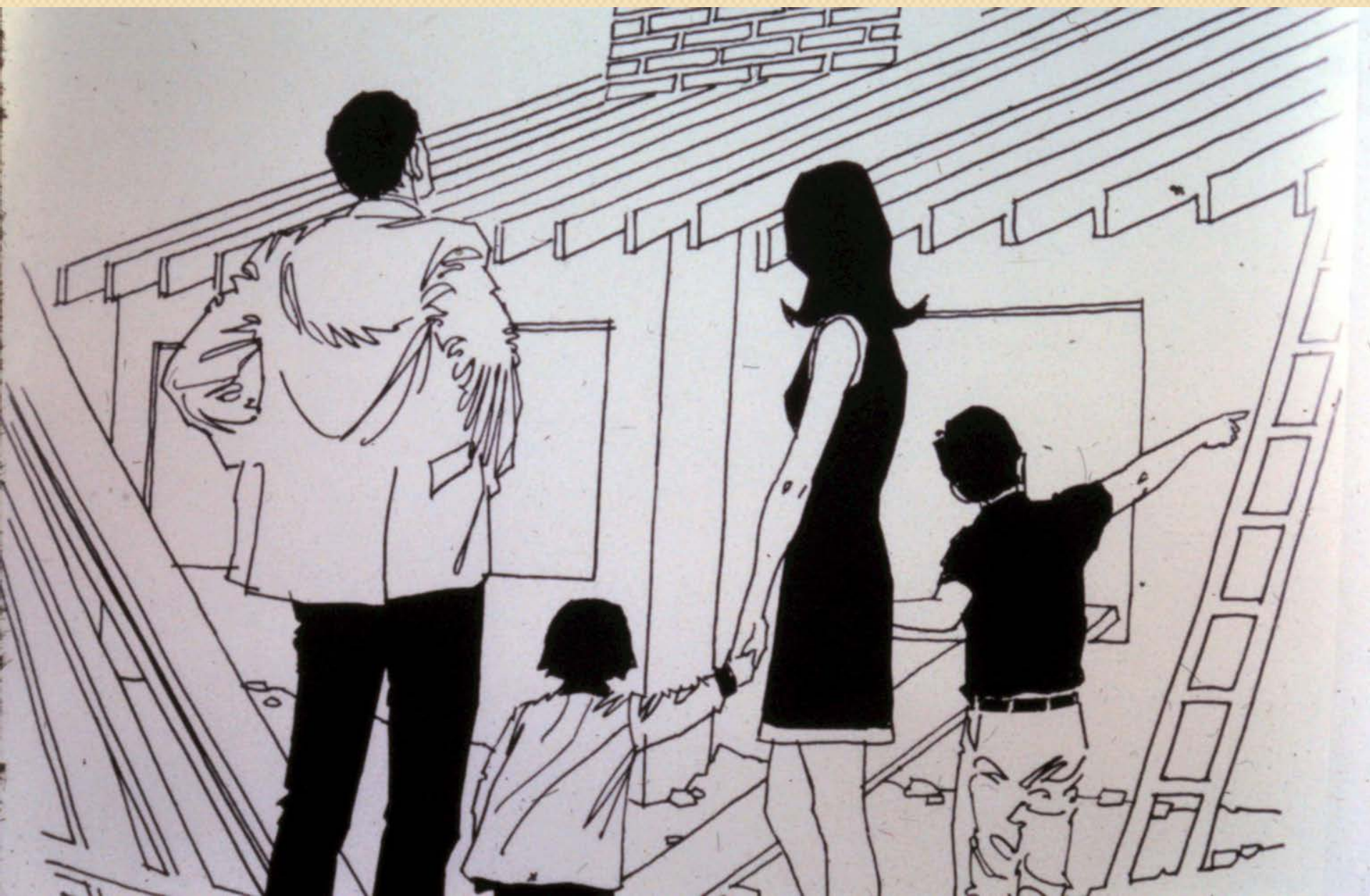
REGIONAL POPULATION GROWTH, PERCENTAGE CHANGE, 1970-76



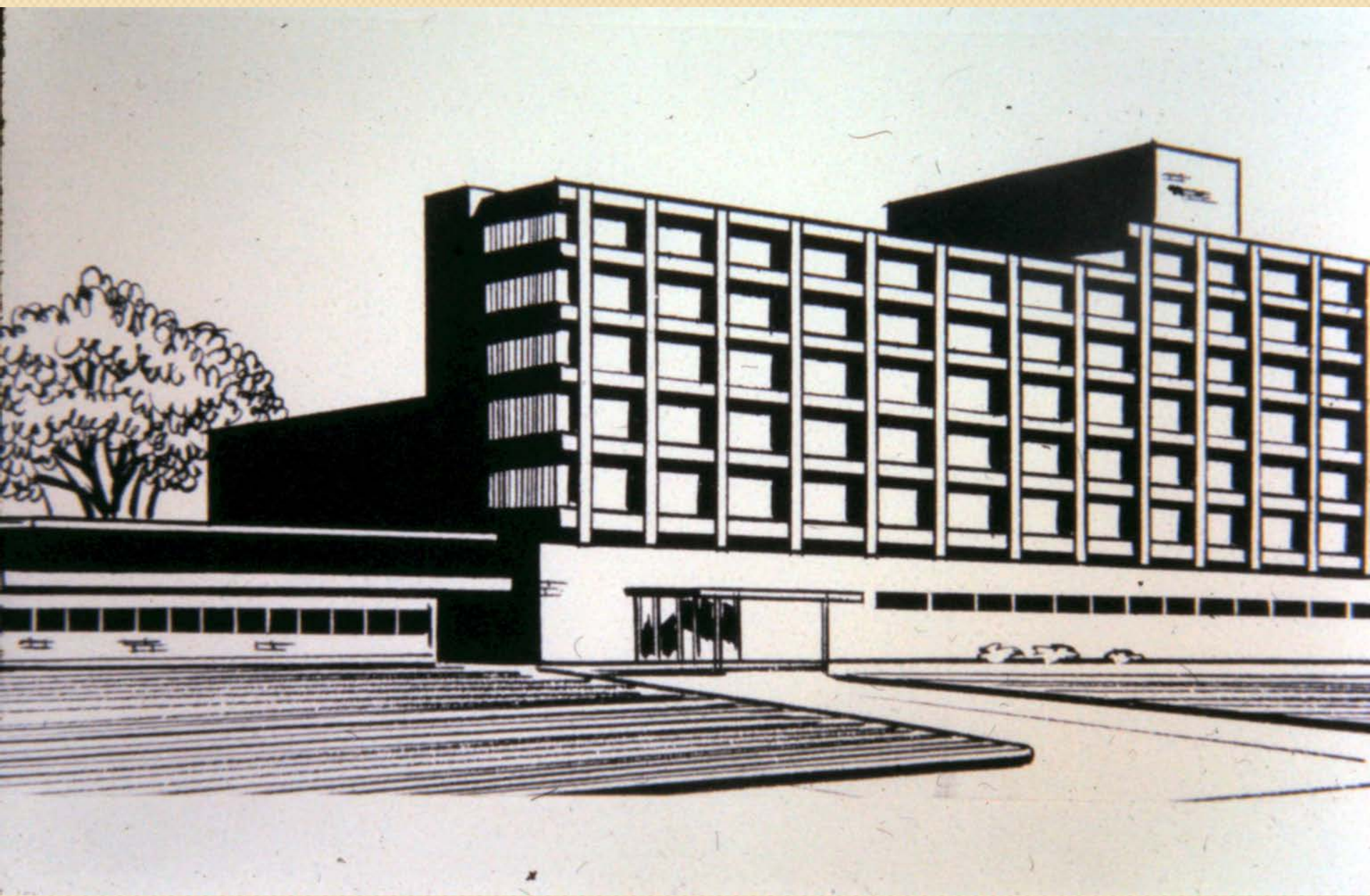
*Includes Alaska and Hawaii.



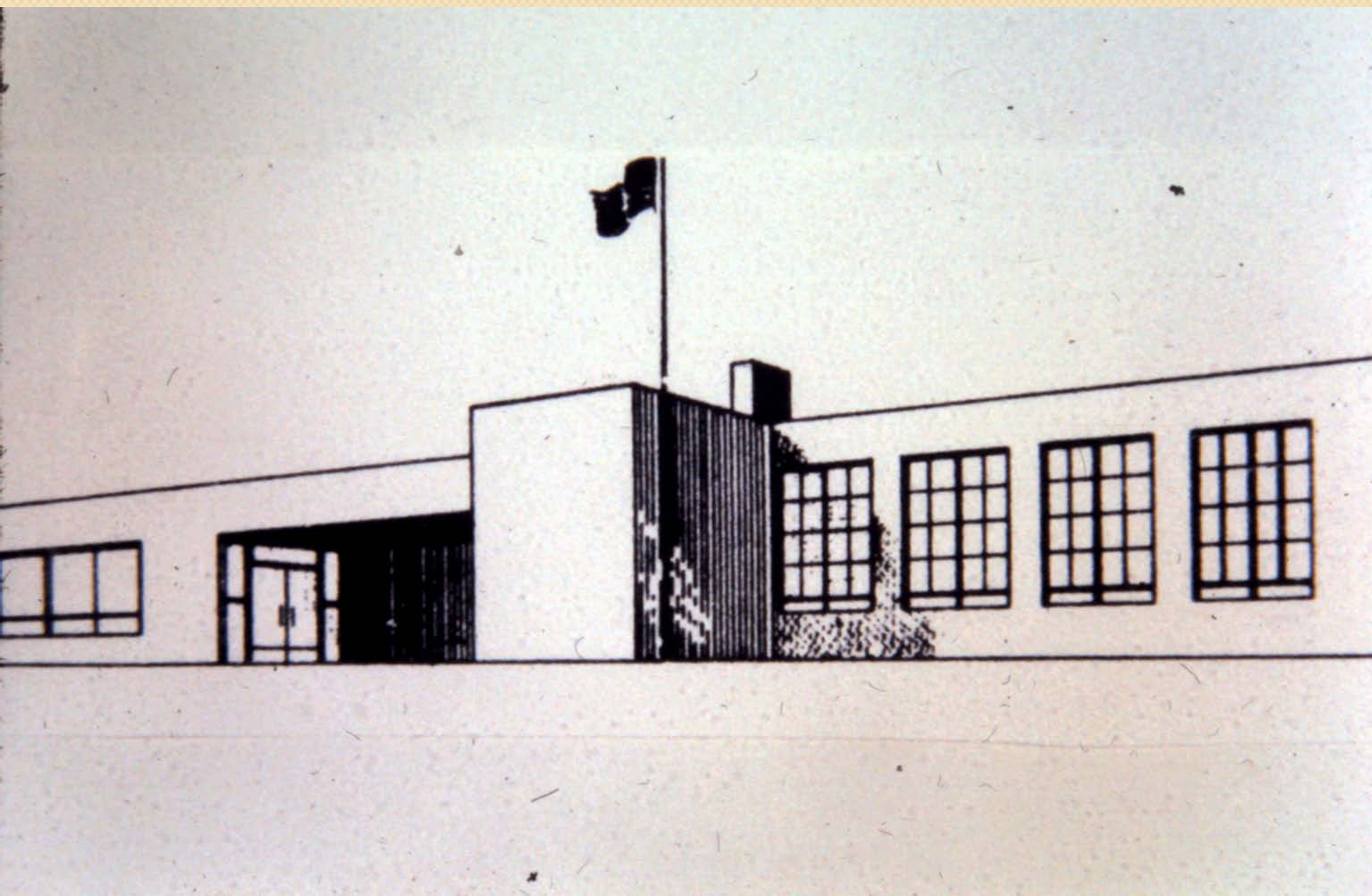
INCREASES IN EMPLOMENT LEVELS



New Housing and Residential Developments



New Factories and Businesses



More Schools



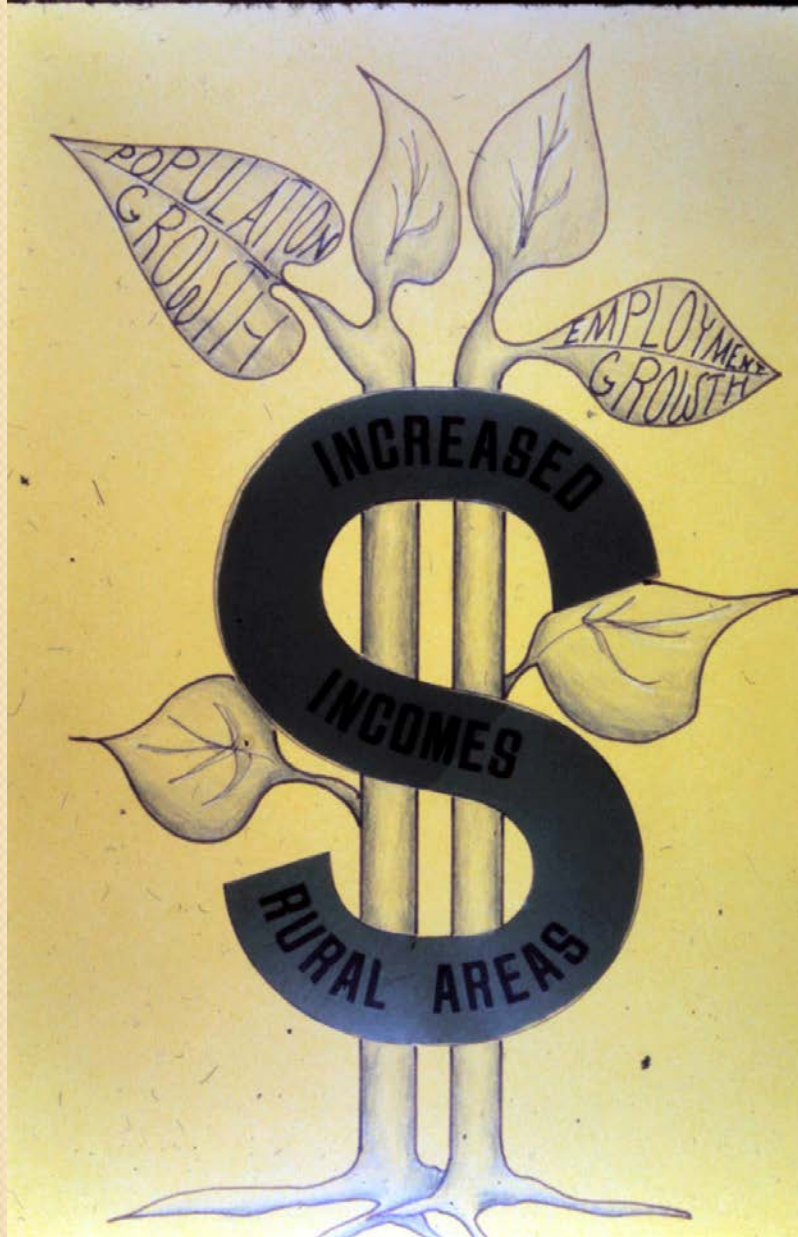
Additional Fire and Police protection



More and better streets, water and sewer services

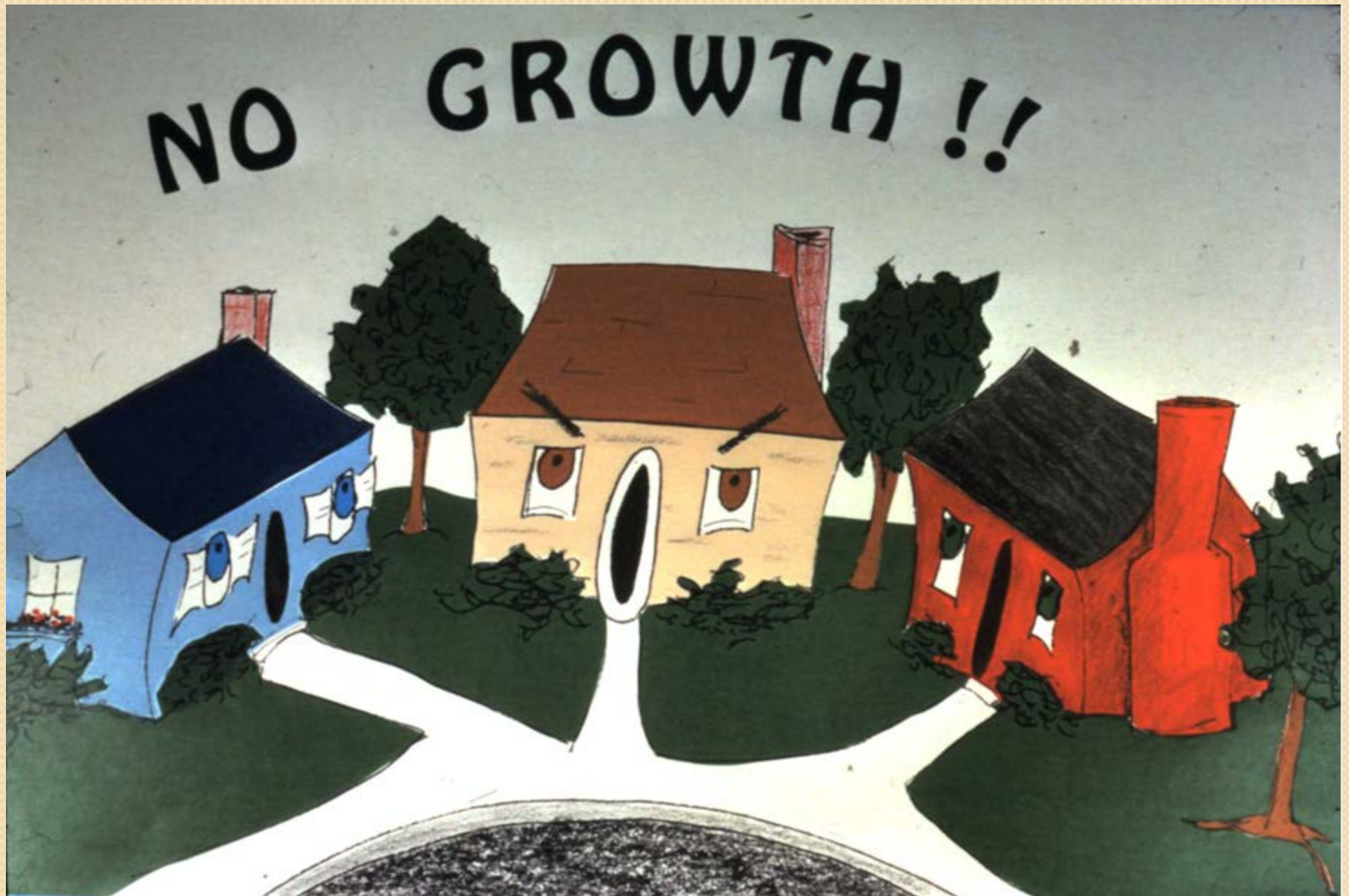


But also, more crime and pollution

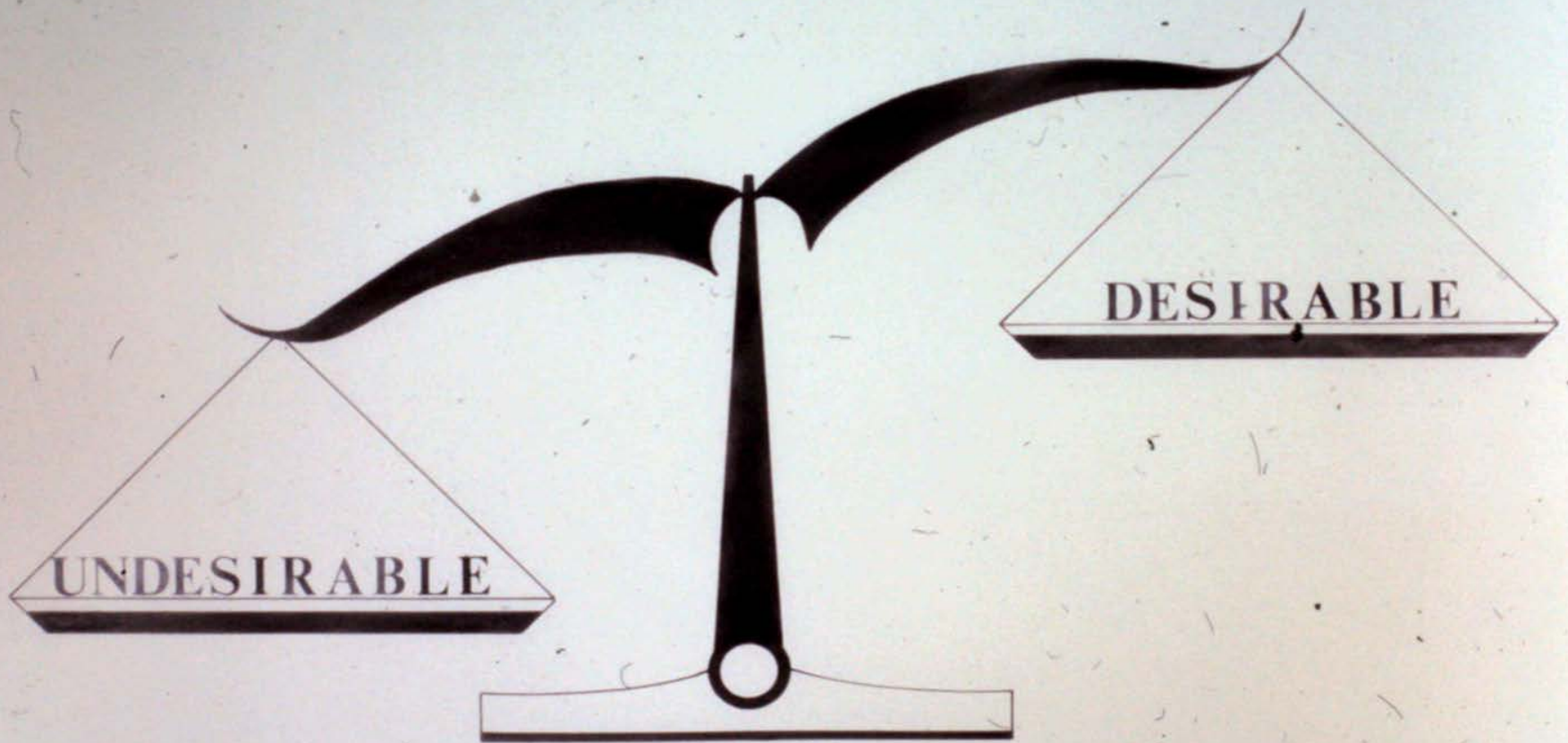


Population and Employment Growth may lead to increased incomes in rural areas.

But Not Always



Some Communities don't want growth

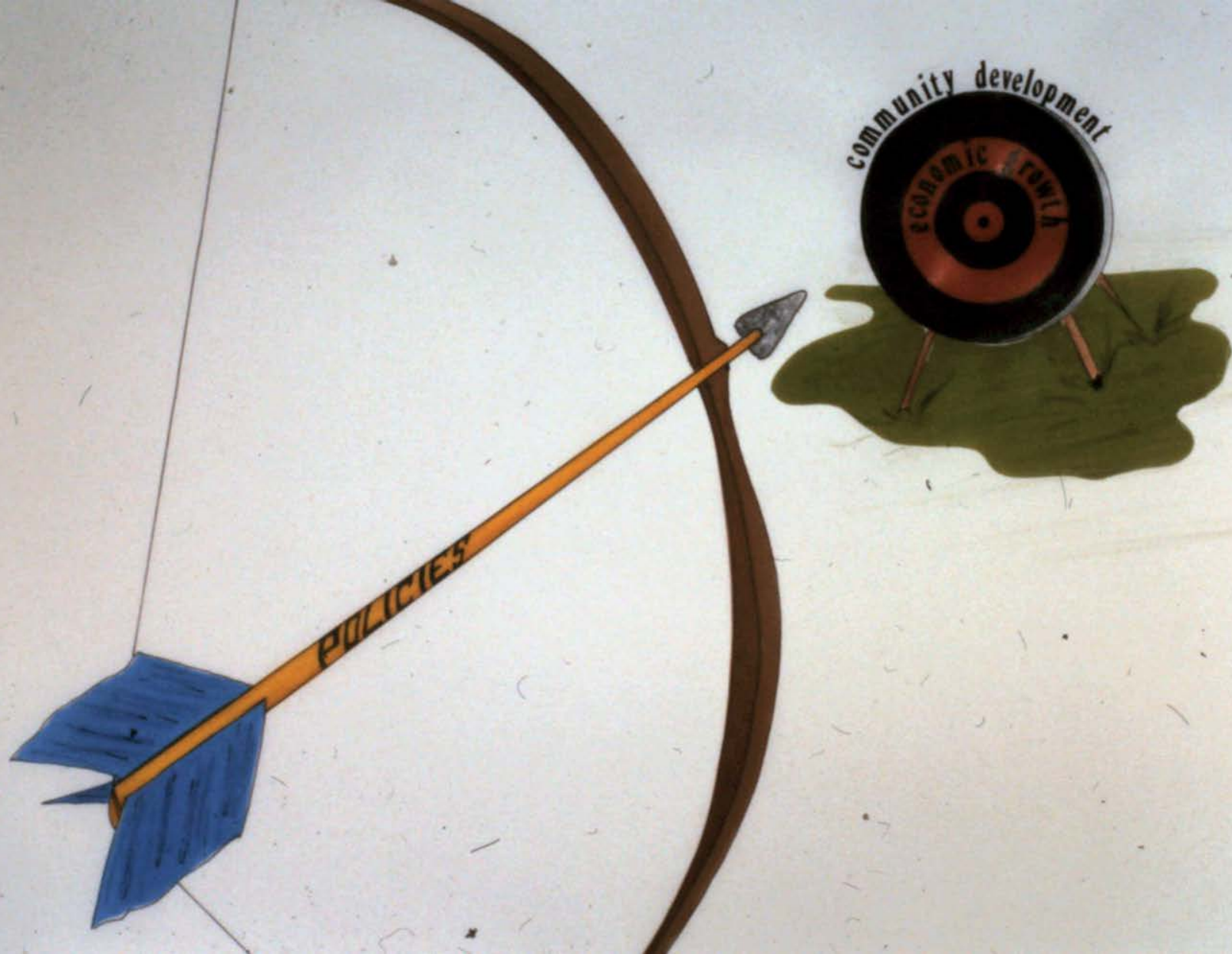


They feel that the undesirable aspects of growth outweigh the desirable

COMMUNITY DEVELOPMENT



WITH

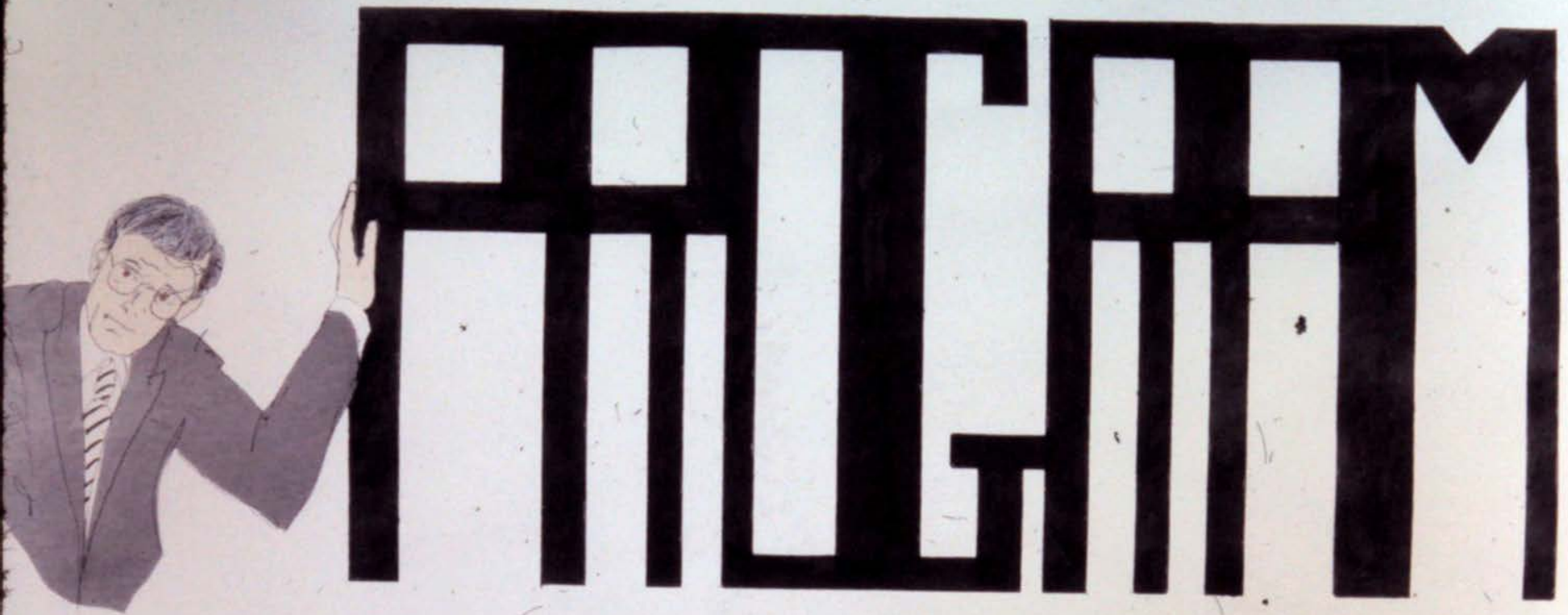


Policies aimed at influencing economic growth and development in a community



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:

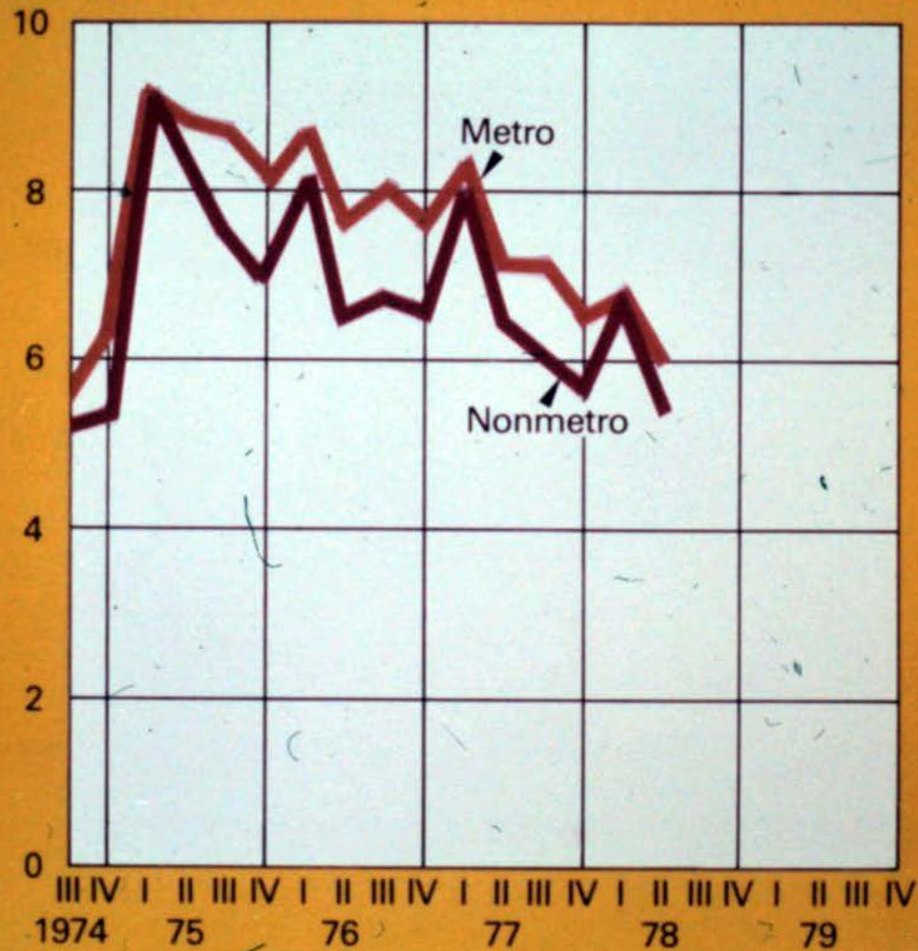
SUPPOSE THE PROBLEM IS



Not enough jobs for people in the community

UNEMPLOYMENT RATES FOR METRO AND NONMETRO AREAS

PERCENT



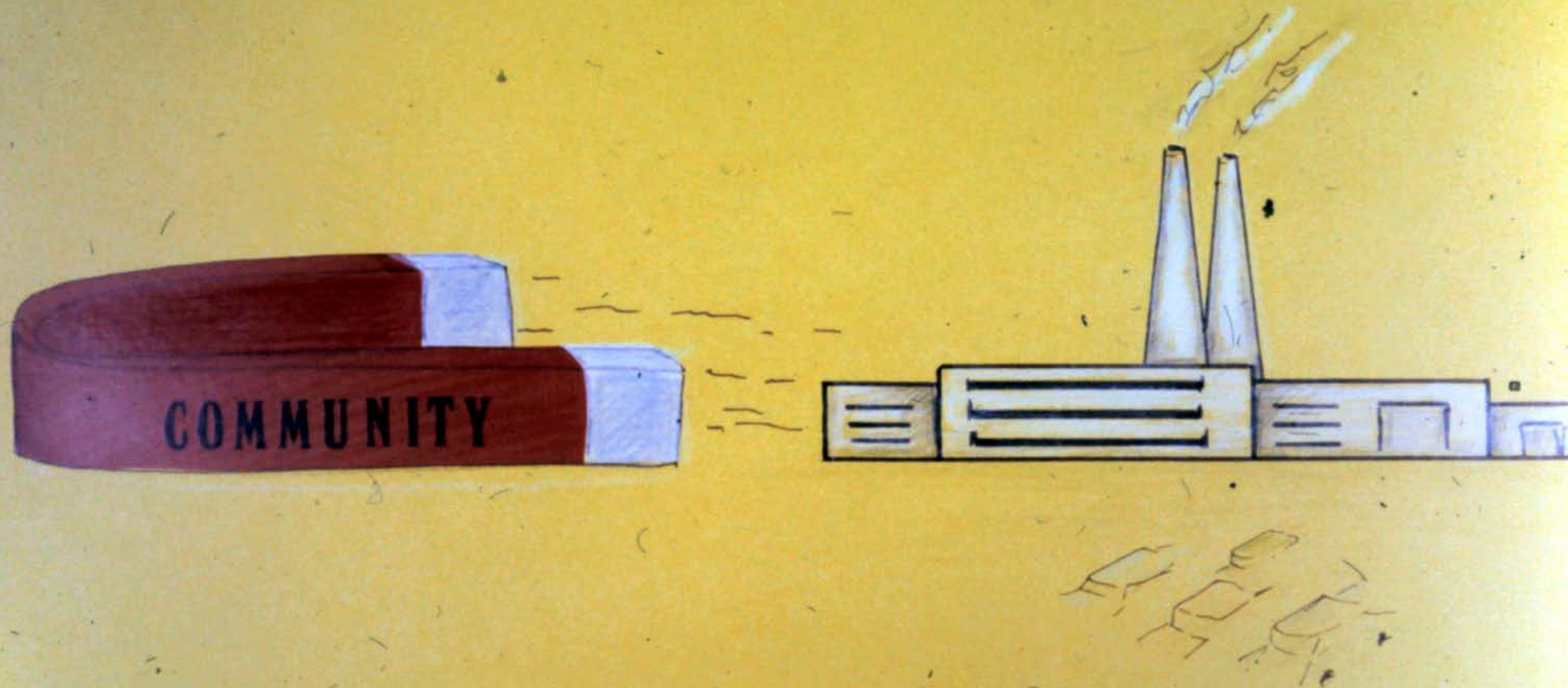
Quarterly data. Source: Bureau of Labor Statistics.

**There are a number of
ALTERNATIVE SOLUTIONS
to the problem**

For Example



One solution would be to encourage the people who don't have jobs to leave the community



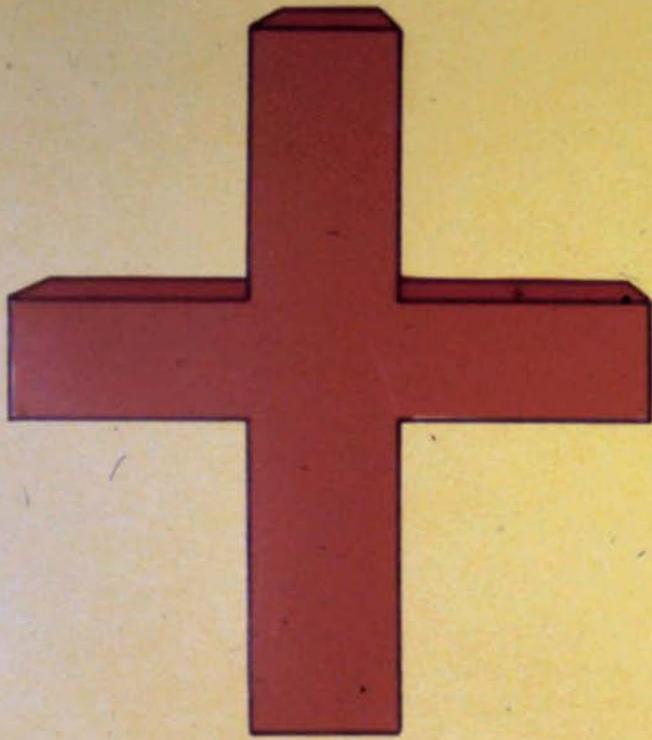
A second solution would be to try to attract a new plant to employ these people



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*



CONSEQUENCES

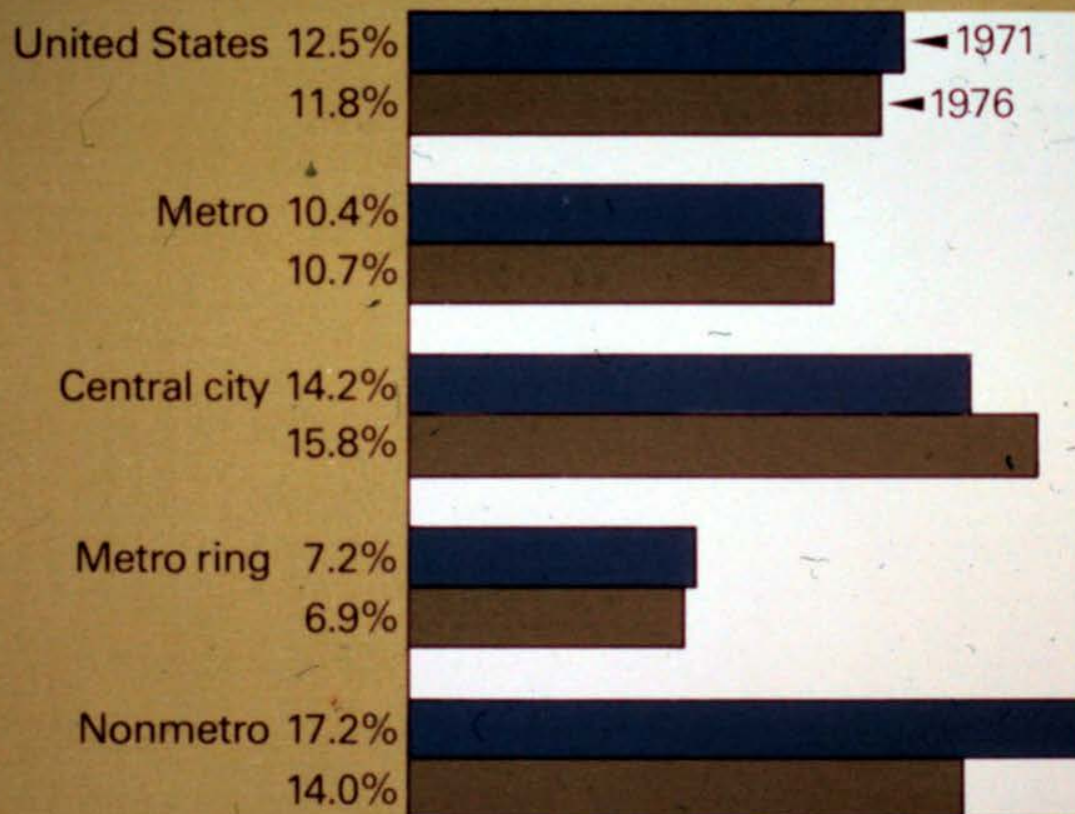
Some of these consequences are positive,
but some are negative.

For Example



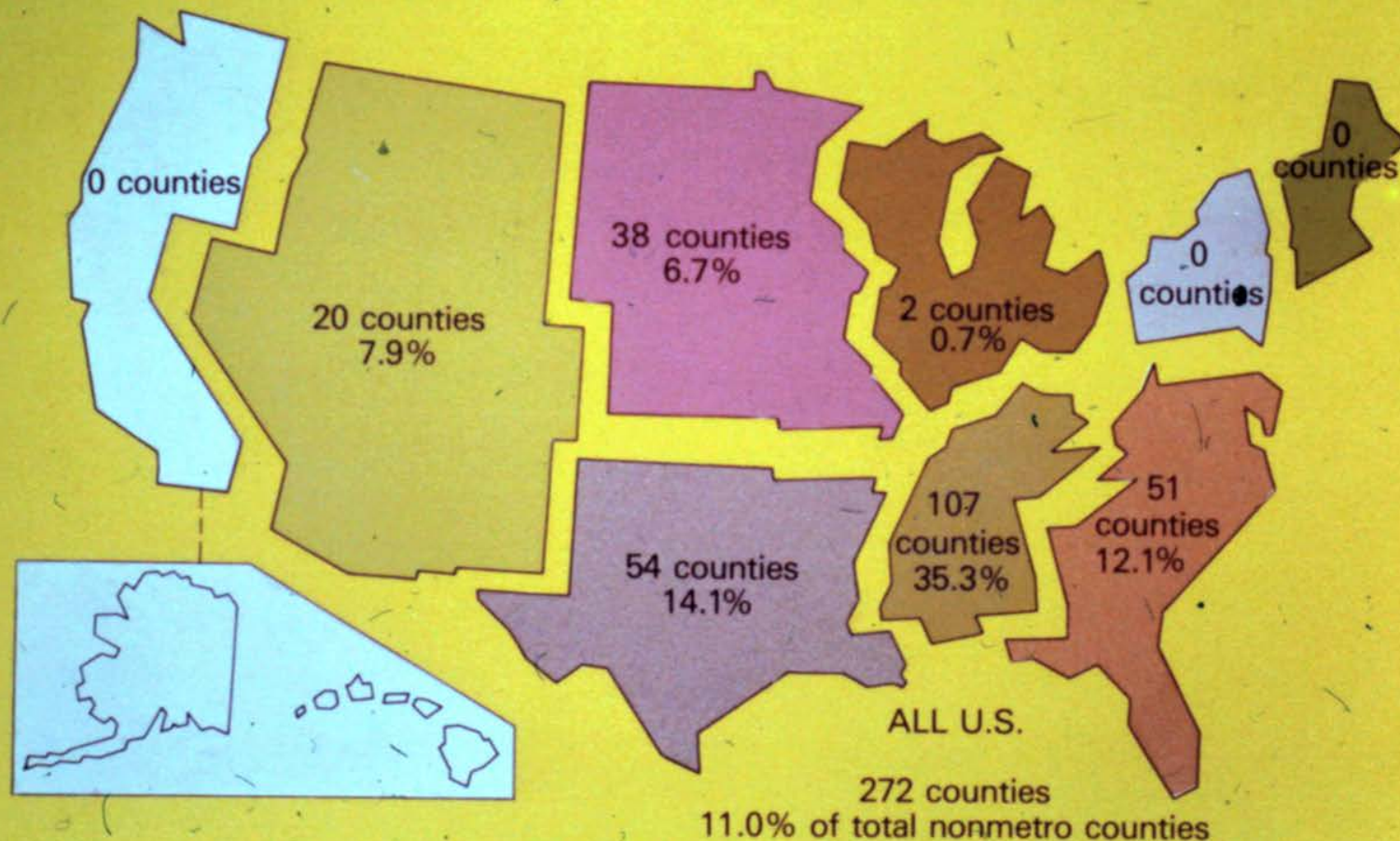
If people leave the community, the cost of unemployment and welfare programs will diminish.

PERSONS IN POVERTY

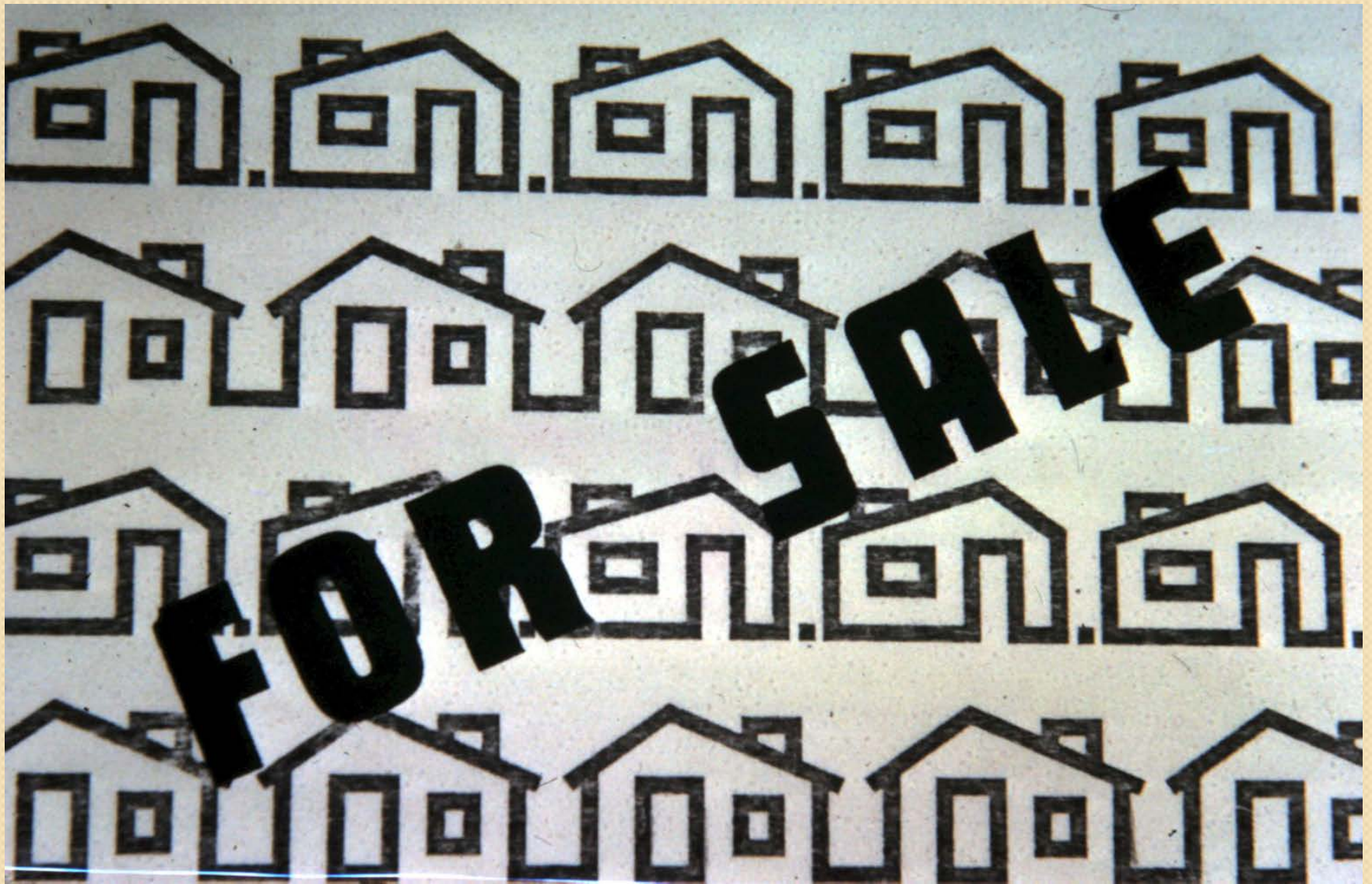


Total civilian noninstitutional population. Source: Bureau of the Census.

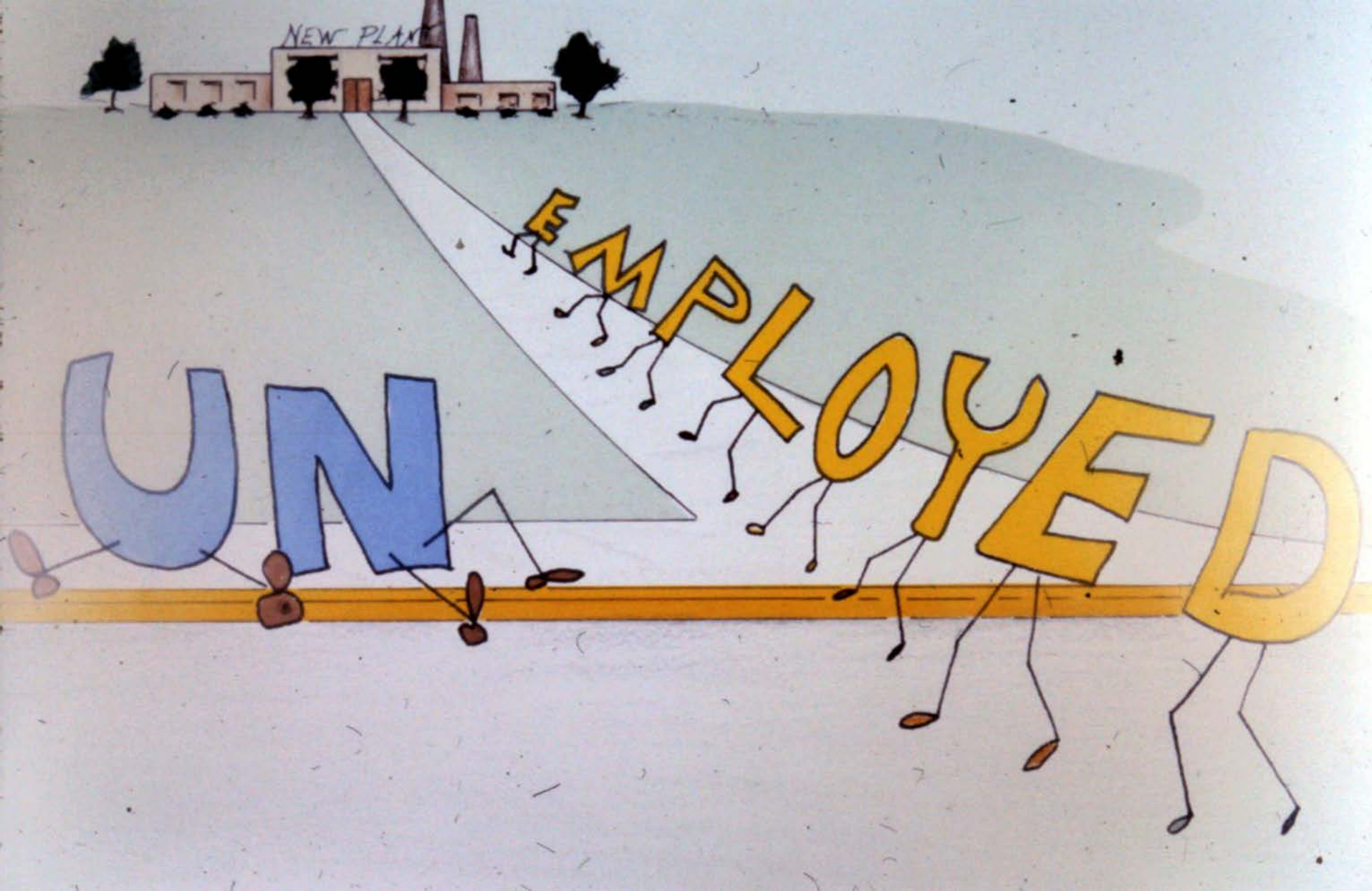
NONMETRO COUNTIES WITH LESS THAN \$3,500 PER CAPITA INCOME



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

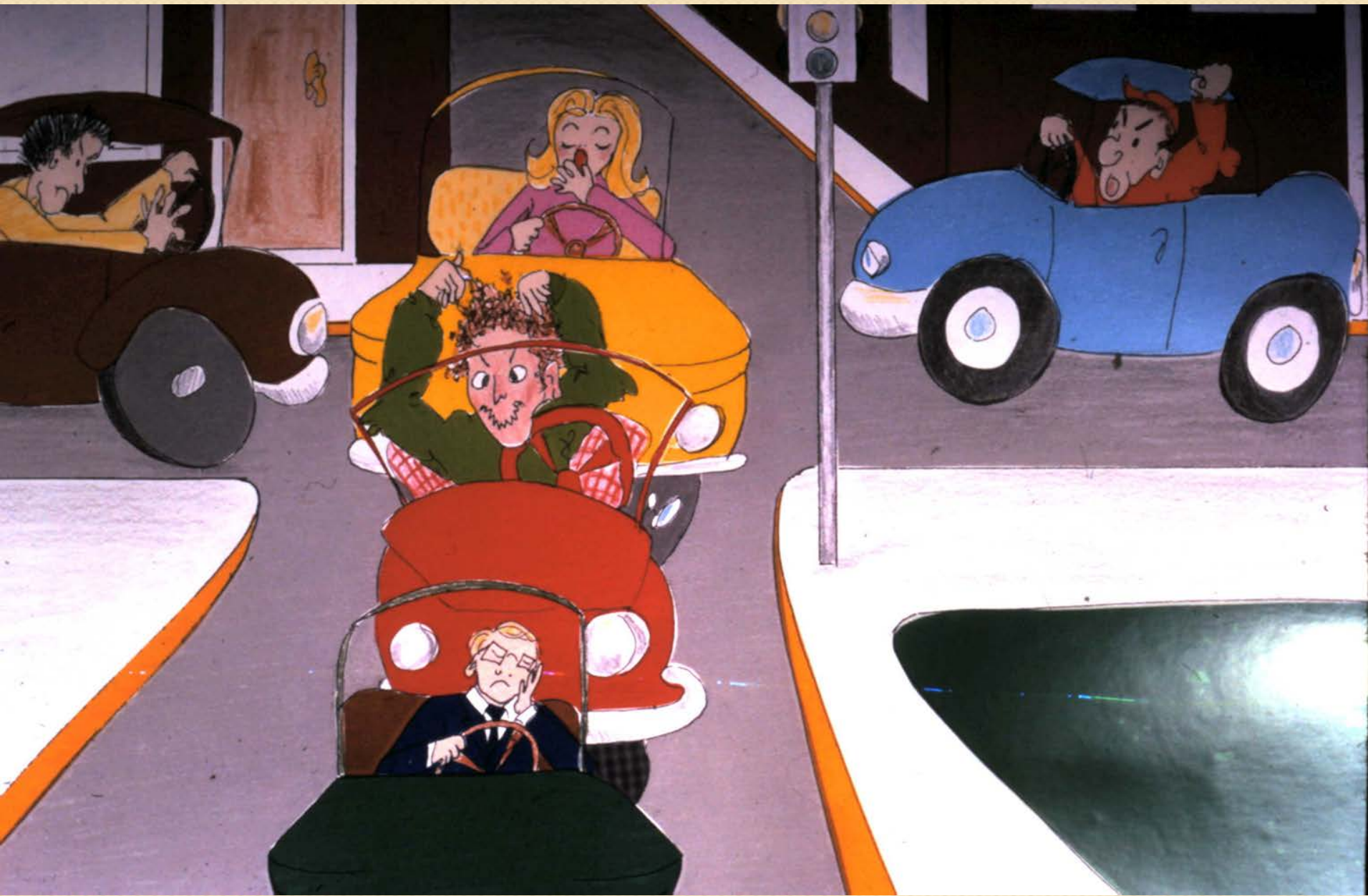


PUBLIC SERVICES

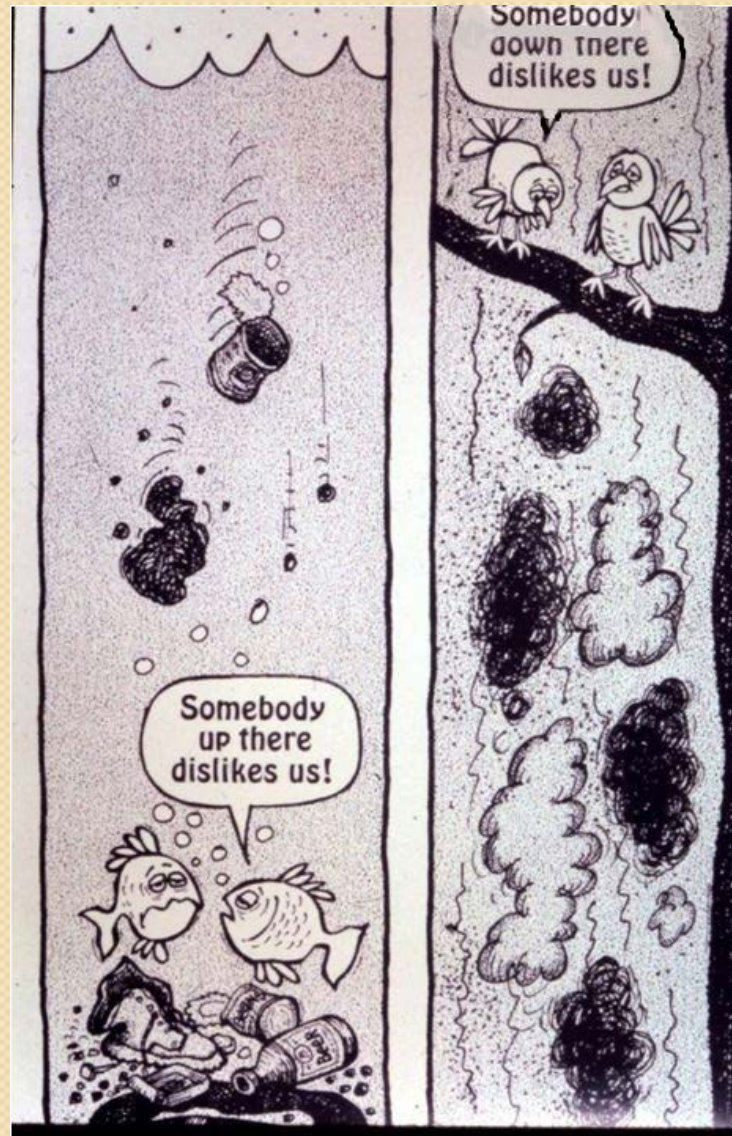
More people require more public services



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

The word "TAXES" is rendered in large, bold, 3D block letters. The top surface of each letter is a bright yellow. The vertical sides of the letters are a dark reddish-brown. The letters are positioned on a light-colored, slightly textured surface, and they cast long, dark, triangular shadows that point downwards and outwards, creating a sense of depth and weight. The overall style is reminiscent of mid-20th-century graphic design.

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

SOLUTION

An individual proposes a solution to the problem
using a combination of . . .

FACTS / VALUE JUDGMENTS



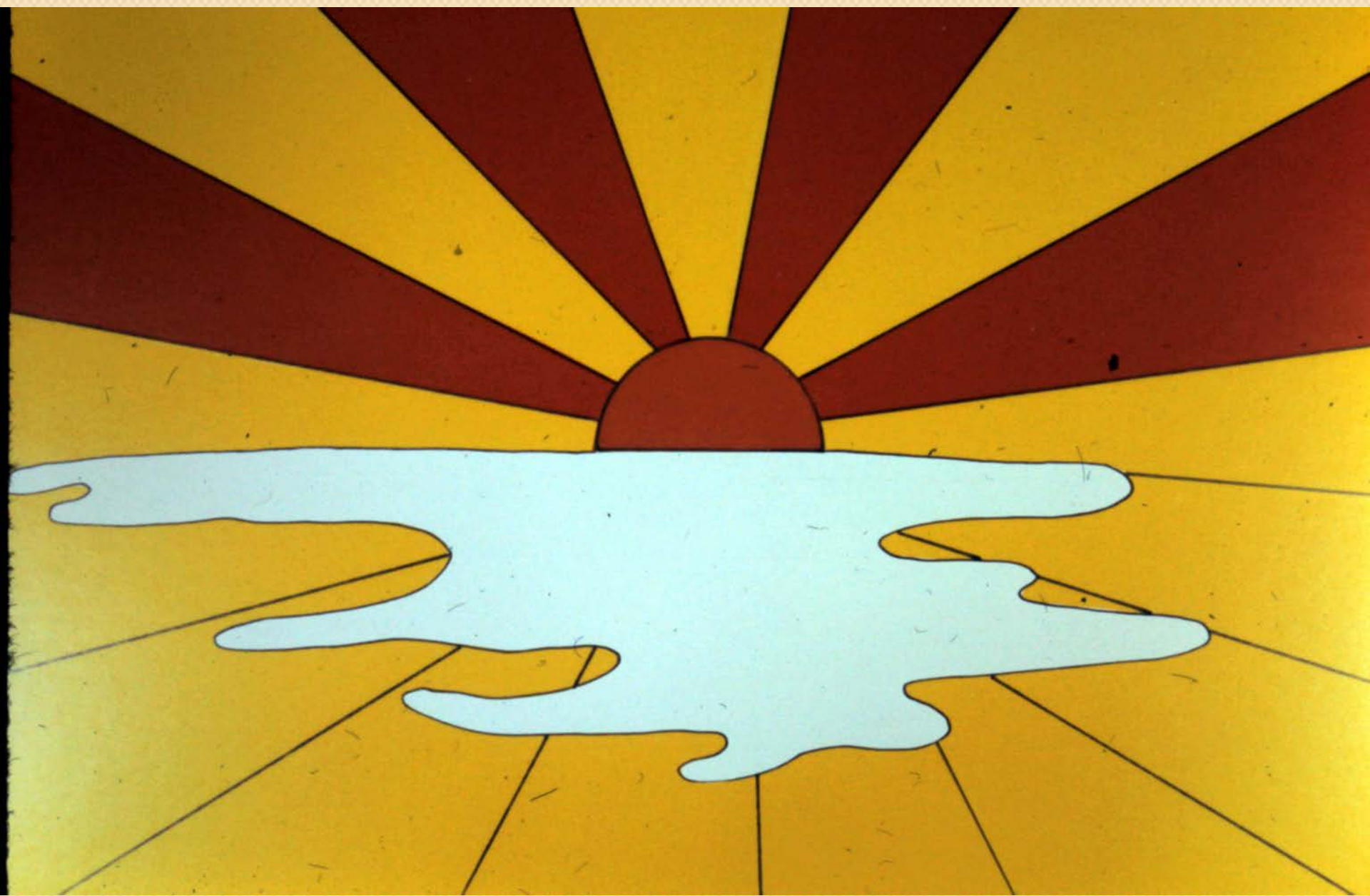
Facts and value judgments



Facts are easy to deal with



A Fact!

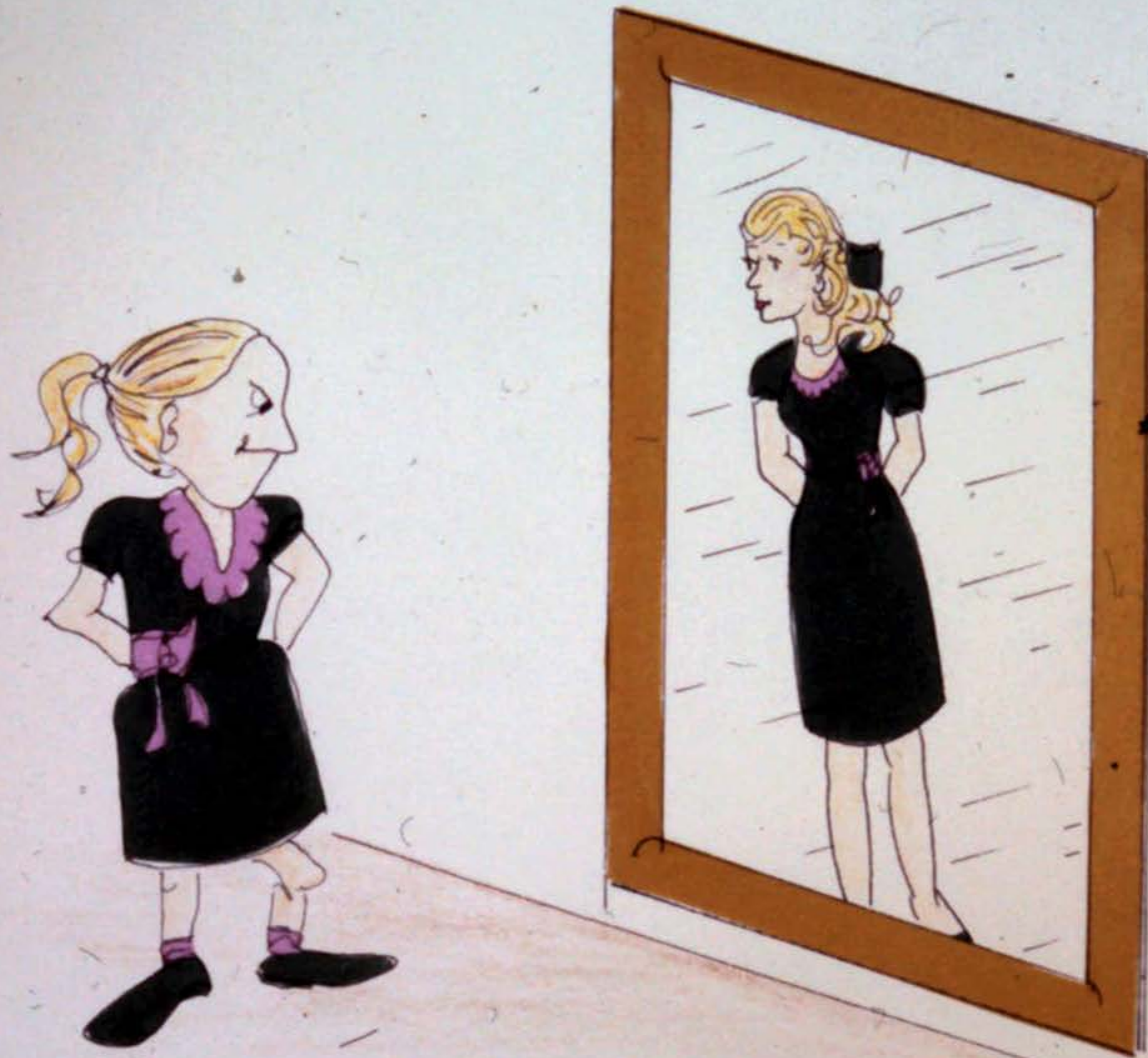


The sun rises in the East . . . A Fact!

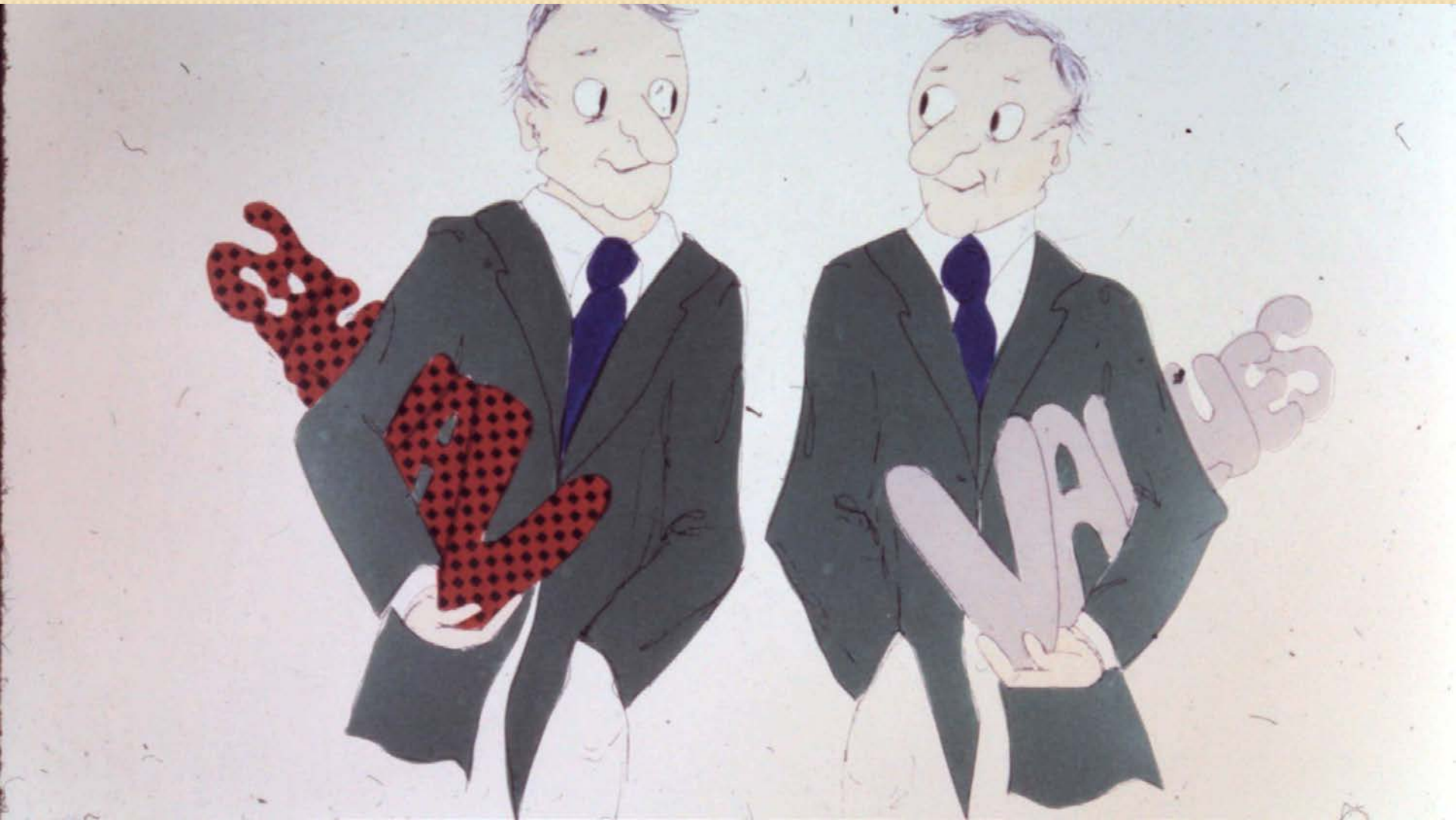


Only the Uninformed dispute them

VALUE JUDGMENTS
are very difficult to
deal with



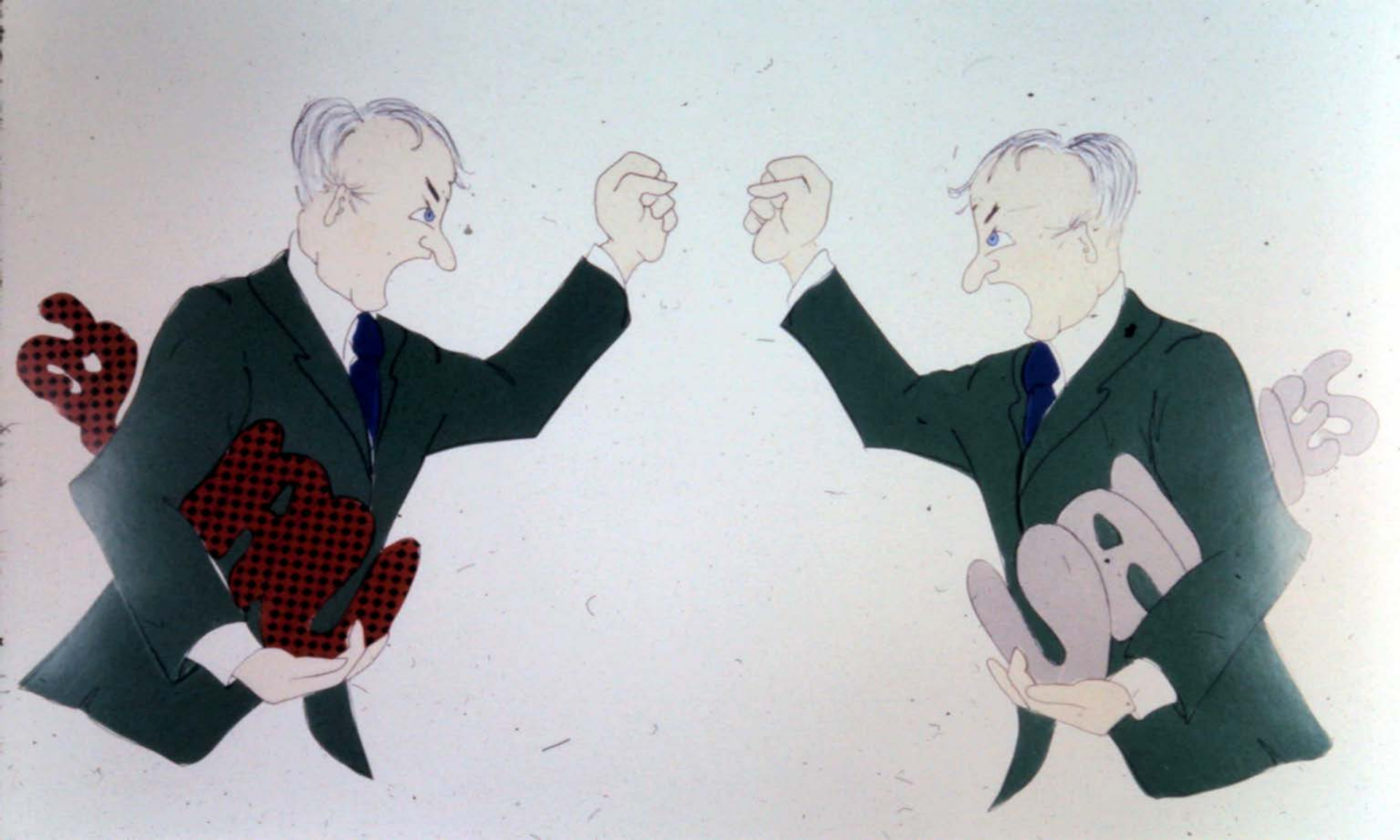
The girl is pretty-- we see ourselves as we would like to be,
Not as others see us!



No two individuals hold identical values

**This is true even though
both individuals may be:**

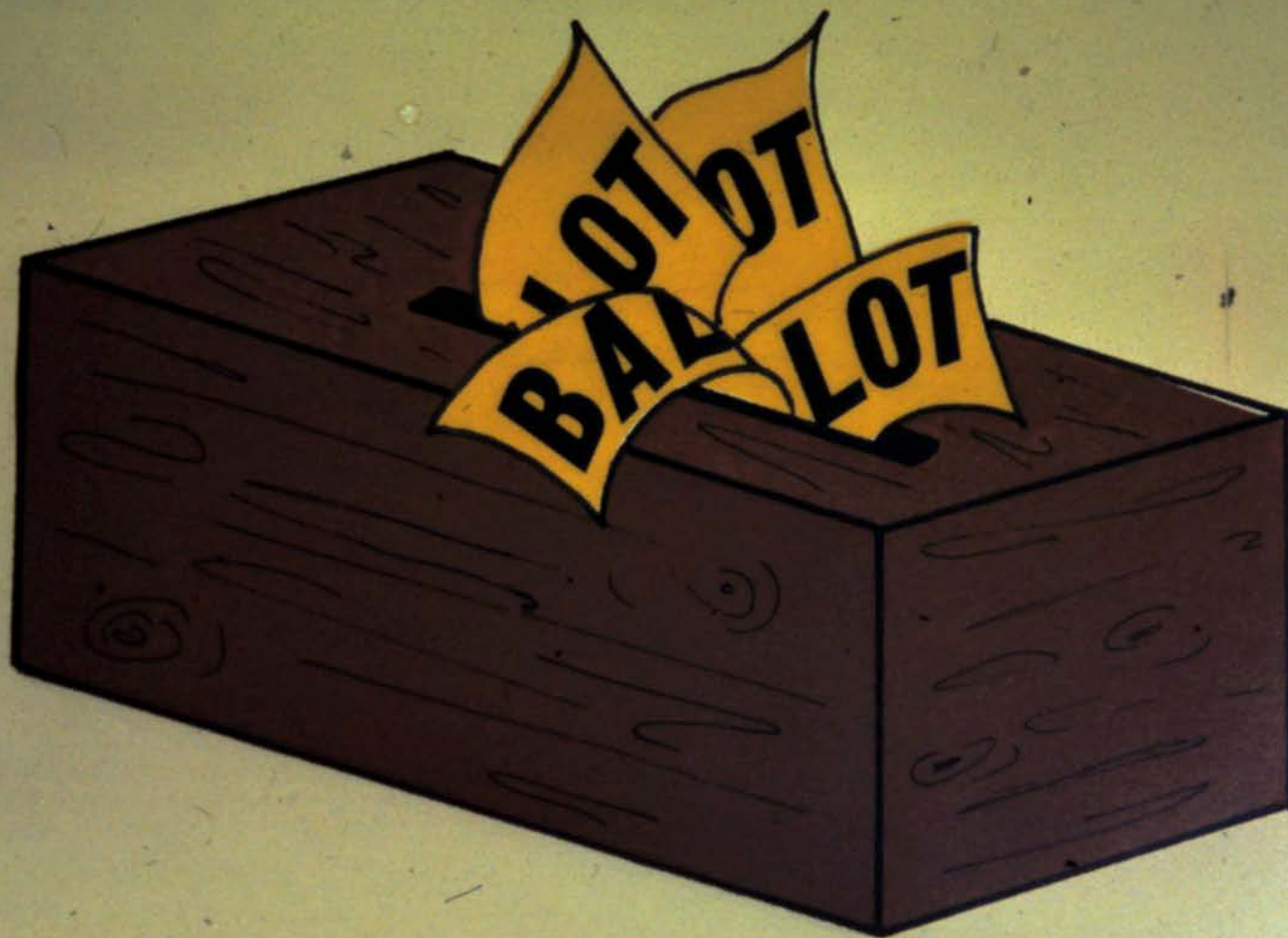
Well Educated
&
Informed



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.

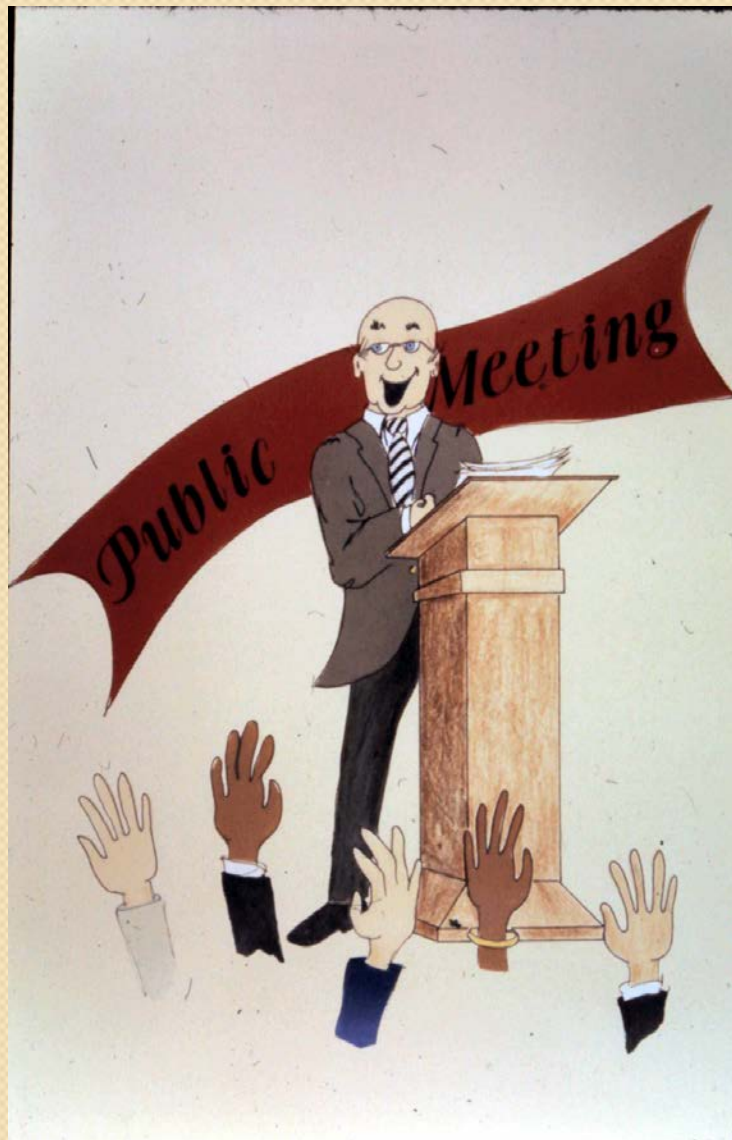
They do this through:



Voting at the ballot box



Contacting public officials



Public meetings and forums

THE END