



DR. CHERYL BURKHART-KRIESEL

RURAL PROSPERITY NEBRASKA EXTENSION SPECIALIST

Rural New Resident Recruitment and Retention

Marketing Hometown America

Community Benefits:



Marketing HomeTown America empowers communities to create a vision to grow. Designed as a tool to develop dialogue that moves to action, it can be the spark to help a rural community see itself in a new way – through the eyes of a new resident. Previous community members talk about the program at:

<https://youtu.be/Si7515qgd6I>

PROFILE

Burkhart-Kriesel began working at the Panhandle Research and Extension Center in 1998 as a UNL Learning Center Coordinator. In 2001 she moved to a statewide community development specialist position with emphasis in western Nebraska. Her primary research, funded by two USDA grants, has focused on rural new resident attraction and retention. The research was translated into a community process, *Marketing Hometown America*, that is currently being implemented in eight states. In addition, she co-created, *Red Carpet Service*, which helps front-line staff meet the needs of visitors and guests with targeted service techniques for short-term positive economic impacts and longer-term relocation implications.

Burkhart-Kriesel is also a member of the research team which generates the Nebraska Rural Poll.

Starting July 1, 2020, she has been providing expertise to the IANR driven Rural Prosperity Nebraska

CONTACT

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Tourism Development

Tourism is third largest business sector, but it often gets overlooked in our state's economy. By increasing referrals and sharing local attractions with guests, more time can be spent in the state which generates additional business income. *Red Carpet Service* goals are to: 1) improve customer service skills, 2) increase knowledge about local attractions and hidden treasures, 3) understand the economic impact of tourism in their community and 4) strengthen the critical role frontline staff have on local economic development.

Nebraska Rural Poll

The Nebraska Rural Poll is one of the longest running rural public opinion polls in the nation. Often cited by state and national policymakers and the media, the annual poll identifies regional and statewide trends. In 2020, the poll looks at how Nebraskans feel about overcoming disasters and hardships. More information can be found at

<https://ruralpoll.unl.edu>