What do you like about where you live?

What are the key employment challenges where you live?

Topics for Today

- Rural-urban divide
- Rise of remote work
- Utah's Rural Online Initiative (ROI) program
- The Impact of the ROI program
- What's next?

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Rural-Urban Divide

- Limited supply of (well-paying) jobs
- Negative net-migration
- Over-reliance on shrinking extraction industries
- High unemployment
- Limited (physical) higher educational options
- Poor infrastructure (especially broadband)
- Small industrial base
- High poverty
- Something not listed?
- Three or more factors?

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Net Migration by Age

Net Migrants per 100 Individuals
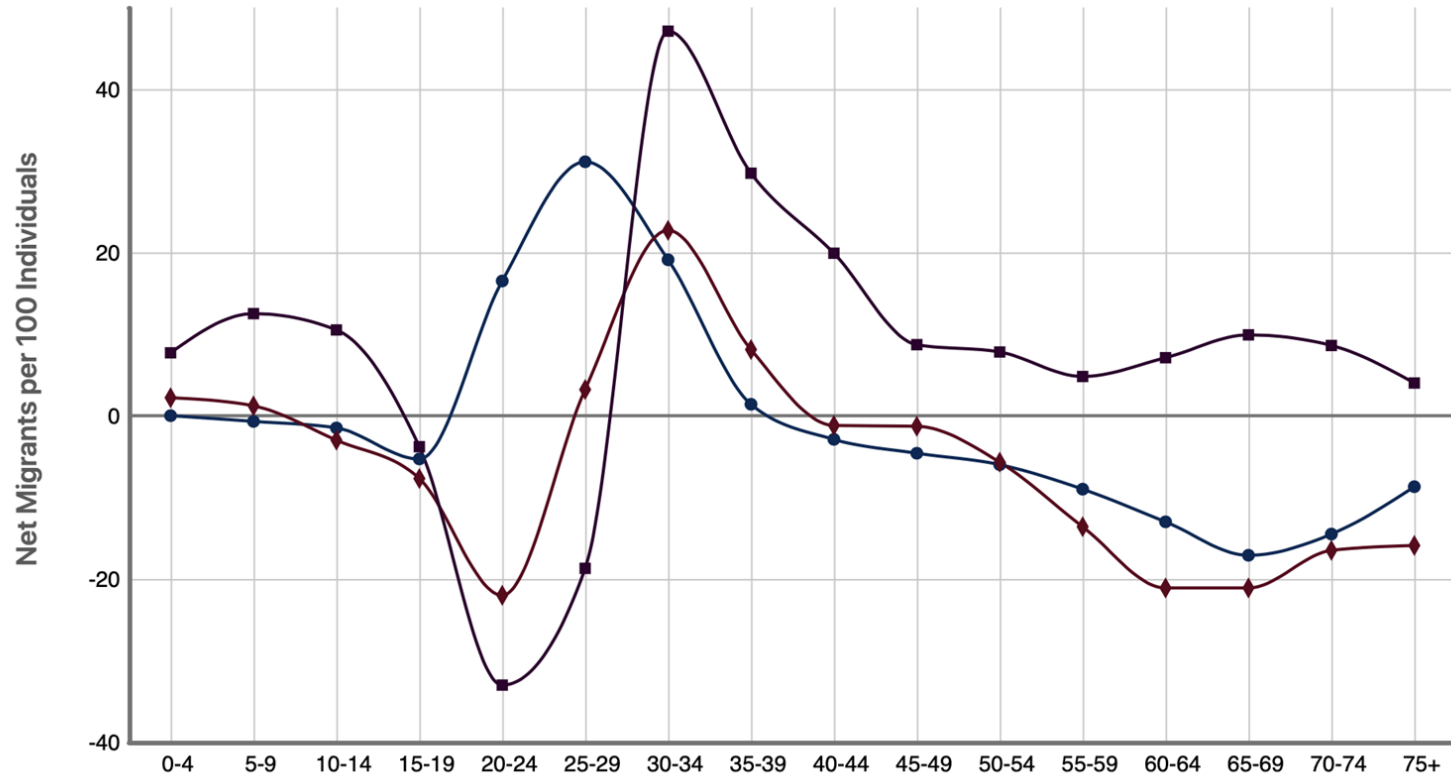
● Alaska: Anchorage Municipality, 2000s   ◆ Alaska: Juneau City and Borough, 2000s   ■ Alaska: Kenai Peninsula Borough, 2000s

Winkler, Richelle, Kenneth M. Johnson, Cheng Cheng, Jim Beaudoin, Paul R. Voss, and Katherine J. Curtis. Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, University of Wisconsin - Madison, 2013. Web.
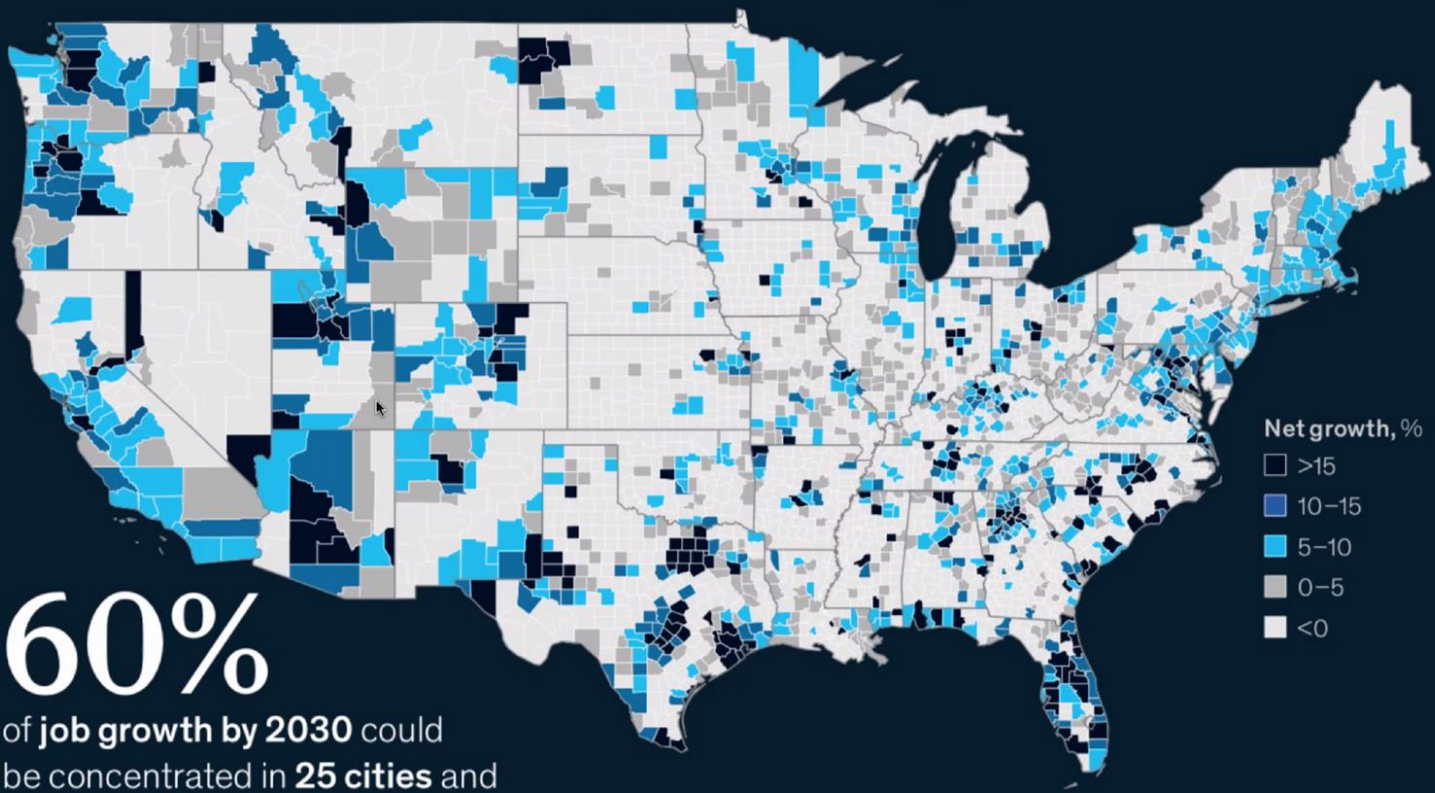
Low-growth/rural areas — Least
Trailing cities; Americana Distressed Americana; Rural outliers
2,365 counties
24% of US population

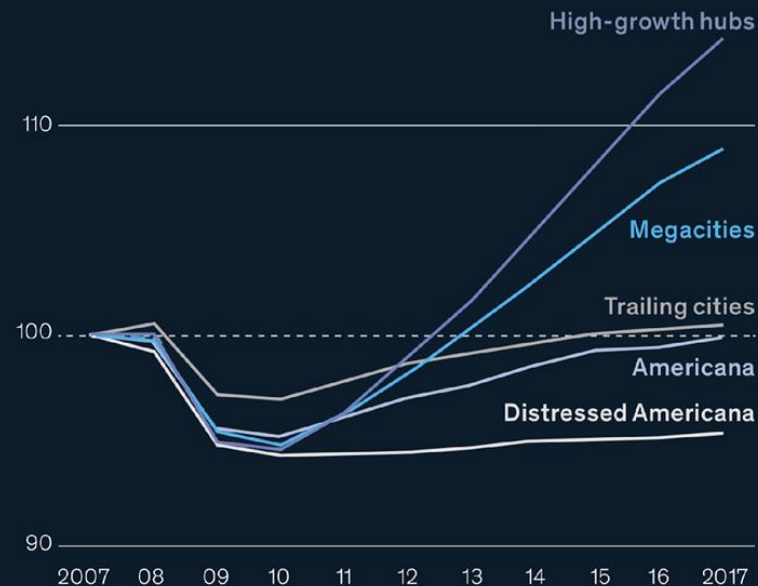Estimated net job growth in midpoint adoption scenario, 2017–30, %

Net growth, %
>15
10–15
5–10
0–5
<0

60% of job growth by 2030 could be concentrated in 25 cities and their peripheries

McKinsey Global Institute (2019)

America is a mosaic of local economies on diverging trajectories

Automation could widen existing disparities

13 community segments have varying economic and demographic profiles

Economic dynamism (Most → Least)

Segment	Counties	% of US population
Urban core — Megacities; High-growth hubs	63 counties	30% of US population
Periphery — Urban periphery	271 counties	16% of US population
Niche cities — Small powerhouses; Silver cities; College-centric towns	89 counties	6% of US population
Mixed middle — Stable cities; Independent economies; America's makers	325 counties	24% of US population
Low-growth/rural areas — Trailing cities; Americana Distressed Americana; Rural outliers	2,365 counties	24% of US population

Employment change for select community segments, % of 2007 employment

Lines labeled: High-growth hubs, Megacities, Trailing cities, Americana, Distressed Americana

Y-axis: 90, 100, 110

X-axis: 2007, 08, 09, 10, 11, 12, 13, 14, 15, 16, 2017

Nick Wagner, KSL

After work-from-home success, Utah tech companies play it safe when it comes to reopening

By Ryan Miller, KSL.com | Posted - May 15, 2020 at 5:48 p.m.

28

SALT LAKE CITY — Overstock.com CEO Jonathan Johnson likened it to flipping a switch.

White-Collar Companies Race to Be Last to Return to the Office

Google, Facebook, Amazon, Capital One and others are extending work-from-home policies to September and sometimes far beyond.

Gartner CFO Survey Reveals 74% Intend to Shift Some Employees to Remote Work Permanently

Nearly Three in Four CFOs Plan to Shift at Least 5% of Previously On-Site Employees to Permanently Remote Positions Post-COVID 19

TECH

Tech companies are ending leases and consolidating offices as remote work is here to stay

BREAKING | 536,461 views | Aug 6, 2020, 05:49pm EDT

Facebook Is The Latest Company To Extend Remote Work Until July 2021—Here's When Other Companies Plan To Go Back

Are people really fleeing cities because of COVID? Here's what the data shows

BY **JEFF JOHN ROBERTS**

July 17, 2020 4:00 AM MDT

Politics

The Great American Migration of 2020: On the move to escape the coronavirus

---

COVID-19 SERIES Providing Research and Resources for Rural Communities | July 8, 2020 | 1

Rural America Offers Positive Alternatives in Light of COVID-19

By Ron Wilson, director, Huck Boyd National Institute for Rural Development, Kansas State University; and Paul Hill, professor, Utah State University Extension

Concentration contributes to coronavirus. Nationally, COVID-19 struck worst in certain "hot spots" or corridors with concentrations of travelers and other people, including those in urban areas. As one would expect, when people are crowded together, the likelihood of person-to-person transfer is greater. That is the point of social distancing. No place is immune – all states have had coronavirus deaths –

RURAL ONLINE INITIATIVE

Time To Move? Data Suggests Americans May Flee To Rural Areas Post–COVID

Jeff Rose Contributor ⓘ

Personal Finance

I'll show you a new way to accelerate your wealth building.

There's been anecdotal evidence of urban Americans moving out of the big cities and metropolitan areas en route to rural locations. But is it *really* happening? As it turns out, hard evidence is in short supply – or maybe it's just too early to tell.

"*We need to find ways to adapt to the changing market and find a pathway to success.*"

GOVERNOR GARY R. HERBERT, 2017

"*What we're interested in is a bottom-up approach, and letting counties decide what they want to accomplish and finding ways to help the counties use the resources available to help them accomplish that.*"

Utah Lt. Gov. Spencer Cox

Rise of Remote Work

- 94% of the 10 million jobs created between 2005-2015 was in the alternative work category, outside of 9-5 employment (Katz & Kreuger, 2016).
- 35% of the United States Workforce freelanced in 2017 (McGuire, 2017).
- 37% of jobs in the United States can be performed entirely at home (Dingel & Neiman, 2020).
- Estimate of 25-30% of the workforce will be working-from-home multiple days a week by the end of 2021 (Global Workplace Analytics, 2020).

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Rise of Remote Work

Who are these remote workers?

- Freelancers
- Entrepreneurs
- Remote employees

What jobs are remote?

- Finance
- Healthcare
- Video production
- Web, software, and design
- Customer support
- Engineering
- Legal
- Publishing
- Education
- Travel

Benefits of Remote Work

What are some benefits of remote work?
- Higher income
- Lower stress
- Life-work balance
- Schedule flexibility
- Talent acquisition and retention
- Financial savings, overhead
- Environmental sustainability
- Cultural diversity
- What else?

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H.B. 327 (2018)

Purpose & Goals

To ~~connect~~ empower rural communities through remote work.

The Rural Online Initiative (ROI) is a forward-thinking, innovative program designed to prepare Utah's rural workforce for the future of work by providing education and specialized training to prepare individuals to succeed in a rapidly changing economy.

Program History

Funding H.B. 327
3-year pilot program
July 1, 2018

Leadership Course
Master Remote Work Leader
certificate
February 2020

Professional Course
Master Remote Work
Professional certificate
October 2018

4-H Remote Skills Camp
For College & Career Readiness
June 1, 2020

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Rural Online Initiative

1. Program Coordinators train participants how to work remotely.
2. Program Coordinators guide participants through the process of finding or creating a remote job.
3. Qualified applicants can receive skill-based scholarships for educational resources.

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About   Events   Courses   Get Involved   Learn More   News   Contact Us   FAQs

"We need to find ways to adapt to the changing markets and find a pathway to success"

- GOVERNOR GARY HERBERT

○ ○ ●

Rural Online Initiative Courses

Find an option that works for you! Our courses set you up for success in the remote work industry.

Master Remote Work Professional Certificate Course

This educational program is designed to equip you with the tools and skills needed to transition from on-site work into a virtual career.

Apply Here!

Master Remote Work Leader Certificate Course

This course is designed to offer organizational leaders the latest techniques and tools to manage and develop a remote team.

Apply Today!

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✎ Edit ⋮

YOUR FUTURE AWAITS...

MASTER REMOTE WORK PROFESSIONAL

Welcome to the **Master Remote Work Professional** course. This is a blended certificate course, combining online work with interactive workshops. This educational program is designed to equip workers with the tools and skills needed to transition from on-site work into a virtual career.

You will complete nine online modules, while working with one of the following Program Coordinators, to obtain the education, training, and other resources you will need to find online work opportunities as a remote worker, freelancer, or entrepreneur.
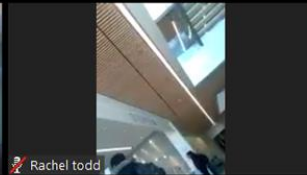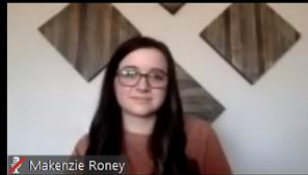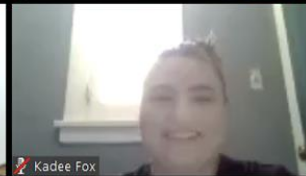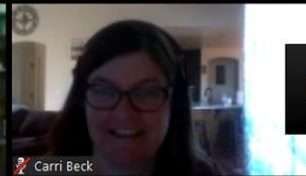
Program Coordinators

- Jordan.Leonard@usu.edu

⊚ Import from Commons

⊕ Choose Home Page

📊 View Course Stream

② Course Setup Checklist

📢 New Announcement

👓 Student View

📊 View Course Analytics

Coming Up   📅 View Calendar

📅 **Workshop #1 - Kickoff**
Master Remote Work Professional – 01Apr2019
Apr 4 at 1pm

📅 **Workshop #1 - Kickoff**
Master Remote Work Professional – 01Apr2019
Apr 4 at 6pm

📝 **Workshop #1 Assignment**
Master Remote Work Professional – 01Apr2019
20 points • Apr 5 at 7:59pm

Rural Online Initiative

- Module 1: Workday
- Module 2: Communication
- Module 3: Workflow
- Module 4: Productivity & Time Management
- Module 5: Teamwork
- Module 6: Compliance, Security, & Safety
- Module 7: Critical Thinking
- Module 8: Virtual Careers
- Module 9: Remote Job Development

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Jump to...

All Threads

Channels   ⊕

04dec2018
04feb2019
07jan2019
07mar2019
12nov2018
15oct2018
canvas-q-and-a
general
job-postings
meetings
random
roicentral
roieastern
roisouthwestern
sharing

Direct Messages   ⊕

💚 Slackbot
● Mike Sarles (you)
▣ Ali H, Trenton Willson
○ Celesta
○ Dolly Sanchez
● Jeff Roth
○ Jessica Smuin
○ Jon
○ Miranda
○ Sarah
● Tom Stratton

#07mar2019

You created this channel on February 4th. This is the very beginning of the **#07mar2019** channel. Purpose: This Channel is for use by the Cohort beginning the Remote Work Professional Certification starting on March 7th, 2019. Class members can discuss the course and get announcements with workshop links and other information relevant to this cohort. (edit)

➕ Add an app   👤 Invite others to this channel

────────────────── Monday, February 4th ──────────────────

📌 Pinned by you

Mike Sarles 6:08 PM
Welcome to the Course Cohort Channel for the March 7, 2019 Master Remote Work Certification Course. You can use this channel to discuss the class and questions you may have along the way. Your Program Coordinator will also monitor this channel for questions. Please add a photo of yourself under settings so we can get to know you a little better.

────────────────── Tuesday, February 5th ──────────────────

📌 Pinned by you

Mike Sarles 2:02 PM
Hi I'm the Program Coordinator for Garfield, Iron, Kane, Piute and Washington Counties. So glad you're here and I look forward to working with you and answering questions you may have.

────────────────── Thursday, February 21st ──────────────────

Trenton Willson 4:27 PM
joined #07mar2019.

➕   Message #07mar2019   @   😊

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UTAH STATE UNIVERSITY EXTENSION

DOES HEREBY DECLARE THAT

JANE DOE

HAS SUCCESSFULLY FULFILLED THE REQUIREMENTS OF THE

MASTER REMOTE WORK PROFESSIONAL

AND IS AWARDED THIS CERTIFICATE ON 01/01/2019

PAUL HILL
Extension Associate Professor

RUSSELL GOODRICH
*Senior Program Coordinator*

Rural Online Initiative

The process
- Application
- Placement in cohort
- Remote work training
- Skill development
- Job placement

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Master Remote Work Professional Course

1,071 certificates awarded
(as of September 2020)

- **30** hours of learning modules
- **9** remote work projects
- **4** interactive workshops
- **1,294** enrollments
- **83%** completion rate
- **2,444** expressed interest (i.e., barriers, challenges)

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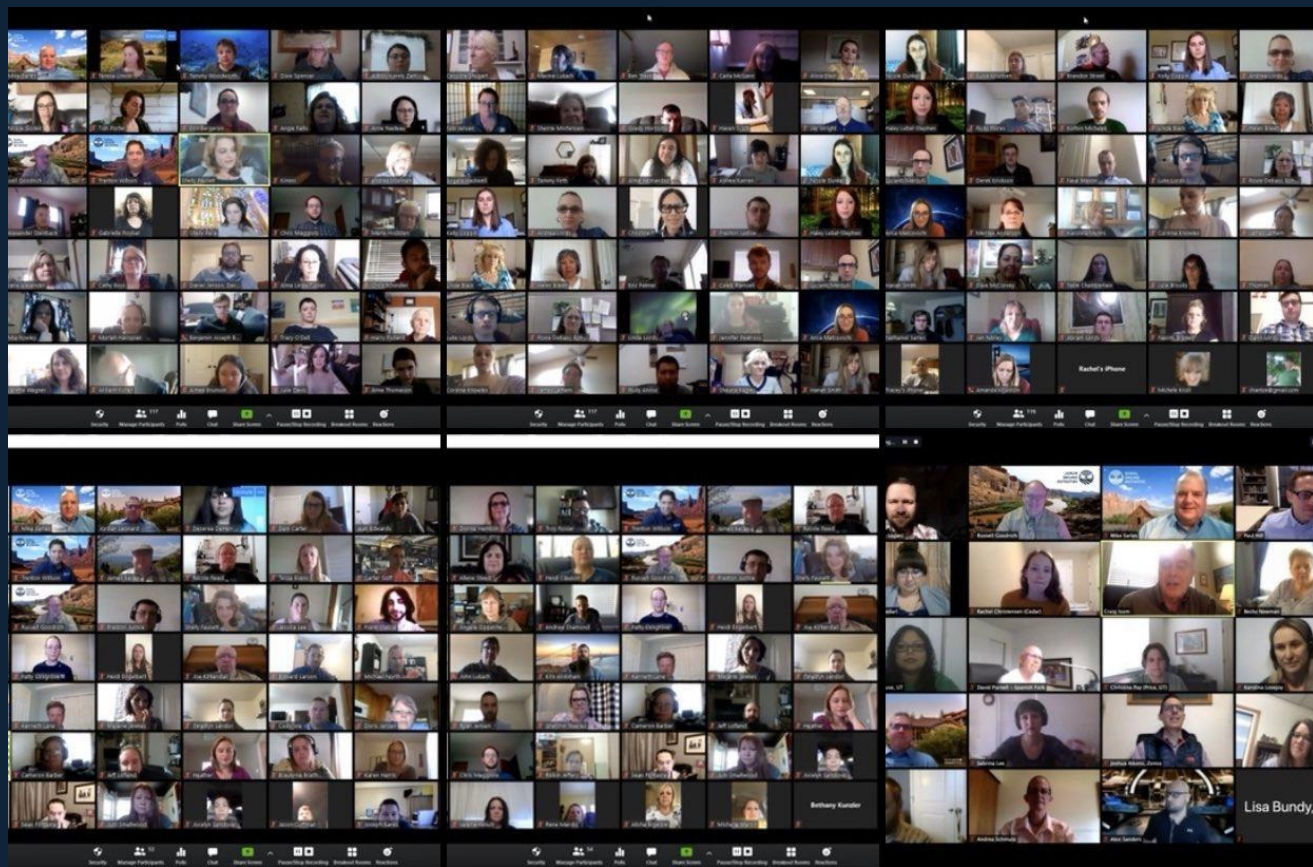
Brian

County: Carbon

Remote Job: Customer Service Manager

Company: Hubstaff

Althea

County: Washington

Remote Job: Legal Administrative Specialist

Company: Veterans Benefits Administration

Carri

County: Iron

Remote Job: Accountant

Company: LedgerGurus

Master Remote Work Professional Course

Participant details

- **72%** female
- **51%** over age 40 yrs old
- **69%** <u>no</u> remote work experience
- **93%** felt remote work skills were very important
- **68%** resided in rural county avg. of 16 yrs

Master Remote Work Professional Course

Participant details

- **54%** believed adequate wages were not available in their local region
- **59%** reported job opportunities were not aligned with career goals
- **62%** had no intention of leaving their region in search of better career opportunities

Short-Term Outcomes

Knowledge

- Communication: (t = 13.31, p < .001)
- Compliance (t = 33.43, p < .001)
- Critical thinking (t = 27.59, p < .001)
- Productivity (t = 31.51, p < .001)
- Remote Job Development (t = 13.46, p < .001)
- Teams (t = 14.31, p < .001)
- Workday (t = 25.84, p < .001)
- Workflow (t = 6.54, p < .001)

Short-Term Outcomes

Attitudes

- **52%** of participants desired higher incomes between $35,000 - $49,999 and $50,000 - $74,999
- **85%** of participants felt favorably towards seeking remote work employment opportunities

Short-Term Outcomes

Skills

- Work-life balance (M = 4.06, SD = 0.59)
- Productivity (M = 4.28, SD = 0.57)
- Problem solving (M = 4.14, SD = 0.65)
- Digital communication (M = 4.19, SD = 0.62)
- Online technology (M = 4.07, SD = 0.61)
- Teamwork (M = 4.11, SD = 0.66)
- Career management (M = 4.25, SD = 0.58)

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Short-Term Outcomes

Aspirations

- **98%** felt their value as a remote worker improved after completing the MRWP course
- **96%** felt empowered to seek remote employment after course completion
- **76%** intended to seek remote work after completing the course

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Remote Job Placements
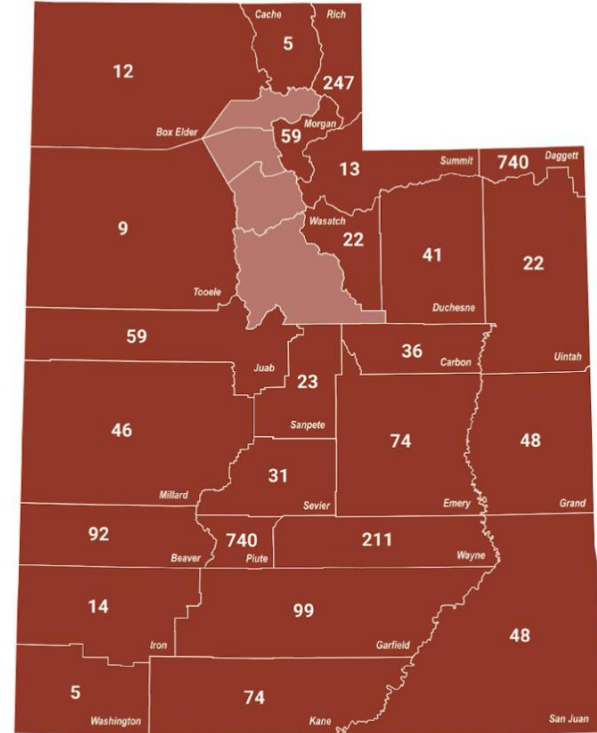
Source: Utah Department of Workforce Services, 2017. Map numbers derived by dividing number of county jobs needed into the average number of jobs needed in a Wasatch Front County. Analysis based on the goal of reducing unemployment by .5%. Statistics based on county labor force, current rate of unemployment and extrapolated number of jobs required. Average Number of Rural Jobs to Reduce Unemployment by .5% is **67**. Average Number of Wasatch Front Jobs to Reduce Unemployment by .5% is **1479**. Ratio of Rural to Wasatch Front Jobs Needed to Reduce Unemployment by .5% is approximately **22 to 1**.

Updated: January 29, 2019

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Remote Job Placements

- **143** since October 2018
- Economic equivalency of **5,504 jobs** relative to urban counties
- **76%** intended to seek remote work after completing the course

Program Impacts

Those who found remote work

- **90%** were satisfied with their remote job position
- **36%** increase in total salaries
- **40%** believe their salaries would increase by **30%** over the next year

Those who did not...yet

- **46%** were actively searching for opportunities
- **68%** were confident in their ability to find remote work

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Master Remote Work Leader Course

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USU Extension - Rural Online Initiative
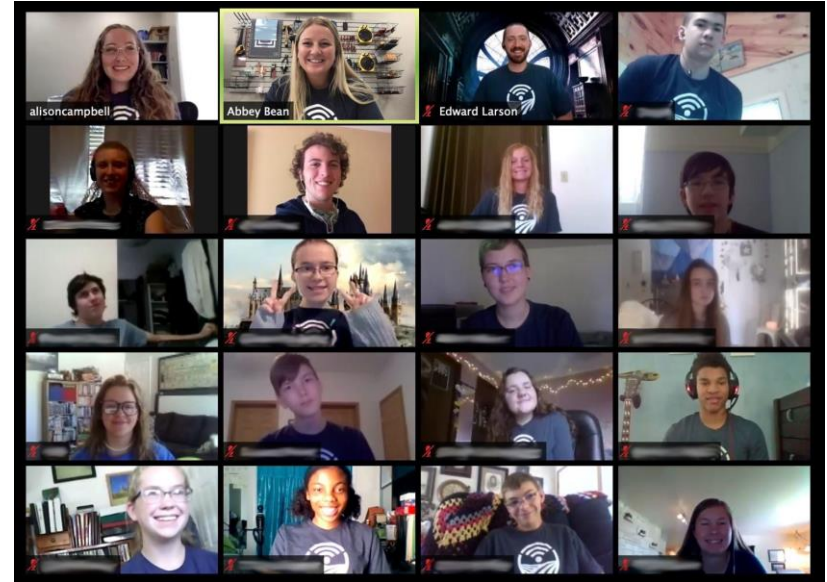Posted by Zoho Social
Jun 16 · 🌐

ROI Graduate Creates New Remote Jobs! Josh Aikens, Chief of Staff at Zonos recently graduated from our Master Remote Work Leader certificate course, and is looking to fill remote positions at Zonos! #RemoteWork #USUExtension
https://docs.zonos.com/jobs