



GOAL:

**CONVENE, ENGAGE, AND TRAIN RURAL LEADERS ACROSS THE
STATE TO ENSURE THE EFFICACY AND IMPACT OF FTGL
PROGRAMMING AND MARKETING EFFORTS.**

The following 'Pillars of Readiness' can act as a check list
to see if a rural community is ready to receive talent.
Communities in need of more support to become talent-
ready can use this toolkit as a guide.

① READY TO **ATTRACT** TALENT.

☑ **COMMUNITY BRANDING & STORYTELLING**

Community has a clear and compelling identity that showcases the community's unique strengths and assets.

☑ **MARKETING INFRASTRUCTURE**

Has existing marketing tools (website, social media, etc.) to effectively engage new talent.

☑ **JOB OPPORTUNITIES**

Open positions available and businesses actively hiring in the area.

☑ **COMMUNITY CHAMPIONS**

At least two trained champions within your community ready to assist incoming talent with the right resources for housing, childcare, education, healthcare, safety, and more.

- **1 REPRESENTATIVE** who will work with the state on resources and acts as the primary point person.
- **1 COMMUNITY CHAMPION** who will connect with incoming talent to help answer questions and serve as a friendly community connection.

② READY TO RECEIVE TALENT.

WELCOMING PROGRAMS

Events and/or programs designed to help newcomers integrate into the community.

ACCESSIBLE HOUSING & AMENITIES

Available housing and accessible essential services such as healthcare, schools, shopping, etc.

LOCAL CONNECTIONS

Ways to connect and build your network like chambers of commerce, local community groups, religious communities, etc.

EMPLOYER ENGAGEMENT

Employers are connected to community ambassador(s) and actively engaged in connecting incoming talent to them.

③ READY TO **PARTICIPATE** IN FIND THE GOOD LIFE.

ALIGNMENT WITH FTGL GOALS

Rural champions and leadership align with FTGL's vision, understanding and supporting the program's messaging and overarching goals.

ENGAGED IN STATEWIDE PROGRAMS

Ready to promote FTGL programming and marketing efforts within the community to ensure community buy-in.

ACCOUNTABILITY & TRACKING

Prepared to measure and report on community's involvement and impact.

FTGL COMMUNITY CHAMPION TRAINING

Rural champions have completed the community champions training with FTGL.