

# RFI Fellows Impact Report

ENTREPRENEURSHIP | GRAND ISLAND, NEB. | 2019

rural  
futures  
INSTITUTE  
at the University of Nebraska

For six weeks in summer 2019 students from the University of Nebraska–Lincoln worked, served and lived in Grand Island, Neb., (population 48,520) through Rural Futures Institute Fellows.

Through an ongoing strategic collaboration between the Rural Futures Institute and Nebraska Extension, the RFI Student Fellows assisted with the community's first Latino Business Conference and created a Latino business map and directory for Grand Island. They also implemented a comprehensive marketing campaign to increase awareness for Latino Street and developed materials for the Nebraska Extension Community Vitality Initiative Latino Small Business Program, small businesses in Grand Island and local entrepreneurs. They were supported by RFI Community Innovation Fellow Griselda Rendon and RFI Faculty Fellow Sandra Barrera Fuentes.



**Top:** Alyssa Ehler, Political Science & Agricultural Economics  
Hometown: Elkhorn, Neb.

**Bottom:** Angela Beltran, International Business  
Hometown: Columbus, Neb.

► [ruralfutures.nebraska.edu/2019fellows](http://ruralfutures.nebraska.edu/2019fellows)



Today is full of constant innovation and everything is possible because if it. With that constant knowledge, we can continue to provide wonderful opportunities that go beyond our state.”

*Angela Beltran, RFI Student Fellow, University of Nebraska–Lincoln*

## TOTAL MARKET VALUE\*

Total value of RFI Fellows Program to Grand Island

► **\$22,097**

## AVERAGE INVESTMENT

2 Students Stipends \$10,000 | Approximate Housing \$2,500

► **\$12,500**

*\*This report estimates the market value, the price it would have cost Grand Island to hire professional services in the marketplace to complete the outcomes delivered by RFI Fellows and the Rural Futures Institute.*

## ESTIMATED MARKET VALUE OF DELIVERABLES

DELIVERABLES	ESTIMATED MARKET VALUE	CALCULATION NOTES
 <b>MARKETING MATERIALS DEVELOPMENT</b> RFI Student Fellows helped produce flyers for Latino businesses in Grand Island. Information included hours of operation, locations of businesses and locations of social media pages.	\$5,230	Estimated average hourly wage rates for marketing research analyst and marketing specialists (\$26.15) in Nebraska (Bureau of Labor Statistics (BLS)).
 <b>VIDEO PRODUCTION</b> RFI Student Fellows led the filming and editing of four videos highlighting Latino businesses in Grand Island. The videos will yield promotional value for those businesses.	\$4,870	Estimated average hourly rate for multimedia artists and animators in Nebraska (\$24.35) (BLS).
 <b>DIRECTORY DEVELOPMENT</b> RFI Student Fellows collected information about Latino businesses on 4th Street in Grand Island. The information is intended to yield a map for customers in the future.	\$3,138	Estimated hourly wage for marketing research analysts and marketing specialists in Nebraska (\$26.15) (BLS).
 <b>ENGAGEMENT STRATEGY IMPLEMENTATION</b> RFI Student Fellows initiated meetings for Latino business owners with the goal of fostering collective action among such businesses in Grand Island.	\$879	Estimated hourly wage for meeting, convention, and event planners in Nebraska (\$26.15) (BLS).
 <b>VOLUNTEERED IN THE COMMUNITY</b> RFI Student Fellows are committed to volunteering for 10 hours per summer, beyond their typical duties.	\$480	Estimated value of a volunteer hour in Nebraska is \$24.01 (independentsector.org).
 <b>INCLUSIVE LEADERSHIP TRAINING</b> RFI Community Innovation Fellows received 20 hours of Inclusive Leadership training from experts at the Rural Futures Institute.	\$7,500	Estimated market value of Inclusive Leadership Training.

## REPORT CONSTRUCT

Researchers at the University of Nebraska-Lincoln Bureau of Business Research (BBR) conducted background research with Community Fellows located in Grand Island, Neb. The Community Fellows provided detailed information about the community tasks in which Student Fellows engaged. To estimate economic impact, the BBR estimated the market value of the labor put toward completing tasks in Grand Island, Neb.