

Rural Vs. Urban Job Development

Tips, Tricks and Techniques

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Rural	Urban
Agency leadership may play a larger role in small town(s) chambers of commerce – more recognition for ESs.	Agency leadership may have access to one large metro chamber of commerce – less recognition for individual ESs.
Someone in your agency may be a member of many local organizations: business groups, Rotary, Lion’s Club, etc. Find out how to access these relationships.	Agency leadership may be a member of local Chamber of Commerce, business groups, United Way, etc. Check into participating on sub-committees of these groups.
Other business membership groups may not exist but groups like the Jaycees, Kiwanis, or Toastmasters may play vital roles in small communities.	There may be other business membership groups: block clubs, business networks, community development organizations that ESs or their agency can join.
Patronage of businesses may be more visible (everyone knows one another).	Patronage of businesses may be more anonymous.
Try using a local Facebook “Rant & Rave” page that is specific to the community you work in.	Try searching businesses on the Nextdoor App, also look for neighborhood business pages on Facebook.
In a small town where everyone knows each other - businesses are going to be really in-tune to helping their community and staying viable. Businesses may maintain/present a united front.	Neighborhood businesses may know one another well and want to help the neighborhood remain viable.
Rural businesses may be willing to be creative when hiring as there may not be a large pool of candidates to draw from. Example: “I have someone interested in learning mechanics. John, would you take them under your wing, maybe pay them for cleaning up your shop each night while they learn?”	Small, neighborhood businesses may be willing to “apprentice” someone in a similar way.
Transportation can be a barrier. Bus routes may not exist, few people have vehicles that run, desired job is in adjacent small town, Uber and Lyft do not exist, but other transportation options might.	Transportation can be a barrier. Bus routes do not get people to where the jobs are, few people have vehicles, desired job is across town, Uber and Lyft may be too expensive.
Managers of stores, hotels or restaurants in a rural setting may be able to help you to make connections to others - use those introductions to make more connections to other businesses in town.	Large franchises (stores, hotels, restaurants, etc.) may have to clear hiring decisions through a home office and may be competitive with other franchises in the area. Managers could still introduce you to others in the industry if you ask. They may still network with one another, depending on the community.
Warm Intro – what is working best in this environment?	Warm Intro – what is working best in this environment?