

# BIG IDEAS, SMALL TOWNS

## Reversing the Exodus:

Connecting and engaging those who  
are rural by Choice

Liz Sosa

# PowerUp Movement

[www.ruralbychoice.com](http://www.ruralbychoice.com) 

Connecting and engaging 21-39  
year olds who are rural by choice

Rural no longer means geographically isolated—young people are yearning for opportunities to become involved in their communities and participate in creating their preferred future.

# Public Square Communities, Inc.

## Philosophy

[www.PublicSquareCommunities.com](http://www.PublicSquareCommunities.com)

Identifying, connecting, & developing civic leaders who transform towns, cities, counties, & regions into thriving communities which nourish youth, engage citizens, and foster partnerships.

## Strategy

### In response to:

- Declining populations, exodus of youth, and loss of aspiring leaders
- Growing fragmentation and incivility
- Decreasing engagement

### PSC...

- Links citizens and leaders / networks and institutions
- Emphasizes asset-based, positive dialogue

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