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University Relations

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**Malone '14 Helps Hoffman Official**

*Summary: Patrick Malone '14 is working with Muriel Krusemark to develop and utilize new internet-centered strategies for business and commerce.*

(July 8, 2013)-Patrick Malone '14, Saint Michael, has been helping Hoffman's Muriel Krusemark, economic development coordinator, develop new internet-centered strategies for the city. Krusemark is using the internet to revitalize the city's website and to help underemployed citizens make a living. Malone was hired through the University of Minnesota, Morris's Center for Small Towns (CST) to help Krusemark with the project.

Krusemark is well known in Hoffman and has spent years working to improve community and economic development in the area. Over the past several months she and Malone have been exploring strategies for enabling unemployed and underemployed members of the community to make a sustainable living using the internet.

Malone commented that "part of the struggle of the project has been trying to work with people who didn't have strong computer skills and trying to develop those, along with making money." In response, he and Krusemark have been identifying and creating and strategies to most efficiently educate members of the community and ensure they have access to the technology they need.

Malone and Krusemark have been working together to bring more traffic and business to the area by better promoting not only the city, but also its businesses and commodities. They are also utilizing social media to help market the city as well as its resources. The two are pleased with the work they have accomplished and are excited to complete these community efforts.

The University of Minnesota, Morris Center for Small Towns (CST) is a community outreach program that serves as a point-of-entry to the resources of the University of Minnesota. Small towns, local units of government, k-12 schools, nonprofit organizations, and other University units are able to utilize the Center's resources as they work on rural issues or make contributions to rural society. Their mission is to focus the University's attention and marshal its resources toward assisting Minnesota's small towns with locally identified issues by creating applied learning opportunities for faculty and students.

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