

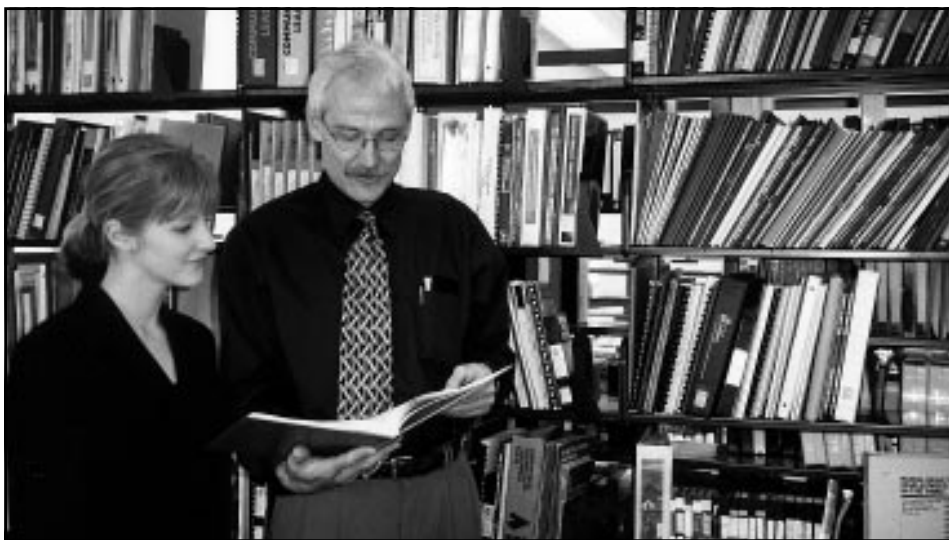


VISIONS

FROM THE HEARTLAND

A Publication of the Heartland Center for Leadership Development

Spring 2000



Rodrigo Canterero, Chairman of the University of Nebraska-Lincoln Community and Regional Planning Department, and UNL undergraduate Elizabeth McDonald share thoughts on the W.K. Kellogg Collection for Rural Community Development Resources.

W.K. Kellogg Collection Relocates In Response To High User Demand

Reference materials seldom move. Not the case with the growing success of the W.K. Kellogg Collection for Rural Community Resources, which has apparently inspired many. Demand for off-hours research opportunities combined with pressing space needs have led to the relocation of the Collection. The Collection had previously been sequestered in a basement room at the University of Nebraska-Lincoln Architecture Library, which was only accessible during business hours. Now the popular resources have been moved to the library's general reference area, making them available during an expanded weeknight and weekend schedule.

The Collection currently contains

nearly 1000 high quality print and video materials. Rural development information is available on community development, economic development, health care, land and natural resources, leadership development, strategic planning, telecommunications, and education. Although items in the Collection are available for library use only, annotations and availability information for each piece may be found online from a link on the Heartland Center home page at www.4w.com/heartland/.

Funded with a grant from the W.K. Kellogg Foundation, the Collection is jointly administered by the Heartland Center and University of Nebraska-Lincoln Libraries. ■

Team Discounts, Scholarships Offered

The Heartland Center is proud to announce a limited number of individual scholarships and group discounts for our two annual institutes in Jackson Hole, Wyoming; *Skill-Building for Stronger Communities and Helping Small Towns Succeed*.

The Heartland Center for Leadership Development will hold its Eighth Annual Jackson Hole Institute for Community Development Professionals and Practitioners: *Helping Small Towns Succeed*, October 19-23, 2000 and the Fifth Annual Advanced Skills Training: *Skill-Building for Stronger Communities*, May 16-20, 2001. Both are held at Snow King Resort, Jackson Hole, Wyoming.

If you wish to apply for scholarship assistance, contact the Heartland Center for Leadership Development at (402) 474-7667 or 1-800-927-1115 for a Scholarship Application Form. Your application will be reviewed promptly. Scholarship funds are limited. ■

In This Issue

■ An interview with a past participant of Heartland Center's *Helping Small Towns Succeed*. Find out what a community development practitioner gained from the experience.

■ Are you faced with the challenge of how to recruit new leaders in your community? The Heartland Center offers several ideas in the publication, *10 Ideas for Recruiting New Leaders*.

Spotlight: A Practitioner's View of Helping Small Towns Succeed

When looking for professional development opportunities, community development practitioners are generally faced with limited funds. The foremost concern is, "what will I get out of this training and what will I be able to bring back to my community?" The Heartland Center for Leadership Development designs its Jackson Hole institutes to be a hands-on learning experience and to provide practitioners with proven community development techniques, not just a large binder to add to your growing training notebook collection. A recent graduate of *Helping Small Towns Succeed*, held every October in Jackson Hole, Wyoming, shares how she applied what she learned back home.

Jan Wright became president of the Sullivan Redevelopment Commission in 1997, which was formed by the Sullivan City Council. Sullivan County, Indiana has a population of less than 19,000 and the town of Sullivan, Indiana has a population of 4,900. Sullivan County has historically had agriculture and coal mining as its economic base. The county is experiencing out-migration which began two decades ago. The town of Sullivan serves as the county seat. It is situated along a major highway and approximately 20 to 30 minutes from five schools of higher education. In search of community development techniques for small towns, Jan discovered the Heartland Center and attended the *Helping Small Towns Succeed* institute in October, 1999.

Q: What did you gain from attending *Helping Small Towns Succeed*?

A: I am fairly new to community development and the training provided an overview of small town community development techniques and provided many valuable resources. I especially learned techniques which improved my facilitation skills. Particularly, how to facilitate a community strategic plan using *Clues to Rural Community Survival* and a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis. These tools gave me a place to start.



Sullivan Redevelopment Commission president Jan Wright stands to share ideas with a group of business and civic leaders assembled at a brainstorming session, including (seated from left) Jeff Johnson, Herman Smith, Debbie and Bill Mayfield, Don Hunt and Garnett DeBaum.

Q: Did you make any new connections with people as a result of attending *Helping Small Towns Succeed*?

A: I made more contacts than I had expected. The networking opportunities during the session and our after hours discussions were very important in sharing community development strategies and successes. I plan on contacting a few of the people I met to discuss several projects I am involved with. I believe their insight will assist in the success of these projects.

Q: Is there an instance where *Helping Small Towns Succeed* influenced your own work?

A: Yes, I have used various resources on several occasions in just these past six months. After returning from Jackson Hole, I volunteered through our local community foundation to apply for a planning grant that would help our county with our "most pressing educational need." This meant getting key stakeholders together from not only the schools but also the community. At that meeting we looked at our strengths, weaknesses, opportunities and threats and came up with our most pressing need. I wrote a proposal for \$44,000 and the grant was awarded to us in February. In December I had an opportunity to

address the City Council about what I had learned at *Helping Small Towns Succeed*. I presented *Clues to Rural Community Survival*. The mayor has asked me to use *Clues to Rural Community Survival* at a community meeting to begin to develop a community vision statement and goals. We had our first community meeting in March and I gave a Power Point presentation using some of Heartland Center's materials. I was excited and encouraged that 50 people attended this meeting and formed four groups to further develop the goals discussed at the meeting.

I have often utilized the Heartland Center's publication, *5 Strategies for Active Economic Development*, in broadening the way our community leaders define economic development. This publication provides strategies and examples of how other communities have been creative and successful.

Lastly, our community has been involved in a conflict situation around two groups wanting to provide nutritional services for senior citizens. I looked to the *Managing Community Conflict* resource from *Helping Small Towns Succeed*. After reviewing the materials I was able to look at the conflict again and analyze the motivations for the conflict more closely. We have been able to work with the two groups and move forward on providing a much needed community service. ■

Rural-Urban Leadership Institutes Scheduled Nationwide

This year the Heartland Center is conducting a series of *Rural-Urban Leadership Institutes* in collaboration with rural development councils in five states: Colorado, Maine, New York, Oregon, and South Dakota. The institutes are an outgrowth of the Center's program, *Strengthening the Rural-Urban Connection*, and are supported through a grant from the William Randolph Hearst Foundation.

The institutes will create a framework for rural and urban community leaders to collaborate on program and policy initiatives important to each region. For example, the Oregon State Rural Development Council is collaborating with the Institute of Portland Metropolitan Studies to enhance opportunities for farm viability without degrading the values protected by Oregon land use laws. In Colorado, the Institute will address the issues of growth, telecommunications, health care, transportation, infrastructure and representation. Rural and urban leaders in South Dakota plan to "widen the circle" of understanding regarding revolving loan funds and access to capital in South Dakota. Practitioners in New York and Maine will tackle issues involving "smart growth" and agricultural development.

In 2000-2001, the Heartland Center will implement the second round of *Strengthening the Rural-Urban Connection*, targeting Alabama, Georgia and Florida through support from the W.K. Kellogg and Hearst Foundations. The purpose of *Strengthening the Rural-Urban Connection* is to provide a forum for dialogue between practitioners. The forum encourages the formation of peer networks among rural and urban practitioners for increased understanding and collaboration. The second round will focus on rural-urban connections through the perspective of youth issues. To support the developing peer networks, the Heartland Center maintains a rural-urban web site (www.ruralurban.org) and a listserv (owner-ruconnections@gmail.ag.iastate.edu). ■



Rural-Urban Leadership Institutes will be conducted in five states: Colorado, Maine, New York, Oregon, and South Dakota.

Clues to Rural Community Development Workshops Offered in Your Home Town

The Heartland Center is pleased to announce a new workshop series and materials based on "20 Clues to Community Survival." The new workshop is available for presentation in communities of all sizes and is designed for a broad range of community members from youths to seniors, volunteers to professionals. The key is to have all segments of the community represented!

The case study information contained in "20 Clues to Community Survival" has been used in a wide variety of settings since it was first published in 1987. Updated in the last year, the book has been part of many of the Heartland Center's most popular programs. Over time, community developers have used the 20 Clues as a guide to discussion, a basis for community assessment and especially a focus for action planning for community improvement. Community developers who have attended Heartland Center programs in Jackson, Wyoming have seen how powerful the 20 Clues can be as part of a training experience.

The new 20 Clues workshop is in-

tended to:

- bring a community together to learn secrets of success
- identify hidden community strengths and opportunities
- create strategies for short-term improvement and long-term development
- lead to immediate action to enhance community characteristics critical to success.

The workshop is led by an experienced Heartland Center trainer, and can be completed in a 4-6 hours session for up to 40 participants. The cost of the workshops is \$2,500 plus travel expenses. All educational materials are provided, including a workbook and 20 Clues poster for each participant.

To find out how to bring a 20 Clues workshop into your community, call Heartland Center staff at 800-927-1117 or E-mail us at Heartcld@aol.com. Staff are available to help with fund raising ideas to support 20 Clues workshops, answer questions or consult on promotion and marketing. ■



10 Ideas For Recruiting New Leaders

IDEA 1 Ask the Question: ‘Who’s Not Here?’

Involvement from all sectors of the community encourages a truly representative organization. If some sectors are not involved then they may be recruited to share their opinion. Leaders may find that these sectors of the community are not involved because they have never been asked.

IDEA 2 Look for Skills, Not Names

Describe the skills needed for the position and then match volunteers who illustrate those same skills. By looking at an individual’s skills, a community can involve more people and develop new leadership. The community also benefits by working to prevent volunteer burnout.

IDEA 3 Define the Task

When a project is at hand, it is important for the leader to describe specific tasks as well as how much time is needed to complete the project. The leader also needs to describe how the project fits into the big picture of community improvement.

IDEA 4 Create a History of Efficient Use of People’s Time

Efficient and productive meetings are essential, because no one likes to waste time. Short and long-term goals are helpful to build a positive and productive repertoire. If volunteers feel the project is worthwhile, then they are more willing to commit time to the project.

These leadership recruitment ideas are taken from the Heartland Center for Leadership Development publication, *10 Ideas for Recruiting New Leaders*. If you are interested in this publication, please contact the Heartland Center for Leadership Development by calling 402-474-7667 or 1-800-927-1115 or mail us at 941 O Street, Suite 920, Lincoln, Nebraska 68508. Cost is \$5.00 (US) including shipping and handling.

If you would like further information about our other publications, log on to our web site at <http://www.4w.com/heartland/>.



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The Heartland Center is an independent non-profit organization developing local leadership that responds to the challenges of the future.

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