

Welcome to the Communications CollaborACTION Team's

MEDIA DISCOVERY GROUP

Personalizing the region to better promote and connect
people, places, and resources



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



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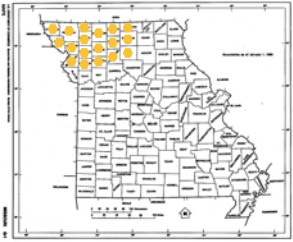
Dream big and grow together.

DISCUSSION GOALS | Friday, September 17, 2021

- ⬡ **Welcome and Introductions!**
- ⬡ **Purpose of Today's Discovery Group on Media and Communications**
- ⬡ **Maximize NWMO Introduction**
- ⬡ **The State of Media in Northwest Missouri – Valuing Factual Information**
- ⬡ **Obstacles and Opportunities**
- ⬡ **Upcoming Events**
 - ⬡ **CFNWMO Leadership Breakfast – Oct. 1st @ 8:30 a.m. in Chillicothe**
 - ⬡ **2022 Regional Learning Collaborative Info to be announced soon!**

OUR REGION

Northwest Missouri's 18 Counties



URBAN, Metro County

Has a densely-settled urban entity with 50K+ people

RURAL, Metro County

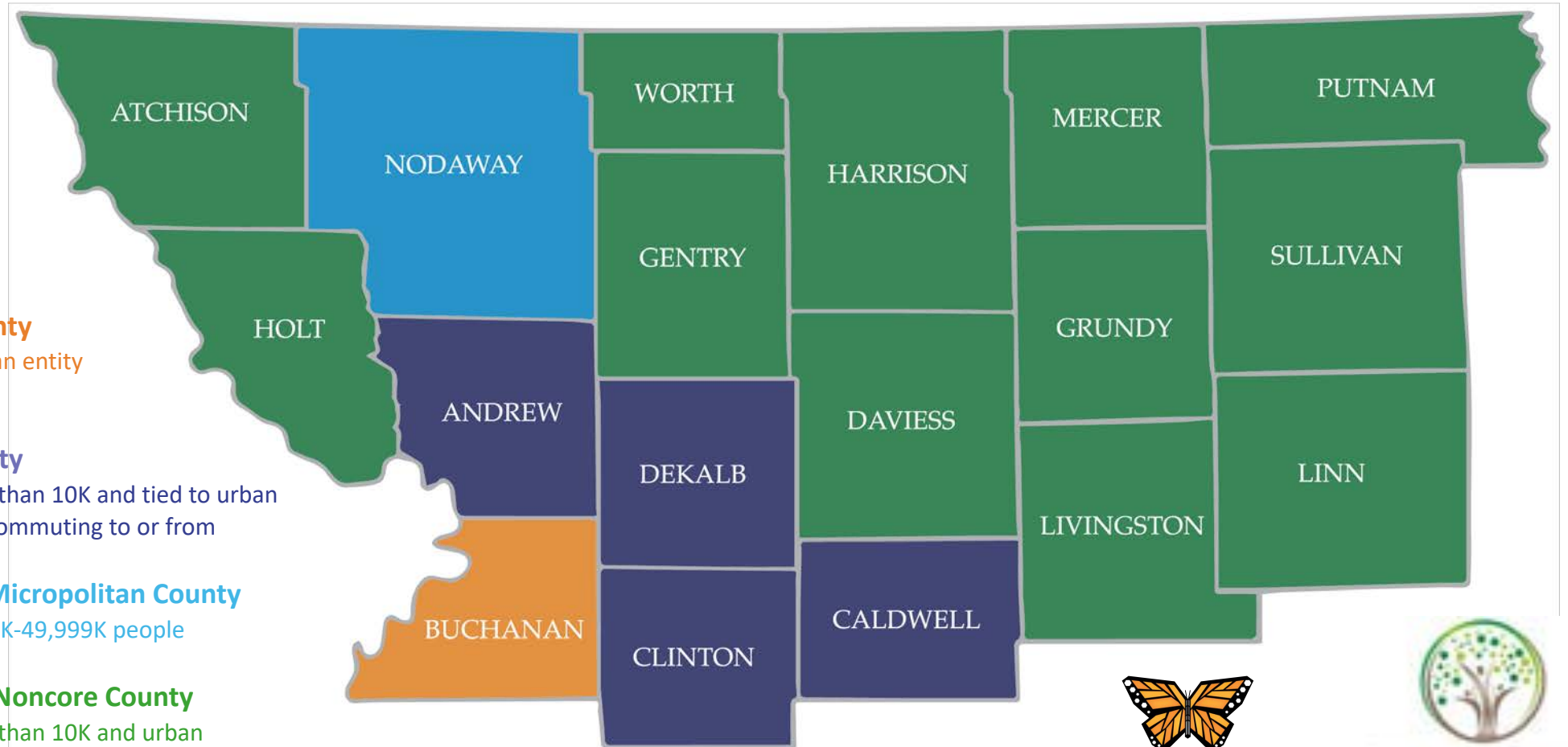
All urban clusters are less than 10K and tied to urban core with 25%+ workers commuting to or from

RURAL, Nonmetro Micropolitan County

Has an urban cluster of 10K-49,999K people

RURAL, Nonmetro, Noncore County

All urban clusters are less than 10K and urban core commuters at less than 25%



TRANSFORMATION

The Story Behind the Brand

In early 2020, a team of approximately two dozen representatives from across the region chose the monarch butterfly to represent this transformational community development work.



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Like the monarchs, our population is challenged.

Thanks to a concerted effort of many people learning about ways to help, slightly changing some of the habits they didn't realize were causing a problem, and the resiliency of monarch butterflies themselves, we are slowly seeing their population stabilize to rise.

We live in a beautiful region in the heart, soul, and crossroads of the country.

There is hope. The same can happen for us in northwest Missouri.

By dreaming big and growing together, **our region's prosperity can rise again!**



PURPOSE

Overcome the consequences of long-term population decline, population loss, and the resulting threats to all sectors by promoting and supporting a spirit of systematic inclusive action. Through these efforts, we exist to assist the region, building leadership capability and capacity to sustain successful existing and new community development efforts. Leaders and residents throughout the region are empowered to identify and prioritize challenges, strengths, and opportunities most important to them by following a proven framework that serves to sustain and transform this place where people love to live, learn, work, and play.

NAVIGATIONAL GUIDE

Uplifting & Inspiring Action

VISION

Be a model sustainable support system for regional community collaboration.



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MISSION

Bring Northwest Missouri communities together to dream big, grow leaders, and collaborate across all sectors of health care, economics, education, and quality of life enabling positive transformation and vitality.

Getting Down to Business

EXPANDING OUR TEAM

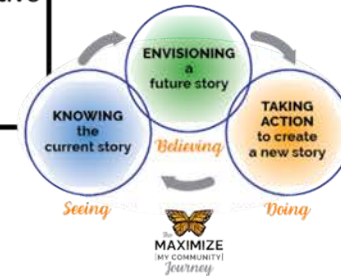
**Inviting
Communications**
(Marketing & Public Relations)
**representatives
from all...**

COMMUNITY INTERCONNECTION & INCLUSION



COMMUNITY ENGAGEMENT MAP

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Goal	To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, and/or solutions.	To obtain public feedback on analysis, alternatives and/or decision.	To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision-making in the hands of the public.
Promise	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that you concerns and issues are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.
Tools	• Fact sheets • Websites • Social media posts • News releases • Open houses	• Surveys • Random polls • Public meetings & comment • Focus groups • Online discussion forums	• Listening & sharing sessions • Workshops • Deliberate polling	• Guiding Coalition and Action Network consensus-building • Learning Collaborative Cohorts • Participatory decision-making	• Voting/election ballot • Delegated decisions • Citizen juries



EXAMPLES OF ENGAGING PEOPLE IN THE PROCESS IN NWMO



WEBSITE:

COVID-19 Connecting Communities pages, Spotlight Stories, Calendar, Research, Resources, Partner pages, and more...

LISTENING:

Regional Community Conversations to share info & draft Strategy Action Maps for priorities

LEARNING AND SHARING:

Discovery Group facilitation

Bringing together experts serving within the region to learn more about what is being done to address topics of highest priority.

WORKING TOGETHER:

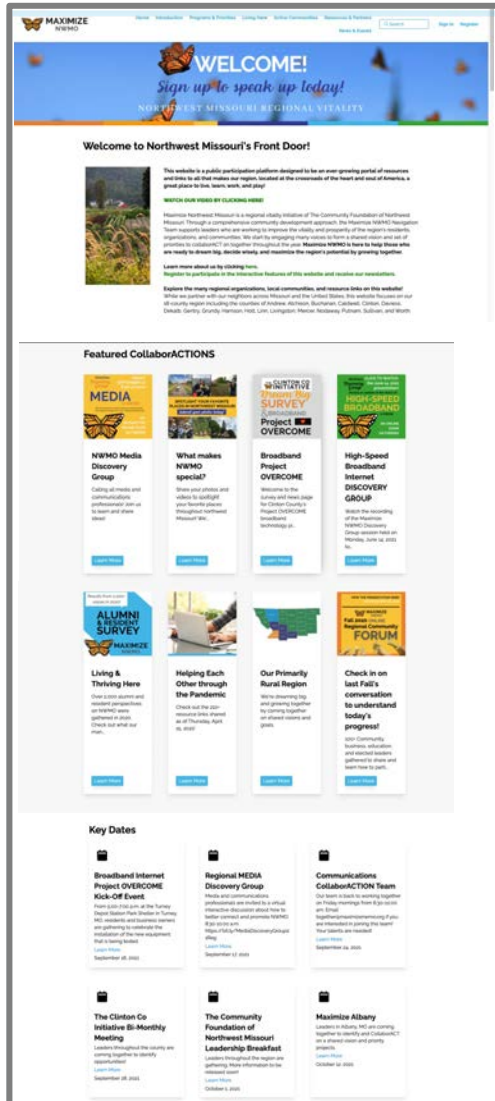
CollaborACTION Team formation/facilitation
Communications

Alumni & Resident Survey, Intern, Regional Media and Leadership Contact Lists, Promo Video & Photo Library, Social Media Placemaking Video

UPLIFTING EACH TOGETHER:

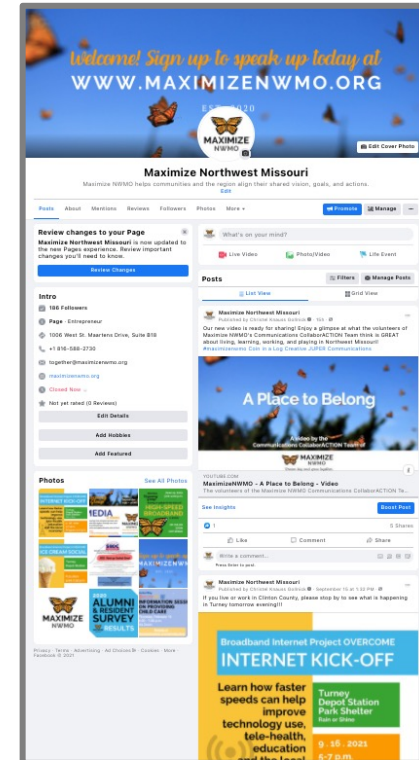
Regional Community Celebration & Forums to share success & Launch New Programs
E-Newsletters

ONLINE PLATFORMS

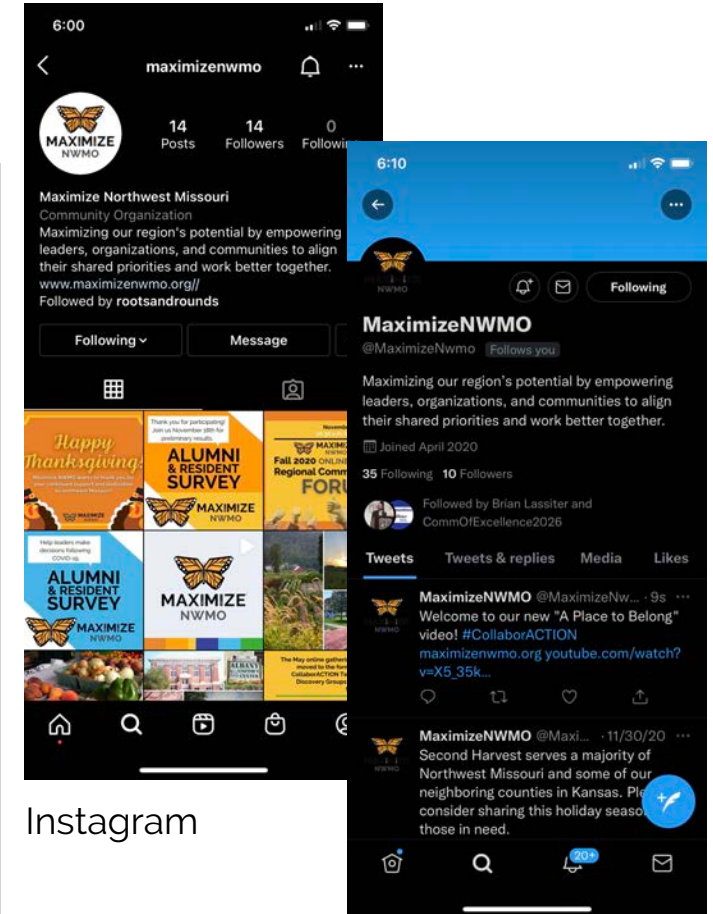


Website and Public Participation Platform

<https://www.maximizenwmo.org>



Facebook Page



Instagram

Twitter





The Community Foundation of Northwest Missouri thanks the many volunteers working through the Maximize NWMO Communications CollaborACTION Team, the MU Extension Exceed Team of Dr. Mallory L. Rahe, Dr. Sarah A. Low, and Ms. Jamee Searce, Communities of Excellence 2026 Coach Dr. Sandra Potthoff, Christel Gollnick of JUPER Communications, LLC. This Pubic Private Partnership project was made possible through the financial support of the Missouri Department of Economic Development, United States Department of Agriculture - Rural Development, and several private donors. ©2021, The Community Foundation of Northwest Missouri. All rights reserved.



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POPULATION PARALLELS ARE URGENT



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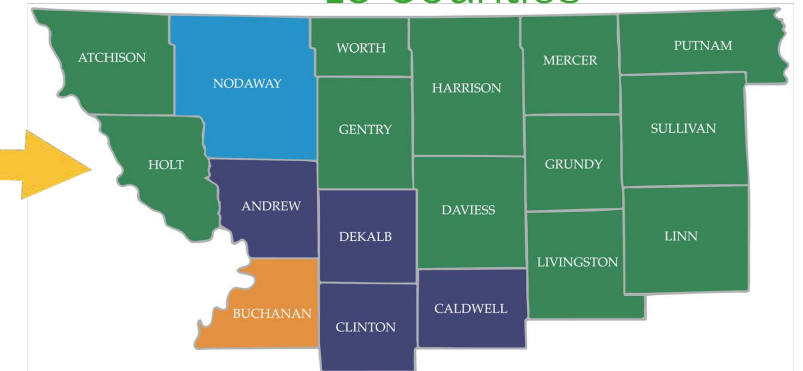
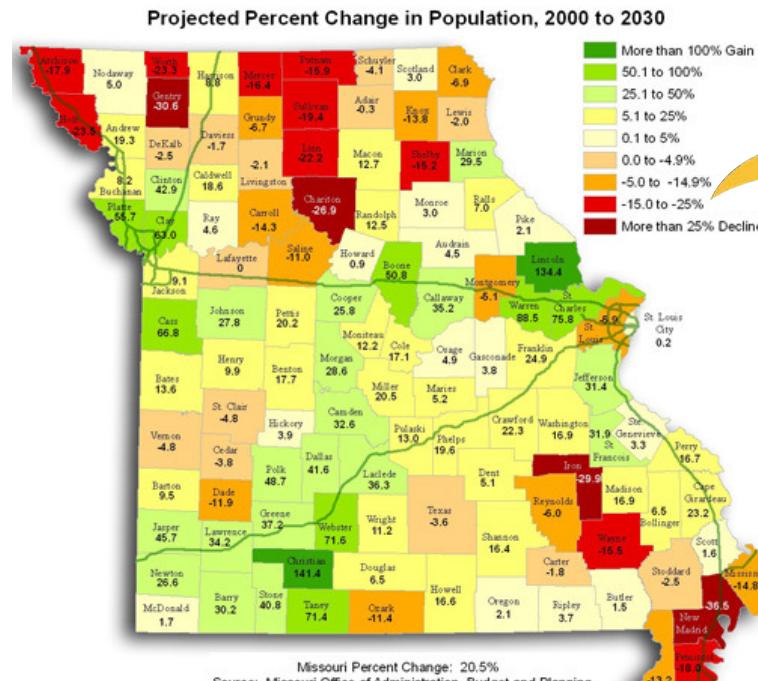
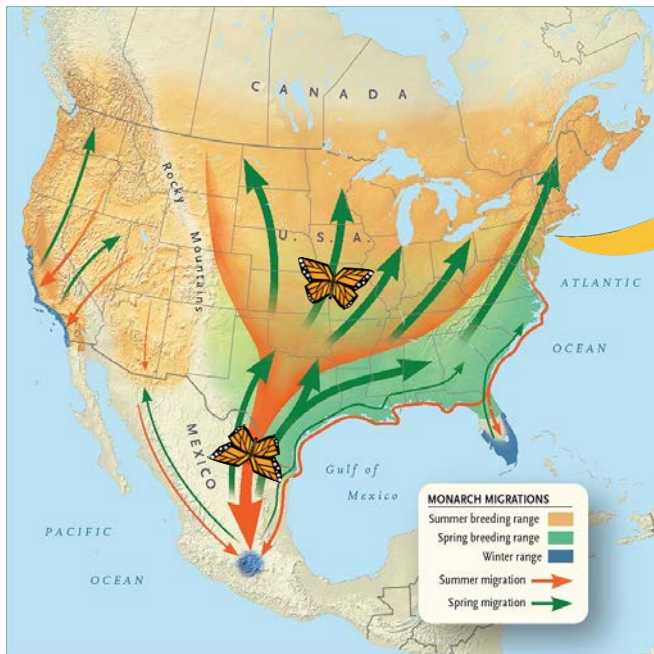
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The prosperity and vitality of America, the Midwest, and Northwest Missouri is at stake as many rural regions continue to experience population loss.

The monarch butterflies inspiring the Maximize NWMO regional vitality initiative that migrate through the region are experiencing similar population decline.

Our big opportunity is to turn this story around and ensure that we keep and attract needed talent within the region!

Northwest Missouri's
18 Counties



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Source: USDA, Economic Research Service using data from the U.S. Census Bureau with definitions based on the Office of Management and Budget

ANSWERING WHY POPULATION SHIFTS



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2020 ALUMNI & RESIDENT SURVEY RESULTS

- Open from July 14-September 30, 2020
- Open to residents and former residents of the **18-county region**
- Counties with the most respondents were Linn, Buchanan, Gentry, and Livingston

GOAL

To better understand how to retain and attract talent to our region.

ONLINE SURVEY QUESTIONS

1. Why do people who grew up in this region stay?
2. How can we attract people who grew up here, but left, to move back?
3. How can we attract new residents to our region?

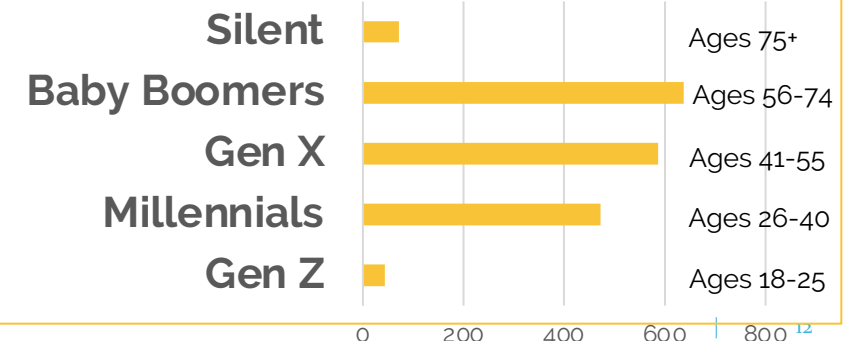
PARTNERS

- Maximize NWMO's Volunteer Communications CollaborACTION Team
- Community Foundation of Northwest Missouri
- University of Missouri Extension Exceed

PARTICIPANTS

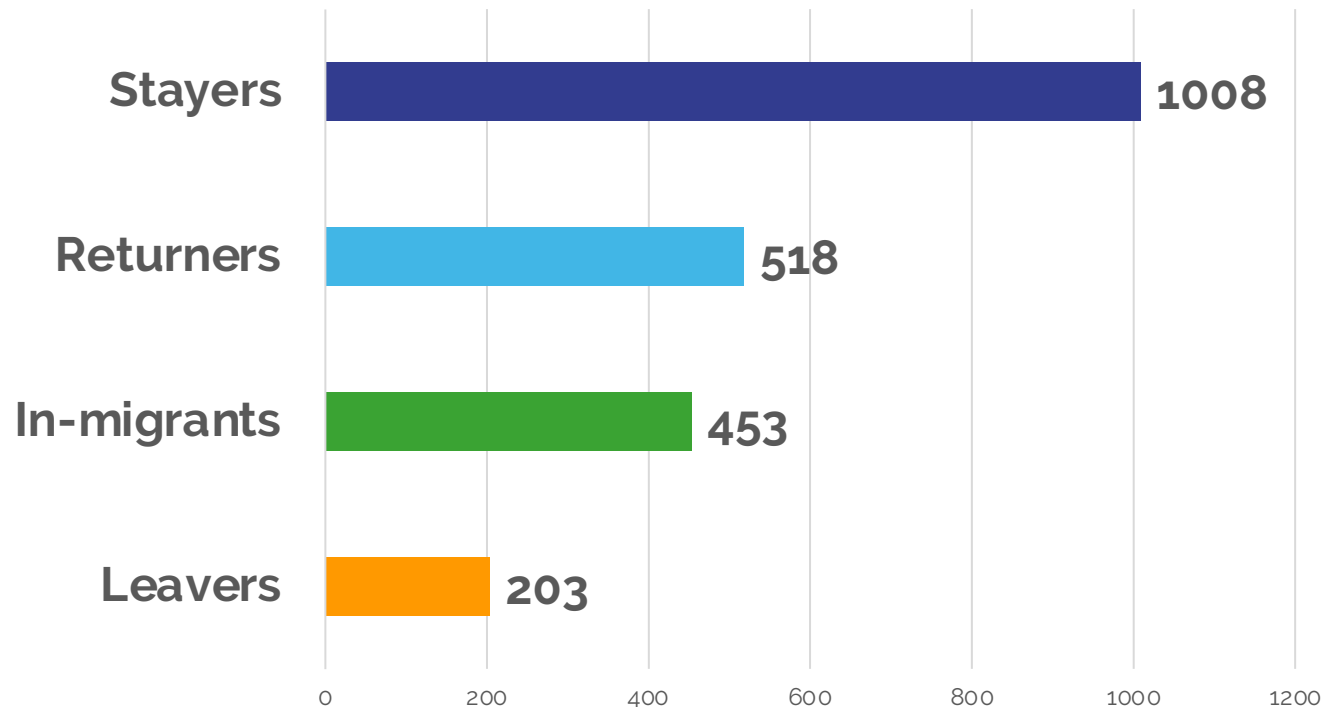
2,504 people participated

- **2,182** people responded with migration info and are reflected in this summary
- **75% were females** (Consistent with most public surveys)
- **4% live in another state**





The survey answers were split into 4 groups for analysis:



46% Grew up in NWMO and have always lived here

24% Grew up in NWMO, moved away, and moved back

21% Did not grow up in NWMO, but live here now

9% Grew up in NWMO, but have left



2020
**ALUMNI
& RESIDENT
SURVEY**
 MAXIMIZE
NWMO **RESULTS**

**How can NWMO keep
and attract talent to
feed the innovation
and entrepreneurship
needed to build a more
thriving region?**



Foster a greater sense of belonging.

The relationships we have with each other
– at school, work, home, and community organizations –
drive the decision about where we live.

- Be proactive and collaborative
- Help people make strong and trusted connections here beyond welcoming by sharing traditions, opportunities to get involved, and incorporating their new ideas
- Be an attractive place that provides quality essential services and key amenities
- Create jobs by supporting new business entrepreneurs
- Increase leadership development opportunities
- Invest in our youth's education and social connections with people and our place
- Promote what is going on and what is here to enjoy



Focus on...

- 1) Leadership development and community engagement for for all ages
- 2) Promote and support entrepreneurship and innovation
- 3) Attract people who are open to returning to NWMO in the next few years
 - After college and a few years of work experience
Bring new ideas & energy
 - Near retirement age
Bring accumulated wisdom and wealth creating demand for services and amenities that create jobs, and they contribute valuable time, talent, and treasure.

**48% of Americans
said they prefer to
live in a small town
or rural area**

as opposed to a city or
suburb in December 2020,
up from 29% in 2018.
- Gallup poll

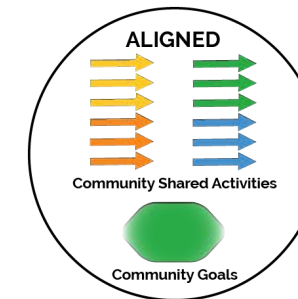
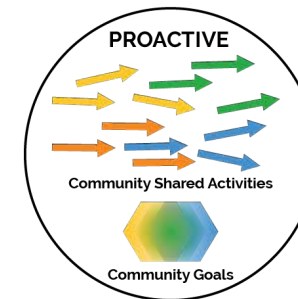
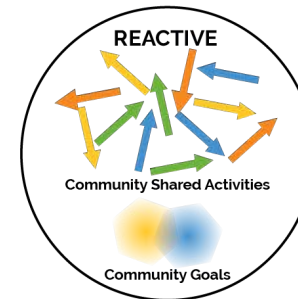


What's next for NWMO?

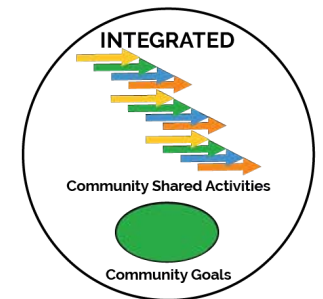
COMMUNITY INTERCONNECTION & INCLUSION



Many Voices



One Vision



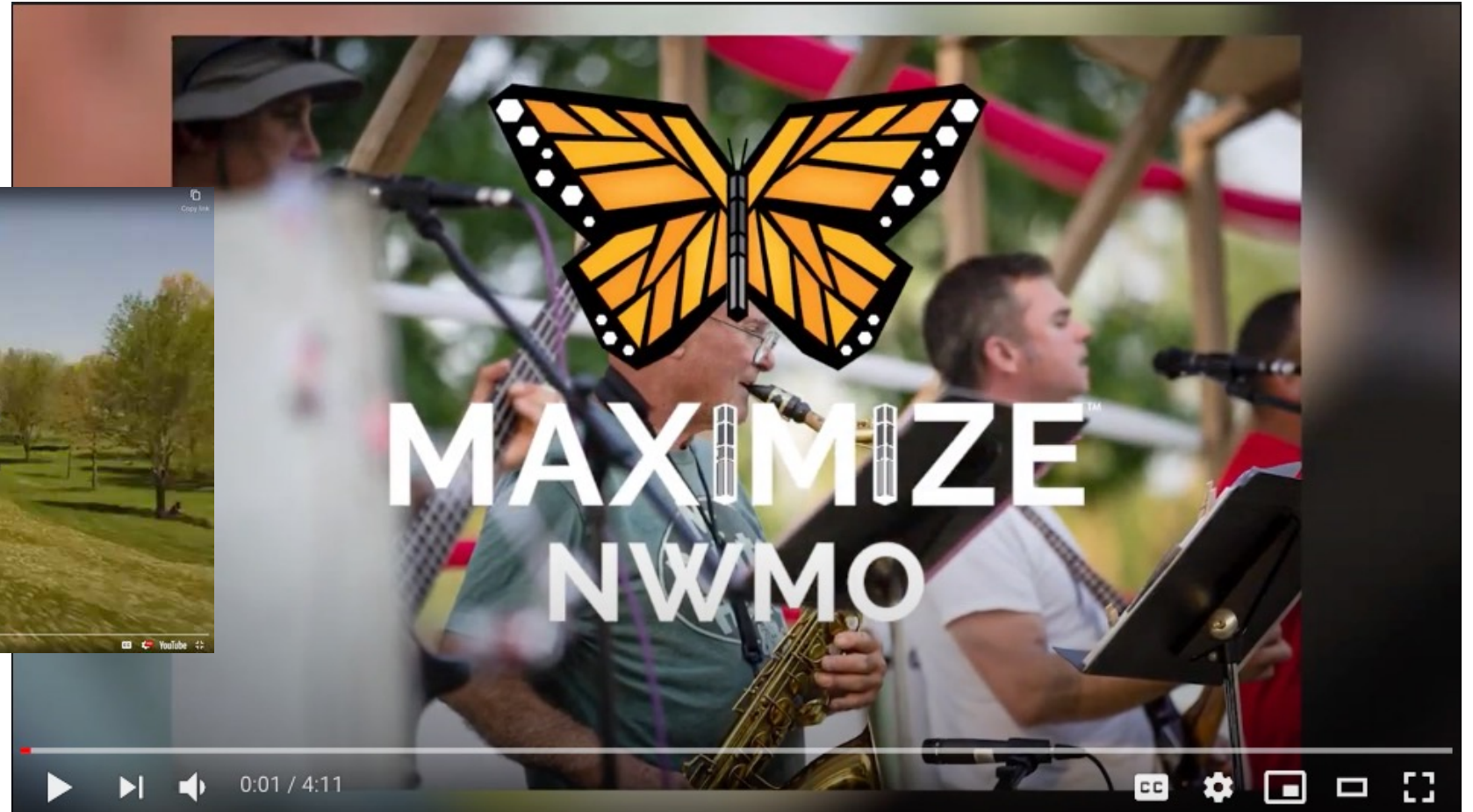
Local and regional communities respecting individual interests while working together on shared needs.

In addition to the survey, we know from experience that this region has a lot going for it thanks to many leaders taking successful steps toward working together over the last two decades. Now, there is support for traveling even farther and involving more regional residents and leaders to dream big and grow together.

VIDEOS



Call to Action for Spotlight Photos,
Videos, and Stories
<https://youtu.be/MC-b74rdDgA> or
<https://www.maximizenwmo.org/communications-collaboraction-team/widgets/30406/videos/3051>

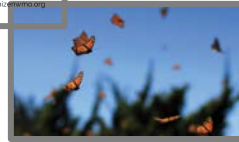


Resulting Video – “A Place to Belong”
<https://www.youtube.com/watch?v=sHr4HAcOSxl> or
<https://www.maximizenwmo.org/communications-collaboraction-team/widgets/30406/videos/3050>

PRINTED COLLATERAL EXAMPLES



Business Cards



*Dream big
and grow
together*



www.maximizenwmo.org

A Regional Vitality Initiative
of The Community Foundation of Northwest Missouri



**MAXIMIZE
NWMO**

*Supporting Northwest Missouri's
Journey in Dreaming Big
and Growing Together*

VISION
Be a model sustainable
support system for
regional community
collaboration.

MISSION
Bring Northwest Missouri
communities together to
dream big, grow leaders,
and collaborate across all
sectors of health care,
economics, education, and
quality of life enabling
positive transformation and
vitality.

PURPOSE
Overcome the
consequences of long-term
economic decline,
population loss, and the
resulting threats to all
sectors by promoting and
supporting a spirit of
systemic inclusive action.
Through these efforts, we
exist to assist the region,
building leadership
capacity and capacity to
sustain successful existing
and new community
development efforts.
Leaders and residents
throughout the region are
empowered to identify and
prioritize challenges,
strengths, and opportunities
most important to them by
following a proven
framework that serves to
sustain and transform this
place where people love to
live, learn, work, and play.

We live in a beautiful region in the heart of the country, with endless
potential. To fully reach our potential, each community needs each other
for the region to thrive. Like the monarch butterfly, our population has been
challenged to face a decline in health, wealth, and population. In the case
of the monarch, the effort of many people and the resiliency of monarch
butterflies themselves, their population is slowly stabilizing to rise again.
The same is happening for us in northwest Missouri.

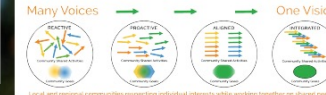
**Our region's population and prosperity can rise again
through thinking bigger and trying new ideas!**

Maximize Northwest Missouri is the regional vitality initiative of The
Community Foundation of Northwest Missouri. Through a proven asset-
based community development (ABCD) approach to coaching and training
leaders, the Maximize NWMO Guiding Coalition supports leaders who are
committed to working together to **dream big, decide wisely, and
maximize the region's potential by growing together.**

Connecting and Promoting the Region

We serve as a resource and guide that is non-competitive, non-partisan,
and non-duplicative. We are here to uplift all of the great things already
taking place in the region and help the people who are willing and able to
fill in any gaps. This work is about supporting **purposeful performance
excellence across traditional geographic, sector, and industry
boundaries to help make a bigger difference together than any one
organization, entity, or community can make on their own!**

In addition to our leadership development and community coaching
programs covering systems thinking, design thinking, community
engagement, strategic action planning, inclusivity, and more, we also
provide an interactive website that is a public participation platform and
portal of information for the region at www.maximizenwmo.org.



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Flyers

**Community Development
of Opportunities for Growth
through CollaborACTION**

This community development approach improves
quality of life collectively by helping people come
together to act on what's important to them, while at
the same time, encouraging individuals, organizations,
and communities to excel using their unique existing
strengths and assets. The Journey **inspires, informs,
and empowers** participants to learn and apply the
tools that are helpful in creating the results wanted in
communities, generation after generation.



The Milestones:

- 1) Knowing your story and better understanding
what is happening in your community by listening
to as many voices, perspectives, and sources of
trusted data as possible.
- 2) Looking deeper into the current realities within
your community and envisioning an agreed-upon
future story.
- 3) Developing a complete plan and moving towards
collaborACTION, cooperating, and working
together while thinking innovatively.
- 4) Aligning and integrating projects and ongoing
processes to reach
goals faster.
- 5) Celebrating
progress and
looking at results
to decide what to
do next through
repeating the
framework's cycle.

The milestones include and uplift existing efforts so
that everyone can experience even greater outcomes
more quickly by dreaming big and working together!
**Maximize NWMO supports purposeful performance
excellence within the region!**

Maximize NWMO is the regional vitality initiative of The Community
Foundation of Northwest Missouri. It is made possible through
partnerships with: Communities of Excellence 2020, the United
States Department of
Agriculture - Rural
Development (USDA-RD),
University of Missouri
Extension, Missouri
Department of Economic
Development, Northwest
Missouri State University,
and Every.

Visit www.maximizenwmo.org to learn more
or contact the Navigation Team at together@maximizenwmo.org

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Join the Action

Maximize NWMO exists to support local communities,
regional organizations, and the region's many
individual formal, informal, and elected leaders.
Our programs encourage people to dream big and
work together in knowing their story, envisioning a
future story, and taking action to create a new story.

Maximize NWMO Offerings:

Regional Learning Collaborative
A series of programs including individuals, organizations, and
local communities learning The Maximize (My Community)
Journey Framework and how to collaboratively expand and
strengthen regional connections, decide on shared regional
priorities, and implement strategic action plans together.

Regional Forum Conversations
Broad gatherings of leaders and residents to share
information, discuss challenges and opportunities that are
common across traditional borders, and decide on what
priorities to focus on in the short- and long-term.

Discovery Groups
Held as needed to pull experts together to dig deeper into
priority topics and discover facts and perceptions helpful to
strategic decision-making.

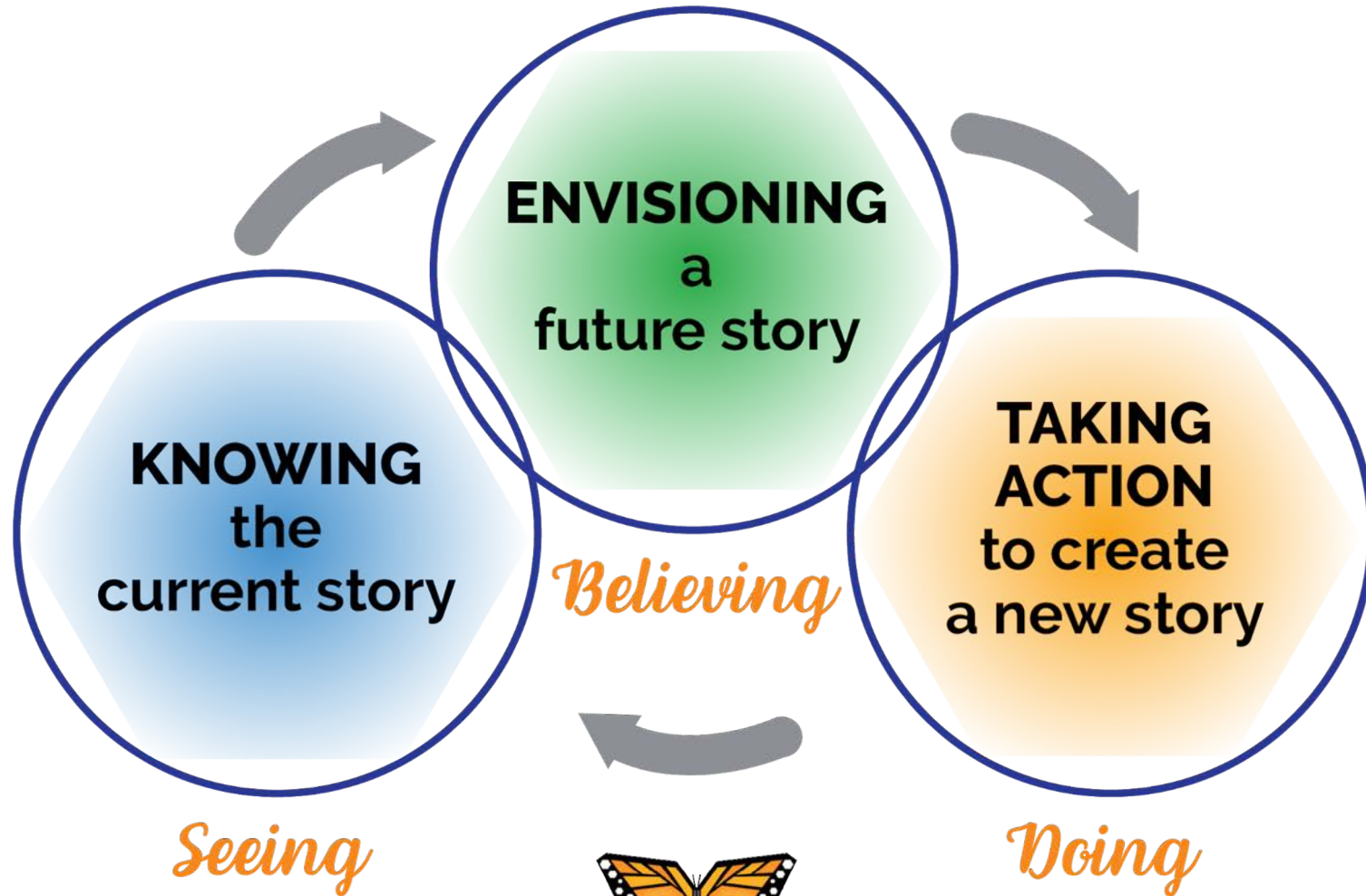
CollaborACTION Teams
Project-focused teams of volunteers and professionals
implementing strategies, projects, and initiatives aligned with
the shared vision and goals chosen by those participating in
the above programs and events.

Community-Centered Coaching
In addition to participating in any and all of the above
learning and connection activities, think of this opportunity
as your local community's personal coaching team. Quickly
move your community to collaborACTION and continually
deepen leadership values, principles, and the innovative
can-do spirit founded in The Journey over several years!

**Get involved and maximize
the potential of the place
we call home!**



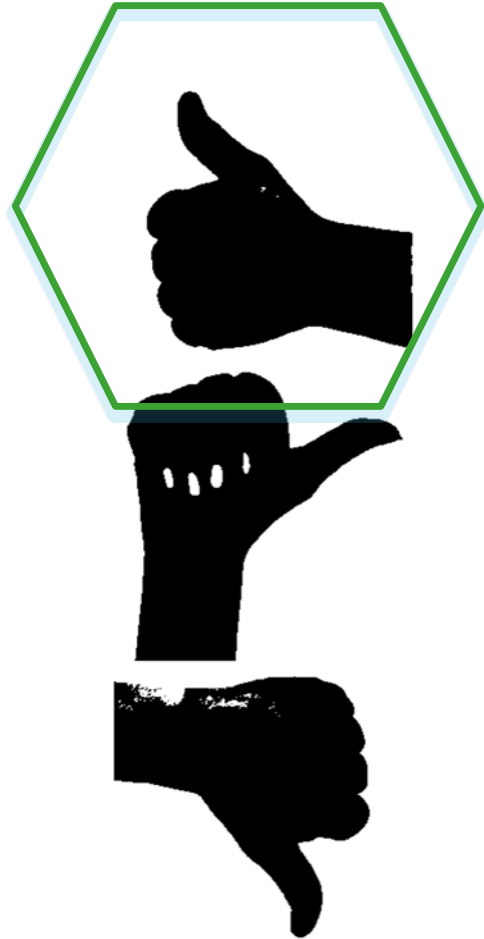
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NWMO**



CollaborACTION

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DECISION ON NEXT STEP



Add the attendees of this Media Discovery Group as well as others who voice an interest to the invitation list for the meetings of the Communications CollaborACTION Team that are held on the first Friday of each month.

**Based on a majority vote...
YES!!**

SCHEDULE



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Communications CollaborACTION Team

8:30 – 10:00 a.m.
via Zoom

2021–2022 First Fridays

All Team & Media Monthly Meeting

Review/update on all Maximize NWMO activities, discussion of integrated efforts, team decisions, and announcements.

**CFNWMO BREAKFAST
IN CHILICOTHE – NO MEETING**

October 1

November 5

December 3

January 7

February 4

March 4

April 1

May 6

June 3

July 1 – **NO MEETING**

August 5

September 2

October 7

November 4

December 2

3rd Fridays

Project-Specific Work Sessions

Focused brainstorming, planning, detail decisions, follow-through, and check-in on progress and support needed for team members stepping up to lead activities.

October 15

November 19

December 17

January 21

February 18

March 18

April 15

May 20

June 17

July 15

August 19

September 16

October 21

November 18

December 16

Many Voices, One Vision



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Thank you for being a part of dreaming big and growing together!

together@maximizenwmo.org | www.maximizenwmo.org

Financial support for this project comes from partner contributions to The Community Foundation of Northwest Missouri's Maximize NWMO Regional Vitality Initiative.