

Welcome to the...

Communications CollaborACTION Team



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-49,999 people

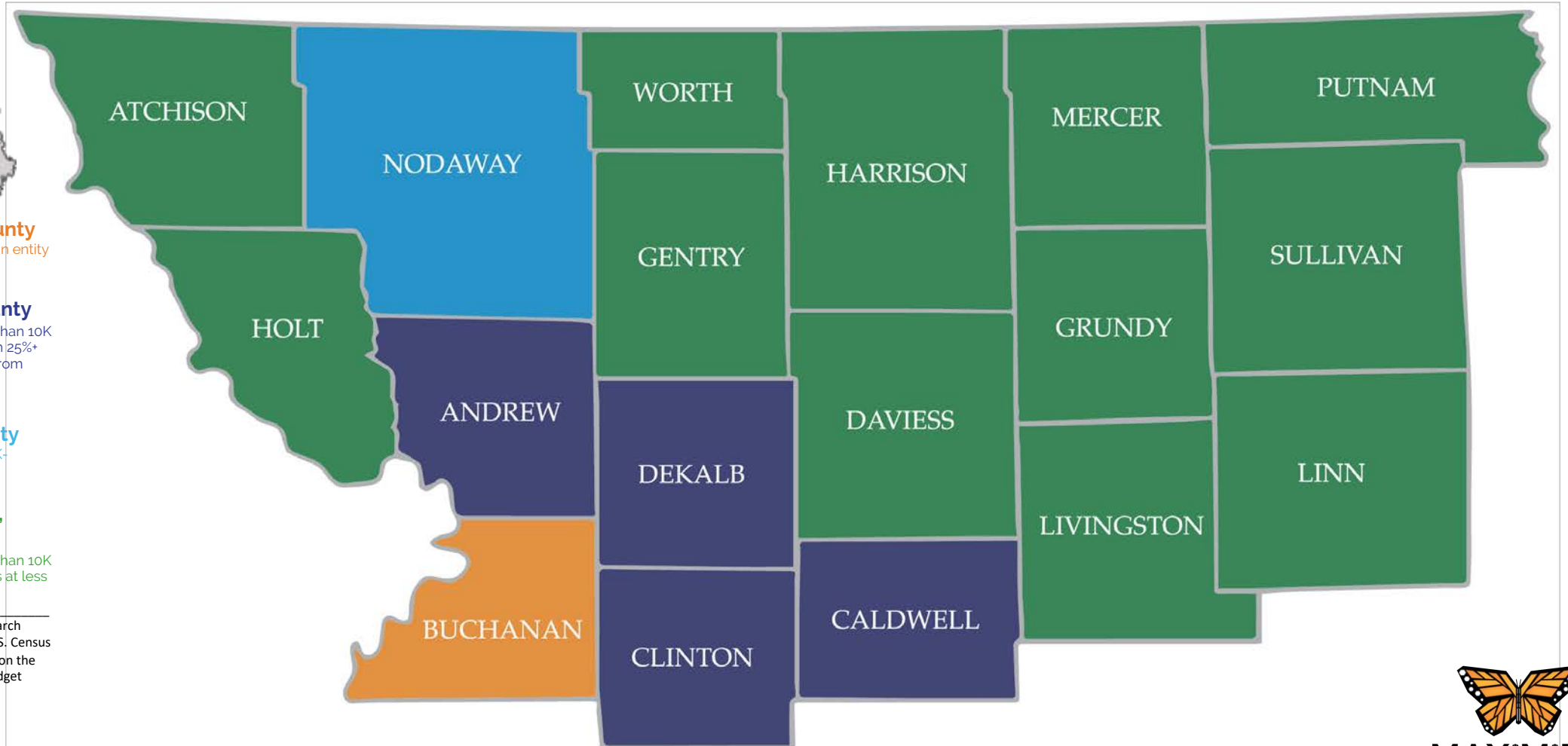
RURAL, Nonmetro, Noncore County

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

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



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI



MAXIMIZE
NWMO

VALUING DIVERSE PERSPECTIVES

REGARDLESS
OF THE
PRIORITY,
EVERYONE
PLAYS A PART!

We all want opportunities
to play where we live to
balance out all of the work!

COMMUNITY INTERCONNECTION & INCLUSION



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...

...assist the region by building leadership capability and capacity to sustain successful existing and new community development efforts.

NAVIGATIONAL GUIDE

Uplifting & Inspiring Action

VISION

Be a model sustainable support system for regional community collaboration.



MAXIMIZE
NWMO

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



Communications CollaborACTION Team's NAVIGATIONAL GUIDE

MISSION

We are personalizing the region to better promote and connect people, places, and resources in the interest of keeping and attracting innovative talent of all ages.

DISCUSSION GOALS | Friday, June 3, 2022

- ⬡ **Welcome and Introduction**
- ⬡ **Review of Progress on Prioritized Strategic Action Maps & Recommendations to Maximize NWMO's Guiding Coalition for 2022-2023**
 - ⬡ **Communication Activities that Drive People, Communities, and Counties to GET INVOLVED through:**
 - ⬡ **101 Regional Learning Collaborative**
 - ⬡ **Regional Community Forums – Theme? Purpose? Timing?**
 - ⬡ **Discovery Groups – Do we foresee needing any new topics? Updates on topics?**
 - ⬡ **Keeping Track of Our Grassroots Outreach Progress** – Making more contacts and growing awareness to better connect and promote the region
- ⬡ **July 15 Mini-Retreat: Applying Systems Thinking to Communications Strategy and Messaging for Different Audiences**
- ⬡ **Confirmation of Planned Team Gatherings**



MAXIMIZE
NWMO

Priority Projects Chosen by the Team for Strategic Action Mapping:

Updated 4.7.2022 by Team at In-Person Meeting and added to on 4.15.2022



1. **POST** the Maximize NWMO video in more places
2. **SPOTLIGHT** what's great about NWMO
3. **PROMOTE** Maximize NWMO programs and events
4. **CREATE**, eventually, a regional identity brand for multi-sector, multi-county, and multi-community use to attract potential residents and visitors to NWMO



The Strategic Action Map

STEP 1	STEP 6	STEP 5	STEP 4	STEP 3	STEP 2
VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
EXAMPLE Keep & attract innovative talent. - Foster a greater sense of belonging. -- Broadband -- Entrepreneurship Ecosystem -- Tourism -- Spotlight Stories -- TBD	What is needed to complete the outputs? <i>Information & Resources Secured</i>	What will be completed to achieve the desired outcomes? <i>Work Activity Completed</i>	What education will be accomplished; knowledge shared; resource established, etc.? <i>Evidence in Words & Numbers</i>	What attitudes will be changed; behaviors exhibited; actions taken; etc.? <i>Evidence in Words & Numbers</i>	What is the impact desired or strategic priority attained? What is the answer to "So What?" and "Why?" <i>Evidence in Words & Numbers</i>

#1

POST THE MAXIMIZE NWMO VIDEO:

Share on tourism, attraction, chamber and real estate websites across the region to help draw attention to the positives of:



Living, learning, working, and here

- Use request as a door opener to invite more to participate in the Regional Learning Collaborative



Strategic Action Map #1: **Maximize NWMO VIDEO**

2022-2023

VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
Keep & attract innovative talent. - Foster a greater sense of belonging by better connecting and promoting the region.	Information & Resources Secured	Work Activity Completed	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers
MAXIMIZE NWMO VIDEO - Full Version - :30 Call for Spotlight Submissions Version	- Assign names & deadlines to all tasks - Create a shot list of each image by timecode of locations and people to promote to those communities ("Hey____, look at 3:22 to _____!") (Mackenzie Manning helping and Christel asking Coin In A Log) - Focus first on cheerleaders for NWMO as influencers - Compile list of counties, communities, and orgs with contact names and assignments of who will contact who by when (Jackie Spainhower and Christel to share current list with her)	Marketing Campaign: ***Use request for placement/sharing as an invitation to the Regional Learning Collaborative - Put it in front of more people on every local social media page - Encourage teachers & kids to share at school on YouTube & with parents - Share link from the website and on Facebook (may have to IM and text as well) with: - Rotaries & other service clubs - Churches - Chambers - Real Estate Agents - Cities - LNWMO alumni - Social Media Challenges w/T-shirt giveaway (we have about 10 left) - "What should we highlight in our next video?" - "How many places can you name?" - "Can you identify where this ____is?"	- Open people's eyes to what is great about the region...what is here - Instill a sense of pride - # of shares - # of likes/followers - # of views	- # of people visiting - # of people choosing to live here - # of people owning a business here - # of employers here	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

#2

SPOTLIGHT WHAT'S GREAT ABOUT NWMO:

Highlight the positives of living, learning,
working, and playing here

Preparation Tips for Researching and Writing Spotlight Stories

Remember your purpose for telling the story.

Is it to change minds and win hearts? Make sure it:

Grabs the attention and interest of your audience

Provides connection by being trustworthy and relatable

Features value and the benefits that are persuasive

Answers the why in a way that compels action.

Our Communications CollaborACTION Team's goal is to keep people here and attract innovative talent to the region by better connecting and promoting the region.

Keep your audience in mind.

Think about their MINDSET: What do they think, feel, say, and do?

Think about their MOTIVATION: What would they like to think, feel, say, and do?

Don't know? Think about how you would answer these questions if you were in their position.

Be curious and listen to what isn't being said.

Gently pull out the emotions behind the answers with further questions.



MAXIMIZE
NWMO

Example Questions for Spotlight Stories: PEOPLE

Who are you? Name, gender, generation, key roles, etc.

Where are you? Location of the story.

What is your backstory? Tell me about your journey to now. What brought you to Northwest Missouri?

What is this a story about? Ask about the topic you are covering?

What are the guiding beliefs of the person being interviewed or entity being described? Understand their perspective.

What is your aspiration for the future? What is your vision?

What is your strategy for reaching your vision? What are your key activities? What's next for you here in NWMO? (Plans for growth?)

Why did you move/stay here? Why will you stay? What will keep you here?

What must never change about the region?

What do you hope changes soon?

How are you willing to be a part of the collaborACTION and transformation efforts?

What would you say to someone similar to yourself who may be considering a move to the region? Why should they make NWMO their destination?



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Keep & attract innovative talent. - Foster a greater sense of belonging by better connecting and promoting the region.	Information & Resources Secured	Work Activity Completed	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers
SPOTLIGHT STORIES - Written - Video	- Write template stories for several categories of spotlights - 250-1500 words with photos/video (Amy Supple is working on this. Denise sending sample Q&A) - Expand List of Ideas - Separate into People, Places and Events (Stephanie Williams is coordinating spreadsheet/tracking progress) Further Categorize Places into: - Attractions - Retail - Dining - Recreation Further Categorize Events into: - Family-Friendly - For the Kids - Adult-Focused Assign names & deadlines	2A: Recruit ___# of Story Writers/Producers to ensure 52 stories in a year - Terri Johnson: gathering links to existing stories (Look at Andrew McCrea, Rural Missouri, Missouri Life, MO Bicentennial Website, etc...) - Jackie Allenbrand: writing Sleighworks - Mackenzie Manring is working on Albany stories - Robin – Youth Alliance volunteers - Christel is finishing several stories started and serving as editor, posting to web, and recruiting writers - Stephanie asking language arts teachers for students - Bobbie Cronk – MWSU Center for Service - Marci Behrens's students in Maryville to help with stories - By June 1 post 5 stories and then 1 per week on Monday mornings (Consistency is key!)	- # of stories shared - Open people's eyes to what is great about the region...what is here INTERNAL: Build regional pride and feeling that we're worth spotlighting EXTERNAL: Go here, Come here, Live here, Work here, Play here, Get Inspired here, Innovate here	- # of viewers/readers of stories - Average time on site - # of click throughs - # of people visiting - # of people choosing to live here - # of people owning a business here - # of employers here	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

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SPOTLIGHT STORIES - Written - Video	- WE NEED MORE PEOPLE INVOLVED TO DO BOTH OF THESE...	2B: Gather brochures from actively participating communities/ counties: - Incentivize more communities to join Maximize NWMO's regional learning collaborative and engage in community-centered coaching - Share what the key assets are of each area with basic info (link to website or FB page)?...Focus on annual events and public spaces first within suggested daytrip itineraries 2C: Creating updated suggested itineraries for day-trips and weekends in NWMO: Sharing them with multiple sources: - MO tourism - Publications - Hwy 36 and Maximize NWMO - Others? (Marci Behrens's students in Maryville to help with itineraries this Fall)	- # of stories shared - Open people's eyes to what is great about the region...what is here INTERNAL: Build regional pride and feeling that we're worth spotlighting EXTERNAL: Go here, Come here, Live here, Work here, Play here, Get Inspired here, Innovate here	- # of viewers/readers of stories - Average time on site - # of click throughs - # of people visiting - # of people choosing to live here - # of people owning a business here - # of employers here	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

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Keep & attract innovative talent. - Foster a greater sense of belonging by better connecting and promoting the region.	Information & Resources Secured	Work Activity Completed	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers
SPOTLIGHT STORIES - Written - Video	WE NEED MORE PEOPLE INVOLVED TO DO THIS... COMMUNITY INTERCONNECTION & INCLUSION  - Determine categories (tabs) for different kinds of events by subject areas (IDEAS: quilting, 5K walk/runs, cycling, motorcycle, hunting, fishing, birding, aviation, genealogy, HWY 36, Jefferson Hwy, sports, etc.	2D: Establish a regionwide calendar: Where? - Maximize NWMO Website just listed by month Criteria for inclusion? - Stick to annual events always held on the same weekend - Any within the 18 counties or only those in counties/communities involved or at least having one person completing the regional learning collaborative??? - Posting event is a level of engagement...we should promote as much as we can regardless of involvement in other activities. Upkeep? - Just build over time.... - This is the lower priority project at this time	# of stories shared - Open people's eyes to what is great about the region... what is here INTERNAL: Build regional pride and feeling that we're worth spotlighting EXTERNAL: Go here, Come here, Live here, Work here, Play here, Get Inspired here, Innovate here	# of viewers/readers of stories - Average time on site # of click throughs # of people visiting # of people choosing to live here # of people owning a business here # of employers here	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

#3

PROMOTE MAXIMIZE NWMO PROGRAMS AND EVENTS:

Through the contacts made for other projects as door openers to talking about the goals of Maximize NWMO, ALSO invite key leaders throughout the region to get involved in

- Regional Learning Collaborative
- Regional Community Forums
- Discovery Groups
- Start their own local community collaborACTION effort



Strategic Action Map #3: Promote Maximize NWMO Programs and Events

2022-2023

VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
Keep & attract innovative talent. - Foster a greater sense of belonging by better connecting and promoting the region.	Information & Resources Secured	Work Activity Completed	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers
Promote Maximize NWMO Programs and Events	- We need more people in our ACTION NETWORK, GUIDING COALITION, and LOCAL COMMUNITIES/ COUNTIES involved in everything we are doing - Gather current contact lists used for Maximize NWMO purposes since Spring 2020 and determine what tools are available to this team (Christel) - Work with the Maximize NWMO Guiding Coalition to plan out calendar dates for 2022-2023 programs and events to invite people to: (Christel, Steve Wenger, Joe Lear – See Outputs column to the right for recommendation to from the Comm Team)	3A: Create a system and work process for determining who we already have involved in some capacity, what areas of the region they are in, and who could/should be invited to participate in some way Set up a spreadsheet or contact relationship tool & start listing names and information (Jackie Spainhower, Terri Johnson, and Christel Gollnick) 3B: Implement a grassroots outreach effort as a team with <u>invitations</u> (calls, meetings, emails), <u>big colorful postcard with benefits, and presentations</u>: Jackie Spainhower, Terri Johnson, and ALL team members – Jackie S. and Shari Schenewerk reaching out to Crystal Narr about MO State Chamber contacts to get started. - Christel working on LNWMO Early Fall 2022 could hold a ½ day Regional Forum on RLC benefits/promo and Broadband Discovery Group Update, combined (partner with LNWMO alumni? Stephanie Williams to inquire on interest) Hold RLC 101 Oct-Mid-Nov 2022 and/or Feb-Mid-March 2023???	- Increased number of people contacted and made aware of what Maximize NWMO is all about and how it can be beneficial for them to get involved	- # of people who show up for programs and events - # of people engaged and empowered - # of people leading community development efforts in local communities - # of leaders involved in regionwide priority-setting and problem-solving at all levels of decision-making and action	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

#4

CREATE, **EVENTUALLY**, A REGIONAL IDENTITY BRAND FOR MULTI-SECTOR USE

A UNIFIED MARKETING IMAGE AND CAMPAIGN THEME FOR THE
REGION THAT IS RECOGNIZED BY ALL COUNTIES,
COMMUNITIES, AND SECTORS THAT ATTRACTS POTENTIAL
RESIDENTS AND VISITORS TO NWMO:

May or may not build off an existing brand such as:

- Maximize Your Potential
- Dreaming Big and Growing Together
- American Genius _____
- Great Northwest
- Better Together
- Others??

Strategic Action Map #4: Regional Identity Brand for Multi-Sector Use

2022-2023

VISION & Priority Areas (Strategies)	INPUTS	OUTPUTS	SHORT-TERM OUTCOMES	MID-TERM OUTCOMES	LONG-TERM OUTCOMES
Keep & attract innovative talent. - Foster a greater sense of belonging by better connecting and promoting the region.	Information & Resources Secured	Work Activity Completed	Evidence in Words & Numbers	Evidence in Words & Numbers	Evidence in Words & Numbers
Regional Identity Brand for Multi-Sector Use	- We need more voices at the table first before tackling this project to ensure all sectors are represented and part of the decision-making process - ASSET MAP WHO SHOULD BE ASKED TO JOIN THE TEAM (Jackie Spainhower, Terri Johnson, and Christel Gollnick) - In the meantime, we can be looking around for what brands are already in use within the region that may be elevated, enhanced, or expanded - Ideas from other regions	4A: Work with existing alliances to come up with a slogan & inclusive brand visual theme for the region - Design Charrette of Creative Professionals and Key Stakeholders - Logo, fonts, colors, style - T-Shirt and other merchandise for placement in boutiques, gift shops, and online, and as HR recruiting tools and real estate gifts  4B: Strategic Integrated Campaign Plan including: - Tourism - HR Departments/Hiring - Economic Development - Real Estate - Communities, Cities, and Counties	- Open people's eyes to what is great about the region...what is here - Instill a sense of pride	- # of people visiting - # of people choosing to live here - # of people owning a business here - # of employers here	- Create a sustainable region that people want - Everything that is good stays alive - Employment for all who want it here - Families stay for generations

ADDITIONAL JULY ZOOM EVENT

Discovery Group on ARPA Funding

Based on the suggestion and discussion of the team today,

We will host an online Discovery Group open to all leaders and interested individuals reached through our email and social media contacts in mid-July

- ◇ Shari Schenewerk is checking to see if July 13 in the morning or July 14 over lunch would work for DED presenters. Date will be announced ASAP. Other invited expert panelists may include:
 - ◇ MACOG/County Commissioners
 - ◇ MO Municipal League
 - ◇ MO Main Street
 - ◇ MO Chamber
 - ◇ Others who are offering additional training and assistance with applying for and leveraging ARPA funds



SCHEDULE



Communications
CollaborACTION
Team

As of 6.3.2022

2022 *First Fridays* *Held 3rd Friday to avoid holiday conflicts

JUNE 3	Monthly Meeting on Zoom, 8:30-10:00 a.m.
JULY 15*	Mini-Retreat @ Cameron Public Safety Bldg., 10:00 a.m. – 1:00 p.m.
AUG 5	Monthly Meeting on Zoom, 8:30-10:00 a.m.
SEPT 2	Monthly Meeting on Zoom, 8:30-10:00 a.m.
OCT 7	Mini-Retreat @ Albany Hundley-Whaley Bldg., 10:00 a.m. – 1:00 p.m.
NOV 4	Monthly Meeting on Zoom, 8:30-10:00 a.m.
DEC 2	Monthly Meeting on Zoom, 8:30-10:00 a.m.

2023 *First Fridays*

JAN 6	Mini-Retreat @ Cameron Public Safety Bldg., 10:00 a.m. – 1:00 p.m.
FEB 3	Monthly Meeting on Zoom, 8:30-10:00 a.m.
MAR 3	Monthly Meeting on Zoom, 8:30-10:00 a.m.
APR 7	Mini-Retreat @ Albany Hundley-Whaley Bldg., 10:00 a.m. – 1:00 p.m.
MAY 5	Monthly Meeting on Zoom, 8:30-10:00 a.m.
JUNE 2	Monthly Meeting on Zoom, 8:30-10:00 a.m.

JULY 15th MINI-RETREAT TOPIC

@ Cameron Public Safety Bldg, 10:00 a.m.-1:00 p.m

Applying Systems Thinking to Communications Strategy and Messaging for Different Audiences

We will specifically focus on the messaging for our 4 priority projects by following a worksheet to review and update our Maximize NWMO messaging to:

- ◇ Reach more people,
- ◇ Build more support for CollaborACTION,
- ◇ Involve more organizations and communities, and
- ◇ Grow the impact for overall regional vitality.



Applying Systems Thinking to Communications Strategy and Messaging for Different Audiences

1st Questions to Solidify the Idea to be Communicated

- ⬡ What are we trying to make true that isn't true now?
- ⬡ Who has to do something they're not doing now
(or do more of or stop doing something) for us to achieve that goal?
This is our audience(s).
- ⬡ What do they believe that would motivate them to do that?
- ⬡ How will we get the message in front of them?



2nd Figure out what we need.

(Resources, Amount, Timeline, Who Controls the Vehicle?)

3rd Understand their perspective, mindset, habits, strengths, needs, wants, who they admire, etc.

4th What will they gain/lose? Which is more certain?

5th What are the bright spots of our idea? How have others used it successfully? How does it build on what is already going well? How are we experimenting with the idea?

6th What emotions are we going to invoke and how?

7th What is our ask?

(Actionable, possible, helpful, relationship-focused, something they want to do)



This activity will be focused on:

- Tying to our actionable items within the 4 priority projects outlined in earlier slides
- Aligning with relevant results from our Alumni & Resident Survey and any other qualitative and quantitative facts gathered to date.
- Contributing to the overall Maximize NWMO Strategic Plan



Many Voices, One Vision



MAXIMIZE[™]
NWMO

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

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