



MAXIMIZE™
NWMO

Online Regional **2025**
Community **FORUM**

Wednesday, June 11
11:00 am - 1:00 pm

June 11, 2025





Agenda

11:00 a.m.
to 1:00 p.m.

- **Welcome and Introduction of Maximize NWMO**
- **Progress Over Perfection: 2020-2025**
- **Snapshot of the Region and MU CARES Demonstration**
- **Introduction of Regional Partner Council and Leader Poll**
- **Breakout Discussions on Current Key Priority:**
Leadership Capability and Capacity to Address
Population Challenges and Opportunities
- **Launch of 2025 Alumni & Resident Survey**
- **What's Next? and Q&A**



Why are we here today?

- 1) **Help you connect** with your regional neighbors in many sectors **to better “Know the Current Story”** of the regional community.
- 2) **Raise awareness** of Maximize NWMO's interest and role in engaging more people to dream big and work together **to maximize the region's potential.**
- 3) **Listen to and learn from each other** while determining next action steps.



Our Navigational Guide



PURPOSE

Grow the region's population and prosperity by building resilient and innovative attitudes and behaviors and promoting a spirit of community through systematic and inclusive action.

Through these efforts, Maximize NWMO exists to help expand the region's leadership capability and capacity to sustain successful existing and new community development efforts. By following a proven approach that can transform how residents and other stakeholders contribute, belong and thrive, we work with people who are willing and able to act on shared strengths, challenges, and opportunities.

VISION

A connected region where communities and counties work together to maximize the shared potential as an exceptional place to live, learn, work, and play.

Uplifting
& Inspiring
Action

MISSION

Invite, inspire, and guide communities and counties to dream big, grow leaders, and collaborate across health care, economics, education, housing, and other quality of life aspects through connection and a proven set of tools for meaningful collaborACTION.

Getting Down
to Business

VALUES



Resident, Visitor, Stakeholder, and Partner Engagement



Integrity, Honesty, and Transparency



Open Communication



Focus on the Future



Building and Sharing Knowledge



Community Systems Perspective



Encouraging Innovation

Overall Goals 2020-2070+



Dreaming Big
and Growing Together

Short-Term (1-10 years)

COMMUNITY LEADERSHIP

Mid-Term (1-3 decades)

**POPULATION AND
PLACE-MAKING**

Long-Term (1-5+ decades)

**CROSS-SECTOR REGIONWIDE
CollaborACTION**

OUR OFFERINGS

Services and Programs that Catalyze Discovery, Conversations, & Actions

Paid for entirely by generous contributions to The Community Foundation of Northwest Missouri's Maximize NWMO Fund and valuable volunteer hours!

#1

Regional Forums, Discovery Groups & Other Listening Projects

1,506+
participants
2012-2025

#2

Community Development & Leadership Programs

152+
participants
2016-2025

#3

CollaborACTION Teams

49+
participants
2020-2025

#4

Research, Data Gathering, & Facilitation of Decision-Making

2,500+
participants
2020-2024



Empowering Leaders

Learning to think globally while acting locally in communities and the region to maximize win-win opportunities.

Many Voices



One Vision



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



Project-Oriented in Silos



Working smarter, not harder.

Maximize NWMO is a Program of...

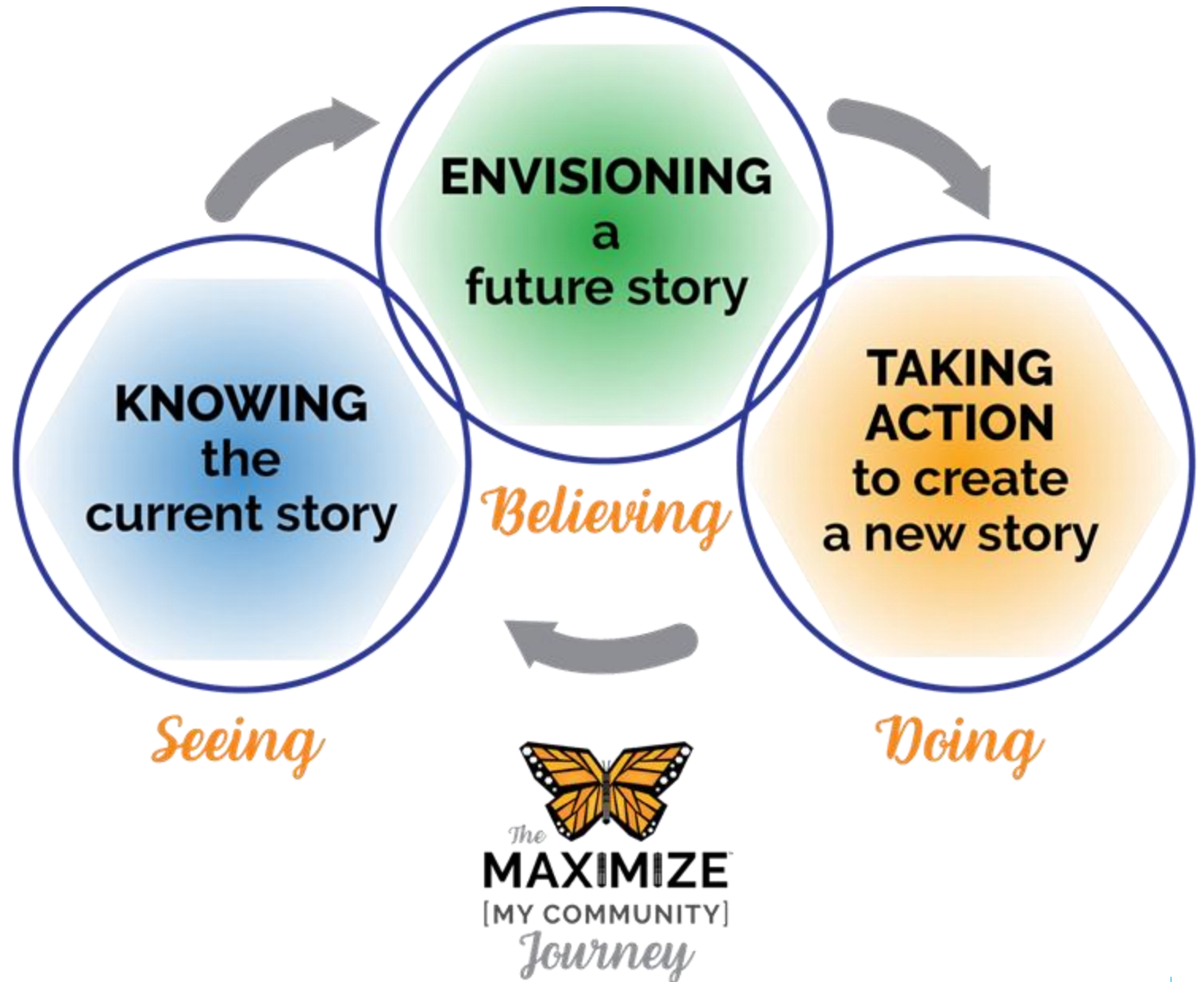


COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

MISSION STATEMENT:

Through regional collaboration, increase the power of charitable giving and philanthropy to transform our region into an economically vibrant area.

Engaging and Supporting Leaders Through a Journey



Our Regional Vitality Journey



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Fact-Informed & Opportunity
Inspired Launch: Transfer of
Wealth Study & Regional
Research

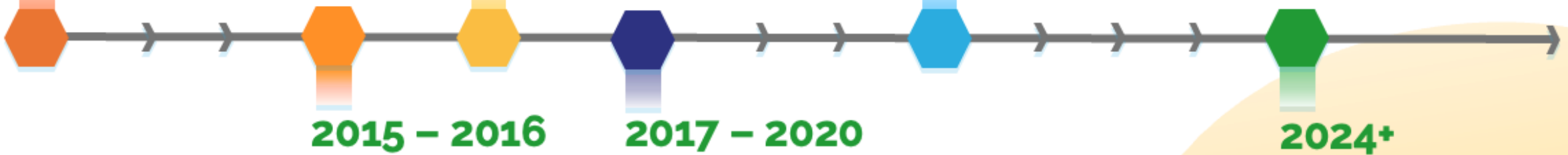
Launch of Pilot with Three
Communities/Trade Areas
in the new Communities of
Excellence 2026 National
Learning Collaborative

● Growing Community Leadership Capability & Capacity
through The Maximize [My Community] Journey Framework™

● Alumni & Resident Survey and Update of the Transfer of
Wealth Study

● Surveys, Forum Discussions, and Formation of Discovery
Groups, CollaborACTION Teams, and the Regional Partner
Council Relationships

2012 – 2014



2015 – 2016

Asking Why:
Rural Regional
Listening Sessions
and Community
Conversations

2017 – 2020

● Applying NLC Learning and Designing
a Regional Support Framework
& Initial Backbone Relationships

● Form Navigation Team

● Rebranding & Grant writing

2020 – 2024

2024+

Growth will continue
at the speed of trust,
willingness to CollaborACT,
and availability of
supportive resources



MAXIMIZE
NWMO

Our Regional Vitality Journey



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Fact-Informed & Opportunity
Inspired Launch: Transfer of
Wealth Study & Regional
Research

2012 – 2014

Launch of Pilot with Three
Communities/Trade Areas
in the new Communities of
Excellence 2026 National
Learning Collaborative

2016-2018

2015 – 2016

Asking Why:
Rural Regional
Listening Sessions
and Community
Conversations

2017 – 2020

- Applying NLC Learning and Designing a Regional Support Framework & Initial Backbone Relationships
- Form Navigation Team
- Rebranding & Grant writing

- Growing Community Leadership Capability & Capacity through The Maximize [My Community] Journey Framework™
- Alumni & Resident Survey and Update of the Transfer of Wealth Study
- Surveys, Forum Discussions, and Formation of Discovery Groups, CollaborACTION Teams, and the Regional Partner Council Relationships

2020 – 2024

2024+

Growth will continue
at the speed of trust,
willingness to CollaborACT,
and availability of
supportive resources



Our Regional Vitality Journey



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Fact-Informed & Opportunity
Inspired Launch: Transfer of
Wealth Study & Regional
Research

2012 – 2014



2015 – 2016

Asking Why:
Rural Regional
Listening Sessions
and Community
Conversations

Launch of Pilot with Three
Communities/Trade Areas
in the new Communities of
Excellence 2026 National
Learning Collaborative

2016-2018



2017 – 2020

- Applying NLC Learning and Designing a Regional Support Framework & Initial Backbone Relationships
- Form Navigation Team
- Rebranding & Grant writing

- Growing Community Leadership Capability & Capacity through The Maximize [My Community] Journey Framework™
- Alumni & Resident Survey and Update of the Transfer of Wealth Study
- Surveys, Forum Discussions, and Formation of Discovery Groups, CollaborACTION Teams, and the Regional Partner Council Relationships

2020 – 2024



2024+

Growth will continue
at the speed of trust,
willingness to CollaborACT,
and availability of
supportive resources



MAXIMIZE
NWMO

Our Regional Vitality Journey



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Fact-Informed & Opportunity
Inspired Launch: Transfer of
Wealth Study & Regional
Research

Launch of Pilot with Three
Communities/Trade Areas
in the new Communities of
Excellence 2026 National
Learning Collaborative

- Growing Community Leadership Capability & Capacity through The Maximize [My Community] Journey Framework™
- Alumni & Resident Survey and Update of the Transfer of Wealth Study
- Surveys, Forum Discussions, and Formation of Discovery Groups, CollaborACTION Teams, and the Regional Partner Council Relationships

2012 – 2014



2015 – 2016

Asking Why:
Rural Regional
Listening Sessions
and Community
Conversations

2016-2018



2017 – 2020

- Applying NLC Learning and Designing a Regional Support Framework & Initial Backbone Relationships
- Form Navigation Team
- Rebranding & Grant writing

2020 – 2024



2024+

Growth will continue
at the speed of trust,
willingness to CollaborACT,
and availability of
supportive resources



MAXIMIZE
NWMO

Many Have Been Involved in Asking and Answering . . .

WHAT CAN WE DO TOGETHER THAT ANY ONE OF US CAN'T DO AS WELL ALONE?



INDIVIDUAL
COMMUNITY
LEADERS,
BUSINESSES,
and DONORS



Northwest
Missouri
Roundtable of
Economic
Developers



ALBANY
BETHANY
BROOKFIELD
CLINTON COUNTY:
Plattsburg, Cameron, Holt,
Lathrop, Gower, Trimble,
Turney
MARCELINE
MARYVILLE
MAYSVILLE
STANBERRY
WORTH COUNTY

*Learning Collaborative
Participants as of 1.1.2025*





A Demo with Real Data

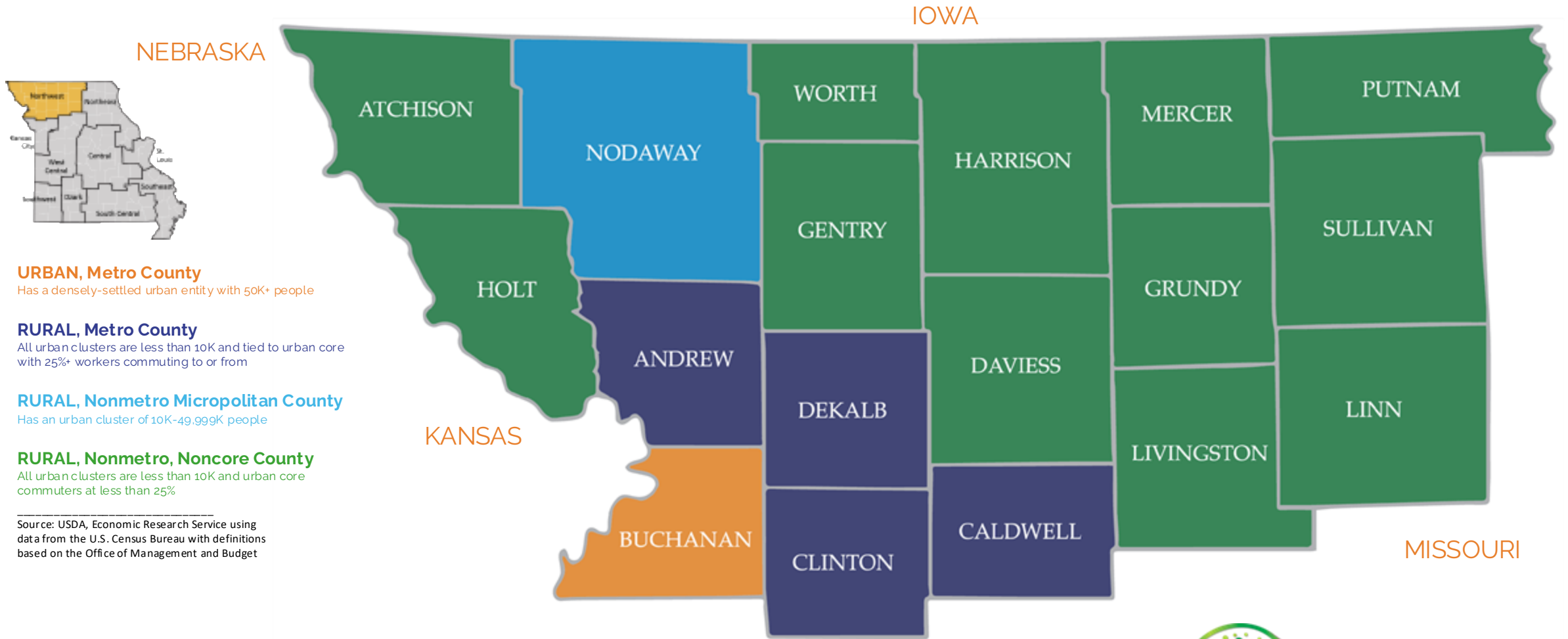
MAXIMIZING POTENTIAL BY FOCUSING ON STRENGTHS

Quick overview of NWMO's quality of life core aspects . . .

We're excelling in some areas and seem to be blocked from progress in others.

- **What does this data mean to you?**
- **How can innovation in one area positively affect other areas?**
- **What would you like to see happen in NWMO to take us to the next level and maximize the potential of our place for our people?**

Serving NWMO's Primarily Rural 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



GREATER KANSAS CITY AREA



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Why the Monarch?



The Story Behind the Brand

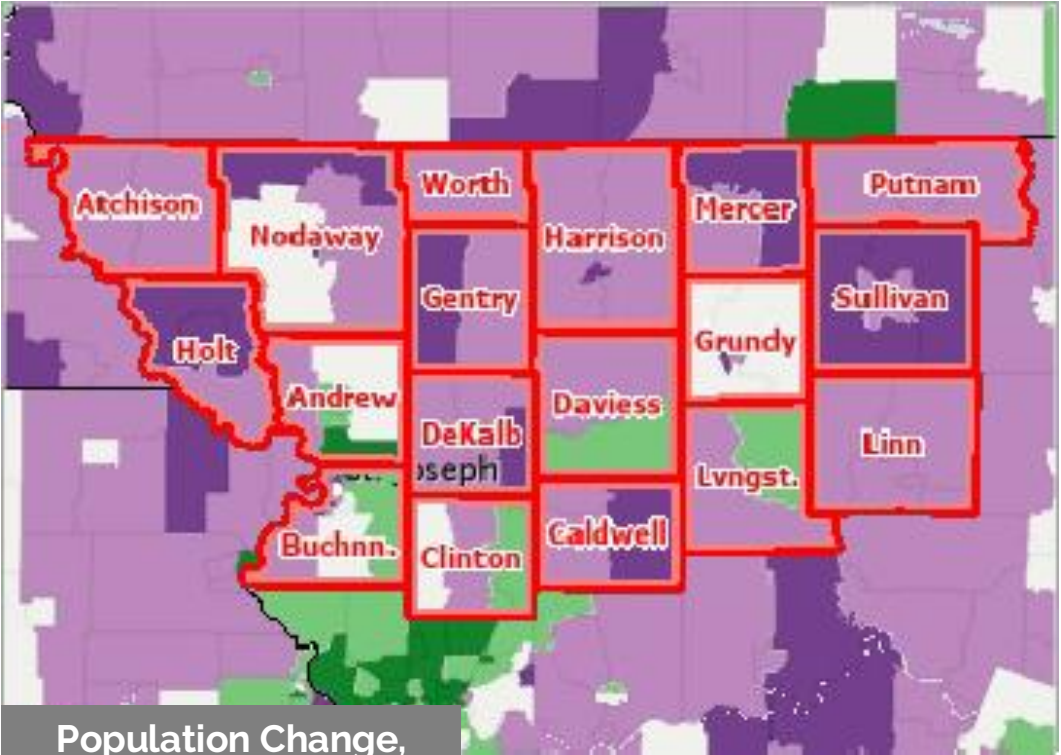
Like the monarchs, our population is challenged.

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, and is, rising again!



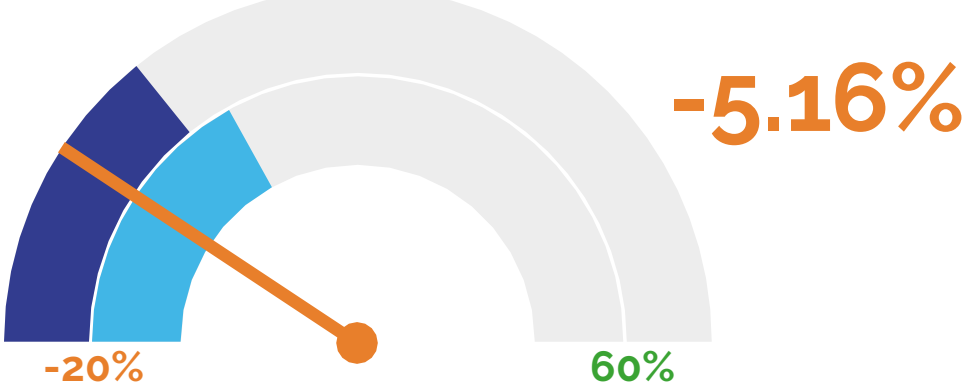
POPULATION



Population Change,
Percent by Tract,
US Census Bureau
2010-2020

- Over 10.0% Increase (+)
- 2.0 – 10.0% Increase (+)
- Less Than 2.0% Change (+/-)
- 2.0 – 10.0% Decrease (-)
- Over 10.0% Decrease (-)
- No Population or No Data
- NWMO Region 18-Co

Population Change 2010-2020



	PLACE	Life Expectancy at Birth, 2019-2021
	NWMO 18-Co	-5.16%
	Missouri	2.77%
	United States	7.13%

Our loss from 2010-2024 is -6.2%.

**95.8% of loss is net migration.
4.2% of loss is due to fewer births than deaths.**

Data Source: US Census Bureau, Decennial Census, 2020. | 18



INCLUSIVE APPROACH

It takes everyone
working together
to make
a meaningful
difference

Many Voices,
One Vision



VALUING ALL PERSPECTIVES

Regardless of the shared priority, everyone plays a part

Our local communities and region are interconnected and interdependent



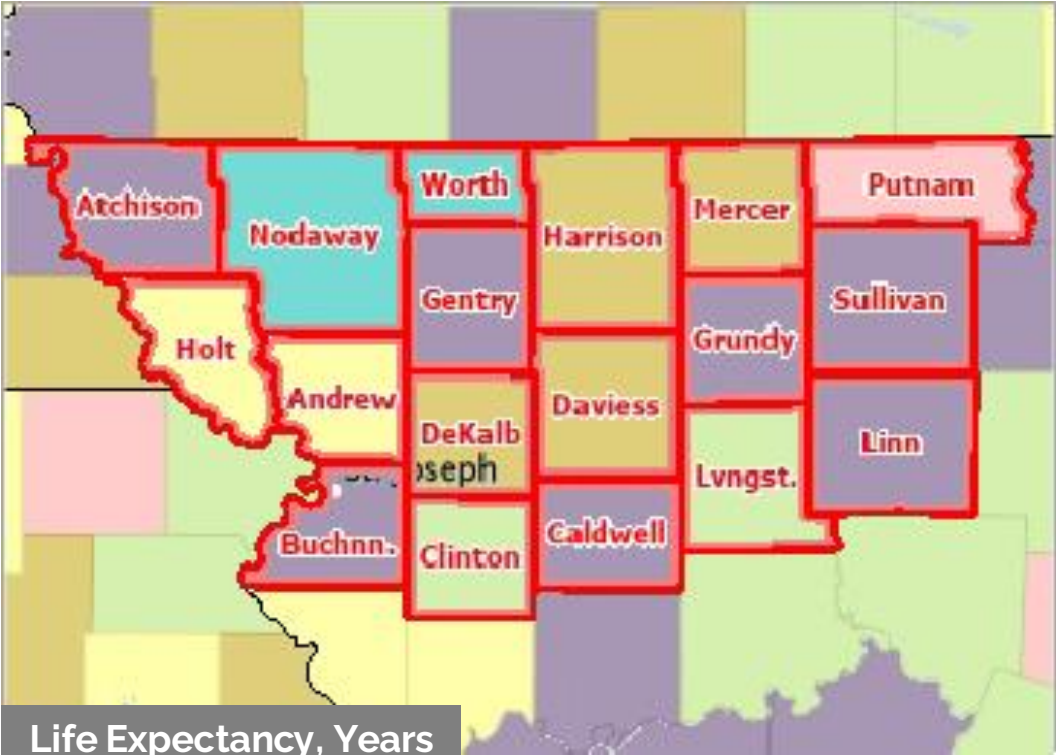
7 Quality of Life Core Aspects

- ◆ Health
- ◆ Economy
- ◆ Education
- ◆ Natural Environment
- ◆ Built Environment
- ◆ Housing
- ◆ Social Connections





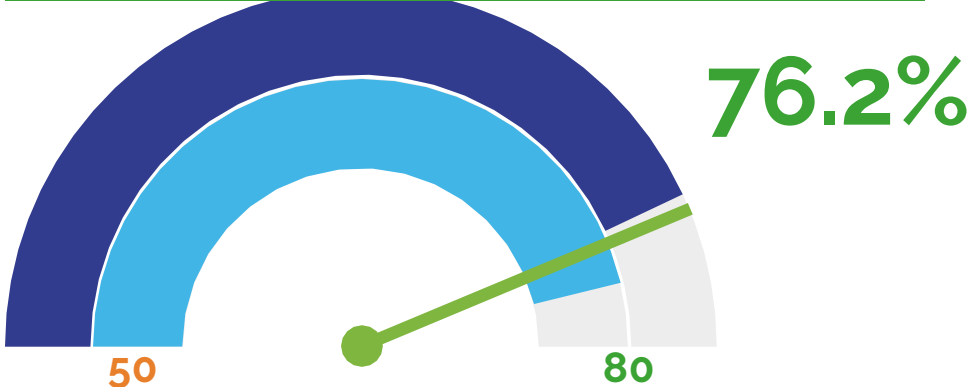
HEALTH



Life Expectancy, Years
by County, CDC NVSS
2019-2022

- Over 80 (Better)
- 79-80
- 78
- 77
- 74-76
- Under 74
- No Data or Data Suppressed
- NWMO Region 18-Co

Life Expectancy at Birth 2019-2021



	PLACE	Life Expectancy at Birth, 2019-2021
	NWMO 18-Co	76.2
	Missouri	75.8
	United States	77.7

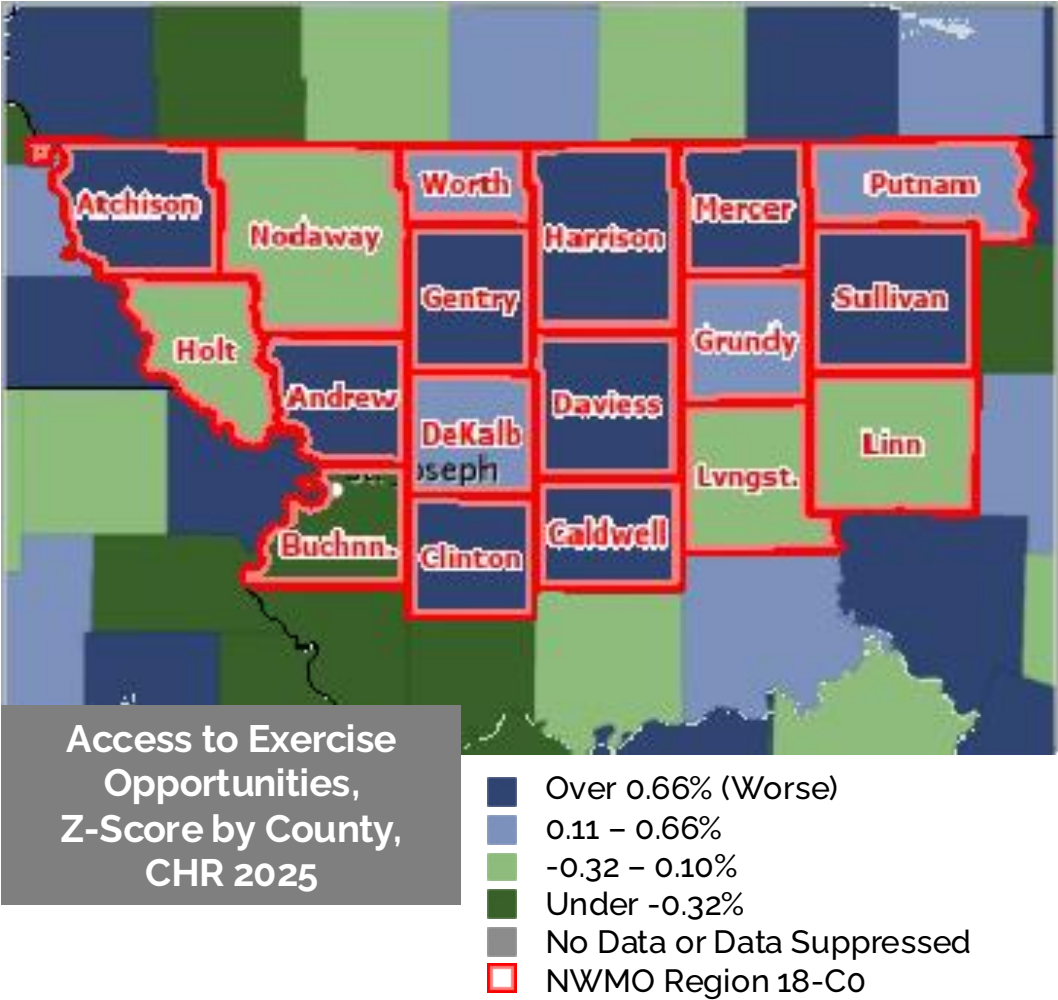
Our primarily rural place and lifestyle contributes to living slightly longer lives.



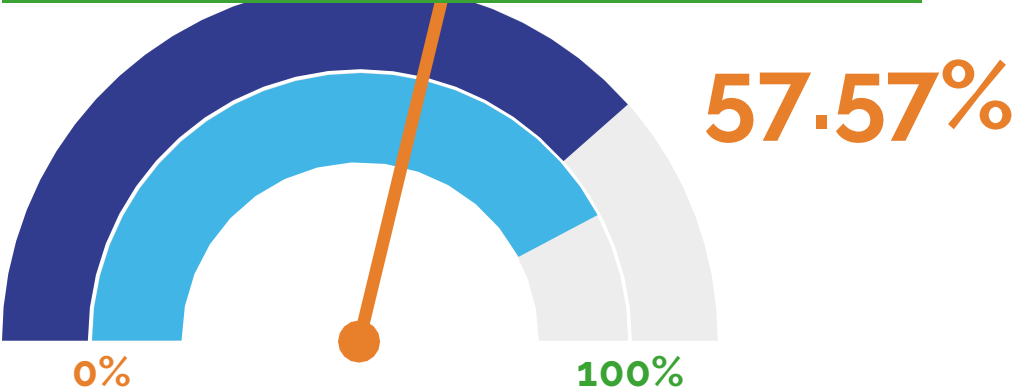
Data Source: University of Wisconsin Population Health Institute, [County Health Rankings](#), 2019-2021.



HEALTH



Percentage of Population with Access to Exercise Opportunities (Pop. Adjusted Average)



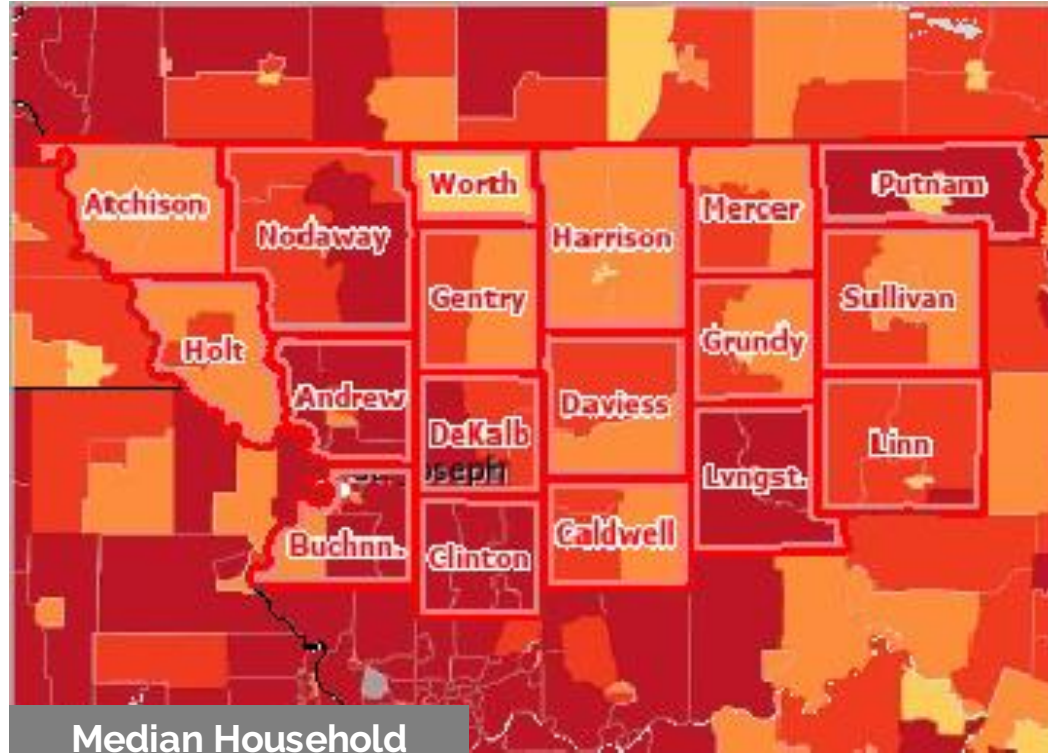
	PLACE	% of Population with Access to Exercise Opportunities
	NWMO 18-Co	57.57%
	Missouri	77.00%
	United States	84.45%

We need more access to structured exercise amenities.



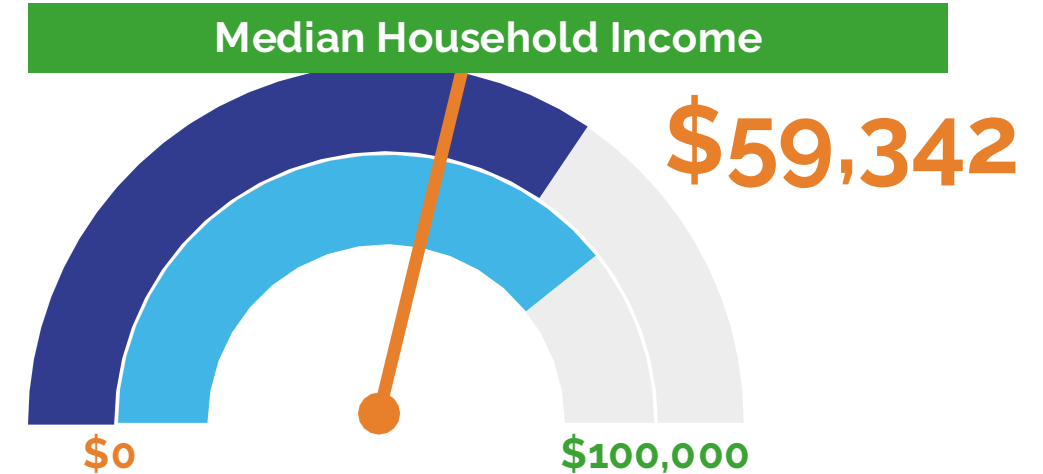


ECONOMY



Median Household
Income by Tract,
ACS 2019-2023

- Over \$70,000 (Better)
- \$60,000 - \$70,000
- \$50,000 - \$59,999
- Under \$50,000
- No Data or Data Suppressed
- NWMO Region 18-Co

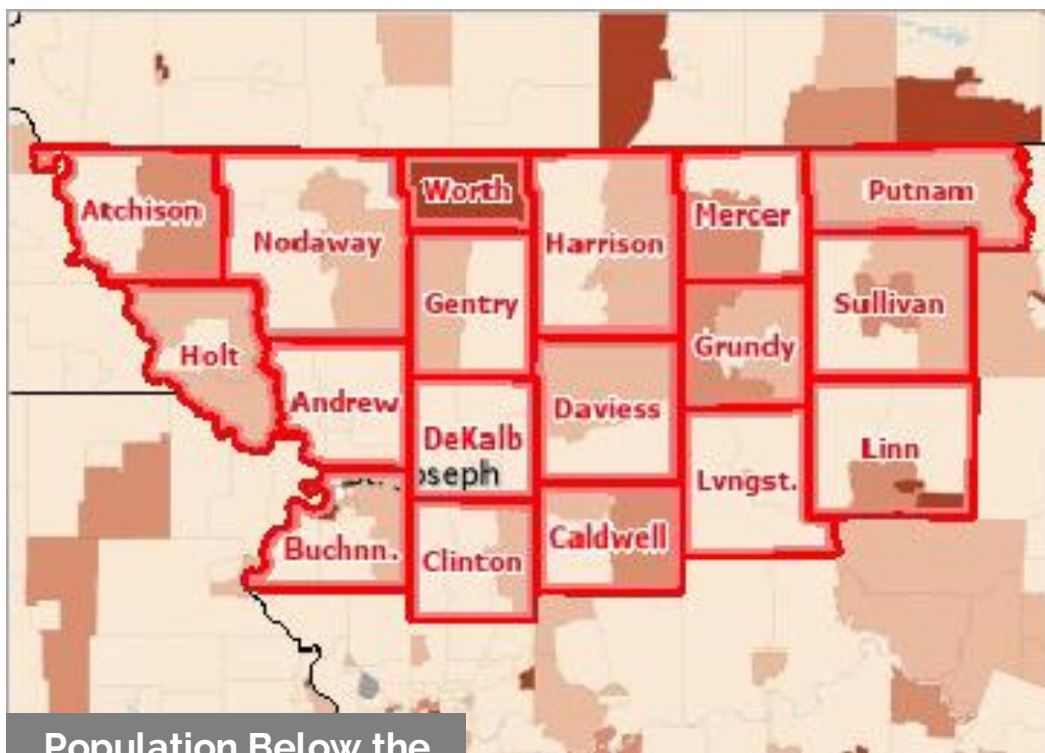


	PLACE	Median Household Income
	NWMO 18-Co	\$59,342
	Missouri	\$68,920
	United States	\$78,538

While households earn an average of \$89K annually in Andrew and Clinton, Harrison and Worth are much lower in the mid-\$60K range. The median is even less in NWMO.

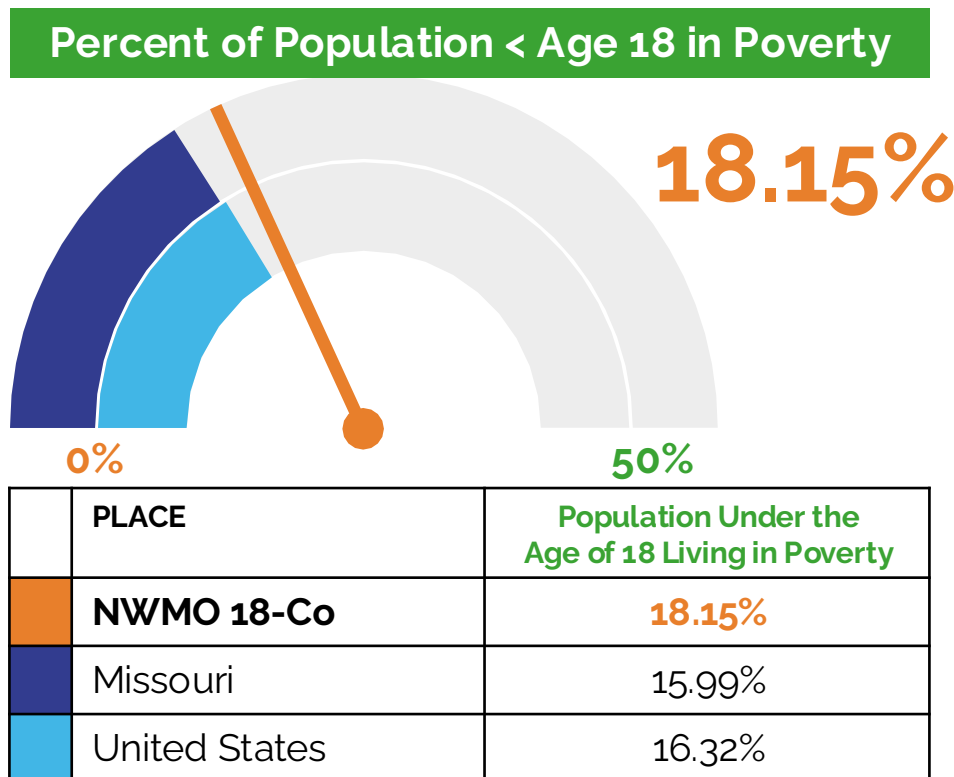


ECONOMY



Population Below the Poverty Level, Children (Age 0-17), % by Tract, ACS 2019-2023

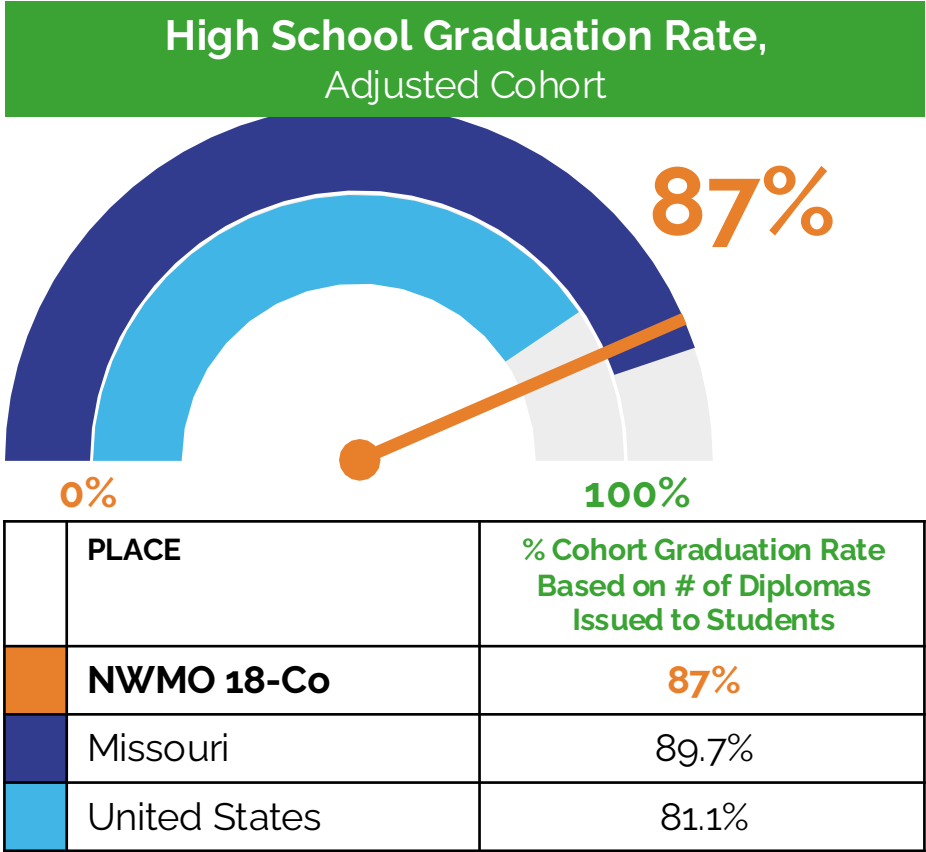
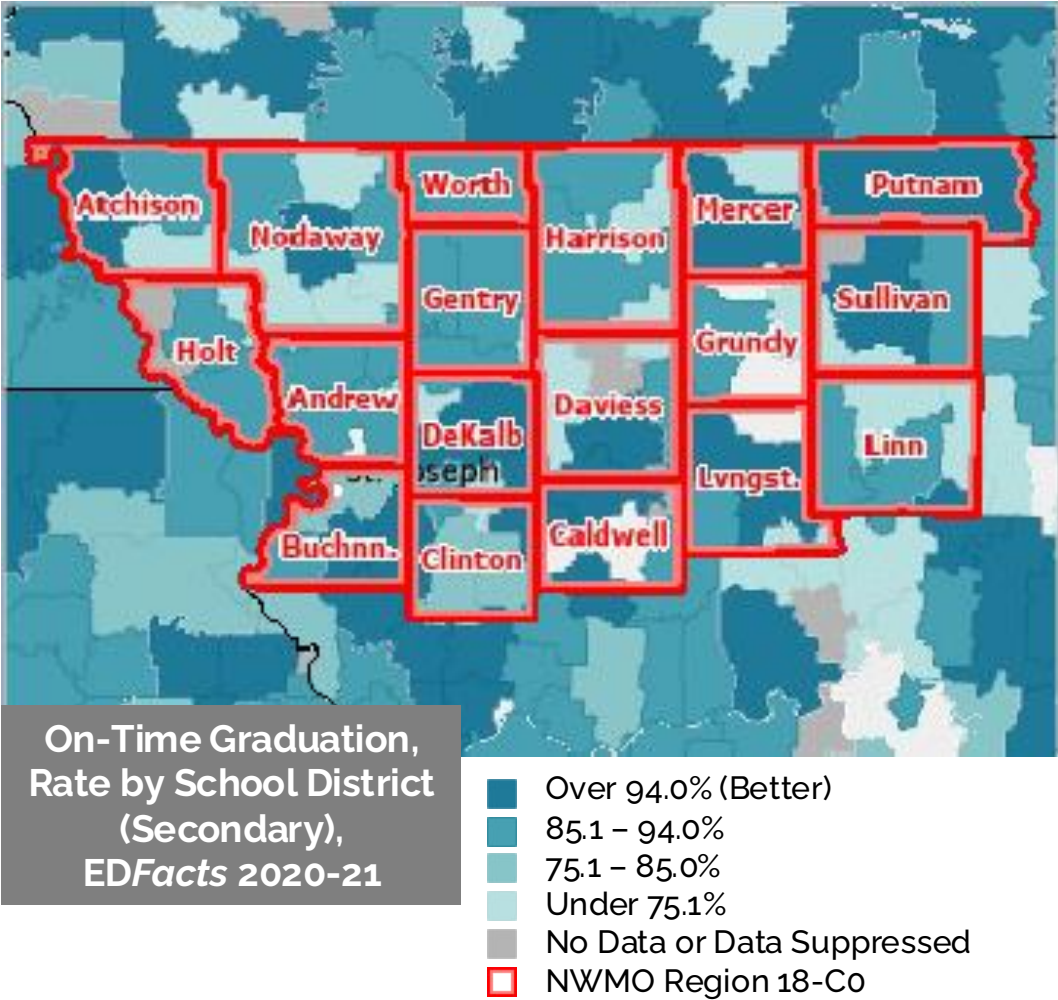
- Over 30.0% (Worse)
- 22.6 – 30.0%
- 15.1 – 22.5%
- Under 15.1%
- No Population Age 0-17 Reported
- No Data or Data Suppressed
- NWMO Region 18-Co



With lower household incomes, we have approximately 10,000 youth living in poverty



EDUCATION

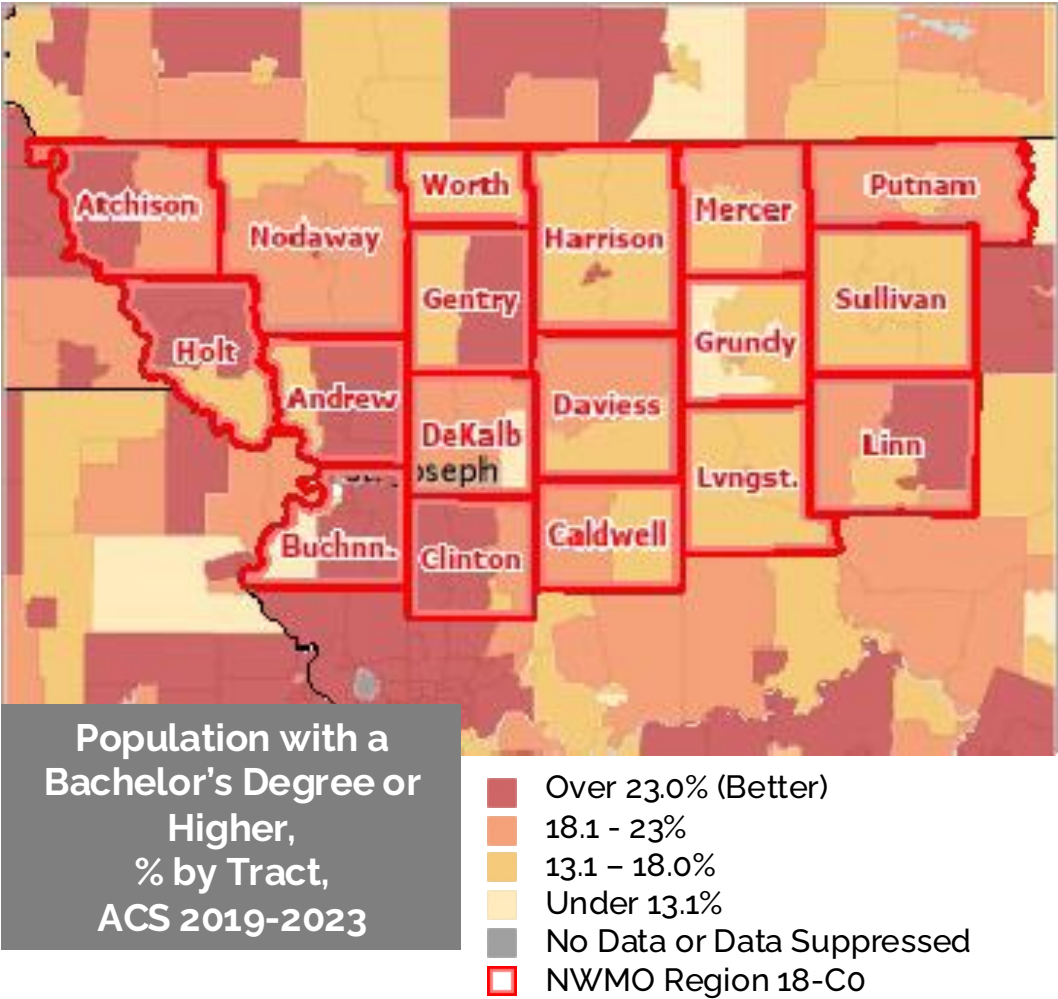


We're ahead of other areas of the U.S. and slightly behind Missouri.

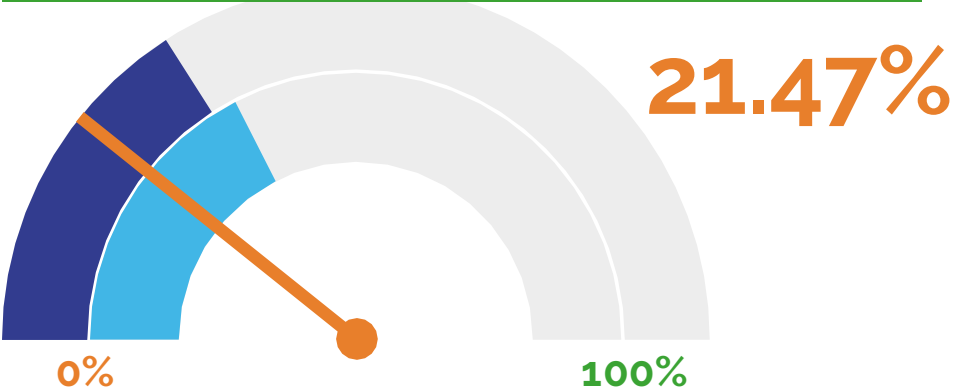
Data Source: US Department of Education, [EDFacts](#). Additional data analysis by [CARES](#) 2020/21.



EDUCATION



Percentage of Population Age 25+ with Bachelor's Degree or Higher



	PLACE	% of Population Age 25+ with Bachelor's Degree or Higher
	NWMO 18-Co	21.47%
	Missouri	31.90%
	United States	35.00%

While not the full spectrum of post-secondary learning, this data ties to income potential and health.

Data Source: US Census Bureau, [American Community Survey](#), 2019-2023.



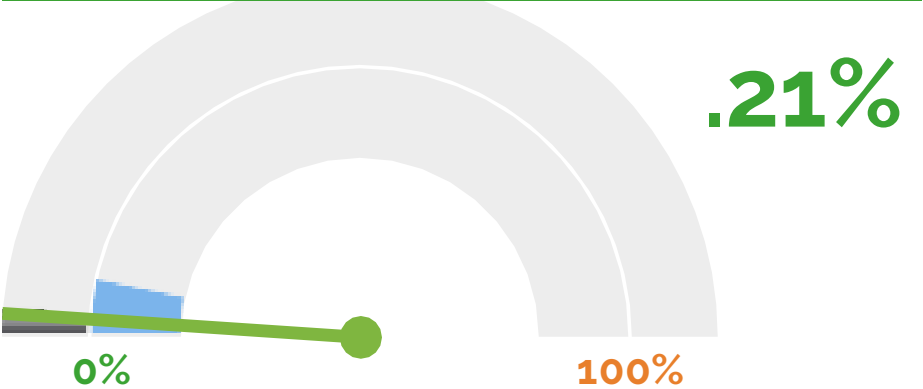
NATURAL ENVIRONMENT



Fine Particulate Matter Levels (PM 2.5), % Days Above NAAQ Standards by Tract, NEPHTN 2020

- Over 3.0% (Worse)
- 1.5 – 3.0%
- 0.4 – 1.4%
- Under 0.3%
- No Days Above NAAQ Standards
- No Data or Data Suppressed
- NWMO Region 18-Co

Percentage of Days Exceeding National Ambient Air Quality Standards (Pop. Adjusted Average)



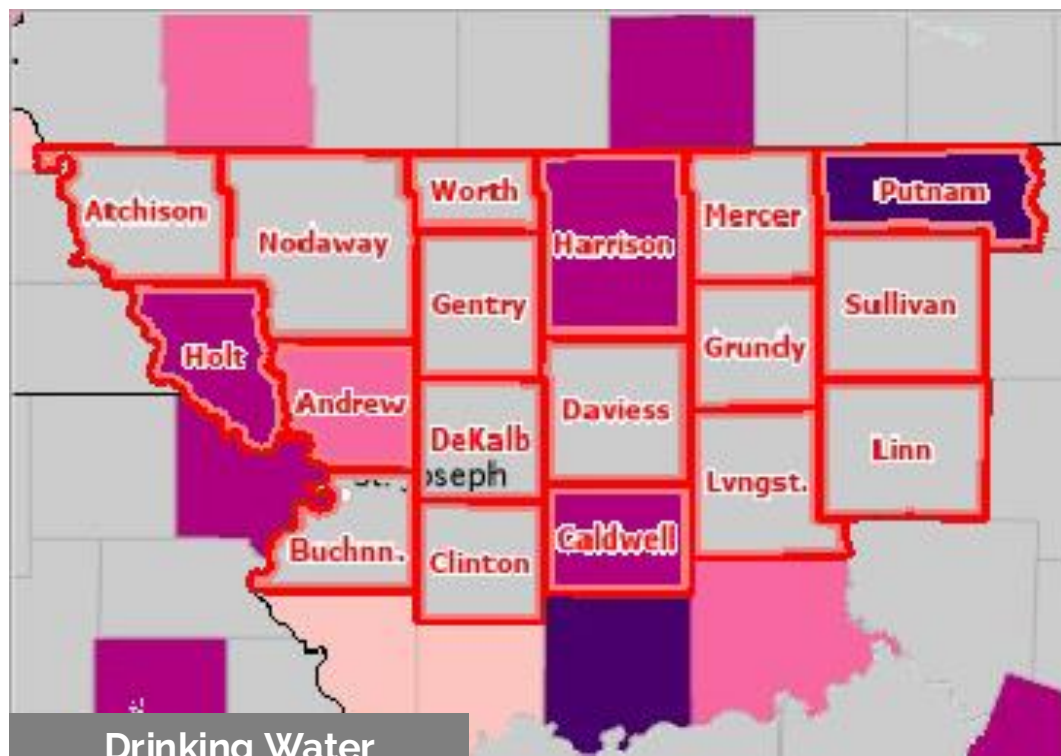
	PLACE	% of Days With Particulate Matter 2.5 Levels Above Standards
	NWMO 18-Co	.21%
	Missouri	.21%
	United States	.64%

Our air quality is fantastic!





NATURAL ENVIRONMENT



Drinking Water Violations,
% of Population
Affected by County,
EPA 2021-2023

- Over 25.0% (Worse)
- 5.0 – 25%
- 1.0 – 4.9%
- Under 1.0%
- No Health Violations
- NWMO Region 18-Co

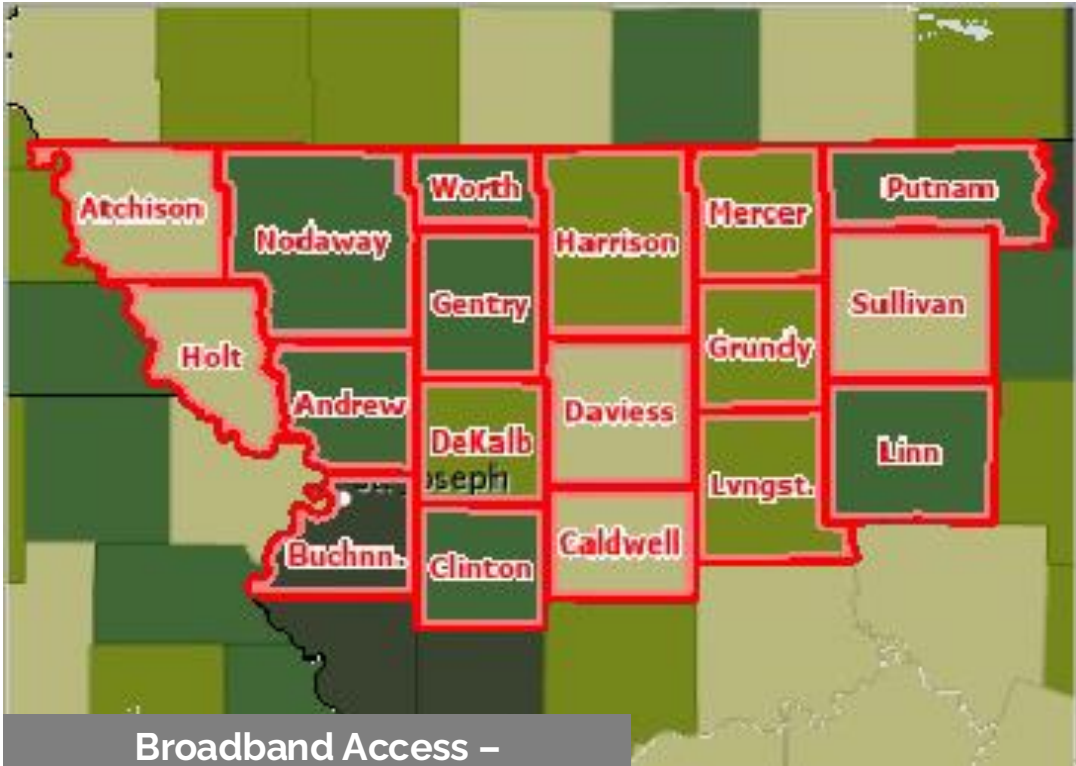
Drinking Water Safety
Percent of Population Affected by Drinking
Water Violations with Contaminants
Exceeding Safety Standards or Water is
Not Treated Properly

	Putnam	Over 25.0%
	Holt, Harrison, Caldwell	5.0 – 25.0%
	Andrew	1.0 – 4.9%
	Atchison, Nodaway, Buchanan, Worth, Gentry, DeKalb, Clinton, Daviess, Mercer, Grundy, Livingston, Sullivan, Linn	No Health Violations

**Our water quality is fantastic for
most of our population, but several
counties have challenges!**



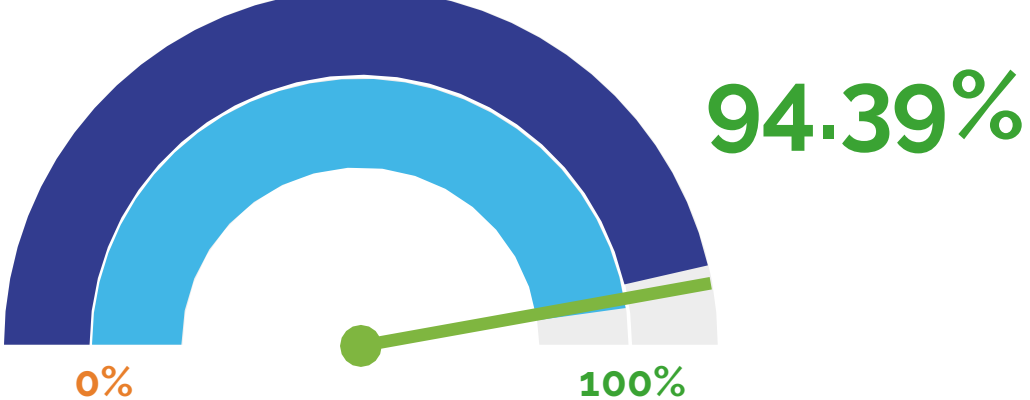
BUILT ENVIRONMENT



Broadband Access –
FABRIC Locations, 25/3+ MBPS,
Percent by County,
FCC June, 2024

- Over 98.0% (Better)
- 95.0 – 98.0%
- 90.0 – 94.9%
- 50 – 89.9%
- Under 50.0%
- No locations
- NWMO Region 18-Co

Percentage of Population with
Access to Broadband Internet
(DL Speeds >= 25 MBPS)



	PLACE	DL >=25MBPS/ UL >= 3MBPS	DL >=100MBPS/ UL >= 20 MBPS
	NWMO 18-Co	94.39%	91.67%
	Missouri	92.83%	89.86%
	United States	95.60%	93.47%

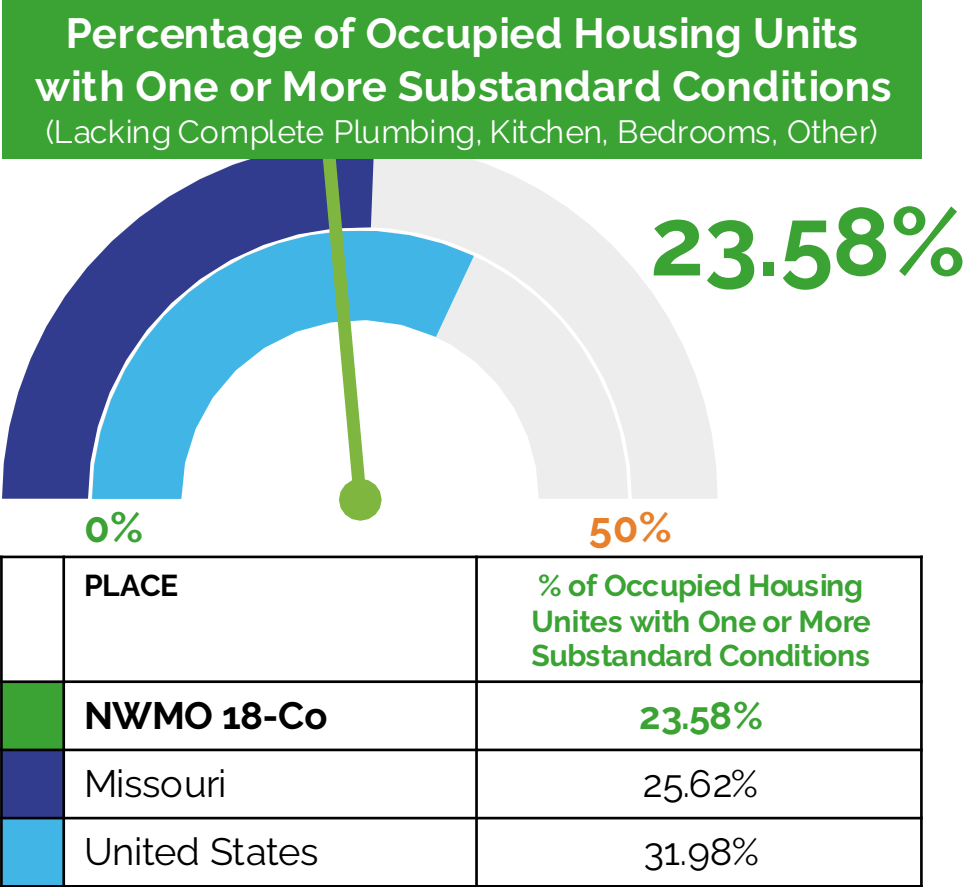
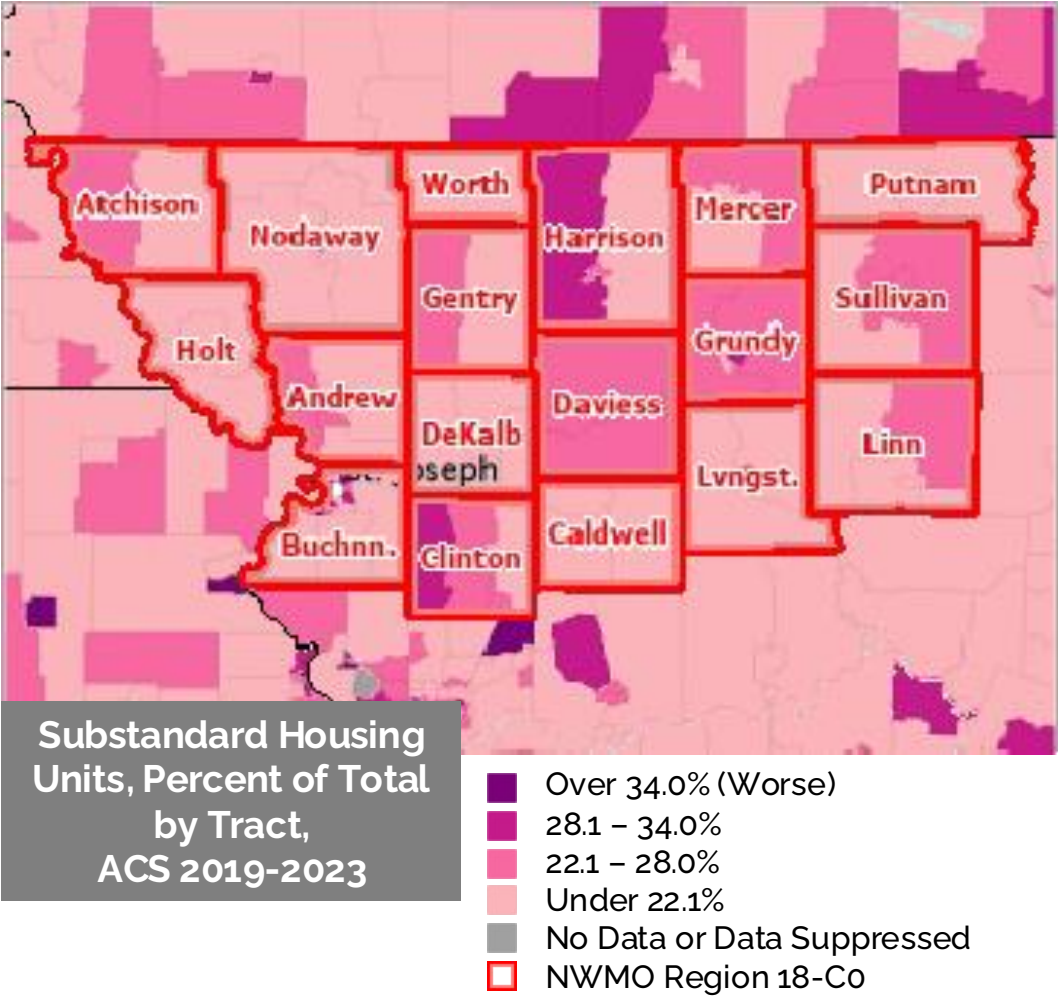
Our access to high-speed
internet service is improving!

Data Source: [FCC FABRIC Data](#). Additional data analysis by [CARES](#), June, 2024





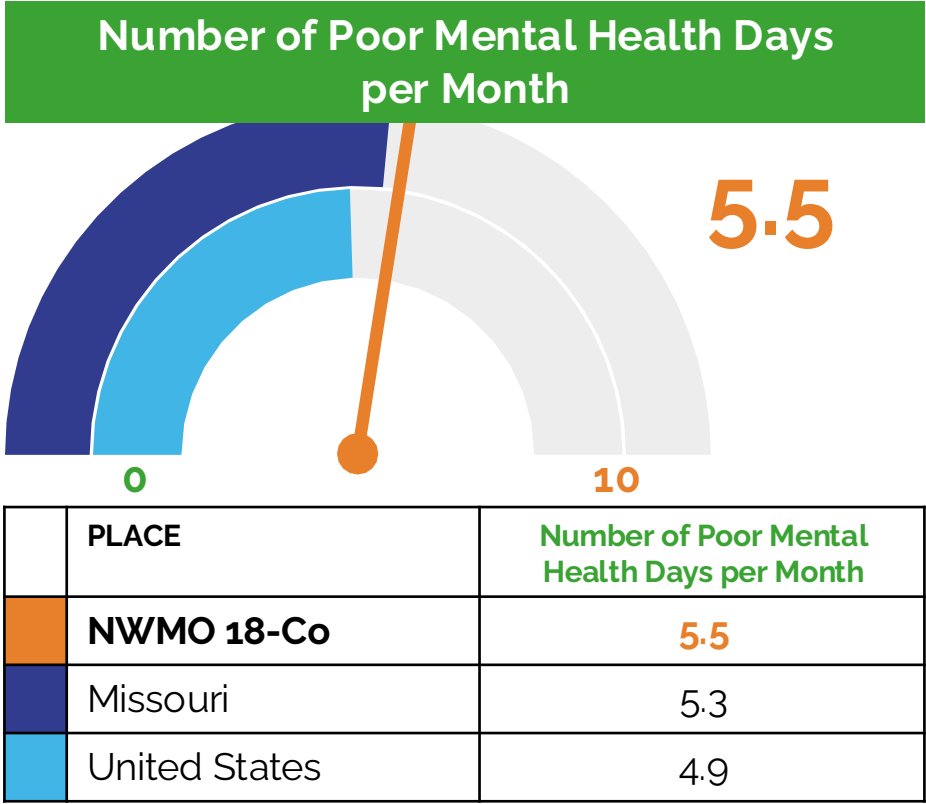
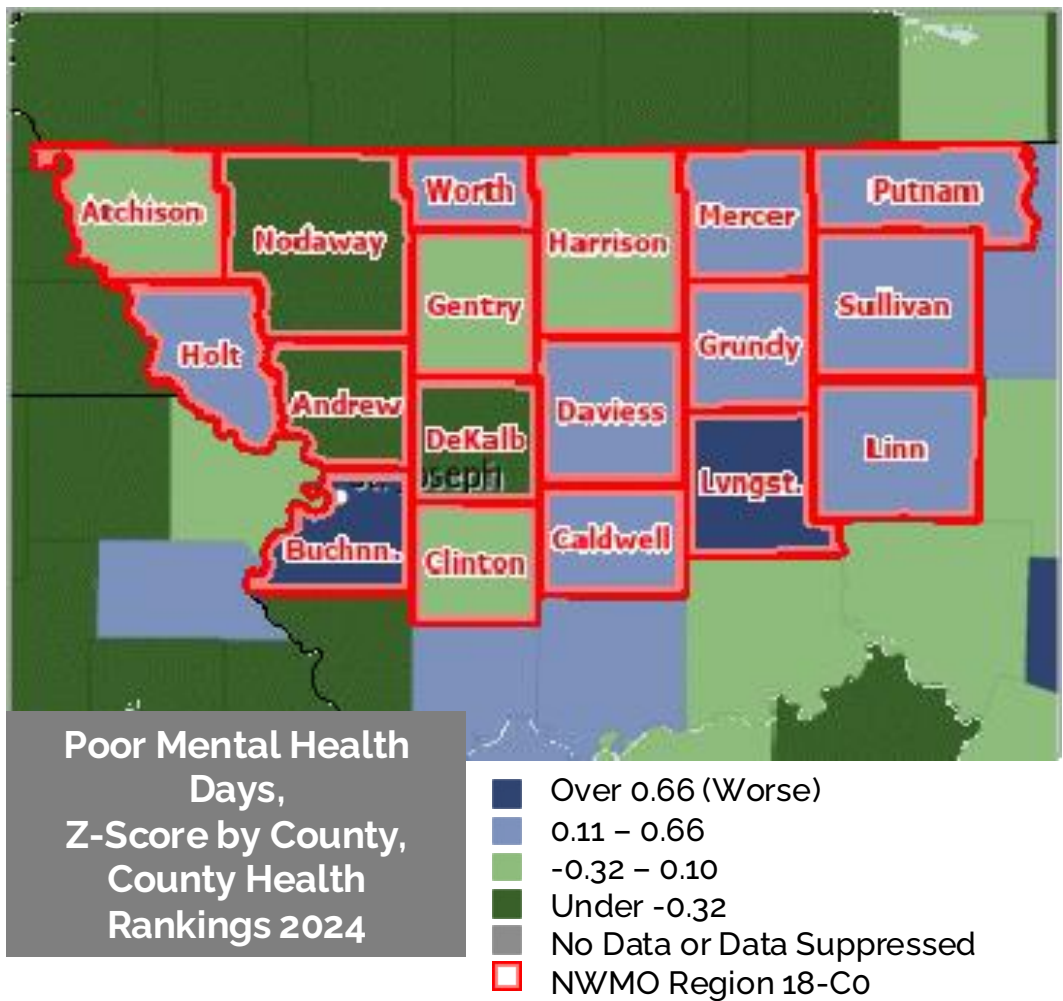
HOUSING



Housing is complex and efforts can be focused on a few key areas.



SOCIAL CONNECTIONS



The stresses of other core aspects are showing up in the average of self-reported poor mental health.

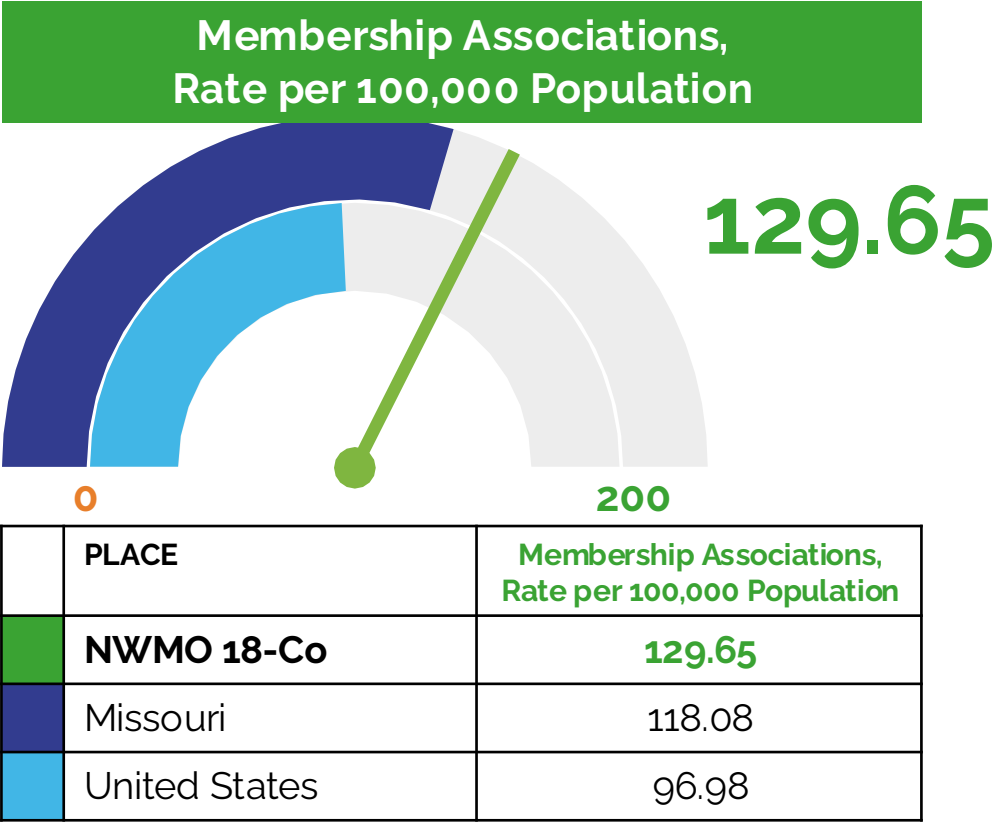


SOCIAL CONNECTIONS

A strong sense of belonging is the top reason people choose to live where they do other than proximity to their job and family.

Having civic organizations, bowling centers, golf clubs, fitness centers, organizations focused on arts and culture, political ideas, labor, business, professions and hobbies is important.

Next is having great **LEADERS** and a high percentage of **ENGAGEMENT** - data we're working to gather.





MAXIMIZE[™]
NWMO

Wednesday, June 11 | 11:00 am - 1:00 pm

Digging
Deeper
to Make
Better
Decisions

**EXPANDING UNDERSTANDING OF THE BIG PICTURE
AT A LOCAL LEVEL**

Jordan Rhodes,
Project Coordinator,
University of Missouri Center for Applied Research and
Engagement Systems (MU CARES)

www.sparkmap.org

www.allthingsmissouri.org



Center for Applied Research and Engagement Systems (CARES)

30+ years making maps, analyzing data, and providing tools that support community decision-making

Host more than 33,000 mappable data layers in our Map Room

Leading expert in health, agriculture, and community needs assessments

Visit us at [CARESHQ.ORG](https://careshq.org)



www.sparkmap.org

- SparkMap allows individuals access to CARES' tools and data collection
- Find data at the county, ZIP code, city, and census-tract level on demographics, housing, education, economics, health behaviors, and health outcomes.

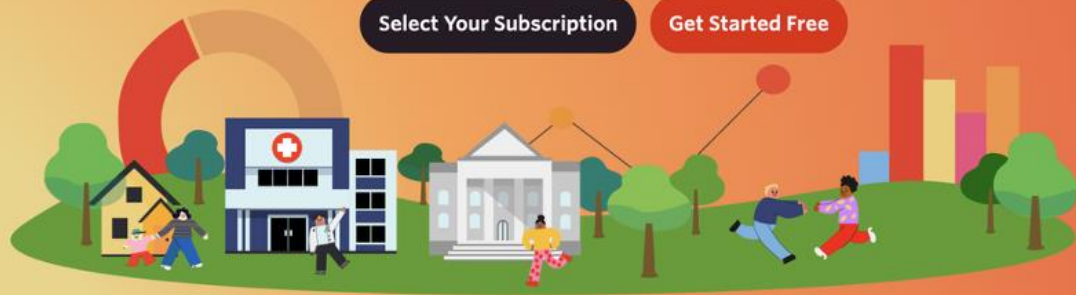
 Ready to connect our data to your database? [Learn about the SparkMap API!](#)

 [API](#) [Create](#) [News](#) [Data](#) [Industry](#) [Support](#) [Pricing](#) [Login/Register](#)

Trusted data for your community.
Ignite change with



[Select Your Subscription](#) [Get Started Free](#)



For **over thirty years**, our team has supported initiatives across healthcare, non-profit, government, business, and agriculture industries. With this experience SparkMap is your tool for enhanced community impact.



Community Needs Assessment

Make a Community Needs Assessment

Updates from the new American Community Survey are now active!

Any saved reports using ACS data have been automatically updated. If you would like to access a version of your reports with ACS 2018-2022 data, please visit the [ACS 2022 Assessment](#).

1. Location

2. Data Indicators

3. Reports

County State

County List

Select State

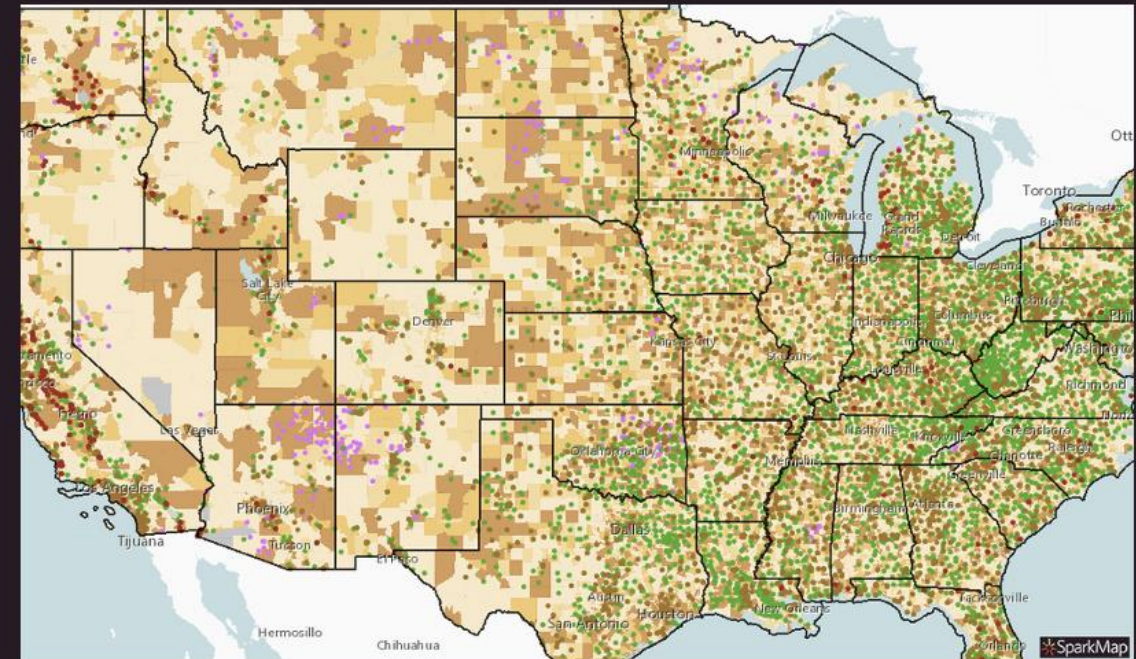
Filter list...

Alabama
Alaska
Arizona
Arkansas
California
Colorado

Assessment Location

Report Location

Map Room



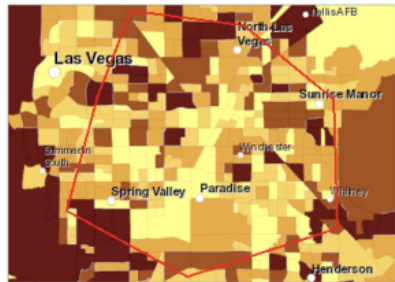
Community Needs Assessment

Total Population (Census 2020)

This indicator reports total population and the population density. Population density is defined as the number of persons per square mile of land area. Data are obtained from the Census 2020. A total of 1,007,006 people live in the 139.04 square mile report area defined for this assessment. The population density for this area, estimated at 7,242 persons per square mile, is greater than the national average population density of 94 persons per square mile.

Report Area	Total Population	Total Land Area (Square Miles)	Population Density (Per Square Mile)
Custom Area	1,007,006	139.04	7,242
Clark County, NV	2,265,461	7,891.61	287
Nevada	3,104,614	109,859.84	28
United States	331,449,281	3,533,018.38	94

Data Source: US Census Bureau, Decennial Census, 2020. Source geography: Block → [Show more details](#)



Total Population, Total by Tract, US Census Bureau 2020



Access data from over 100 reliable secondary data sources, including the U.S. Census Bureau, USDA,

CDC

Create county-level reports on

demographics, housing,

education, economics, health

behaviors, and outcomes



Explore tables, charts, and maps for your data of choice

Create a CNA in 3 Steps

1

2

3

1. Location

2. Data Indicators

3. Reports

COUNTY

STATE

DRAW MY AREA

PICK FROM MAP

SAVE / EDIT

County List

Select State

Arizona

Change State

Select County

Filter list...

Apache County, AZ

Cochise County, AZ

Coconino County, AZ

Gila County, AZ

Graham County, AZ

Greenlee County, AZ

La Paz County, AZ

Maricopa County, AZ

Mohave County, AZ

Assessment Location

Report Location

Cochise County, AZ

Coconino County, AZ

Gila County, AZ

Greenlee County, AZ

Maricopa County, AZ

1. Location

2. Data Indicators

3. Reports

Data Indicators

Select all indicators

Filter indicators...

Demographics

Income and Economics

Education

Housing and Families

Other Social & Economic Factors

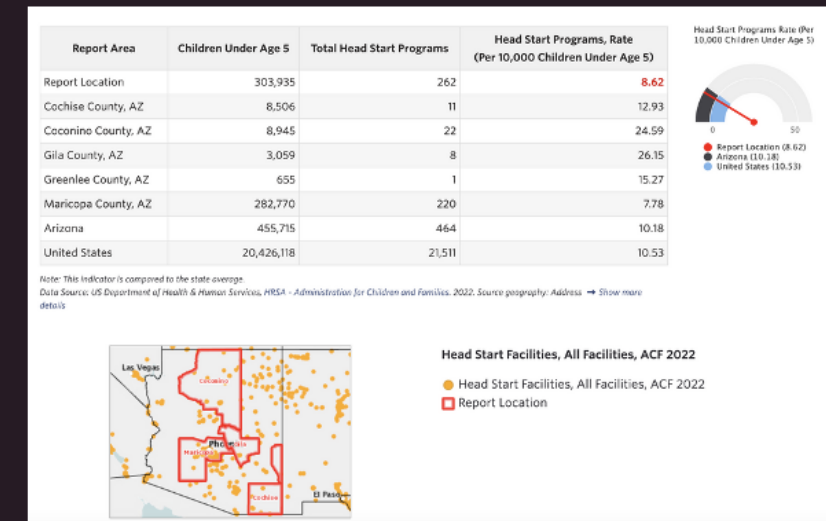
Physical Environment

Clinical Care and Prevention

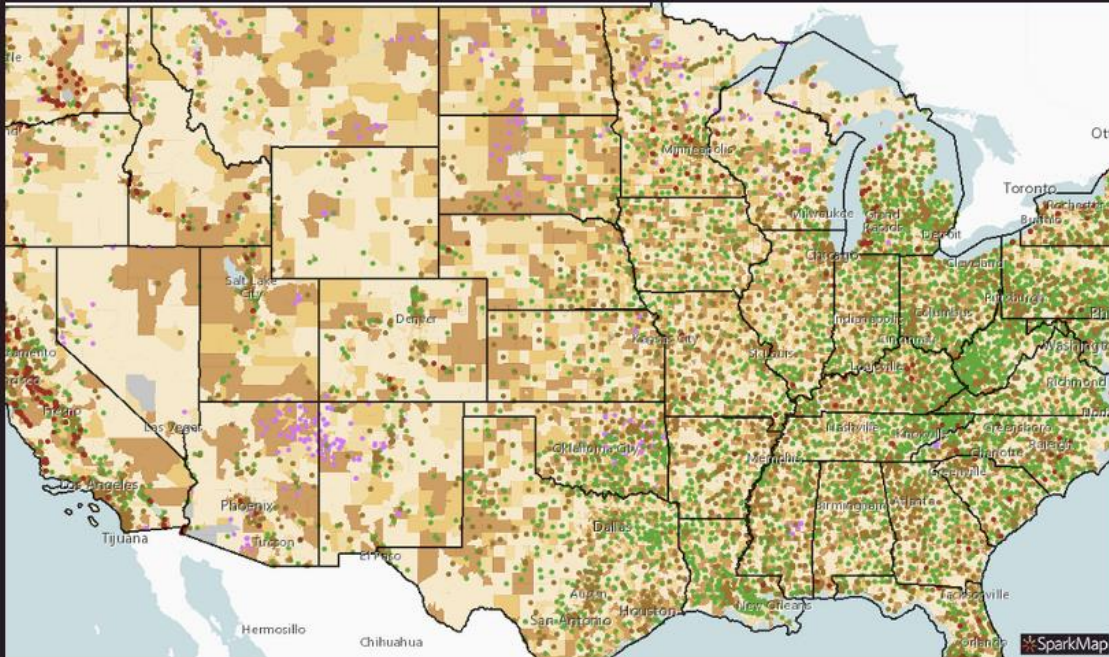
Health Behaviors

Health Outcomes

Healthcare Workforce



Free Map Room



Over 33,000 layers from high-quality secondary data sources like the CDC, US Census Bureau, & FEMA.



Data available at multiple levels including: county, census tract, ZIP code, congressional district, city, and more!



A robust suite of tools including the ability to query, draw graphics, and identify vulnerable populations.



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.



MAXIMIZE
NWMO



Extension
University of Missouri
Exceed



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?

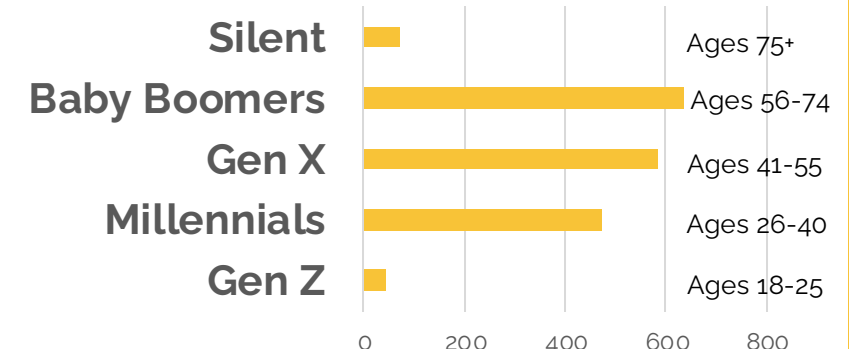
PARTNERS

- 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**





2020
**ALUMNI
& RESIDENT
SURVEY**
 RESULTS

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

7 MOST IMPORTANT DECISION FACTORS



MAXIMIZE
NWMO



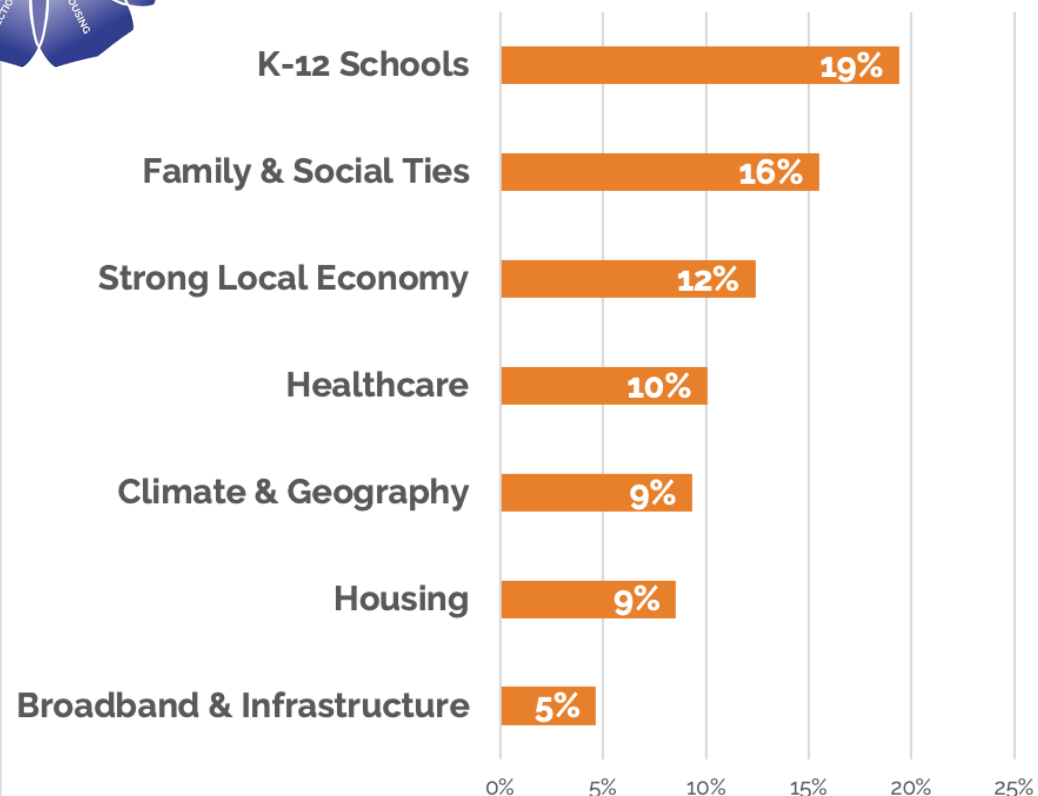
Extension
University of Missouri
Exceed



RESIDENTS

Where to Live in Next 5 Years

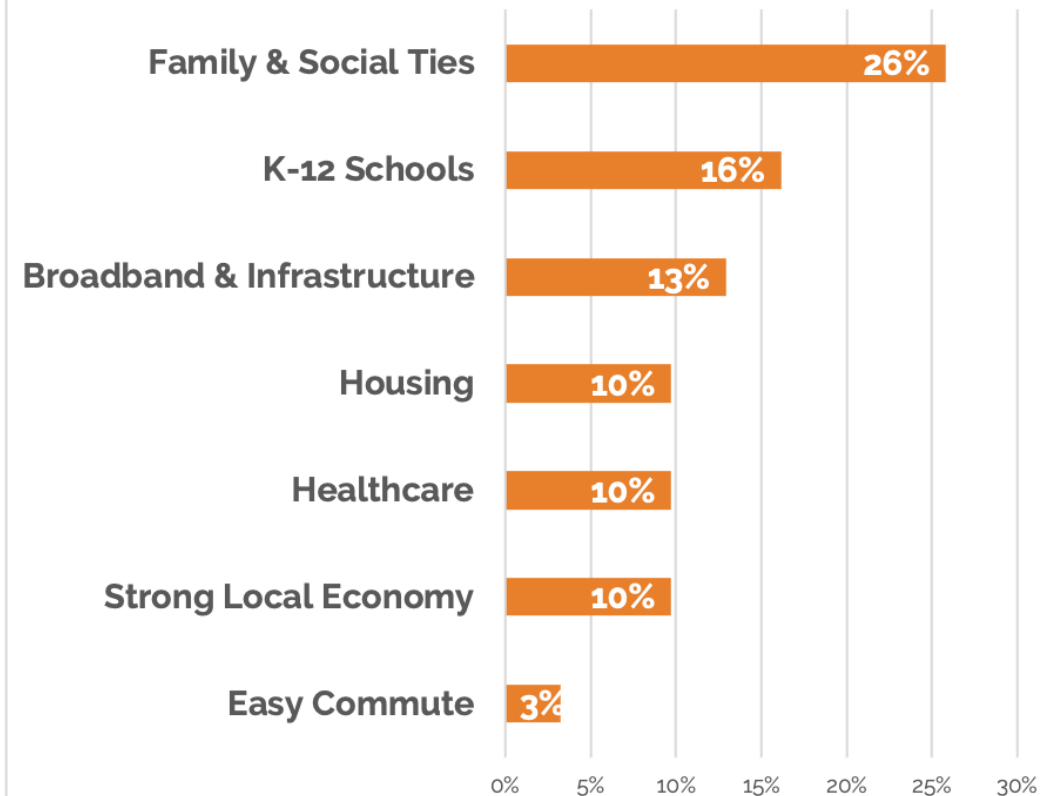
Residents Extremely Likely to Move in 5 Years



NON-RESIDENTS

Where to Live in Next 5 Years

Non-Residents Extremely Likely to Move in 5 Years



What people most want in the place they live.



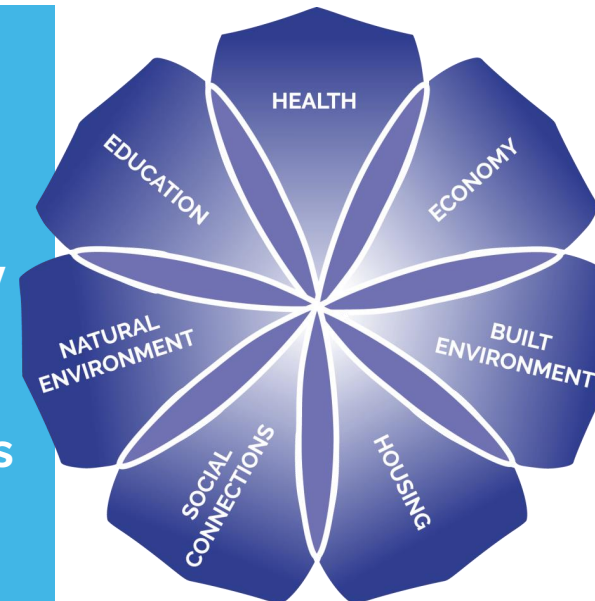
Factors that drive decisions to move, beyond “Strong Ties with Family and Friends,” are things we can do something about if we dream big and grow together!

- Quality of K-12 Schools
- Healthcare
- Strong Economy
- Broadband/High Speed Internet
- Amenities: Fresh Produce, Bakeries & Coffee Shops, Professional Services, Arts, Entertainment & Recreation

The actionable factors are aligned with the 7 Quality of Life Core Aspects of communities and the region.

SO WHAT FOR NWMO?

We need all of these areas to recognize they are interconnected and work together as a system to retain and attract population to keep the NWMO Region vibrant and thriving.





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 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

Planning Our Work and Working Our Plan

 MAXIMIZE NWMO					
PROMOTING THE REGION Regional Community Conversation, Continued Based on April 29, 2020 Recommendations					
1 st STEP	6 th STEP	5 th STEP	4 th STEP	3 rd STEP	2 nd STEP
Strategic Goal and Priority Areas/Strategies	INPUTS	OUTPUTS	OUTCOMES		
#1 KEEP and BRING MORE PEOPLE TO THE REGION (Part of Building a Next-Level Entrepreneurship Support System)	What is needed to complete the outputs? Information & Resources Secured	What work activities will be completed to achieve the desired outcomes? Work Activity Completed	SHORT-TERM Education Accomplished/ Knowledge Shared/ Resource Established	MID-TERM Attitudes Changed/ Behaviors Exhibited/ Actions Taken	LONG-TERM Impact Desired/ Strategic Priority Attained... Answer to "So What?" and "Why?"

1. Based on listening to our residents and key stakeholders through multiple surveys, forums, and discussions the Navigation Team and Regional Partner Council both called out leadership capability and capacity as a key shared priority across sectors throughout the 18-county region.
2. Gathered what we collectively knew about leadership development programs and hosted a regional roundtable discussion after our annual event in September 2024 on the topic of leadership. Reflected on learning and planned next steps.
3. Invited and engaged leadership development program leaders to share what they are doing and ask for interest in further aligning to promote each other in two Discovery Groups in March 2025.
4. Updated Maximize NWMO website with key information about various groups in April - May 2025.
5. Hosted a Regional Community Forum in June 2025 announcing two CollaborACTION Teams: Leadership Development CollaborACTION Team and Communications CollaborACTION Team.

Community Development Leadership Programs



LEARN MORE:

[www.maximizenwmo.org/
maximize-the-nwmo-region](http://www.maximizenwmo.org/maximize-the-nwmo-region)



Introduction to Community Excellence: Reaching Common Goals Faster

For Individuals and Small Groups |

- ◆ **Gain** network connections and new skills.
- ◆ **Discover** how the Maximize [My Community] Journey™ can help prioritize multiple shared goals and foster decision-making in a thriving community.
- ◆ **Identify** who should be invited to ensure goals are reached.
- ◆ **Learn** strategies for addressing urgent and important challenges and opportunities
- ◆ Decide if you want to move forward as a team



Building Strong Teams for Community Excellence

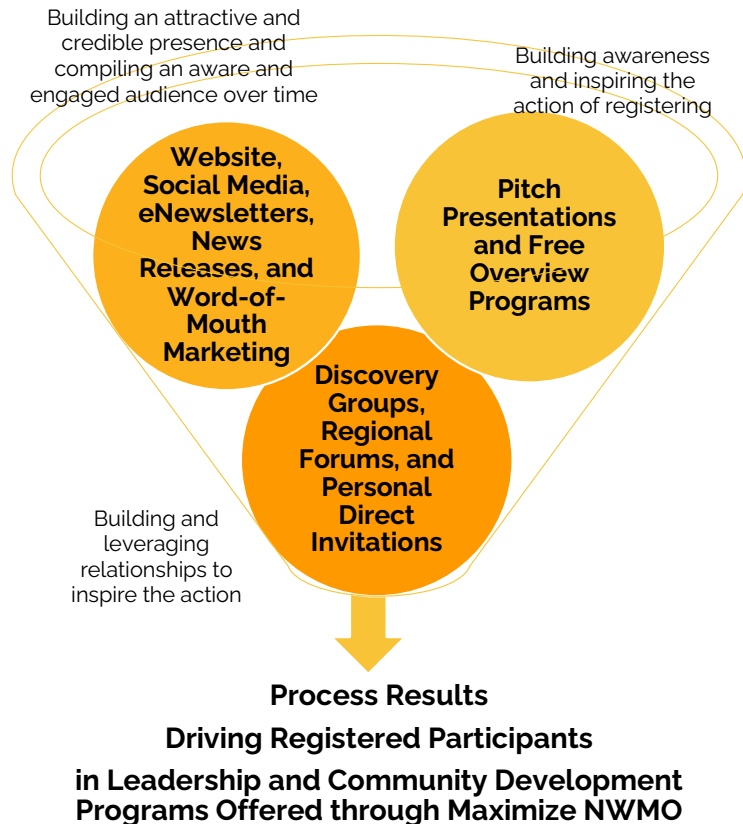
For Community Groups | 12 months

- ☐ **Learning** together and deepening connections with customized local data and program facilitation
- ☐ **Discovery and Practical Application** of the Maximize [My Community] Journey Framework's 12 Steps of Progress
- ☐ **Improving communication** by asking and answering questions
- ☐ **Community Coaching Guidance** (optional)



Leadership Support for Strategic CollaborACTION

MAXIMIZE NWMO INTEGRATED COMMUNICATIONS PLAN



1st

MAXIMIZE NWMO - Free program pitch, 10 minutes

The 3 Biggest Influences on Thriving Communities

2nd

MAXIMIZE NWMO - Free offering, 45 minutes

The Top 5 Impacts on Community Success

3rd

MAXIMIZE NWMO REGIONAL LEARNING COLLABORATIVE - 6 weeks

Introduction to Community Excellence: Reaching Common Goals Faster

4th

MAXIMIZE NWMO REGIONAL LEARNING COLLABORATIVE - 12 months

Building Strong Teams for Community Excellence

5th

COE NATIONAL LEARNING COLLABORATIVE:

Phase 1, 2, and 3 of The Journey to Excellence

6th

COMMUNITIES OF EXCELLENCE and BALDRIGE:

National Assessment & Recognition Program

September 2024

MAXIMIZE NWMO

AN INVENTORY OF THE LEADERSHIP DEVELOPMENT ORGANIZATIONS IN NORTHWEST MISSOURI

Community & Regional

- ☐ Leadership Northwest Missouri
- ☐ Maximize NWMO
- ☐ MU Neighborhood Leadership Academy
- ☐ Missouri Community Betterment
- ☐ Missouri Municipal League
- ☐ Roots & Rounds (leadership, communication, and team-building)

Local

- ☐ Andrew Co: Leadership Savannah
- ☐ Buchanan Co: UW Leadership St. Joseph
- ☐ Buchanan Co: The Joseph Company/3di
- ☐ Linn Co: 36/5 Community Alliance Leadership
- ☐ Nodaway Co: Leadership Maryville
- ☐ Main Street Missouri (downtowns)

Student & Youth Leadership

- ☐ Boy Scouts of America-Pony Express Council
- ☐ Girl Scouts USA-NEKS & NWMO Council
- ☐ e2 Fellowship-Mosaic Lifecare Found.
- ☐ MO Association of Student Councils
- ☐ 4-H
- ☐ Rotary Interact Club
- ☐ Youth Alliance
- ☐ Youth Sports

MO Career & Tech Student Orgs (CTSOs)

- ☐ DECA
- ☐ FBLA-Future Business Leaders
- ☐ FCCLA-C-Family, Career, and Community
- ☐ FFA-Future Farmers/Ag

© 2024, Maximize NWMO, The Community Foundation of Northwest Missouri

Regional Priority Roundtable Discussion | 9.25.2024

A SNAPSHOT OF LEADERSHIP DEVELOPMENT IN NWMO

One thing we know for sure about all of these programs is that **EVERYONE** is challenged with getting people involved! Are more investments needed in ...

- ☐ Marketing the Benefits?
- ☐ Engaging hearts and minds first, before educating and involving in the work?

DISCUSSION QUESTIONS

1. What leadership development opportunities do we have in NWMO that we've missed on the list to the left?
2. What leadership traits need to be cultivated most in our region?
3. What do existing leadership programs in NWMO do well?
4. What do existing leadership programs in NWMO lack?
5. How do you feel the Maximize NWMO regional vitality initiative can best address the need for leadership development across sectors?
6. How do we attract more people to leadership development initiatives?

Improvement of Outcomes Starts with Addressing the Roots First!

MAXIMIZE NWMO

Home Introduction Programs & Priorities Resources & Partners News & Events Living Here Communities/Counties

Video: A Place to Belong

Lead & Succeed

Learn & Earn

Stay & Play

COVID-19 Resources

Student & Youth Leadership Programs

Community & Regional Leadership Programs

Elected Leaders

Q Search

Sign In Register

Relaunch to update

Community & Regional Leadership Programs

Leadership Learning Programs Available in NWMO

Expanding leadership development opportunities is a key strategic priority of Maximize NWMO. One of the best first steps to making progress is to build awareness of what is available. Check out these great programs being offered across the region and in specific communities. If you are aware of another high-quality program that should be added, please send an email to together@maximizenwmo.org and our team will work to get it added ASAP. Thank you!

Today

<https://maximizenwmo.org/student-programs>

<https://maximizenwmo.org/leadership-development-programs>

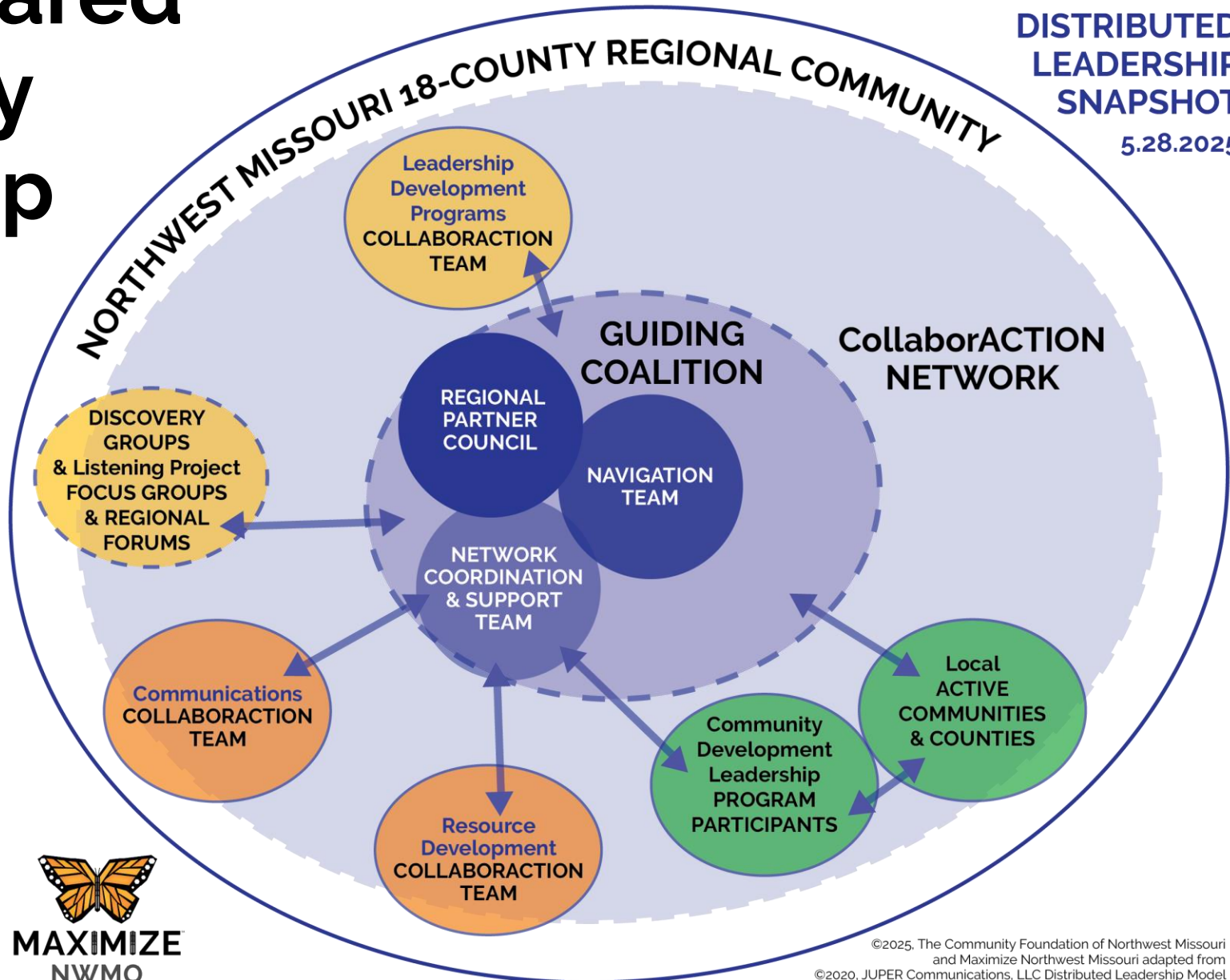
<https://maximizenwmo.org/elected-leaders>



Practicing Shared Responsibility for Leadership and Action

DISTRIBUTED LEADERSHIP SNAPSHOT
5.28.2025

- Open Communication
- Maximize NWMO Participants
- Exploration & Action on Shared Priorities
- Backbone Operations Support
- Leadership Development & Local Next-Level Collaboration



©2025, The Community Foundation of Northwest Missouri and Maximize Northwest Missouri adapted from ©2020, JUPER Communications, LLC Distributed Leadership Model



Regional Partner Council

Participating
Between
2023-2025
as part of
Maximize
NWMO's
Guiding
Coalition

- Tom Brand
St. Joseph Community Alliance
- Lisa Colson
Green Hills Regional Planning Commission
- Chelsea Corkins
MU Extension
- Chris Duke
Formerly Missouri Western State University
- Christel Gollnick
JUPER Communications, LLC/Maximize NWMO
- Jill Hathaway
MO Small Business Development Center/UMKC
- Joe Hegeman
United Fiber
- Chad Higdon
Second Harvest Community Food Bank
- Rachel Kagay
Kagay Consulting/Community Foundation of NWMO
- Dillan Klindt
North Central Missouri Business Facilitation
- Jen Osborn
MU Extension
- Eugene "Gene" Pegler
UMKC Bloch School of Management
- Randy Railsback
Former MO State Representative
- Shari Schenewerk
MO Department of Economic Development
- Scott Sharp
MO Department of Economic Development
- Jackie Spainhower
MU Extension
- Brent Stevens
Workforce Development Board of North Missouri
- Rebecca TenHulzen
Green Hills Regional Planning Commission
- Christopher Wallace
Nodaway County MU Extension Council
- Corinne Watts
APWA
- Steve Wenger
Maximize NWMO
- Donna Wilson
St. Joseph Housing Authority



MAXIMIZE[™]
NWMO

Wednesday, June 11 | 11:00 am - 1:00 pm

Regional Partner Council Priority Areas

Explored and
Ranked in 2024

RANK	PRIORITY
1 st	Leadership Development & Capacity Building
2 nd	Community Access to Funding/Investing in Themselves
3 rd	Fostering the Entrepreneurship Ecosystem of Support
4 th	Connecting Social Services for Cross Referrals
5 th	Affordable, Accessible, Adequate Housing
6 th	Maternal and Infant Healthcare & Childcare
7 th	High-Speed Broadband for All
8 th	Diversity of the Food Chain/ Expanding Agri-Business & Agri-Tourism



MAXIMIZE
NWMO

Wednesday, June 11 | 11:00 am - 1:00 pm

Poll
Question

Are you a leader in your community?



Discussion Questions

11:55 a.m.
to
12:40 p.m.

- ◆ **What does a community leader look like? What characteristics are most important?**
- ◆ **What do you need to help create (IGNITE, INVITE, INSPIRE, INVOLVE) more leaders in your community and the region?**



MAXIMIZE™
NWMO

Wednesday, June 11 | 11:00 am - 1:00 pm

**Share
Out**

What does a community leader look like?

What characteristics are most important?



MAXIMIZE™
NWMO

Wednesday, June 11 | 11:00 am - 1:00 pm

**Share
Out**

What do you need to help create (IGNITE, INVITE, INSPIRE, INVOLVE)
more leaders in your community and the region?



2025 ALUMNI & RESIDENT SURVEY



INVITE



<http://muext.us/NWMOsurvey>



MANY VOICES are needed!

Do you call, or have you ever called, northwest Missouri home?

We are seeking the perspectives of residents, alumni, and those with strong ties to the region. Share your thoughts about what is most important within communities and help make meaningful decisions by participating at <http://muext.us/NWMOsurvey>, or:

- ▶ Hold your smartphone camera over this code. ▶ ▶ ▶
- ▶ Click the qualitrics.com link on your screen.



It only takes a few minutes!

Thank you for helping maximize the potential of northwest Missouri! To learn more before completing, please visit www.maximizenwmo.org or send us an email at together@maximizenwmo.org.

Thanks to partners of The Community Foundation of Northwest Missouri, the survey's results will be shared on this same website with all local elected officials (i.e. mayors, county commissioners, state legislators) and chambers, economic developers, and other community leaders. To make the results statistically viable, we need hundreds of responses from people with ties to each of the northwest Missouri counties of Andrew, Atchison, Buchanan, Caldwell, Clinton, Daviess, Dekalb, Gentry, Grundy, Harrison, Holt, Linn, Livingston, Putnam, Mercer, Nodaway, Sullivan, and Worth.



TOP 4 REASONS TO PARTICIPATE



Respond Today!

1. You care about your community!

- Be heard. Regionally and by county.
- Successful communities listen to their residents. Maximize NWMO is a multi-sector initiative inviting, inspiring, and guiding the region and local communities to be as successful as possible. Gathering and providing this info will help!
- Identify what makes NWMO special in everyone's eyes so others appreciate it more.

2. Your voice has impact!

- Help leaders determine what your expectations, needs, and dreams are instead of leaving them to lead by assumption.
- Short- and long-term decisions and projects will reflect the survey's (YOUR) feedback.
- Be a part of the solution by sharing your thoughts. This is an opportunity for your ideas and opinions to be heard.

3. Be the county with the most participation!

- 2025 results will be compared with 2020 results and made available publicly on www.maximizenwmo.org and be shared with leaders throughout the region in each of our 18 counties. Several hundred responses are needed from each county to ensure the results are statistically valid. Every person's response matters!

4. Living in the Age of Acceleration and a post-COVID-19 world has changed what we thought we knew.

- Help plan for the future and act on how to make our communities in NWMO the best places to live, learn, work, and play.
- Decision-makers are working to meet the needs of those seeking a beautiful place they can belong and stay connected to technology-advanced opportunities. Help them help you and your family's future generations!



CLICK HERE ► <http://muext.us/NWMOSurvey>

What's Next?



Mark Your Calendar

- ◆ **Communications CollaborACTION Team**
 - Every other Friday at 10:00 a.m. starting June 20, 2025
 - ◆ Promote Alumni & Resident Survey
 - ◆ “How to Build Community” Promo Project
- ◆ **Leadership Development Program CollaborACTION Team**
 - Next Meeting TBD
- ◆ **One-Day Introduction to the Journey with the Partner Council**
 - July 1, 2025 @ St. Joseph Chamber
- ◆ **Building Strong Teams 12-Mo Program for Local Community Groups**
 - September 24, 2025
- ◆ **Annual Celebration Luncheon**
 - September 24, 2025

Dream big and grow together.



MAXIMIZE[™]
NWMO

Register today and be 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.