

November 10, 2022

Dreaming Big and Growing Together through CollaborACTION

**BROADBAND
DISCOVERY GROUP
UPDATE**



**MAXIMIZE™
NWMO**

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.

TODAY'S GOALS | Thursday, November 10, 2022

- **Welcome**
- **Why We're Here and Introduction of Today's Panel**
- **Project OVERCOME Results – Turney, MO in Clinton County**
- **Digitally Connected Communities Project – Atchison, Gentry, Holt, Nodaway, and Worth Counties**
- **Statewide Broadband Project Listening Sessions**
- **Q & A**
- **Opportunities to Get Involved**



*“Never doubt that a small group
of thoughtful, committed
[empowered and organized]
citizens can change the world;
indeed, it’s the only thing that
ever has.”*

- Margaret Mead, anthropologist, amended by Christel Gollnick, JUPER Communications



ENVISIONED END GOAL

*Ensure local communities
and the region can...*



- Strengthen and enhance existing efforts in the places we live, learn, work, and play through empowering leaders
- Protect what is loved most about the region
- Bring together public, private, and nonprofit leaders to solve problems and take advantage of new opportunities across community and county borders
- Make decisions together



THE 3 BIGGEST INFLUENCES ON THRIVING COMMUNITIES



Don Macke, Center for Rural Entrepreneurship



DREAMING BIG & GROWING TOGETHER

by being inclusive
of many perspectives to
make progress on what
we all need and want.

*Many Voices,
One Vision,
Shared Priorities*

COMMUNITY INTERCONNECTION & INCLUSION



We're asking:

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

**#1 Regional Community Forums
& Other Listening/Research**

#2 Discovery Groups

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

#3 CollaborACTION Teams

Communications efforts aimed at better connecting and promoting the region.

**#4 Community Development
& Leadership Programs**

Coaching & Support for the Region & Communities

In addition to the 2,500+ participants involved in the 2020 Alumni & Resident Survey, regional forums, and the Communications CollaborACTION Team, the following are involved as of 10.31.2022:



ALBANY
BETHANY
BROOKFIELD
CLINTON COUNTY:
Plattsburg, Cameron,
Lathrop, Gower, Trimble
MARCELINE
MARYVILLE
STANBERRY

communitiesofexcellence²⁰²⁶



Missouri Department of
Economic Development



USDA-RD

REGIONAL COMMUNITY RESIDENTS

- North Central MO Business Facilitation
- Northwest MO Enterprise Facilitation
- Leadership NWMO
- Great NW Day at the Capitol





GROWING ACROSS THE REGION



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

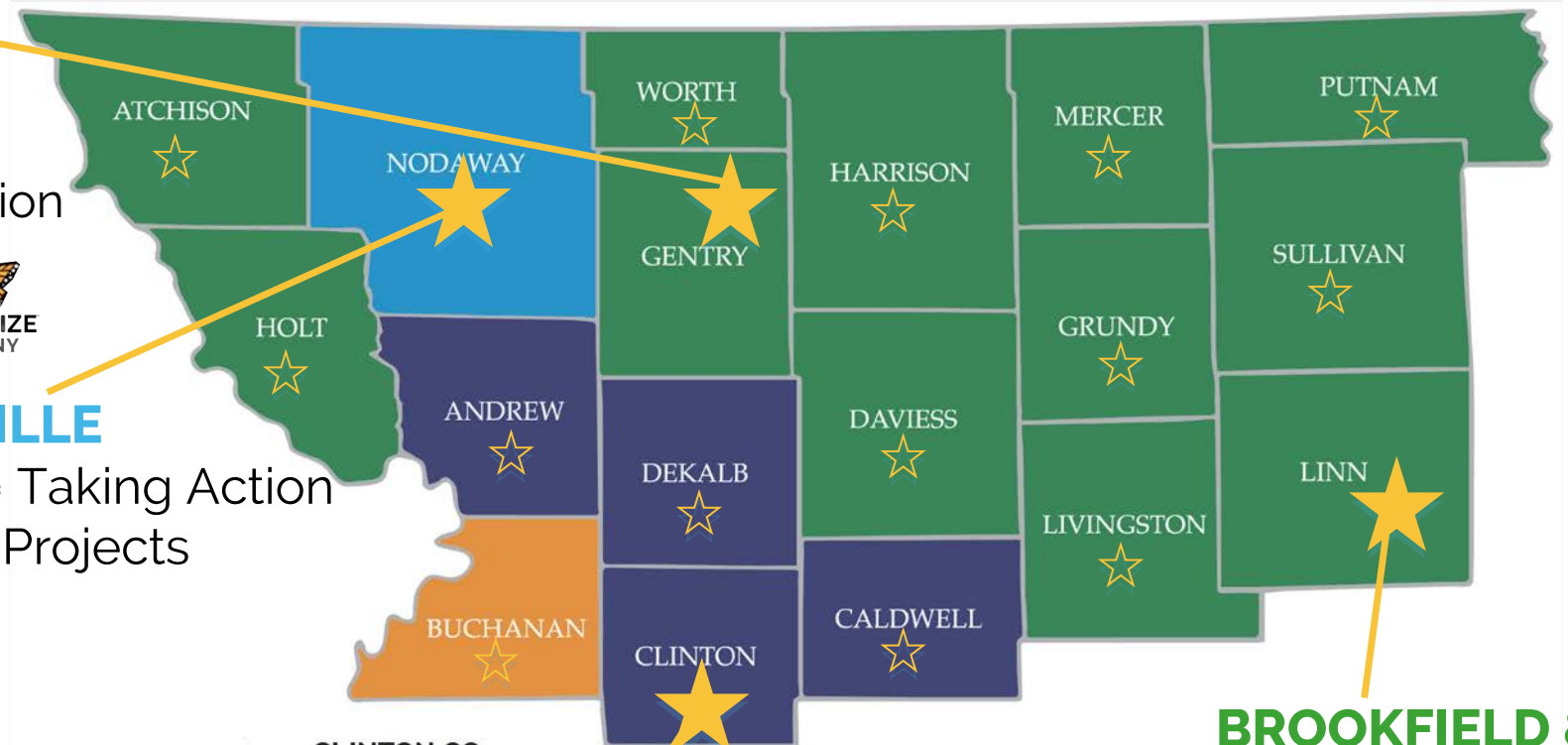
ALBANY
SEEING & BELIEVING =
Strategic Action
Planning



MARYVILLE
DOING = Taking Action
on Joint Projects



Showing Up
for Regional
Conversations



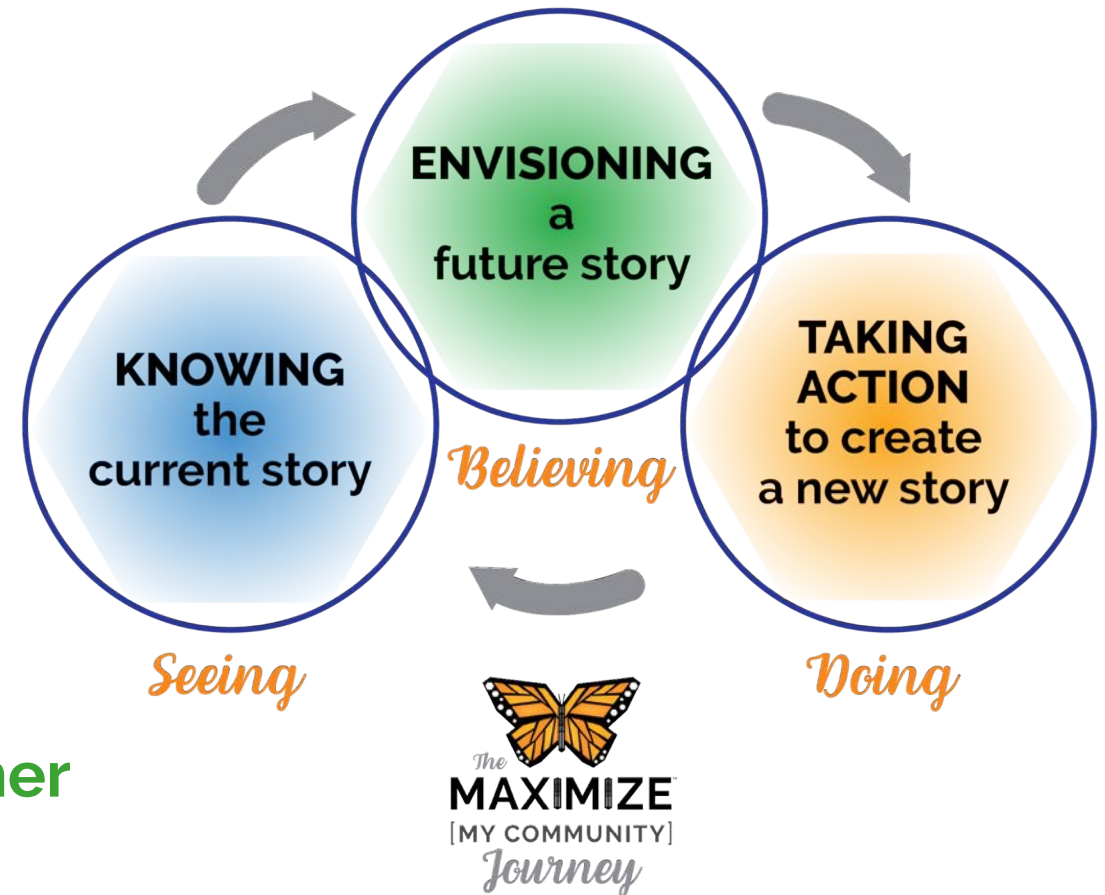
CLINTON COUNTY
SEEING, BELIEVING, & DOING =
Listening, Sharing, Learning,
Planning, & Acting

BROOKFIELD & MARCELINE
DOING = Taking
Action on One
Collaborative
Program

A JOURNEY FOCUSED ON RESULTS

Those who choose to join the action are highlighting the benefits of:

- Awareness-raising and sense-making of today's current state
- More inclusive and effective data-informed decision-making
- Relationship-building through discussing shared priorities
- CollaborACTION that goes beyond planning to getting things done together



PROGRAMS EMPOWER LEADERS

Thinking 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.



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Casey Canfield, Missouri University of Science & Technology
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OVERCOME: A Systems Approach to Scaling Rural Co-op Efforts to Expand the Fiber Edge

NWMO Broadband Discovery Group Update

PI: Casey Canfield

Assistant Professor, Engineering Management & Systems Engineering

Missouri University of Science & Technology

canfieldci@mst.edu



We had 4 primary project goals.

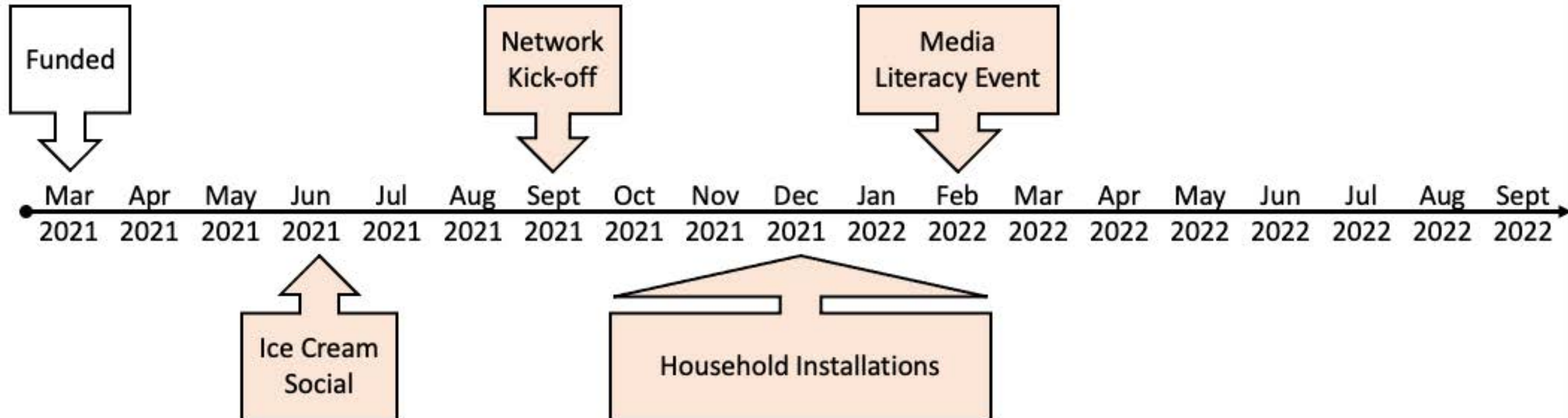
Connect
households to
network

Develop
“intelligent
router”

Evaluate
impact of
access

Document
system

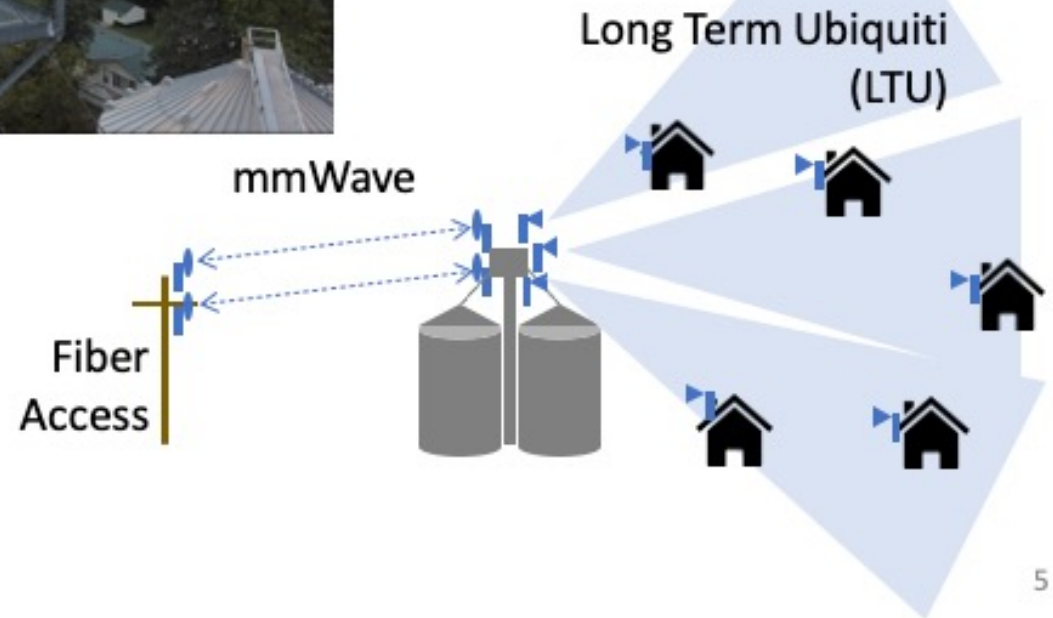
Timeline



United installed wireless broadband system.

Performance Stats:

- Speed = >100/60 Mbps
- Latency = 6 seconds



Community engagement supports recruitment and analysis.



CHOICES



Volume 37, Quarter 3

Integrating Research and Extension to Improve Community Participation in Broadband Projects

Casey Canfield, Sarah A. Low, Christel Golinick, and Debra Davis

JEL Classifications: O18, L96, H54

Keywords: Broadband policies and programs, Community member involvement, Extension, Integrated research/Extension, Participatory research

With the passage of the bipartisan Infrastructure Investment and Jobs Act...

projects that further leverage Extension field and campus faculty relations to combine participatory research and evaluation methods as decision makers look to improve broadband programs in rural areas of their state.

Using Participatory Methods to Improve Data Quality

Engaging local participants can conceivably improve the quality of data collected as part of a ground-up approach to broadband program evaluation. However, participation also bias results by highlighting researchers' desired outcomes (Eckerd et al., 2021; Zizzo, 2010). Participatory evaluation builds on community-based participatory research principles as well as traditional evaluation techniques. It emphasizes improved communication and collaboration with the local community and key stakeholders to improve experimental design, data...



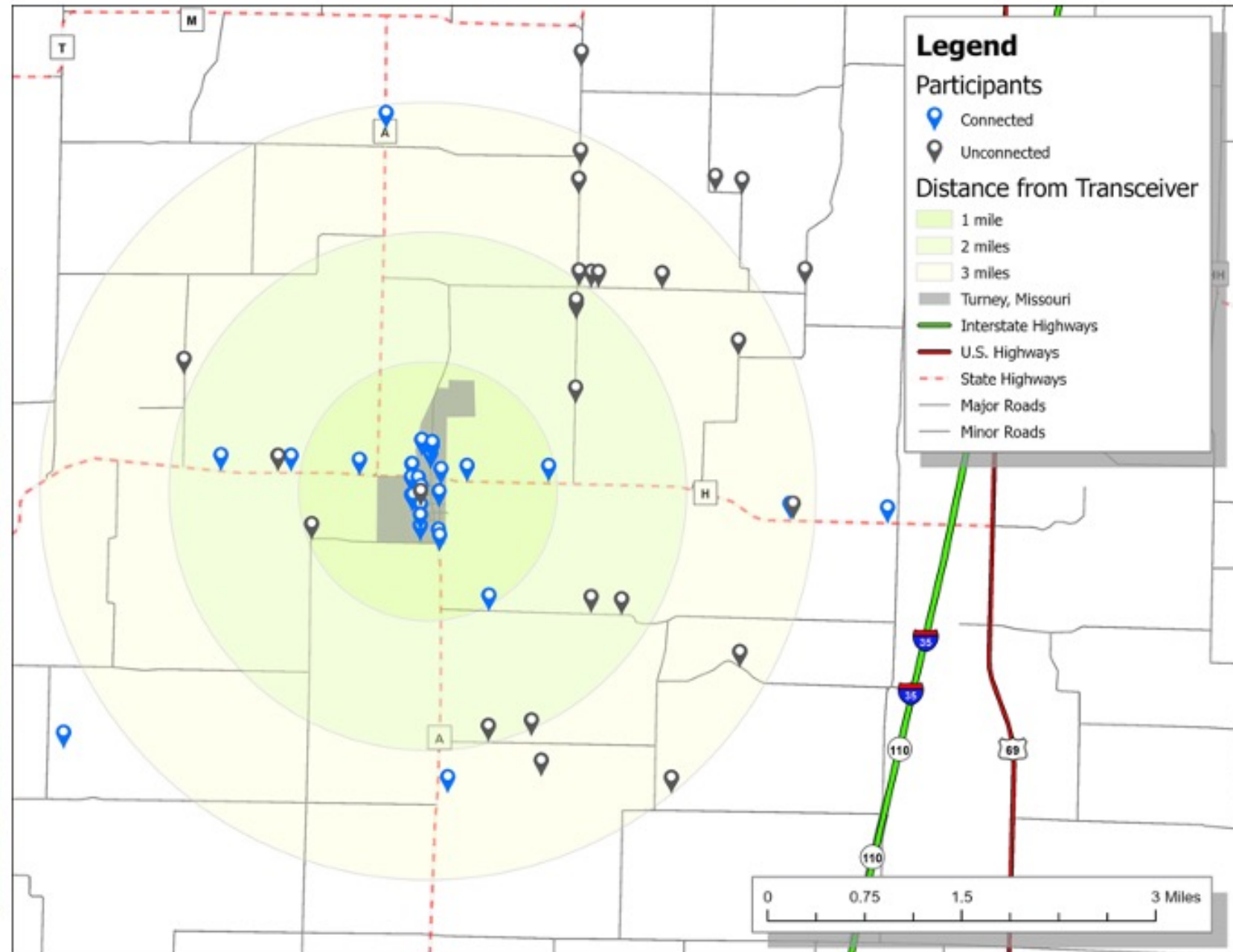
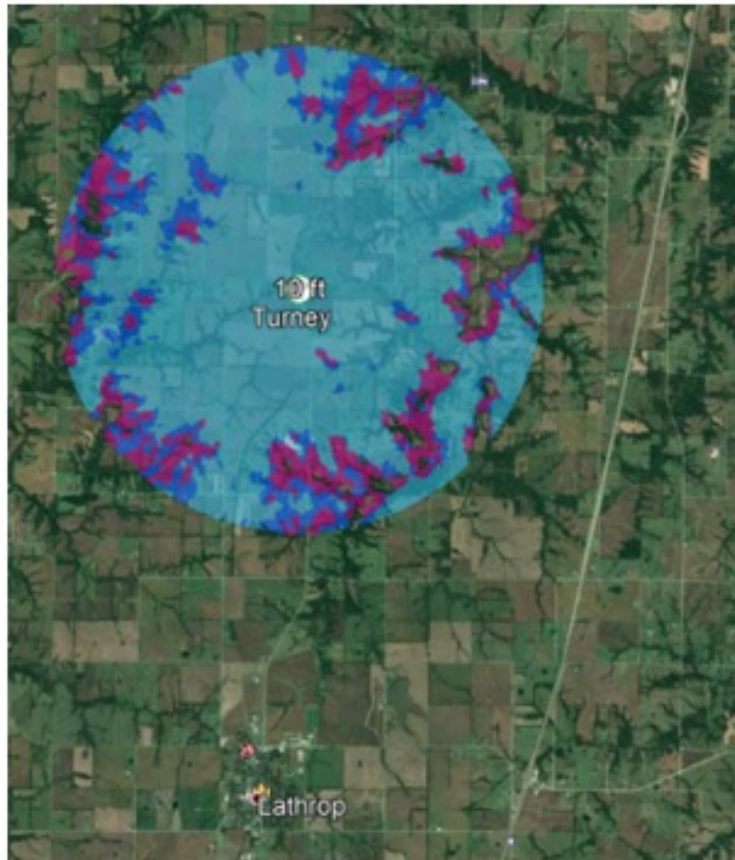
Conducted media literacy outreach at 2 local high schools.



“It was a lot of good information on how to be **ethical users of the Internet** and digital media allies for each other by fact-checking before sharing emotional news that might not be real.” – Workshop Participant

Hosted by Kathy Kiely
Lee Hills Chair in Free-Press Studies
School of Journalism
University of Missouri

Minimum Target:
30 installations



Wireless broadband has limitations but can serve as a medium-term solution.

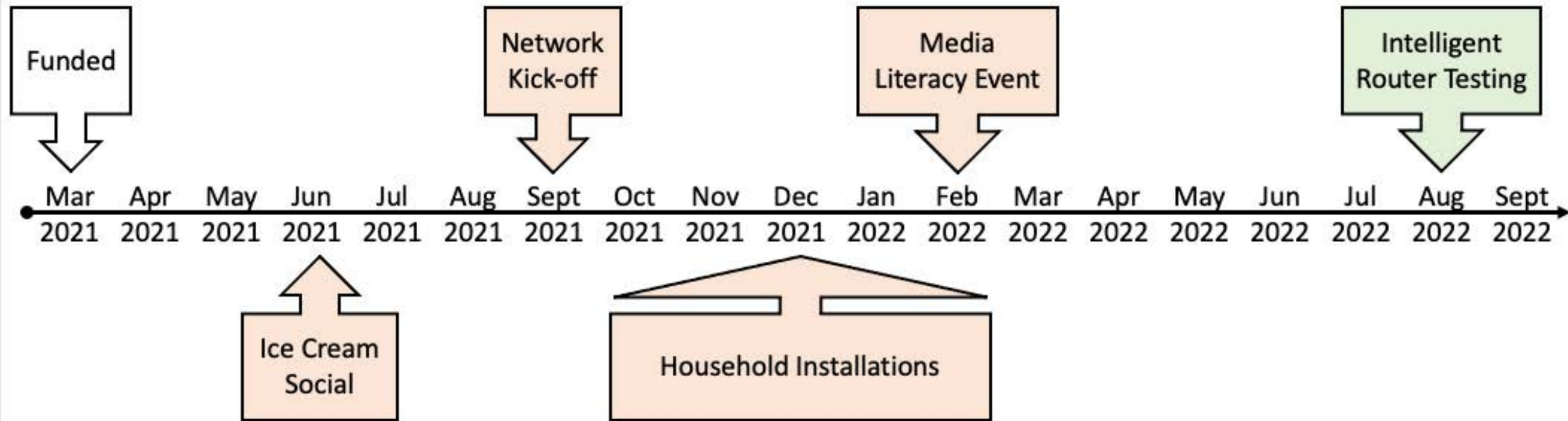
Barriers to Participation

- Poor line of sight despite software estimates
- Dynamic competitive environment
- Previous negative experiences with wireless providers

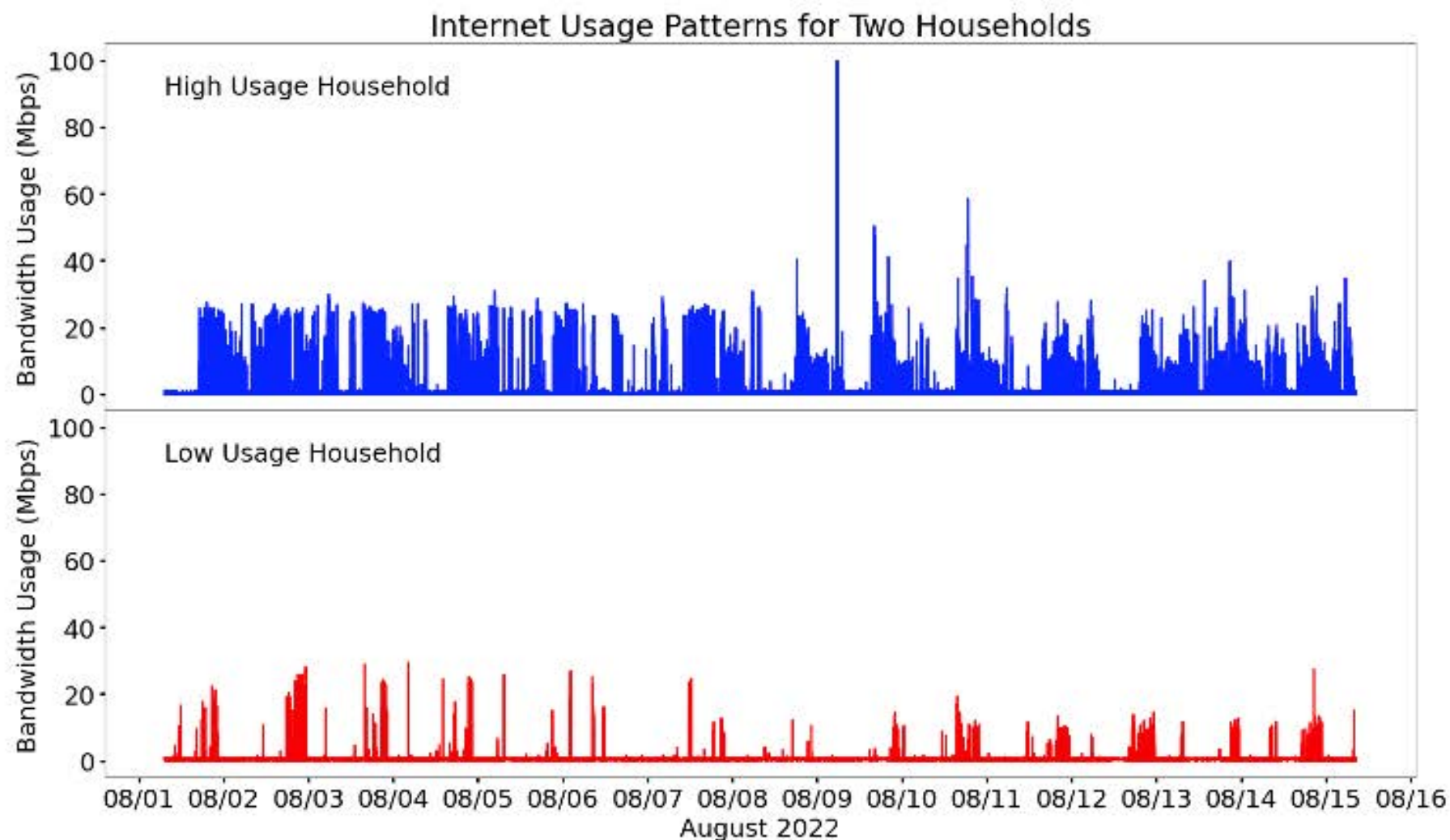
Challenges with Reliability

- Rain (signal fade)
- Windstorm caused hardware damage (wire rubbing)
- Novel implementation
 - Hardware failures
 - Software errors

Timeline



There is high variability between users.



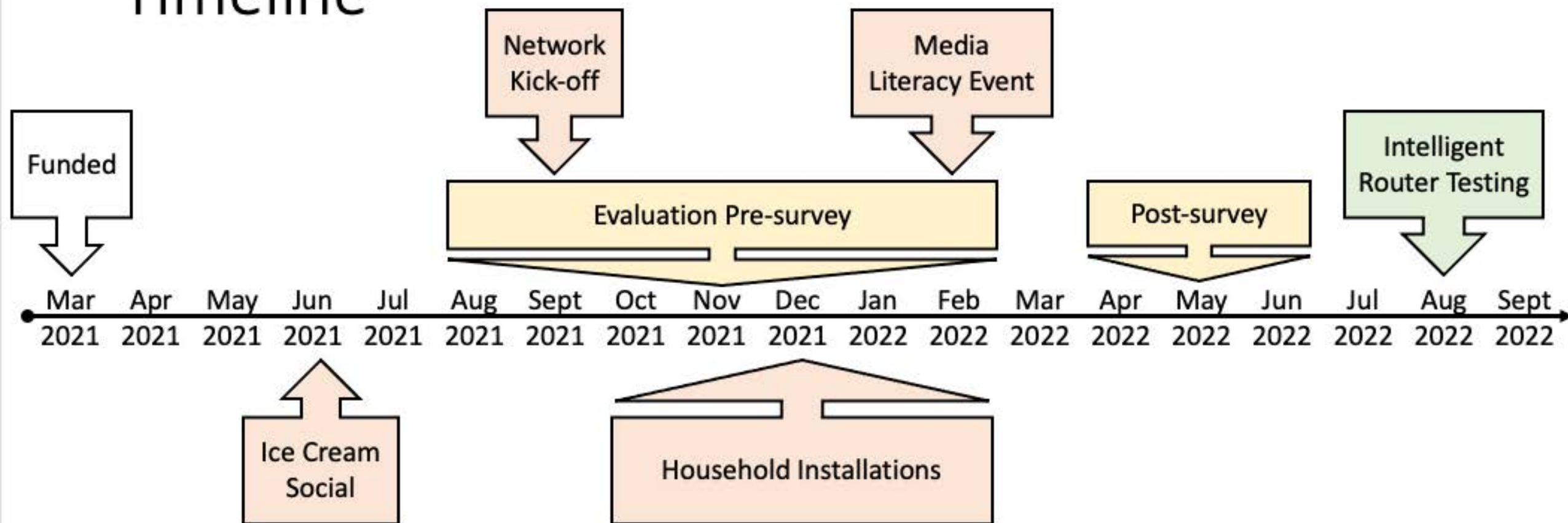
Total Usage:
11-17 TB/month
across all households

Intelligent Router dynamically allocates bandwidth, worth further development.

- Created a simulation called the *Extendable Mobile Ad-Hoc Network Emulator (EMANE)* for development to avoid disrupting network
 - Real world data are critical for simulations
- Households were divided into 4 priority levels that updated every 10 seconds
 1. High Up/High Down
 2. Low Up/High Down
 3. High Up/Low Down
 4. Low Up/Low Down
- Need more testing to evaluate dynamic vs. static bandwidth cap
 - Data and code are available for open-source development

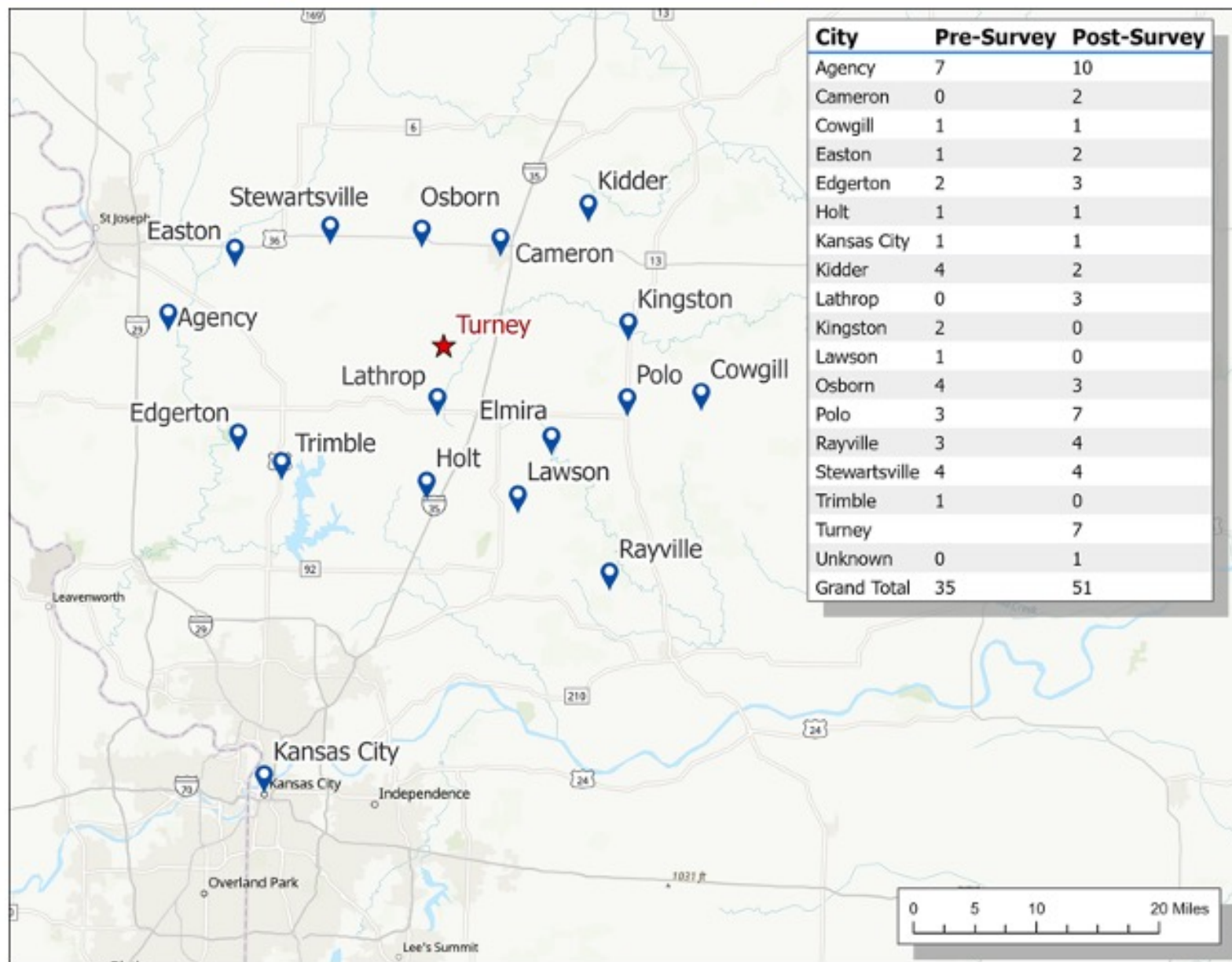
Priority 1 households temporarily borrowed bandwidth from Priority 4 households

Timeline

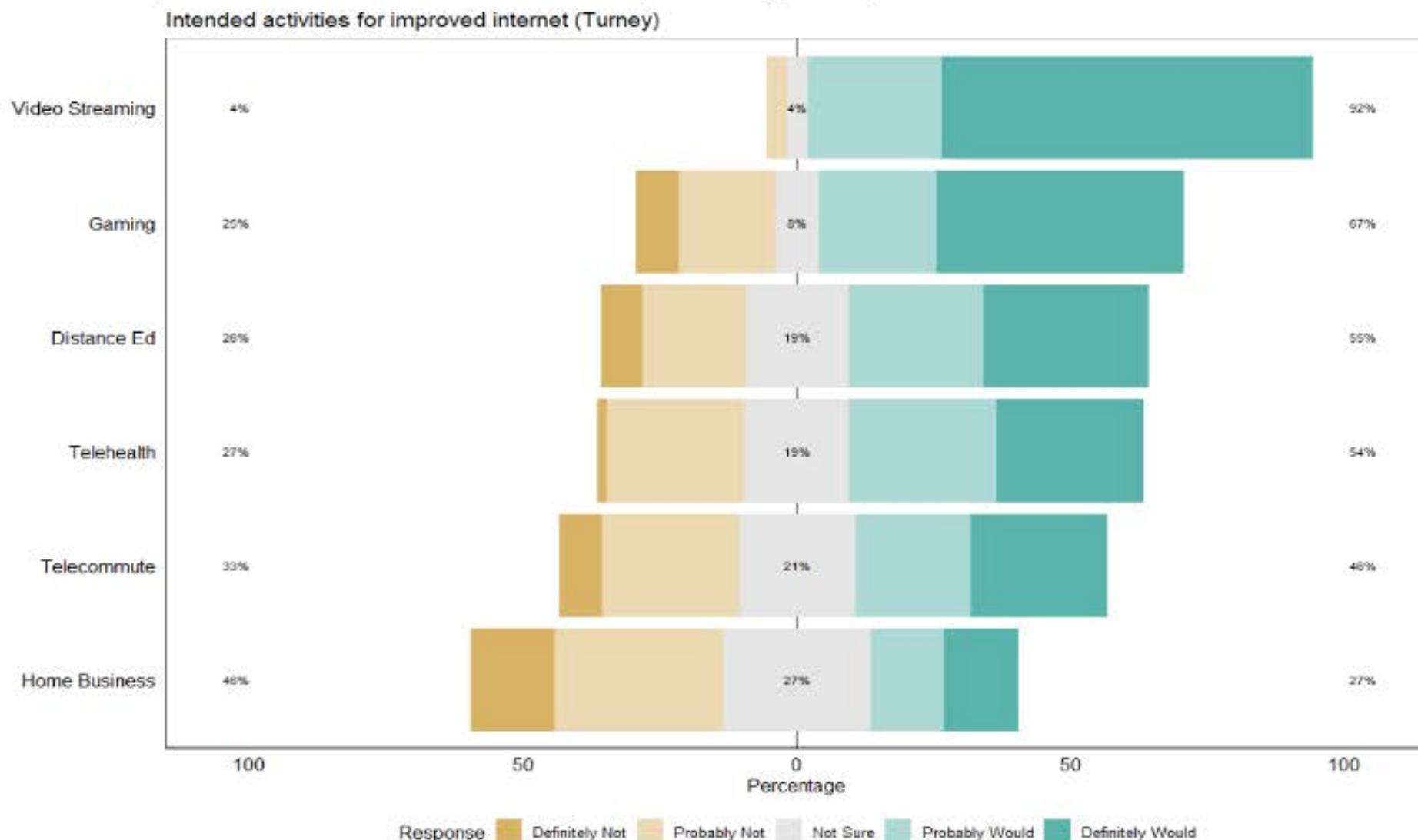


Evaluation Design

- Making comparisons:
 - Pre-survey
 - Turney vs. Control
 - Post-survey
 - Connected Turney vs. Unconnected Turney vs. Control
 - Pre vs. Post
 - Connected Turney vs. Unconnected Turney
- Control group includes random sample from similar communities
 - Distribution in map



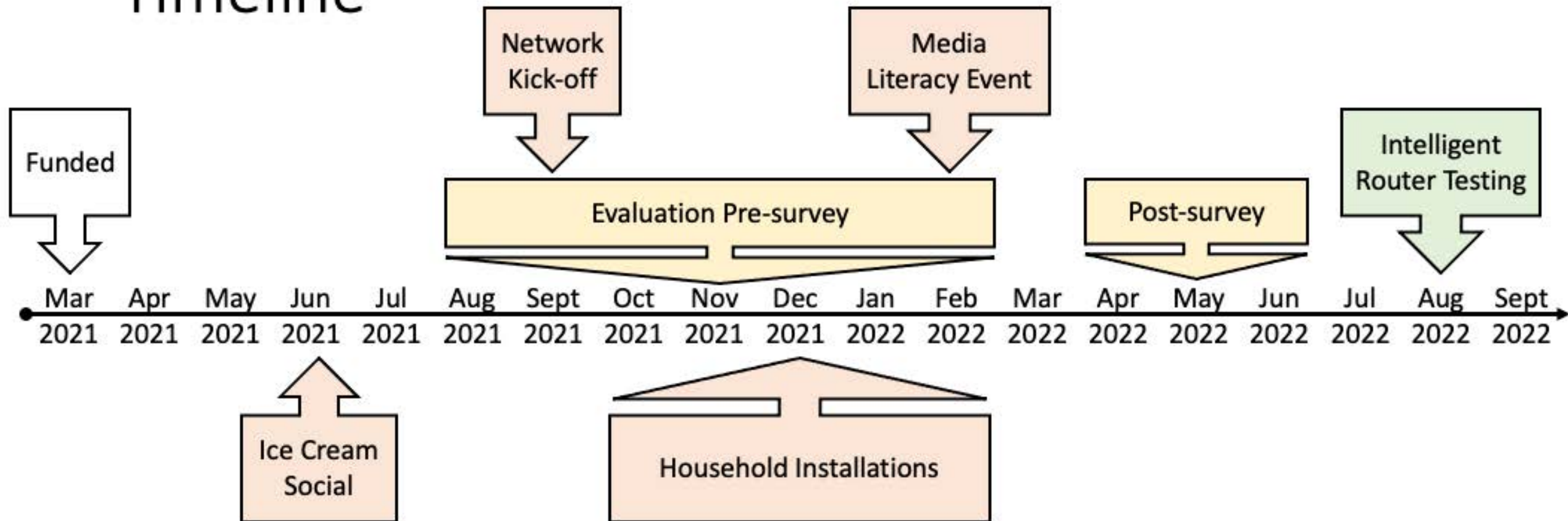
Turney residents were more focused on entertainment activities, than education, employment and health uses.



Designing evaluations to measure impact for underserved communities is challenging.

- Changes in internet usage for employment, education, and health could not be attributed to internet intervention
 - Limited by short timeline
- Benefits were more related to entertainment uses and increasing existing use
 - Entertainment use is critical for quality-of-life
- Limitations
 - Challenges related to recruitment and timing of the survey
 - Reliability issues likely limit the impact of wireless technologies

Timeline



Reference architectures can support project development and dissemination.

- In other domains, reference architectures are an abstract representation of a system that can support communication and reduce design time/costs
 - can help diverse stakeholders understand “the problem” and agree on requirements for a solution
- For each project, you can fill in the reference architecture to generate a solution architecture

Community-Driven Wireless Broadband Reference Architecture

User Profile

Reflects Needs and Constraints

Constraints & Opportunities

Geographic (natural capital)
Technological (physical capital)
Economic (financial capital)
Demographic (human capital)
Regulatory

Needs Assessments

Internet Use
Affordability

Describes
Community

Determines
Solution
Space

Future Work

- Operations Structure
- Market Structure

Community Structure

Reflects Human Infrastructure Parameters

Community is made of

Households which are made of

Adults and/or Children who use the internet for
Education/Health/Work/Leisure

Industry provides employment and uses the internet for Work

Governance determines rules and regulations

Resources support internet use adoption (social capital)

Banks

Utility

Community Collectives

Healthcare

Education

Technology Structure

Reflects Technology Infrastructure Parameters

Middle Mile provides a connection to the internet via a Connection Type
and Ownership Model

Last Mile Solution is made of

Router which manages internet data flow

Transceivers which transmit and receive information from the
Middle Mile or
Nodes

Nodes which are households and businesses that receive internet
service

Thank You!

[https://www.maximizenwmo.org/
broadband-project-overcome](https://www.maximizenwmo.org/broadband-project-overcome)

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- **Digitally Connected Communities Project – Atchison, Gentry, Holt, Nodaway, and Worth Counties**

Marcus McCarty, University of Missouri School of Law

Kim Milward, Northwest Missouri Regional Council of Governments

Randa Doty, University of Missouri Extension

- **Statewide Broadband Project Listening Sessions**
- **Q & A**



MAXIMIZE
NWMO



NORTHWEST MISSOURI BROADBAND PLAN



June 2022

Funded by the U.S. Department of Commerce, Economic Development Administration through CARES ACT Recovery Grant.

A Digitally Connected Community Guide Pilot Project in association with the Northwest Missouri Regional Council of Governments, University of Missouri Extension, and local economic developers in Atchison, Gentry, Holt, Nodaway, and Worth Counties.



Digitally Connected Communities Project

Atchison, Gentry, Holt, Nodaway, and Worth Counties

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"System Engagement Week" 2019

University of Missouri System Broadband Initiative –

- (Original) UM System Broadband Leadership Team
 - Casey Canfield, S&T
 - Lav Gupta, UMSL
 - Tony Luppino, UMKC
 - Barb Glesner Fines, UMKC
 - Alison Copeland, - UMC/Extension
 - Marc McCarty, UMKC



UNIVERSITY OF MISSOURI
 Extension



www.mobroadband.org



2020 Online Workshop
Bringing Broadband to a
Missouri Community –
Bollinger County, Missouri



May 2021 -- Completed

The Digitally Connected
Community Guide

Five Steps to a “Digitally Connected” Community

- Clarify the Vision & Assemble the Stakeholder Team
- Engage with the Community
- Identify Resources & Appropriate Technology
- Develop the P3 Strategy
- Facilitate Community Adoption





Key Components of the Guide

www.mobroadband.org

- A community driven effort to develop a written plan for digital connectivity
- MU Extension Program –for Interested Communities
- Online tools & resources

OBJECTIVE

STRATEGIES

-

PARTNERS



Broadband Expansion: Connecting Rural Missouri
topic at RCDG Annual Dinner presented by Janie
Dunning, Missouri Farm Bureau.

Cities, counties, local broadband companies, economic developers and businesses, MO Office of Broadband, MO Spatial Data Information Service, Federal Communication Commission, Environmental Systems Research Institute

- ✓ Improve quality of education
- ✓ Benefit Missouri farmers & ranchers
- ✓ Expand access to healthcare

MEASURES

1. Complete regional maps of broadband access based on local data for all five-counties.
2. Support the state Office of Broadband with planning, policy and securing funding to increase access to broadband in rural communities.
3. Increase broadband access by 20% over the next five years.
4. Hold two Broadband 101 seminars with attendance of 50 or more regional stakeholders.

Broadband Planning Needs



- Ability to create a plan for deployment, adoption, and affordability that could be completed in a short time frame and updated easily with minimal support.
- Ability to engage Internet Service Providers, Elected Officials, and Local Economic Developers and communities.
- Allow for Coordination with the Office of Broadband and Missouri Association of Councils of Governments (MACOG).
- Ability to focus on sectors vital to the regional economy: Education, Healthcare, Agriculture, Entrepreneurship, and Manufacturing.

Digitally Connected Communities Guide

UNIVERSITY OF MISSOURI
Extension



- Ready to be Piloted
- Facilitated by trained Extension Staff
- Could be replicated
- Access to Center for Applied Research and Engagement Systems for Economic Benefit Studies
- Meet the list of needs for the region

Digitally Connected Communities Objectives

- Define community to be served by the plan
- Identify community Leaders and Voices
- Identify broadband needs in the community
- Identify gaps in coverage, adoption, affordability
- Locate resources to meet identified gaps and needs
- Identifying and create partnerships
- Create a plan for expanding broadband access
- Devine the process to implement the plan
- Identifying the metrics to measure progress

NWMO Digitally Connected Communities

- February – May – community partners met bi-weekly
- June-August – plan was written
- August – Broadband Plan was presented to community partners
- August – P3 Competition in Maryville

Community Partners

NW MO Regional Council of Gov

Kim Mildward (Project Lead)

Jerri Dearmont

Steve Houts

University of Missouri Extension

Randa Doty (Facilitator)

Denice Ferguson (Facilitator)

Debbie Bennett

Annette Deering

Kaylie Walker

Joe Lear (Pilot Supervisor)

Local Economic Developers

Monica Bailey

Meggan Brown

Marcus Cassady

Kevin Fisher

Mackenzie Manring

Josh McKim



Process

Part 1 – Develop a Vision

Part 2 – Community Outreach & Engagement

Part 3 – Match Needs with Internet Technologies & Infrastructure

Part 4 – Develop a Public Private Partnership Strategy

Part 5 – Follow through on the Digitally Connected Community Vision

Community Vision

“To create a northwest Missouri where all residents and businesses have access to reliable and affordable broadband to meet their daily needs regardless of where they access the digital network. In addition, provide support and education to assist those who need it, and increase the adoption of this technology to improve daily lives.”

Community Forums

Worth County – Digital Entrepreneurship

Holt County – E-Learning

Nodaway County – Digital Manufacturing

Gentry County – Telehealth

Atchison County – Precision Agriculture

Surveying Households & Businesses

Speed tests and surveys responses from over 250 separate locations were recorded in the region over a six-week period

Current local needs recommendations 100 Mbps download speed
>60% of the speed tests showed speeds at less than 25 Mbps

43% of the surveyed residents said they would pay \$51-\$80 for adequate internet service

mobroadband.org



University of Missouri System
COLUMBIA | KANSAS CITY | ROLLA | ST. LOUIS

[Resource Rail](#)[Speed Test](#)[News and Events](#)[Blog](#)[About](#)[Help](#)

Creating Digitally Connected Communities Across Missouri

Powered by the University of Missouri System Broadband Initiative, the Missouri Broadband Resource Rail is a coordinated effort to support the build-out of reliable, high-speed internet infrastructure across the state of Missouri. The Broadband Resource Rail aims to connect communities to resources and expand the use of broadband-based applications that strengthen economic opportunities, educational access, and well-being.

[Take the Speed Test](#)[Take the Broadband
Survey](#)

University of Missouri Extension

Economic Benefit Analysis Key Findings

ECONOMIC BENEFITS OF EXPANDING BROADBAND IN MISSOURI

Atchison, Gentry and Worth Counties Executive Summary



Gauging precisely how broadband impacts the economy—in terms of jobs, gross domestic product and other economic measures—is difficult because broadband technology's benefits intertwine with benefits that stem from computing advances and improved digital literacy. Other gains made possible by broadband, such as quality-of-life improvements, are easy to recognize but harder to quantify. Finally, broadband installation and adoption occur over a long period, so the economic benefits take time to unfold.

Despite these measurement challenges, recent research provides a practical approach to understanding how broadband expansion benefits local economies. Economic gains tied to broadband expansion include the following:

- **Broadband investment:** Installing broadband infrastructure to previously unserved households will generate construction-related economic activity for several years.
- **Telemedicine:** Virtual health care saves households money by reducing visits to the emergency room and doctor's office. It also reduces lost income associated with travel and missed work.
- **Education productivity:** Access to online resources increases teacher productivity.
- **Income:** Broadband technology enables more effective job matching, online training, and access to goods and services that can increase incomes. It also improves productivity that can raise household and farm incomes.
- **Employment:** Community job growth, especially in knowledge-intensive service industries, leads to entrepreneurial, investment and productivity gains.

Although necessary, broadband access is not sufficient to stimulate economic growth. To realize broadband's economic benefits, community residents and businesses must increasingly adopt broadband service and gain skills in using broadband-related technologies. Increased broadband adoption and use drives long-term economic gains.

About this study

This study estimated the 10-year economic benefits that would result from expanding fixed broadband adoption in three Missouri counties that vary in their existing adoption levels and population size: Atchison, Gentry and Worth. Fixed broadband includes fiber optic, cable or DSL (digital subscriber line) technologies considered more reliable than other broadband connections. The study considered minimum and maximum broadband adoption growth scenarios to capture the range of potential economic outcomes in a 10-year period. The minimum scenario assumes a 10 percentage point increase in household fixed broadband adoption for the three counties. In the maximum scenario, household fixed broadband adoption increases by 20 percentage points.

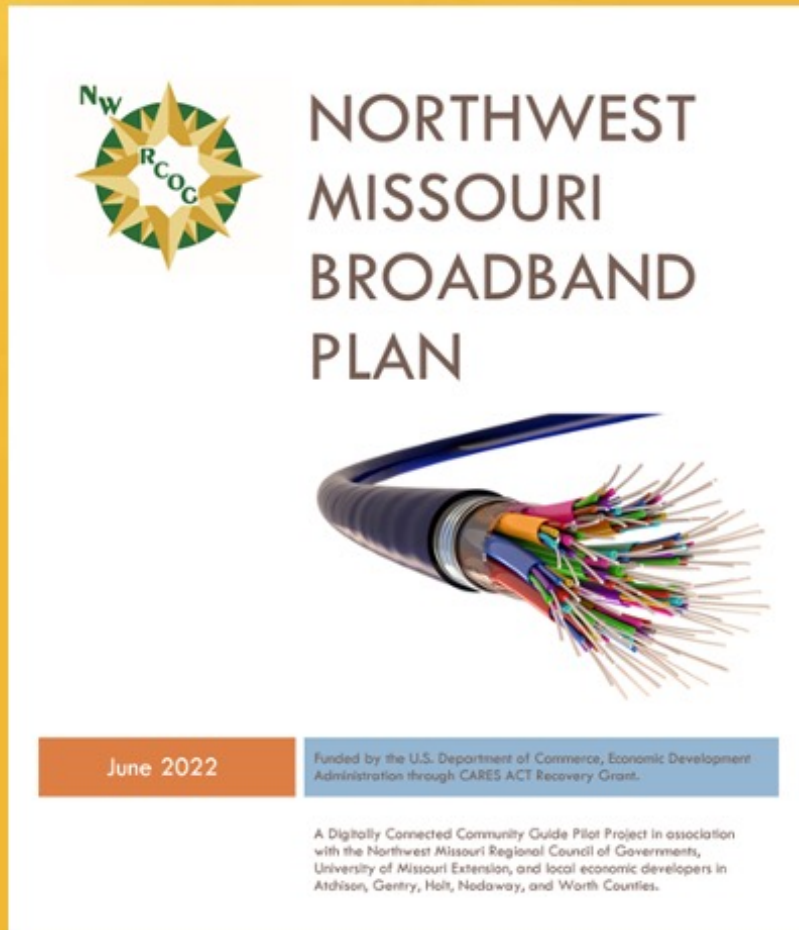
Exhibit 1. Employment, Labor Income and GDP Benefits of Fixed Broadband Adoption, Minimum and Maximum Adoption Scenarios

	Atchison	Gentry	Worth
Minimum Scenario - 10 Percentage Point Increase in Household Fixed Broadband Adoption			
10-Year Total Economic Benefits of Broadband Expansion			
Employment Gain in Year 10	35	89	22
Total Labor Income (<i>in Millions</i>)	\$15.1	\$21.8	\$4.1
Total Gross Domestic Product (<i>in Millions</i>)	\$23.2	\$31.0	\$6.0
Average Annual Gains of Broadband Expansion Compared to 2019 Figures and Prior 5-Year Trends			
Annual Avg. Employment as % of 2019 Emp.	2.2%	1.6%	2.4%
<i>For Reference: Annual Employment % Change, 2014-19*</i>	-0.7%	-0.4%	-1.9%
Annual Avg. GDP as % of 2019 GDP	1.4%	1.3%	1.6%
<i>For Reference: Annual GDP % Change, 2014-19*</i>	0.3%	-3.2%	-3.8%
Maximum Scenario - 20 Percentage Point Increase in Household Fixed Broadband Adoption			
10-Year Total Economic Benefits of Broadband Expansion			
Employment Gain in Year 10	72	178	43
Total Labor Income (<i>in Millions</i>)	\$23.4	\$37.7	\$6.7
Total Gross Domestic Product (<i>in Millions</i>)	\$36.1	\$54.1	\$9.7
Average Annual Gains of Broadband Expansion Compared to 2019 Figures and Prior 5-Year Trends			
Annual Avg. Employment as % of 2019 Emp.	3.0%	2.9%	3.6%
<i>For Reference: Annual Employment % Change, 2014-19*</i>	-0.7%	-0.4%	-1.9%
Annual Avg. GDP as % of 2019 GDP	2.1%	2.3%	2.6%
<i>For Reference: Annual GDP % Change, 2014-19*</i>	0.3%	-3.2%	-3.8%

Notes: Reference source is U.S. Bureau of Economic Analysis, 2014-19. Average annual employment and GDP are divided by 2019 county figures to show the percentage of that figure to compare against 2014-2019 growth trends. 2014-2019 annual GDP % change is the compound annual growth rate in real dollars. 2020 data excluded to avoid COVID-19 economic influences. Income and GDP figures reported in 2022 dollars.

<https://extension.missouri.edu/programs/exceed-community-economic-and-entrepreneurial-development/broadband-resources>

Develop a written plan



Plan is published and updated
on the Northwest Missouri
Regional Council of
Governments Economic
Development page

www.nwmorcog.org

Broadband P3 Team Competition

- Students looking for ways to apply what they have learned to real world problems.
- Based on Business Plan Challenge Competitions
- Students from graduate law, business, computer science or engineering programs (all campuses)
- Used data assembled as part of the DCCG & other sources
- Developed a Broadband Public Private Partnership (P3) Business model for the NW Region.
- Written Plan & Oral Presentation.

NW Broadband Plan Implementation

The P3 Competition was an excellent opportunity for fresh eyes to look at how we can expand broadband access in Northwest Missouri. Ideas we are researching or have used to date:

- How to structure a Request for Proposal or Qualifications for a County or City to select a broadband provider.
- How to expand special districts (i.e. EEZ, Opportunity Zones, CID, TIF Districts) to provide incentives for broadband expansion.
- Utilize the Broadband Stakeholder Chart to identify community stakeholders to participate in the conversation.

NW Broadband Plan Implementation

The Regional Council assisted six Internet Service Providers (ISPs) with Missouri APRA Broadband Infrastructure Grant and Middle Mile Infrastructure Grant applications including:

- Meeting with ISP project staff and local elected officials to gain letters of support and match commitment letters for projects.
- Assist in gathering letters of support from community stakeholders.
- Gathering data from state resources.
- Researching, brainstorming and developing requirements of the applications.
- Reviewing applications before submission.
- Connecting them with other RPCs across the state.

NW Broadband Plan Implementation

- Open to meeting with ISPs with assets or interest in providing broadband service in Atchison, Gentry, Holt, Nodaway, and Worth Counties.
- Actively engaged with the Office of Broadband Development, the University of Missouri Extension with twelve ISPs with assets or interest in our region to discuss issues related to workforce pipeline training, supply chain, pre-construction planning, adoption of broadband, digital literacy, and equity planning.
- Tracking of projects from concept to completion of construction.
- Tracking of grant applications.
- Planning partner with the Office of Broadband and University of Missouri Extension on Connecting All Missourians Initiative.

NW Broadband Plan Implementation

Grant applications are currently being tracked by the Regional Council.

- Missouri ARPA Broadband Infrastructure Grants
 - Eleven applications were submitted by six providers during the grant call to help expand broadband in the region.
 - Currently, the applications are going through the ISP Challenge Process.
 - Grant award announcements are expected by the end of the year.
- Enabling Middle Mile Broadband Infrastructure Program
 - Two applications were submitted by two providers during the grant call.
 - Awards expected to be announced no earlier than March 2023.

NW Broadband Plan Implementation

- Reconnect Round 3 Applications
 - Four applications were submitted by four ISPs.
 - Awards were announced on October 27th.
 - Three of the four providers will receive funding for projects that will impact Atchison, Holt, and Nodaway Counties.
 - Grant awards totaling \$35+ million investment by the United States Department of Agriculture.

Connecting All Missourians

The Office of Broadband Development will carry out an extensive public engagement process as it plans for its *Connecting All Missourians* programs. These programs will be funded under the Digital Equity Act (DEA) and the Broadband Equity, Access, and Deployment (BEAD) program, both part of the Infrastructure, Investment, and Jobs Act (IIJA). It will inform the state's plans for spending more than \$120 million dollars related to broadband expansion, digital literacy, and equity.

- Listening Session was held on October 27th with 70 individuals participating in person or virtually.
- Bi-weekly meetings for the Regional Council's service area will start on November 15th at 1 pm. To participate, please register at <https://www.eventbrite.com/e/connecting-all-missourians-northwest-missouri-regional-cog-tickets-457415791947>
- Another listening session will be held Spring 2023.

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and Outreach

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Economic Development Planner

Northwest Missouri Regional Council of Governments

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CONNECTING ALL MISSOURIANS

Office of Broadband Development



Missouri Department of
Economic Development

Office of Broadband Engagement Events

October 26, 2022 – Chariton Valley, Kirksville, Chillicothe

October 27, 2022 – Maryville, St. Joseph

November 2, 2022 – Columbia, Grandview, Sedalia

November 3, 2022 – Liberty, Unionville

November 9, 2022 – Clinton, Nevada, Joplin

November 10, 2022 – Branson, Springfield

November 16, 2022 – Warrenton, Manchester

November 17, 2022 – Rolla, Camdenton

**SIGN-UP HERE TO
RECEIVE NOTIFICATION
OF 2023 TOUR DATES!**



<https://ded2.mo.gov/media/pdf/broadband-meetings-schedule>

OUR REGIONAL VITALITY JOURNEY



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

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

Launch of Pilot with
3 Communities/Trade
Areas in the new COE
2026 National Learning
Collaborative

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

◆ Surveys, Forum Discussions, and Formation of
Discovery Groups, CollaborACTION Teams, and
Partner Relationships

2012 – 2014



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

2020 – 2022



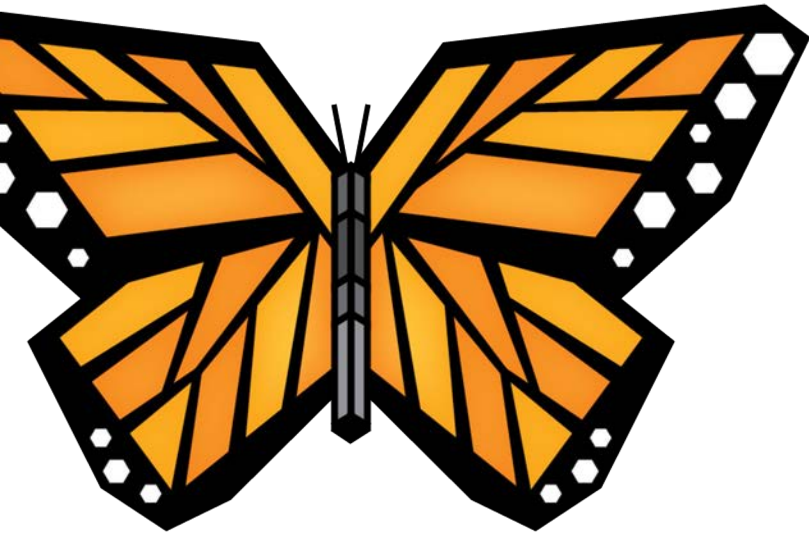
2023+

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



MAXIMIZE
NWMO

MAXIMIZE NWMO's NEXT STEPS TO CONTINUE THE CollaborACTION



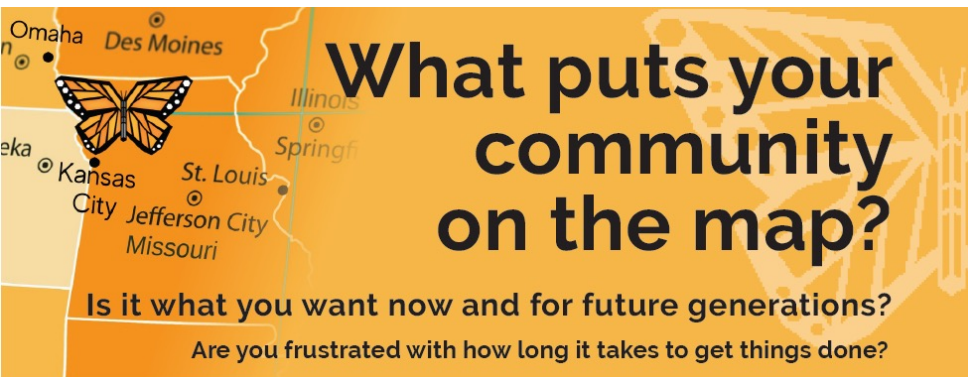
Prepare communities for big opportunities and other programs

specific to their unique shared priority projects so they can more fully leverage resources available through USDA, regional planning councils/commissions, other foundations, organizations such as Main Street, WealthWorks, and other public and private entities by:

- ◆ **Raising awareness of the region's assets and activities**
- ◆ **Bringing people together**
- ◆ **Establishing that can-do attitude** along with other proven community values and mindsets
- ◆ **Building bedrock relationships, processes, and resources** that, when present, allows communities to take advantage of opportunities and solve problems much faster because they are already working together.
- ◆ <https://www.maximizenwmo.org/high-speed-broadband-internet>



COMMUNITY DEVELOPMENT & LEADERSHIP PROGRAMS



LEARN MORE:

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



MAXIMIZE
NWMO

The Top 5 Impacts on Community Success

For individuals | 45 minutes

1. Level Up Efforts
2. Include Multiple Voices
3. Use a Big-Picture Approach
4. Move from Being Reactive to Being Prepared and Working Together
5. Know Where to Look to Find Answers and Opportunities

Introduction to Community Excellence: Reaching Common Goals Faster

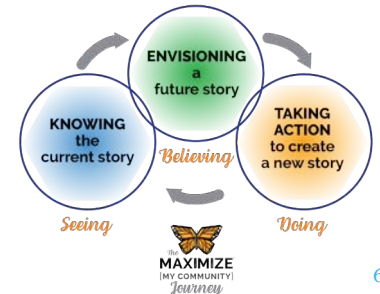
For Individuals and Small Groups | 6 weeks

- ☐ Gain network connections and new community leadership skills.
- ☐ Discover how to prioritize multiple goals and understand what is needed for 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 as you **maximize your community's potential**.

Building Strong Teams for Community Excellence

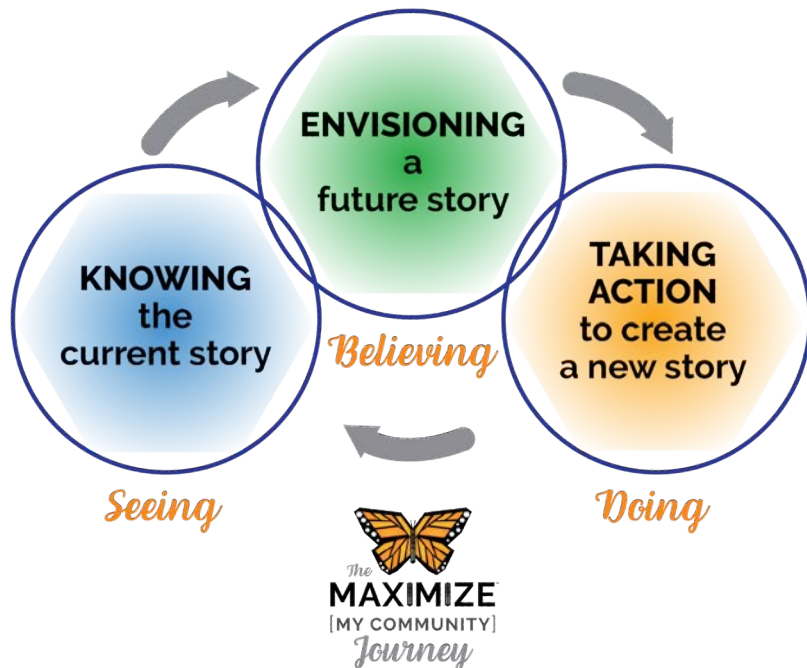
For Community Groups | 12 months

- ☐ Coaching ,Guidance, and Connections



HOW YOU CAN BE A PART OF THE ACTION

www.maximizenwmo.org



☐ BE A DOOR OPENER/ AMBASSADOR & ADVISOR

☐ BE A DOER & PARTICIPANT

- ☐ Community Learning Workshops
- ☐ Guiding Coalition:
 - ☐ Navigation Team
 - ☐ Network Coordination & Support
 - ☐ Partner Council
- ☐ CollaborACTION Teams:
 - ☐ Communications
 - ☐ Resource Development
- ☐ Discovery Groups on Priority Topics
- ☐ Regional Community Forums & Other Listening/Research

☐ BE A DONOR

Contribute funding to sponsor upcoming:

- ☐ Community Learning Workshops
- ☐ Next-Level Community Mentoring & Coaching
- ☐ Regional Communications Activities

Thank you!



**MAXIMIZE™
NWMO**

Dream big and grow together.



COMMUNITY FOUNDATION
OF
NORTHWEST MISSOURI

Better together.

together@maximizenwmo.org
www.maximizenwmo.org

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