



MAXIMIZE™
NWMO

Dream big and grow together.

NEWS

FOR IMMEDIATE RELEASE

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Alumni and resident perspectives on northwest Missouri sought

Leaders involved in Maximize NWMO's 18 counties are seeking responses to help guide community prosperity-building efforts

ST. JOSEPH, Mo., June 20, 2020—A short survey has been launched to capture what people appreciate about the 18-county region as well as what they would like to see grow and improve.

Community leaders in the 18 counties of northwest Missouri have been asking – especially since COVID-19 hit – what people who either grew up here, have strong ties here, and/or have chosen to live here feel are the best qualities of our communities. The goal is to gather as much input as possible to help in prioritizing and coordinating efforts that can further strengthen and enhance our towns as great places to live, learn, work, play, and raise children. All residents and especially those who have earned a high school diploma, skilled training certificate, or higher education diploma within the region are encouraged to participate.

The survey is only a few minutes in length and can be easily accessed by visiting www.maximizenwmo.org or through links posted on the Maximize NWMO Facebook page. The direct link is: https://missouri.qualtrics.com/jfe/form/SV_a4t6xGbI7PXba8B.

“Our Communications CollaborACTION Team enlisted the help of the University of Missouri’s Exceed group of professionals to design the survey ensuring it is simple, short, and meaningful to help us better understand what keeps and attracts people here,” said Christel Gollnick, president of JUPER Communications and member of Maximize NWMO’s Navigation Team.

Maximize NWMO serves the region in a neutral role providing administrative, communications, data access, and coaching support on systems-thinking and community wealth building for individuals, communities and the region. The initiative’s Navigation Team supports leaders and communities who want to *dream big, decide wisely, and maximize our region’s potential by growing together*.

Maximize NWMO is the regional vitality initiative of The Community Foundation of Northwest Missouri. It is made possible through partnerships with Communities of Excellence 2026, the United States Department of Agriculture – Rural Development (USDA-RD), University of Missouri Extension, Missouri Department of Economic Development, Northwest Missouri State University and Everygy.

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