

21st Century Vision

A Report From the People

NCARED Regional Leaders
July 11, 2006

UofA
UNIVERSITY OF ARKANSAS
DIVISION OF AGRICULTURE
Cooperative Extension Service



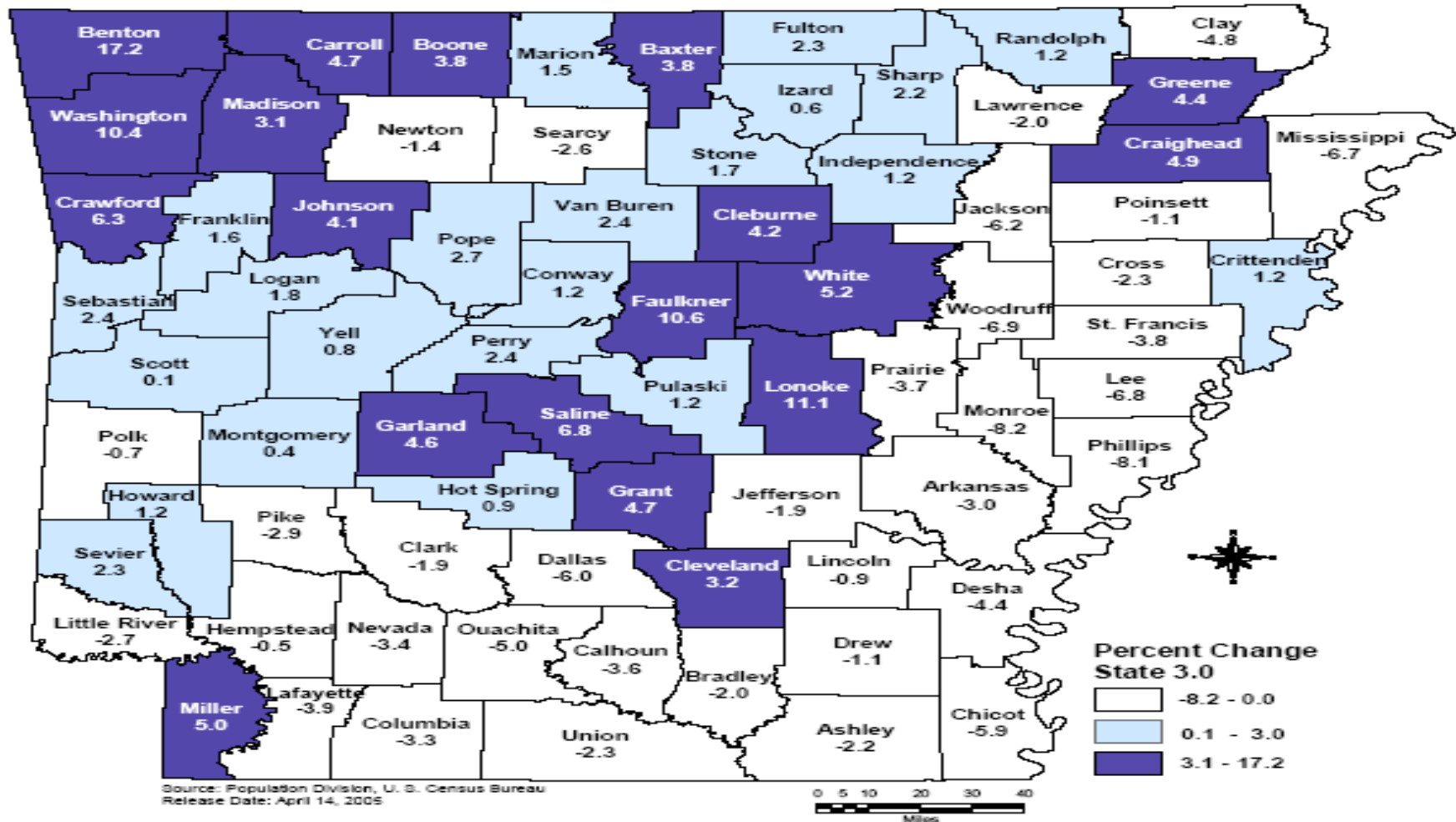
***Never believe that a few caring people can't
change the world.***

For indeed, that's all who ever have.

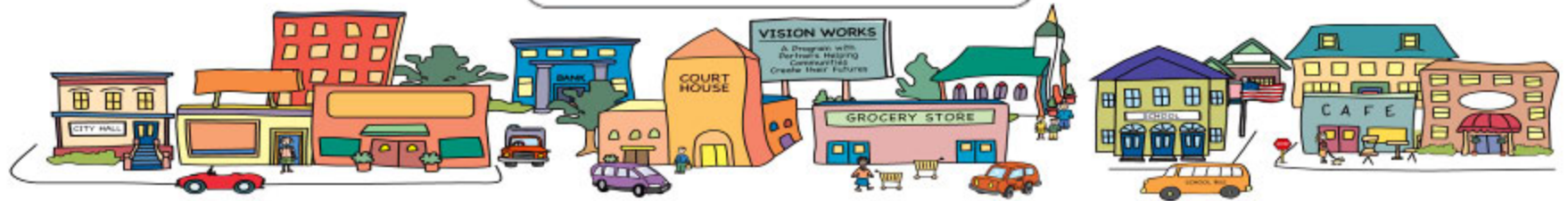
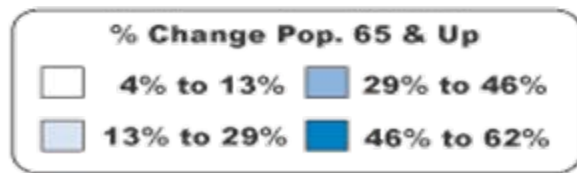
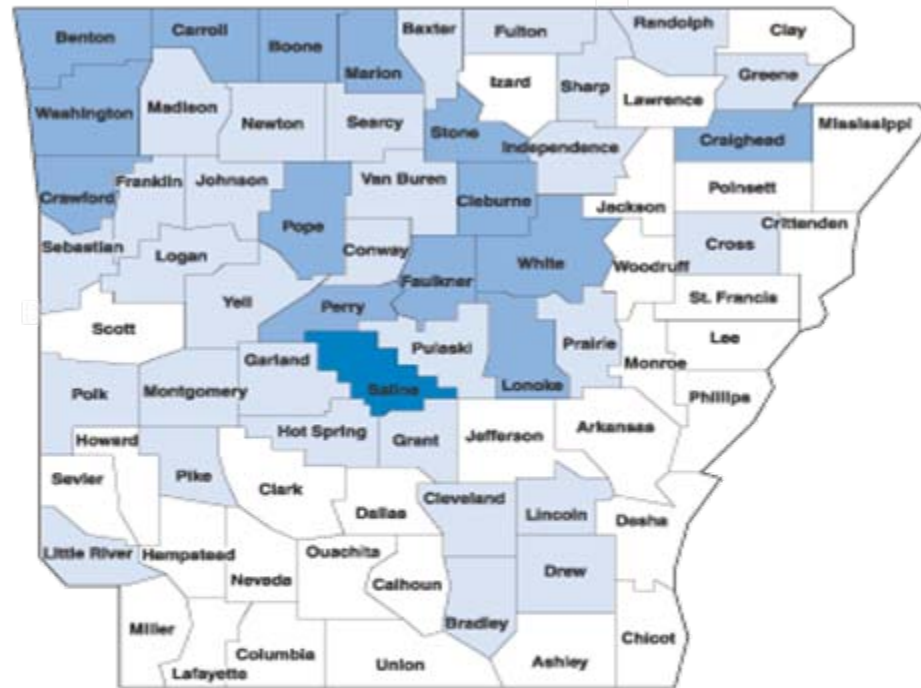
Margaret Mead



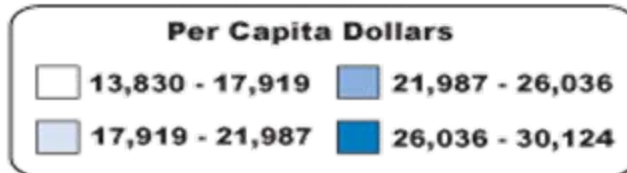
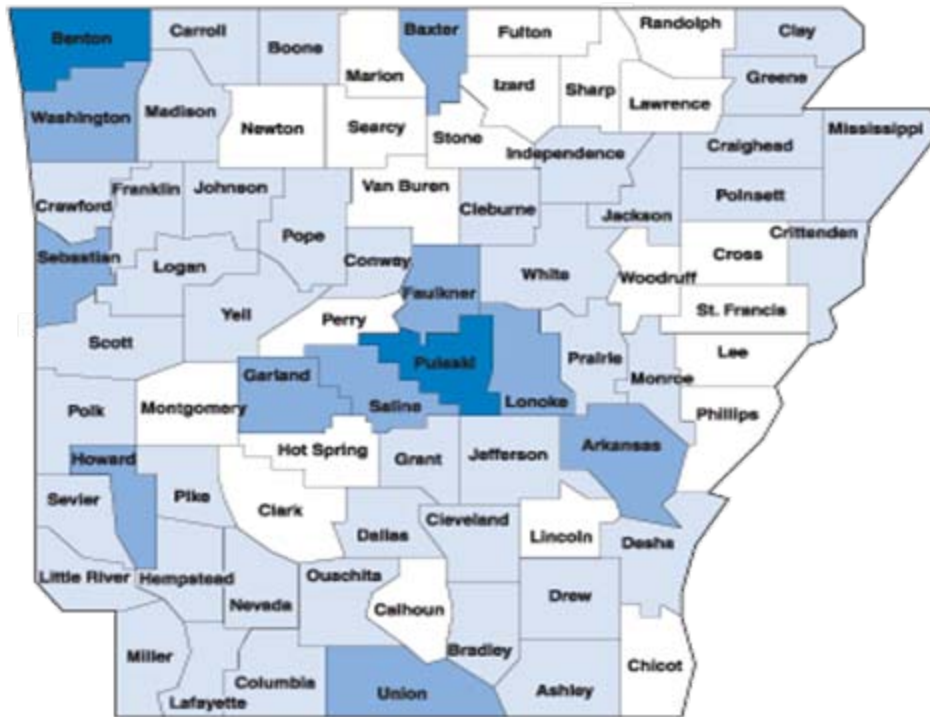
Percent Change in Total Population; Arkansas by County: April 1, 2000 - July 1, 2004 (estimate)



Population Change, 65 & Older



Per Capita Income in Arkansas



Jobs Lost in the Region This Year

- Boeing – Izard County
- Volex – Van Buren County
- CenturyTel Call Center – Baxter County
- Culpepper Manufacturing – Van Buren Co.
- Additional projected closing – not yet announced



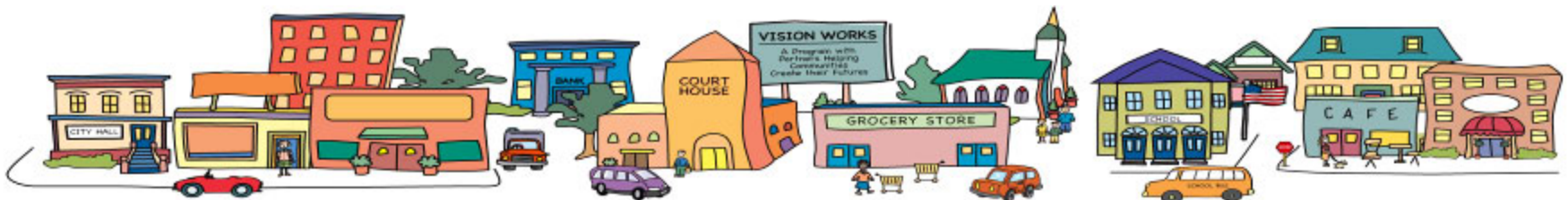
Jobs Lost

- Actual Jobs lost at plants: 330
- If not replaced (multiplier effect) the total actual number of jobs lost is 621



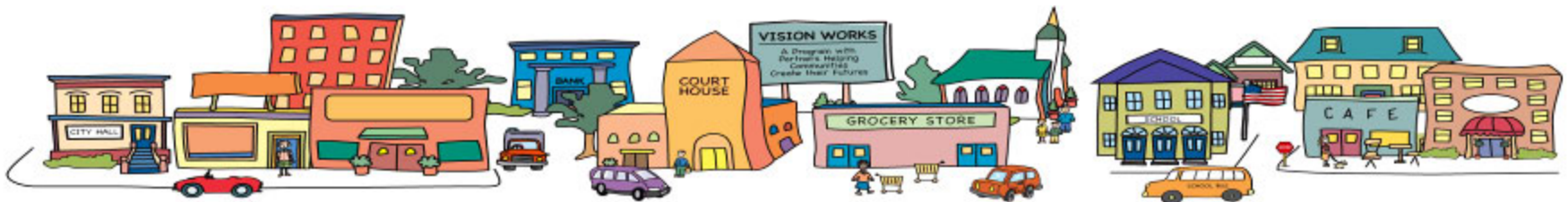
Income Lost

- Salary loss from jobs eliminated in plants is **\$7.6 million**
- If not replaced (multiplier effect), total income lost is **\$11.91 million**



NCARED Chose Regional Development Because:

- Increases the likelihood for success (MLRA refers businesses to each other)
- Creates stronger political voice for major projects (Northwest Regional Airport)
- Can attract more resources (Crossroads Coalition attracting \$5.8 million grant)



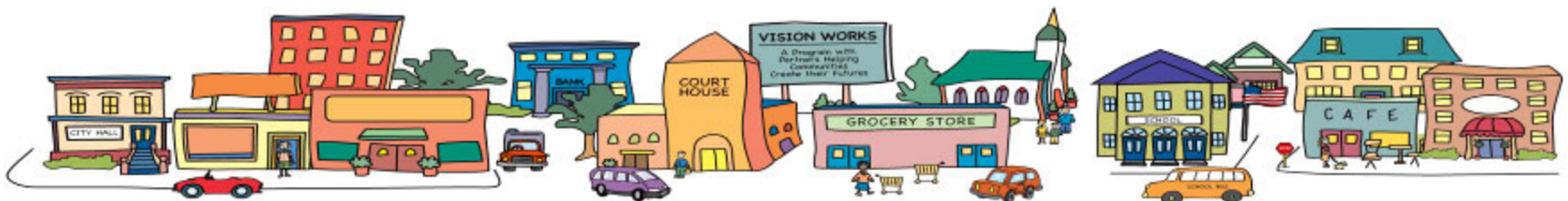
Regional Development . .

- Offers a larger workforce and quality of life assets to new businesses (Marion supersite)
- Is driven by community leaders and citizens from the counties in the region
- Greater ability to foster grassroots economic development (HandMade in America)



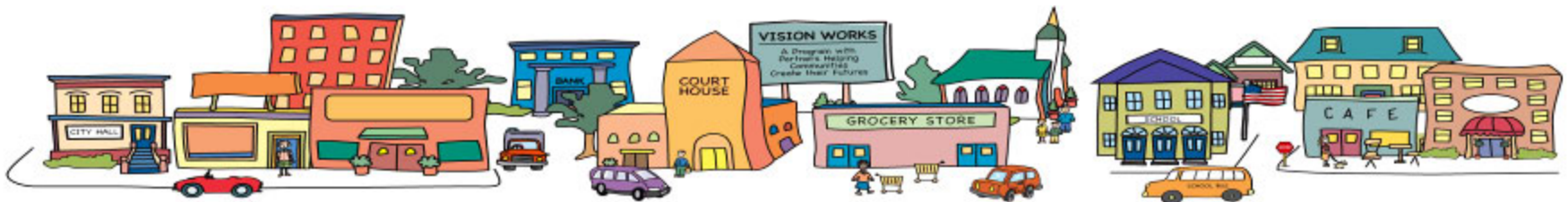
NCARED Contracted with Breakthrough Solutions, a program with the following purposes:

- **Create wealth and job opportunities for our children and grandchildren**
- **Improve the quality of life**
- **Gain skills to take full advantage of broadband connectivity**
- **Learn collaboration tools for successful community and regional development**

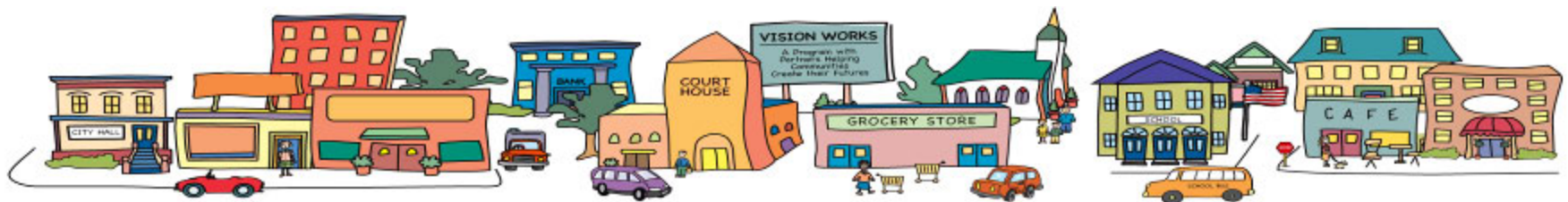


Through this process, leaders and citizens will:

- Identify the most critical challenges and promising opportunities
- Address these through action planning sessions
- Develop a regional blueprint for prosperity
- Take action to implement the blueprint strategies



Report from the People



What Did Not Show Up?

- A key issue – Information Technology and the power of broadband connectivity
- A key asset in this region – large numbers of heritage artisans, craftspeople, and musicians – with potential for a great economic impact



Issue Areas Identified at Leader Meetings and Youth Focus Groups:

- **Economic Development**
 - Job loss
 - Attracting or creating new businesses
- **Infrastructure**
- **Education and Workforce Preparation**
- **Quality of Life and Place**
- **Housing**
- **Natural Resources**
- **Social Ills**
- **Health Care**



Regional Leadership Team

- Carry message and opportunity for regional development to the county level
- Collaborate with local board members, county Extension Agent, and NCARED to support county involvement
- Commit to one year of service on regional team, involving two additional meetings



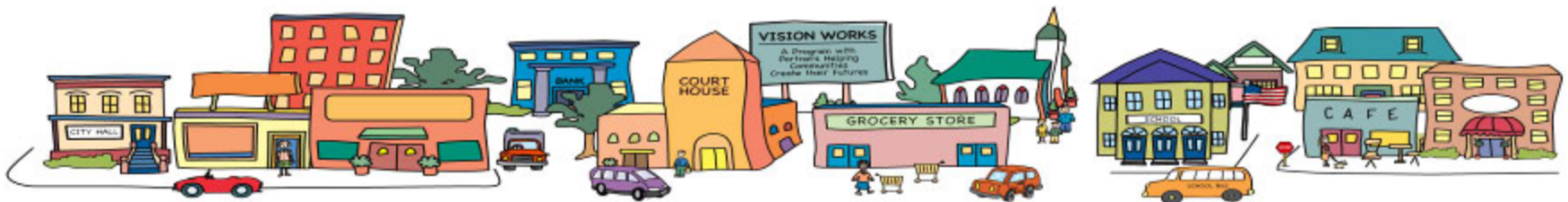
Next Step

- Regional leadership team forms county leadership team in each county
- County leadership team selects chair, key contact person
- Each county manages fundraising effort
- NCARED Summit August 10 in Melbourne
- Action workshops begin – late August or early September



Proposed Workshop Format

- First and last workshops include all seven counties' action workshop delegates
- Workshops in between are divided into two locations to reduce travel time
- Time between action workshops will be 4 to 6 weeks, depending upon work to be done in between

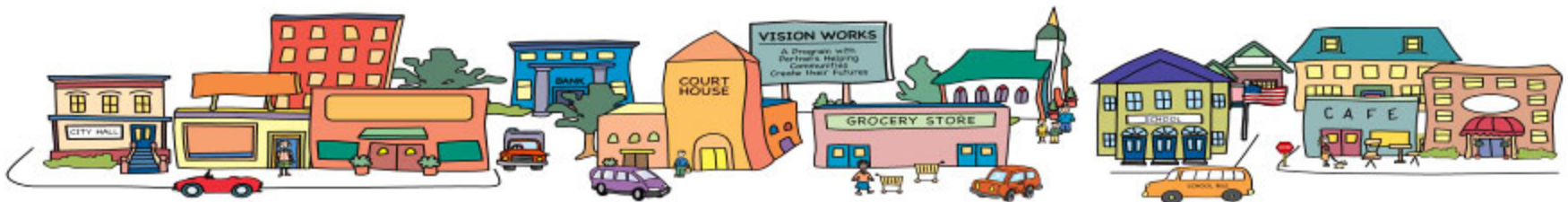


First Workshop – One Location

- Breakthrough leadership skills:
 - Getting to know our region and its people
 - Developing effective team skills
 - Consensus building – win/win decision making
 - Effective group processes
 - Major forces and trends
 - Asset mapping skills
 - Involving citizens in the visioning process



Let's Pick a Date!



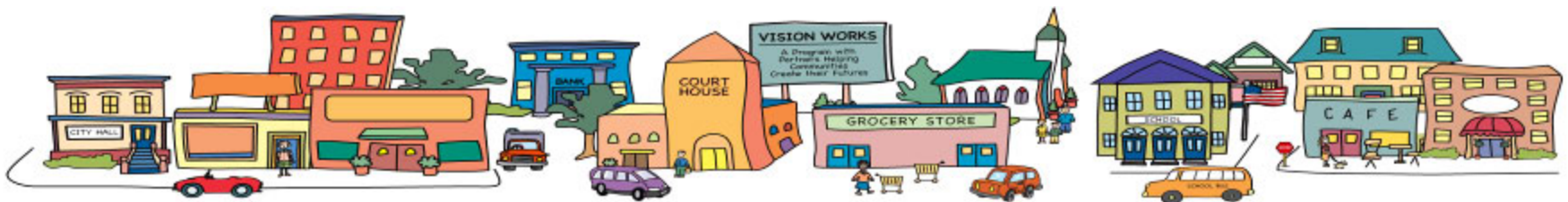
Additional Workshops

- Economic analysis and economic development strategies (Dr. Wayne Miller) and effective use of systems
- Scenario based planning, prioritizing key issues, beginning strategy maps and action planning process
- Networking and collaboration, innovation and entrepreneurship



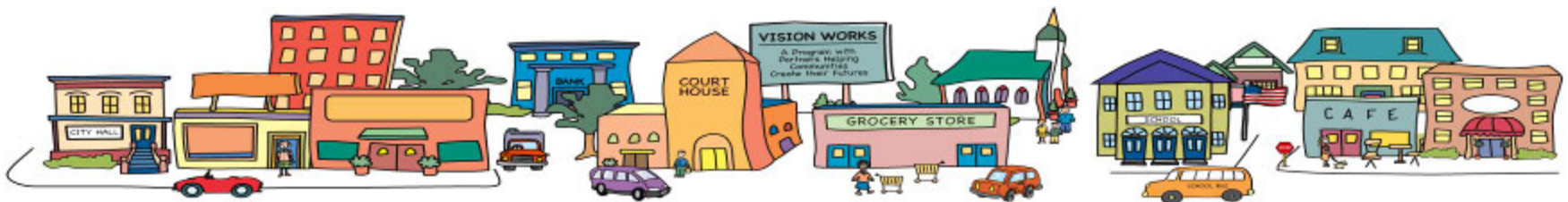
Workshops, Continued

- Harnessing the power of information technology to improve the economy and enhance the quality of life and place
- Creating wealth and prosperity in the global economy, incorporating strategic marketing skills



The Final Workshop – One Location

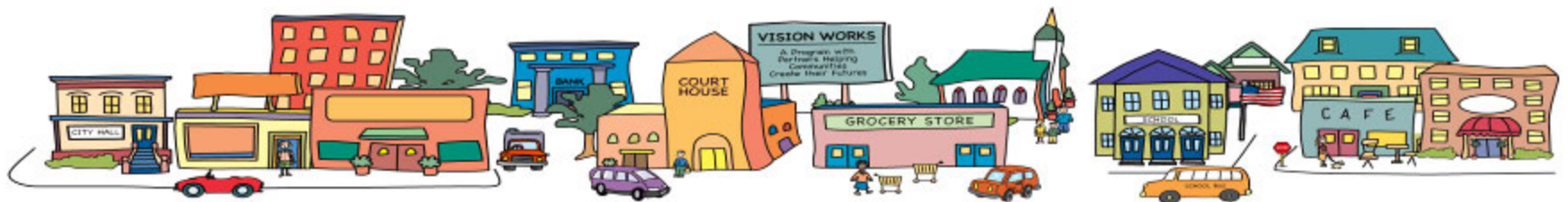
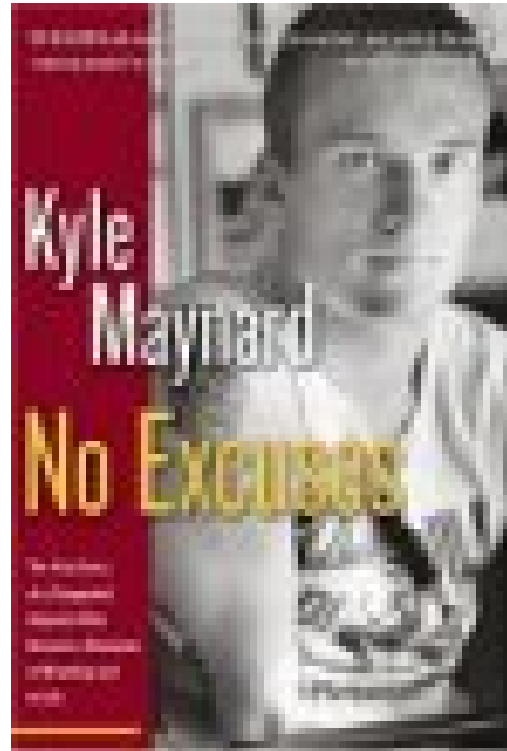
- A Blueprint Bonanza! Everyone comes together to share the work that has been done and combine the strategy maps into a single blueprint for the region.
- Plan implementation for strategies not yet started.
- Lay the groundwork for a regional celebration.
- Evaluate the process.



Kyle Menard







“There are three kinds of groups: Those that make things happen; those that wait for things to happen; and those that wonder what happened.”

Anonymous

