

Hope Inspires Action

leading positive community change

Iowa League of Cities
Coralville, Iowa

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Workshop Agenda

- Unpack the notion of **HOPE**
 - What it is?
 - Why does it matter?
 - How it impacts community leadership
- Share community stories
 - Learn from each other/share your stories
- Gain some inspiration

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Know your neighbors (Thought Partners)

- Introduce yourself to those at our table
 - Name
 - Community
 - Position
 - Share one thing you hope to take away from this conference

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Acknowledgements

Gallup Organization

Dr. Shane Lopez, "Making Hope Happen"

Research team at MI State University

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Successful Communities



Leadership



Hopeful/Visionary
Leadership

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What is hope?

Hope

Hope is the belief that the future will be better than the present
(“will power”)

AND

The belief that you have some power to make it so
(“way power”)

What are your hopes and dreams?

Individual reflection then table sharing



What are your hopes and dreams



Source: Gallup

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GOOD JOB

Full-time/part-time job that meets household needs

Engaging occupation

HAPPY FAMILY

Family physically nearby

Sense of togetherness

GREAT LIFE

Social connectedness with others

Financial security (not seeking wealth)

Physical wellbeing

Purpose in life

Community wellbeing

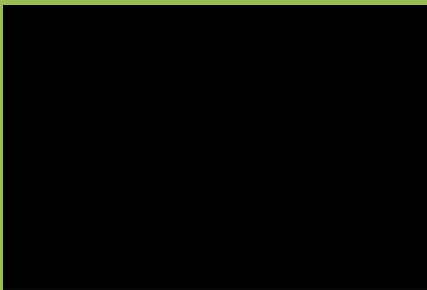
**Focused
community
leadership
pursues strategies
towards:**

**Good
Job**

**Happy
Family**

**Great
Life**

**Effective leaders
provide hope**



Mayor John Fetterman, Braddock, Pennsylvania

**Hope
Matters**

**Hope is a
choice**

**Hope can be
learned**

**Hope is
contagious**

Cautionary Note



***People don't work for goals
they don't own!***



One man's vision

Community X, Indiana

**Indiana Community
Achievement Award Winner;**

**Local entrepreneur invested
millions of dollars to create
"Artist Colony"**

**Major improvements in
overall community aesthetics
plus addition of live-work
artist center;**

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One man's vision

Community X, Indiana

Home of conservative Christian college;

Town had reputation as "dry community"

Artist entrepreneurs were frustrated and looking to move businesses; community was frustrated

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Remember two elements of Hope:

Hope is the belief that the future will be better than the present

("will power")

AND

The belief that you have some power to make it so

("way power")



Will & Way Power



Marion Virginia

- Small business boot camp
- \$5,000 grant for new downtown business in targeted sectors;
- > 25 new businesses and 100+ new jobs created

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Will & Way Power Building an entrepreneurial ecosystem

Fairfield, IA

- Recognizes & celebrates entrepreneurs;
- Extensive mentoring program;
- Local Angel/Venture Capital Funds;
- 3,000 new jobs created, personal income tripled;



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Will & Way Power



Sparta, North Carolina

- Developed training certification program for advanced materials cluster with community college;
- Changing culture among residents relative to education & training.

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Will & Way Power

Tecumseh, MI

- Community survey revealed the need for a fine dining establishment
- Worked with neighboring community to secure a liquor license;
- Recruited chef that fit community tastes;
- Result: Evans Street Station
 - Best New Restaurant in MI (AAA)



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10 minute BREAK

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**Oh, by the way... hopeful
individuals means**

**14% bump in workplace
outcomes**

**Providing hope is critical
to youth success**



**12% Bump in School
Outcomes**

Source: Gallup

Student Poll Hope Results

- I know I will graduate from high school. (81%)
- I know I will find a good job when I graduate. (58%)
- I energetically pursue my goals. (42%)
- I can think of many ways to get good grades. (53%)
- I can find lots of ways around any problem. (31%)
- There is an adult in my life who cares about my future. (87%)
- I have at least one teacher that makes me excited about the future. (59%)

— Source: Gallup

Hope among youth is rooted in community connectedness

(Happy Family & Good Life)

Youth Connectiveness



Bothel, WA

Community banners celebrate "youth";

Dowagiac, MI

Dogwood Fine Arts Festival
World-renowned artists and performers offer free clinics to community youth;

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Engaging Youth

Shepherd, MI



Shepherd Sugar Bush – entire community taps maple trees as a youth programs fundraiser;

Youth & adults collect sugary sap, working the sugar shack, bottling & selling syrup;

Effort funds community-wide youth programs and facilities;

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Listening to youth voice

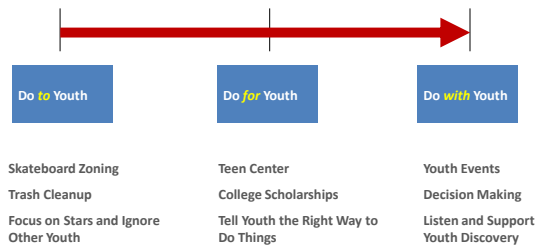
Jonesville, MI



- Surveyed 3rd graders: What do you want in your community?
- Top response: rock wall
- Community built rock wall;
- On-going youth surveys to measure progress; community received high marks!

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How do communities involve Youth now



Source: Craig Schroeder, Heartland Center

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Creating hope to retain youth

Community Strategies



- Create economic and career choices that are appealing to youth;
- Evolve community cultures that are progressive and embracing of youth and younger generation (place attachment)
- Focus development efforts on those who want to stay and/or return to their hometown;



Hope is contagious

Positive emotions move from one person to the next person, to the next person

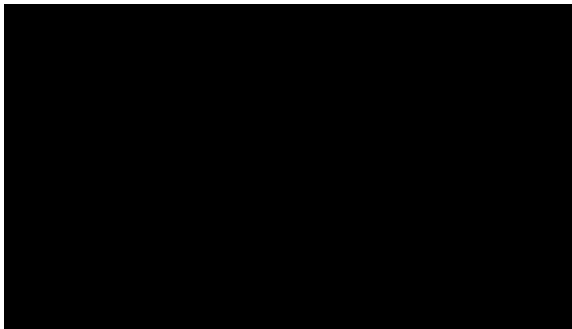
....Same applies to hopelessness (poverty of spirit)

Hope starts with engagement



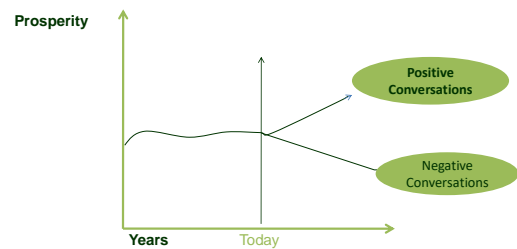
- Creating hope starts with engaging the entire community in a better future
- Thinkers and Drinkers

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"Thinkers & Drinkers"

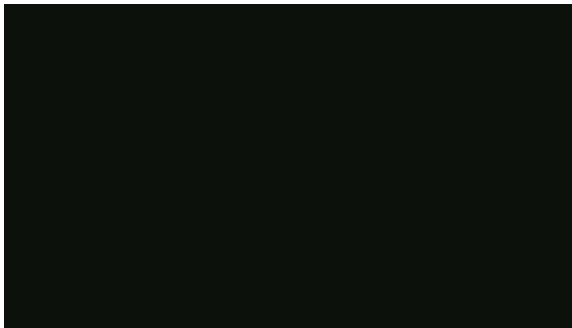
Changing the narrative is important because people move in the direction of their conversations



Source: Ed Morrison

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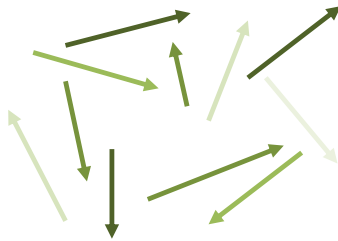
Why Dubuque? Changing perceptions



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**Hope + Vision = Positive
Community Change**

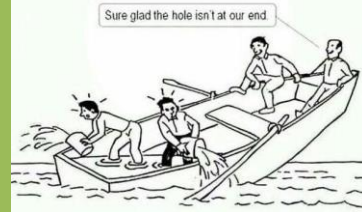
Connecting the dots



Worthy Causes and
Community Activities

(Mark Peterson, University of Arkansas)

Today's Society

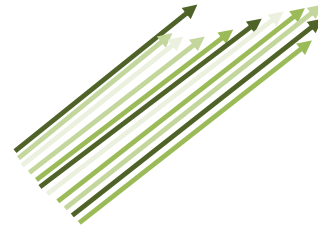


Timing is off.. Readiness factor



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Hope + Vision



Worthy Causes and Community Activities

(Mark Peterson, University of Arkansas)

Aligning hope & vision

Argonia Kansas

- Community built grocery/convenience store after previous store closed;
- Community is pursuing a housing development with houses offered at cost to new families;
- Closing costs paid if new family has children;



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Hope Inspires Action

Spiraling up by
building on
successes and
new dreams



Transformational Community Change

Colquitt Georgia

- Capitalized on the region's history of story-telling – tales of life, family, and community.
- The musical productions have made the community a tourism destination with spillover shops, dining and lodging downtown.



Small Town Success Strategies

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Institutionalizing Hope

Identify the most hopeful person in your community, and empower them to lead positive change

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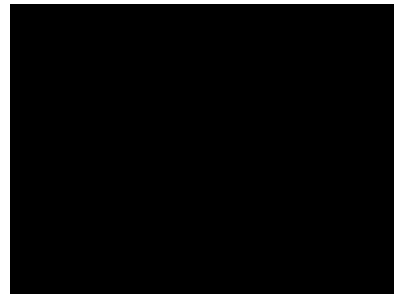
Allowing space for others



Westphalia, Michigan

- Faith community engaged youth group to create student-run business;
- Filled empty storefront;
- Gathering place for youth in community;

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Amazing Maisie

Institutionalizing Hope

The art of true leadership is sometimes leading from behind!

Who/what groups can you empower in your community to advance your community?



Key Lessons

Hope + Vision = Positive Community Change

Focus on your community's greatest hope (Good Job/Happy Family/Great Life)

Empower your community's most hopeful citizens & youth towards positive community action (Leading from behind)

Overall Observation

Hope begins by listening
to your community and
taking action on what
you've heard



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Thank You

Discussion/questions?