Hope inspires action

leading positive community change

LWM Chief Executives Workshop
Elkhart Lake, Wisconsin

Dave Ivan, Ph.D.
Michigan State University Extension
Acknowledgements

Gallup Organization

Dr. Shane Lopez, “Making Hope Happen”

Research team at MI State University
Successful Communities

Leadership

Hopeful/Visionary Leadership
What is 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?
What are your hopes and dreams

GOOD JOB
HAPPY FAMILY
GREAT LIFE

Source: Gallup
GOOD JOB

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

Engaging occupation
HAPPY FAMILY

Family physically nearby

Sense of togetherness
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
Argonia Kansas

Community built grocery/convenience store after previous store closed;

Hopeful leadership

Community has initiated a housing development with houses offered at cost to new families;

Closing costs paid if new family has children to enroll in school district;
Engaging next generation

Dubuque, Iowa

• Engaging young university talent;

• Internship academy
  • Freshman: Shadow
  • Sophomore: Mentoring
  • Jr/Sr: Full Internship

• Retention loan forgiveness program;

• Youtube video changing perception;

• “Next five years will define the next 50 years for Dubuque”
Why Dubuque?
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;
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
“Will Power” and “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
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)
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)
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;
Youth Engagement

Bothel, WA
Community banners celebrate “youth”

Dowagiac, MI
Dogwood Fine Arts Festival

World-renowned artists and performers offer free clinics to community youth
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!
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;
How do communities involve youth now

- Do **to** Youth
  - Skateboard Zoning
  - Trash Cleanup
  - Focus on Stars and Ignore Other Youth

- Do **for** Youth
  - Teen Center
  - College Scholarships
  - Tell Youth the Right Way to Do Things

- Do **with** Youth
  - Youth Events
  - Decision Making
  - Listen and Support Youth Discovery

Source: Craig Schroeder, Heartland Center
Deliberate Effort in Engaging Youth

Simple idea for your community:

- Provide disposable cameras to school children and ask to take pictures of what they like and dislike in their community;

- Present pictures at future community meeting;
Hope is contagious

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

....Same applies to hopelessness (poverty of spirit)
“Thinkers & Drinkers”
Changing the narrative is important because people move in the direction of their conversations ….

Prosperity Years

Positive Conversations

Negative Conversations

Source: Ed Morrison
Hope + Vision = Positive Community Change
Connecting the dots

Worthy Causes and Community Activities

(Mark Peterson, University of Arkansas)
Today’s Society

Sure glad the hole isn’t at our end.
Timing is off.. Readiness factor
Hope + Vision

Worthy Causes and Community Activities

(Mark Peterson, University of Arkansas)
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.
Transformational Community Change

Sparta, North Carolina

Community effort to retain major employer

Developed training certification program for advanced materials cluster with community college;

Changing culture among residents relative to education & training.
Institutionalizing Hope

Identify the most hopeful person in your community, and empower them to lead positive change
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?
Hope begins by listening to your community and taking action on what you’ve heard

Overall Observation
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