

Fort Scott Is Gracious Host

The warm reception by the Fort Scott community was appreciated by all those who attended the Multi-State Community Improvement Conference on June 13, 14, and 15, 1989. Professional community development specialists from seven states attended this seventeenth annual conference. States represented included: Kansas, Arkansas, Iowa, Michigan, Minnesota, Missouri and Oklahoma.

The conference was designed for those professionals involved in statewide community improvement/betterment programs from across the nation. Two of the highlights included an "Idea Fair," which was a group exchange session on innovative aspects of community improvement programs, and a session entitled, "Empowering Rural Communities Through Joint Efforts" which was a panel discussion consisting of representatives of private business, education, state government and communities on "Why We Are Involved in the Kansas PRIDE Program."

Panel participants included: Dr. Walter Woods, Director of the Cooperative Extension Service and Dean of the College of Agriculture, Kansas State University; Harland Priddle, Secretary, Kansas Department of Commerce; Richard Shank, Chairman, Kansas PRIDE, Inc.; Mary Asher, Chairperson, Fort Scott PRIDE; and Charlotte Petty, Iola PRIDE. Each of the sponsor representatives on the Board of Directors of Kansas PRIDE, Inc. welcomed the participants and hosted a special reception and banquet.



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This newsletter is published to provide communication among communities participating in the Kansas PRIDE Community Improvement Program. Your input is welcome.

PRIDE is jointly administered by the KSU Cooperative Extension Service and the Kansas Department of Commerce.

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Extension PRIDE Program Coordinator

Kansas State University, County Extension Councils and United States Department of Agriculture cooperating. All programs and materials available without discrimination on the basis of race, color, national origin, sex, age or handicap.

Kansas PRIDE Program
Cooperative Extension Service
101 Umberger Hall
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PRIDE

Kansans Building Better Communities

Project Record Book Due September 1

In order to be eligible to compete and to receive a cash award, each participating PRIDE community must submit a summary of its improvement activities for the year in the form of a project record book. All improvement projects worked on during the program year (September 1 through August 31) may be included. The book's purpose is to tell briefly, the individual story of each community's PRIDE program. A project record book, with the insert pages, may be ordered from the Kansas Department of Commerce. The cost is \$5.00. It is the only book that may be used and only one project record book may be submitted by each community.

Judges give no extra consideration for a book's thickness or elaborate appearance. Be concise! The book is used by the judges to gain insight into the community's PRIDE program. The decisions are based on what the judges hear and see in the community during their judging trip in September.

Some suggestions on how to complete the project record book include: (1) Appoint an individual

and/or a committee early in the year with responsibility for the PRIDE project record book. Documentation materials, such as pictures (before and after) and newspaper clippings, need to be gathered during the year. (2) Be sure to complete each section of the PRIDE summary and have it signed by the PRIDE chairman. (3) Include only projects undertaken between September 1 through August 31 of the program year. (4) Put only information in the project record book that is relevant to the PRIDE organization's goals, projects, and accomplishments during the program year. (5) List each project on a separate project record sheet and state individuals involved, accomplishments (tell the impact of the project on the community), number of volunteer hours, and number of individuals involved. Be sure to describe on the project record sheet, information in regard to the four judging criteria (projects, awareness, involvement, and accomplishments). (6) Include on the project narrative sheet such things as newspaper clippings, radio and TV scripts, before and after pictures, and

other support materials. Highlight or underline important parts of news clippings. Pictures and news clippings must be dated. (7) Give credit where credit is due, i.e. a PRIDE community survey may encourage community groups or organizations to take on projects. PRIDE gets credit for the impact of the survey but, the organizations and groups should receive credit for all they do that is independent of PRIDE efforts. Remember to include only projects in the project record book that the PRIDE organization has initiated or has assisted in its completion. Projects not associated with PRIDE will not be judged and should not be included in the project record book. (8) The project record book must be submitted to the Kansas Department of Commerce postmarked on or before September 1. No late entries will be accepted.

Mail or bring the book to the: Kansas Department of Commerce, 400 West 8th, Fifth Floor, Topeka, Kansas 66603-3957.

Thank You, PRIDE Communities

The PRIDE staff of the Kansas Department of Commerce and the Kansas State University Cooperative Extension Service would like to thank the following communities for hosting area-wide PRIDE workshops this spring and summer: Kinsley, Johnson, Kanorado, Potwin, Valley Falls, WaKeeney, Erie, Morrowville and Westmoreland.

Besides the participants' sharing of projects, community leaders were introduced to a "community organizational assessment tool." The assessment tool has been instrumen-

tal in helping community volunteer organizations get off dead center by being more focused and energized, by reaffirming previously established directions, or by moving in new directions.

The topic areas covered on the assessment included: (1) Mission, Purpose and Goals, (2) Organization Structure, (3) Membership Participation, (4) Group Relationships, (5) Leadership Effectiveness, (6) Community Networking, (7) Follow-Through on Action Plans, and (8) Fiscal Resources.

Important PRIDE Dates

September 1
..... Completed PRIDE
Project Book Is Due

September 19-22
..... PRIDE Judging Week

October 14
..... State PRIDE
Recognition Day in Salina

Judges Will Visit September 19-22

If your community is enrolled in the PRIDE community achievement awards and submits a completed PRIDE record book by September 1, the judges will visit your community between September 19-22, 1989. The judging team will include one Kansan who is familiar with the Kansas PRIDE Program and one out-of-state person who is a community development professional. Each community will receive word from the Kansas Department of Commerce at least one week prior to judging as to the exact date and time of the judges' visit.

The judges will spend one hour in communities of less than 5,000 population and one and one-half hours in communities of over 5,000. The state PRIDE Board of Directors has determined the point system for judging. It is PRIDE projects (15%), awareness (15%), involvement (30%) and accomplishments (40%).

It is important that the community be in control and set the format for the judges' visit. Decide how to best use the time allotted to showcase your

program. It is also important to remember to present only PRIDE's efforts and not the community's as a whole.

A few suggestions on how to make the best use of the allotted time follows: (1) Practice the presentation prior to the visit. (2) Immediately upon their arrival into the community, determine from their escort the exact time of their departure and allow the judges an opportunity to freshen up prior to the presentation. (3) If planning to serve refreshments, keep them simple. (4) After a short welcome, distribute an agenda. (5) To show involvement, have a number of different people describe the various projects. (6) Describe the projects in terms of the judging criteria (projects, awareness, involvement and accomplishments). (7) If a project was unsuccessful, do not try to cover it up. The judges will appreciate honesty and the ability to objectively evaluate the project. (8) A quick tour highlighting the improvements made during the program year will help the judges visualize ac-

complishments. As another option, a video or slide presentation of PRIDE projects may be desirable. (9) If a tour is planned, it is important that the judges hear and see the same things. Use only one car or van with one or two spokespersons to point out accomplishments. The driver should only be responsible for driving, and should not discuss the community, the projects, or the PRIDE Program with the judges. (10) Make sure the driver has mapped out the tour route and driven it the day before the judges' visit. Some communities have been surprised to find roads blocked or impassable and have wasted time having to back-track. (11) Leave time for the judges to ask questions. (12) Since there is a limited time to highlight the PRIDE Program, the better organized, the more effective the presentation will be. (13) Relax, be positive, enthusiastic and have fun showing off your PRIDE accomplishments.

tion is to develop recommendations to strengthen the program.

Staff members from the Kansas State University Cooperative Extension Service and the Kansas Department of Commerce will conduct the evaluation utilizing input from several groups of people active in the PRIDE Program.

PRIDE Manual to be Updated

The Kansas PRIDE Program Manual is being updated and will be available for communities to pick up during PRIDE Day in Salina on October 14, 1989. The manual is designed as a guide to assist communities participating in the PRIDE Program. The manual will be divided into nine sections and contain information about the various aspects of the PRIDE Program.

Leadership Is the Key

Good solid leadership is an important component for any community development effort. However, many communities have problems recruiting people to serve in leadership roles. Generating new leadership and avoiding leadership burn-out are common problems all communities must face.

Problems generally aren't caused so much by a lack of leadership talent in a community as they are from the inability to bring such talent to light. Most experts agree that there is no such thing as a "born leader." All people have leadership potential. People simply need the opportunity to learn how to participate and how to lead in order to become good leaders.

Competent leaders don't necessarily have to fit the traditional image of a leader - dynamic, powerful and persuasive. It is more important that a leader be willing to listen and build consensus among the members of the group. Good leaders are intelligent, have a genuine liking for people, and are able to assume responsibility given the authority. Leaders do not necessarily come in one complete package. The idea that one person can provide guidance to the community in every given situation is a fallacy. Most people have talents in a limited num-

ber of areas. The key is to recognize the various talents of the individuals in a community and put them to use.

Being the leader should not mean doing all the work. Overloading a willing volunteer is the surest way to lose a potential community leader. Also, the effectiveness of a group is diminished if one person or a small number of people are responsible for everything. Delegating responsibilities helps to involve more residents in the activities of the community and makes people feel they are a vital part of the community.

It may seem that there are not the numbers to truly delegate responsibilities in smaller communities. In such cases, communities need to learn to pace themselves the same way people do. Look at the goals and expectations your community has and throw out those that have become outdated or unrealistic. Break down large projects into smaller, more manageable projects and set deadlines that allow an adequate amount of time for completion. Always have a Plan B, because Plan A may not work. Last, do what you can, bypass what you cannot change and put the effort where it counts.

Article adapted from a May - June, 1989 article from the Iowa Community Betterment "NEWSGRAM."

Tree City USA

Interested in improving the appearance of your community?

The Tree City USA Program may be your answer. Communities are encouraged to plant evergreens and deciduous trees at selected sites to produce shade, buffer noise, screen unsightly views and offer abundant fall colors.

To participate, a community must meet four requirements: (1) a legally constituted "tree board" must be established to administer the program, (2) a local tree ordinance must be developed, (3) an active, comprehensive community forestry program must be started, and (4) the community must participate in Arbor Day activities by issuing a proclamation and publicly planting trees on an annual basis.

The Tree City USA Program is coordinated through the State and Extension Forestry Department. Contact your county Extension agent for more information.



New Program Available to PRIDE Communities

A new program entitled, "Goals For Community Revitalization" is now available to PRIDE communities. Materials for this new program are intended for use in communities of less than 2,500 population. They also can be used in communities that are interested in rapidly identifying community goals and starting action projects.

The community goal materials are intended for use in a series of three workshops held one day to one week apart. Each workshop will require two or more hours, with its actual length depending on the number of participants and the length of discussion periods. Workshop 1 is an overview and community self-assessment, Workshop 2 identifies community goals, and Workshop 3 develops an action plan for the attainment of community goals. There

is no cost to the community for the workshops. The only requirement is that each community guarantee that a minimum of twenty people be in attendance at all three workshops.

For additional information on the "Goals For Community Revitalization" program, please contact: Stan McAdoo, Extension PRIDE Program Coordinator, KSU Cooperative Extension Service, 101 Umberger Hall, Manhattan, Kansas 66506, (913) 532-5840.

PRIDE Program to be Evaluated

The Board of Directors of Kansas PRIDE, Inc. agreed to conduct an evaluation of the Kansas PRIDE Program at their June 29, 1989, board meeting. The purpose of the evalua-

Blue Ribbon Certificates

The following communities were evaluated and approved as meeting the requirements for Blue Ribbon recognition at the June 29, 1989, State PRIDE Board Meeting:

- Alden - Housing
- Columbus - Tourism
- Dighton - Airport, Culture & Arts, Emergency Medical Services, Fire Protection, Library, Police Protection, Sewage Disposal, Solid Waste Management, Tourism and Water
- Goodland - Beautification, Housing and Recreation and Parks

- Halstead - Airport, Community Planning, Education, Emergency Medical Services, Fire Protection, Sewage Disposal, Solid Waste Management, Streets, Tourism and Water
- Kingman - Airport, Beautification, Emergency Medical Services, Library, Police Protection, Sewage Disposal, Solid Waste Management, Streets and Water
- Oberlin - Community Planning, Emergency Medical Services and Police Protection

- Russell - Airport, Beautification, Culture and Arts, Education, Emergency Medical Services, Energy, Fire Protection, Library, Police Protection, Sewage Disposal, Solid Waste Management, Streets and Water
- Valley Falls - Education
- Walnut - Airport, Emergency Medical Services, Fire Protection, Police Protection and Streets