

Involving People in the Community Development Process

One of the greatest frustrations for anyone involved in community development is getting others in the community motivated. Two community development specialists with the Iowa State University Cooperative Extension Service, Bob Cole of Mason City and Tom Quinn of Ottumwa, offer these suggestions.

To begin with, keep in mind that using people is not the same as motivating people. Individuals are less willing to do the leg work of a project if they are not also involved in the planning. Long-time community leaders need to be especially open to listening to new ideas and letting new people take charge. Closely related, avoid the appearance of being a clique or other type of closed group. Let people in the community know what your organization is doing and that new members are welcome. Communication is a key ingredient. If you live in a small town, do not just assume that everyone already knows what is going on. Personally ask people to become involved. Mass appeals for help are not as effective as a telephone call or a personal visit. Care for the individual is an important component of motivation. Provide encouragement, accomplishment, and recognition to maintain active involvement.

Knowing what motivates individuals is essential to motivating them. When you recruit people, do it for a specific job, and match that job with each person's talents and interests. Also, clearly define the job that is to be done and when it will be finished.

-- Courtesy of the Iowa Community Betterment Program

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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.



PRIDE

Kansans Building Better Communities

Special Emphasis Awards for 1989

Periodically, the State PRIDE Board of Directors selects specific project areas for special emphasis. Certificates of excellence and merit are given in these areas. Current year special emphases are Job Creation and Leadership Development.

JOB CREATION

The prime concern for qualifying will be effectiveness and quality of economic development efforts and the manner in which the improvements were achieved. The following elements will be considered: (1) Comprehensiveness of economic development, such as supporting an existing business, job creation efforts, recognizing economic development as a process rather than as an event, (2) Incorporation of various elements of the community into the process, partnership between the private and public sectors, and (3) The effort's ef-

fectiveness: jobs created, public support generated, increase in local tax base, etc.

Suggested activities communities may engage in include: (1) Establishment of community support. Support may be estimated by the use of surveys or media treatment. Having citizens participate by "investing" in economic development (purchasing shares in the local development corporation) is another demonstration of support. Education on development issues also helps build support. (2) Creation of a formal organization. This helps to ensure that economic development is understood as a process rather than an effort on a single project. The organization can take many forms: for profit, not for profit, an extension of the chamber of commerce, or of the local government. The community's needs and resources will determine

the best organizational structure. (3) Collection and use of detailed community facts. Understanding the community as it is today allows the decisions about tomorrow. An economic analysis can help target businesses that might prosper in the community's environment. Infrastructure needs or advantages can be identified. (4) Implementation of a business retention and expansion program. This is perhaps the most important focus as losing existing opportunities will affect a community more visibly. Industry visits, educational programs, and financial counseling services are components of this element, and (5) Undertaking promotional efforts. Marketing the community to prospective new businesses must be considered. Marketing can take many forms, national or local advertising, mail-out cam-

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Good Publicity is Key to Success

The quality of the PRIDE publicity program could well decide the effectiveness of the local PRIDE program. Unless the entire community is made aware of current problems and possible solutions, there will be little chance for success. A successful PRIDE program must have the full support of its citizens. Good publicity helps recruit members, keep volunteers informed of upcoming projects, and make the community aware of local PRIDE accomplishments. Lack of publicity or bad publicity, on the other hand, diminishes the effectiveness of community improvement efforts. An effective publicity coordinator, ideally, should be able to write concisely. It is helpful if the person has ex-

perience in preparing advertisements and news releases. Anyone who can write well, is creative, and willing to work hard can become a successful publicity coordinator. The specific duties will vary from community to community based on organizational structure, size, scope of the local program, size of community, and availability of local media.

Congratulations, Ulysses

Ulysses is the most recent city to be presented PRIDE's highest award, the Pacemaker. Local community leaders were presented the Pacemaker plaque at a special ceremony on June 2.

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

Midwest Living Announces Hometown PRIDE Award

Midwest Living magazine has recently announced a new Hometown PRIDE Awards Program. The program is designed to reward community betterment efforts with both cash and recognition. According to editor Dan Kaercher, the Hometown PRIDE Awards Program is "our way of saying thanks to thousands of volunteers improving the quality of life in the heartland."

The categories of Hometown PRIDE Awards are:

People Helping People--Projects such as making public buildings wheelchair accessible or establishing a day care center.

Beautification--Projects such as converting an empty lot into a playground or sprucing up downtown storefronts or sponsoring a community-wide cleanup day.

Historic Preservation--Projects such as saving a covered bridge from destruction or turning the local depot into a museum.

Awards will be given in three categories. Each category will include three population classifications so that communities of similar size will compete with one another. Three prize winners in each of the

three award categories will receive \$1,000 to help finance their community project. Winners will be announced by November 30, 1990, and will be featured in the Midwest Living magazine. Entries must represent programs carried out in 1989. Projects may have been initiated before 1989 or they may be concluded after 1989, but judging will be based on accomplishments during this calendar year.

The program is intended to reward innovative undertakings that involve a number of volunteers and produce tangible results that benefit the community. Deadline for entries is January 15, 1990. To receive a copy of the Hometown PRIDE Awards entry form, please write or call Stan McAdoo, Kansas State University Cooperative Extension Service, Umberger Hall 101, Manhattan, Kansas 66506 913/532-5840 or Bev Wilhelm, Kansas Department of Commerce, 400 West 8th, Fifth Floor, Topeka, Kansas 66603 913/296-3485.

-Article adapted from a February 15, 1989 news release from Midwest Living magazine.

Special Emphasis

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paings, participation in regional or state development activities, etc.

LEADERSHIP DEVELOPMENT

Prime concern for qualifying will be effectiveness and quality of leadership efforts. The following elements will be considered: (1) Role taken by the PRIDE committee to assess leadership needs and explore opportunities for leadership programs, (2) Ability of the PRIDE committee to influence others to get involved, and (3) Success of the PRIDE committee in getting projects accomplished through the delegation of leadership responsibility. There are suggested activities that the communities may engage in.

(1) Leadership training. Examples include: (a) sponsoring a leadership training seminar, (b) organizing and conducting a local leadership training program, (c) training PRIDE officers, and (d) nominating a PRIDE committee member to Leadership Kansas.

(2) Leadership identification. Examples include: (a) identifying new emerging leaders, and (b) motivating younger community members to become involved in the PRIDE program.

(3) PRIDE committee structure. Examples include: (a) developing a written purpose and mission statement for your PRIDE program, (b) developing by-laws for your PRIDE committee, (c) coordinating with other community organizations, (d) delegating responsibility, and (e) conducting a PRIDE organizational assessment.

(4) Understanding your community. Some examples may include: (a) analyzing data and information, (b) assessing community resources, (c) becoming knowledgeable on available state and federal resources to assist your community, and (d) mobilizing resources.

(5) Leadership activities. Examples include: (a) hosting a PRIDE workshop, (b) participating in a community goal setting process, and (c) enrolling in Family Community Leadership.

KPL Gas Service Sponsors PRIDE

KPL Gas Service, a sponsor since PRIDE's inception in 1970, is Kansas' largest electric and gas utility and the fifth largest combination electric and gas utility in the nation. KPL Gas Service serves more than 295,000 electric customers located in 322 communities in Kansas and 1,030,000 natural gas customers residing in 522 communities in Kansas, Missouri, Nebraska, and Oklahoma. The utility employs about 4,400 people concentrated in the corporate headquarters in Topeka, 33 branch offices and service centers, four natural gas compressor stations, and four electric generating plants, including the coal-fired Jeffrey Energy Center north of St. Marys, Kansas, the largest generating plant in Kansas.

KPL Gas Service also meets all or part of the wholesale electric needs of

38 municipalities and 17 rural electric cooperatives and the wholesale gas needs of nine communities. The company is rare among gas utilities, having both transmission and distribution systems. The KPL transmission system, spanning central Kansas, includes 1,740 miles of



pipeline, an underground natural gas storage field in south central Kansas and 20 gas compressor stations. Rod Weinmeister, KPL's director of industrial development, states, "It's gratifying to observe the spirit of cooperation and volunteerism at work in PRIDE communities as they strive to fulfill self-improvement projects." Weinmeister is a 26-year veteran of KPL who has served several terms on the PRIDE board of directors as well as chairman in 1985.

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PRIDE Communities Writing Mission Statements

During the spring and summer PRIDE workshops, communities are being asked to write a mission statement. A mission statement is a brief statement which expresses the PRIDE committee's understanding of its present mission.

Following is the mission statement as written by members of the Sharon Springs PRIDE committee attending the area-wide PRIDE workshop held in Kanorado on April 22, 1989, "The Wallace County PRIDE organization seeks to maintain and enhance community spirit, self-esteem and empowerment to meet challenges through (1) supporting individual and organizational efforts, (2) highlighting county needs and possibilities, and (3) identifying and enabling effective leadership."

Has your PRIDE committee developed a mission statement?

1989 Enrolled PRIDE Communities

An official 1989 PRIDE entry form has been received from the following communities. To be eligible to compete for the community achievement awards, the entry must have been submitted on or before April 15, 1989. There is no deadline for entering the blue ribbon recognition phase of the program.

Alden	Formosa	Junction City	Phillipsburg
Almena	Fort Scott	Kanorado	Potwin
Alton	Gaylord	Kensington	Pratt
Arkansas City	Galesburg	Kingman	Protection
Atchison	Geuda Springs	Kinsley	Quinter
Atwood	Goodland	LaCygne	Ransom
Baxter Springs	Green	Lansing	Riley
Belleville	Greensburg	Leonardville	Russell
Bird City	Grinnell	Longford	Sabetha
Burrton	Halstead	Lucas	Sharon Springs
Cherokee	Haviland	Lyndon	Smith Center
Coffeyville	Haysville	Maize	Spearville
Coldwater	Hiawatha	Marion	Stafford
Columbus	Highland	Morrowville	Syracuse
Courtland	Hoisington	Muscotah	Tonganoxie
Dighton	Holcomb	Narka	Udall
Dodge City	Holton	Ness City	Ulysses
Edgerton	Horton	Nortonville	Valley Falls
Effingham	Independence	Oberlin	Wakeney
Elkhart	Iola	Osawatomic	Wakefield
Erie	Jennings	Oskaloosa	Walnut
Fairfield	Jetmore	Ottawa	Westmoreland
Ford	Johnson City	Perry	

Deteriorated PRIDE Signs Hurt a Community's Image

Are your community's PRIDE signs deteriorated? If the answer is yes, you are not alone. Hundreds of PRIDE signs throughout the state are either deteriorated or close to it. Take a close look at your signs and if they are in poor shape, take them down. Nothing hurts the image of a community more than unsightly PRIDE signs.

If your community is currently enrolled in the PRIDE program, new signs can be leased by contacting PRIDE, 400 W. 8th Street, Topeka, Kansas 66603.

Problem Identification Is Important

Problem identification is important for every PRIDE committee to undertake prior to setting goals for their community. It is suggested that each PRIDE committee identify problem areas every three years by conducting a community attitude survey.

Such a survey will determine the community's strengths and weaknesses and determine what projects are considered most important by the community. For assistance with a survey contact your local county Extension agent.